

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Global @dvisor: ADVERTISING STUDY
Qc1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
I find most advertising does not reflect the world around me	10131	5052	5078	4316	3253	2562	1978	3466	3771	4560	5570	2484	3938	3709	6187	3943	1432	8699	2280	7850	7134	2967
	72%	72%	72%	71%	72%	75%	71%	73%	72%	72%	73%	72%	74%	71%	73%	72%	72%	72%	71%	73%	72%	74%
Advertising too often shows men and women in traditional roles	8284	4013	4270	3800	2608	1876	1596	2897	3088	3683	4600	1919	3159	3205	5084	3200	1266	7017	2042	6242	5924	2339
	59%	58%	61%	63%	58%	55%	57%	61%	59%	58%	60%	55%	60%	61%	60%	59%	64%	58%	63%	58%	60%	58%
Advertising influences how women see themselves	10220	5088	5131	4546	3284	2390	1894	3545	3917	4709	5511	2409	3821	3989	6229	3990	1512	8708	2500	7719	7336	2855
	73%	73%	73%	75%	73%	70%	68%	74%	75%	74%	72%	70%	72%	76%	73%	73%	76%	73%	78%	72%	74%	71%
Advertising influences how girls see themselves	10500	5153	5347	4599	3402	2499	1926	3640	4030	4804	5695	2498	3931	4070	6366	4133	1520	8980	2489	8010	7482	2993
	75%	74%	76%	76%	75%	73%	69%	76%	77%	75%	75%	72%	74%	78%	75%	76%	76%	75%	77%	74%	75%	75%
Advertising influences how men and boys see themselves	9391	4574	4817	4230	2967	2194	1745	3240	3603	4292	5099	2150	3528	3713	5675	3716	1450	7941	2321	7070	6656	2711
	67%	66%	69%	70%	66%	64%	62%	68%	69%	67%	67%	62%	66%	71%	67%	68%	73%	66%	73%	66%	67%	68%
Advertising often sets unrealistic expectations and puts pressure on women	7428	3421	4007	3362	2355	1711	1321	2597	2887	3252	4175	1670	2807	2951	4468	2960	1044	6384	1687	5741	5241	2165
	53%	49%	57%	56%	52%	50%	47%	54%	55%	51%	55%	48%	53%	57%	52%	54%	52%	53%	52%	53%	53%	54%
Advertising often sets unrealistic expectations and puts pressure on men	4995	2609	2386	2329	1580	1086	860	1761	1933	2121	2875	1155	1862	1978	3011	1984	757	4238	1190	3806	3549	1427
	36%	37%	34%	38%	35%	32%	31%	37%	37%	33%	38%	33%	35%	38%	35%	36%	38%	35%	37%	35%	36%	36%
Advertising often sets unrealistic expectations and puts pressure on girls	7061	3363	3698	3053	2222	1787	1252	2437	2718	3090	3971	1680	2662	2720	4237	2824	930	6131	1516	5545	4886	2157
	50%	48%	53%	50%	49%	52%	45%	51%	52%	48%	52%	49%	50%	52%	50%	52%	47%	51%	47%	52%	49%	54%
Advertising often sets unrealistic expectations and puts pressure on boys	5485	2715	2771	2321	1759	1406	936	1926	2106	2380	3105	1234	2149	2103	3283	2202	732	4753	1194	4292	3821	1647
	39%	39%	39%	38%	39%	41%	33%	40%	40%	37%	41%	36%	41%	40%	39%	40%	37%	40%	37%	40%	38%	41%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	8871	4351	4520	4076	2821	1974	1713	3034	3398	3993	4878	2024	3303	3544	5465	3407	1371	7500	2193	6678	6379	2466
Do not believe that advertising sets unrealistic expectations / puts pressure on any	63%	62%	64%	67%	62%	58%	61%	64%	65%	63%	64%	58%	62%	68%	64%	62%	69%	63%	68%	62%	64%	62%
	562	277	286	207	211	144	152	185	167	262	300	175	215	173	341	221	40	522	69	493	402	160
	4%	4%	4%	3%	5%	4%	5%	4%	3%	4%	4%	5%	4%	3%	4%	4%	2%	4%	2%	5%	4%	4%
							GH															
Sigma	82927	40615	42312	36839	26461	19627	15373	28729	31618	37147	45780	19399	31373	32155	50347	32581	12055	70872	19481	63446	58812	23888
	592%	582%	602%	608%	585%	575%	548%	601%	606%	582%	601%	560%	591%	616%	591%	595%	605%	590%	604%	589%	591%	596%

Global @dvisor: ADVERTISING STUDY
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Minimum Base: 30 (**), Small Base: 100 (*)
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Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501		
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500		
I find most advertising does not reflect the world around me	10131	387	408	370	407	374	374	349	224	348	397	388	349	326	370	299	369	410	406	380	319	361	247	397	349	389	398	352	362		
	72%	77%	82%	74%	82%	75%	75%	70%	45%	74%	79%	78%	70%	65%	74%	60%	74%	82%	81%	76%	64%	72%	69%	80%	70%	78%	80%	70%	72%		
		HIMNPWYb	DFGHJMNO POTUVWYbc	INPUW	DFGHJMNO POTUVWYbc	INPUW	INPUW	IPW		INPUW	HIMNPWYb	HIMNPWYb	IPW	IW	INPUW	IW	INPUW	DFGHJMNO POTUVWYbc	DFGHJMNO POTUVWYbc	HIMNPWY	IW	IPUW		HUMNPUVW Yb	IPUW	HIMNPWYb	HIMNPQUV WYb	IPUW	IPW		
Advertising too often shows men and women in traditional roles	8284	325	337	334	290	316	330	293	270	295	291	266	268	346	275	268	332	322	293	320	320	260	174	338	256	311	321	265	232		
	59%	65%	67%	67%	58%	63%	66%	59%	54%	59%	58%	53%	54%	69%	55%	54%	60%	72%	59%	64%	64%	52%	35%	68%	51%	62%	64%	53%	46%		
		ELMOPWVY WYbc	EHULMOPV WYbc	EHULMOPSV WYbc	WYc	ILMOPVWb c	EHULMOPSV WYbc	VWYc	W	VWYc	Wc	W	W	EHULMOPV WYbc	W	W	EHULMOPSV WYbc	BEFHUKMO PSTUVWYZab	WYc	ILMOPWYb c	ILMOPWYb c	W		EHULMOPSV WYbc	W	ILMPVWYb c	ILMOPWYb c	W	W		
Advertising influences how women see themselves	10220	356	373	366	372	364	383	423	298	390	369	391	395	343	435	366	364	342	325	393	403	386	273	329	390	335	337	421	297		
	73%	71%	75%	73%	73%	74%	73%	77%	85%	60%	78%	74%	78%	79%	69%	87%	73%	73%	69%	65%	79%	81%	77%	55%	66%	66%	78%	67%	68%	84%	59%
		IWc	IRSWXZac	ISWXc	IRSWXZac	ISWXc	INRSWXZac	BCDEFGIJKL MNOPQRSTV WXYZac		BINRSWXZac	IWc	BINRSWXZac	BFINPQRSW Zac	IW	BCDEFGIJKL MNOPQRSTU WXYZac	ISWXc	ISWXc	IWc	W	BFINPQRSW Zac	BCDEFINPQR SWXZac	BINRSWXZac		W	BINRSWXZa c	IW	IW	BCDEFGIJKL NQRSTUVWXY	Zac		
Advertising influences how girls see themselves	10500	351	403	376	394	384	392	434	291	419	402	403	400	348	440	390	357	379	356	401	403	405	259	352	405	307	352	386	310		
	75%	70%	81%	75%	79%	77%	79%	87%	58%	84%	80%	81%	80%	70%	88%	78%	71%	76%	71%	80%	81%	81%	52%	71%	81%	61%	71%	77%	62%		
		IWZ	BINQSWXZac	IWZc	BINQSWXZac	BINQSWXZac	BCDEFGILMN PQRSTUVWX YZahr		BDFGINPQRS WXZabc	BINQSWXZac	BINQSWXZac	BINQSWXZac	IWZ	BCDEFGIKLM NQRSTUVW XYZahr	BINQSWXZac	IWZc	IWZc	IWZc		BINQSWXZac	BINQSWXZac	BDINQSWXZa c		IWZ	BDINQRSW Zac	W	IWZ	BINQSWZac			
Advertising influences how men and boys see themselves	9391	327	340	348	366	304	357	378	271	353	349	360	351	318	376	344	325	340	286	355	377	379	233	323	339	318	337	364	270		
	67%	65%	68%	70%	73%	61%	72%	76%	54%	71%	70%	72%	70%	64%	75%	69%	65%	68%	57%	71%	75%	76%	47%	65%	68%	64%	68%	73%	54%		
		ISWc	FISWc	FISWc	BFINQSWYZ c	W	BFINQSWXZc	BCFINPQRSW XYZac		FISWZc	FISWc	BFINQSWXZc	FISWc	IW	BCFINPQRSW XYZac	FISWc	ISWc	FISWc	W	FISWZc	BCFINPQRSW XYZac	BCFINPQRSW XYZac		ISWc	FISWc	IWc	FISWc	BFINQSWXZc			
Advertising often sets unrealistic expectations and puts pressure on women	7428	317	276	299	258	239	233	350	260	277	263	305	280	241	342	182	339	233	217	324	235	225	95	304	292	291	300	242	208		
	53%	63%	55%	60%	52%	48%	47%	70%	52%	55%	53%	61%	56%	48%	68%	36%	68%	47%	44%	65%	47%	45%	19%	61%	58%	58%	60%	48%	42%		
		CEFGIKMNP RSUVWb	FGPVSUVWc	EFGINPRSU Wbc	PSWc	PW	PW	BCDEFGIJKL MNPRSUUVW XYZabc		PSWc	FGPVSUVWb c	PW	EFGINPRSU Wbc	PW	CEFGIKLM NPRSUUVWY Zabc	W	CEFGIKLM NPRSUUVWXY Zabc	PW	PW	CEFGIKMNP RSUVWYZbc	PW	PW		EFGINPRSU Wbc	EFGINPRSU Wbc	FGNPRSUW bc	EFGINPRSU Wbc	FGNPRSUW bc	PW	W	
Advertising often sets unrealistic expectations and puts pressure on men	4995	223	214	182	184	141	124	208	232	191	170	218	187	169	215	134	210	171	150	234	153	168	75	202	182	173	186	121	178		
	36%	45%	43%	36%	37%	28%	25%	42%	46%	38%	34%	44%	38%	34%	43%	27%	42%	34%	30%	47%	31%	34%	15%	40%	36%	35%	37%	24%	36%		
		DEFGIKMNP RSUVWYZab	FGINPRSUW YZb	FGPWb	FGPSUWb	W	W	FGINPRSUW Zb		DEFGIKMNP RSUVWYZabc	FGPSUWb	GWb	DEFGIKMNP RSUVWYZabc	FGPSUWb	GWb	FGINPRSUW Zb	W	FGINPRSUW Zb	FGPWb	W	DEFGIKMNP RSUVWYZabc	GWb	GPWb		FGPSUWVb	FGPSUWb	FGPWb	FGPSUWb	W	GWb	
Advertising often sets unrealistic expectations and puts pressure on girls	7061	275	293	259	271	265	198	315	167	304	326	280	305	187	360	109	308	236	252	324	237	303	69	273	282	246	291	138	188		
	50%	55%	59%	52%	54%	53%	40%	63%	33%	61%	65%	56%	61%	37%	72%	22%	62%	47%	51%	65%	48%	61%	14%	55%	56%	49%	58%	28%	38%		
		GINPRUWbc	GINPRSUWZ bc	GINPWbc	GINPRUWbc	GINPWbc	PWb	BDEFGILNPR SUWXYZbc	PW	DEFGILNPR SUWXYZbc	BDEFGILNPR SUWXYZbc	DEFGINPRSU WZbc	PWb	BCDEFGHIL MNOPQRSTU WXYZabc	W	BDEFGINPRS UWXZbc	GINPWbc	GINPWbc	GINPWbc	BDEFGILNPR SUWXYZabc	GINPWbc	DFGINPRSU WZbc		GINPRUWbc	GINPRUWZbc	GINPWbc	GINPRSUWZ bc	W	PWb		
Advertising often sets unrealistic expectations and puts pressure on boys	5485	245	234	217	215	227	119	233	142	207	260	209	133	239	65	286	184	169	239	239	163	266	33	219	202	234	256	103	156		
	39%	49%	47%	43%	43%	46%	24%	47%	29%	41%	52%	46%	42%	27%	48%	13%	57%	37%	34%	48%	33%	53%	7%	44%	41%	47%	51%	21%	31%		
		GUMNPRSU WYbc	GINPRSUWY bc	GINPSUWbc	GINPSUWbc	GINPSUWbc	PW	GINPRSUWY bc	PWb	GINPSUWbc	GUMNPRSU WYbc	GINPSUWbc	GINPSUWbc	PW	GINPRSUWY bc	W	BCDEFGHIL MNOPQRSTU WXYZbc	GINPWb	GPWb	GINPRSUWY bc	GPWb	DEFGILNMP RSUWXYbc		GINPSUWbc	GINPSUWbc	GINPRSUWY bc	DEGUMNPRS UWXYbc	PW	PWb		
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women in their society	8871	315	322	344	330	281	342	350	336	343	337	327	300	301	321	355	347	357	262	303	344	307	178	357	314	331	297	321	249		
	63%	63%	64%	69%	66%	56%	69%	70%	67%	69%	67%	65%	60%	60%	64%	71%	69%	71%	52%	61%	61%	69%	36%	71%	63%	66%	59%	64%	50%		
		FSWc	FSWc	FMNSTVWac	FSWac	W	FMNSTVWYa c	BFMNSTVWY c	FMSWac	FMNSTVWYa	FSWc	FSWc	SWc	W	FSWc	BCFMNSTVW Yabc	BFMNSTVWY c	BCFMNSTVW Yabc	W	SWc	FMNSTVWYa c	SWc		BCFMNSTVW Yabc	FSWc	FSWac	SWc	FSWc	W		
Do not believe that advertising sets unrealistic expectations / puts pressure on any	562	6	25	9	19	9	15	7	48	18	13	11	27	26	4	25	4	28	30	22	5	16	93	19	21	8	6	18	30		
	4%	1%	5%	2%	4%	2%	3%	1%	10%	4%	3%	2%	6%	5%	1%	5%	1%	6%	6%	5%	1%	3%	19%	4%	4%	2%	1%	4%	6%		
		BDFHLOQUZ a			BHOQUa		OQU			BCDEFGHIKL MOPQRTUVX YZahr	BHOQUa		BDFHLOQUZ a	BDFHLOQUZ a		BDFHLOQUZ a		BDFHLOQUZ a		BDFHLOQUZ a		BOQUa		BCDEFGHIKL MNOPQRSTU WXYZahr	BHOQUa	BDFHLOQUZ a		BHOQUa	BDFHLOQUZ a		
Sigma	82927	3128	3223	3106	3106	2904	2868	3342	2539	3165	3177	3179	3074	2738	3377	2537	3240	3038	2748	3295	2959	3076	1728	3113	3033	2942	3082	2730	2479		
	592%	626%	645%	621%	621%	581%	574%	668%	508%	633%	636%	636%	615%	548%	676%	507%	648%	608%	550%	659%	592%	615%	346%	623%	607%	589%	616%	546%	496%		

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Proportions/Mean: Overlap formulae used

- Column Proportions:
 - Columns Tested (5%): A/B/C/D/E/F/G
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B/C/D/E/F/G
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	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
I find most advertising does not reflect the world around me	10131	720	2240	3887	1813	2898	1318	1120
	72%	72%	75%	78%	60%	72%	66%	75%
		DF	DF	ABDEF		DF	D	DF
Advertising too often shows men and women in traditional roles	8284	531	1968	2989	1616	2251	1250	915
	59%	53%	66%	60%	54%	56%	63%	61%
			ACDEFG	ADE		AD	ADE	ADE
Advertising influences how women see themselves	10220	824	2102	3599	2098	2908	1476	1175
	73%	82%	70%	72%	70%	73%	74%	78%
		BCDEFG				BD	BD	BCDEF
Advertising influences how girls see themselves	10500	845	2090	3822	2127	3030	1525	1229
	75%	85%	70%	76%	71%	76%	76%	82%
		BCDEF		BD		BD	BD	BCDEF
Advertising influences how men and boys see themselves	9391	715	1974	3373	1880	2613	1343	1085
	67%	72%	66%	68%	63%	65%	67%	72%
		BCDEF	D	DE		D	D	BCDEF
Advertising often sets unrealistic expectations and puts pressure on women	7428	634	1787	2627	1292	1967	897	847
	53%	63%	60%	53%	43%	49%	45%	56%
		CDEFG	CDEF	DEF		DF	D	CDEF
Advertising often sets unrealistic expectations and puts pressure on men	4995	397	1144	1909	923	1335	597	502
	36%	40%	38%	38%	31%	33%	30%	34%
		DEFG	DEFG	DEFG		DF		
Advertising often sets unrealistic expectations and puts pressure on girls	7061	643	1566	2723	1152	2091	798	839
	50%	64%	52%	55%	38%	52%	40%	56%
		BCDEFG	DF	DEF		DF		DF
Advertising often sets unrealistic expectations and puts pressure on boys	5485	441	1370	2119	839	1559	588	612
	39%	44%	46%	42%	28%	39%	29%	41%

		DEF	CDEFG	DEF		DF		DF
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	8871	636	1935	3155	1795	2323	1281	1029
	63%	64%	65%	63%	60%	58%	64%	69%
		E	DE	DE			DE	ABCDEF
Do not believe that advertising sets unrealistic expectations / puts pressure on any	562	26	60	218	206	224	65	34
	4%	3%	2%	4%	7%	6%	3%	2%
				ABG	ABCEFG	ABCFG	B	
Sigma	82927	6411	18237	30422	15740	23199	11138	9387
	592%	641%	608%	608%	525%	580%	557%	626%

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	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
I find most advertising does not reflect the world around me	387	189	197	190	114	83	35	37	260	120	267	131	166	91	255	132	82	305	102	285	298	89
	77%	77%	77%	77%	79%	78%	74%	79%	76%	79%	77%	77%	81%	73%	79%	75%	75%	78%	72%	80%	76%	84%
Advertising too often shows men and women in traditional roles	325	156	169	172	92	61	26	30	233	94	231	102	131	91	213	112	66	259	93	233	257	68
	65%	64%	66%	69%	64%	57%	55%	65%	68%	62%	67%	60%	64%	73%	66%	64%	60%	66%	65%	65%	65%	64%
Advertising influences how women see themselves	356	175	182	179	107	70	32	36	247	105	251	120	148	88	235	121	80	276	110	246	282	75
	71%	71%	71%	72%	74%	66%	66%	77%	72%	69%	72%	71%	72%	71%	72%	69%	72%	71%	77%	69%	71%	71%
Advertising influences how girls see themselves	351	167	184	177	108	66	34	32	241	97	254	110	149	92	230	121	74	277	104	247	281	70
	70%	68%	72%	72%	74%	61%	70%	69%	70%	64%	73%	65%	73%	74%	71%	69%	67%	71%	73%	69%	71%	66%
Advertising influences how men and boys see themselves	327	160	166	168	96	63	32	27	224	94	233	103	140	84	220	107	80	247	109	218	255	72
	65%	66%	65%	68%	66%	59%	68%	58%	66%	62%	67%	61%	69%	67%	68%	61%	72%	64%	77%	61%	65%	68%
Advertising often sets unrealistic expectations and puts pressure on women	317	145	172	164	95	58	27	25	229	92	225	105	133	79	212	105	73	244	85	232	246	71
	63%	59%	68%	66%	54%	57%	53%	67%	60%	65%	62%	65%	65%	64%	65%	60%	66%	63%	60%	65%	62%	68%
Advertising often sets unrealistic expectations and puts pressure on men	223	110	114	116	62	46	20	25	153	62	161	76	92	55	146	78	52	171	58	165	176	47
	45%	45%	45%	47%	43%	43%	41%	53%	45%	41%	46%	45%	45%	44%	45%	44%	47%	44%	41%	46%	45%	45%
Advertising often sets unrealistic expectations and puts pressure on girls	275	119	156	141	79	56	28	24	192	79	197	88	117	70	182	93	55	221	78	198	214	61
	55%	49%	61%	57%	54%	52%	59%	51%	56%	52%	57%	52%	57%	56%	56%	53%	50%	57%	55%	55%	54%	58%
Advertising often sets unrealistic expectations and puts pressure on boys	245	110	135	118	71	55	25	21	167	73	172	80	102	63	159	86	47	198	67	178	193	52
	49%	45%	53%	48%	49%	52%	52%	46%	49%	48%	49%	47%	50%	50%	49%	49%	43%	51%	47%	50%	49%	49%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	315	161	154	160	95	60	29	28	222	92	223	101	128	86	203	112	72	243	91	224	254	62
	63%	66%	61%	64%	66%	56%	61%	60%	65%	60%	64%	60%	62%	69%	63%	64%	65%	63%	64%	63%	64%	58%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	6	1	5	3	1	2	-	-	4	2	4	2	3	1	5	1	-	6	1	5	4	3
	1%	0%	2%	1%	1%	2%	-	-	1%	1%	1%	1%	2%	1%	2%	1%	-	2%	1%	1%	1%	2%
Sigma	3128	1493	1635	1588	920	620	288	285	2172	909	2219	1017	1311	800	2060	1068	681	2447	899	2229	2459	669
	626%	610%	641%	640%	635%	579%	604%	612%	635%	597%	638%	598%	639%	640%	634%	610%	617%	628%	633%	623%	624%	633%

Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																		Region									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed							
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
I find most advertising does not reflect the world around me	349	175	174	128	104	117	135	146	41	134	216	42	154	154	199	151	32	318	50	299	225	125	116	234	101	101	78	31	39
	70%	71%	69%	65%	69%	77%	77%	67%	63%	67%	72%	71%	74%	66%	69%	72%	81%	69%	76%	69%	68%	74%	71%	69%	74%	60%	78%	73%	73%
Advertising too often shows men and women in traditional roles	268	139	129	128	72	68	102	112	36	87	181	25	113	130	149	119	21	248	36	233	172	96	83	185	82	95	48	17	26
	54%	56%	51%	65%	48%	45%	58%	51%	55%	44%	60%	43%	55%	56%	51%	57%	53%	54%	54%	54%	52%	57%	51%	55%	60%	56%	48%	42%	50%
Advertising influences how women see themselves	395	196	199	165	113	117	150	160	52	156	239	41	160	193	226	169	26	369	48	347	250	145	126	269	107	135	77	30	46
	79%	79%	79%	84%	75%	77%	86%	73%	79%	78%	79%	70%	77%	83%	78%	80%	67%	80%	73%	80%	75%	86%	78%	80%	78%	80%	76%	73%	86%
Advertising influences how girls see themselves	400	192	208	163	109	128	154	161	48	155	246	42	168	190	225	176	28	373	43	357	246	154	134	266	109	135	79	33	44
	80%	77%	83%	83%	72%	84%	88%	74%	73%	78%	82%	72%	81%	82%	78%	84%	71%	81%	66%	82%	74%	92%	83%	79%	80%	81%	79%	78%	83%
Advertising influences how men and boys see themselves	351	172	180	155	98	99	131	150	42	138	213	27	150	174	196	155	29	332	49	302	220	131	113	238	90	123	70	26	41
	70%	69%	71%	79%	65%	65%	75%	69%	65%	69%	71%	47%	72%	75%	68%	74%	75%	70%	75%	70%	66%	78%	69%	71%	66%	73%	70%	63%	78%
Advertising often sets unrealistic expectations and puts pressure on women	280	130	151	116	75	90	116	110	37	106	175	24	124	133	153	127	15	265	25	255	168	113	98	183	70	101	50	25	35
	56%	52%	60%	59%	50%	59%	66%	50%	58%	53%	58%	40%	60%	57%	53%	60%	39%	58%	39%	59%	51%	67%	60%	54%	51%	60%	50%	58%	65%
Advertising often sets unrealistic expectations and puts pressure on men	187	86	101	84	49	54	74	81	24	69	118	10	86	92	94	93	11	176	23	164	117	71	64	123	45	70	34	11	28
	38%	35%	40%	43%	33%	36%	42%	37%	36%	35%	39%	17%	41%	39%	33%	44%	29%	38%	35%	38%	35%	42%	39%	37%	33%	42%	34%	27%	53%
Advertising often sets unrealistic expectations and puts pressure on girls	305	141	164	121	85	99	128	109	44	113	192	28	134	143	165	140	23	282	29	275	184	121	104	201	74	105	62	28	36
	61%	57%	65%	61%	57%	65%	73%	59%	67%	57%	64%	48%	64%	61%	57%	67%	59%	61%	45%	64%	55%	72%	64%	60%	55%	62%	62%	67%	68%
Advertising often sets unrealistic expectations and puts pressure on boys	209	90	119	86	55	68	89	85	25	80	129	15	98	96	106	104	14	195	19	190	124	85	72	138	57	74	38	14	27
	42%	36%	47%	44%	37%	45%	51%	39%	38%	40%	43%	26%	47%	41%	37%	49%	37%	42%	29%	44%	37%	51%	44%	41%	42%	44%	38%	32%	51%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	300	145	155	143	79	79	117	126	38	100	200	28	121	151	167	134	21	279	37	263	190	111	96	204	87	104	59	17	33
Do not believe that advertising sets unrealistic expectations / puts pressure on any	60%	59%	62%	72%	52%	52%	67%	58%	58%	51%	66%	48%	58%	65%	58%	64%	54%	61%	57%	61%	57%	66%	59%	61%	64%	62%	59%	41%	61%
	27	14	14	9	10	8	3	19	3	10	17	2	15	10	18	9	2	26	3	24	24	3	12	15	7	12	6	2	1
	6%	6%	5%	5%	7%	5%	2%	9%	5%	5%	6%	4%	7%	4%	6%	4%	5%	6%	5%	6%	7%	2%	8%	4%	5%	7%	6%	4%	2%
							F		*			*					*		*		U					*	**	*	
Sigma	3074	1480	1594	1297	849	927	1200	1260	390	1149	1925	286	1323	1465	1697	1377	221	2852	363	2710	1919	1155	1018	2056	829	1053	602	234	355
	615%	597%	633%	658%	563%	611%	686%	576%	599%	579%	639%	486%	636%	628%	586%	654%	570%	619%	554%	624%	578%	687%	625%	610%	607%	627%	599%	557%	670%

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Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I,J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I,J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
I find most advertising does not reflect the world around me	408	207	200	149	121	137	75	115	113	171	237	125	150	133	250	158	26	381	47	361	237	171	46	237	125
	82%	83%	81%	80%	78%	86%	80%	79%	82%	84%	80%	86%	78%	83%	83%	80%	72%	82%	79%	82%	81%	82%	85%	83%	78%
Advertising too often shows men and women in traditional roles	337	166	171	131	102	104	60	99	86	136	201	99	127	111	198	139	25	312	44	293	189	148	34	191	112
	67%	66%	69%	71%	66%	65%	64%	68%	63%	67%	68%	68%	66%	69%	66%	70%	69%	67%	76%	66%	65%	71%	62%	67%	70%
Advertising influences how women see themselves	373	198	175	143	117	114	68	95	111	154	220	111	127	136	219	154	28	345	48	325	219	154	36	230	107
	75%	79%	71%	77%	75%	72%	73%	65%	81%	75%	74%	76%	66%	85%	72%	78%	76%	75%	82%	74%	75%	74%	66%	81%	67%
Advertising influences how girls see themselves	403	201	202	152	124	127	65	118	114	171	232	117	147	139	237	166	28	375	51	351	238	165	45	249	108
	81%	80%	81%	82%	80%	80%	70%	81%	83%	84%	78%	80%	76%	87%	78%	84%	77%	81%	87%	80%	82%	79%	83%	87%	68%
Advertising influences how men and boys see themselves	340	164	176	126	108	106	63	97	95	139	201	103	111	126	200	140	25	316	38	302	194	146	39	205	96
	68%	65%	71%	68%	70%	67%	67%	67%	69%	68%	68%	71%	57%	79%	66%	71%	67%	68%	65%	68%	66%	70%	72%	72%	60%
Advertising often sets unrealistic expectations and puts pressure on women	276	140	135	97	90	89	44	84	77	113	162	79	93	104	169	106	18	258	32	244	160	115	32	163	80
	55%	56%	54%	52%	58%	56%	48%	58%	56%	55%	54%	48%	48%	65%	56%	54%	49%	56%	55%	55%	55%	55%	59%	57%	50%
Advertising often sets unrealistic expectations and puts pressure on men	214	112	102	76	69	69	36	60	63	86	128	59	69	86	127	86	12	201	26	187	124	90	23	126	65
	43%	45%	41%	41%	45%	43%	38%	42%	46%	42%	43%	40%	36%	53%	42%	44%	33%	44%	45%	42%	42%	43%	42%	44%	40%
Advertising often sets unrealistic expectations and puts pressure on girls	293	149	144	96	98	99	43	91	79	118	175	85	98	110	175	117	17	276	31	262	165	128	34	177	82
	59%	59%	58%	52%	63%	62%	46%	63%	57%	58%	59%	58%	51%	69%	58%	60%	46%	60%	52%	59%	56%	62%	62%	62%	51%
Advertising often sets unrealistic expectations and puts pressure on boys	234	120	114	71	82	81	38	71	65	94	141	62	80	92	141	94	11	223	23	211	134	100	23	145	66
	47%	48%	46%	38%	53%	51%	41%	49%	47%	46%	48%	43%	41%	58%	47%	47%	30%	48%	40%	48%	46%	48%	42%	51%	41%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	322	160	162	120	103	98	51	99	82	127	195	104	107	111	190	132	20	302	37	284	181	141	32	182	108
Do not believe that advertising sets unrealistic expectations / puts pressure on any	64%	64%	65%	64%	67%	62%	54%	68%	59%	62%	66%	71%	55%	69%	63%	67%	53%	65%	64%	64%	62%	68%	59%	64%	67%
	25	13	12	9	11	5	6	10	5	9	16	4	15	6	14	10	3	21	3	22	14	10	2	12	11
	5%	5%	5%	5%	7%	3%	6%	7%	4%	4%	5%	3%	8%	4%	5%	5%	9%	5%	5%	5%	5%	5%	3%	4%	7%
Sigma	3223	1630	1593	1170	1025	1029	548	939	891	1317	1906	948	1123	1153	1921	1303	213	3010	382	2842	1855	1368	345	1917	961
	645%	648%	641%	629%	662%	647%	587%	647%	648%	646%	644%	649%	580%	718%	635%	660%	582%	650%	651%	644%	635%	658%	634%	673%	599%

Global @dvisor: ADVERTISING STUDY

QC1. Which of the following statements do you agree with regarding the advertising you see?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
I find most advertising does not reflect the world around me	326	151	175	185	95	46	40	229	42	117	209	97	175	54	175	151	62	264	65	261	213	113
	65%	65%	65%	65%	64%	69%	77%	65%	61%	66%	65%	62%	67%	67%	67%	63%	62%	66%	51%	70%	62%	72%
Advertising too often shows men and women in traditional roles	346	160	186	198	99	49	35	243	51	129	217	96	191	59	180	166	67	279	87	259	227	119
	69%	69%	69%	70%	67%	73%	68%	69%	75%	73%	67%	61%	73%	73%	69%	69%	67%	70%	69%	69%	67%	75%
Advertising influences how women see themselves	343	147	197	196	97	50	37	240	52	134	209	104	182	57	180	163	79	265	104	240	240	103
	69%	63%	73%	69%	66%	75%	72%	68%	76%	75%	65%	67%	69%	71%	69%	68%	79%	66%	82%	64%	70%	65%
Advertising influences how girls see themselves	348	150	198	204	98	46	39	244	51	127	221	105	182	61	175	173	73	275	98	250	228	119
	70%	65%	74%	72%	66%	69%	76%	69%	74%	71%	69%	67%	69%	75%	67%	73%	73%	69%	78%	67%	67%	75%
Advertising influences how men and boys see themselves	318	143	175	175	98	45	31	224	47	128	190	92	167	59	175	143	67	251	86	232	215	103
	64%	62%	65%	61%	66%	67%	61%	64%	69%	72%	59%	59%	64%	73%	67%	60%	67%	63%	68%	62%	63%	65%
Advertising often sets unrealistic expectations and puts pressure on women	241	82	159	138	72	31	23	167	42	88	153	63	132	45	122	119	43	197	62	179	164	77
	48%	35%	59%	48%	49%	46%	45%	47%	61%	49%	48%	41%	50%	56%	47%	50%	44%	49%	49%	48%	48%	49%
Advertising often sets unrealistic expectations and puts pressure on men	169	89	80	84	53	31	11	126	26	69	100	63	80	27	90	79	44	125	54	115	118	50
	34%	38%	30%	30%	36%	47%	21%	36%	38%	39%	31%	40%	30%	33%	34%	33%	44%	31%	43%	31%	35%	32%
Advertising often sets unrealistic expectations and puts pressure on girls	187	62	125	111	50	25	20	126	33	66	121	43	109	34	90	97	23	164	32	155	124	63
	37%	27%	47%	39%	34%	37%	38%	36%	48%	37%	38%	28%	42%	42%	35%	41%	23%	41%	25%	42%	36%	40%
Advertising often sets unrealistic expectations and puts pressure on boys	133	50	82	74	38	21	12	90	21	48	85	25	82	26	57	75	19	113	19	114	85	48
	27%	22%	31%	26%	25%	32%	24%	26%	31%	27%	26%	16%	31%	32%	22%	32%	19%	28%	15%	30%	25%	30%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	301	130	171	158	101	41	28	207	48	119	182	89	154	58	159	142	61	240	87	214	209	92
Do not believe that advertising sets unrealistic expectations / puts pressure on any	60%	56%	64%	56%	69%	62%	55%	59%	70%	67%	57%	57%	59%	71%	61%	60%	61%	60%	68%	57%	61%	58%
	26	20	7	20	5	2	4	18	2	5	22	11	13	2	10	16	1	25	1	25	20	6
	5%	8%	3%	7%	3%	3%	8%	5%	3%	3%	7%	7%	5%	3%	4%	7%	1%	6%	1%	7%	6%	4%
Sigma	2738	1183	1555	1543	807	387	280	1913	415	1029	1709	788	1468	482	1413	1325	539	2199	695	2043	1844	894
	548%	510%	580%	541%	546%	579%	543%	544%	605%	578%	531%	504%	559%	595%	541%	555%	541%	549%	549%	547%	540%	563%

Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	180	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106	
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	30	53	67	-	192	120	
I find most advertising does not reflect the world around me	370	188	182	112	111	147	33	155	142	175	195	164	150	55	234	136	43	327	61	309	228	133	31	20	41	39	-	144	94	
	74%	77%	71%	65%	75%	81%	55%	75%	79%	78%	71%	73%	77%	72%	76%	71%	89%	72%	89%	72%	75%	71%	94%	58%	78%	58%	-	75%	79%	
Advertising too often shows men and women in traditional roles	275	125	150	103	81	91	30	116	104	124	150	119	106	50	166	108	27	247	38	237	168	102	18	20	27	36	-	108	66	
	55%	51%	58%	60%	55%	50%	49%	56%	58%	55%	55%	52%	54%	65%	54%	56%	57%	55%	55%	55%	55%	55%	55%	57%	52%	53%	-	56%	55%	
				*			**					*		L			*		*		*	**	**	*	*	*	*	*	*	
Advertising influences how women see themselves	435	202	233	166	133	136	54	177	157	189	246	189	175	71	263	172	44	391	65	370	269	159	27	31	49	62	-	164	101	
	87%	83%	90%	97%	90%	75%	**	89%	86%	88%	84%	90%	83%	89%	92%	86%	89%	92%	87%	93%	86%	89%	85%	83%	88%	92%	93%	-	86%	84%
				E*	E										*		*		*		*	**	**	*	*	*	*	*	*	
Advertising influences how girls see themselves	440	201	239	163	129	147	49	186	157	196	243	189	182	69	258	181	44	396	64	376	275	161	28	33	47	62	-	168	102	
	88%	83%	93%	95%	87%	82%	82%	90%	88%	87%	89%	83%	93%	90%	84%	94%	91%	88%	92%	87%	91%	86%	86%	86%	92%	88%	92%	-	88%	85%
				E*		**						*	K			N	*		*		*	**	**	*	*	*	*	*	*	
Advertising influences how men and boys see themselves	376	164	211	153	113	110	46	147	138	169	207	158	152	66	218	158	40	335	59	317	234	138	22	29	39	51	-	150	84	
	75%	68%	82%	89%	77%	61%	77%	71%	78%	75%	76%	70%	78%	85%	71%	82%	84%	74%	85%	74%	77%	73%	69%	82%	74%	76%	-	78%	70%	
			A	DE*	E		**					*	K		N	*	*	*	*	*	*	**	**	*	*	*	*	*	*	
Advertising often sets unrealistic expectations and puts pressure on women	342	138	204	137	103	102	32	142	126	147	195	144	142	55	190	152	33	309	48	294	211	127	27	27	40	54	-	118	76	
	68%	57%	79%	80%	70%	57%	54%	69%	70%	65%	71%	64%	73%	72%	62%	79%	68%	68%	69%	68%	70%	68%	83%	76%	76%	81%	-	62%	63%	
			A	E*	E		**					*			N	*	*	*	*	*	*	**	**	*	*	*	*	*	*	
Advertising often sets unrealistic expectations and puts pressure on men	215	96	119	102	60	54	24	78	85	85	130	80	93	42	117	98	19	196	33	183	131	81	15	12	18	37	-	90	42	
	43%	40%	46%	60%	40%	30%	40%	38%	48%	38%	47%	35%	48%	54%	38%	51%	40%	43%	47%	42%	43%	43%	47%	35%	35%	56%	-	47%	35%	
			DE*			**						*	K		N	*	*	*	*	*	*	**	**	*	*	*	*	*	*	
Advertising often sets unrealistic expectations and puts pressure on girls	360	156	204	142	100	118	45	141	132	151	209	155	150	55	207	153	30	330	46	314	217	139	26	31	38	54	-	136	75	
	72%	64%	79%	83%	68%	65%	75%	68%	74%	67%	76%	68%	77%	71%	67%	80%	63%	73%	66%	73%	72%	74%	79%	88%	72%	80%	-	71%	63%	
			A	DE*			**					*			N	*	*	*	*	*	*	**	**	*	*	*	*	*	*	
Advertising often sets unrealistic expectations and puts pressure on boys	239	105	134	93	65	81	26	96	88	101	139	100	105	35	128	112	18	221	31	208	138	97	13	27	22	43	-	89	45	
	48%	44%	52%	55%	44%	45%	44%	47%	49%	45%	51%	44%	54%	45%	42%	58%	37%	49%	44%	48%	46%	52%	40%	76%	42%	64%	-	46%	38%	
			*	*	*	**						*			N	*	*	*	*	*	*	**	**	*	*	*	*	*	*	
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and	321	152	170	120	107	95	39	134	116	151	171	134	129	58	198	123	36	285	52	269	201	117	21	22	36	44	-	127	71	
Do not believe that advertising sets unrealistic expectations / puts pressure on any	64%	63%	66%	70%	72%	52%	**	64%	65%	65%	67%	62%	59%	66%	65%	64%	**	75%	63%	75%	63%	66%	62%	66%	63%	68%	65%	-	66%	59%
				E*	E							*	K			N	*	*	*	*	*	**	**	*	*	*	*	*	*	
	4	4	*	2	2	1	-	3	1	2	3	-	2	2	4	-	1	3	2	3	3	1	-	-	*	*	-	3	*	
	1%	2%	0%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	3%	2%	-	3%	1%	3%	1%	1%	1%	-	-	1%	1%	-	2%	0%	
			*	*	*	**						*		K		*	*	*	*	*	*	**	**	*	*	*	*	*	*	
Sigma	3377	1531	1846	1292	1004	1081	377	1375	1246	1488	1889	1432	1388	558	1985	1392	337	3041	498	2879	2073	1255	228	254	359	482	-	1296	757	
	676%	632%	717%	756%	678%	597%	629%	667%	698%	660%	689%	631%	708%	724%	645%	724%	698%	673%	717%	669%	684%	668%	702%	715%	677%	718%	-	676%	631%	

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Global @dvisor: ADVERTISING STUDY

QC1. Which of the following statements do you agree with regarding the advertising you see?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
I find most advertising does not reflect the world around me	299	157	142	123	124	52	7	37	255	211	88	-	101	198	226	73	51	248	94	204	269	30
	60%	62%	58%	59%	59%	66%	67%	78%	58%	59%	63%	-	65%	57%	60%	61%	64%	59%	54%	63%	59%	66%
Advertising too often shows men and women in traditional roles	268	137	131	126	99	44	8	27	232	189	80	-	81	187	208	61	44	224	95	173	245	23
	54%	54%	54%	60%	47%	55%	85%	58%	53%	52%	57%	-	53%	54%	55%	51%	56%	53%	55%	53%	54%	51%
Advertising influences how women see themselves	366	181	185	152	159	55	6	34	324	271	94	-	105	260	284	82	66	299	142	223	343	23
	73%	71%	75%	73%	75%	70%	62%	72%	73%	75%	68%	-	68%	75%	75%	68%	83%	71%	82%	69%	75%	50%
Advertising influences how girls see themselves	390	197	193	171	168	51	9	36	344	279	110	-	113	277	300	89	68	321	146	243	362	27
	78%	77%	79%	82%	79%	64%	91%	77%	78%	78%	79%	-	74%	80%	79%	74%	86%	77%	84%	75%	80%	60%
Advertising influences how men and boys see themselves	344	174	170	155	146	42	8	32	303	247	97	-	103	241	267	77	61	283	136	208	321	23
	69%	68%	69%	74%	69%	53%	83%	69%	68%	69%	69%	-	67%	70%	70%	64%	77%	67%	78%	64%	71%	50%
Advertising often sets unrealistic expectations and puts pressure on women	182	68	114	87	69	26	1	19	161	129	53	-	49	133	135	47	29	154	66	116	164	18
	36%	27%	46%	42%	33%	33%	9%	41%	36%	36%	38%	-	32%	38%	36%	39%	36%	37%	38%	36%	36%	39%
Advertising often sets unrealistic expectations and puts pressure on men	134	73	61	64	57	14	1	13	119	93	41	-	37	97	108	26	29	105	56	77	124	10
	27%	29%	25%	30%	27%	17%	6%	28%	27%	26%	29%	-	24%	28%	28%	22%	36%	25%	33%	24%	27%	21%
Advertising often sets unrealistic expectations and puts pressure on girls	109	49	60	48	46	15	-	11	97	84	25	-	29	81	84	25	20	89	48	61	105	5
	22%	19%	24%	23%	22%	19%	-	24%	22%	23%	18%	-	19%	23%	22%	21%	25%	21%	28%	19%	23%	10%
Advertising often sets unrealistic expectations and puts pressure on boys	65	37	28	29	28	8	-	7	57	45	20	-	17	48	49	16	10	55	24	41	61	4
	13%	15%	11%	14%	13%	10%	-	15%	13%	13%	14%	-	11%	14%	13%	13%	13%	13%	14%	13%	14%	8%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	355	184	171	156	143	56	6	36	312	251	105	-	112	243	276	79	57	299	130	225	322	33
	71%	72%	70%	75%	68%	71%	58%	78%	71%	70%	75%	-	73%	70%	73%	66%	71%	71%	75%	69%	71%	72%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	25	12	13	7	12	6	-	1	24	20	5	-	5	19	20	5	1	23	5	20	22	3
	5%	5%	5%	4%	6%	7%	-	2%	5%	6%	3%	-	4%	6%	5%	4%	2%	6%	3%	6%	5%	6%
Sigma	2537	1268	1269	1117	1052	368	45	253	2227	1819	718	-	753	1784	1957	581	438	2100	945	1592	2339	198
	507%	498%	517%	535%	496%	465%	461%	541%	504%	505%	513%	-	489%	516%	515%	483%	549%	500%	543%	489%	515%	434%

Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
I find most advertising does not reflect the world around me	410	207	203	147	137	126	91	187	79	150	260	111	175	125	292	118	20	391	30	380	263	147	73	79	79	80	99	
	82%	84%	80%	80%	83%	83%	86%	79%	82%	81%	83%	83%	80%	85%	82%	83%	78%	82%	76%	83%	80%	85%	70%	80%	89%	83%	89%	
							*						KL				**	*					*	*	*	*		
Advertising too often shows men and women in traditional roles	358	170	189	135	112	112	78	165	71	136	222	90	149	119	253	106	20	338	28	330	242	117	68	74	66	75	75	
	72%	69%	75%	73%	68%	74%	73%	69%	74%	73%	71%	68%	68%	81%	71%	74%	82%	71%	71%	72%	74%	68%	66%	75%	74%	77%	68%	
Advertising influences how women see themselves	342	171	171	126	116	100	72	163	63	131	211	78	157	107	238	105	21	321	31	311	222	121	68	66	64	67	78	
	69%	69%	68%	68%	71%	66%	67%	69%	65%	70%	67%	58%	72%	73%	66%	74%	85%	68%	80%	68%	68%	70%	66%	67%	71%	69%	70%	
Advertising influences how girls see themselves	379	186	193	141	125	113	78	178	71	132	246	93	166	120	266	113	23	356	33	346	242	137	71	77	73	68	90	
	76%	75%	76%	76%	76%	75%	73%	75%	73%	71%	79%	70%	76%	81%	74%	79%	92%	75%	84%	75%	74%	79%	69%	78%	82%	70%	81%	
							*						K				**	*					*	V*	*	V		
Advertising influences how men and boys see themselves	340	168	172	126	110	104	72	157	64	130	210	82	153	105	234	106	18	321	27	313	215	124	63	69	60	67	81	
	68%	68%	68%	68%	67%	68%	68%	66%	66%	70%	67%	61%	70%	71%	65%	75%	74%	68%	69%	68%	66%	72%	61%	70%	67%	68%	73%	
Advertising often sets unrealistic expectations and puts pressure on women	233	117	116	90	79	63	48	106	45	78	155	51	99	84	165	68	11	222	22	211	156	77	47	45	46	49	46	
	47%	48%	46%	49%	48%	42%	45%	44%	46%	42%	50%	38%	45%	57%	46%	48%	45%	47%	56%	46%	48%	45%	45%	45%	52%	50%	42%	
Advertising often sets unrealistic expectations and puts pressure on men	171	97	74	65	60	46	26	89	32	63	108	36	68	67	124	48	12	160	20	152	123	48	35	33	27	39	39	
	34%	39%	29%	35%	37%	31%	25%	37%	33%	34%	34%	27%	31%	45%	35%	34%	47%	34%	50%	33%	38%	28%	34%	33%	30%	40%	35%	
Advertising often sets unrealistic expectations and puts pressure on girls		B			*		F						KL				**	*			U		*	*	*	*		
	236	125	111	87	80	68	47	108	48	81	154	55	97	83	173	62	13	222	23	212	156	79	45	45	41	47	58	
	47%	51%	44%	47%	49%	45%	44%	45%	50%	44%	49%	41%	44%	57%	48%	44%	53%	47%	60%	46%	48%	46%	44%	46%	46%	48%	52%	
Advertising often sets unrealistic expectations and puts pressure on boys	184	102	81	68	62	53	31	83	43	68	116	39	75	69	137	47	9	175	19	165	123	60	36	35	32	36	44	
	37%	42%	32%	37%	38%	35%	29%	35%	44%	36%	37%	29%	34%	47%	38%	33%	36%	37%	49%	36%	38%	35%	35%	36%	36%	37%	40%	
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women		B			*		F						KL				**	*					*	*	*	*		
	357	169	187	132	113	112	82	162	68	134	222	89	159	108	245	112	17	339	27	330	235	122	67	73	62	71	83	
Do not believe that advertising sets unrealistic expectations / puts pressure on any	71%	69%	74%	71%	69%	74%	76%	68%	70%	72%	71%	67%	73%	74%	68%	79%	70%	71%	68%	72%	72%	71%	65%	74%	69%	73%	75%	
	28	9	19	13	8	7	7	14	5	13	15	10	17	2	18	10	-	28	-	28	17	11	7	8	4	7	3	
	6%	4%	8%	7%	5%	4%	7%	6%	5%	7%	5%	7%	8%	1%	5%	7%	-	6%	-	6%	5%	7%	6%	9%	5%	7%	2%	
							*			M		M	M				**	*					2*	*	*	*		
Sigma	3038	1523	1515	1131	1003	904	631	1411	589	1117	1921	733	1316	988	2145	893	165	2873	259	2779	1994	1044	578	604	555	606	696	
	608%	617%	599%	613%	611%	597%	592%	593%	607%	601%	612%	550%	600%	671%	600%	628%	663%	605%	661%	603%	609%	606%	559%	613%	621%	621%	625%	

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Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Not Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region V(a+b)	Region VI	Region VII
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
I find most advertising does not reflect the world around me	406	206	200	134	125	147	100	110	143	156	250	68	223	115	283	123	28	378	60	346	284	122	66	82	57	54	69	19	31	28
	81%	81%	81%	79%	81%	84%	76%	87%	80%	81%	81%	78%	78%	91%	81%	82%	83%	81%	84%	81%	81%	81%	82%	76%	84%	81%	88%	85%	80%	75%
Advertising too often shows men and women in traditional roles	293	143	150	98	93	102	69	83	101	115	177	44	159	89	209	84	16	276	37	256	201	92	48	61	47	41	45	13	20	17
	59%	56%	61%	58%	60%	59%	52%	66%	57%	60%	58%	51%	56%	71%	60%	56%	49%	59%	51%	60%	58%	61%	61%	56%	69%	62%	58%	59%	53%	44%
Advertising influences how women see themselves	325	159	166	115	91	119	74	85	126	123	203	39	191	96	219	106	27	298	53	273	226	100	51	69	48	48	46	18	27	18
	65%	63%	68%	68%	59%	68%	56%	67%	70%	64%	66%	45%	67%	76%	63%	70%	81%	64%	74%	64%	65%	66%	64%	64%	71%	72%	60%	82%	70%	47%
Advertising influences how girls see themselves	356	186	171	129	104	124	84	91	137	138	219	49	203	104	246	110	28	329	51	306	246	111	60	73	48	51	52	19	31	22
	71%	73%	69%	70%	67%	71%	64%	72%	77%	72%	71%	57%	71%	83%	70%	73%	83%	73%	71%	71%	71%	73%	74%	67%	70%	77%	67%	86%	81%	50%
Advertising influences how men and boys see themselves	286	141	145	105	74	108	71	69	114	118	169	30	169	87	186	100	22	265	43	244	189	97	46	65	37	40	40	12	26	19
	57%	56%	59%	62%	48%	62%	54%	55%	64%	61%	55%	35%	59%	69%	53%	67%	65%	57%	60%	57%	54%	64%	58%	60%	55%	60%	52%	55%	68%	50%
Advertising often sets unrealistic expectations and puts pressure on women	217	106	111	78	58	81	40	56	98	86	132	5	139	73	148	69	11	206	23	195	155	62	32	37	41	29	36	13	18	12
	44%	42%	45%	46%	37%	46%	31%	44%	54%	45%	43%	6%	48%	58%	42%	46%	34%	44%	32%	46%	45%	41%	40%	34%	60%	44%	46%	57%	45%	33%
Advertising often sets unrealistic expectations and puts pressure on men	150	86	64	59	41	51	24	46	58	62	88	13	86	51	104	47	8	142	14	136	113	37	28	27	20	24	25	7	10	10
	30%	34%	26%	35%	26%	29%	19%	36%	32%	32%	29%	15%	30%	41%	30%	31%	23%	31%	20%	32%	32%	25%	35%	25%	29%	37%	32%	31%	26%	26%
Advertising often sets unrealistic expectations and puts pressure on girls	252	123	129	86	70	97	52	60	107	93	159	29	145	79	176	76	13	240	33	220	172	80	40	50	38	28	43	17	18	19
	51%	49%	52%	50%	45%	55%	40%	48%	60%	49%	52%	33%	51%	63%	50%	51%	38%	51%	46%	51%	49%	53%	50%	46%	55%	43%	55%	75%	46%	50%
Advertising often sets unrealistic expectations and puts pressure on boys	169	88	81	55	43	71	31	50	68	65	104	10	102	57	114	55	12	157	21	148	118	51	32	34	24	22	23	9	13	11
	34%	35%	33%	32%	28%	41%	24%	39%	38%	34%	34%	11%	36%	45%	33%	36%	35%	34%	29%	35%	34%	33%	40%	31%	35%	34%	30%	42%	34%	29%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	262	122	140	94	75	94	56	72	96	112	150	39	146	77	174	88	20	242	32	230	175	87	44	51	39	38	43	12	22	12
Do not believe that advertising sets unrealistic expectations / puts pressure on any	52%	48%	57%	55%	48%	54%	43%	57%	54%	58%	49%	45%	51%	61%	50%	58%	60%	52%	45%	54%	50%	57%	55%	47%	58%	57%	55%	54%	58%	33%
	30	10	20	11	10	9	14	4	5	7	23	16	12	2	22	8	-	30	3	27	18	12	3	13	1	6	2	-	1	3
	6%	4%	8%	7%	6%	5%	11%	3%	3%	4%	7%	10%	4%	1%	6%	5%	-	6%	4%	6%	5%	8%	4%	12%	2%	9%	3%	-	3%	8%
	*	*	*	*	*	*	GH*	*	*	*	*	**	*	*	**	*	*	*	*	*	*	*	x*	*	*	*	*	**	*	**
Sigma	2748	1371	1377	965	782	1001	616	725	1054	1075	1672	342	1575	830	1882	866	184	2563	368	2380	1897	851	449	562	400	382	424	141	218	170
	550%	541%	559%	566%	505%	574%	469%	573%	587%	558%	544%	393%	550%	656%	539%	575%	550%	550%	514%	555%	544%	562%	562%	518%	588%	573%	544%	627%	564%	453%

Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
I find most advertising does not reflect the world around me	388	195	192	141	129	118	18	162	155	156	231	82	234	82	230	157	25	362	45	342	290	98	112	122	154
	78%	79%	76%	77%	76%	80%	71%	79%	75%	76%	79%	77%	76%	83%	79%	76%	75%	78%	79%	77%	77%	79%	75%	80%	77%
Advertising too often shows men and women in traditional roles	266	119	147	113	81	73	16	113	103	111	155	60	160	46	154	112	16	250	37	230	197	70	73	79	114
	53%	48%	58%	62%	48%	49%	66%	56%	50%	54%	53%	56%	54%	47%	53%	54%	49%	54%	64%	52%	52%	56%	49%	52%	57%
Advertising influences how women see themselves	391	192	199	150	137	104	18	157	168	165	226	77	227	87	224	166	21	370	45	345	296	95	113	119	159
	78%	78%	79%	83%	80%	71%	72%	77%	81%	80%	77%	72%	77%	88%	77%	80%	61%	79%	79%	78%	79%	77%	76%	78%	80%
Advertising influences how girls see themselves	403	196	207	154	141	108	19	165	172	170	234	79	236	KL	231	172	25	378	46	357	306	97	120	123	161
	81%	80%	82%	85%	83%	73%	78%	81%	83%	82%	80%	73%	80%	KL	79%	83%	75%	81%	81%	81%	82%	78%	81%	81%	81%
Advertising influences how men and boys see themselves	360	171	189	147	123	90	15	147	153	141	219	67	210	83	205	155	23	337	42	318	274	86	106	112	142
	72%	69%	75%	81%	72%	61%	60%	72%	74%	69%	75%	63%	72%	83%	70%	75%	69%	72%	73%	72%	73%	70%	71%	74%	71%
Advertising often sets unrealistic expectations and puts pressure on women	305	137	168	127	96	82	14	123	121	119	186	59	176	71	172	134	19	287	38	268	226	79	92	88	126
	61%	56%	66%	70%	56%	56%	58%	60%	59%	58%	63%	55%	60%	71%	59%	64%	55%	62%	65%	61%	60%	64%	62%	58%	63%
Advertising often sets unrealistic expectations and puts pressure on men	218	109	109	95	67	56	12	88	83	89	129	47	119	52	128	90	11	207	29	189	171	47	74	56	88
	44%	44%	43%	52%	39%	38%	51%	43%	40%	43%	44%	44%	40%	53%	44%	44%	33%	44%	51%	43%	46%	38%	50%	37%	44%
Advertising often sets unrealistic expectations and puts pressure on girls	280	134	146	115	95	70	13	112	116	110	170	49	162	68	165	114	18	262	34	246	211	69	82	88	110
	56%	54%	58%	63%	56%	47%	54%	55%	56%	53%	58%	46%	55%	69%	57%	55%	53%	56%	59%	56%	56%	55%	55%	58%	55%
Advertising often sets unrealistic expectations and puts pressure on boys	230	116	115	93	76	61	10	94	92	91	139	38	134	57	138	92	13	217	28	202	175	55	71	66	93
	46%	47%	45%	51%	45%	41%	40%	46%	44%	44%	47%	36%	46%	58%	47%	45%	39%	47%	49%	46%	47%	44%	48%	43%	47%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	327	160	167	126	107	94	19	129	135	128	199	64	195	68	193	134	23	304	38	289	247	80	99	97	131
Do not believe that advertising sets unrealistic expectations / puts pressure on any	65%	65%	66%	70%	63%	64%	76%	63%	65%	62%	68%	60%	66%	69%	66%	65%	68%	65%	67%	65%	66%	65%	66%	64%	66%
	11	3	8	2	5	4	-	7	2	4	7	2	8	1	4	7	1	10	-	11	7	4	5	-	6
	2%	1%	3%	1%	3%	3%	-	4%	1%	2%	2%	2%	3%	1%	1%	3%	3%	2%	-	3%	2%	3%	3%	-	3%
Sigma	3179	1533	1646	1261	1057	861	154	1299	1301	1285	1894	624	1851	704	1844	1335	196	2983	383	2796	2400	779	947	949	1284
	636%	621%	651%	695%	619%	583%	625%	636%	627%	623%	645%	583%	630%	711%	630%	644%	578%	640%	668%	632%	638%	629%	636%	625%	644%

Global @dvisor: ADVERTISING STUDY
Qc1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
I find most advertising does not reflect the world around me	319	172	147	174	102	43	47	175	80	189	130	-	27	292	189	130	84	235	184	135	255	64
	64%	67%	60%	65%	66%	54%	63%	66%	59%	63%	66%	-	53%	65%	64%	64%	63%	64%	64%	64%	63%	66%
Advertising too often shows men and women in traditional roles	320	168	152	169	103	47	46	172	92	196	123	-	33	287	204	115	96	223	204	115	267	53
	64%	66%	62%	63%	67%	60%	61%	64%	68%	65%	62%	-	64%	64%	69%	57%	73%	61%	71%	55%	66%	54%
Advertising influences how women see themselves	403	209	194	211	131	61	58	219	112	248	155	-	43	359	245	158	110	293	241	161	329	74
	81%	82%	80%	79%	85%	77%	77%	82%	82%	82%	78%	-	85%	80%	83%	78%	83%	80%	84%	76%	82%	76%
Advertising influences how girls see themselves	403	213	191	212	131	60	57	222	110	251	152	-	40	363	250	153	108	296	245	158	332	72
	81%	83%	78%	80%	85%	76%	77%	83%	81%	83%	77%	-	78%	81%	84%	76%	81%	80%	85%	75%	82%	74%
Advertising influences how men and boys see themselves	377	199	178	199	117	61	52	201	112	234	143	-	38	339	235	142	103	274	231	146	309	68
	75%	78%	73%	74%	76%	77%	69%	75%	82%	77%	73%	-	74%	76%	79%	70%	78%	75%	80%	69%	77%	69%
Advertising often sets unrealistic expectations and puts pressure on women	235	112	124	134	64	37	38	126	66	147	88	-	19	217	138	98	66	169	148	87	199	37
	47%	44%	51%	50%	42%	47%	50%	47%	49%	49%	45%	-	37%	48%	46%	48%	50%	46%	51%	41%	49%	38%
Advertising often sets unrealistic expectations and puts pressure on men	153	89	64	81	49	23	19	83	46	93	60	-	16	137	95	58	52	102	94	59	129	25
	31%	35%	27%	30%	32%	29%	26%	31%	34%	31%	30%	-	32%	31%	32%	29%	39%	28%	33%	28%	32%	25%
Advertising often sets unrealistic expectations and puts pressure on girls	237	126	111	122	74	42	31	124	70	151	86	-	19	219	136	102	56	181	135	103	189	49
	48%	49%	46%	46%	48%	53%	41%	47%	52%	50%	44%	-	37%	49%	46%	50%	43%	49%	47%	49%	47%	50%
Advertising often sets unrealistic expectations and puts pressure on boys	163	90	72	78	54	30	20	81	51	105	57	-	14	149	91	71	45	117	93	69	130	33
	33%	35%	30%	29%	35%	38%	27%	31%	38%	35%	29%	-	27%	33%	31%	35%	34%	32%	32%	33%	32%	34%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	344	176	168	191	106	46	57	178	95	204	140	-	35	309	206	138	96	247	212	132	286	58
	69%	69%	69%	72%	69%	59%	76%	67%	70%	68%	71%	-	69%	69%	69%	68%	73%	67%	74%	62%	71%	59%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	5	3	2	5	1	1	1	1	2	4	1	-	1	4	3	2	2	3	2	3	3	2
	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	-	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Sigma	2959	1556	1403	1574	934	451	426	1582	837	1823	1136	-	286	2673	1792	1167	819	2140	1790	1169	2425	534
	592%	607%	576%	590%	607%	570%	568%	593%	615%	603%	575%	-	556%	596%	603%	575%	619%	582%	620%	553%	603%	546%

Global @divisor: ADVERTISING STUDY
QCL. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S/T, U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S/T, U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50	
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57	
I find most advertising does not reflect the world around me	361	177	184	112	110	139	83	157	64	186	175	154	154	52	179	182	33	328	50	311	206	155	92	69	72	80	48	
	72%	71%	73%	70%	67%	79%	73%	69%	73%	73%	72%	73%	72%	71%	72%	73%	73%	72%	72%	71%	70%	76%	70%	73%	74%	67%	84%	
					D																						Y*	
Advertising too often shows men and women in traditional roles	260	123	137	100	74	85	67	117	37	123	136	103	115	41	129	130	23	236	38	221	155	105	73	42	51	63	30	
	52%	50%	54%	62%	46%	48%	59%	52%	43%	48%	56%	49%	54%	57%	52%	52%	52%	52%	55%	51%	52%	52%	56%	44%	53%	53%	53%	
					DE		H*		*								*		*				*	*	*	*	*	
Advertising influences how women see themselves	386	199	187	128	125	133	85	181	64	203	184	158	172	56	202	185	34	353	51	336	242	145	92	76	76	93	49	
	77%	80%	74%	79%	77%	76%	75%	80%	73%	79%	75%	74%	81%	77%	81%	74%	75%	78%	73%	78%	81%	71%	70%	80%	79%	78%	85%	
																				U								
Advertising influences how girls see themselves	405	209	196	126	137	142	83	195	66	214	191	168	178	59	214	191	37	368	57	348	254	150	102	82	76	94	50	
	81%	84%	78%	78%	84%	81%	74%	86%	75%	84%	78%	79%	83%	81%	86%	76%	82%	81%	81%	81%	86%	74%	78%	86%	78%	78%	88%	
							*	FH	*						O		*	*	*	U				*	*	*	*	
Advertising influences how men and boys see themselves	379	197	182	121	128	130	81	177	63	199	180	154	166	58	195	184	35	344	53	325	237	142	92	76	74	87	49	
	76%	80%	72%	75%	79%	74%	72%	78%	72%	78%	74%	73%	78%	80%	78%	73%	78%	76%	77%	76%	80%	70%	70%	80%	77%	73%	86%	
							*		*							*	*	*	*	U							V*	
Advertising often sets unrealistic expectations and puts pressure on women	225	109	117	70	76	79	44	114	38	110	115	90	107	29	115	110	19	206	30	196	140	85	65	45	41	53	22	
	45%	44%	46%	44%	47%	45%	39%	50%	43%	43%	47%	42%	50%	39%	46%	44%	42%	45%	42%	46%	47%	42%	49%	47%	42%	44%	40%	
							*		*							*	*	*	*				*	*	*	*	*	
Advertising often sets unrealistic expectations and puts pressure on men	168	94	74	57	57	53	37	80	23	72	96	72	75	21	91	76	16	151	25	143	103	64	47	35	24	46	16	
	34%	38%	29%	36%	35%	30%	33%	35%	26%	28%	39%	34%	35%	29%	37%	30%	36%	33%	36%	33%	35%	32%	36%	36%	25%	38%	27%	
							*		*							*	*	*	*	X								
Advertising often sets unrealistic expectations and puts pressure on girls	303	150	153	94	105	104	59	149	50	155	148	118	140	45	154	149	26	277	34	269	182	121	78	53	64	73	35	
	61%	61%	61%	59%	65%	59%	52%	66%	57%	61%	61%	55%	66%	62%	62%	60%	57%	61%	49%	63%	61%	60%	60%	55%	67%	61%	62%	
							*	F	*							*	*	*	*	R			*	*	*	*	*	
Advertising often sets unrealistic expectations and puts pressure on boys	266	133	133	77	95	94	50	130	42	141	125	106	120	41	138	128	20	246	29	237	162	104	68	49	57	61	32	
	53%	54%	53%	48%	58%	53%	45%	57%	48%	55%	51%	50%	56%	55%	55%	51%	44%	54%	41%	55%	55%	51%	52%	51%	58%	51%	56%	
							*		*							*	*	*	*	R			*	*	*	*	*	
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	307	143	164	111	95	100	70	149	44	152	155	124	137	46	156	151	31	276	47	260	185	122	85	55	59	78	29	
	61%	58%	65%	69%	59%	57%	62%	66%	50%	59%	63%	58%	64%	63%	63%	60%	60%	61%	67%	60%	62%	60%	65%	58%	61%	65%	52%	
							*	H	*							*	*	*	*	*			*	*	*	*	*	
Do not believe that advertising sets unrealistic expectations / puts pressure on any	16	3	13	2	6	9	4	9	3	11	6	8	6	2	6	10	-	16	1	15	8	8	6	3	2	5	-	
	3%	1%	5%	1%	4%	5%	3%	4%	3%	4%	2%	4%	3%	3%	3%	4%	-	4%	2%	4%	3%	4%	5%	3%	2%	5%	-	
			A																									
Sigma	3076	1536	1540	999	1009	1068	662	1458	494	1567	1509	1255	1370	452	1579	1497	274	2802	414	2661	1874	1202	801	585	596	734	360	
	615%	619%	611%	621%	619%	606%	588%	642%	562%	613%	618%	589%	640%	619%	634%	597%	608%	616%	595%	618%	631%	592%	612%	613%	615%	612%	632%	

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Global @dvisor: ADVERTISING STUDY

QC1. Which of the following statements do you agree with regarding the advertising you see?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
I find most advertising does not reflect the world around me	247	118	129	81	83	83	134	72	10	98	150	123	54	70	115	132	8	239	14	233	154	93
	49%	47%	52%	48%	53%	48%	51%	48%	47%	45%	53%	46%	54%	53%	49%	50%	51%	49%	44%	50%	48%	52%
Advertising too often shows men and women in traditional roles	174	76	97	54	55	64	95	53	12	81	92	89	38	47	79	94	7	166	7	166	106	68
	35%	30%	39%	32%	35%	37%	36%	35%	56%	37%	33%	33%	37%	36%	34%	36%	46%	34%	23%	36%	33%	38%
Advertising influences how women see themselves	273	135	138	93	82	98	134	91	14	116	157	144	58	70	122	151	10	263	18	255	165	108
	55%	54%	55%	55%	52%	56%	50%	60%	64%	53%	56%	54%	57%	53%	52%	57%	61%	54%	55%	55%	52%	59%
Advertising influences how girls see themselves	259	120	140	79	83	97	125	87	11	112	148	140	53	66	113	146	9	250	17	242	152	107
	52%	48%	56%	47%	53%	56%	47%	57%	51%	51%	52%	52%	53%	50%	48%	55%	57%	52%	52%	52%	48%	59%
Advertising influences how men and boys see themselves	233	110	124	87	63	84	114	83	11	96	138	127	50	56	94	139	10	223	17	216	129	104
	47%	44%	50%	51%	40%	48%	43%	54%	51%	44%	49%	48%	50%	42%	40%	52%	62%	46%	54%	46%	41%	57%
Advertising often sets unrealistic expectations and puts pressure on women	95	32	63	36	28	30	49	33	7	41	54	50	21	24	38	57	1	94	3	92	42	53
	19%	13%	25%	22%	18%	17%	19%	22%	34%	19%	19%	19%	20%	18%	16%	21%	7%	19%	10%	20%	13%	29%
Advertising often sets unrealistic expectations and puts pressure on men	75	41	33	30	22	22	36	27	1	31	43	44	13	18	27	48	4	70	6	68	46	29
	15%	16%	13%	18%	14%	13%	14%	18%	6%	14%	15%	16%	13%	14%	11%	18%	28%	15%	19%	15%	14%	16%
Advertising often sets unrealistic expectations and puts pressure on girls	69	29	40	26	21	22	35	19	3	28	41	34	15	20	27	42	3	67	5	64	34	36
	14%	12%	16%	15%	14%	13%	13%	13%	14%	13%	15%	13%	15%	15%	12%	16%	17%	14%	15%	14%	11%	20%
Advertising often sets unrealistic expectations and puts pressure on boys	33	14	18	5	12	16	22	8	1	19	14	12	9	12	15	17	3	30	4	28	19	14
	7%	6%	7%	3%	8%	9%	8%	6%	6%	9%	5%	5%	9%	9%	7%	7%	17%	6%	13%	6%	6%	7%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	178	75	103	67	53	58	99	51	12	76	101	91	44	42	74	104	8	170	12	166	112	65
	36%	30%	42%	40%	34%	33%	37%	33%	54%	35%	36%	34%	44%	32%	32%	39%	49%	35%	38%	35%	35%	36%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	93	53	40	28	35	30	47	24	5	49	44	54	17	22	47	46	2	91	8	85	66	27
	19%	21%	16%	16%	22%	17%	18%	16%	25%	22%	16%	20%	17%	16%	20%	17%	10%	19%	24%	18%	21%	15%
Sigma	1728	802	926	586	539	603	890	549	88	746	982	909	372	447	752	976	65	1663	112	1615	1024	703
	346%	320%	372%	348%	341%	347%	335%	360%	407%	341%	349%	340%	368%	339%	320%	368%	404%	344%	345%	346%	322%	388%

Global @dvisor: ADVERTISING STUDY

QC1. Which of the following statements do you agree with regarding the advertising you see?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127	
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131	
I find most advertising does not reflect the world around me	370	181	189	192	119	60	71	147	135	137	234	18	270	83	227	144	90	280	124	246	268	102	
	74%	75%	73%	74%	71%	84%	75%	80%	71%	70%	77%	72%	76%	70%	72%	77%	77%	73%	72%	75%	73%	78%	
						*	*					**					*				*		
Advertising too often shows men and women in traditional roles	334	165	170	177	122	35	67	128	118	127	207	16	240	79	208	127	89	245	130	204	248	86	
	67%	69%	65%	68%	72%	49%	71%	70%	62%	65%	68%	65%	67%	66%	66%	68%	77%	64%	76%	62%	67%	66%	
				E	E	*	*					**					Q*		S			*	
Advertising influences how women see themselves	366	188	178	183	131	52	66	148	132	150	216	16	257	94	235	131	85	282	127	239	270	96	
	73%	79%	68%	70%	78%	73%	70%	81%	69%	77%	71%	65%	72%	79%	75%	71%	72%	74%	74%	73%	73%	73%	
				B	B	*	*					**					*			*		*	
Advertising influences how girls see themselves	376	185	191	190	138	48	65	156	134	149	227	13	274	88	235	140	88	287	133	243	275	101	
	75%	77%	73%	73%	82%	68%	69%	85%	70%	76%	75%	55%	77%	74%	75%	76%	76%	75%	77%	74%	75%	77%	
						*	*	FH				**					*				*	*	
Advertising influences how men and boys see themselves	348	173	175	177	120	51	55	142	130	142	206	16	246	86	219	130	94	254	130	218	263	85	
	70%	72%	67%	68%	71%	72%	58%	78%	68%	73%	68%	68%	69%	72%	70%	70%	80%	66%	75%	67%	71%	65%	
						*	*	F				**					Q*				*	*	
Advertising often sets unrealistic expectations and puts pressure on women	299	139	160	151	97	52	49	129	110	113	187	12	214	73	183	117	81	219	109	191	222	77	
	60%	58%	62%	58%	57%	73%	52%	70%	58%	58%	61%	51%	60%	61%	58%	63%	69%	57%	63%	58%	60%	59%	
						*	*	FH				**					*				*	*	
Advertising often sets unrealistic expectations and puts pressure on men	182	89	93	91	56	35	28	81	65	69	113	11	135	36	107	75	49	133	67	115	137	45	
	36%	37%	36%	35%	33%	49%	30%	44%	34%	36%	37%	47%	38%	30%	34%	40%	42%	35%	39%	35%	37%	34%	
						*	*					**					*				*	*	
Advertising often sets unrealistic expectations and puts pressure on girls	259	115	144	129	85	45	44	100	104	109	149	10	187	62	165	94	65	193	89	170	201	58	
	52%	48%	55%	50%	50%	64%	47%	55%	55%	56%	49%	41%	52%	52%	53%	50%	56%	51%	51%	52%	54%	45%	
						*	*					**					*				*	*	
Advertising often sets unrealistic expectations and puts pressure on boys	217	100	118	98	72	47	38	88	82	83	135	7	158	53	139	78	50	167	72	145	166	52	
	43%	42%	45%	38%	43%	66%	40%	48%	43%	42%	44%	27%	44%	44%	44%	42%	43%	44%	42%	44%	45%	39%	
						CD*	*					**					*				*	*	
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	344	167	178	181	122	42	66	133	124	130	214	18	242	84	222	122	91	253	129	215	255	89	
	69%	69%	68%	70%	72%	58%	70%	72%	65%	67%	70%	72%	68%	71%	71%	66%	78%	66%	75%	66%	69%	68%	
						*	*					**					Q*				*	*	
Do not believe that advertising sets unrealistic expectations / puts pressure on any	9	*	9	5	2	2	1	2	4	*	9	-	9	*	7	2	1	8	1	8	7	2	
	2%	0%	4%	2%	1%	3%	1%	1%	2%	0%	3%	-	3%	0%	2%	1%	1%	2%	1%	3%	2%	2%	
				A		*	*					**					*				*	*	
Sigma	3106	1502	1604	1574	1063	469	551	1253	1139	1209	1896	137	2233	736	1946	1159	784	2321	1111	1995	2313	793	
	621%	626%	617%	605%	630%	658%	585%	683%	598%	617%	624%	564%	625%	621%	620%	623%	672%	606%	645%	609%	627%	604%	

Global @divisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Not Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	244	256	74	311	115	274	226	48	452	97	403	338	162	100	87	81	52	76		
I find most advertising does not reflect the world around me	407	196	212	163	121	123	16	90	245	207	201	55	255	97	225	183	41	367	80	327	277	130	85	80	67	69	46	59	
	82%	79%	84%	81%	79%	85%	84%	80%	81%	81%	82%	75%	82%	84%	82%	81%	85%	81%	83%	81%	82%	80%	85%	78%	77%	85%	89%	78%	
Advertising too often shows men and women in traditional roles	290	125	165	118	89	83	13	72	162	145	146	37	183	71	158	132	33	257	56	234	191	99	52	64	45	35	41		
	58%	50%	66%	59%	58%	58%	70%	64%	53%	57%	60%	50%	59%	62%	58%	59%	70%	57%	58%	58%	57%	61%	53%	61%	62%	55%	67%	54%	
				A			**				*						*		*			*		*	*	*	*		
Advertising influences how women see themselves	372	187	185	153	114	105	13	81	225	187	185	55	229	88	194	178	39	333	75	297	243	130	77	74	67	59	42	53	
	74%	75%	74%	76%	74%	73%	70%	73%	74%	73%	76%	75%	74%	76%	71%	79%	82%	74%	77%	74%	72%	80%	77%	72%	78%	72%	81%	70%	
							**				*					N	*	*	*	*	*	*	*	*	*	*	*		
Advertising influences how girls see themselves	394	194	200	159	121	114	11	87	240	196	198	57	239	97	209	185	38	355	80	314	259	134	77	81	69	64	43	59	
	79%	78%	80%	79%	78%	79%	61%	77%	79%	76%	81%	78%	77%	84%	76%	82%	80%	79%	82%	78%	77%	83%	77%	78%	80%	78%	83%	78%	
							**				*						*		*			*		*	*	*	*		
Advertising influences how men and boys see themselves	366	175	191	152	114	101	15	77	224	180	186	62	221	83	189	177	37	330	74	292	230	137	78	76	64	57	38	54	
	73%	70%	76%	75%	74%	71%	77%	68%	74%	70%	76%	84%	71%	73%	69%	78%	77%	73%	76%	73%	68%	85%	78%	73%	73%	70%	73%	72%	
							**				*						N	*	*	*	*	*	*	*	*	*	*		
Advertising often sets unrealistic expectations and puts pressure on women	258	124	134	110	73	75	5	55	160	127	131	39	153	67	135	123	26	232	58	200	169	89	61	52	47	38	24	35	
	52%	50%	53%	54%	48%	52%	26%	49%	53%	50%	54%	53%	49%	58%	49%	54%	55%	51%	60%	50%	50%	55%	61%	50%	54%	47%	46%	47%	
							**				*						*		*			*		*	*	*	*		
Advertising often sets unrealistic expectations and puts pressure on men	184	103	81	75	57	52	6	43	106	89	95	27	114	43	101	83	25	159	42	142	122	62	44	35	32	30	18	25	
	37%	42%	32%	37%	37%	36%	30%	38%	35%	39%	36%	37%	38%	37%	37%	37%	53%	35%	43%	35%	36%	38%	44%	34%	37%	37%	34%	33%	
							**				*						Q*	*	*	*	*	*	*	*	*	*	*		
Advertising often sets unrealistic expectations and puts pressure on girls	271	130	141	106	84	81	9	56	166	136	135	40	158	72	141	130	25	246	58	213	181	90	65	55	46	43	28	34	
	54%	52%	56%	52%	55%	56%	46%	50%	55%	53%	56%	55%	51%	63%	51%	58%	52%	54%	59%	53%	54%	55%	65%	53%	53%	53%	55%	45%	
							**				*						L	*	*	*	*	a*		*	*	*	*		
Advertising often sets unrealistic expectations and puts pressure on boys	215	109	106	83	73	59	5	43	133	116	99	27	128	60	124	91	23	192	51	163	153	62	54	46	35	32	20	29	
	43%	44%	42%	41%	47%	41%	26%	38%	44%	45%	41%	36%	41%	52%	45%	40%	48%	43%	53%	41%	45%	38%	54%	44%	40%	39%	38%	38%	
							**				*						*		S*	*		*		*	*	*	*		
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	330	157	172	134	105	91	10	76	198	160	169	50	201	79	181	149	40	289	69	260	222	107	61	64	59	55	39	50	
	66%	63%	69%	66%	68%	63%	54%	67%	65%	63%	70%	67%	65%	69%	66%	66%	84%	64%	71%	65%	66%	66%	61%	62%	68%	67%	76%	66%	
							**				*						Q*	*	*	*	*	*	*	*	*	*	*		
Do not believe that advertising sets unrealistic expectations / puts pressure on any	19	11	8	6	8	5	-	1	15	14	5	1	13	4	16	3	1	18	4	15	15	4	3	7	4	3	-	2	
	4%	4%	3%	3%	5%	3%	-	1%	5%	5%	2%	2%	4%	4%	6%	2%	2%	4%	4%	4%	4%	3%	3%	7%	4%	4%	-	2%	
							**				*						O	*	*	*	*	*	*	*	*	*	*		
Sigma	3106	1511	1595	1259	958	890	103	680	1875	1557	1549	450	1895	761	1672	1434	328	2778	649	2458	2063	1043	656	633	545	494	334	443	
	621%	607%	636%	623%	622%	618%	543%	605%	619%	608%	636%	609%	609%	662%	610%	635%	687%	614%	667%	610%	610%	645%	656%	612%	627%	606%	642%	584%	

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Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total		Russia																																
	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		CENTRAL FEDERAL DISTRICT		NORTH-WESTERN FEDERAL DISTRICT		SOUTHERN FEDERAL DISTRICT		Region VOLGA REGION FEDERAL DISTRICT		URAL FEDERAL DISTRICT		SIBERIAN FEDERAL DISTRICT		FAR EAST FEDERAL DISTRICT	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed														
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b							
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13						
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22						
I find most advertising does not reflect the world around me	374	190	185	148	132	94	34	107	218	194	180	64	218	92	239	135	31	343	55	320	291	83	97	37	62	82	31	49	16						
	75%	79%	71%	72%	75%	80%	66%	77%	75%	73%	77%	76%	75%	73%	78%	70%	89%	74%	86%	73%	78%	66%	72%	76%	79%	78%	72%	73%	73%	73%	73%	73%	73%	73%	
Advertising too often shows men and women in traditional roles	316	148	168	125	114	76	29	99	176	162	154	56	182	79	197	119	23	293	43	273	247	69	90	37	42	61	28	41	18						
	63%	62%	64%	61%	65%	65%	55%	72%	61%	61%	66%	66%	63%	63%	64%	62%	66%	63%	68%	63%	66%	55%	67%	75%	53%	58%	65%	60%	60%	79%					
Advertising influences how women see themselves	364	184	180	152	131	81	37	106	210	191	173	58	214	93	228	136	24	340	48	316	278	86	97	35	58	72	36	48	18						
	73%	77%	69%	74%	74%	69%	71%	76%	73%	72%	74%	69%	74%	74%	74%	70%	67%	73%	76%	72%	74%	69%	72%	73%	73%	69%	84%	71%	80%						
Advertising influences how girls see themselves	384	190	194	147	142	95	41	106	223	198	186	59	228	98	237	147	25	359	47	337	290	94	99	40	66	77	36	51	16						
	77%	79%	75%	71%	81%	81%	79%	77%	77%	75%	79%	70%	79%	77%	77%	76%	72%	77%	74%	77%	77%	75%	73%	82%	83%	74%	84%	75%	73%	73%	73%	73%	73%	73%	
Advertising influences how men and boys see themselves	304	142	162	126	107	71	36	88	174	157	147	48	181	75	186	118	20	284	36	268	229	76	80	29	49	66	32	36	13						
	61%	59%	62%	61%	61%	61%	69%	64%	60%	59%	63%	58%	62%	60%	61%	61%	58%	61%	57%	62%	61%	61%	60%	60%	62%	63%	74%	53%	56%						
Advertising often sets unrealistic expectations and puts pressure on women	239	121	118	101	87	50	27	64	140	124	115	37	130	71	152	86	13	226	28	211	182	56	67	28	44	42	13	32	11						
	48%	51%	45%	49%	43%	53%	46%	48%	47%	49%	44%	45%	57%	50%	45%	36%	49%	44%	48%	49%	45%	50%	58%	58%	56%	40%	31%	47%	50%						
Advertising often sets unrealistic expectations and puts pressure on men	141	76	65	68	51	23	18	40	79	68	73	26	79	37	100	41	10	131	18	124	107	35	38	18	20	32	10	20	3						
	28%	32%	25%	33%	29%	20%	35%	29%	27%	26%	31%	31%	27%	29%	33%	21%	29%	28%	28%	28%	28%	28%	38%	38%	26%	31%	23%	29%	15%						
Advertising often sets unrealistic expectations and puts pressure on girls	265	133	132	104	98	63	29	70	157	145	120	45	160	59	163	101	16	249	34	231	196	69	71	31	46	57	14	32	15						
	53%	56%	51%	50%	56%	54%	57%	50%	54%	55%	51%	53%	55%	47%	53%	53%	45%	54%	54%	53%	52%	55%	52%	63%	58%	54%	33%	47%	66%						
Advertising often sets unrealistic expectations and puts pressure on boys	227	117	111	88	89	51	24	67	129	119	108	41	136	50	141	87	11	216	26	201	171	57	56	25	36	54	15	29	14						
	46%	49%	42%	42%	50%	44%	47%	49%	45%	45%	46%	49%	47%	40%	46%	45%	32%	47%	41%	46%	46%	46%	42%	52%	45%	51%	34%	43%	60%						
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	281	135	146	113	102	66	29	84	161	148	132	48	171	62	179	101	17	263	34	247	208	72	77	25	42	53	31	38	14						
I find most advertising does not reflect the world around me	56%	57%	56%	55%	58%	57%	55%	61%	56%	56%	56%	57%	59%	49%	58%	53%	49%	57%	53%	57%	56%	58%	57%	51%	54%	51%	71%	57%	63%						
Do not believe that advertising sets unrealistic expectations / puts pressure on any	9	4	5	3	3	3	*	3	6	5	3	2	2	4	6	3	-	9	-	9	7	2	2	-	-	2	2	3	-						
	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	3%	2%	2%	-	2%	-	2%	2%	2%	2%	-	-	2%	4%	4%	-	4%	-	4%	-	4%	
Sigma	2904	1439	1464	1174	1056	674	304	834	1673	1513	1391	483	1701	720	1829	1075	191	2713	368	2536	2205	698	774	304	465	598	247	378	139						
	581%	602%	561%	568%	599%	576%	588%	602%	577%	570%	593%	575%	587%	571%	595%	558%	543%	584%	581%	581%	588%	559%	573%	628%	588%	572%	574%	560%	616%						

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Global @dvisor: ADVERTISING STUDY
Qc1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
I find most advertising does not reflect the world around me	374	217	157	206	140	28	126	114	99	276	97	35	73	266	269	104	137	237	180	194	298	76
	75%	74%	76%	72%	78%	76%	69%	79%	76%	75%	75%	60%	76%	77%	74%	76%	76%	74%	75%	74%	74%	77%
						**						*	*	K					S			*
Advertising too often shows men and women in traditional roles	330	191	138	193	114	23	106	96	103	253	76	35	64	231	245	84	127	202	175	154	266	63
	66%	66%	67%	68%	63%	64%	58%	67%	79%	68%	59%	60%	67%	67%	68%	61%	71%	63%	73%	59%	66%	65%
						**				FG		*	*						S			*
Advertising influences how women see themselves	383	229	154	217	139	27	133	107	111	294	90	34	71	278	292	91	146	238	195	189	320	63
	77%	79%	74%	76%	78%	75%	74%	74%	86%	79%	69%	58%	75%	81%	81%	66%	81%	74%	81%	73%	80%	65%
						**				FG		*	*						S			*
Advertising influences how girls see themselves	392	234	159	218	144	30	137	112	109	303	89	35	76	281	292	101	141	251	197	196	323	69
	79%	80%	76%	77%	81%	83%	75%	78%	84%	82%	69%	59%	79%	82%	81%	73%	79%	78%	82%	75%	80%	71%
						**				J		*	K	K					S			*
Advertising influences how men and boys see themselves	357	203	154	202	125	30	123	101	106	274	83	36	59	262	271	86	146	211	189	168	294	64
	72%	70%	74%	71%	70%	83%	68%	70%	81%	74%	64%	61%	62%	76%	75%	62%	82%	66%	79%	65%	73%	65%
						**				FG		*	*	KL	O				S			*
Advertising often sets unrealistic expectations and puts pressure on women	233	142	92	127	86	20	76	72	57	179	55	21	39	173	174	59	65	168	96	138	187	47
	47%	49%	44%	45%	48%	57%	42%	50%	44%	48%	42%	36%	40%	50%	48%	43%	36%	53%	40%	53%	46%	48%
						**				*		*	*						R			*
Advertising often sets unrealistic expectations and puts pressure on men	124	83	41	75	38	12	45	34	36	92	32	11	20	92	98	27	48	77	64	60	104	20
	25%	29%	20%	26%	21%	33%	25%	23%	28%	25%	25%	19%	21%	27%	27%	19%	27%	24%	27%	23%	26%	21%
						**				*		*	*						R			*
Advertising often sets unrealistic expectations and puts pressure on girls	198	133	64	103	75	20	74	57	44	153	44	19	28	151	147	51	46	152	75	122	157	41
	40%	46%	31%	36%	42%	56%	41%	40%	34%	41%	34%	33%	29%	44%	41%	37%	25%	47%	31%	47%	39%	42%
						**				*		*	*	L					P			*
Advertising often sets unrealistic expectations and puts pressure on boys	119	80	39	61	46	12	47	39	25	91	28	13	19	87	84	35	32	87	46	73	97	22
	24%	27%	19%	21%	26%	33%	26%	27%	19%	25%	22%	22%	20%	25%	23%	25%	18%	27%	19%	28%	24%	23%
						**				*		*	*						P			*
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	342	204	138	189	128	26	117	96	104	262	81	34	56	252	259	83	137	206	180	162	285	57
	69%	70%	67%	66%	71%	71%	65%	66%	80%	71%	62%	58%	58%	73%	72%	60%	76%	64%	75%	62%	71%	59%
						**				FG		*	*	KL	O				S			*
Do not believe that advertising sets unrealistic expectations / puts pressure on any	15	9	6	8	5	1	4	5	2	9	6	3	4	8	7	8	5	10	4	11	11	4
	3%	3%	3%	3%	3%	4%	2%	4%	2%	3%	5%	5%	4%	2%	2%	6%	3%	3%	2%	4%	3%	5%
						**				*		*	*						N			*
Sigma	2868	1726	1142	1598	1041	228	989	833	796	2187	681	279	509	2080	2139	729	1029	1839	1400	1468	2340	528
	574%	591%	549%	562%	581%	632%	545%	577%	612%	590%	526%	473%	531%	603%	591%	529%	574%	574%	584%	564%	582%	540%

Global @dvisor: ADVERTISING STUDY

QC1. Which of the following statements do you agree with regarding the advertising you see?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
I find most advertising does not reflect the world around me	349	168	181	193	99	57	41	67	241	137	212	140	73	137	196	153	73	276	115	234	257	91
	70%	70%	70%	68%	71%	75%	59%	65%	74%	75%	67%	66%	71%	74%	70%	71%	70%	69%	70%	72%	64%	64%
Advertising too often shows men and women in traditional roles	293	139	155	173	74	46	35	66	193	103	190	114	68	112	161	132	69	225	102	191	206	87
	59%	58%	60%	61%	53%	61%	50%	64%	59%	57%	60%	54%	66%	61%	58%	60%	66%	57%	61%	58%	58%	61%
Advertising influences how women see themselves	423	203	220	237	120	66	56	85	282	156	267	176	87	160	240	183	87	336	141	282	309	113
	85%	84%	85%	84%	85%	87%	81%	83%	86%	86%	84%	82%	85%	87%	86%	83%	85%	85%	84%	85%	87%	79%
Advertising influences how girls see themselves	434	208	226	248	121	66	63	89	283	155	280	184	93	157	246	189	91	343	143	291	310	124
	87%	87%	87%	87%	86%	87%	90%	87%	86%	85%	88%	86%	91%	85%	88%	86%	88%	87%	86%	88%	87%	87%
Advertising influences how men and boys see themselves	378	183	196	216	105	57	44	73	261	131	247	148	80	150	218	160	82	296	133	246	276	102
	76%	76%	75%	76%	75%	76%	63%	72%	80%	72%	78%	70%	78%	82%	78%	73%	80%	75%	79%	74%	77%	71%
Advertising often sets unrealistic expectations and puts pressure on women	350	162	189	206	100	45	55	67	228	127	224	138	74	138	195	155	69	282	113	237	248	102
	70%	67%	73%	73%	71%	59%	80%	66%	69%	70%	70%	65%	73%	75%	70%	71%	67%	71%	68%	71%	70%	71%
Advertising often sets unrealistic expectations and puts pressure on men	208	104	104	123	58	28	24	38	146	78	131	75	39	94	109	100	39	170	70	139	147	61
	42%	43%	40%	43%	41%	37%	34%	38%	45%	43%	41%	35%	38%	51%	39%	45%	37%	43%	42%	42%	41%	43%
Advertising often sets unrealistic expectations and puts pressure on girls	315	141	174	178	92	46	38	67	210	117	198	124	64	127	179	136	62	253	95	221	226	88
	63%	59%	67%	63%	65%	60%	55%	65%	64%	65%	62%	58%	63%	69%	64%	62%	60%	64%	57%	66%	64%	62%
Advertising often sets unrealistic expectations and puts pressure on boys	233	114	119	135	65	33	24	48	161	86	147	87	49	96	127	106	49	184	78	155	165	67
	47%	47%	46%	48%	46%	43%	34%	47%	49%	48%	46%	41%	48%	52%	45%	48%	48%	46%	46%	47%	46%	47%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	350	173	177	210	93	47	54	71	224	117	233	143	71	135	196	154	82	268	126	224	248	100
	70%	72%	68%	74%	66%	62%	78%	70%	68%	64%	73%	67%	69%	74%	70%	70%	80%	67%	75%	67%	70%	70%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	7	3	3	1	4	1	-	1	6	4	3	4	-	2	4	3	-	7	2	5	6	1
	1%	1%	1%	1%	3%	2%	-	1%	2%	2%	1%	2%	-	1%	1%	1%	-	2%	1%	1%	2%	0%
Sigma	3342	1597	1744	1920	932	490	434	673	2235	1210	2131	1334	700	1308	1871	1470	703	2639	1116	2226	2397	935
	668%	664%	672%	677%	661%	650%	624%	655%	682%	665%	671%	625%	681%	712%	667%	670%	681%	665%	668%	669%	673%	655%

Global @dvisor: ADVERTISING STUDY
Qc1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53	
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63	
I find most advertising does not reflect the world around me	224	122	102	88	97	38	31	61	132	128	96	2	46	176	141	83	19	205	44	180	180	35	
	45%	48%	41%	46%	50%	34%	45%	40%	47%	44%	45%	20%	56%	43%	42%	50%	37%	46%	39%	47%	42%	56%	
				E			**	*		*	**		*			*	*	**					
Advertising too often shows men and women in traditional roles	270	119	151	99	109	62	18	98	154	153	117	1	40	229	185	85	30	240	63	207	239	26	
	54%	47%	61%	52%	56%	55%	26%	64%	55%	53%	55%	10%	49%	56%	55%	52%	58%	54%	56%	53%	56%	42%	
			A				**	*		*	**		*			*	*	**					
Advertising influences how women see themselves	298	149	149	106	120	73	33	94	172	179	120	2	46	250	197	101	36	262	78	221	258	31	
	60%	59%	60%	55%	61%	64%	48%	61%	62%	62%	57%	21%	56%	61%	59%	61%	70%	59%	69%	57%	61%	49%	
				**	**	**	**	*	**	**	**	**	*	**	*	*	*	*	S	*	**	**	
Advertising influences how girls see themselves	291	144	147	105	124	62	28	97	165	172	119	2	47	242	189	102	31	259	69	221	247	34	
	58%	57%	60%	55%	63%	55%	41%	64%	59%	60%	56%	31%	57%	59%	56%	62%	60%	58%	62%	57%	58%	54%	
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Advertising influences how men and boys see themselves	271	126	144	93	116	61	26	93	151	159	111	2	34	234	186	85	31	239	71	200	239	24	
	54%	50%	58%	49%	59%	54%	38%	61%	54%	55%	53%	31%	41%	57%	56%	51%	60%	53%	63%	52%	56%	38%	
				*	*	*	**	*	*	*	**	*	*	L	*	*	*	*	*	*	*	**	
Advertising often sets unrealistic expectations and puts pressure on women	260	128	133	99	101	60	24	86	150	143	117	1	40	220	174	86	28	232	58	202	224	26	
	52%	50%	54%	52%	52%	53%	35%	57%	54%	50%	56%	10%	48%	54%	52%	52%	55%	52%	52%	52%	53%	42%	
				*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	**	
Advertising often sets unrealistic expectations and puts pressure on men	232	110	122	95	99	38	23	75	134	131	101	1	26	205	154	78	24	208	57	175	207	14	
	46%	44%	49%	50%	51%	34%	33%	49%	48%	45%	48%	10%	32%	50%	46%	47%	46%	46%	51%	45%	49%	22%	
				E*	E		**	*	*	*	**	*	*	L	*	*	*	*	*	*	*	**	
Advertising often sets unrealistic expectations and puts pressure on girls	167	80	87	66	66	35	21	55	91	95	71	-	26	141	108	59	20	146	44	123	140	20	
	33%	32%	35%	35%	34%	31%	31%	36%	33%	33%	34%	-	31%	34%	32%	36%	39%	33%	39%	32%	33%	31%	
				*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	**	
Advertising often sets unrealistic expectations and puts pressure on boys	142	65	78	56	56	30	19	44	79	82	60	-	17	125	90	52	19	123	39	104	121	14	
	29%	26%	31%	30%	29%	26%	28%	29%	28%	29%	29%	-	21%	31%	27%	32%	37%	28%	35%	27%	29%	22%	
				*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	**	
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	336	161	175	124	127	86	33	119	185	197	139	7	47	283	228	109	36	301	86	251	295	32	
	67%	64%	71%	65%	65%	76%	49%	78%	66%	68%	66%	90%	57%	69%	68%	66%	69%	67%	77%	65%	69%	51%	
				*	D	*	**	H*	*	*	**	*	*	*	*	*	*	*	S	*	**	**	
Do not believe that advertising sets unrealistic expectations / puts pressure on any	48	23	25	24	16	8	15	9	24	22	26	-	7	41	37	10	5	43	9	39	44	3	
	10%	9%	10%	12%	8%	7%	22%	6%	9%	8%	12%	-	8%	10%	11%	6%	10%	10%	8%	10%	10%	6%	
				*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	**	
Sigma	2539	1227	1312	954	1032	552	270	830	1438	1460	1079	17	376	2146	1689	850	281	2258	616	1923	2195	259	
	508%	485%	531%	499%	527%	489%	396%	544%	515%	507%	510%	223%	457%	523%	504%	515%	541%	504%	550%	496%	516%	413%	

Global @divisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
I find most advertising does not reflect the world around me	397	191	207	133	154	110	180	115	42	189	208	176	96	126	218	179	32	365	42	355	235	162	82	114	103	98	
	80%	76%	83%	77%	84%	77%	75%	85%	90%	82%	78%	77%	81%	81%	77%	83%	84%	79%	86%	79%	80%	79%	88%	88%	71%	75%	
Advertising too often shows men and women in traditional roles	338	166	172	125	120	92	158	87	38	161	177	141	85	112	191	147	24	313	33	305	207	131	75	82	92	88	
	68%	66%	69%	72%	66%	65%	66%	64%	83%	70%	66%	62%	72%	72%	67%	68%	63%	68%	67%	68%	70%	64%	80%	63%	64%	67%	
Advertising influences how women see themselves	329	167	161	129	122	77	152	101	27	153	175	141	76	112	184	144	25	303	34	294	202	126	65	81	97	86	
	66%	66%	65%	74%	67%	54%	63%	74%	59%	66%	65%	62%	64%	73%	65%	67%	65%	66%	70%	65%	68%	62%	69%	63%	67%	65%	
Advertising influences how girls see themselves	352	181	172	130	140	82	164	98	35	163	190	148	85	119	199	154	26	326	35	317	213	140	73	90	97	92	
	71%	72%	69%	75%	77%	58%	68%	72%	76%	70%	71%	65%	72%	77%	70%	72%	67%	71%	71%	70%	72%	68%	78%	69%	67%	70%	
Advertising influences how men and boys see themselves	323	159	164	122	122	79	148	92	35	148	175	132	77	115	183	140	22	301	31	292	194	130	64	82	90	88	
	65%	63%	66%	70%	67%	55%	62%	67%	76%	64%	65%	58%	65%	74%	64%	65%	58%	65%	64%	65%	66%	63%	68%	63%	62%	66%	
Advertising often sets unrealistic expectations and puts pressure on women	304	137	167	108	120	75	141	86	33	139	165	134	68	102	164	139	22	281	32	272	176	128	58	82	93	70	
	61%	54%	67%	62%	66%	53%	59%	63%	72%	60%	62%	59%	57%	66%	58%	65%	58%	61%	62%	65%	60%	60%	63%	62%	63%	64%	53%
Advertising often sets unrealistic expectations and puts pressure on men	202	113	89	65	91	45	91	61	23	89	113	89	45	68	120	82	17	185	24	178	121	81	49	46	67	41	
	40%	45%	36%	37%	50%	32%	38%	45%	50%	39%	42%	39%	38%	44%	42%	38%	45%	40%	48%	40%	41%	40%	52%	35%	46%	31%	
Advertising often sets unrealistic expectations and puts pressure on girls	273	131	141	89	108	76	119	79	31	135	138	114	65	94	152	121	22	250	26	246	165	107	58	68	85	61	
	55%	52%	57%	51%	59%	53%	50%	58%	67%	58%	51%	50%	55%	61%	53%	56%	58%	54%	54%	55%	56%	52%	63%	52%	59%	46%	
Advertising often sets unrealistic expectations and puts pressure on boys	219	110	109	67	90	62	91	64	24	114	105	96	51	72	122	97	16	203	20	200	127	92	46	54	69	50	
	44%	44%	44%	38%	49%	44%	38%	47%	52%	49%	39%	42%	43%	47%	43%	45%	42%	44%	40%	44%	43%	45%	50%	41%	48%	38%	
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	357	186	171	129	140	88	160	106	36	161	196	151	84	122	206	151	25	332	34	323	219	138	69	93	111	84	
	71%	74%	69%	74%	76%	62%	67%	78%	79%	69%	73%	67%	71%	79%	72%	70%	65%	72%	69%	72%	74%	68%	74%	72%	76%	64%	
Do not believe that advertising sets unrealistic expectations / puts pressure on any	19	10	9	6	9	4	13	3	-	9	10	8	7	4	13	6	-	19	-	19	10	9	1	3	8	7	
	4%	4%	4%	3%	5%	3%	5%	2%	-	4%	4%	4%	6%	3%	5%	3%	-	4%	-	4%	4%	4%	1%	3%	6%	5%	
Sigma	3113	1551	1562	1104	1218	791	1418	891	324	1462	1652	1329	740	1044	1752	1361	234	2879	311	2802	1869	1244	639	795	913	766	
	623%	616%	630%	634%	666%	553%	589%	656%	705%	631%	616%	586%	625%	676%	615%	632%	604%	624%	633%	622%	633%	608%	686%	613%	629%	580%	

Global @divisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Norrland	Mellansverige	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
I find most advertising does not reflect the world around me	368	181	187	132	102	134	107	167	60	108	260	202	46	119	265	103	49	318	70	297	271	96	38	84	89	76	81
	74%	71%	76%	68%	76%	77%	77%	73%	76%	72%	74%	73%	73%	74%	72%	68%	75%	71%	74%	75%	69%	84%	68%	77%	76%	70%	
Advertising too often shows men and women in traditional roles	295	143	152	118	79	98	79	137	52	93	202	159	43	93	214	82	47	249	60	235	212	84	26	78	58	63	71
	59%	57%	62%	61%	59%	57%	57%	60%	65%	63%	58%	57%	68%	58%	60%	57%	64%	58%	61%	59%	59%	60%	58%	62%	50%	63%	62%
Advertising influences how women see themselves	390	182	208	152	106	132	106	182	65	120	270	213	56	121	267	123	52	338	68	322	279	111	33	101	92	76	87
	78%	72%	85%	78%	79%	77%	77%	79%	81%	81%	77%	77%	89%	76%	75%	86%	72%	79%	69%	80%	78%	79%	73%	82%	80%	76%	76%
Advertising influences how girls see themselves	419	206	213	165	111	143	114	197	67	130	288	235	55	129	293	126	60	358	77	342	301	118	34	109	98	83	95
	84%	81%	86%	85%	82%	83%	83%	86%	84%	87%	82%	85%	87%	81%	82%	88%	83%	84%	78%	85%	84%	84%	76%	88%	85%	83%	83%
Advertising influences how men and boys see themselves	353	166	187	140	95	118	95	170	57	116	237	195	45	113	247	106	44	309	62	291	247	106	25	93	82	64	88
	71%	65%	76%	72%	71%	69%	69%	74%	72%	77%	68%	71%	71%	70%	69%	74%	61%	72%	63%	73%	69%	76%	56%	75%	71%	64%	77%
Advertising often sets unrealistic expectations and puts pressure on women	277	121	157	112	81	84	82	130	46	80	197	156	34	88	195	82	32	246	43	234	196	81	25	76	58	55	62
	55%	48%	64%	58%	60%	49%	59%	57%	58%	53%	56%	56%	53%	55%	55%	57%	44%	57%	43%	58%	55%	58%	56%	62%	51%	55%	54%
Advertising often sets unrealistic expectations and puts pressure on men	191	104	86	90	52	48	68	81	30	46	144	109	23	58	135	56	30	161	37	153	127	64	13	53	41	43	41
	38%	41%	35%	47%	39%	28%	49%	36%	38%	31%	41%	40%	37%	36%	38%	39%	41%	38%	38%	38%	35%	46%	29%	43%	35%	43%	35%
Advertising often sets unrealistic expectations and puts pressure on girls	304	139	165	105	86	113	89	136	48	79	225	172	38	94	212	92	32	272	44	260	205	99	30	75	61	59	79
	61%	55%	67%	54%	64%	66%	64%	59%	60%	53%	64%	62%	61%	59%	60%	64%	44%	64%	44%	65%	57%	70%	66%	60%	53%	59%	69%
Advertising often sets unrealistic expectations and puts pressure on boys	207	101	106	78	60	69	67	93	32	49	158	116	27	64	154	53	21	186	27	180	142	65	20	53	42	44	48
	41%	40%	43%	40%	45%	40%	48%	41%	41%	33%	45%	42%	42%	40%	43%	37%	28%	44%	27%	45%	40%	46%	44%	43%	37%	44%	42%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	343	163	180	137	91	114	97	154	58	108	235	188	41	114	246	97	46	297	61	282	247	96	28	86	74	71	84
	69%	64%	73%	71%	68%	67%	70%	67%	72%	72%	67%	68%	65%	71%	69%	67%	63%	70%	62%	70%	69%	68%	63%	69%	64%	71%	73%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	18	9	9	7	7	4	4	6	3	5	13	7	-	11	12	6	3	15	3	15	9	8	3	4	5	2	5
	4%	4%	4%	4%	5%	3%	3%	3%	3%	4%	4%	3%	-	7%	3%	4%	4%	4%	3%	4%	3%	6%	6%	3%	4%	2%	4%
Sigma	3165	1515	1649	1237	871	1057	907	1454	517	935	2230	1752	409	1004	2238	926	415	2749	552	2612	2236	928	274	812	701	636	742
	633%	597%	670%	638%	648%	616%	656%	633%	650%	625%	636%	633%	646%	628%	629%	644%	572%	643%	560%	651%	622%	662%	610%	653%	607%	636%	643%

Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
I find most advertising does not reflect the world around me	397	206	191	195	130	72	9	38	349	197	199	237	14	146	231	166	36	361	109	288	235	162
	79%	82%	*	77%	80%	72%	68%	77%	80%	76%	83%	79%	78%	80%	80%	79%	62%	82%	78%	80%	81%	77%
Advertising too often shows men and women in traditional roles	291	136	155	137	115	39	9	25	258	150	142	181	12	99	157	134	32	260	82	209	165	126
	58%	54%	63%	57%	64%	50%	65%	50%	59%	58%	59%	60%	65%	54%	54%	64%	54%	59%	59%	58%	57%	60%
Advertising influences how women see themselves	369	193	176	199	113	56	8	34	326	185	184	204	14	151	208	161	35	334	107	261	224	145
	74%	76%	71%	82%	63%	72%	59%	70%	75%	71%	76%	68%	81%	82%	72%	76%	60%	76%	77%	73%	77%	69%
Advertising influences how girls see themselves	402	195	208	213	123	66	13	31	358	204	199	227	16	159	229	173	46	356	115	287	238	164
	80%	77%	84%	88%	68%	85%	97%	63%	82%	78%	83%	76%	92%	87%	79%	82%	79%	81%	83%	80%	82%	79%
Advertising influences how men and boys see themselves	349	163	186	172	113	65	5	31	313	164	186	185	13	152	184	165	35	314	95	254	188	162
	70%	65%	75%	71%	63%	83%	39%	63%	72%	63%	77%	62%	72%	83%	64%	78%	59%	71%	68%	71%	65%	77%
Advertising often sets unrealistic expectations and puts pressure on women	263	126	137	126	90	47	9	9	246	134	129	163	6	95	160	103	31	232	62	201	147	116
	53%	50%	56%	52%	50%	61%	65%	18%	56%	52%	54%	55%	32%	52%	55%	49%	54%	53%	45%	56%	51%	56%
Advertising often sets unrealistic expectations and puts pressure on men	170	78	92	87	44	38	5	9	156	85	85	108	6	56	81	89	20	149	36	134	78	92
	34%	31%	37%	36%	25%	49%	35%	18%	36%	33%	35%	36%	32%	31%	28%	42%	35%	34%	26%	37%	27%	44%
Advertising often sets unrealistic expectations and puts pressure on girls	326	161	165	176	89	61	9	37	280	162	164	185	12	129	161	165	33	293	89	237	168	158
	65%	64%	67%	73%	50%	78%	64%	75%	64%	62%	68%	62%	66%	70%	56%	78%	56%	66%	64%	66%	58%	76%
Advertising often sets unrealistic expectations and puts pressure on boys	260	136	124	136	75	49	5	32	223	111	150	145	8	107	125	135	22	239	72	188	130	130
	52%	54%	50%	56%	42%	63%	35%	65%	51%	43%	62%	49%	48%	58%	43%	64%	37%	54%	52%	52%	45%	62%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	337	168	169	183	105	49	9	17	310	169	167	178	12	146	200	137	37	300	97	239	202	135
Do not believe that advertising sets unrealistic expectations / puts pressure on any	67%	67%	68%	76%	58%	63%	68%	35%	71%	65%	70%	60%	71%	80%	69%	65%	63%	68%	70%	66%	69%	65%
	13	5	8	-	13	-	-	-	13	9	4	12	-	K	5	8	-	13	*	12	5	8
	3%	2%	3%	-	7%	-	-	-	3%	3%	2%	4%	-	0%	2%	4%	-	3%	0%	3%	2%	4%
	*	*	*	*	C*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	3177	1566	1611	1623	1011	543	81	264	2832	1569	1608	1825	113	1240	1742	1436	327	2850	865	2312	1780	1397
	636%	620%	651%	671%	562%	696%	594%	533%	649%	604%	669%	610%	637%	677%	602%	682%	557%	646%	621%	641%	612%	669%

Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I,J,K/L,M,N,O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I,J,K/L,M,N,O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
I find most advertising does not reflect the world around me	380	191	189	147	116	117	39	172	125	146	234	87	91	202	240	140	32	348	58	322	287	94	56	37	52	46	90	47	36
	76%	77%	75%	75%	75%	79%	74%	76%	76%	74%	78%	74%	70%	80%	76%	76%	86%	75%	80%	75%	76%	76%	78%	74%	73%	73%	82%	76%	77%
Advertising too often shows men and women in traditional roles	320	148	172	126	103	92	21	142	118	127	193	74	82	165	195	125	23	297	48	272	244	76	46	30	39	44	72	46	29
	64%	59%	69%	64%	66%	62%	41%	62%	72%	64%	64%	63%	63%	65%	62%	68%	62%	64%	66%	64%	65%	62%	64%	61%	55%	69%	66%	75%	62%
Advertising influences how women see themselves	393	191	202	163	124	106	33	170	144	156	237	86	102	204	244	149	31	362	62	331	300	93	58	38	53	47	85	54	39
	79%	76%	81%	83%	80%	72%	64%	75%	87%	79%	79%	74%	79%	81%	77%	81%	85%	78%	86%	77%	80%	75%	81%	78%	75%	73%	78%	80%	83%
Advertising influences how girls see themselves	401	193	208	160	127	115	38	176	139	159	242	88	104	209	248	154	30	372	57	345	306	96	56	39	55	51	88	53	37
	80%	78%	83%	81%	81%	78%	72%	78%	84%	80%	80%	75%	80%	83%	78%	84%	80%	80%	79%	81%	81%	78%	79%	80%	77%	80%	81%	87%	79%
Advertising influences how men and boys see themselves	355	166	189	152	111	92	34	148	129	141	214	70	98	187	218	137	26	329	53	302	273	82	52	34	47	44	75	53	33
	71%	67%	76%	78%	71%	62%	66%	65%	78%	71%	71%	60%	75%	74%	69%	75%	70%	71%	73%	71%	72%	67%	72%	70%	67%	69%	87%	71%	71%
Advertising often sets unrealistic expectations and puts pressure on women	324	146	178	140	105	79	32	145	107	132	192	64	87	172	192	131	27	296	48	275	243	81	51	31	44	41	66	42	31
	65%	59%	71%	71%	67%	54%	61%	64%	65%	67%	64%	55%	67%	68%	61%	72%	73%	64%	67%	64%	64%	66%	71%	64%	62%	64%	61%	69%	66%
Advertising often sets unrealistic expectations and puts pressure on men	234	117	117	107	76	51	26	97	82	91	142	43	61	130	143	91	18	216	38	195	179	54	34	23	30	31	50	33	20
	47%	47%	47%	55%	49%	34%	50%	43%	50%	46%	47%	37%	47%	52%	45%	49%	48%	47%	53%	46%	48%	44%	48%	46%	43%	48%	46%	54%	43%
Advertising often sets unrealistic expectations and puts pressure on girls	324	154	170	128	107	88	28	145	113	132	192	62	83	179	199	125	27	297	46	277	245	79	47	30	44	41	64	45	34
	65%	62%	68%	65%	69%	60%	53%	64%	69%	66%	64%	53%	64%	71%	63%	68%	72%	64%	65%	65%	65%	64%	66%	61%	62%	65%	59%	74%	72%
Advertising often sets unrealistic expectations and puts pressure on boys	239	116	122	104	74	60	24	96	84	94	144	47	56	135	144	95	21	218	36	203	182	57	34	25	29	31	48	36	22
	48%	47%	49%	53%	48%	41%	40%	42%	51%	48%	48%	40%	43%	54%	45%	52%	56%	47%	50%	47%	48%	46%	47%	50%	41%	48%	44%	59%	47%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	303	135	168	132	90	81	28	129	110	120	183	67	75	161	184	119	20	283	38	265	227	76	42	24	38	41	67	48	27
Do not believe that advertising sets unrealistic expectations / puts pressure on any	61%	54%	67%	67%	58%	55%	54%	57%	67%	61%	61%	57%	58%	64%	58%	65%	53%	61%	53%	62%	60%	62%	59%	48%	54%	65%	62%	79%	57%
	22	14	8	8	7	7	4	15	2	5	17	8	8	6	15	7	1	21	2	20	17	5	3	3	4	2	5	1	1
	5%	6%	3%	4%	5%	5%	8%	7%	1%	3%	6%	7%	6%	3%	5%	4%	3%	5%	3%	5%	5%	4%	5%	5%	6%	3%	4%	1%	2%
							H*	H				M					*	*	*	*			*	*	*	*	*	*	*
Sigma	3295	1572	1723	1366	1040	889	307	1435	1152	1305	1990	699	846	1751	2022	1273	255	3040	485	2810	2502	793	480	313	435	418	710	457	309
	659%	630%	688%	696%	669%	600%	590%	630%	697%	658%	660%	594%	650%	694%	639%	693%	688%	657%	675%	656%	664%	644%	669%	638%	616%	657%	650%	751%	660%

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Global @divisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	123	140	115
I find most advertising does not reflect the world around me	349	175	174	123	104	122	52	144	153	195	155	165	85	100	186	164	29	320	48	302	223	123	60	77	132	81
	70%	71%	69%	68%	68%	74%	65%	69%	73%	73%	66%	71%	67%	71%	67%	73%	60%	71%	65%	71%	70%	71%	66%	70%	72%	70%
Advertising too often shows men and women in traditional roles	256	140	117	114	73	69	37	106	114	125	132	110	66	80	147	109	30	227	47	210	173	78	50	62	85	59
	51%	57%	46%	63%	48%	42%	45%	51%	54%	47%	56%	47%	52%	57%	53%	49%	60%	50%	64%	49%	54%	45%	55%	56%	46%	52%
Advertising influences how women see themselves	390	185	204	149	119	122	55	169	166	206	183	164	105	121	215	175	37	353	58	332	259	126	71	87	140	91
	78%	75%	81%	82%	78%	74%	68%	81%	79%	78%	78%	71%	82%	86%	77%	79%	75%	78%	79%	78%	81%	73%	78%	80%	76%	79%
Advertising influences how girls see themselves	405	195	210	152	123	130	56	176	173	215	190	174	107	124	221	185	39	367	60	345	267	133	73	88	150	94
	81%	79%	83%	83%	81%	79%	70%	84%	83%	81%	81%	75%	85%	88%	80%	83%	80%	81%	82%	81%	84%	77%	81%	81%	82%	82%
Advertising influences how men and boys see themselves	339	164	175	139	98	103	49	145	145	178	161	138	92	109	182	157	34	306	55	284	223	112	59	73	133	75
	68%	67%	69%	76%	64%	63%	61%	69%	69%	67%	69%	60%	73%	77%	66%	71%	69%	68%	75%	67%	70%	65%	64%	66%	72%	66%
Advertising often sets unrealistic expectations and puts pressure on women	292	136	156	128	77	87	36	129	127	154	138	112	82	98	162	130	29	263	44	248	193	96	48	63	109	72
	58%	55%	62%	70%	50%	53%	44%	62%	61%	58%	59%	48%	65%	70%	58%	58%	59%	58%	60%	58%	60%	55%	52%	58%	59%	63%
Advertising often sets unrealistic expectations and puts pressure on men	182	96	85	92	46	43	19	87	76	84	97	71	48	63	103	79	21	161	31	151	119	59	29	41	66	45
	36%	39%	34%	51%	30%	26%	23%	41%	36%	32%	41%	30%	38%	45%	37%	35%	43%	36%	42%	35%	37%	34%	32%	38%	36%	39%
Advertising often sets unrealistic expectations and puts pressure on girls	282	135	147	113	75	94	39	117	126	152	131	113	78	91	150	133	22	260	36	247	180	99	44	67	104	67
	56%	55%	58%	62%	49%	57%	48%	56%	60%	57%	56%	49%	62%	65%	54%	60%	45%	58%	49%	58%	56%	57%	48%	61%	57%	58%
Advertising often sets unrealistic expectations and puts pressure on boys	202	106	96	91	52	60	29	88	85	98	105	84	54	64	111	92	19	183	28	174	132	67	32	50	71	49
	41%	43%	38%	50%	34%	36%	36%	42%	40%	37%	45%	36%	42%	46%	40%	41%	40%	41%	38%	41%	41%	39%	36%	46%	38%	43%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	314	159	155	127	95	92	42	135	137	166	148	134	80	100	171	143	34	280	52	262	213	95	57	70	116	71
	63%	64%	61%	70%	62%	56%	51%	65%	65%	63%	63%	58%	63%	72%	62%	64%	69%	62%	71%	61%	67%	55%	62%	63%	63%	62%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	21	9	12	6	8	7	5	8	8	11	10	13	4	4	14	7	3	19	3	18	14	7	2	8	7	4
	4%	4%	5%	3%	5%	4%	7%	4%	4%	4%	4%	6%	3%	3%	5%	3%	4%	4%	4%	4%	4%	4%	3%	7%	4%	4%
Sigma	3033	1501	1532	1234	870	930	420	1304	1310	1584	1449	1279	801	935	1660	1373	296	2738	461	2572	1995	995	525	686	1113	709
	607%	607%	607%	676%	568%	565%	518%	622%	625%	597%	618%	550%	631%	679%	599%	616%	605%	607%	629%	603%	624%	574%	577%	626%	604%	616%

Global @dvisor: ADVERTISING STUDY
QC1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41	
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80	
I find most advertising does not reflect the world around me	352	169	183	191	114	47	135	96	101	190	162	44	118	190	220	132	62	290	108	243	293	53	
	70%	68%	73%	69%	73%	70%	73%	72%	69%	71%	69%	65%	71%	71%	72%	67%	70%	70%	67%	72%	71%	66%	
						*											*					*	
Advertising too often shows men and women in traditional roles	265	131	134	155	75	35	107	70	67	144	121	37	94	134	162	102	57	207	86	179	216	43	
	53%	53%	53%	56%	48%	52%	58%	52%	46%	54%	52%	53%	57%	50%	53%	52%	65%	50%	53%	53%	52%	54%	
Advertising influences how women see themselves	421	217	204	235	129	57	156	115	119	231	190	51	141	229	260	161	75	345	136	285	349	66	
	84%	87%	81%	85%	82%	84%	84%	85%	81%	87%	81%	75%	85%	86%	86%	82%	85%	84%	84%	84%	84%	82%	
Advertising influences how girls see themselves	386	200	186	212	122	52	147	102	111	222	164	47	122	217	243	143	70	315	124	262	325	56	
	77%	80%	74%	77%	78%	77%	79%	76%	76%	83%	70%	69%	74%	82%	80%	73%	80%	77%	77%	77%	78%	69%	
Advertising influences how men and boys see themselves	364	193	171	209	103	52	130	100	104	194	170	48	125	191	219	145	74	290	127	237	302	57	
	73%	78%	68%	76%	66%	77%	70%	74%	71%	73%	73%	70%	75%	72%	72%	74%	84%	70%	79%	70%	73%	70%	
Advertising often sets unrealistic expectations and puts pressure on women	B			D													Q*					*	
	242	110	132	139	74	29	81	70	70	129	113	33	75	134	149	93	50	191	76	165	196	43	
	48%	44%	53%	50%	47%	43%	44%	52%	48%	48%	49%	48%	45%	51%	49%	47%	57%	47%	48%	49%	47%	53%	
Advertising often sets unrealistic expectations and puts pressure on men	121	64	57	68	38	15	34	44	35	70	52	14	47	61	67	54	31	90	47	74	96	24	
	24%	26%	23%	25%	25%	22%	18%	33%	24%	26%	22%	20%	28%	23%	22%	28%	35%	22%	29%	22%	23%	30%	
Advertising often sets unrealistic expectations and puts pressure on girls	138	62	76	72	45	21	46	44	41	80	58	21	47	70	85	53	33	106	46	92	113	23	
	28%	25%	30%	26%	29%	31%	25%	33%	28%	30%	25%	31%	28%	26%	28%	27%	37%	26%	29%	27%	27%	29%	
Advertising often sets unrealistic expectations and puts pressure on boys	103	54	49	52	35	16	30	34	31	61	42	12	41	51	59	44	26	77	36	67	86	16	
	21%	22%	19%	19%	22%	23%	16%	26%	22%	23%	18%	17%	25%	19%	20%	22%	30%	19%	23%	20%	21%	19%	
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	321	161	161	193	93	36	126	83	90	175	147	37	104	180	198	124	Q*	64	258	99	222	266	50
	64%	65%	64%	70%	59%	54%	68%	62%	62%	65%	63%	55%	63%	68%	65%	63%	72%	63%	62%	66%	64%	62%	
Do not believe that advertising sets unrealistic expectations / puts pressure on any	DE					*						*					*					*	
	18	7	11	6	7	5	6	6	6	11	7	5	7	6	7	11	3	15	6	12	17	1	
	4%	3%	4%	2%	4%	7%	3%	4%	4%	4%	3%	7%	4%	2%	2%	6%	3%	4%	4%	3%	4%	1%	
Sigma	2730	1367	1363	1532	834	364	997	765	775	1505	1225	349	919	1462	1669	1061	546	2184	891	1839	2259	430	
	546%	549%	543%	555%	534%	539%	538%	569%	531%	564%	525%	510%	555%	550%	549%	541%	618%	531%	554%	542%	546%	535%	

Global @dvisor: ADVERTISING STUDY
Qc1. Which of the following statements do you agree with regarding the advertising you see?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
I find most advertising does not reflect the world around me	369	180	189	194	107	69	40	197	111	132	238	42	145	183	246	124	73	296	106	264	292	77
	74%	75%	73%	76%	72%	72%	75%	74%	73%	73%	74%	64%	76%	75%	76%	69%	61%	78%	63%	80%	74%	72%
						*	*	*	*	*	*	*	*	*	*	*	P	R	R	R		
Advertising too often shows men and women in traditional roles	332	155	177	164	102	66	37	171	107	125	207	38	124	170	210	122	81	251	115	216	264	67
	66%	64%	68%	64%	69%	69%	70%	65%	71%	69%	65%	58%	65%	69%	65%	68%	67%	66%	68%	65%	67%	63%
Advertising influences how women see themselves	364	175	189	176	112	76	27	198	119	139	225	45	140	179	239	125	91	273	130	234	294	70
	73%	73%	73%	69%	76%	79%	51%	75%	78%	77%	70%	68%	74%	73%	74%	70%	76%	72%	77%	71%	75%	65%
						*	*	F	F	F	F	*	*	*	*	*	*	*	*	*	*	*
Advertising influences how girls see themselves	357	167	190	176	109	72	29	186	120	137	220	42	131	184	228	129	84	273	118	239	285	71
	71%	69%	73%	69%	74%	75%	54%	70%	79%	76%	69%	64%	69%	75%	71%	73%	70%	72%	70%	72%	73%	67%
						*	*	F	F	F	F	*	*	*	*	*	*	*	*	*	*	*
Advertising influences how men and boys see themselves	325	156	170	164	94	68	24	175	104	127	199	40	125	160	212	113	83	243	113	212	260	66
	65%	65%	66%	64%	63%	71%	46%	66%	69%	70%	62%	61%	66%	65%	66%	64%	69%	64%	67%	64%	66%	61%
						*	*	F	F	*	*	*	*	*	*	*	*	*	*	*	*	*
Advertising often sets unrealistic expectations and puts pressure on women	339	154	185	162	109	68	27	183	107	124	215	36	126	177	222	116	80	259	110	228	271	68
	68%	64%	72%	63%	74%	71%	50%	69%	71%	68%	67%	55%	67%	72%	69%	65%	67%	68%	66%	69%	69%	63%
					C	*	*	F	F	F	F	*	*	K	*	*	*	*	*	*	*	*
Advertising often sets unrealistic expectations and puts pressure on men	210	98	112	109	62	39	16	108	72	74	136	15	89	106	138	71	50	160	66	143	168	42
	42%	41%	43%	43%	42%	41%	31%	41%	47%	41%	43%	23%	47%	43%	43%	40%	42%	42%	39%	43%	43%	39%
						*	*	*	*	*	*	*	K	K	*	*	*	*	*	*	*	*
Advertising often sets unrealistic expectations and puts pressure on girls	308	143	165	148	96	64	23	162	104	111	197	30	117	161	204	104	75	233	106	202	248	60
	62%	59%	64%	58%	64%	67%	44%	61%	69%	62%	62%	46%	62%	66%	63%	58%	62%	61%	63%	61%	63%	56%
						*	*	F	F	*	*	*	K	K	*	*	*	*	*	*	*	*
Advertising often sets unrealistic expectations and puts pressure on boys	286	134	152	132	91	63	19	152	95	106	180	24	112	149	194	92	70	216	101	185	232	54
	57%	55%	59%	51%	62%	66%	36%	58%	63%	59%	56%	37%	59%	61%	60%	52%	59%	57%	60%	56%	59%	51%
					C	C*	*	F	F	*	*	*	K	K	*	*	*	*	*	*	*	*
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	347	175	172	185	98	63	30	181	119	132	215	39	134	173	232	115	88	259	129	218	277	70
	69%	72%	67%	72%	66%	66%	57%	69%	78%	73%	67%	61%	71%	71%	72%	65%	73%	68%	76%	66%	71%	65%
						*	*	*	FG	*	*	*	*	*	*	*	*	*	S	*	*	*
Do not believe that advertising sets unrealistic expectations / puts pressure on any	4	4	-	2	1	-	1	2	-	-	4	1	2	1	3	1	1	2	1	2	2	2
	1%	2%	-	1%	1%	-	2%	1%	-	-	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%
						*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	3240	1540	1700	1611	981	648	274	1716	1058	1206	2035	352	1246	1643	2128	1112	775	2465	1096	2144	2594	646
	648%	638%	658%	629%	662%	678%	516%	649%	697%	668%	637%	539%	658%	669%	661%	625%	648%	648%	650%	647%	660%	604%

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QC1. Which of the following statements do you agree with regarding the advertising you see?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
I find most advertising does not reflect the world around me	362	175	187	146	119	97	55	64	204	226	136	110	203	49	162	200	59	303	82	280	221	141
	72%	70%	75%	78%	71%	67%	75%	76%	71%	75%	68%	82%	69%	69%	72%	73%	85%	70%	82%	70%	69%	78%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Advertising too often shows men and women in traditional roles	232	111	120	117	70	45	45	28	129	115	116	83	122	27	116	116	31	201	52	179	152	79
	46%	45%	48%	63%	42%	31%	62%	34%	45%	39%	58%	61%	42%	38%	51%	42%	44%	47%	52%	45%	48%	44%
	*	*	*	DE*	*	*	**	*	*	*	*	*	42%	38%	*	*	**	*	**	*	*	*
Advertising influences how women see themselves	297	145	152	137	88	72	29	42	184	177	119	92	164	41	137	160	39	258	72	225	180	117
	59%	58%	61%	73%	53%	49%	39%	50%	64%	59%	60%	68%	56%	58%	61%	58%	56%	60%	72%	56%	57%	65%
	*	*	*	DE*	*	*	**	*	*	*	*	*	56%	58%	*	*	**	*	**	*	*	*
Advertising influences how girls see themselves	310	142	168	129	107	74	45	47	182	167	143	86	180	44	132	179	51	259	65	245	195	115
	62%	57%	67%	69%	65%	51%	62%	56%	63%	56%	71%	64%	61%	63%	58%	65%	73%	60%	65%	61%	61%	64%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Advertising influences how men and boys see themselves	270	124	146	125	68	77	33	41	154	155	115	73	158	39	112	158	49	222	49	221	164	107
	54%	50%	58%	67%	41%	53%	46%	49%	54%	52%	58%	54%	54%	56%	50%	58%	70%	52%	49%	55%	51%	59%
	*	*	*	D*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*
Advertising often sets unrealistic expectations and puts pressure on women	208	106	102	89	65	54	22	41	116	129	79	48	127	33	90	118	30	178	40	168	122	86
	42%	42%	41%	48%	39%	37%	30%	49%	41%	43%	40%	36%	43%	47%	40%	43%	44%	41%	40%	42%	38%	48%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Advertising often sets unrealistic expectations and puts pressure on men	178	111	67	82	61	35	22	30	98	93	85	51	101	25	80	97	27	151	45	132	107	70
	36%	44%	27%	44%	37%	24%	30%	36%	34%	31%	42%	38%	34%	36%	35%	36%	38%	35%	45%	33%	34%	39%
	B*	*	*	E*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Advertising often sets unrealistic expectations and puts pressure on girls	188	98	90	80	58	50	29	33	96	112	76	51	107	31	97	91	35	153	35	154	115	74
	38%	39%	36%	43%	35%	35%	40%	39%	34%	37%	38%	38%	36%	43%	43%	33%	51%	36%	35%	38%	36%	41%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Advertising often sets unrealistic expectations and puts pressure on boys	156	85	71	68	47	41	18	33	75	93	63	41	87	28	80	76	21	135	30	126	88	68
	31%	34%	28%	36%	28%	28%	24%	40%	26%	31%	31%	31%	30%	40%	36%	28%	30%	31%	30%	32%	28%	38%
	*	*	*	*	*	*	**	*	*	*	*	**	L	*	*	*	**	*	**	*	*	*
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	249	127	122	123	74	52	40	41	141	137	112	55	160	33	114	135	37	212	37	212	153	95
	50%	51%	49%	65%	44%	36%	55%	49%	49%	46%	56%	41%	54%	47%	50%	49%	53%	49%	37%	53%	48%	53%
	*	*	*	DE*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Do not believe that advertising sets unrealistic expectations / puts pressure on any	30	17	13	7	12	11	6	8	15	21	9	-	24	6	15	14	1	29	1	29	23	7
	6%	7%	5%	4%	7%	8%	8%	10%	5%	7%	4%	-	8%	8%	7%	5%	2%	7%	1%	7%	7%	4%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Sigma	2479	1242	1237	1104	768	608	344	410	1395	1426	1053	692	1432	356	1136	1343	379	2100	507	1972	1520	959
	496%	497%	495%	587%	462%	417%	471%	487%	487%	476%	526%	512%	486%	504%	502%	490%	546%	488%	509%	493%	477%	530%

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QC1. Which of the following statements do you agree with regarding the advertising you see?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
I find most advertising does not reflect the world around me	398	184	214	186	124	88	90	132	142	116	282	11	154	234	246	152	66	332	108	290	301	97
	80%	76%	84%	83%	77%	77%	76%	80%	82%	81%	79%	66%	79%	81%	78%	83%	73%	81%	78%	80%	81%	76%
Advertising too often shows men and women in traditional roles	321	156	165	159	93	68	72	112	110	83	237	12	115	194	196	125	54	267	89	232	237	83
	64%	64%	65%	71%	58%	60%	62%	68%	63%	58%	67%	74%	59%	67%	62%	68%	60%	65%	64%	64%	64%	65%
Advertising influences how women see themselves	337	163	174	156	107	75	75	114	121	89	248	12	118	208	223	114	65	273	94	243	254	83
	68%	67%	68%	70%	66%	66%	64%	69%	69%	62%	70%	72%	61%	72%	71%	62%	72%	67%	68%	67%	68%	65%
Advertising influences how girls see themselves	352	158	194	160	108	85	72	104	144	102	251	8	126	218	228	124	63	289	101	252	268	84
	71%	65%	76%	71%	66%	75%	61%	63%	83%	70%	71%	49%	65%	76%	72%	68%	70%	71%	73%	70%	72%	66%
Advertising influences how men and boys see themselves	337	159	179	151	110	76	77	107	129	100	237	11	125	202	221	116	65	272	99	238	256	81
	68%	65%	70%	68%	68%	67%	65%	65%	74%	69%	67%	66%	64%	70%	70%	63%	72%	66%	72%	66%	69%	63%
Advertising often sets unrealistic expectations and puts pressure on women	300	130	169	139	97	64	61	98	120	80	219	7	99	194	189	111	47	253	86	213	230	70
	60%	54%	66%	62%	60%	56%	52%	59%	69%	56%	62%	40%	51%	67%	60%	60%	51%	62%	62%	59%	62%	54%
Advertising often sets unrealistic expectations and puts pressure on men	186	93	93	91	57	38	43	61	70	41	146	5	66	115	117	70	32	154	50	136	138	49
	37%	38%	36%	41%	35%	33%	37%	37%	40%	28%	41%	33%	34%	40%	37%	38%	35%	38%	36%	38%	37%	38%
Advertising often sets unrealistic expectations and puts pressure on girls	291	125	166	135	83	73	61	91	115	79	212	8	97	186	182	109	52	239	84	207	215	76
	58%	51%	65%	60%	51%	64%	52%	55%	66%	55%	60%	51%	50%	65%	58%	59%	57%	59%	61%	57%	58%	59%
Advertising often sets unrealistic expectations and puts pressure on boys	256	111	145	112	79	65	54	77	108	74	182	6	88	161	161	95	46	210	76	180	197	59
	51%	46%	57%	50%	49%	57%	46%	47%	62%	51%	51%	39%	45%	56%	51%	51%	50%	51%	55%	50%	53%	46%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	297	141	156	150	90	57	78	90	109	69	228	12	100	186	194	103	61	236	89	208	228	69
	59%	58%	61%	67%	55%	51%	67%	54%	63%	48%	64%	71%	51%	64%	61%	56%	68%	58%	64%	58%	61%	54%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	6	1	4	2	1	2	1	2	2	1	5	-	4	2	3	2	1	4	1	4	3	2
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Sigma	3082	1423	1659	1442	947	692	683	989	1172	835	2247	91	1092	1899	1960	1122	552	2530	877	2205	2328	754
	616%	583%	648%	644%	585%	608%	582%	597%	672%	578%	632%	561%	561%	657%	620%	610%	610%	618%	634%	610%	627%	587%

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QC1. Which of the following statements do you agree with regarding the advertising you see?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
I find most advertising does not reflect the world around me	389	185	204	203	117	69	157	174	28	121	268	-	298	91	250	138	107	282	148	241	284	105
	78%	75%	81%	75%	80%	82%	73%	81%	76%	83%	76%	-	77%	79%	80%	75%	80%	77%	82%	75%	77%	79%
Advertising too often shows men and women in traditional roles	311	159	152	172	92	47	132	130	29	93	218	-	235	75	199	112	85	226	116	194	231	79
	62%	64%	60%	63%	63%	56%	62%	60%	77%	64%	61%	-	61%	65%	63%	60%	63%	62%	64%	61%	63%	59%
Advertising influences how women see themselves	335	166	168	178	101	56	130	160	24	100	235	-	255	79	207	127	98	236	119	216	236	99
	67%	68%	66%	66%	69%	67%	61%	74%	66%	69%	66%	-	66%	69%	66%	69%	73%	65%	66%	68%	64%	74%
Advertising influences how girls see themselves	307	145	161	165	86	56	104	160	24	92	215	-	228	78	197	110	91	216	115	192	217	90
	61%	59%	64%	61%	59%	67%	49%	74%	65%	63%	61%	-	59%	68%	63%	59%	68%	59%	63%	60%	59%	67%
Advertising influences how men and boys see themselves	318	158	160	174	94	50	133	145	20	94	224	-	239	79	202	116	96	223	113	205	230	89
	64%	64%	63%	64%	65%	60%	62%	67%	54%	65%	63%	-	62%	69%	64%	63%	71%	61%	63%	64%	63%	66%
Advertising often sets unrealistic expectations and puts pressure on women	291	125	165	151	88	52	117	129	22	85	206	-	221	70	172	119	74	217	101	189	204	86
	58%	51%	65%	56%	61%	62%	55%	60%	59%	58%	58%	-	57%	61%	55%	64%	55%	59%	56%	59%	56%	65%
Advertising often sets unrealistic expectations and puts pressure on men	173	87	87	98	47	28	72	74	12	45	128	-	129	45	108	66	46	128	58	116	117	56
	35%	35%	34%	36%	32%	34%	34%	35%	32%	31%	36%	-	33%	39%	34%	35%	34%	35%	32%	36%	32%	42%
Advertising often sets unrealistic expectations and puts pressure on girls	246	116	130	132	71	43	92	115	20	63	182	-	179	66	157	89	69	177	83	163	180	66
	49%	47%	51%	49%	49%	51%	43%	53%	53%	44%	51%	-	47%	58%	50%	48%	51%	48%	46%	51%	49%	50%
Advertising often sets unrealistic expectations and puts pressure on boys	234	120	114	114	71	49	89	110	18	73	161	-	178	56	155	79	66	168	79	155	170	64
	47%	49%	45%	42%	49%	58%	41%	51%	47%	50%	45%	-	46%	49%	49%	43%	49%	46%	44%	48%	47%	48%
Showing men and women in traditional or old-fashioned roles in advertising influences how young people view the roles of men and women	331	162	169	189	92	51	142	148	25	95	236	-	256	75	215	116	95	236	129	202	236	95
	66%	66%	67%	70%	63%	61%	66%	69%	68%	66%	66%	-	66%	65%	68%	63%	71%	64%	71%	63%	64%	71%
Do not believe that advertising sets unrealistic expectations / puts pressure on any	8	5	3	7	1	-	3	5	-	1	7	-	8	1	5	3	2	7	3	5	6	2
	2%	2%	1%	3%	1%	-	2%	2%	-	1%	2%	-	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%
Sigma	2942	1428	1515	1582	860	500	1173	1349	221	861	2081	-	2225	717	1866	1077	828	2114	1065	1878	2111	831
	589%	580%	597%	585%	590%	598%	547%	627%	596%	593%	587%	-	578%	624%	593%	580%	616%	578%	589%	588%	576%	623%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	8883	4218	4665	4046	2799	2039	1741	3028	3351	4041	4842	2049	3263	3572	5428	3456	1327	7557	2170	6714	6351	2504
	64%	61%	66%	67%	62%	60%	62%	63%	64%	63%	64%	59%	61%	68%	64%	63%	67%	63%	67%	62%	64%	63%
Do not agree		A		DE										KL			Q		S			
	5117	2758	2359	2015	1724	1378	1066	1752	1866	2339	2778	1417	2047	1652	3098	2019	665	4452	1058	4059	3609	1502
	37%	40%	34%	33%	38%	40%	38%	37%	36%	37%	37%	41%	39%	32%	36%	37%	33%	37%	33%	38%	36%	38%
Sigma		B		C		C							M	M			P		R			
	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	8983	317	331	332	319	385	379	318	350	331	337	268	292	335	322	396	298	391	284	313	348	284	283	387	238	328	332	304	273
	64%	63%	66%	66%	64%	76%	75%	64%	70%	66%	68%	54%	59%	67%	66%	79%	60%	78%	57%	63%	70%	57%	57%	78%	48%	66%	63%	60%	53%
		FLVY	FLMQSVWYc	FLMQSVWYc	FLSVY		BCDEFHUKLMNOQSTUVWYZabc	FLSVY	FLMQSTVVWYbc	FLMQSVWYc	FLSVWYc	FY	FY	FLMSVWYc	FLSVWYc	BCDEFHUKLMNOQSTUVWYZabc	FY	BCDEFHUKLMNOQSTUVWYZabc	FY	FLY	BFLMQSTVWYbc	FY	FY	BCDEFHUKLMNOQSTUVWYZabc	F	FLMSVWYc	FLMQSVWYc	FLY	F
Do not agree	5117	183	169	168	181	315	121	182	150	169	163	232	208	165	171	104	202	109	216	187	152	216	217	113	262	172	168	196	227
	37%	37%	34%	34%	36%	63%	24%	36%	30%	34%	33%	47%	42%	33%	34%	21%	40%	22%	43%	38%	30%	43%	43%	23%	52%	34%	34%	39%	45%
		GPRUX	GPRX	GPRX	GPRX	BCDEGHUKLMNOPQRSTU VWXYZabc		GPRX	PRX	GPRX	GPRX	BCDEGHUKNOPRTUXZab	CDGIUNPRUXZa	GPRX	GPRX		CDGIUPRUXa	CDEGHUKNOPRUXZa	GIPRUX	GPRX	BCDEGHUKNOPRUXZa	CDGIKNOPRUXZa		BCDEGHUKLMNOPQRSTU VWXYZab	GPRX	GPRX	GIPRUX	CDGIKNOPRUXZa	
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men ;
Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	8883	567	1942	3181	1854	2306	1265	1035
	64%	57%	65%	64%	62%	58%	63%	69%
			ADE	AE	AE		AE	ABCDEF
Do not agree	5117	433	1058	1819	1146	1694	735	465
	37%	43%	35%	36%	38%	42%	37%	31%
		BCDFG	G	G	BG	BCDFG	G	
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	317	145	172	172	83	62	29	26	223	92	225	98	133	86	202	115	67	250	86	231	247	70
	63%	59%	68%	69%	57%	58%	61%	57%	65%	61%	65%	58%	65%	69%	62%	66%	61%	64%	61%	65%	63%	67%
Do not agree		D				*	*	*													*	
	183	100	83	76	62	45	19	20	119	60	123	72	72	39	123	60	43	139	56	127	148	35
	37%	41%	32%	31%	43%	42%	40%	43%	35%	39%	35%	42%	35%	31%	38%	34%	39%	36%	39%	36%	37%	33%
		C			*	*	*														*	
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51	
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
Agree with this statement	292	141	151	125	79	88	104	129	36	104	188	28	113	151	165	127	19	273	36	256	188	105	86	206	83	90	56	28	35	
	59%	57%	60%	64%	52%	58%	60%	59%	56%	53%	62%	48%	55%	65%	57%	60%	49%	59%	55%	59%	57%	62%	53%	61%	61%	53%	56%	67%	67%	
Do not agree	208	107	101	72	72	64	71	89	29	94	113	31	95	82	124	83	20	188	29	178	144	63	77	131	54	78	45	14	18	
	42%	43%	40%	36%	48%	42%	40%	41%	44%	48%	38%	52%	46%	35%	43%	40%	51%	41%	45%	41%	44%	38%	47%	39%	39%	47%	44%	33%	33%	
									*	J		M*					*		*						W	*	**	*		
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	331	162	169	120	105	105	59	103	91	144	187	94	119	118	201	130	24	307	40	291	199	132	37	179	115
	66%	65%	68%	65%	68%	66%	64%	71%	66%	70%	63%	64%	62%	74%	67%	66%	65%	66%	68%	66%	68%	64%	68%	63%	72%
Do not agree	169	89	80	66	50	54	34	43	47	60	109	52	74	42	101	68	13	156	19	150	93	76	18	106	46
	34%	36%	32%	35%	32%	34%	36%	29%	34%	30%	37%	36%	39%	26%	34%	34%	35%	34%	32%	34%	32%	37%	32%	37%	29%
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	335	140	196	205	86	44	39	228	52	114	221	96	183	56	175	160	60	276	96	254	215	120
	67%	60%	73%	72%	58%	66%	75%	65%	76%	64%	69%	62%	70%	69%	67%	67%	60%	69%	64%	68%	63%	76%
	*	A			*	*	*			*		*					**		*			*
Do not agree	165	92	72	80	62	23	13	123	17	64	101	60	79	25	86	79	40	125	45	119	126	39
	33%	40%	27%	28%	42%	35%	25%	35%	24%	36%	31%	38%	30%	31%	33%	33%	40%	31%	36%	32%	37%	25%
		B*			*	*	*			*		*					**		*			*
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106	
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120	
Agree with this statement	329	150	179	124	105	100	41	135	113	138	191	158	117	54	196	133	32	297	46	283	196	126	22	23	29	43	-	120	92	
	66%	62%	69%	72%	71%	55%	69%	65%	63%	61%	70%	70%	60%	70%	64%	69%	66%	66%	66%	66%	65%	67%	66%	66%	55%	64%	-	63%	77%	
Do not agree	171	92	79	E+	43	81	19	71	66	88	94	69	79	23	112	59	16	155	24	148	107	62	**	**	**	24	24	-	71	38
	34%	38%	31%	28%	29%	45%	31%	35%	37%	39%	31%	30%	40%	31%	36%	31%	34%	34%	34%	34%	35%	33%	34%	34%	45%	37%	-	37%	24%	
				*		CD	**					*					*		*		*	**	**	**	b*	*	-		*	
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	396	192	204	172	168	56	9	33	353	286	111	-	121	275	303	93	68	329	142	254	362	34
	79%	75%	83%	82%	79%	71%	91%	71%	80%	79%	79%	-	79%	80%	80%	78%	85%	78%	82%	78%	80%	75%
Do not agree		A				*	**	*									*					*
	104	63	41	37	44	23	1	14	89	75	29	-	33	71	77	27	12	92	32	72	92	11
	21%	25%	17%	18%	21%	29%	9%	29%	20%	21%	21%	-	21%	21%	20%	22%	15%	22%	18%	22%	20%	25%
		B				*	**	*									*					*
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
		502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (unwtd)		500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Base: All Respondents (wtd)		391	195	196	138	120	133	89	181	77	144	247	107	173	110	277	114	18	372	28	362	254	136	71	79	74	77	89
Agree with this statement		78%	79%	77%	75%	73%	88%	83%	76%	80%	77%	79%	80%	79%	75%	77%	80%	74%	78%	73%	79%	78%	79%	69%	80%	83%	79%	80%
							CD	*										**		*				*	V*	*		
Do not agree		109	52	57	46	44	19	18	57	20	42	67	26	46	37	81	28	7	103	11	99	73	36	32	19	16	21	22
		22%	21%	23%	25%	27%	12%	17%	24%	20%	23%	21%	20%	21%	25%	23%	20%	27%	22%	27%	21%	22%	21%	31%	20%	18%	21%	20%
							F	*										**		*				X	*	*		
Sigma		500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement		284	131	153	101	75	108	64	77	111	118	166	44	162	78	193	91	16	268	42	242	198	86	43	58	40	41	47	15	21	19	
		57%	52%	62%	59%	48%	62%	49%	61%	62%	62%	54%	51%	57%	62%	55%	61%	49%	57%	59%	57%	57%	54%	53%	58%	61%	60%	67%	55%	51%		
							D	A						+	+																	
Do not agree		216	123	93	69	80	67	67	49	68	74	142	43	125	48	157	59	17	199	30	186	150	66	37	51	28	26	31	7	17	18	
		43%	48%	38%	41%	52%	38%	51%	39%	38%	39%	46%	49%	44%	38%	45%	39%	51%	43%	42%	44%	43%	44%	46%	47%	42%	39%	40%	33%	45%	49%	
			B		+	E		+	+				++							+					+	+	+	+	++	+	++	
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubia	North and the Great Plain	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
		505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (unwtd)		500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Base: All Respondents (wtd)		268	113	154	117	81	70	12	106	114	101	167	61	154	52	140	128	13	254	30	238	193	75	75	85	108
Agree with this statement		54%	46%	61%	64%	47%	47%	48%	52%	55%	49%	57%	57%	52%	53%	48%	62%	39%	55%	52%	54%	51%	60%	50%	56%	54%
					DE	**	N											*								
Do not agree		232	134	99	65	90	78	13	98	93	106	127	46	140	47	153	79	21	212	28	205	183	49	74	67	92
		47%	54%	39%	36%	53%	53%	52%	48%	45%	51%	43%	43%	48%	47%	52%	38%	61%	45%	48%	46%	49%	40%	50%	44%	46%
			B		C	C	**					*			O		*		*							
Sigma		500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India																					
	India Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	348	174	174	185	110	54	51	187	99	213	135	-	31	317	221	127	106	242	221	127	293	55
	70%	68%	72%	69%	71%	68%	67%	70%	73%	70%	68%	-	60%	71%	74%	63%	80%	66%	77%	60%	73%	56%
Do not agree															O		Q		S		U	
	152	83	69	82	44	25	24	80	37	90	63	-	21	131	76	76	27	125	67	85	109	43
	30%	32%	28%	31%	29%	32%	33%	30%	27%	30%	32%	-	40%	29%	26%	37%	20%	34%	23%	40%	27%	44%
Sigma															N		P		R		T*	
	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	284	143	141	100	78	106	61	121	55	146	138	110	129	45	139	145	32	252	43	241	177	107	71	51	56	74	33
	57%	58%	56%	62%	48%	60%	54%	53%	63%	57%	57%	52%	60%	62%	56%	58%	72%	55%	62%	56%	60%	53%	54%	53%	58%	62%	57%
Do not agree				D		D	*		*								Q*		*				*	*		*	
	216	105	111	61	85	71	52	106	33	110	106	103	85	28	110	106	13	203	27	190	120	96	60	45	41	46	24
	43%	42%	44%	38%	52%	40%	46%	47%	37%	43%	44%	48%	40%	38%	44%	42%	28%	45%	38%	44%	40%	47%	46%	47%	42%	38%	43%
Sigma				C		C	+		+								P		+					+	+		+
	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	283	144	138	107	75	101	144	92	13	126	157	149	59	75	122	160	8	275	16	266	164	119
	57%	58%	56%	64%	47%	58%	54%	60%	60%	58%	56%	56%	59%	57%	52%	61%	52%	57%	50%	57%	52%	65%
Do not agree						D																
	217	107	111	61	83	73	122	61	9	93	125	118	42	57	113	104	8	209	16	201	154	63
	43%	43%	44%	36%	53%	42%	46%	40%	40%	42%	44%	44%	41%	43%	48%	39%	48%	43%	50%	43%	49%	35%
Sigma					E																	
	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	332	160	172	172	114	47	60	122	130	142	190	15	236	81	212	120	82	250	131	201	249	83
	66%	67%	66%	66%	67%	65%	64%	67%	68%	72%	63%	61%	66%	69%	68%	64%	71%	65%	76%	61%	67%	64%
						*	*					**				*		S			*	
Do not agree	168	80	88	88	55	25	34	61	61	54	114	9	121	37	102	66	34	134	41	127	120	48
	34%	33%	34%	34%	33%	35%	36%	34%	32%	28%	38%	39%	34%	31%	32%	36%	30%	35%	24%	39%	33%	36%
						*	*					**				*		R			*	
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
		502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (unwtd)		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Base: All Respondents (wtd)		319	148	171	123	99	98	7	71	194	167	152	38	205	77	178	141	34	285	70	249	219	100	62	61	59	52	39	45	
Agree with this statement		64%	59%	68%	61%	64%	68%	38%	63%	64%	65%	62%	51%	66%	67%	65%	62%	72%	63%	72%	62%	65%	62%	62%	59%	68%	64%	75%	59%	
								**					*					*	*	*		*		*	*	*	*	*	*	
Do not agree		181	101	80	79	55	46	12	41	109	89	92	36	106	38	96	85	13	167	27	154	119	62	38	42	28	29	13	31	
		36%	41%	32%	39%	36%	32%	62%	37%	36%	35%	38%	49%	34%	33%	35%	38%	28%	37%	28%	38%	35%	38%	38%	41%	32%	36%	25%	41%	
								**					*					*	*	*		*		*	*	*	*	*	*	
Sigma		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Russia Total		Russia																										
		Gender		Age			Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	LURAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	50	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	185	84	101	96	51	38	16	57	103	88	97	32	109	44	112	73	13	172	30	155	135	50	60	16	26	36	18	21	8	
	37%	35%	39%	46%	29%	32%	31%	41%	36%	33%	41%	38%	37%	35%	37%	38%	37%	37%	48%	36%	36%	40%	44%	33%	33%	34%	42%	32%	36%	
					DE											*		*		*				*	*	*	*	*	**	
Do not agree	315	155	160	111	125	79	36	82	187	177	138	52	181	82	195	120	22	293	33	282	240	75	75	33	53	69	25	46	14	
	63%	65%	61%	54%	71%	68%	69%	59%	64%	67%	59%	62%	63%	65%	64%	62%	63%	63%	52%	65%	64%	60%	56%	67%	68%	66%	58%	68%	64%	
					C										*		*		*				*	*	*	*	*	*	**	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia																					
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	379	224	156	207	142	30	137	104	105	294	85	43	60	277	281	98	141	238	184	195	305	74
	76%	77%	75%	73%	79%	84%**	75%	72%	81%	79%	66%	72%*	62%*	80%	78%	71%	79%	74%	77%	75%	76%	76%*
Do not agree	121	68	52	77	38	6	45	40	25	76	44	16	36	68	81	40	38	83	56	65	97	24
	24%	24%	25%	27%	21%	16%**	25%	28%	19%	21%	34%	28%	38%	20%	22%	29%	21%	26%	23%	25%	24%	25%*
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	318	144	174	178	94	46	43	62	213	113	205	120	67	131	180	139	67	251	105	214	236	81
	64%	60%	67%	63%	67%	61%	62%	60%	65%	62%	65%	56%	65%	71%	64%	63%	65%	63%	63%	64%	66%	57%
Do not agree	182	96	85	105	47	29	27	41	114	69	113	94	36	53	101	81	36	145	62	119	120	62
	36%	40%	33%	37%	33%	39%	39%	40%	35%	38%	36%	44%	35%	29%	36%	37%	35%	37%	37%	36%	34%	44%
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	350	148	202	141	136	73	38	121	190	193	157	1	47	302	231	118	36	313	74	275	307	33
	70%	59%	82%	74%	70%	65%	56%	79%	68%	67%	74%	11%	58%	74%	69%	72%	70%	70%	67%	71%	72%	53%
Do not agree	A		*				**	H*		*		**	*	L		*	*					**
	150	105	45	51	59	40	30	31	89	96	55	7	35	108	103	47	15	135	38	113	119	30
	30%	42%	18%	27%	30%	36%	44%	21%	32%	33%	26%	89%	42%	26%	31%	28%	30%	30%	34%	29%	28%	47%
	B		*				**	*	G		*	**	M*		*	*						**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	387	188	200	136	146	105	178	109	39	175	213	176	90	121	219	169	30	358	38	349	231	156	79	98	111	99	
	78%	75%	81%	78%	80%	74%	74%	80%	84%	75%	79%	78%	76%	78%	77%	78%	77%	78%	77%	78%	78%	76%	85%	76%	77%	75%	
Do not agree	113	64	48	38	37	38	63	27	7	57	56	51	28	34	66	47	9	104	11	101	64	49	14	31	34	33	
	23%	26%	20%	22%	20%	27%	26%	20%	16%	25%	21%	22%	24%	22%	23%	22%	23%	23%	23%	23%	22%	24%	15%	24%	24%	25%	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Norrland	Mellansverige	Stockholm	Västergötland	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	331	156	176	135	86	111	87	161	53	101	230	181	43	108	230	102	45	287	59	273	235	96	28	86	73	71	73
	66%	61%	71%	69%	64%	65%	63%	70%	67%	68%	66%	65%	68%	67%	65%	71%	62%	67%	60%	68%	65%	69%	63%	70%	63%	71%	63%
		A							*				*				*		*			*	*	*	*	*	*
Do not agree	169	98	70	59	49	61	51	68	26	48	120	96	20	52	126	42	28	141	40	129	125	44	16	38	42	29	42
	34%	39%	29%	31%	36%	35%	37%	30%	33%	32%	34%	35%	32%	33%	36%	29%	38%	33%	41%	32%	35%	31%	37%	31%	37%	29%	37%
		B							*				*				*		*			*	*	*	*	*	*
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	337	150	187	168	117	53	9	27	301	192	145	183	13	141	195	142	41	296	101	237	196	142
	68%	60%	76%	69%	65%	68%	65%	55%	69%	74%	61%	61%	74%	77%	67%	68%	70%	67%	72%	66%	67%	68%
		A*		*	*	**	**	**	*	*	*	*	*	K	*	*	*	*	*	*	*	*
Do not agree	163	102	60	74	63	25	5	22	135	68	95	116	5	42	94	68	17	145	39	124	95	67
	33%	41%	24%	31%	35%	32%	35%	45%	31%	26%	39%	39%	26%	23%	33%	33%	30%	33%	28%	34%	33%	32%
	B*	*		*	*	**	**	**	*	*	*	M*	*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	313	134	179	125	102	85	24	145	108	122	191	68	78	166	189	123	22	291	43	270	241	72	52	26	40	42	64	49	26	
	63%	54%	72%	64%	66%	58%	46%	64%	65%	61%	63%	58%	60%	66%	60%	67%	60%	63%	60%	63%	64%	59%	73%	53%	56%	66%	59%	81%	55%	
																	*	*	*	*		WXB*								
Do not agree	187	116	71	71	53	63	28	82	57	76	111	50	52	86	127	60	15	172	29	159	136	51	19	23	31	22	45	12	21	
	38%	47%	29%	36%	34%	43%	54%	36%	35%	39%	37%	42%	40%	34%	40%	33%	40%	37%	40%	37%	36%	41%	27%	47%	44%	34%	41%	19%	45%	
	B						GH*										*	*	*	*			*	Va*	Va*	*	a	*	Va*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	238	113	125	104	72	62	33	100	105	121	117	95	66	77	138	100	25	213	41	197	158	75	43	55	85	55
	48%	46%	49%	57%	47%	38%	41%	48%	50%	45%	50%	41%	52%	55%	50%	45%	52%	47%	56%	46%	49%	43%	47%	50%	46%	48%
Do not agree	262	134	128	79	81	102	48	109	105	145	117	138	61	63	140	122	24	238	33	229	162	99	48	55	99	60
	52%	54%	51%	43%	53%	62%	59%	52%	50%	55%	50%	59%	48%	45%	50%	55%	49%	53%	44%	54%	51%	57%	53%	50%	54%	52%
Sigma	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	304	154	150	158	102	45	103	93	84	165	139	42	106	156	185	119	56	249	100	204	253	47
	61%	62%	60%	57%	65%	67%	56%	69%	58%	62%	60%	61%	64%	59%	61%	61%	63%	60%	63%	60%	61%	58%
Do not agree						*		F		*		*					*				*	
	196	94	101	119	55	22	82	42	62	101	94	26	60	110	119	77	33	163	60	135	161	34
	39%	38%	40%	43%	35%	33%	44%	31%	42%	38%	40%	39%	36%	41%	39%	39%	37%	40%	38%	40%	39%	42%
						*	G			*		*					*				*	
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	298	143	155	155	88	55	34	147	100	112	186	31	108	158	206	92	77	221	107	191	236	61
	60%	59%	60%	61%	59%	58%	64%	56%	66%	62%	58%	48%	57%	64%	64%	52%	64%	58%	63%	58%	60%	57%
					*	*	*	*	*	*	*	*	K	O	O				*	*	*	*
Do not agree	202	99	104	101	61	40	19	117	52	69	133	34	81	87	116	86	43	159	62	140	156	46
	40%	41%	40%	40%	41%	42%	36%	44%	34%	38%	42%	52%	43%	36%	36%	48%	36%	42%	37%	42%	40%	43%
					*	*	*	*	*	*	*	M*			N				*	*	*	*
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania	Romania																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	273	128	145	136	96	42	58	33	147	153	120	71	168	34	125	148	37	236	55	218	166	107
	55%	51%	58%	72%	58%	29%	80%	39%	51%	51%	60%	53%	57%	49%	55%	54%	53%	55%	55%	54%	52%	59%
Do not agree	227	121	105	52	70	104	15	51	140	147	80	64	127	36	101	126	32	195	44	183	153	73
	45%	49%	42%	28%	42%	72%	20%	61%	49%	49%	40%	47%	43%	52%	45%	46%	47%	45%	45%	46%	48%	41%
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	332	154	178	163	102	67	78	110	114	84	248	8	123	201	205	127	64	268	97	235	253	79
	66%	63%	70%	73%	63%	59%	67%	67%	65%	58%	70%	50%	63%	69%	65%	69%	71%	65%	70%	65%	68%	62%
Do not agree	DE					*				I		**					*					
	168	90	78	61	60	47	39	55	60	60	108	8	72	88	111	57	26	142	41	127	119	49
	34%	37%	31%	27%	37%	42%	33%	33%	35%	42%	30%	50%	37%	31%	35%	31%	29%	35%	30%	35%	32%	38%
Sigma	C					C*				J		**					*					
	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	328	161	167	183	89	56	134	146	26	93	235	-	249	79	207	121	92	236	121	207	246	83
	66%	66%	66%	68%	61%	67%	62%	68%	71%	64%	66%	-	65%	69%	66%	65%	69%	65%	67%	65%	67%	62%
Do not agree	172	85	87	87	57	28	81	70	11	52	120	-	136	36	107	65	42	129	60	112	121	51
	34%	35%	34%	32%	39%	33%	38%	32%	29%	36%	34%	-	35%	31%	34%	35%	32%	35%	33%	35%	33%	38%
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	10544	4942	5602	4699	3324	2521	2031	3639	3982	4758	5786	2514	4023	4007	6314	4230	1539	9004	2499	8044	7463	3050
	75%	71%	80%	78%	74%	74%	72%	76%	76%	75%	76%	73%	76%	77%	74%	77%	77%	75%	77%	75%	75%	76%
Do not agree			A	DE				F	F				K			N		S				
	3456	2034	1422	1362	1199	895	775	1141	1236	1622	1834	952	1287	1217	2212	1244	453	3004	728	2728	2497	956
	25%	29%	20%	23%	27%	26%	28%	24%	24%	25%	24%	28%	24%	23%	26%	23%	23%	25%	23%	25%	25%	24%
Sigma			B	C	C		GH					LM			O			R				
	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - i feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	10544	409	371	412	366	314	328	427	344	363	346	339	364	387	397	408	430	378	299	328	432	413	321	372	356	418	398	421	401
	75%	82%	74%	82%	73%	63%	66%	85%	69%	73%	69%	68%	73%	78%	80%	82%	86%	76%	60%	66%	86%	83%	64%	74%	71%	84%	80%	84%	80%
		CEFGUKLMRS TWXY	FGLSTW	CEFGUKLMRS TWXY	FGSTW			CEFGUKLMN ORSTWXYa	S	FGSTW	S	S	FGSTW	FGILSTW	FGUKLMSTW Y	CEFGUKLMRS TWXY	CEFGUKLMN ORSTWXYa	FGILSTW			CEFGUKLMN OPRSTWXYa	CEFGUKLMRS TWXY		FGILSTW	FGSTW	CEFGUKLMRS TWXY	EFUKLMST WY	CEFGUKLMN RSTWXY	FGIKLSTWY
Do not agree	3456	91	129	88	134	186	172	73	156	137	154	161	136	113	103	92	70	122	201	172	68	87	179	128	144	82	102	79	99
	25%	18%	26%	18%	27%	37%	34%	15%	31%	27%	31%	32%	27%	23%	21%	18%	14%	24%	40%	34%	14%	17%	36%	26%	29%	16%	20%	16%	20%
			BDHPQUVZb		BDHPQUVZa b	BCDEHJMNO PQRUVXYZab	BCDEHJMNO PQRUVXYZab		BDHNPORU VZabc	BDHPQUVZ ab	BDHPQUVZ abc	BCDHNOPQR UVVZabc	BDHPQUVZ ab	HQUb	HQU	U		BDHPQUVZb	BCDEHUKLM NOPQRUVXY Zabc	BCDEHJMNO PQRUVXYZab			BCDEHJMNO PQRUVXYZab	BDHPQUVZb	BDHPQUVZ abc		HQU		
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that m
Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	10544	754	2455	3631	2182	2808	1541	1101
	75%	75%	82%	73%	73%	70%	77%	73%
		E	ACDEFG	E	E		CDE	
Do not agree	3456	246	545	1369	818	1192	459	399
	25%	25%	18%	27%	27%	30%	23%	27%
		B		BF	BF	ABCDF	B	B
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	409	194	215	201	117	92	37	41	281	124	285	135	176	98	263	146	93	316	115	294	325	84
	82%	79%	84%	81%	81%	86%	77%	88%	82%	81%	82%	80%	86%	79%	81%	83%	85%	81%	81%	82%	83%	80%
Do not agree	91	51	40	47	28	16	11	6	61	28	62	35	29	27	62	29	17	74	27	64	69	22
	18%	21%	16%	19%	19%	15%	23%	12%	18%	19%	18%	21%	14%	21%	19%	17%	15%	19%	19%	18%	18%	21%
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	364	170	194	161	104	98	144	150	39	127	237	41	155	168	206	158	23	340	45	319	227	136	113	251	101	122	69	34	37
	73%	69%	77%	82%	69%	65%	82%	69%	60%	64%	79%	70%	74%	72%	71%	75%	60%	74%	69%	73%	68%	81%	69%	74%	74%	73%	69%	81%	70%
Do not agree				DE			GH		*		I		*			*		*			T						*	**	*
	136	78	58	36	47	53	31	68	26	72	65	18	53	65	84	53	16	121	21	116	105	32	50	86	35	46	31	8	16
	27%	31%	23%	18%	31%	35%	18%	31%	40%	36%	22%	30%	26%	28%	29%	25%	40%	26%	31%	27%	32%	19%	31%	26%	26%	27%	31%	19%	30%
				C	C	C	F	F	*	J		*				*		*			U						*	**	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	371	173	199	137	112	122	72	105	103	145	226	109	144	118	217	155	22	349	37	334	209	162	44	209	119
	74%	69%	80%	74%	72%	77%	77%	72%	75%	71%	76%	75%	74%	74%	72%	78%	61%	75%	64%	76%	72%	78%	80%	73%	74%
		A					*										*		*				*		
Do not agree	129	79	50	49	43	37	22	41	34	59	70	37	50	42	86	43	14	114	21	107	83	46	11	76	42
	26%	31%	20%	26%	28%	23%	23%	28%	25%	29%	24%	25%	26%	26%	28%	22%	39%	25%	37%	24%	28%	22%	20%	27%	26%
		B					*										*		*				*		
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	387	163	224	221	113	54	44	268	58	127	260	114	208	65	205	182	63	324	87	301	252	135
	78%	70%	84%	78%	76%	80%	86%	76%	85%	71%	81%	73%	79%	81%	79%	76%	63%	81%	69%	81%	74%	85%
	*	A			*	*	*		*	*		*					**		*		T*	
Do not agree	113	69	44	64	35	13	7	84	10	51	62	42	55	16	56	57	37	76	40	73	89	23
	23%	30%	16%	22%	24%	20%	14%	24%	15%	29%	19%	27%	21%	19%	21%	24%	37%	19%	32%	20%	26%	15%
		B*			*	*	*		*	*		*					**		*		U	*
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner	Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	397	169	229	143	117	138	40	178	135	185	212	180	157	61	227	120	41	356	60	337	244	147	28	29	38	54	-	147	101
	80%	70%	89%	83%	79%	76%	68%	86%	75%	82%	77%	79%	80%	79%	74%	89%	85%	79%	87%	78%	81%	78%	86%	81%	72%	80%	-	77%	84%
Do not agree		A	*	*	*	H	**	H	*	*	*	*	*	N	*	*	*	*	*	*	*	*	**	**	*	*	*	*	
	103	74	29	28	31	43	19	28	44	41	62	47	39	16	81	22	7	95	9	93	59	41	4	7	15	13	-	44	19
	21%	30%	11%	17%	21%	24%	33%	14%	25%	18%	23%	21%	20%	21%	26%	11%	15%	21%	13%	22%	19%	22%	14%	19%	28%	20%	-	23%	16%
Sigma		B	*	*	*	*	**	G	*	*	*	*	*	O	*	*	*	*	*	*	*	**	**	**	*	*	*	*	
	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	408	199	209	177	174	57	8	33	366	290	118	-	119	289	309	99	64	344	145	263	376	32
	82%	78%	85%	85%	82%	72%	79%	70%	83%	81%	84%	-	77%	84%	81%	82%	81%	82%	83%	81%	83%	71%
Do not agree		A	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U			
	92	56	36	32	38	22	2	14	76	70	22	-	35	57	71	21	16	76	29	63	78	13
	18%	22%	15%	15%	18%	28%	21%	30%	17%	19%	16%	-	23%	16%	19%	18%	20%	18%	17%	19%	17%	29%
Sigma		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement	378	179	199	134	120	123	81	174	77	149	229	108	159	112	259	119	20	359	26	353	238	140	72	74	71	69	93	
	76%	73%	79%	73%	73%	82%	76%	73%	79%	80%	73%	81%	72%	76%	73%	84%	78%	76%	66%	77%	73%	81%	69%	75%	80%	70%	84%	
							*									N	**		*			T		*	*	*	VY	
Do not agree	122	68	54	50	44	28	26	63	21	37	85	26	61	35	98	23	5	116	13	108	90	32	32	25	18	29	18	
	24%	28%	21%	27%	27%	19%	24%	27%	21%	20%	27%	19%	28%	24%	28%	16%	22%	25%	34%	24%	27%	19%	31%	25%	20%	30%	17%	
																O	**		+			U		Z	+	+	Z*	
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement		299	134	164	106	84	109	76	71	119	121	178	42	176	81	200	99	16	283	38	261	201	98	47	61	48	41	43	16	23	19
		60%	53%	67%	62%	54%	62%	58%	56%	66%	63%	58%	48%	61%	64%	57%	66%	48%	61%	53%	61%	58%	65%	59%	56%	71%	62%	55%	70%	60%	51%
Do not agree		201	119	82	65	71	66	55	55	61	72	129	45	111	45	149	52	18	184	34	167	148	53	33	47	20	25	35	7	16	18
		40%	47%	33%	38%	46%	38%	42%	44%	34%	37%	42%	52%	39%	36%	43%	34%	53%	39%	47%	39%	42%	35%	41%	44%	29%	38%	45%	30%	40%	49%
		8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172	
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199	
Agree with this statement	339	150	189	133	109	97	13	141	139	140	199	73	203	63	192	147	23	316	37	303	249	90	99	104	136	
	68%	61%	75%	73%	64%	66%	54%	69%	67%	68%	68%	*	68%	69%	64%	66%	71%	69%	68%	**	64%	68%	66%	73%	67%	69%
Do not agree	161	97	64	49	61	51	11	63	69	66	95	34	91	36	101	60	11	150	21	140	127	34	50	48	64	
	32%	39%	25%	27%	36%	34%	46%	31%	33%	32%	32%	32%	31%	36%	34%	29%	32%	32%	36%	32%	34%	28%	33%	31%	32%	
		B					**					*					*		*							
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	432	223	209	227	134	70	63	226	123	260	172	-	46	386	257	175	115	317	253	178	345	87
	86%	87%	86%	85%	87%	89%	85%	85%	90%	86%	87%	-	89%	86%	87%	86%	87%	86%	88%	84%	86%	89%
Do not agree	68	34	34	40	20	9	12	41	14	42	26	-	6	63	40	28	17	51	35	33	57	11
	14%	13%	14%	15%	13%	11%	16%	15%	10%	14%	13%	-	11%	14%	13%	14%	13%	14%	12%	16%	14%	11%
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age		Household Income				Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isle
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	413	197	216	129	128	157	92	188	72	215	198	181	172	60	205	209	39	375	57	356	244	169	108	78	77	103	46
	83%	80%	86%	80%	78%	89%	82%	83%	82%	84%	81%	85%	80%	83%	82%	83%	86%	82%	82%	83%	82%	83%	83%	82%	80%	86%	81%
						CD	*		*								*		*				*	*		*	
Do not agree	87	51	36	32	35	19	21	39	16	41	46	32	42	13	44	42	6	80	12	74	53	34	22	17	19	17	11
	17%	20%	14%	20%	22%	11%	18%	17%	18%	16%	19%	15%	20%	17%	18%	17%	14%	18%	18%	17%	18%	17%	17%	18%	20%	14%	19%
Sigma						E	*		*								*		*				*	*		*	
	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	321	154	168	111	95	116	159	108	15	148	174	167	70	85	145	176	9	312	17	305	191	130
	64%	61%	67%	66%	60%	67%	60%	71%	67%	68%	62%	63%	69%	64%	62%	67%	57%	65%	51%	65%	60%	72%
Do not agree	179	97	81	58	63	58	106	45	7	71	108	100	31	47	90	89	7	172	16	163	127	51
	36%	39%	33%	34%	40%	33%	40%	29%	33%	33%	38%	38%	31%	36%	38%	33%	43%	36%	49%	35%	40%	28%
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	412	195	217	221	132	59	72	153	157	195	257	18	295	98	254	157	95	316	141	271	300	112
	82%	81%	83%	85%	78%	82%	77%	83%	83%	79%	85%	76%	83%	83%	81%	85%	82%	83%	82%	83%	81%	86%
					*	*	*					**				*					*	
Do not agree	88	45	43	39	37	13	22	31	33	41	47	6	62	20	59	29	21	67	31	57	69	19
	18%	19%	17%	15%	22%	18%	23%	17%	17%	21%	16%	24%	17%	17%	19%	15%	18%	17%	18%	18%	19%	15%
					*	*	*					**				*					*	
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																										
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76
Agree with this statement	366	171	195	143	112	111	12	83	223	191	175	49	227	90	202	164	35	331	78	288	254	112	70	76	57	61	42	60
	73%	69%	78%	71%	73%	77%	61%	74%	74%	75%	72%	66%	73%	78%	74%	73%	73%	73%	81%	72%	75%	69%	70%	73%	66%	75%	81%	79%
			A				**					*					*		*			*		*	*	*	*	*
Do not agree	134	78	56	59	42	33	7	29	80	65	69	25	84	25	72	61	13	121	19	115	84	50	30	28	30	21	10	16
	27%	31%	22%	29%	28%	23%	39%	26%	26%	25%	28%	34%	27%	22%	26%	27%	27%	27%	19%	29%	25%	31%	30%	27%	34%	25%	19%	21%
			B				**					*					*		*			*		*	*	*	*	*
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Russia																												
	Russia Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		CENTRAL FEDERAL DISTRICT		NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed								
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	314	142	172	131	106	77	27	95	182	169	145	56	176	81	188	125	19	295	42	272	239	75	88	28	45	69	29	43	12	
	63%	59%	66%	63%	60%	66%	53%	69%	63%	64%	62%	67%	61%	65%	61%	65%	55%	63%	66%	62%	64%	60%	66%	57%	57%	66%	68%	64%	51%	
Do not agree	186	97	89	76	70	40	24	43	108	96	90	28	114	45	119	67	16	170	22	165	137	50	47	21	34	36	14	25	11	
	37%	41%	34%	37%	40%	35%	47%	31%	37%	36%	38%	33%	39%	35%	39%	35%	46%	37%	34%	38%	36%	40%	35%	43%	43%	34%	32%	36%	49%	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	328	183	145	183	122	23	113	98	99	258	70	39	50	239	251	77	139	189	175	153	271	57
	66%	63%	70%	65%	68%	63%	62%	68%	76%	70%	54%	65%	53%	69%	69%	56%	78%	59%	73%	59%	68%	58%
Do not agree						**		F	J			*	*	L	O		Q		S			*
	172	109	63	101	58	13	69	47	31	113	59	20	45	106	111	61	40	132	64	108	131	41
	34%	37%	30%	36%	37%	37%	38%	32%	24%	30%	46%	35%	47%	31%	31%	44%	22%	41%	27%	41%	33%	42%
Sigma						**	H			I	*		M*		N		P		R			*
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	427	190	237	252	113	62	60	88	279	147	280	182	96	150	236	191	90	337	141	286	305	121
	85%	79%	92%	89%	80%	82%	86%	86%	85%	81%	88%	85%	93%	81%	84%	87%	87%	85%	85%	86%	86%	85%
Do not agree		A	D				*	*		I			M*				*					*
	73	51	22	31	28	14	10	14	49	35	38	32	7	34	45	28	13	60	26	47	51	22
	15%	21%	9%	11%	20%	18%	14%	14%	15%	19%	12%	15%	7%	19%	16%	13%	13%	15%	15%	14%	14%	15%
		B	C				*	*		J			*	L			*					*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea	South Korea																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	344	158	186	123	138	82	39	110	195	201	142	2	55	286	229	114	39	305	77	266	296	37
	69%	63%	75%	65%	71%	73%	58%	72%	70%	70%	67%	31%	67%	70%	68%	69%	75%	68%	69%	69%	70%	58%
Do not agree		A																				
	156	95	62	68	57	31	29	43	84	87	70	5	28	123	106	51	13	143	35	122	129	26
	31%	38%	25%	36%	29%	28%	42%	28%	30%	30%	33%	69%	34%	30%	32%	31%	25%	32%	31%	31%	30%	42%
Sigma		B																				
	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	372	185	187	125	138	109	172	108	34	173	198	164	88	120	216	156	28	343	37	335	222	150	73	89	112	97	
	74%	73%	75%	72%	75%	76%	71%	80%	75%	75%	74%	72%	74%	77%	76%	73%	73%	75%	75%	74%	75%	73%	79%	69%	77%	74%	
Do not agree	128	67	61	49	45	34	69	27	12	58	70	63	31	35	69	59	11	118	12	116	73	55	20	41	33	35	
	26%	27%	25%	28%	25%	24%	29%	20%	25%	25%	26%	28%	26%	23%	24%	27%	27%	26%	25%	26%	25%	27%	21%	31%	23%	26%	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate that in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	363	160	203	138	102	123	94	172	61	111	252	199	45	120	250	113	40	323	56	307	254	109	36	89	75	72	92
	73%	63%	82%	71%	76%	72%	68%	75%	76%	74%	72%	72%	70%	75%	70%	79%	56%	76%	57%	77%	71%	78%	79%	72%	65%	72%	79%
		A							*				*				*	P	*	R			*	*		*	X
Do not agree	137	94	43	56	32	49	45	58	19	38	99	78	19	40	106	31	32	105	43	94	106	31	9	35	41	28	24
	27%	37%	18%	29%	24%	29%	32%	25%	24%	26%	28%	28%	30%	25%	30%	21%	45%	25%	44%	24%	30%	22%	21%	28%	35%	28%	21%
		B							*				*				O*	S*					*	Z	*		
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	346	152	194	187	116	43	9	35	302	160	186	188	12	146	201	145	39	307	109	237	208	138
	69%	60%	78%	77%	65%	55%	65%	71%	69%	61%	78%	63%	68%	79%	69%	69%	66%	70%	79%	66%	72%	66%
			A*	*	*	**	**	**	*	*	*	*	*	K	*	*	*	*	*	*	*	*
Do not agree	154	100	54	55	64	35	5	14	135	100	54	111	6	38	88	66	20	134	30	124	83	71
	31%	40%	22%	23%	36%	46%	35%	29%	31%	39%	22%	37%	32%	21%	31%	31%	34%	30%	21%	34%	29%	34%
	B*	*	*	*	*	**	**	**	*	J*	*	M*	*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	328	141	187	140	103	85	27	153	107	129	199	79	89	160	189	139	23	305	43	285	250	41	47	55	31	41	47	69	43	27
	66%	56%	75%	71%	67%	58%	53%	67%	65%	65%	66%	67%	68%	63%	60%	76%	62%	66%	60%	67%	66%	63%	77%	63%	59%	74%	63%	71%	58%	
Do not agree	172	109	63	57	52	63	25	75	58	69	103	38	41	92	127	45	14	158	29	143	127	45	17	18	29	16	40	17	20	
	34%	44%	25%	29%	34%	43%	47%	33%	35%	35%	34%	33%	32%	37%	40%	24%	38%	34%	40%	33%	34%	37%	23%	37%	41%	26%	37%	29%	42%	
	B					C	G*								O		+		+				+	+	V*	+	*	V*		
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	356	169	187	141	105	110	55	152	150	185	172	159	92	105	191	165	38	318	59	297	233	117	64	77	130	86
	71%	68%	74%	78%	68%	67%	67%	73%	72%	70%	73%	69%	73%	75%	69%	74%	78%	71%	80%	70%	73%	68%	70%	71%	70%	74%
				DE			*										*		S							
Do not agree	144	78	65	41	48	54	26	58	59	81	63	73	35	36	86	58	11	133	14	129	87	56	27	32	54	30
	29%	32%	26%	23%	32%	33%	33%	28%	28%	30%	27%	32%	27%	25%	31%	26%	22%	30%	20%	30%	27%	33%	30%	29%	30%	26%
Sigma				C	C		*									*		R								
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	421	210	210	241	122	57	155	110	124	220	201	58	132	230	248	172	77	344	140	281	342	73
	84%	85%	84%	87%	78%	84%	84%	82%	85%	82%	86%	85%	80%	87%	82%	88%	87%	84%	87%	83%	83%	91%
Do not agree				D		*						*					*					*
	79	39	41	35	34	11	30	24	22	47	32	10	34	36	56	24	12	68	21	58	72	8
	16%	16%	16%	13%	22%	16%	16%	18%	15%	18%	14%	15%	20%	14%	18%	12%	13%	17%	13%	17%	17%	9%
Sigma				C	*							*					*					*
	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	430	202	228	217	130	83	41	228	136	158	272	54	165	211	280	150	107	323	147	283	342	88
	86%	84%	88%	85%	87%	87%	76%	86%	90%	88%	85%	83%	87%	86%	87%	84%	89%	85%	87%	86%	87%	82%
Do not agree						*	*		F			*									*	
	70	39	31	39	19	12	13	36	16	23	47	11	25	34	41	29	13	57	22	48	51	19
	14%	16%	12%	15%	13%	13%	24%	14%	10%	13%	15%	17%	13%	14%	13%	16%	11%	15%	13%	15%	13%	18%
Sigma						*	H*					*									*	
	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	401	191	211	174	127	99	60	60	232	235	166	103	244	54	169	232	54	347	73	328	241	160
	80%	76%	84%	93%	77%	68%	82%	71%	81%	78%	83%	77%	83%	77%	75%	85%	78%	81%	73%	82%	76%	88%
	*	*	*	DE*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	
Do not agree	99	59	39	14	39	46	13	25	55	65	34	32	51	16	57	42	15	84	27	72	78	21
	20%	24%	16%	7%	23%	32%	18%	29%	19%	22%	17%	23%	17%	23%	25%	15%	22%	19%	27%	18%	24%	12%
	*	*	*	C*	C*	**	*	*	*	*	*	**	*	*	*	*	**	*	**	*	*	
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	398	188	210	181	127	90	94	125	145	114	284	12	150	236	258	140	74	324	113	285	297	101
	80%	77%	82%	81%	78%	79%	80%	76%	83%	79%	80%	72%	77%	82%	82%	76%	82%	79%	82%	79%	80%	78%
Do not agree						*						**					*					
	102	56	46	43	35	24	24	41	29	31	71	4	44	53	58	44	17	85	25	77	74	28
	20%	23%	18%	19%	22%	21%	20%	25%	17%	21%	20%	28%	23%	18%	18%	24%	18%	21%	18%	21%	20%	22%
						*						**					*					
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	418	199	219	219	122	76	173	185	31	121	297	-	324	94	264	154	114	304	151	267	306	112
	84%	81%	86%	81%	84%	91%	81%	86%	84%	83%	84%	-	84%	81%	84%	83%	85%	83%	83%	84%	83%	84%
Do not agree					*	*			*													
	82	47	35	51	23	7	42	30	6	24	58	-	61	21	50	32	20	61	30	52	61	21
	16%	19%	14%	19%	16%	9%	14%	14%	16%	17%	16%	-	16%	19%	16%	17%	15%	17%	17%	16%	17%	16%
Sigma					*	*			*													
	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	7202	3450	3751	3484	2240	1478	1462	2454	2737	3282	3920	1590	2725	2886	4448	2753	1269	5932	2056	5145	5207	1981
	51%	50%	53%	58%	50%	43%	52%	51%	53%	51%	51%	46%	51%	55%	52%	50%	64%	49%	64%	48%	52%	50%
			A		DE	E								K	KL			Q		S		U
Do not agree	6798	3526	3273	2577	2283	1939	1345	2326	2480	3098	3700	1876	2585	2338	4078	2721	722	6076	1171	5627	4753	2025
	49%	51%	47%	43%	51%	57%	48%	49%	48%	49%	49%	54%	49%	45%	48%	50%	36%	51%	36%	52%	48%	51%
			B		C	CD							LM	M				P		R		T
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	7202	274	156	346	214	143	323	316	214	160	292	175	197	289	218	182	380	232	115	150	403	248	210	281	210	177	298	283	115
	51%	55%	31%	60%	43%	29%	65%	63%	43%	32%	58%	35%	39%	58%	44%	76%	76%	46%	23%	30%	81%	50%	42%	56%	42%	75%	60%	57%	63%
		CEFULMORST WY	S	BCEFULKLMN ORSTVWXYa h	CFJLST		BCEFULMORS TVWXYb	BCEFULMORS TVWY	CFJLST	S	CEFULMORST WY	FS	CFJST	CEFULMORST VWY	CFJLST	BCDEFGHIKL MNORSTVW XYabc	BCDEFGHIKL MNORSTVW XYabc	CFJLMST		S	BCDEFGHIKL MNORSTVW XYabc	CEFULMSTY	CFJST	CEFULMORST WY	CFJLST	BCEFGHIKL MNORSTVW XYabc	CEFULMORST VWY	CEFULMORST VWY	CEFULMORST VWY
Do not agree	6798	226	344	154	286	357	177	184	285	340	208	325	303	211	282	118	120	268	385	350	97	252	290	219	290	123	202	217	185
	49%	45%	69%	31%	57%	71%	35%	37%	57%	68%	42%	65%	61%	42%	56%	24%	24%	54%	77%	70%	19%	50%	58%	44%	58%	25%	40%	43%	37%
		DGHPQUZ Zabc	BDEGHKMN OPQRUVWXY Zabc	PQU	BDGHKNPQU VXZabc	BDDEGHKLM NOPQRUVW XYZabc	PQUZ	PQUZ	BDGHKNPQU XZabc	BDDEGHKMN OPQRUVWXY Zabc	DPQUZ	BDEGHKNOP QRUVXYZabc	BDGHKNPQR UVXZabc	DPQUZ	BDGHKNPQU XZabc			BDGHKNPQU XZabc	BCDEGHUKL MNOPQRTU VWXXYZabc	BDEGHKMN OPQRUVWXY Zabc	DGHNPQUZa bc	BDGHKNPQU XZabc	DGPQUZ	BDGHKNPQU VXZabc		DPQUZ	DGPQUZ	PQUZ	
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their a
Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	7202	428	1965	2046	1549	1526	1217	931
	51%	43%	66%	41%	52%	38%	61%	62%
		E	ACDEF	E	ACE		ACDE	ACDE
Do not agree	6798	572	1035	2954	1451	2474	783	569
	49%	57%	35%	59%	48%	62%	39%	38%
		BDFG		BDFG	BFG	ABCD FG	B	
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	274	129	145	142	76	56	29	25	182	76	198	88	116	69	182	92	66	208	83	191	216	58
	55%	53%	57%	57%	52%	52%	62%	53%	53%	50%	57%	52%	57%	56%	56%	53%	60%	53%	59%	53%	55%	54%
Do not agree	226	116	110	106	69	51	18	22	160	76	150	82	89	56	143	83	44	182	59	167	178	48
	45%	47%	43%	43%	48%	48%	38%	47%	47%	50%	43%	48%	43%	44%	44%	47%	40%	47%	41%	47%	45%	46%
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51	
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
Agree with this statement	197	98	99	90	59	48	70	91	21	66	131	18	85	94	109	88	11	186	28	169	132	65	55	142	52	60	37	20	29	
	39%	40%	39%	46%	39%	32%	40%	42%	32%	33%	43%	31%	41%	40%	38%	42%	29%	40%	43%	39%	40%	39%	34%	42%	38%	36%	37%	47%	54%	
Do not agree	303	150	153	107	92	103	105	127	44	132	171	41	123	139	180	123	27	276	37	266	200	103	108	195	84	108	64	22	24	
	61%	61%	61%	54%	61%	68%	60%	58%	68%	67%	57%	69%	59%	60%	62%	58%	71%	60%	57%	61%	60%	61%	66%	58%	62%	65%	63%	53%	46%	
				C						*	J		*			*		*		*			b			b	*	**	*	
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	156	77	79	57	44	55	33	45	41	69	87	50	61	45	91	65	13	144	16	140	84	72	21	73	62
	31%	31%	32%	31%	29%	35%	35%	31%	30%	34%	29%	34%	32%	28%	30%	33%	34%	31%	27%	32%	29%	35%	39%	26%	39%
Do not agree							*										*		*			*		W	
	344	174	169	129	111	104	61	100	96	135	209	96	133	115	211	133	24	320	43	301	208	136	33	212	98
	69%	69%	68%	70%	71%	65%	65%	69%	70%	66%	71%	66%	69%	72%	70%	67%	66%	69%	73%	68%	71%	65%	61%	74%	61%
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	289	118	171	169	80	40	29	207	41	94	195	83	153	53	166	123	54	235	68	221	198	91
	58%	51%	64%	59%	54%	60%	57%	59%	60%	53%	61%	53%	58%	65%	64%	51%	54%	59%	53%	59%	58%	57%
Do not agree		A																				
	211	114	97	116	68	27	22	145	27	84	127	73	109	28	95	116	46	165	59	152	143	68
	42%	49%	36%	41%	46%	40%	43%	41%	40%	47%	40%	47%	42%	35%	36%	49%	46%	41%	47%	41%	42%	43%
Sigma		B																				
	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	218	101	118	92	60	66	38	80	79	96	122	100	83	35	137	81	24	195	34	185	128	87	9	20	26	22	-	88	54
	44%	42%	46%	54%	41%	36%	63%	39%	44%	43%	45%	44%	42%	46%	45%	42%	49%	43%	49%	43%	42%	46%	28%	56%	49%	32%	-	46%	45%
				E*													*		*		*	**	*	*	*	-	*	*	
Do not agree	282	142	140	79	88	115	22	126	99	129	152	127	113	42	171	111	25	257	36	246	175	101	23	16	27	45	-	104	66
	56%	59%	54%	46%	59%	64%	37%	61%	56%	57%	56%	56%	58%	54%	56%	58%	51%	57%	51%	57%	58%	54%	72%	44%	51%	68%	-	54%	55%
				*		C	**					*			*		*		*		*	**	**	**	*	*	-	*	*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	382	188	193	172	163	47	7	32	342	272	109	-	106	276	298	83	69	312	152	229	355	27
	76%	74%	79%	82%	77%	59%	73%	68%	77%	76%	78%	-	69%	80%	79%	69%	87%	74%	88%	70%	78%	59%
Do not agree				E	E	+	+	+							O		Q*		S		U	+
	118	66	52	37	49	33	3	15	101	88	31	-	48	70	81	37	10	108	22	97	100	19
	24%	26%	21%	18%	23%	41%	27%	32%	23%	24%	22%	-	31%	20%	21%	31%	13%	26%	12%	30%	22%	41%
Sigma				CD*	CD*	CD*	CD*	CD*	CD*	CD*	CD*		M		N		P		R		T*	
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement	232	109	123	95	64	72	53	110	41	90	142	67	101	63	160	72	18	214	23	209	146	86	46	43	47	39	57	
	46%	44%	49%	52%	39%	48%	49%	46%	43%	49%	45%	51%	46%	43%	45%	51%	72%	45%	59%	45%	45%	50%	45%	44%	52%	40%	51%	
				D			*										**		*				*	*	*	*		
Do not agree	268	138	130	89	100	79	54	127	56	96	172	66	118	84	198	70	7	261	16	252	182	86	57	55	43	59	54	
	54%	56%	52%	48%	61%	52%	51%	54%	58%	52%	55%	49%	54%	57%	55%	50%	28%	55%	41%	55%	56%	50%	55%	56%	48%	61%	49%	
				C			+					+					**		+			+	+	+	+	+		
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement	115	55	60	53	24	39	30	34	39	48	67	20	67	28	77	38	10	105	21	94	77	39	21	24	16	16	11	6	11	10	
	23%	22%	24%	31%	15%	22%	23%	27%	22%	25%	22%	23%	23%	22%	22%	26%	31%	23%	30%	22%	22%	26%	26%	23%	23%	24%	15%	26%	27%	27%	
Do not agree	385	198	186	118	131	136	101	92	140	144	240	67	219	98	273	112	23	362	50	335	272	113	59	84	52	50	67	17	28	27	
	77%	78%	76%	69%	85%	78%	77%	73%	78%	75%	78%	77%	77%	78%	78%	74%	69%	78%	70%	78%	78%	75%	74%	78%	77%	76%	86%	74%	73%	73%	
				*	C		*									**	*	*	*	*		*	*	*	*	*	*	**	*	**	
Sigma	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary	Hungary																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubia	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	175	80	95	69	55	51	7	74	73	64	111	33	103	39	108	67	9	166	21	154	138	37	54	59	62
	35%	32%	38%	38%	32%	35%	29%	36%	35%	31%	38%	31%	35%	39%	37%	32%	27%	36%	37%	35%	37%	30%	36%	39%	31%
							**					*					*		*						
Do not agree	325	168	158	113	116	96	18	130	134	142	183	74	191	60	185	140	25	300	36	289	238	87	95	93	137
	65%	68%	62%	62%	68%	65%	71%	64%	65%	69%	62%	69%	65%	61%	63%	68%	73%	65%	63%	65%	63%	70%	64%	61%	69%
							**					*					*		*						
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	403	210	194	213	125	65	59	220	110	248	156	-	41	363	251	152	106	297	246	157	326	78
	81%	82%	80%	80%	81%	82%	78%	82%	81%	82%	79%	-	79%	81%	85%	75%	80%	81%	85%	74%	81%	80%
Do not agree															O				S			
	97	47	50	54	29	14	16	47	26	55	42	-	11	86	46	51	26	70	42	54	77	20
	19%	18%	20%	20%	19%	18%	22%	18%	19%	18%	21%	-	21%	19%	15%	25%	20%	19%	15%	26%	19%	20%
Sigma															N				R			
	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	248	126	122	84	76	87	66	108	41	126	122	99	112	37	127	121	27	221	38	210	153	95	57	43	51	68	30
	50%	51%	48%	53%	47%	50%	58%	48%	47%	49%	50%	47%	53%	50%	51%	48%	60%	49%	55%	49%	52%	47%	43%	45%	52%	57%	53%
Do not agree							*		*								*		*				*	*	V	*	
	252	122	130	76	87	89	47	119	47	129	123	114	102	36	122	130	18	234	31	221	144	108	74	53	46	52	27
	50%	49%	52%	48%	53%	51%	42%	52%	53%	51%	50%	53%	48%	50%	49%	52%	40%	52%	45%	51%	49%	53%	57%	55%	48%	43%	48%
Sigma							+		+								+		+			V	+	+	+	+	
	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	210	103	107	74	64	72	98	70	14	95	115	120	39	51	93	117	6	204	16	194	128	82
	42%	41%	43%	44%	41%	42%	37%	46%	63%	43%	41%	45%	39%	38%	40%	44%	37%	42%	51%	41%	40%	45%
				*				*	**			*					**		**			*
Do not agree	290	148	142	95	94	101	167	82	8	124	166	147	62	81	142	148	10	280	16	274	191	99
	58%	59%	57%	56%	59%	58%	63%	54%	37%	57%	59%	55%	61%	62%	60%	56%	63%	58%	49%	59%	60%	55%
				*				*	**			*					**		**			*
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	346	161	185	185	110	51	69	123	136	139	207	15	246	85	223	124	86	260	129	217	263	84
	69%	67%	71%	71%	65%	72%	73%	67%	71%	71%	68%	60%	69%	72%	71%	67%	74%	68%	75%	66%	71%	64%
Do not agree	154	79	75	75	58	20	25	60	55	57	97	10	111	33	91	62	30	123	43	110	106	47
	31%	33%	29%	29%	35%	28%	27%	33%	29%	29%	32%	40%	31%	28%	29%	33%	26%	32%	25%	34%	29%	36%
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	214	96	118	84	73	57	6	50	126	110	104	30	135	49	138	76	26	188	54	160	155	59	40	47	35	34	28	30	
	43%	39%	47%	42%	47%	40%	33%	44%	42%	43%	43%	40%	44%	42%	50%	34%	54%	42%	55%	40%	46%	37%	40%	45%	41%	42%	53%	39%	
Do not agree	286	153	133	118	81	87	13	63	177	147	140	44	176	66	136	150	22	264	43	243	184	103	60	57	52	47	24	46	
	57%	62%	53%	59%	53%	60%	67%	56%	58%	57%	57%	60%	57%	58%	50%	67%	47%	58%	45%	60%	54%	64%	60%	55%	59%	58%	47%	61%	
							**					*			N		*		R			*		*	*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Russia Total		Russia																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	143	68	75	67	47	29	14	36	89	82	61	26	81	35	100	43	11	132	25	118	111	32	42	15	22	28	16	19	1	
	29%	28%	29%	32%	26%	25%	27%	26%	31%	31%	26%	31%	28%	28%	33%	22%	31%	28%	39%	27%	30%	26%	31%	32%	27%	27%	36%	28%	7%	
Do not agree	357	171	186	140	130	88	38	103	201	184	174	58	209	91	207	150	24	333	39	319	264	93	93	33	57	77	27	48	21	
	71%	72%	71%	68%	74%	75%	74%	74%	69%	69%	74%	69%	72%	72%	67%	78%	69%	72%	61%	73%	70%	75%	69%	68%	73%	73%	64%	72%	93%	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	323	187	136	184	120	19	110	97	96	242	81	38	61	225	243	80	142	181	174	150	267	56
	65%	64%	65%	65%	67%	54%	60%	67%	73%	65%	63%	65%	63%	65%	67%	58%	79%	57%	72%	58%	66%	58%
						**			F			*	*				Q		S			*
Do not agree	177	105	72	101	59	17	72	48	35	129	48	21	35	121	119	58	37	139	66	111	135	42
	35%	36%	35%	35%	33%	46%	40%	33%	27%	35%	37%	35%	37%	35%	33%	42%	21%	44%	28%	43%	34%	43%
						**	H					*	*				P		R			*
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	316	143	172	199	81	35	52	68	196	100	216	132	70	114	169	146	75	241	111	205	218	97
	63%	60%	66%	70%	58%	47%	74%	67%	60%	55%	68%	62%	68%	62%	60%	67%	72%	61%	67%	61%	61%	68%
Do not agree				DE			*	*		I			*				Q*					*
	184	97	87	85	60	40	18	34	132	82	102	81	33	70	111	73	29	156	56	128	138	46
	37%	40%	34%	30%	42%	53%	26%	33%	40%	45%	32%	38%	32%	38%	40%	33%	28%	39%	34%	39%	39%	32%
				C	C		*	*		J			*				*	P				*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	214	96	118	86	83	45	20	69	125	121	93	2	29	183	137	77	24	190	48	166	190	23
	43%	38%	48%	45%	42%	40%	29%	46%	45%	42%	44%	31%	35%	45%	41%	47%	46%	43%	43%	43%	45%	37%
		*		*			**	*		*		**	*		*		*		*		**	
Do not agree	286	157	129	105	113	68	49	83	154	168	118	5	53	227	198	88	28	258	64	222	236	39
	57%	62%	52%	55%	58%	60%	71%	55%	55%	58%	56%	69%	65%	55%	59%	54%	54%	58%	57%	57%	55%	63%
		*		*			**	*		*		**	*		*		*		*		**	
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	281	123	158	102	103	76	127	83	23	131	150	133	67	81	157	124	25	256	30	251	165	116	57	67	73	84	
	56%	49%	64%	59%	56%	53%	53%	61%	50%	56%	56%	59%	57%	52%	55%	58%	65%	56%	61%	56%	56%	57%	61%	52%	50%	64%	
Do not agree		A							*								*		*				*	*		*	
	219	129	90	72	80	67	114	53	23	101	118	94	51	74	128	91	14	205	19	200	130	89	37	62	72	48	
	44%	51%	36%	41%	44%	47%	47%	39%	50%	44%	44%	42%	43%	48%	45%	42%	35%	45%	39%	44%	44%	44%	39%	48%	50%	36%	
Sigma		B																									
	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income				Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	160	78	82	85	43	32	52	67	29	50	110	80	22	58	109	52	30	130	46	114	117	43	15	44	40	25	37
	32%	31%	33%	44%	32%	19%	37%	29%	37%	34%	32%	29%	34%	37%	31%	36%	42%	30%	47%	29%	33%	31%	33%	36%	34%	25%	32%
				E	E				*				*				*		S*				*	*		*	
Do not agree	340	176	164	109	91	140	87	163	51	99	240	197	42	102	247	92	42	298	53	287	242	97	30	80	76	75	79
	68%	69%	67%	56%	68%	82%	63%	71%	64%	67%	69%	71%	66%	64%	70%	64%	58%	70%	53%	72%	67%	69%	67%	64%	66%	75%	68%
				CD	CD				*				*				*		R				*	*		*	
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	292	121	171	161	88	43	5	34	253	155	136	148	12	131	173	119	34	258	92	200	168	124
	58%	48%	69%	66%	49%	56%	36%	68%	58%	60%	57%	49%	70%	72%	60%	56%	57%	59%	66%	55%	58%	59%
	*	A*		D*	*	**	**	**		*	*	*	*	K	*	*	*		*	*	*	*
Do not agree	208	132	77	81	92	35	9	16	184	104	104	151	5	52	116	92	25	183	47	161	123	85
	42%	52%	31%	34%	51%	44%	64%	32%	42%	40%	43%	51%	30%	28%	40%	44%	43%	42%	34%	45%	42%	41%
		B*	*	*	C*	**	**	**		*	*	M*	*	*	*	*	*		*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	150	63	87	73	47	30	13	60	57	58	92	32	41	76	98	52	12	138	25	124	118	32	26	10	20	23	32	22	12	
	30%	25%	35%	37%	30%	20%	25%	26%	34%	29%	30%	28%	32%	30%	31%	28%	32%	30%	35%	29%	31%	26%	37%	20%	28%	36%	29%	36%	26%	
		A	E												*	*	*	*	*	*								*	*	
Do not agree	350	187	163	123	109	118	39	168	109	140	210	85	89	176	218	132	25	325	47	304	259	91	45	39	51	41	77	39	35	
	70%	75%	65%	63%	70%	80%	75%	74%	66%	71%	70%	73%	68%	70%	69%	72%	68%	70%	65%	71%	69%	74%	63%	80%	72%	64%	71%	64%	74%	
		B				CD	*										*	*	*	*			*	*	*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	210	104	106	96	60	54	33	94	83	106	103	90	57	63	126	83	31	178	46	164	144	63	42	42	78	47
	42%	42%	42%	52%	39%	33%	41%	45%	40%	40%	44%	39%	45%	45%	46%	38%	64%	40%	62%	38%	45%	36%	47%	39%	42%	41%
Do not agree	290	144	147	87	93	110	48	116	126	159	131	143	70	78	151	139	17	273	28	263	176	111	49	67	107	68
	58%	58%	58%	48%	61%	67%	60%	55%	60%	60%	56%	61%	55%	55%	55%	63%	36%	61%	38%	62%	55%	64%	54%	61%	58%	59%
Sigma	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	283	138	146	164	88	32	111	74	78	148	135	36	96	151	174	110	57	226	103	180	235	42
	57%	55%	58%	59%	56%	48%	60%	55%	53%	56%	58%	52%	58%	57%	57%	56%	65%	55%	64%	53%	57%	53%
Do not agree						*				*		*					*		S		*	
	217	111	105	112	69	35	75	60	68	119	98	33	69	115	130	86	31	185	58	159	179	38
	43%	45%	42%	41%	44%	52%	40%	45%	47%	44%	42%	48%	42%	43%	43%	44%	35%	45%	36%	47%	43%	47%
						*				*		*					*		R		*	
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95	
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107	
Agree with this statement	380	186	194	206	107	68	39	207	117	130	250	48	151	182	246	135	90	290	130	251	296	84	
	76%	77%	75%	80%	72%	71%	74%	78%	77%	72%	78%	73%	80%	74%	76%	76%	76%	76%	77%	76%	75%	79%	
						*	*					*									*		
Do not agree	120	56	64	50	41	28	14	58	35	50	69	18	38	64	76	43	29	90	39	81	97	23	
	24%	23%	25%	20%	28%	29%	27%	22%	23%	28%	22%	27%	20%	26%	24%	24%	24%	24%	23%	24%	25%	21%	
						*	*					*									*		
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania	Romania																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	315	171	144	126	107	82	60	47	175	177	138	92	184	39	132	183	54	261	67	247	184	130
	63%	68%	58%	67%	64%	56%	82%	55%	61%	59%	69%	68%	62%	56%	58%	67%	78%	61%	68%	62%	58%	72%
Do not agree	185	79	106	62	59	64	13	37	112	123	62	43	111	31	94	91	16	170	32	153	135	51
	37%	32%	42%	33%	36%	44%	19%	45%	39%	41%	31%	32%	38%	44%	42%	33%	22%	40%	33%	38%	42%	28%
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	298	143	156	150	92	56	70	95	101	75	224	10	113	175	192	106	58	241	95	204	224	74
	60%	59%	61%	67%	57%	50%	60%	58%	58%	52%	63%	61%	58%	61%	61%	58%	64%	59%	69%	56%	60%	58%
Do not agree				E		*				I		**					*		S			
	202	101	100	74	70	57	47	70	73	70	132	6	81	114	124	78	33	169	43	158	147	54
	40%	42%	39%	33%	43%	50%	40%	42%	42%	48%	37%	39%	42%	39%	39%	42%	37%	41%	31%	44%	40%	42%
					C*					J		**				*		R				
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I actively seek out products from companies that promote gender equality in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	377	181	196	208	101	67	164	154	29	113	264	-	291	86	232	145	101	276	133	244	272	105
	75%	73%	77%	77%	70%	80%	77%	72%	79%	78%	74%	-	76%	75%	74%	78%	75%	76%	74%	76%	74%	79%
Do not agree	123	66	58	62	44	16	50	61	8	32	91	-	94	29	82	41	33	90	48	75	95	28
	25%	27%	23%	23%	30%	20%	23%	28%	21%	22%	26%	-	24%	25%	26%	22%	25%	25%	27%	24%	26%	21%
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	7389	3587	3802	3556	2324	1509	1440	2539	2895	3442	3948	1625	2748	3017	4601	2789	1308	6081	2087	5303	5431	1933
	53%	51%	54%	59%	51%	44%	51%	53%	56%	54%	52%	47%	52%	58%	54%	51%	66%	51%	65%	49%	55%	48%
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Do not agree	6611	3389	3222	2505	2199	1907	1366	2241	2322	2938	3672	1841	2562	2207	3925	2685	684	5927	1141	5470	4529	2073
	47%	49%	46%	41%	49%	56%	49%	47%	45%	46%	48%	53%	48%	42%	46%	49%	34%	49%	35%	51%	46%	52%
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	7389	266	162	307	262	233	326	339	326	220	213	155	254	326	282	353	299	173	189	221	344	197	204	237	277	330	250	354	291
	53%	53%	32%	61%	52%	47%	65%	68%	65%	44%	43%	31%	51%	65%	56%	71%	60%	35%	38%	44%	69%	39%	61%	47%	55%	66%	50%	71%	58%
		CJKIRSTVW		BCEFKJLMRS TVWXa	CJKIRSTVW	CLRSV	BCEFKJLMOR STVWXYa	BCEFKJLMQO RSTVWXYac	BCEFKJLMOR STVWXYa	CLR	CL		CLRSVW	BCEFKJLMOR STVWXYa	CFJKIRSTVW X	BCDEFJKLMO QRSTVWXYac	BCEFKJLMRS TVWXa		L	CLR	BCDEFJKLMO QRSTVWXYac	CL	CL	CLRSV	CFJKIRSTVW X	BCEFKJLMOR STVWXYa	CLRSVW	BCDEFJKLMO QRSTVWXYac	CFJKIRSTVW X
Do not agree	6611	234	338	193	238	257	174	161	174	280	287	345	246	174	218	147	201	327	311	279	156	303	296	263	223	170	250	146	209
	47%	47%	68%	39%	48%	53%	35%	32%	35%	56%	58%	69%	49%	35%	44%	29%	40%	65%	62%	56%	31%	61%	59%	53%	45%	34%	50%	29%	42%
		DGHINPQUZ b	BDEFGHUKM NOPQTUVW XYZahr	PUB	DGHINPQUZ b	DGHINOPQU YZbc				BDEGHINOP QUYZbc	BDEGHINOP QUYZbc	BDEFGHUKM NOPQSTUV WXYZahr	DGHINPQUZ b		GHINPUZb		HPUb	BDEFGHUKM OPQTUXYZab	BDEFGHIMN OPQUXYZabc	BDEGHINOP QUYZbc		BDEFGHIMN OPQUXYZabc	BDEGHIMNO PQUYZabc	DGHINOPQU YZbc	GHINPUZb		DGHINPQUZ b		HPUb
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their adve
Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	7389	559	1778	2107	1714	1776	1256	878
	53%	56%	59%	42%	57%	44%	63%	59%
		CE	CE		CE	C	ABCDEG	CE
Do not agree	6611	441	1222	2893	1286	2224	744	622
	47%	44%	41%	58%	43%	56%	37%	42%
		F	F	ABDEFG	F	ABDFG		F
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	266	140	126	137	80	48	21	22	188	65	201	92	108	65	178	88	69	196	85	180	217	49
	53%	57%	49%	55%	56%	45%	44%	48%	55%	43%	58%	54%	53%	52%	55%	50%	63%	50%	60%	50%	55%	46%
Do not agree																	Q					
	234	105	129	111	64	59	27	24	154	87	147	78	97	60	147	88	41	193	57	178	177	57
	47%	43%	51%	45%	45%	55%	56%	52%	45%	57%	42%	46%	47%	48%	45%	50%	37%	50%	40%	50%	45%	54%
Sigma																	P					
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51	
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
Agree with this statement	254	109	144	108	78	68	105	111	22	93	161	25	108	121	135	119	18	235	35	219	165	89	73	180	61	79	52	25	37	
	51%	44%	57%	55%	52%	45%	60%	51%	34%	47%	53%	42%	52%	52%	47%	57%	47%	51%	54%	50%	50%	53%	45%	54%	45%	47%	52%	59%	70%	
		A					H	H				*					*		*				X				*	**	VWXY*	
Do not agree	246	139	108	89	73	84	70	108	43	106	140	34	100	112	155	91	21	226	30	216	167	79	89	157	76	89	48	17	16	
	49%	56%	43%	45%	49%	55%	40%	49%	66%	53%	47%	58%	48%	48%	54%	44%	53%	49%	47%	50%	50%	47%	55%	47%	56%	53%	48%	41%	30%	
		B							FG*			*					*		*				b	b	Wb	b	*	**	*	
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204	
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
Agree with this statement	162	75	88	71	43	48	29	52	43	73	89	52	55	55	97	65	16	146	21	141	91	71	20	96	45	
	32%	30%	35%	38%	28%	31%	31%	36%	31%	36%	30%	36%	28%	34%	32%	33%	43%	32%	36%	32%	31%	34%	37%	34%	28%	
Do not agree	338	177	161	115	112	111	64	94	94	130	207	94	139	106	206	132	21	317	38	300	201	137	34	189	115	
	68%	70%	65%	62%	72%	70%	69%	64%	69%	64%	70%	64%	72%	66%	68%	67%	57%	69%	64%	68%	69%	66%	63%	66%	72%	
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

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Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		Brazil																				
	Brazil Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	326	145	181	187	93	46	28	244	44	119	207	113	158	54	179	147	64	262	84	242	229	97
	65%	62%	68%	66%	63%	69%	53%	70%	65%	67%	64%	73%	60%	67%	69%	62%	64%	66%	67%	65%	67%	61%
Do not agree	174	87	87	98	55	21	24	107	24	59	115	43	104	27	82	92	36	138	42	131	112	62
	35%	38%	32%	34%	37%	31%	47%	31%	36%	33%	36%	28%	40%	33%	31%	39%	36%	35%	34%	35%	33%	39%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	282	134	148	119	77	86	39	114	105	131	151	123	114	45	179	103	35	247	48	234	177	101	15	27	28	35	-	112	65
	56%	55%	58%	70%	52%	48%	66%	55%	59%	58%	55%	54%	58%	59%	58%	53%	72%	55%	69%	54%	59%	54%	47%	75%	53%	52%	-	58%	54%
Do not agree	218	109	109	52	72	95	20	92	73	95	123	104	82	32	129	90	14	205	22	197	126	87	17	9	25	32	-	80	55
	44%	45%	42%	30%	48%	53%	34%	45%	41%	42%	45%	46%	42%	41%	42%	47%	28%	45%	31%	46%	42%	46%	53%	25%	47%	48%	-	42%	46%
				*	C	C	**					*			*		*		*		*	**	**	*	*	*	*	*	*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	353	177	176	157	152	45	8	28	317	258	95	-	99	254	276	77	65	288	143	210	326	27
	71%	70%	72%	75%	72%	57%	79%	59%	72%	72%	68%	-	64%	73%	73%	64%	82%	68%	82%	64%	72%	60%
Do not agree				E	E	*	**	*						L			Q*		S			*
	147	78	69	52	60	34	2	19	126	102	45	-	55	92	104	43	14	133	31	116	129	18
	29%	31%	28%	25%	29%	43%	21%	41%	28%	28%	32%	-	36%	27%	27%	36%	18%	32%	18%	36%	28%	40%
						CD*	**	*					M				*		P		R	*
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	173	90	84	68	58	47	41	83	34	67	107	50	73	50	121	52	13	160	17	156	116	57	41	34	32	22	45
	35%	36%	33%	37%	36%	31%	38%	35%	35%	36%	34%	38%	33%	34%	34%	37%	54%	34%	44%	34%	36%	33%	40%	34%	36%	23%	40%
							*										**		*				Y	*	Y*	*	Y
Do not agree	327	157	169	116	106	105	66	154	63	119	207	83	146	97	236	90	12	315	22	304	211	115	62	65	57	76	66
	65%	64%	67%	63%	65%	69%	62%	65%	65%	64%	66%	62%	67%	66%	66%	63%	46%	66%	56%	66%	65%	67%	61%	66%	64%	78%	60%
							+									**		+					*	*	V&Z*		
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement		189	93	95	82	57	50	42	44	76	81	108	27	108	53	132	57	14	174	33	156	128	61	27	37	31	29	27	16	9	12
		38%	37%	39%	48%	37%	29%	32%	35%	42%	42%	35%	31%	38%	42%	38%	38%	43%	37%	46%	36%	37%	41%	34%	34%	46%	43%	35%	71%	24%	33%
Do not agree		311	160	151	88	98	125	90	82	103	112	200	60	178	73	218	93	19	292	39	272	221	90	53	71	37	38	51	7	29	25
		62%	63%	61%	52%	63%	72%	68%	65%	58%	58%	65%	69%	62%	58%	62%	62%	57%	63%	54%	64%	63%	60%	66%	66%	54%	57%	65%	30%	76%	67%
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd) Base: All Respondents (wtd) Agree with this statement	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	155	71	84	61	47	47	8	66	66	57	98	30	90	35	88	67	14	141	23	132	113	42	48	53	55
	31%	29%	33%	34%	28%	32%	34%	33%	32%	28%	33%	28%	31%	36%	30%	33%	41%	30%	40%	30%	30%	34%	32%	35%	28%
Do not agree	345	176	169	121	123	101	16	138	142	149	196	77	204	64	205	140	20	325	34	311	263	82	101	99	145
	69%	71%	67%	67%	72%	68%	66%	68%	68%	72%	67%	72%	70%	64%	70%	68%	59%	70%	60%	70%	70%	66%	68%	65%	73%
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	344	179	164	185	110	49	49	189	97	199	145	-	40	304	216	127	102	242	218	125	287	57
	69%	70%	68%	69%	71%	62%	66%	71%	71%	66%	73%	-	77%	68%	73%	63%	77%	66%	76%	59%	71%	58%
Do not agree	156	77	79	82	44	30	26	78	39	103	53	-	12	145	81	76	30	126	70	86	115	41
	31%	30%	32%	31%	29%	38%	34%	29%	29%	34%	27%	-	23%	32%	27%	37%	23%	34%	24%	41%	29%	42%
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																										
		Gender		Age		Household Income				Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isola	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50	
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57	
Agree with this statement	197	100	97	66	58	73	48	86	34	103	93	72	92	32	99	98	25	171	32	165	118	79	51	24	45	52	24	
	39%	40%	39%	41%	36%	41%	43%	38%	38%	40%	38%	34%	43%	44%	40%	39%	56%	38%	46%	38%	40%	39%	39%	25%	47%	44%	43%	
							*		*								Q*		*			W	*	W*	W	W*		
Do not agree	303	148	155	95	105	103	65	141	54	152	151	141	122	41	150	153	20	284	38	266	179	124	80	71	52	68	33	
	61%	60%	62%	59%	64%	59%	57%	62%	62%	60%	62%	66%	57%	56%	60%	61%	44%	62%	54%	62%	60%	61%	61%	75%	53%	57%	57%	
							+		+								*	p	*				VK02*	*		+		
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	204	107	97	72	61	71	101	69	12	94	111	111	40	53	95	109	5	199	16	188	129	75
	41%	43%	39%	43%	39%	41%	38%	45%	55%	43%	39%	42%	40%	40%	41%	41%	32%	41%	50%	40%	41%	42%
Do not agree	296	144	152	96	97	103	164	84	10	125	171	156	61	79	140	156	11	285	16	279	190	106
	59%	57%	61%	57%	61%	59%	62%	55%	45%	57%	61%	59%	60%	60%	60%	59%	68%	59%	50%	60%	60%	58%
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	307	145	162	169	95	43	58	105	126	126	180	14	210	83	199	108	80	227	122	185	236	71
	61%	60%	62%	65%	56%	61%	62%	58%	66%	65%	59%	56%	59%	70%	63%	58%	69%	59%	71%	56%	64%	54%
Do not agree	193	95	98	91	74	28	36	78	64	70	124	11	147	36	115	78	37	157	50	143	133	61
	39%	40%	38%	35%	44%	39%	38%	43%	34%	36%	41%	44%	41%	30%	37%	42%	31%	41%	29%	44%	36%	46%
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	262	123	139	107	82	72	11	58	158	136	125	37	166	59	144	117	28	233	56	206	180	81	51	53	50	39	31	39	
	52%	49%	55%	53%	53%	50%	56%	52%	52%	53%	52%	50%	53%	51%	53%	52%	59%	52%	58%	51%	53%	50%	51%	51%	57%	48%	59%	51%	
							**					*					*		*			*	*	*	*	*	*	*	
Do not agree	238	127	112	95	72	72	8	54	145	120	118	37	145	56	130	108	19	219	41	197	158	81	49	51	37	43	21	37	
	48%	51%	45%	47%	47%	50%	44%	48%	48%	47%	49%	50%	47%	49%	47%	48%	41%	48%	43%	49%	47%	50%	50%	49%	43%	52%	41%	49%	
							**					*					*		*			*	*	*	*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status				Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
Agree with this statement	233	107	127	94	86	53	19	62	146	133	100	42	138	53	151	82	17	216	34	199	173	60	68	21	33	55	18	27	11
	47%	45%	49%	46%	49%	46%	37%	45%	50%	50%	43%	50%	48%	42%	49%	43%	40%	46%	54%	46%	46%	48%	50%	44%	42%	52%	41%	40%	49%
Do not agree	267	132	134	113	90	64	33	76	144	132	135	42	152	73	156	110	18	249	29	238	202	65	67	27	46	50	25	40	11
	53%	55%	52%	55%	51%	55%	63%	55%	50%	50%	58%	50%	52%	58%	51%	57%	51%	54%	46%	54%	54%	52%	50%	56%	58%	48%	59%	60%	51%
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	326	180	146	191	116	19	103	103	102	252	74	35	58	233	256	70	143	184	180	146	270	57
	65%	62%	70%	67%	65%	54%	57%	72%	78%	68%	57%	60%	60%	68%	71%	51%	80%	57%	75%	56%	67%	58%
Do not agree		A				**		F		J		*			O		Q		S			*
	174	112	62	93	64	17	78	41	28	118	56	23	38	112	106	68	36	137	60	114	133	41
	35%	38%	30%	33%	35%	46%	43%	29%	22%	32%	43%	40%	40%	32%	29%	49%	20%	43%	25%	44%	33%	42%
Sigma		B				**	GH			I		*	*		N		P		R			*
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	339	169	170	211	87	41	54	70	214	115	224	139	69	131	193	146	76	263	119	220	237	101
	68%	70%	66%	75%	61%	54%	78%	68%	65%	63%	70%	65%	67%	71%	69%	67%	74%	66%	71%	66%	67%	71%
Do not agree	161	72	89	72	55	34	15	32	113	67	94	74	34	53	88	73	27	134	48	113	119	41
	32%	30%	35%	26%	39%	46%	22%	32%	35%	37%	30%	35%	33%	29%	31%	34%	27%	34%	29%	34%	34%	29%
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	326	169	157	121	128	78	32	106	188	194	132	2	57	267	222	104	39	287	79	247	281	37
	65%	67%	64%	63%	65%	69%	47%	69%	67%	67%	62%	31%	70%	65%	66%	63%	76%	64%	71%	64%	66%	58%
				*			**	*		*		**	*			*	*				**	
Do not agree	174	84	90	71	68	35	36	47	91	94	80	5	25	143	113	61	12	161	33	141	145	26
	35%	33%	36%	37%	35%	31%	53%	31%	33%	33%	38%	69%	30%	35%	34%	37%	24%	36%	29%	36%	34%	42%
				*			**	*		*		**	*			*	*				**	
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	237	114	123	94	84	59	108	69	23	111	126	91	62	84	138	99	16	221	26	212	145	93	47	49	69	72	
	47%	45%	50%	54%	46%	41%	45%	51%	49%	48%	47%	40%	52%	54%	48%	46%	42%	48%	52%	47%	49%	45%	51%	38%	48%	55%	
									*					K			*		*				*	*		W*	
Do not agree	263	138	125	80	99	84	133	66	23	120	142	136	57	71	147	116	22	240	24	239	151	112	46	81	76	60	
	53%	55%	50%	46%	54%	59%	55%	49%	51%	52%	53%	60%	48%	46%	52%	54%	58%	52%	48%	53%	51%	55%	49%	63%	52%	46%	
									*			M					*		*				y*			*	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total		Sweden																									
			Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132	
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115	
Agree with this statement	220	93	127	103	58	59	60	97	37	69	151	120	30	70	146	74	32	188	41	180	156	65	22	61	48	34	54	
	44%	37%	52%	53%	43%	35%	43%	42%	46%	47%	43%	43%	48%	44%	41%	52%	45%	44%	41%	45%	43%	46%	49%	49%	42%	35%	47%	
			A	E					*				*				*		*		*			*	y*		*	
Do not agree	280	161	119	91	76	112	78	132	43	80	200	157	33	90	210	70	40	240	58	222	204	76	23	63	67	65	61	
	56%	63%	48%	47%	57%	66%	57%	58%	54%	54%	57%	57%	52%	56%	59%	48%	55%	56%	59%	55%	57%	54%	51%	51%	58%	66%	53%	
		B		C					*				+				+		+		+		+		W*			
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	213	98	114	119	75	19	4	13	195	110	103	99	8	105	123	89	31	181	79	134	143	70
	43%	39%	46%	49%	42%	24%	33%	26%	45%	42%	43%	33%	46%	58%	43%	42%	53%	41%	56%	37%	49%	33%
	*	*	*	*	*	**	**	**	*	*	*	*	*	K	*	*	*	*	S*	*	*	*
Do not agree	287	154	133	123	105	59	9	37	242	150	138	200	10	78	166	121	28	260	61	227	148	139
	58%	61%	54%	51%	58%	76%	67%	74%	55%	58%	57%	67%	54%	43%	57%	58%	47%	59%	44%	63%	51%	67%
	*	*	*	*	*	**	**	**	*	*	*	M*	*	*	*	*	*	*	*	R*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	221	92	128	100	69	52	20	104	73	90	131	53	52	115	136	85	18	202	35	186	170	51	32	26	22	30	44	33	19	
	44%	37%	51%	51%	44%	35%	39%	46%	44%	45%	43%	45%	40%	46%	43%	46%	49%	44%	49%	43%	45%	42%	44%	53%	32%	47%	40%	55%	41%	
Do not agree	279	157	122	96	87	96	32	124	93	108	171	64	78	137	181	99	19	260	37	243	207	72	40	23	48	33	66	28	27	
	56%	63%	49%	49%	56%	65%	61%	55%	56%	55%	57%	55%	60%	54%	57%	54%	51%	56%	51%	57%	55%	59%	56%	48%	68%	53%	60%	45%	59%	
	B					C	*										*		*				*	*	Wa*	*		*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	277	122	156	113	89	76	38	130	110	146	131	114	76	87	155	122	33	244	50	227	186	84	50	60	103	64
	55%	49%	62%	62%	58%	46%	47%	62%	52%	55%	56%	49%	60%	62%	56%	55%	69%	54%	68%	53%	58%	49%	55%	55%	56%	56%
Do not agree	223	126	97	70	64	89	43	80	100	119	104	119	51	54	122	101	15	207	23	199	134	89	41	49	81	51
	45%	51%	38%	38%	42%	54%	53%	38%	48%	45%	44%	51%	40%	38%	44%	45%	32%	46%	32%	47%	42%	51%	45%	45%	44%	44%
Sigma	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status			
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	354	174	180	205	107	42	140	93	100	193	161	48	114	191	227	127	66	288	120	234	296	53
	71%	70%	72%	74%	68%	62%	76%	69%	69%	72%	69%	71%	69%	72%	75%	65%	75%	70%	75%	69%	71%	65%
					*							*					*					*
Do not agree	146	75	71	71	50	25	45	42	46	74	72	20	51	75	77	69	22	124	41	105	118	28
	29%	30%	28%	26%	32%	38%	24%	31%	32%	28%	31%	29%	31%	28%	25%	35%	25%	30%	25%	31%	29%	35%
					*							*					*					*
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	299	149	150	168	87	44	33	146	103	116	183	37	109	153	200	99	78	221	115	184	242	57
	60%	62%	58%	66%	59%	46%	63%	55%	68%	64%	57%	57%	58%	62%	62%	56%	65%	58%	68%	56%	62%	53%
Do not agree				E		*	*		G			*							S			*
	201	93	108	88	61	51	20	118	49	65	136	28	80	92	122	79	41	160	54	147	151	50
	40%	38%	42%	34%	41%	54%	37%	45%	32%	36%	43%	43%	43%	38%	38%	44%	35%	42%	32%	44%	39%	47%
				C*		*		H				*							R			*
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	291	154	137	145	70	76	41	43	166	161	130	90	166	34	134	157	53	238	67	223	182	109
	58%	62%	55%	77%	42%	52%	56%	52%	58%	54%	65%	67%	57%	49%	59%	57%	76%	55%	68%	56%	57%	60%
	*	*		DE*	*	*	**	*		*	*	**			*	*	**		**		*	
Do not agree	209	96	113	43	96	70	32	41	121	139	70	45	128	36	92	117	17	193	32	177	137	72
	42%	39%	45%	23%	58%	48%	44%	48%	42%	46%	35%	33%	44%	51%	41%	43%	24%	45%	32%	44%	43%	40%
	*	*		C*	C*	C*	**	*		*	*	**			*	*	**		**		*	
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	250	119	131	121	84	44	54	82	95	63	187	7	90	152	168	82	55	195	84	166	195	55
	50%	49%	51%	54%	52%	39%	46%	50%	54%	44%	53%	45%	46%	53%	53%	45%	61%	48%	61%	46%	52%	43%
Do not agree				E		*						**					Q*		S			
	250	125	125	103	78	70	63	84	79	81	169	9	104	137	148	102	36	214	54	196	177	73
	50%	51%	49%	46%	48%	61%	54%	51%	46%	56%	48%	55%	54%	47%	47%	55%	40%	52%	39%	54%	48%	57%
Sigma				C*								**					*	P	R			
	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I buy from brands that show people from a wide range of backgrounds in their advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	330	160	170	183	95	52	144	147	21	85	245	-	256	74	214	116	99	231	124	206	244	86
	66%	65%	67%	68%	65%	62%	67%	68%	58%	58%	69%	-	67%	65%	68%	63%	74%	63%	69%	65%	67%	64%
Do not agree					*	*			*		I											
	170	86	84	87	51	32	71	68	16	61	109	-	129	41	101	69	35	135	57	113	122	47
	34%	35%	33%	32%	35%	38%	33%	32%	42%	42%	31%	-	34%	36%	32%	37%	26%	37%	31%	36%	33%	36%
Sigma					*	*			*	J												
	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	7372	3517	3855	3284	2407	1681	1462	2569	2782	3493	3879	1746	2773	2854	4520	2852	1227	6145	1951	5421	5432	1918
	53%	50%	55%	54%	53%	49%	52%	54%	53%	55%	51%	50%	52%	55%	53%	52%	62%	51%	60%	50%	55%	48%
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Do not agree	6628	3459	3169	2777	2116	1735	1344	2211	2435	2887	3741	1720	2538	2370	4006	2622	764	5863	1277	5351	4527	2088
	47%	50%	45%	46%	47%	51%	48%	46%	47%	45%	49%	50%	48%	45%	47%	48%	38%	49%	40%	50%	46%	52%
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	7372	270	191	266	232	261	312	264	276	247	196	190	241	323	287	368	282	221	202	242	349	232	245	241	291	291	264	346	241
	53%	54%	38%	53%	46%	52%	63%	53%	55%	49%	39%	38%	48%	65%	57%	74%	56%	44%	40%	49%	70%	46%	49%	48%	58%	58%	53%	69%	48%
		CEKLRSV		OKLRS	CL	OKLRS	BCDEFGHIJLMRSTVWXac	CKLRS	CEKLRSV	CKLS			CLS	BCDEFGHIJLMRSTVWXa	CEJLMRSTVX	BCDEFGHIJLMNOQRSTVWXYZac	CEJLMRSTVX			CKLS	BCDEFGHIJLMOQRSTVWXYZac	CL	CLS	CLS	CEJLMRSTVWXc	CEJLMRSTVWXc	CEKLS	BCDEFGHIJLMOQRSTVWXYZac	CL
Do not agree	6628	230	309	234	268	239	188	236	224	253	304	310	259	177	213	132	218	279	298	258	151	268	255	259	209	209	236	154	259
	47%	46%	62%	47%	54%	48%	38%	47%	45%	51%	61%	62%	52%	35%	43%	26%	44%	56%	60%	52%	30%	54%	51%	52%	42%	42%	47%	31%	52%
		GNPUB	BDEFGHIJMNOPQTUVWXYZahr	GNPUB	BGINOPQUIYZab	GNPUYb	PUB	GNPUB	GNPUB	GNOPQUIYZb	BDFGHIJNOPQTUYZab	BDEFGHIJMNOPQTUVWXYZahr	GNOPQUIYZb	P	PUB		NPUB	BDFGHIJNOPQUIYZab	BDFGHIJMNOPQTUVWXYZahr	GNOPQUIYZb		BGINOPQUIYZb	GNPUIYZb	GNOPQUIYZb	PUB	PUB	GNPUB		GNPUIYZb
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	7372	578	1697	2238	1740	1980	1301	773
	53%	58%	57%	45%	58%	50%	65%	52%
		CEG	CEG		CEG	C	ABCDEG	C
Do not agree	6628	422	1303	2762	1260	2020	699	727
	47%	42%	43%	55%	42%	51%	35%	49%
		F	F	ABDEFG	F	ABDF		ABDF
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	270	121	150	135	80	56	24	22	187	86	185	72	126	73	178	92	63	207	87	183	212	59
	54%	49%	59%	54%	55%	52%	51%	48%	55%	56%	53%	42%	61%	59%	55%	53%	57%	53%	61%	51%	54%	55%
Do not agree		A											K	K					S			
	230	124	105	113	65	51	24	24	155	67	163	98	79	52	147	83	47	182	55	175	182	47
	46%	51%	41%	46%	45%	48%	49%	52%	45%	44%	47%	58%	39%	41%	45%	47%	43%	47%	39%	49%	46%	45%
Sigma		B										LM							R			
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	241	96	145	104	77	61	84	109	26	103	139	27	96	119	132	109	20	222	33	208	167	74	78	163	65	73	48	24	32
	48%	39%	58%	53%	51%	40%	48%	50%	40%	52%	46%	45%	46%	51%	46%	52%	51%	48%	50%	48%	50%	44%	48%	48%	48%	43%	47%	57%	60%
Do not agree	259	152	107	94	74	91	91	110	39	96	163	32	112	114	158	101	19	240	33	226	165	94	85	174	71	95	53	18	21
	52%	61%	42%	47%	49%	60%	52%	50%	60%	48%	54%	55%	54%	49%	55%	48%	49%	52%	50%	52%	50%	56%	52%	52%	52%	57%	53%	43%	40%
		B				CD				*			*				*	*	*	*							*	**	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium Total	Belgium																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement		191	87	105	81	56	55	22	58	61	80	112	51	76	64	109	83	12	179	22	169	122	70	21	119	52
		38%	35%	42%	44%	36%	34%	23%	40%	44%	39%	38%	35%	39%	40%	36%	42%	33%	39%	38%	38%	42%	34%	38%	42%	32%
Do not agree		309	165	144	105	99	104	72	88	77	124	184	95	118	96	194	115	24	284	36	273	170	138	34	166	109
		62%	66%	58%	57%	64%	66%	GH*	60%	56%	61%	62%	65%	61%	60%	64%	58%	67%	61%	62%	62%	58%	67%	62%	58%	68%
Sigma		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	323	150	173	184	95	44	31	233	44	116	207	110	160	53	175	148	76	247	98	225	230	93
	65%	65%	64%	64%	64%	66%	61%	66%	64%	65%	64%	71%	61%	65%	67%	62%	76%	62%	77%	60%	68%	58%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	S*	*	*	*
Do not agree	177	82	95	102	53	23	20	118	25	62	115	46	103	28	86	91	24	153	29	148	111	66
	35%	35%	36%	36%	36%	34%	40%	34%	36%	35%	36%	30%	39%	35%	33%	38%	24%	38%	23%	40%	33%	42%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	*	R	*	*
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106	
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120	
Agree with this statement	287	131	156	94	93	100	28	120	112	131	156	138	106	42	174	113	27	260	44	243	188	99	17	21	30	46	-	107	65	
	57%	54%	60%	55%	63%	55%	47%	58%	63%	58%	57%	61%	54%	55%	57%	59%	55%	58%	63%	56%	62%	53%	53%	58%	57%	69%	-	56%	54%	
Do not agree	213	111	102	77	55	81	32	87	67	95	118	89	90	35	133	80	22	192	26	188	115	89	15	15	23	21	-	85	55	
	43%	46%	40%	45%	37%	45%	53%	42%	37%	42%	43%	39%	46%	45%	43%	42%	45%	42%	37%	44%	38%	47%	47%	42%	43%	31%	-	44%	46%	
				*			**					*			*		*		*		*	**	**	**	*	*	*	*	*	
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	368	190	178	153	164	51	6	31	330	272	97	-	115	254	281	87	66	303	139	229	341	27
	74%	75%	73%	73%	78%	64%	65%	67%	75%	76%	69%	-	74%	73%	74%	72%	82%	72%	80%	70%	75%	59%
Do not agree					E	*	**	*									*		S		U	*
	132	64	67	56	48	28	3	16	113	88	43	-	39	92	98	33	14	118	35	97	113	19
	26%	25%	28%	27%	22%	36%	36%	33%	26%	25%	31%	-	26%	27%	26%	28%	18%	28%	20%	30%	25%	41%
					D*	**	*										*		R		T*	
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement	221	107	114	86	65	70	50	107	49	91	130	62	97	61	155	65	17	203	21	200	147	73	47	45	39	38	52	
	44%	43%	45%	46%	40%	46%	47%	45%	50%	49%	41%	47%	44%	41%	43%	46%	69%	43%	53%	43%	45%	43%	45%	46%	43%	39%	46%	
							*										**		*				*	*	*			
Do not agree	279	140	139	99	99	82	56	131	48	95	184	71	122	86	202	77	8	272	18	261	180	99	57	53	51	59	60	
	56%	57%	55%	54%	60%	54%	53%	55%	50%	51%	59%	53%	56%	59%	57%	54%	31%	57%	47%	57%	55%	58%	55%	54%	57%	61%	54%	
							+										**		+				+	+	+			
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement	202	98	104	78	57	67	54	37	80	82	120	39	112	51	141	61	13	189	31	171	144	57	38	43	30	21	27	8	15	19	
	40%	39%	42%	46%	37%	38%	41%	29%	45%	43%	39%	45%	39%	40%	40%	41%	38%	41%	44%	40%	41%	38%	48%	40%	44%	32%	35%	37%	39%	50%	
							*		G			*				**		*		*		*	*	*	*	*	*	**	*	**	
Do not agree	298	156	142	92	98	108	77	90	100	110	188	48	175	76	209	90	21	277	40	258	204	94	42	65	38	45	51	14	24	19	
	60%	61%	58%	54%	63%	62%	59%	71%	56%	57%	61%	55%	61%	60%	60%	60%	62%	60%	57%	60%	59%	62%	52%	60%	56%	68%	65%	63%	61%	50%	
				*			*		H			**				**	*	*	*	*	*	*	*	*	*	*	**	*	*	**	
Sigma	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North an the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	190	76	114	79	62	49	20	83	67	69	121	52	109	28	109	80	16	174	16	174	136	54	52	57	80
	38%	31%	45%	44%	36%	33%	80%	41%	32%	34%	41%	49%	37%	29%	37%	39%	47%	37%	28%	39%	36%	43%	35%	38%	40%
			A					**				M*					*		*						
Do not agree	310	171	139	102	109	99	5	121	140	137	173	55	185	71	184	127	18	292	42	269	240	70	97	94	119
	62%	69%	55%	56%	64%	67%	21%	59%	68%	67%	59%	51%	63%	72%	63%	61%	53%	63%	72%	61%	64%	57%	65%	62%	60%
			B					**				*		K			*		*						
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	349	182	166	186	104	59	46	189	100	209	140	-	29	319	230	119	95	254	216	133	295	54
	70%	71%	68%	70%	68%	74%	62%	71%	74%	69%	71%	-	57%	71%	77%	59%	72%	69%	75%	63%	73%	55%
Do not agree	151	74	77	81	50	21	29	78	36	93	58	-	22	129	67	84	37	114	73	78	108	44
	30%	29%	32%	30%	33%	26%	38%	29%	27%	31%	29%	-	43%	29%	23%	41%	28%	31%	25%	37%	27%	45%
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	M*	449	297	203	N	132	368	289	211	402
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																											
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isle		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50		
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57		
Agree with this statement	232	112	120	77	67	88	52	109	40	123	108	104	96	32	108	124	23	209	28	203	136	96	59	38	37	67	30		
	46%	45%	48%	48%	41%	50%	46%	48%	45%	48%	44%	49%	45%	43%	43%	49%	51%	46%	41%	47%	46%	47%	45%	40%	39%	56%	53%		
							*		*								*		*				*	*	WX	*			
Do not agree	268	136	132	84	96	88	60	118	48	133	136	108	118	41	141	127	22	246	41	227	161	108	72	57	59	53	27		
	54%	55%	53%	52%	59%	50%	54%	52%	55%	52%	56%	51%	55%	57%	57%	51%	49%	54%	59%	53%	54%	53%	55%	60%	61%	44%	47%		
							+		+								+		+				Y+	Y+	+				
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	245	118	127	67	81	96	121	87	15	114	130	133	53	59	114	130	10	235	20	225	152	93
	49%	47%	51%	40%	51%	56%	46%	57%	68%	52%	46%	50%	52%	44%	49%	49%	60%	49%	60%	48%	48%	51%
Do not agree	255	133	122	101	77	77	145	66	7	104	151	134	48	73	121	135	6	249	13	242	167	88
	51%	53%	49%	60%	49%	44%	55%	43%	33%	48%	54%	50%	48%	56%	51%	51%	40%	51%	40%	52%	52%	49%
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	266	108	158	137	101	28	52	95	101	101	166	18	182	66	161	105	64	203	96	171	196	70
	53%	45%	61%	53%	60%	39%	55%	52%	53%	51%	55%	76%	51%	56%	51%	57%	54%	53%	56%	52%	53%	54%
Do not agree		A			E	*	*					**					*				*	
	234	132	102	123	67	44	43	89	90	95	138	6	175	53	153	81	53	180	77	157	173	61
	47%	55%	39%	47%	40%	61%	45%	48%	47%	49%	46%	24%	49%	45%	49%	44%	46%	47%	45%	48%	47%	46%
		B			D*	*	*					**					*				*	
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																												
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: All Respondents (unwtd)		502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement		232	107	125	89	72	71	5	59	145	121	111	35	156	41	133	99	27	205	46	186	157	75	38	44	46	37	28	39	
		46%	43%	50%	44%	47%	49%	24%	52%	48%	47%	46%	47%	50%	35%	48%	44%	56%	45%	48%	46%	46%	46%	38%	43%	52%	46%	53%	52%	
								**										*		*			*			*	*	*	*	
Do not agree		268	142	126	113	82	73	14	54	158	136	132	39	155	74	142	127	21	247	51	217	181	87	62	59	41	44	24	37	
		54%	57%	50%	56%	53%	51%	76%	48%	52%	53%	54%	53%	50%	65%	52%	56%	44%	55%	53%	54%	54%	54%	62%	57%	48%	55%	47%	48%	
								**										*		*			*			*	*	*	*	
Sigma		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Russia																												
	Russia Total	Gender		Age			Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	261	118	143	118	85	59	25	75	149	145	116	46	153	62	154	107	19	242	34	226	197	64	74	23	34	61	24	34	11	
	52%	49%	55%	57%	48%	50%	48%	54%	52%	55%	50%	55%	53%	49%	50%	56%	54%	52%	54%	52%	52%	52%	55%	48%	43%	58%	50%	50%	50%	
Do not agree	239	121	118	89	91	59	27	63	140	120	119	38	137	64	153	86	16	223	29	210	178	61	61	25	45	44	19	33	11	
	48%	51%	45%	43%	52%	50%	52%	46%	49%	45%	51%	45%	47%	51%	50%	44%	46%	48%	46%	48%	48%	49%	45%	52%	57%	42%	44%	50%	50%	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia	Saudi Arabia																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	312	167	145	187	106	19	116	84	95	239	74	32	59	221	236	76	143	169	176	136	260	52
	63%	57%	70%	66%	59%	53%	64%	58%	73%	64%	57%	55%	62%	64%	65%	55%	80%	53%	74%	52%	65%	54%
		A							G								Q		S			
Do not agree	188	125	63	97	73	17	66	61	35	132	56	26	37	124	126	62	36	151	63	124	142	45
	38%	43%	30%	34%	41%	48%	36%	42%	27%	36%	43%	45%	38%	36%	35%	45%	20%	47%	26%	48%	35%	47%
		B				**		H				*					P		R		*	
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	264	122	143	145	84	35	41	53	171	104	160	129	51	84	144	121	54	210	85	179	181	83
	53%	51%	55%	51%	60%	46%	58%	52%	52%	57%	50%	61%	49%	46%	51%	55%	52%	53%	51%	54%	51%	58%
Do not agree					E		*	*				M	*				*				*	
	236	119	117	138	57	41	29	50	157	78	158	84	52	100	137	99	49	187	82	154	175	60
	47%	49%	45%	49%	41%	54%	42%	49%	48%	43%	50%	39%	51%	54%	49%	45%	48%	47%	49%	46%	49%	42%
Sigma					D		*	*				*		K			*				*	
	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	276	149	127	88	114	74	36	89	151	182	94	1	44	232	189	88	29	247	66	210	233	34
	55%	59%	51%	46%	58%	66%	53%	58%	54%	63%	45%	10%	53%	57%	56%	53%	56%	55%	59%	54%	55%	54%
				*		C	**	*		J	*	**	*			*	*					**
Do not agree	224	103	120	103	81	39	32	64	128	106	117	7	38	178	146	78	23	201	46	178	193	29
	45%	41%	49%	54%	42%	34%	47%	42%	46%	37%	56%	90%	47%	44%	44%	47%	44%	45%	41%	46%	45%	46%
				E*			**	*			†*	**	*			*	*					**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	241	111	130	93	80	68	113	74	22	108	133	105	62	74	142	99	20	222	26	215	154	87	47	66	71	58	
	48%	44%	53%	53%	44%	48%	47%	54%	47%	47%	50%	46%	53%	48%	50%	46%	50%	48%	53%	48%	52%	43%	50%	51%	49%	44%	
Do not agree	259	141	118	81	103	75	128	62	24	124	135	122	56	81	143	116	19	240	23	236	142	117	46	64	74	74	
	52%	56%	47%	47%	56%	52%	53%	46%	53%	54%	50%	54%	48%	52%	50%	54%	50%	52%	47%	52%	48%	57%	50%	49%	51%	56%	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
									*								*		*			*	*	*	*	*	

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/S,T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/S,T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	247	127	120	108	58	81	73	113	39	77	170	139	28	79	174	73	32	215	45	201	179	68	17	56	60	55	59
	49%	50%	49%	56%	43%	47%	53%	49%	49%	52%	49%	50%	44%	50%	49%	51%	45%	50%	46%	50%	50%	49%	37%	45%	52%	55%	51%
				D					*				*				*		*			*	*			V*	
Do not agree	253	127	126	86	77	90	65	117	41	72	181	137	35	81	182	71	40	213	53	200	181	72	28	69	55	45	56
	51%	50%	51%	44%	57%	53%	47%	51%	52%	49%	52%	50%	56%	50%	51%	49%	56%	50%	54%	50%	50%	51%	63%	55%	48%	45%	49%
				C					*				*				*		*			Y*	*			*	
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	196	93	104	93	74	29	12	15	169	96	100	107	6	83	119	77	35	161	68	128	132	64
	39%	37%	42%	39%	41%	37%	91%	30%	39%	37%	42%	36%	36%	45%	41%	37%	59%	37%	49%	35%	45%	31%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	Q*	*	*	*	*	*
Do not agree	304	160	144	149	106	49	1	35	268	164	140	192	11	100	171	133	24	280	71	233	159	145
	61%	63%	58%	62%	59%	63%	9%	71%	61%	63%	58%	64%	64%	55%	59%	63%	41%	64%	51%	65%	55%	69%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	P	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	242	104	139	92	85	65	17	121	82	105	138	56	67	119	140	102	20	222	37	206	186	56	39	25	32	36	42	30	19	
	49%	42%	55%	47%	55%	44%	33%	53%	49%	53%	46%	47%	52%	47%	44%	56%	55%	48%	51%	48%	49%	46%	55%	50%	46%	56%	38%	49%	40%	
					E			F		G					N	*	*				25*	55*	50%	46%	56%	38%	49%	40%		
Do not agree	258	146	112	104	70	83	35	107	84	94	164	62	63	133	176	82	17	241	35	222	191	67	32	25	38	28	68	31	28	
	52%	58%	45%	53%	45%	56%	67%	47%	51%	47%	54%	53%	48%	53%	56%	45%	45%	52%	49%	52%	51%	55%	45%	50%	54%	44%	62%	51%	60%	
		B			D		GH*							O		*	*	*	*			*	*	*	*	YY	*	*		
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	291	132	160	118	91	82	42	128	121	149	142	132	76	83	150	141	31	260	48	243	187	98	54	64	114	60
	58%	53%	63%	65%	60%	50%	52%	61%	58%	56%	61%	57%	60%	59%	54%	63%	63%	58%	65%	57%	59%	57%	59%	58%	62%	52%
Do not agree		A	E	E		*									N	*									Y	
	209	116	93	65	62	83	39	82	88	117	92	100	51	57	127	82	18	191	26	183	133	75	37	46	71	55
	42%	47%	37%	35%	40%	50%	48%	39%	42%	44%	39%	43%	41%	41%	46%	37%	37%	42%	35%	43%	41%	43%	41%	42%	38%	48%
Sigma	B				CD	*									O		*								X	
	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	346	175	172	187	117	42	129	96	95	188	158	47	121	178	216	130	62	284	123	223	298	42
	69%	70%	68%	68%	75%	62%	70%	72%	65%	71%	68%	69%	73%	67%	71%	66%	70%	69%	77%	66%	72%	53%
Do not agree					E	*						*					*		S		U	*
	154	74	80	89	40	26	56	38	51	79	75	21	44	89	87	66	26	127	38	116	116	38
	31%	30%	32%	32%	25%	38%	30%	28%	35%	30%	32%	31%	27%	33%	29%	34%	30%	31%	23%	34%	28%	47%
					D*							*					*		R		T*	
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia	Colombia																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	282	143	139	145	82	54	33	145	87	109	173	37	108	136	176	106	75	207	114	168	228	54
	56%	59%	54%	57%	56%	57%	62%	55%	57%	61%	54%	58%	57%	55%	55%	60%	63%	54%	68%	51%	58%	51%
Do not agree	218	98	120	111	66	42	20	119	65	71	147	28	81	109	146	72	44	174	54	164	165	53
	44%	41%	46%	43%	45%	44%	38%	45%	43%	40%	46%	43%	43%	45%	45%	41%	37%	46%	32%	49%	42%	50%
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania	Romania																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	241	131	110	105	73	62	31	40	133	137	104	62	149	30	110	132	37	204	35	206	149	92
	48%	53%	44%	56%	44%	43%	42%	48%	47%	46%	52%	46%	51%	42%	49%	48%	53%	47%	36%	51%	47%	51%
Do not agree	259	119	140	83	93	83	42	44	153	163	96	73	145	41	117	142	33	226	64	195	170	89
	52%	48%	56%	44%	56%	57%	58%	52%	54%	54%	48%	54%	49%	58%	52%	52%	47%	53%	64%	49%	53%	49%
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	264	121	143	113	91	60	69	75	94	69	195	8	108	148	172	92	60	204	83	181	202	62
	53%	50%	56%	50%	56%	53%	59%	45%	54%	48%	55%	50%	55%	51%	54%	50%	66%	50%	60%	50%	55%	48%
Do not agree	236	123	113	111	71	54	48	91	80	75	161	8	87	141	144	92	31	205	56	180	169	67
	47%	50%	44%	50%	44%	47%	41%	55%	46%	52%	45%	50%	45%	49%	46%	50%	34%	50%	40%	50%	46%	52%
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting a more realistic portrayal of people in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	291	143	149	142	91	58	130	125	19	90	202	-	228	64	198	93	84	208	113	179	224	67
	58%	58%	59%	53%	63%	69%	61%	58%	51%	62%	57%	-	59%	55%	63%	50%	62%	57%	62%	56%	61%	50%
Do not agree					*	C*			*						O							
	209	103	105	128	54	26	84	90	18	56	153	-	157	51	116	92	51	158	68	140	142	66
	42%	42%	42%	48%	37%	31%	39%	42%	49%	38%	43%	-	41%	45%	37%	50%	38%	43%	38%	44%	39%	50%
Sigma				E	*	*			*						N							
	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	10211	5042	5169	4455	3317	2438	1968	3535	3897	4735	5475	2471	3870	3870	6207	4003	1494	8716	2455	7755	7305	2875
	73%	72%	74%	74%	73%	71%	70%	74%	75%	74%	72%	71%	73%	74%	73%	73%	75%	73%	76%	72%	73%	72%
																	Q		S			
Do not agree	3789	1934	1855	1606	1206	978	839	1245	1320	1645	2145	995	1440	1354	2318	1471	497	3292	772	3017	2655	1131
	27%	28%	26%	27%	27%	29%	30%	26%	25%	26%	28%	29%	27%	26%	27%	27%	25%	27%	24%	28%	27%	28%
							GH										P		R			
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	10211	358	340	378	353	360	339	408	343	384	369	300	376	373	407	399	381	376	307	364	401	317	293	356	403	386	360	418	375
	73%	74%	68%	70%	71%	72%	68%	82%	69%	77%	70%	60%	75%	75%	82%	80%	76%	75%	62%	73%	80%	63%	59%	71%	81%	77%	72%	84%	75%
Do not agree		LSVW	LW	CGILSVW	LSVW	LSVW	LW	BCDEFGIKLM NRSTVWxa	LW	CEGILSVW	LW		CGILSVW	LSVW	BCEFGIKLRST VWxa	BCEFGIKLSTV Wxa	CGILSVW	CGILSVW		LSVW	BCEFGIKLSTV Wxa			LSVW	BCEFGIKLMR STVWxa	CEGILSVW	LSVW	BCDEFGIUKL MNQRSTVW XZac	LSVW
	3789	132	160	122	147	140	161	92	157	116	151	200	124	127	93	101	119	124	193	136	99	183	207	144	97	114	140	82	125
	27%	HOPUYb	DHJMOPQRU YZb	Hb	HJOPUYZb	HOPUYb	DHJMOPQRU YZb		DHJOPQRUY Zb	b	HOPUYb	BCDEFGHIUK XYZahr	HYb	Hb			b	HOYb	BDEFHJMNO PORTUXYZab r	HOPUYb			BDEFHJMNO PORTUXYZab r	BCDEFGHIUK MNOPQRТУ XYZahr	HOPUYb		b	HOPUYb	
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	10211	810	2245	3471	2171	2827	1532	1095
	73%	81%	75%	69%	72%	71%	77%	73%
		BCDEFG	CE		C		CDE	C
Do not agree	3789	190	755	1529	829	1173	468	405
	27%	19%	25%	31%	28%	29%	23%	27%
			A	ABDFG	AF	ABF	A	A
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	368	181	187	176	107	85	35	32	251	125	243	120	162	86	233	135	80	288	105	263	287	81
	74%	74%	73%	71%	74%	79%	74%	69%	74%	82%	70%	71%	79%	69%	72%	77%	72%	74%	74%	74%	73%	76%
Do not agree	132	64	68	72	38	22	12	15	91	28	105	50	43	39	92	41	31	102	37	95	107	25
	27%	26%	27%	29%	26%	21%	26%	31%	27%	18%	30%	30%	21%	31%	28%	23%	28%	26%	26%	27%	27%	24%
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	376	175	200	146	116	114	141	161	41	158	218	46	152	178	207	169	32	344	48	327	239	136	120	256	105	119	73	32	47
	75%	71%	80%	74%	77%	75%	81%	74%	63%	80%	72%	79%	73%	76%	71%	80%	83%	75%	74%	75%	72%	81%	74%	76%	77%	71%	73%	77%	88%
	124	73	A	52	35	38	H	34	58	24	40	13	56	55	83	N	7	117	17	107	92	32	42	82	32	49	28	10	6
Do not agree	25%	29%	21%	26%	23%	25%	20%	26%	37%	20%	28%	21%	27%	24%	29%	20%	17%	26%	26%	25%	28%	19%	26%	24%	23%	29%	28%	24%	12%
		B							F*			*			O	*	*	*	*	*		b	b		b	*	**	*	
	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium	Belgium																							
		Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement		340	165	174	123	109	108	57	100	99	138	202	102	125	113	203	137	23	317	39	301	195	145	37	192	111
		68%	66%	70%	66%	70%	68%	61%	69%	72%	68%	68%	70%	65%	70%	67%	69%	63%	68%	66%	68%	67%	70%	68%	67%	69%
Do not agree		160	86	74	63	46	51	37	45	39	66	94	44	68	48	100	60	14	147	20	140	97	63	18	93	49
		32%	34%	30%	34%	30%	32%	39%	31%	28%	32%	32%	30%	35%	30%	33%	31%	38%	32%	34%	32%	33%	31%	33%	33%	31%
Sigma		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	373	168	205	205	113	56	30	268	57	143	230	107	201	65	196	177	75	298	100	273	252	121
	75%	73%	76%	72%	76%	83%	59%	76%	84%	80%	71%	68%	77%	80%	75%	74%	**	75%	79%	73%	74%	77%
Do not agree	127	64	63	81	35	11	21	84	11	35	92	49	61	16	65	62	25	102	26	101	90	37
	25%	27%	24%	28%	24%	17%	41%	24%	17%	20%	29%	32%	23%	20%	25%	26%	25%	26%	21%	27%	26%	24%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)		501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)		500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement		407	203	204	141	119	147	49	161	152	194	213	176	168	64	238	169	41	366	57	350	249	152	22	28	45	60	-	168	85
		82%	84%	79%	82%	81%	81%	82%	78%	85%	86%	78%	77%	86%	83%	77%	88%	86%	81%	82%	81%	82%	81%	68%	79%	85%	89%	-	88%	70%
Do not agree		93	39	54	30	29	34	11	45	27	32	61	51	28	13	70	23	7	86	13	80	54	36	11	7	8	7	-	24	36
		19%	16%	21%	18%	19%	19%	18%	22%	15%	14%	22%	23%	15%	17%	23%	12%	14%	19%	18%	19%	18%	19%	32%	21%	15%	11%	-	12%	30%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%
Sigma		500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	399	198	201	173	171	55	6	32	359	286	112	-	116	283	301	98	69	330	150	249	366	33
	80%	78%	82%	83%	81%	69%	65%	69%	81%	80%	80%	-	75%	82%	79%	81%	86%	79%	86%	76%	81%	72%
Do not agree				E		*	**	*									*		S			*
	101	57	45	36	41	24	3	14	84	74	28	-	38	63	79	22	11	90	24	77	89	13
	20%	22%	18%	17%	19%	31%	36%	31%	19%	21%	20%	-	25%	18%	21%	19%	14%	22%	14%	24%	20%	28%
Sigma				C*		**	*										*		R		*	
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	376	183	193	136	117	123	77	186	74	146	230	106	158	112	267	109	21	355	28	347	244	132	75	72	70	64	95
	75%	74%	76%	74%	71%	81%	72%	78%	76%	78%	73%	80%	72%	76%	75%	77%	84%	75%	72%	75%	74%	77%	73%	73%	78%	65%	86%
					D	*											**		*				*	*	*		VWY
Do not agree	124	64	60	48	47	29	30	52	23	40	84	27	62	36	91	33	4	120	11	114	84	40	28	27	20	34	16
	25%	26%	24%	26%	29%	19%	28%	22%	24%	22%	27%	21%	28%	24%	26%	23%	16%	25%	28%	25%	26%	24%	27%	27%	22%	35%	14%
					E	+											**		+				Z	*	Z		
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement		307	145	162	107	90	111	69	83	120	131	176	40	185	83	207	101	20	288	42	265	207	101	52	63	41	41	49	19	23	20	
		62%	57%	66%	63%	58%	64%	53%	66%	67%	68%	57%	46%	65%	66%	59%	67%	58%	62%	59%	62%	59%	67%	65%	58%	60%	62%	62%	85%	59%	52%	
					*		*	*		*	*	*	**		**	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	
Do not agree		193	108	85	64	65	64	62	43	59	61	131	47	102	44	143	50	14	179	30	163	142	51	28	46	27	25	29	3	16	18	
		39%	43%	34%	37%	42%	37%	47%	34%	33%	32%	43%	55%	36%	35%	41%	33%	42%	38%	41%	38%	41%	33%	35%	42%	40%	38%	38%	15%	41%	48%	
			*		*		H*		*		*	**		**		**	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubia	North and the Great Plain	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd) Base: All Respondents (wtd) Agree with this statement	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	300	142	158	121	98	81	16	126	125	113	187	70	176	54	173	127	23	277	29	271	227	73	86	92	122
	60%	58%	62%	E	58%	55%	63%	62%	60%	55%	64%	66%	60%	54%	59%	61%	68%	59%	50%	61%	61%	59%	58%	61%	61%
Do not agree	200	105	95	61	72	67	9	78	83	94	106	37	118	45	119	81	11	189	29	171	149	51	62	60	78
	40%	42%	38%	33%	42%	45%	37%	38%	40%	45%	36%	34%	40%	46%	41%	39%	32%	41%	50%	39%	40%	41%	42%	39%	39%
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	401	210	191	208	125	68	56	221	110	249	152	295	35	365	242	158	105	295	237	164	328	73
	80%	82%	78%	78%	81%	86%	75%	83%	81%	82%	77%	-	69%	81%	82%	78%	80%	80%	82%	78%	82%	75%
Do not agree						*	*						*	L							*	
	99	46	53	59	29	11	19	46	26	54	46	-	16	83	55	45	27	73	52	48	74	25
	20%	18%	22%	22%	19%	14%	25%	17%	19%	18%	23%	-	31%	19%	18%	22%	20%	20%	18%	23%	19%	26%
Sigma						*	*						M*								*	
	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isola		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50		
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57		
Agree with this statement	317	160	157	92	103	122	70	147	52	153	163	145	131	41	163	153	25	291	40	276	192	125	77	64	59	83	34		
	63%	65%	62%	57%	63%	69%	63%	65%	60%	60%	67%	68%	61%	56%	66%	61%	56%	64%	58%	64%	65%	61%	59%	67%	61%	70%	60%		
						C	*		*								*		*					*	*		*		
Do not agree	183	88	96	69	60	54	42	80	36	102	81	68	83	32	86	97	20	163	29	154	105	78	54	32	38	37	23		
	37%	35%	38%	43%	37%	31%	38%	35%	41%	40%	33%	32%	39%	44%	35%	39%	44%	36%	42%	36%	35%	39%	41%	33%	39%	31%	41%		
						E	+		+								+		+				+	+		+			
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	293	153	140	87	96	110	160	92	16	140	153	143	63	87	144	149	11	282	18	274	188	104
	59%	61%	56%	52%	61%	63%	60%	61%	76%	64%	55%	53%	63%	66%	61%	56%	70%	58%	57%	59%	59%	58%
Do not agree	207	98	109	81	62	64	106	60	5	79	128	124	38	45	92	116	5	202	14	193	130	77
	41%	39%	44%	48%	39%	37%	40%	39%	24%	36%	46%	47%	37%	34%	39%	44%	30%	42%	44%	41%	41%	43%
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	378	176	201	202	123	52	68	143	147	150	228	18	267	93	238	140	88	290	134	244	290	87
	76%	74%	77%	78%	73%	73%	72%	78%	77%	77%	75%	72%	75%	78%	76%	75%	75%	76%	78%	74%	79%	66%
Do not agree	122	64	59	58	45	19	26	40	44	46	76	7	90	26	76	46	29	93	39	84	78	44
	25%	27%	23%	22%	27%	27%	28%	22%	23%	24%	25%	28%	25%	22%	24%	25%	25%	24%	22%	26%	21%	34%
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Minimum Base: 30 (**), Small Base: 100 (*)

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																												
		Gender		Age			Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b			
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	360	173	187	157	124	80	36	106	209	197	163	60	206	94	212	148	28	332	54	306	272	88	99	28	53	79	29	54	17	
	72%	72%	72%	76%	70%	68%	70%	77%	72%	74%	70%	72%	71%	74%	69%	77%	81%	71%	85%	70%	72%	71%	74%	58%	67%	76%	68%	80%	78%	
Do not agree	140	66	74	50	52	38	15	33	81	69	71	24	84	32	95	44	7	133	9	130	103	36	36	21	26	25	14	14	5	
	28%	28%	28%	24%	30%	32%	30%	24%	28%	26%	30%	29%	29%	26%	31%	23%	20%	29%	15%	30%	28%	29%	26%	43%	33%	24%	32%	20%	22%	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	339	196	143	199	119	20	123	97	98	260	79	40	57	241	256	83	140	199	182	157	280	58
	68%	67%	69%	70%	66%	57%	68%	68%	75%	70%	61%	69%	60%	70%	71%	60%	78%	62%	76%	60%	70%	60%
Do not agree						**				*		*			O		Q		S			*
	161	96	65	85	61	16	59	47	32	111	51	19	38	104	106	55	40	122	57	104	122	39
	32%	33%	31%	30%	34%	43%	32%	33%	25%	30%	39%	32%	40%	30%	29%	40%	22%	38%	24%	40%	30%	40%
						**				*		*			N		P		R			*
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	408	195	212	228	116	63	51	87	270	152	256	173	88	147	230	177	79	329	133	275	289	118
	82%	81%	82%	80%	83%	84%	73%	85%	82%	83%	80%	81%	86%	80%	82%	81%	76%	83%	79%	83%	81%	82%
Do not agree	92	45	47	56	25	12	19	16	58	30	62	40	15	37	50	42	25	68	34	58	67	25
	19%	19%	18%	20%	18%	16%	27%	15%	18%	17%	20%	19%	14%	20%	18%	19%	24%	17%	21%	18%	19%	18%
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	343	179	165	119	139	85	39	112	191	203	140	2	56	285	240	104	33	310	81	262	297	35
	69%	71%	67%	62%	71%	75%	58%	74%	69%	70%	66%	31%	68%	70%	72%	63%	64%	69%	72%	68%	70%	56%
				*			**	*		*		**	*		*	*	*					**
Do not agree	157	74	83	72	57	28	29	40	88	85	72	5	26	125	95	62	19	138	31	126	128	28
	31%	29%	33%	38%	29%	25%	43%	26%	31%	30%	34%	69%	32%	31%	29%	37%	36%	31%	28%	32%	30%	45%
				*			**	*		*		**	*		*	*	*					**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	356	176	179	124	124	108	167	100	33	164	192	162	88	105	202	154	27	329	38	318	209	146	68	97	97	94	
	71%	70%	72%	71%	68%	76%	69%	74%	72%	71%	72%	72%	75%	68%	71%	72%	69%	71%	77%	71%	71%	72%	73%	75%	67%	71%	
Do not agree	144	76	69	50	59	35	74	36	13	68	77	65	30	49	83	61	12	132	11	133	86	58	25	33	48	38	
	29%	30%	28%	29%	32%	24%	31%	26%	28%	29%	29%	29%	25%	32%	29%	29%	31%	29%	23%	30%	29%	29%	27%	26%	33%	29%	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	384	192	191	140	113	131	108	183	64	120	263	212	46	125	280	104	47	337	65	318	287	97	38	86	97	71	91
	77%	76%	78%	72%	84%	76%	78%	80%	80%	80%	75%	77%	73%	78%	79%	72%	65%	79%	66%	79%	80%	69%	85%	69%	84%	72%	79%
				C					*				*				*	P	*	R	U		*	*	WY	*	
Do not agree	116	62	55	54	21	41	30	46	16	29	87	65	17	35	76	40	26	91	33	83	73	44	7	38	18	28	25
	23%	24%	22%	28%	16%	24%	22%	20%	20%	20%	25%	23%	27%	22%	21%	28%	35%	21%	34%	21%	20%	31%	15%	31%	16%	29%	21%
				D					*				Q*				Q*	S*	T	*	X*				X*		
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	349	181	168	170	134	44	5	27	317	169	180	201	10	138	205	144	35	314	107	242	207	142
	70%	72%	68%	70%	75%	57%	36%	55%	73%	65%	75%	67%	57%	75%	71%	68%	59%	71%	77%	67%	71%	68%
Do not agree	151	71	80	72	46	34	9	23	120	90	61	98	8	45	84	67	24	127	32	119	84	67
	30%	28%	32%	30%	25%	43%	64%	45%	27%	35%	25%	33%	43%	25%	29%	32%	41%	29%	23%	33%	29%	32%
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	M*	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
Agree with this statement	364	169	195	139	119	106	35	170	119	150	214	85	100	178	228	136	28	336	54	309	271	92	54	38	57	47	69	45	33
	73%	68%	78%	71%	76%	71%	68%	75%	72%	76%	71%	72%	77%	71%	72%	74%	75%	73%	75%	72%	72%	75%	76%	77%	80%	74%	63%	74%	71%
		A					*										*		*				*	*	*	*	X	*	*
Do not agree	136	80	56	57	37	42	17	58	46	49	88	33	30	74	89	48	9	127	18	119	106	31	17	11	14	16	40	16	14
	27%	32%	22%	29%	24%	29%	32%	25%	28%	25%	29%	28%	23%	29%	28%	26%	25%	27%	25%	28%	28%	25%	24%	23%	20%	26%	37%	26%	29%
		B					*										*		*				*	*	*	*	X	*	*
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	403	196	207	141	123	138	55	180	168	219	184	184	102	117	223	180	38	366	59	344	255	141	80	87	152	84
	81%	79%	82%	78%	81%	84%	68%	86%	80%	83%	78%	79%	81%	83%	80%	81%	77%	81%	81%	81%	80%	82%	88%	79%	83%	73%
Do not agree	97	52	45	41	30	26	26	29	41	46	51	49	25	24	54	43	11	86	14	83	65	32	11	23	32	31
	19%	21%	18%	23%	19%	16%	33%	14%	20%	18%	22%	21%	19%	17%	20%	19%	23%	19%	19%	20%	20%	19%	13%	21%	17%	27%
Sigma							GH*		G								*									VX
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	418	205	213	237	131	50	161	106	120	220	198	53	145	220	261	158	73	345	139	280	353	60
	84%	83%	85%	86%	84%	74%	87%	79%	82%	83%	85%	78%	87%	83%	86%	80%	83%	84%	86%	83%	85%	74%
Do not agree				E		*						*					*					
	82	43	38	39	25	18	24	29	26	47	35	15	21	46	43	39	15	66	22	59	61	21
	16%	18%	15%	14%	16%	26%	13%	22%	18%	18%	15%	22%	13%	17%	14%	20%	17%	16%	14%	18%	15%	26%
				C*								*					*					
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	381	185	196	201	110	69	46	196	113	142	238	53	152	176	242	139	93	288	129	252	302	78
	76%	77%	76%	79%	75%	72%	88%	74%	75%	79%	75%	82%	80%	72%	75%	78%	78%	76%	76%	76%	77%	73%
Do not agree						*	G*					*										*
	119	57	63	55	38	26	7	69	39	38	81	12	38	70	80	39	26	93	40	79	91	29
	24%	24%	24%	22%	26%	28%	13%	26%	26%	21%	25%	18%	20%	28%	25%	22%	22%	24%	24%	24%	23%	27%
Sigma						*	F					*										*
	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	375	185	190	158	141	76	59	54	210	206	169	96	229	49	158	217	52	323	66	309	231	144
	75%	74%	76%	84%	85%	53%	81%	65%	73%	69%	84%	71%	78%	70%	70%	79%	75%	75%	67%	77%	72%	80%
	*	*		E*	E*	*	**	*			*	**			*	*	**		**			*
Do not agree	125	65	60	30	26	69	14	30	77	94	31	39	65	21	68	57	18	108	33	92	88	37
	25%	26%	24%	16%	15%	48%	19%	35%	27%	31%	16%	29%	22%	30%	30%	21%	25%	25%	34%	23%	28%	20%
	*	*	*	*	CD*	**	**	*			*	**			*	*	**		**			*
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	360	173	187	164	119	77	78	118	133	111	249	11	143	205	232	128	68	292	107	252	268	92
	72%	71%	73%	73%	73%	68%	66%	71%	77%	77%	70%	68%	74%	71%	73%	70%	75%	71%	78%	70%	72%	72%
Do not agree	140	71	69	60	43	37	40	47	41	33	107	5	52	84	85	56	23	118	31	109	104	36
	28%	29%	27%	27%	27%	32%	34%	29%	24%	23%	30%	32%	27%	29%	27%	30%	25%	29%	22%	30%	28%	28%
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - Advertising is presenting more people from a wide range of backgrounds in the last few years

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	386	201	186	215	107	64	158	169	31	119	267	-	298	89	240	146	107	280	145	242	284	102
	77%	82%	73%	79%	74%	77%	74%	78%	84%	82%	75%	-	77%	77%	76%	79%	80%	77%	80%	76%	78%	77%
Do not agree	114	46	68	56	38	20	56	47	6	26	87	-	87	26	74	39	27	86	36	78	82	31
	23%	19%	27%	21%	26%	23%	26%	22%	16%	18%	25%	-	23%	23%	24%	21%	21%	24%	20%	24%	23%	23%
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	7754	3923	3830	3438	2472	1844	1571	2685	2893	3695	4059	1904	2861	2989	4846	2908	1245	6509	2000	5754	5651	2083
	55%	56%	55%	57%	55%	54%	56%	56%	56%	58%	53%	55%	54%	57%	57%	53%	63%	54%	62%	53%	57%	52%
				E						J					L	O		Q		S		U
Do not agree	6246	3053	3194	2623	2051	1572	1236	2095	2324	2685	3561	1562	2449	2235	3680	2566	747	5499	1227	5019	4308	1923
	45%	44%	46%	43%	45%	46%	44%	45%	46%	42%	47%	45%	46%	43%	43%	47%	38%	46%	38%	47%	43%	48%
				C						I				M		N		P		R		T
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	7754	281	219	297	254	189	338	299	304	278	282	222	301	280	250	300	282	263	214	258	363	242	262	254	306	303	272	347	284
	55%	56%	44%	59%	51%	38%	68%	60%	61%	56%	56%	44%	60%	56%	52%	60%	57%	53%	43%	52%	73%	48%	53%	51%	61%	61%	54%	69%	57%
		CFLSV		CEFLSTVX	CFS		BCDEFHUKLMNOPQRSTVWXYZac	CEFLORSTVX	CEFLORSTVWX	CFLSV	CFLS	F	CEFLORSTVX	CFLS	CFLS	CEFLORSTVX	CFLSV	CFLS		CFLS	BCDEFHUKLMNOPQRSTVWXYZac	F	CFLS	FS	CEFLORSTVWXa	CEFLORSTVWX	CFLS	BCDEFHUKLMNOPQRSTVWXYZac	CFLS
Do not agree	6246	219	281	203	246	311	162	201	196	222	218	278	199	220	240	200	218	237	286	242	137	258	238	246	194	197	228	153	216
	45%	44%	56%	41%	49%	62%	33%	40%	39%	44%	44%	56%	40%	44%	48%	40%	44%	47%	57%	48%	27%	52%	48%	49%	39%	39%	46%	31%	43%
		GUb	BDEGHUKLMNOPQRSTUWYZahr	GUb	DGHIMPUYZ b	BDEGHUKLMNOPORTUVWXYZahr		GUb	Ub	GUb	GUb	BDEGHUKLMNOPORTUWYZahr	GUb	GUb	GHIMPUYZb	GUb	GUb	GHIMPUYZb	BDEGHUKLMNOPORTUWYZahr	DGHIMPUYZ b		BDEGHUMPOUYZb	DGHIMPUYZ b	GUb	GUb	GUYb		GUb	
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	7754	566	1715	2489	1718	1994	1131	919
	55%	57%	57%	50%	57%	50%	57%	61%
		CE	CE		CE		CE	BCDEF
Do not agree	6246	434	1285	2511	1282	2006	869	581
	45%	43%	43%	50%	43%	50%	43%	39%
			G	ABDFG	G	ABDFG	G	
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	281	133	148	133	81	67	27	28	186	87	195	107	110	64	187	94	66	215	76	206	230	51
	56%	54%	58%	54%	56%	63%	56%	61%	54%	57%	56%	63%	54%	52%	58%	54%	60%	55%	53%	58%	58%	49%
Do not agree	219	112	107	115	64	40	21	18	156	66	153	63	95	61	138	81	44	174	66	152	164	54
	44%	46%	42%	46%	44%	37%	44%	39%	46%	43%	44%	37%	46%	49%	42%	46%	40%	45%	47%	43%	42%	51%
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	301	149	152	122	95	84	110	137	33	115	186	40	118	142	168	132	23	278	40	260	204	97	89	211	85	100	59	24	34
	60%	60%	60%	62%	63%	55%	63%	63%	50%	58%	62%	69%	57%	61%	58%	63%	60%	60%	61%	60%	61%	58%	55%	63%	62%	59%	58%	56%	64%
Do not agree	199	99	100	75	56	68	65	82	32	84	116	18	90	91	121	78	16	184	25	174	128	71	74	126	52	68	42	18	19
	40%	40%	40%	38%	37%	45%	37%	38%	50%	42%	38%	31%	43%	39%	42%	37%	41%	40%	39%	40%	39%	42%	45%	37%	38%	41%	42%	44%	36%
									*			*			*		*		*		*					*	**	*	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium Total	Belgium																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement		219	108	111	80	69	70	33	67	69	99	120	71	78	70	135	85	18	201	28	191	139	81	22	127	70
		44%	43%	45%	43%	45%	44%	36%	46%	50%	49%	41%	49%	40%	44%	45%	43%	49%	44%	49%	43%	47%	39%	41%	45%	44%
Do not agree		281	143	137	106	86	89	60	78	68	105	176	75	116	90	168	113	19	262	30	251	153	127	32	158	91
		56%	57%	55%	57%	55%	56%	65%	54%	50%	51%	60%	51%	60%	56%	56%	57%	51%	57%	52%	57%	53%	61%	59%	55%	57%
Sigma		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	280	123	157	175	71	34	23	212	35	110	170	92	143	45	151	129	59	221	72	208	196	84
	56%	53%	59%	61%	48%	51%	45%	60%	51%	62%	53%	59%	54%	56%	58%	54%	59%	55%	57%	56%	58%	53%
Do not agree	220	109	111	110	77	33	28	139	34	68	152	65	120	36	110	110	41	179	55	165	145	75
	44%	47%	41%	39%	52%	49%	55%	40%	49%	38%	47%	41%	46%	44%	42%	46%	41%	45%	44%	44%	43%	47%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	260	133	127	74	73	113	31	100	99	131	129	107	113	40	163	97	33	227	44	216	175	85	22	16	25	42	-	104	52
	52%	55%	49%	44%	49%	62%	52%	49%	56%	58%	47%	47%	58%	52%	53%	51%	68%	50%	63%	50%	58%	45%	68%	44%	47%	62%	-	54%	43%
Do not agree	240	109	131	97	75	68	29	106	79	95	145	120	83	37	145	95	15	225	26	214	128	103	10	20	28	25	-	88	69
	48%	45%	51%	57%	51%	38%	49%	51%	44%	42%	53%	53%	42%	49%	47%	49%	32%	50%	37%	50%	42%	55%	32%	56%	53%	38%	-	46%	57%
				E*	E		**					*			*		P	*	*		*	**	**	**	*	*	-	*	*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	300	150	149	136	121	43	7	30	262	212	88	-	95	205	221	79	48	252	101	199	274	26
	60%	59%	61%	65%	57%	54%	67%	65%	59%	59%	63%	-	62%	59%	58%	66%	60%	60%	58%	61%	60%	56%
Do not agree	200	104	96	73	90	36	3	17	180	148	52	-	59	141	159	41	32	168	73	127	180	20
	40%	41%	39%	35%	43%	46%	33%	35%	41%	41%	37%	-	39%	41%	42%	34%	40%	40%	42%	39%	40%	44%
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/S,T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/S,T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	263	130	133	109	81	73	52	132	54	100	163	65	119	80	188	75	18	245	27	236	167	96	56	45	51	44	67
	53%	53%	53%	59%	50%	48%	49%	56%	56%	54%	52%	49%	54%	54%	53%	53%	73%	52%	68%	51%	51%	56%	54%	46%	58%	45%	60%
							*										**		S*				*	*	*	*	WY
Do not agree	237	117	120	76	83	79	54	106	43	86	151	69	100	68	170	67	7	230	13	224	160	77	48	53	38	54	44
	47%	47%	48%	41%	50%	52%	51%	45%	44%	46%	48%	51%	46%	46%	47%	47%	27%	48%	32%	49%	49%	45%	46%	54%	43%	55%	40%
							+										**		+	R			2*	2*	2*	2*	
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement		214	116	98	78	64	73	49	50	82	92	122	44	123	48	145	70	21	193	38	176	148	66	40	40	29	32	29	10	13	21
		43%	46%	40%	46%	41%	42%	37%	40%	46%	48%	40%	50%	43%	38%	41%	46%	64%	41%	53%	41%	43%	44%	50%	37%	43%	47%	38%	45%	34%	55%
Do not agree		286	137	148	93	91	102	83	76	98	101	185	43	164	79	205	81	12	274	33	252	200	85	40	68	39	35	48	12	26	17
		57%	54%	60%	55%	59%	58%	63%	60%	55%	52%	60%	50%	57%	62%	59%	54%	36%	59%	47%	59%	57%	56%	50%	63%	57%	53%	62%	55%	66%	45%
					*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	222	111	111	84	68	70	11	97	89	93	128	49	128	45	137	85	18	204	28	194	161	60	58	76	88
	44%	45%	44%	46%	40%	47%	43%	48%	43%	45%	44%	46%	44%	45%	47%	41%	53%	44%	49%	44%	43%	49%	39%	50%	44%
Do not agree	278	136	142	98	102	78	14	107	119	113	165	58	166	54	156	122	16	262	29	249	215	64	91	76	111
	56%	55%	56%	54%	60%	53%	57%	52%	57%	55%	56%	54%	56%	55%	53%	59%	47%	56%	51%	56%	57%	51%	61%	50%	56%
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	363	183	180	196	111	56	56	197	99	218	145	-	38	325	222	141	104	259	226	137	291	72
	73%	71%	74%	74%	72%	70%	74%	74%	73%	72%	74%	-	74%	72%	75%	70%	79%	70%	78%	65%	72%	74%
Do not agree	137	74	63	71	43	24	19	69	37	85	52	-	13	124	75	62	28	109	63	74	111	26
	27%	29%	26%	27%	28%	30%	26%	26%	27%	28%	27%	-	26%	28%	25%	31%	21%	30%	22%	35%	28%	26%
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Q.C2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E/F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T,U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E/F/G/H/I/J,K/L/M,N/O,P/Q,R/S,T,U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	262	143	120	87	75	101	138	90	8	117	145	144	53	65	124	139	10	252	20	242	165	97
	53%	57%	48%	52%	47%	58%	52%	59%	36%	54%	52%	54%	52%	50%	53%	52%	64%	52%	62%	52%	52%	54%
				*		D		*	**			*					**		**			*
Do not agree	238	108	129	82	83	73	127	63	14	102	136	123	48	67	112	126	6	232	12	225	154	84
	48%	43%	52%	48%	53%	42%	48%	41%	64%	47%	48%	46%	48%	50%	48%	48%	36%	48%	38%	48%	48%	46%
				*		E		*	**			*					**		**			*
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	297	143	153	141	112	43	64	99	114	121	176	14	215	67	199	97	79	218	111	185	222	75
	59%	60%	59%	54%	67%	60%	68%	54%	60%	62%	58%	58%	60%	57%	64%	52%	68%	57%	65%	57%	60%	57%
Do not agree				C		*	*					**			O		*					*
	203	97	107	119	56	28	30	84	77	75	128	10	142	51	115	89	38	165	61	142	147	56
	41%	40%	41%	46%	33%	40%	32%	46%	40%	38%	42%	42%	40%	43%	37%	48%	33%	43%	35%	43%	40%	43%
				D		*	*					**			N	*						*
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: All Respondents (unwtd)		502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement		254	128	126	100	75	80	7	55	156	126	128	40	155	59	151	103	32	222	58	196	173	81	50	47	47	42	27	41	
		51%	51%	50%	49%	49%	55%	35%	49%	52%	49%	53%	54%	50%	52%	55%	46%	67%	49%	60%	49%	51%	50%	50%	46%	54%	51%	53%	54%	
							**						*			O	Q*			*			*		*	*	*	*	*	
Do not agree		246	121	125	102	79	64	12	57	147	130	116	34	156	56	123	123	16	230	39	207	165	81	50	56	40	40	25	35	
		49%	49%	50%	51%	52%	45%	65%	51%	49%	51%	47%	46%	50%	49%	45%	55%	33%	51%	40%	51%	49%	50%	50%	54%	46%	49%	48%	46%	
							**					*				N	P		*	*		*	*	*	*	*	*	*	*	
Sigma		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
Agree with this statement	189	93	95	81	64	43	22	47	116	106	82	27	109	53	134	55	11	177	25	164	146	43	50	16	27	46	19	26	5
	38%	39%	37%	39%	37%	37%	42%	34%	40%	40%	35%	32%	38%	42%	44%	28%	32%	38%	39%	38%	39%	34%	37%	33%	34%	44%	44%	38%	21%
Do not agree	311	146	166	126	112	74	30	91	174	159	152	57	181	73	173	138	24	287	38	273	229	82	85	33	52	58	24	42	18
	62%	61%	64%	61%	64%	63%	58%	66%	60%	60%	65%	68%	62%	58%	56%	72%	68%	62%	61%	63%	61%	66%	63%	67%	66%	56%	56%	62%	79%
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	338	191	146	198	122	17	118	101	94	249	89	33	59	245	246	92	133	205	173	164	274	63
	68%	66%	70%	70%	68%	47%	65%	70%	72%	67%	69%	56%	62%	71%	68%	67%	74%	64%	72%	63%	68%	65%
						**				*		*	K				Q		S			*
Do not agree	162	101	62	86	57	19	63	43	37	122	41	26	36	100	117	46	47	116	66	96	128	35
	33%	34%	30%	30%	32%	53%	35%	30%	28%	33%	31%	44%	38%	29%	32%	33%	26%	36%	28%	37%	32%	35%
						**						M*	*				P		R			*
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	299	141	158	172	82	45	40	55	204	109	190	137	67	95	180	119	67	232	103	196	218	81
	60%	59%	61%	61%	58%	60%	58%	54%	62%	60%	60%	64%	65%	52%	64%	54%	64%	59%	61%	59%	61%	57%
Do not agree	201	99	102	111	59	30	30	47	124	73	128	76	36	89	100	101	37	164	65	136	138	62
	40%	41%	39%	39%	42%	40%	43%	46%	38%	40%	40%	36%	35%	48%	36%	46%	36%	41%	39%	41%	39%	43%
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	304	167	137	99	124	80	24	99	180	189	114	1	51	252	202	102	30	274	74	229	261	34
	61%	66%	55%	52%	64%	71%	36%	65%	65%	66%	54%	11%	62%	61%	60%	62%	58%	61%	67%	59%	61%	55%
				*	C		**	*		*	*	**	*			*	*					**
Do not agree	196	86	110	92	72	33	44	53	99	99	97	7	31	158	133	63	22	175	38	159	164	29
	39%	34%	45%	48%	37%	29%	64%	35%	36%	34%	46%	89%	38%	39%	40%	38%	42%	39%	34%	41%	39%	46%
				E*			**	*		*	*	**	*			*	*					**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	254	118	137	87	85	82	113	78	23	126	129	118	57	80	154	101	21	233	32	222	164	91	47	63	67	78	
	51%	47%	55%	50%	47%	57%	47%	57%	49%	54%	48%	52%	48%	52%	54%	47%	54%	51%	66%	49%	56%	44%	50%	49%	46%	59%	
Do not agree	246	134	111	87	98	61	128	58	23	106	139	109	62	75	131	115	18	228	17	229	131	114	46	67	78	54	
	49%	53%	45%	50%	53%	43%	53%	43%	51%	46%	52%	48%	52%	48%	46%	53%	46%	49%	34%	51%	45%	56%	50%	52%	54%	41%	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	278	139	139	119	77	82	80	131	40	84	194	155	40	83	202	77	44	234	56	222	204	74	24	68	71	52	63
	56%	55%	57%	61%	57%	48%	58%	57%	50%	56%	55%	56%	64%	52%	57%	53%	60%	55%	57%	55%	57%	53%	54%	55%	61%	53%	54%
				E					*				*				*		*			*	*	*	*	*	*
Do not agree	222	115	107	75	58	89	58	99	40	65	157	122	23	77	155	67	29	193	43	179	156	66	21	56	45	47	53
	44%	45%	43%	39%	43%	52%	42%	43%	50%	44%	45%	44%	36%	48%	43%	47%	40%	45%	43%	45%	43%	47%	47%	45%	39%	48%	46%
				C					*				*				*		*		*	*	*	*	*	*	*
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	282	169	113	150	93	39	13	24	245	155	127	172	9	101	174	108	36	246	90	192	187	96
	56%	67%	46%	62%	52%	50%	97%	49%	56%	60%	53%	58%	50%	55%	60%	52%	62%	56%	65%	53%	64%	46%
	B*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	U	*
Do not agree	218	83	135	92	87	39	*	25	192	105	113	127	9	82	116	102	23	195	49	168	104	113
	44%	33%	54%	38%	48%	50%	3%	51%	44%	40%	47%	42%	51%	45%	40%	49%	38%	44%	36%	47%	36%	54%
	*	A*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	T*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	258	128	130	92	92	74	34	118	85	111	148	55	76	127	169	89	18	240	37	221	198	60	34	22	36	39	56	34	20	
	52%	52%	52%	47%	59%	50%	66%	52%	51%	56%	49%	47%	59%	50%	54%	48%	49%	52%	51%	52%	53%	49%	48%	45%	50%	61%	51%	57%	44%	
Do not agree	242	121	121	104	64	74	18	109	81	88	154	62	54	126	147	95	19	223	35	207	178	63	37	27	35	25	54	26	26	
	48%	49%	48%	53%	41%	50%	34%	48%	49%	44%	51%	53%	42%	50%	46%	52%	51%	48%	49%	48%	47%	52%	52%	55%	50%	39%	49%	44%	56%	
				D			*										*		*			*	*	*	*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	306	160	145	104	94	108	41	133	132	170	136	137	82	87	170	136	35	270	49	257	196	104	61	60	112	73
	61%	65%	58%	57%	61%	65%	51%	63%	63%	64%	58%	59%	65%	62%	61%	61%	72%	60%	67%	60%	61%	60%	67%	54%	61%	63%
Do not agree	194	87	107	79	59	57	40	77	78	96	99	95	45	54	108	87	14	181	24	170	123	70	30	50	72	43
	39%	35%	42%	43%	39%	35%	49%	37%	37%	36%	42%	41%	36%	38%	39%	39%	28%	40%	33%	40%	39%	40%	33%	46%	39%	37%
Sigma							*										*									
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	347	177	170	193	110	44	143	88	94	190	157	42	120	184	224	123	58	289	106	241	293	49
	69%	71%	68%	70%	71%	65%	77%	66%	65%	71%	67%	62%	73%	69%	74%	63%	65%	70%	66%	71%	71%	61%
						*	GH					*			O		*					*
Do not agree	153	72	81	84	46	23	42	46	52	76	77	26	46	82	80	73	31	122	54	99	121	32
	31%	29%	32%	30%	30%	35%	23%	35%	35%	29%	33%	38%	28%	31%	26%	37%	35%	30%	34%	29%	29%	39%
						*	F	F				*			N		*					*
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	282	136	146	149	83	50	25	145	87	109	173	35	107	141	170	112	71	211	104	178	228	54
	57%	56%	57%	58%	56%	53%	48%	55%	58%	61%	54%	53%	56%	57%	53%	63%	59%	56%	62%	54%	58%	51%
Do not agree						*	*					*				N					*	
	218	105	112	107	65	45	28	119	64	71	147	31	83	105	152	66	49	169	64	153	165	53
	44%	44%	44%	42%	44%	47%	52%	45%	42%	39%	46%	47%	44%	43%	47%	37%	41%	44%	38%	46%	42%	50%
Sigma						*	*					*				O					*	
	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	284	138	146	127	90	68	56	49	150	155	129	97	150	37	138	146	33	251	55	229	171	113
	57%	55%	58%	67%	54%	46%	77%	58%	52%	52%	65%	72%	51%	53%	61%	53%	48%	58%	55%	57%	54%	63%
	*	*	*	E*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	
Do not agree	216	112	104	61	76	78	17	35	137	145	71	38	145	33	88	128	36	180	44	171	148	68
	43%	45%	42%	33%	46%	54%	23%	42%	48%	48%	35%	28%	49%	47%	39%	47%	52%	42%	45%	43%	47%	37%
	*	*	*	*	*	C*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	272	140	131	119	96	57	63	89	96	89	182	8	112	152	174	97	59	213	87	184	197	75
	54%	58%	51%	53%	59%	50%	53%	54%	55%	62%	51%	51%	57%	53%	55%	53%	65%	52%	63%	51%	53%	58%
Do not agree						*				J		**					Q*		S			
	228	104	124	105	66	57	55	76	78	55	173	8	83	137	142	87	32	196	51	177	175	54
	46%	43%	49%	47%	41%	50%	47%	46%	45%	38%	49%	49%	43%	48%	45%	47%	35%	48%	37%	49%	47%	42%
						*				I		**					*	P	R			
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - There are fewer ads with traditional roles for men and women lately

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	303	154	149	161	82	59	134	122	22	105	198	-	241	62	187	116	81	222	113	190	217	85
	61%	63%	59%	60%	57%	71%	63%	57%	59%	72%	56%	-	63%	54%	59%	63%	60%	61%	62%	60%	59%	64%
Do not agree					*	*			*	J												
	197	92	105	109	63	24	80	94	15	40	157	-	144	53	128	70	53	144	68	129	149	48
	39%	38%	41%	40%	44%	29%	38%	44%	41%	28%	44%	-	38%	46%	41%	38%	40%	39%	38%	40%	41%	36%
Sigma					*	*			*	I												
	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	7299	3592	3707	3362	2296	1641	1461	2479	2802	3474	3825	1711	2658	2931	4553	2746	1237	6062	1956	5343	5330	1943
	52%	52%	53%	56%	51%	48%	52%	52%	54%	54%	50%	49%	50%	56%	53%	50%	62%	51%	61%	50%	54%	49%
				DE	E					J				KL	O		Q	S	U			
Do not agree	6701	3384	3317	2699	2227	1775	1346	2301	2415	2906	3795	1755	2652	2293	3973	2728	755	5946	1272	5430	4630	2063
	48%	49%	47%	45%	49%	52%	48%	48%	46%	46%	50%	51%	50%	44%	47%	50%	38%	50%	39%	50%	47%	52%
				C	CD					I		M	M		N	P		R		T		
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	7299	223	180	271	302	229	338	303	277	251	256	194	219	276	201	376	281	332	257	185	351	261	200	223	265	233	331	254	
	52%	45%	36%	54%	60%	46%	68%	61%	55%	50%	51%	39%	44%	55%	40%	75%	56%	66%	52%	37%	70%	52%	40%	45%	53%	47%	46%	66%	51%
		CT		BCFLMOTWX Za	BCFLMOSTV WXYZac	CLT	BCDEFHIJKL MNOQSTVW XYZac	BCFJLMOST VWXYZac	BCFLMOTWX Za	CLOTW	CLOTW		CT	BCFLMOTWX Za		BCDEFHIJKL MNOQSTVW XYZZabc	BCFLMOTWX Za	BCDFIJKLMN OQSTVWXYZ ac	BCLMOTW		BCDEFHIJKL MNOQSTVW XYZac	BCLMOTWX		CT	BCFLMOTWX Za	CLT	CLT	BCDFIJKLMN OQSTVWXYZ ac	CLOTW
Do not agree	6701	277	320	229	198	271	162	197	223	249	244	306	281	224	299	124	219	158	243	315	149	239	300	277	235	267	268	159	246
	48%	55%	64%	46%	40%	54%	33%	39%	45%	50%	49%	61%	56%	45%	60%	25%	44%	34%	49%	63%	30%	48%	60%	56%	47%	53%	54%	34%	49%
		DEGHINPQRS UVYb	BDEFHIJMKL NPQRSUVXY Zabc	GPRUab	GPU	DEGHINPQR UYb	P	GPU	GPRUab	EGHPRUab	GHPRUab	DEFGHIJKNP QRSUVYZabc	DEGHINPQRS UVYb	GPRUab	DEGHIJKNPQ RSUVYb		GPRUab	P	EGHPRUab	BDEFHIJMKL NPQRSUVXY Zabc		EGHPRUab	DEGHIJKNPQ RSUVYb	DEGHINPQR UVYb	EGHPRUab	DEGHINPQR UYb	DEGHINPQR UYb	P	EGHPRUab
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned r
Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	7299	466	1515	2439	1651	1930	1232	897
	52%	47%	51%	49%	55%	48%	62%	60%
					ABCE		ABCDE	ABCDE
Do not agree	6701	534	1485	2561	1349	2070	768	603
	48%	53%	50%	51%	45%	52%	38%	40%
		DFG	DFG	DFG	FG	DFG		
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	223	110	113	112	65	46	22	26	149	68	155	74	85	64	157	66	58	165	77	146	182	41
	45%	45%	44%	45%	45%	43%	45%	56%	44%	45%	45%	44%	41%	51%	48%	38%	53%	42%	54%	41%	46%	39%
Do not agree						*	*	*							O				S		*	
	277	135	142	136	80	61	26	21	193	84	193	96	120	61	168	109	52	225	65	212	212	65
	55%	55%	56%	55%	55%	57%	55%	44%	56%	55%	56%	56%	59%	49%	52%	62%	47%	58%	46%	59%	54%	61%
						*	*	*							N				R		*	
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	219	106	113	100	60	59	79	101	24	75	144	24	84	110	130	89	20	199	38	181	149	70	59	160	58	73	44	19	25
	44%	43%	45%	51%	40%	39%	45%	46%	37%	38%	48%	41%	41%	47%	45%	42%	52%	43%	58%	42%	45%	41%	36%	48%	43%	43%	43%	46%	46%
Do not agree	281	142	139	97	91	93	96	117	41	123	158	35	124	123	159	122	19	263	28	254	183	99	104	177	78	95	57	23	28
	56%	57%	55%	49%	61%	61%	55%	54%	63%	62%	52%	59%	60%	53%	55%	58%	48%	57%	42%	58%	55%	59%	64%	53%	57%	57%	57%	54%	54%
						C				J		*					*		*	R			W				*	**	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	180	86	94	60	52	68	30	58	52	73	107	48	67	65	112	69	14	166	20	160	104	76	29	65	87
	36%	34%	38%	32%	34%	43%	33%	40%	38%	36%	36%	33%	35%	40%	37%	35%	38%	36%	35%	36%	36%	37%	52%	23%	54%
Do not agree							*										*		*			W*		W	
	320	166	154	126	103	91	63	87	86	131	189	98	126	96	191	129	23	297	38	281	188	132	26	220	74
	64%	66%	62%	68%	66%	57%	68%	60%	62%	64%	64%	67%	65%	60%	63%	65%	62%	64%	65%	64%	64%	63%	48%	77%	46%
Sigma							*										*		*			*	VX		
	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	276	139	137	158	80	38	25	202	35	101	175	104	120	51	156	119	61	215	69	207	192	84
	55%	60%	51%	56%	54%	57%	49%	57%	51%	57%	54%	67%	46%	63%	60%	50%	61%	54%	54%	56%	56%	53%
	*	*	*	*	*	*	*	*	*	*	*	L*	L	L	*	*	**	*	*	*	*	*
Do not agree	224	93	131	127	68	29	26	150	34	77	147	52	142	30	105	120	39	185	58	166	150	74
	45%	40%	49%	45%	46%	43%	51%	43%	49%	44%	46%	33%	54%	37%	40%	50%	39%	46%	46%	45%	44%	47%
	*	*	*	*	*	*	*	*	*	*	*	*	KM	*	*	*	**	*	*	*	*	*
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Canada																											
	Canada Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	201	94	107	78	58	65	21	83	78	107	94	73	90	38	122	79	30	171	42	159	126	68	9	18	19	31	-	85	38
	40%	39%	42%	46%	39%	36%	35%	40%	44%	47%	34%	32%	46%	50%	40%	41%	62%	38%	60%	37%	42%	36%	28%	52%	36%	47%	-	44%	32%
Do not agree	299	148	151	93	90	116	39	123	100	119	180	154	106	29	186	113	19	281	28	272	177	120	24	17	34	36	-	107	82
	60%	61%	59%	54%	61%	64%	65%	60%	56%	53%	66%	68%	54%	51%	60%	59%	39%	62%	40%	63%	58%	64%	72%	48%	64%	53%	-	56%	68%
			*				**				I		LM*				*	P	*	R		*	**	**	**	*	-		*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	376	186	190	164	156	55	6	36	333	274	102	-	111	265	290	86	68	308	141	235	347	29
	75%	73%	77%	79%	74%	70%	58%	77%	75%	76%	73%	-	72%	77%	76%	71%	85%	73%	81%	72%	76%	64%
Do not agree						*	**	*									Q*	S			*	
	124	68	56	45	55	24	4	11	109	86	38	-	43	81	89	35	12	112	33	91	108	16
	25%	27%	23%	21%	26%	30%	42%	23%	25%	24%	27%	-	28%	23%	24%	29%	15%	27%	19%	28%	24%	36%
						*	**	*									*	P	R		*	
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement	332	162	169	126	103	103	76	147	67	123	208	93	142	97	236	95	17	315	25	307	215	117	70	62	60	66	74	
	66%	66%	67%	68%	63%	68%	71%	62%	69%	66%	66%	70%	65%	66%	66%	67%	67%	66%	63%	67%	66%	68%	67%	63%	67%	68%	66%	
Do not agree							*										**		*				*	*	*	*		
	168	85	84	59	61	49	31	91	30	63	106	40	78	50	122	47	8	160	14	154	113	56	34	37	29	31	37	
	34%	34%	33%	32%	37%	32%	29%	38%	31%	34%	34%	30%	35%	34%	34%	33%	33%	34%	37%	33%	35%	32%	33%	37%	33%	32%	34%	
Sigma							+										**		+				+	+	+	+		
	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement	257	133	125	91	66	100	56	70	110	111	147	33	154	71	179	78	19	239	38	220	180	78	36	59	43	39	35	15	14	17
	52%	52%	51%	54%	42%	58%	43%	56%	62%	57%	48%	38%	54%	56%	51%	52%	56%	51%	53%	51%	52%	51%	45%	54%	64%	58%	45%	65%	37%	46%
Do not agree	243	121	122	79	89	74	75	56	69	82	161	54	133	56	170	72	15	228	34	209	169	74	44	50	25	28	43	8	24	20
	49%	48%	49%	46%	58%	43%	57%	44%	39%	43%	52%	62%	46%	44%	49%	48%	44%	49%	48%	49%	48%	49%	55%	46%	37%	42%	55%	36%	63%	54%
Sigma	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Hungary		Hungary																					
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubia	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd) Base: All Respondents (wtd) Agree with this statement	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	194	90	104	77	65	52	10	78	74	79	115	53	107	34	103	91	12	182	25	169	148	46	63	71	61
	39%	36%	41%	42%	38%	35%	**	42%	38%	36%	38%	39%	50%	37%	34%	35%	44%	37%	39%	43%	38%	39%	37%	42%	47%
Do not agree	306	157	149	105	105	96	14	127	134	128	178	54	187	65	190	116	22	284	33	273	228	78	86	81	139
	61%	64%	59%	58%	62%	65%	58%	62%	65%	62%	61%	50%	64%	66%	65%	56%	63%	61%	57%	62%	61%	63%	58%	53%	70%
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		India																				
	India Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	351	173	177	185	113	53	57	192	87	209	142	-	35	316	209	142	104	247	206	145	280	70
	70%	68%	73%	69%	73%	67%	76%	72%	64%	69%	72%	-	68%	70%	70%	70%	79%	67%	71%	68%	70%	72%
Do not agree																	Q					
	149	83	66	82	41	26	18	75	49	93	56	-	17	133	88	61	28	121	83	67	122	27
	30%	33%	27%	31%	27%	34%	24%	28%	36%	31%	28%	-	32%	30%	30%	30%	21%	33%	29%	32%	30%	28%
Sigma																	P					
	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isola	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50	
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57	
Agree with this statement	261	134	127	88	84	89	64	109	52	130	130	103	117	41	138	123	30	231	42	219	157	104	67	47	52	66	28	
	52%	54%	50%	55%	51%	50%	57%	48%	59%	51%	53%	48%	55%	56%	55%	49%	66%	51%	60%	51%	53%	51%	51%	49%	54%	55%	50%	
							*		*								*		*				*	*		*	*	
Do not agree	239	114	126	73	79	88	49	118	36	125	114	110	97	32	111	128	15	224	28	212	140	99	64	48	45	54	28	
	48%	46%	50%	45%	49%	50%	44%	52%	41%	49%	47%	52%	45%	44%	45%	51%	34%	49%	40%	49%	47%	49%	49%	51%	46%	45%	50%	
							+		+								+		+				+	+		+	+	
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	200	101	99	82	50	68	101	64	12	77	123	112	36	52	92	108	7	193	11	189	118	82
	40%	40%	40%	49%	32%	39%	38%	42%	56%	35%	44%	42%	36%	39%	39%	41%	46%	40%	34%	40%	37%	45%
	D*							*	**			*					**		**			*
Do not agree	300	150	150	87	108	105	164	88	10	142	158	155	65	80	143	157	9	291	22	278	201	99
	60%	60%	60%	51%	68%	61%	62%	58%	44%	65%	56%	58%	64%	61%	61%	59%	54%	60%	66%	60%	63%	55%
				*	C			*	**			*					**		**			*
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	271	129	142	139	95	37	59	99	102	109	161	12	192	67	180	91	72	199	104	167	206	65
	54%	54%	55%	54%	56%	51%	62%	54%	54%	56%	53%	49%	54%	57%	57%	49%	62%	52%	60%	51%	56%	49%
Do not agree	229	111	118	121	74	35	35	85	89	87	143	12	166	51	134	95	45	185	69	161	163	66
	46%	46%	46%	47%	44%	49%	38%	46%	46%	44%	47%	51%	46%	43%	43%	51%	38%	48%	40%	49%	44%	51%
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: All Respondents (unwtd)		502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement		302	142	160	126	92	84	11	59	188	155	147	46	185	71	159	143	31	271	61	241	205	97	61	62	52	50	36	41	
		60%	57%	64%	62%	60%	58%	61%	52%	62%	61%	60%	62%	60%	62%	58%	63%	66%	60%	62%	60%	61%	60%	61%	60%	60%	62%	70%	54%	
		198	107	91	76	62	60	7	54	115	101	97	28	126	44	115	83	16	182	37	161	133	65	39	42	35	31	16	35	
		40%	43%	36%	38%	40%	42%	40%	48%	38%	39%	40%	38%	41%	38%	42%	37%	34%	40%	38%	40%	39%	40%	39%	40%	40%	38%	30%	46%	
								**					*					*		*			*		*	*	*	*	*	
Sigma		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total		Russia																											
	Gender		Age			Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	229	104	125	91	86	52	20	68	138	128	102	31	138	60	148	82	16	213	31	198	177	52	64	21	38	47	18	28	13	
	46%	44%	48%	44%	49%	44%	38%	49%	48%	48%	43%	37%	48%	48%	48%	42%	45%	46%	44%	49%	45%	47%	42%	47%	43%	48%	45%	43%	42%	56%
Do not agree	271	135	136	115	90	65	32	71	152	138	133	53	152	66	160	111	19	251	32	238	198	73	71	28	41	57	25	39	10	
	54%	56%	52%	56%	51%	56%	62%	51%	53%	52%	57%	63%	53%	52%	52%	58%	55%	54%	51%	55%	53%	58%	53%	57%	52%	55%	57%	58%	44%	**
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	338	199	138	201	113	23	125	97	94	259	78	38	60	240	259	78	144	193	180	157	279	59
	68%	68%	67%	71%	63%	64%	69%	67%	72%	70%	60%	64%	62%	70%	72%	57%	81%	60%	75%	60%	69%	60%
Do not agree						**				*		*			O		Q		S		*	
	162	93	70	83	66	13	57	47	36	111	51	21	36	105	103	59	35	128	59	103	123	39
	33%	32%	34%	29%	37%	36%	31%	33%	28%	30%	40%	36%	38%	30%	28%	43%	19%	40%	25%	40%	31%	40%
						**				*		*			N		P		R		*	
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	303	148	155	193	72	38	48	63	192	101	202	126	53	124	173	130	67	236	108	195	213	89
	61%	62%	60%	68%	51%	51%	69%	61%	59%	56%	64%	59%	51%	68%	62%	59%	65%	59%	65%	59%	60%	63%
Do not agree				DE			*	*					*	L			*					*
	197	92	105	91	69	37	22	40	135	81	116	87	50	59	107	90	36	161	59	138	144	53
	39%	38%	40%	32%	49%	49%	31%	39%	41%	44%	37%	41%	49%	32%	38%	41%	35%	41%	35%	42%	40%	37%
Sigma				C	C		*	*					M*				*					*
	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	277	141	135	93	122	62	29	95	152	166	111	2	46	229	194	83	34	243	73	203	243	26
	55%	56%	55%	48%	62%	55%	43%	63%	54%	58%	52%	20%	56%	56%	58%	50%	65%	54%	65%	52%	57%	41%
				*	C		**	*		*		**	*		*	*	*		S			**
Do not agree	223	112	112	99	74	51	39	57	127	123	101	6	36	181	141	82	18	205	39	185	183	37
	45%	44%	45%	52%	38%	45%	57%	37%	46%	43%	48%	80%	44%	44%	42%	50%	35%	46%	35%	48%	43%	59%
				D*			**	*		*		**	*		*	*	*		R			**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	223	110	113	81	78	64	96	66	20	108	114	95	51	77	136	87	16	206	22	201	140	83	43	48	70	62	
	45%	44%	46%	46%	43%	45%	40%	48%	44%	47%	43%	42%	43%	50%	48%	40%	43%	45%	44%	45%	47%	40%	46%	37%	48%	47%	
									*								*		*			*	*		*	*	
Do not agree	277	142	135	93	105	79	145	70	26	123	154	132	67	77	149	128	22	255	28	250	155	122	50	82	75	70	
	56%	57%	54%	54%	58%	55%	60%	52%	56%	53%	57%	58%	57%	50%	52%	60%	57%	55%	56%	55%	53%	60%	54%	63%	52%	53%	
									*								*		*			*	*		*	*	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	251	118	133	113	71	67	75	114	39	75	177	140	31	80	178	73	43	208	51	200	183	69	18	63	60	56	54
	50%	47%	54%	58%	53%	39%	55%	50%	49%	50%	50%	51%	49%	50%	50%	51%	59%	49%	52%	50%	51%	49%	39%	51%	52%	56%	47%
				E	E				*				*				*		*			*	*	*	*	*	*
Do not agree	249	136	113	81	64	104	63	116	41	75	174	137	33	80	178	70	30	219	47	201	177	72	27	61	55	44	61
	50%	53%	46%	42%	47%	61%	46%	50%	52%	50%	50%	49%	51%	50%	50%	49%	41%	51%	48%	50%	49%	51%	61%	49%	48%	44%	53%
				CD	CD				*				*				*		*			*	*	*	*	*	*
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124	
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209	
Agree with this statement	256	104	153	143	76	38	13	15	229	152	104	141	10	105	131	126	36	220	70	187	157	100	
	51%	41%	62%	59%	42%	49%	94%	30%	52%	59%	43%	47%	58%	57%	45%	60%	61%	50%	50%	52%	54%	48%	
		A*			*	**	**	**		*	*	*	*		*	*	*		*	*	*	*	
Do not agree	244	149	95	99	104	40	1	35	208	108	136	158	7	78	159	85	23	221	69	174	135	109	
	49%	59%	38%	41%	57%	51%	6%	70%	48%	41%	57%	53%	42%	43%	55%	40%	39%	50%	50%	48%	46%	52%	
		B*	*	*	*	**	**	**		*	*	*	*		*	*	*		*	*	*	*	
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	185	73	112	84	56	44	17	89	59	73	112	50	36	99	117	68	14	171	30	155	146	39	32	18	22	25	35	27	16	
	37%	29%	45%	43%	36%	30%	33%	39%	36%	37%	37%	43%	27%	39%	37%	37%	38%	37%	41%	36%	39%	31%	45%	36%	32%	39%	32%	44%	35%	
Do not agree	315	176	139	112	99	104	35	139	106	126	190	68	94	153	199	116	23	292	42	273	231	85	39	32	48	39	74	34	31	
	63%	71%	55%	57%	64%	70%	67%	61%	64%	63%	63%	58%	73%	61%	63%	63%	62%	63%	59%	64%	61%	69%	55%	64%	68%	61%	68%	56%	66%	
	B					C	*						KM				*		*				*	*	*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	265	140	126	106	75	84	45	116	105	148	117	120	68	77	150	115	32	233	49	216	172	89	54	50	97	65
	53%	56%	50%	58%	49%	51%	55%	55%	50%	56%	50%	52%	54%	55%	54%	52%	66%	52%	67%	51%	54%	52%	59%	45%	53%	57%
Do not agree	235	108	127	77	78	80	36	94	105	118	117	113	59	63	127	108	17	218	25	210	148	84	37	60	87	50
	47%	44%	50%	42%	51%	49%	45%	45%	50%	44%	50%	49%	46%	45%	46%	48%	34%	48%	34%	49%	46%	49%	41%	55%	48%	43%
Sigma	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	331	164	167	190	100	41	126	89	88	175	156	40	129	162	210	120	56	274	114	217	276	49
	66%	66%	66%	69%	64%	61%	68%	67%	60%	66%	67%	58%	78%	61%	69%	61%	64%	67%	71%	64%	67%	61%
Do not agree						*				*		*	KM				*				*	
	169	85	84	86	57	27	59	45	58	92	78	29	37	104	94	76	32	137	47	122	138	31
	34%	34%	34%	31%	36%	39%	32%	34%	40%	34%	33%	42%	22%	39%	31%	39%	36%	33%	29%	36%	33%	39%
Sigma						*						L*		L			*				*	
	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	281	133	148	143	87	50	34	137	91	112	169	43	107	130	174	107	81	200	110	171	228	53
	56%	55%	57%	56%	59%	52%	64%	52%	60%	62%	53%	66%	57%	53%	54%	60%	68%	53%	65%	52%	58%	50%
Do not agree						*	*					*					Q		S		*	
	219	109	110	113	61	46	19	127	61	69	150	22	82	115	148	71	39	180	59	160	165	54
	44%	45%	43%	44%	41%	48%	36%	48%	40%	38%	47%	34%	43%	47%	46%	40%	33%	47%	35%	48%	42%	51%
						*	*					*					P		R		*	
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	254	116	138	109	74	71	33	38	147	139	115	97	130	27	116	138	33	221	52	202	161	93
	51%	47%	55%	58%	45%	49%	45%	45%	51%	47%	57%	72%	44%	39%	51%	50%	47%	51%	53%	50%	50%	52%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	**	*	*
Do not agree	246	134	112	79	92	75	40	46	139	160	85	38	165	43	110	136	37	209	47	199	158	88
	49%	53%	45%	42%	56%	51%	55%	55%	49%	54%	43%	28%	56%	62%	49%	50%	53%	49%	47%	50%	50%	49%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	**	*	*
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	232	129	103	104	82	46	62	75	76	70	162	13	97	122	150	81	51	180	75	156	176	56
	46%	53%	40%	46%	51%	40%	53%	46%	44%	48%	46%	78%	50%	42%	48%	44%	57%	44%	55%	43%	47%	43%
Do not agree	B					*						**					Q*		S			
	268	115	153	120	80	68	55	90	98	75	194	4	98	167	166	103	39	229	63	205	196	73
	54%	47%	60%	54%	50%	62%	47%	54%	56%	52%	55%	22%	50%	58%	52%	56%	43%	56%	46%	57%	53%	57%
Sigma	A					*						**					*	P		R		
	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really take notice when men or women are shown in traditional or old-fashioned roles in advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	233	127	106	124	65	43	120	94	10	77	156	-	178	55	154	79	70	164	93	140	173	60
	47%	52%	42%	46%	45%	52%	56%	43%	26%	53%	44%	-	46%	48%	49%	43%	52%	45%	52%	44%	47%	45%
	B				*	*	GH		*													
Do not agree	267	119	148	146	80	40	94	122	28	68	199	-	207	60	160	107	65	202	88	179	194	73
	53%	48%	58%	54%	55%	48%	44%	57%	74%	47%	56%	-	54%	52%	51%	58%	48%	55%	48%	56%	53%	55%
		A			*	*	F		F*													
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	11685	5602	6083	5100	3770	2816	2256	4033	4464	5388	6297	2789	4478	4418	7009	4676	1711	9974	2777	8909	8321	3333
	84%	80%	87%	84%	83%	82%	80%	84%	86%	84%	83%	81%	84%	85%	82%	85%	86%	83%	86%	83%	84%	83%
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Do not agree	2315	1374	941	961	753	601	550	747	753	992	1323	677	832	806	1517	798	281	2034	451	1864	1639	673
	17%	20%	13%	16%	17%	18%	20%	16%	14%	16%	17%	20%	16%	15%	18%	15%	14%	17%	14%	17%	17%	17%
		B	A	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	11685	452	354	454	429	436	422	478	392	389	368	440	396	445	417	447	458	298	348	374	440	436	350	433	420	466	441	471	429
	84%	90%	71%	91%	86%	87%	84%	96%	78%	78%	74%	84%	79%	89%	87%	90%	92%	60%	70%	75%	88%	87%	70%	87%	84%	93%	88%	94%	86%
Do not agree		CEGIUKLMRST WY	R	CEGIUKLMRST WY	CIJMRSTW	CIJMRSTW	CIJMRSTW	BCDEFGIJKL MNOPQRSTU VWXYZac	CRSW	CRSW	R	CIJRSTW	CRSW	CIJMRSTW	CIJMRSTW	CGIUKLMRST WY	CEGIUKLMRS TVWXY		R	R	CIJMRSTW	CIJMRSTW	R	CIJMRSTW	CIJMRSTW	CEGIUKLMO RSTUVWXYZac	CIJMRSTWY XYac	BCDEFGIJKL NOPRSTUVW XYac	CIJRSTW
	2315	48	146	46	71	64	78	22	108	111	132	80	104	55	63	53	42	202	152	126	60	64	150	67	80	34	59	29	71
	17%	10%	29%	9%	14%	13%	16%	4%	22%	22%	26%	16%	21%	11%	13%	11%	8%	40%	30%	25%	12%	13%	30%	13%	16%	7%	12%	6%	14%
Sigma		Hb	BDEFGHIJLM NOPQUVXYZ ahr	H	BDHQZb	HQZb	BDHPQZb		BDEFGHNP QUVXYZab	BDEFGHLNO PQUVXYZabc	BDEFGHLNO	BDHPQZb	BDEFGHNOP QUVXYZab	Hb	HZb	Hb	H	BCDEFGHIJKL MNOPQRSTUV WXYZahc	BDEFGHIJLM NOPQUVXYZ ahr	BDEFGHLNO PQUVXYZabc	HZb	HQZb	BDEFGHIJLM NOPQUVXYZ ahr	HQZb	BDHPQZab		HZb		HZb
	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	11685	857	2716	3910	2462	3100	1768	1269
	84%	86%	91%	78%	82%	78%	88%	85%
		CDE	ACDEFG		CE		CDEG	CE
Do not agree	2315	143	284	1090	538	900	232	231
	17%	14%	10%	22%	18%	23%	12%	15%
		B		ABDFG	ABF	ABDFG	B	BF
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	452	223	229	224	133	95	36	42	314	139	313	145	189	117	294	158	104	348	131	320	358	93
	90%	91%	90%	90%	92%	89%	75%	91%	92%	91%	90%	86%	92%	94%	91%	90%	94%	89%	93%	90%	91%	88%
Do not agree	48	22	26	24	12	12	12	4	28	14	35	25	16	8	31	18	6	42	11	38	36	12
	10%	9%	10%	10%	8%	11%	26%	9%	8%	9%	10%	15%	8%	6%	10%	10%	6%	11%	8%	11%	9%	12%
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - i really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	396	183	213	158	119	119	151	166	45	156	240	45	163	189	218	179	29	368	54	342	255	142	125	272	98	137	80	37	44
	79%	74%	85%	80%	79%	79%	86%	76%	69%	79%	80%	76%	78%	81%	75%	85%	74%	80%	82%	79%	77%	84%	77%	81%	72%	82%	80%	88%	83%
Do not agree	104	65	39	32	33	24	52	20	43	61	14	46	44	72	32	10	93	12	92	77	26	38	66	39	31	21	5	9	
	21%	26%	16%	20%	22%	21%	14%	24%	31%	22%	20%	24%	22%	19%	25%	15%	27%	20%	18%	21%	23%	16%	24%	19%	28%	18%	21%	12%	17%
	104	65	B	39	32	33	F	24	52	20	43	61	14	46	44	O	10	93	12	92	77	26	38	66	39	31	21	5	
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium Total	Belgium																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement		354	159	194	135	113	106	66	102	100	148	205	89	145	120	207	146	23	330	40	314	212	142	28	222	103
		71%	63%	78%	73%	73%	66%	70%	70%	73%	73%	69%	61%	75%	75%	69%	74%	64%	71%	68%	71%	73%	68%	52%	78%	64%
Do not agree			A				*						K	K			*		*				*		VX	
		146	92	54	51	42	53	28	43	37	56	91	57	49	40	95	51	13	133	19	128	80	66	26	63	57
		29%	37%	22%	27%	27%	34%	30%	30%	27%	27%	31%	39%	25%	25%	32%	26%	36%	29%	32%	29%	28%	32%	48%	22%	36%
Sigma			B				*						LM					*		*			W*		W	
		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	445	195	250	243	141	62	47	316	63	164	282	142	229	74	233	212	92	353	117	328	304	142
	89%	84%	93%	85%	95%	92%	90%	90%	92%	92%	88%	91%	87%	92%	89%	89%	93%	88%	92%	88%	89%	89%
	*	A			C*	*	*		*	*		*					**	*	*		*	
Do not agree	55	37	18	42	7	5	5	36	6	14	40	15	33	7	28	27	7	47	10	45	38	17
	11%	16%	7%	15%	5%	8%	10%	10%	8%	13%	9%	13%	9%	11%	11%	8%	12%	8%	12%	11%	11%	
		B*		D	*	*	*		*	*		*					**	*	*		*	
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	180	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	437	196	241	152	130	155	50	190	155	195	242	200	172	65	264	173	40	397	60	377	270	160	28	31	42	58	-	164	114
	87%	81%	94%	89%	88%	86%	83%	92%	87%	86%	88%	88%	88%	84%	86%	90%	83%	88%	86%	88%	89%	85%	86%	87%	79%	87%	-	86%	95%
Do not agree	63	46	17	19	18	26	10	17	23	31	32	27	24	12	43	20	8	55	10	54	33	28	4	5	11	9	-	27	7
	13%	19%	7%	11%	12%	14%	17%	8%	13%	14%	12%	12%	12%	16%	14%	10%	17%	12%	14%	12%	11%	15%	14%	13%	21%	13%	-	14%	5%
			B	*			**					*					*		*		*	**	**	b*	*	-		*	
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	447	216	232	192	185	71	8	40	398	327	120	-	132	316	338	110	73	375	159	288	408	40
	90%	85%	94%	92%	87%	90%	79%	86%	90%	91%	86%	-	85%	91%	89%	91%	91%	89%	92%	88%	90%	87%
Do not agree		A																				
	53	39	14	17	27	8	2	7	44	33	20	-	22	30	42	11	7	46	15	38	47	6
	11%	15%	6%	8%	13%	10%	21%	14%	10%	9%	14%	-	15%	9%	11%	9%	9%	11%	8%	12%	10%	13%
Sigma		B																				
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

		France Total	France																										
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: All Respondents (unwtd)		502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)		500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement		298	148	151	105	94	99	58	145	66	116	183	80	127	92	215	83	22	277	27	272	191	107	59	53	55	51	81	
		60%	60%	60%	57%	58%	65%	55%	61%	68%	62%	58%	60%	58%	62%	60%	59%	87%	58%	69%	59%	58%	62%	57%	54%	61%	52%	73%	
							*										**		*					*	*	*	VWY		
Do not agree		202	99	102	79	70	53	49	93	31	70	131	53	93	55	143	59	3	198	12	189	136	65	45	45	35	47	30	
		40%	40%	41%	43%	42%	35%	46%	39%	32%	38%	42%	40%	42%	38%	40%	41%	13%	42%	31%	41%	42%	38%	43%	46%	39%	48%	27%	
							+										**		+				2	2*	*	2*			
Sigma		500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement		348	157	192	126	104	118	75	88	139	148	200	51	202	96	230	119	22	326	46	302	240	108	60	75	53	48	52	16	24	21
		70%	62%	78%	74%	67%	68%	57%	70%	77%	77%	65%	59%	70%	76%	66%	79%	66%	70%	65%	71%	69%	71%	76%	69%	77%	72%	67%	71%	62%	56%
Do not agree		152	97	55	44	51	56	57	38	41	44	107	36	85	31	120	32	11	140	25	126	108	43	20	34	15	19	26	7	15	16
		30%	38%	22%	26%	33%	32%	43%	30%	23%	23%	35%	42%	30%	24%	34%	21%	34%	30%	35%	30%	31%	29%	25%	31%	23%	28%	33%	30%	38%	44%
		B					H*				I	**				O	**			*		*		*	*	*	*	**	*	*	**
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary	Hungary																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubia	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	420	194	227	158	140	122	19	176	175	173	247	90	248	82	238	182	31	389	48	372	313	108	126	127	166
	84%	78%	90%	87%	82%	83%	75%	86%	84%	84%	84%	84%	85%	83%	81%	88%	91%	84%	83%	84%	83%	87%	85%	84%	84%
Do not agree	80	53	26	23	31	26	6	29	33	33	47	17	46	17	55	25	3	77	10	70	63	16	23	24	33
	16%	22%	10%	13%	18%	17%	25%	14%	16%	16%	16%	16%	16%	17%	19%	12%	9%	16%	17%	16%	17%	13%	15%	16%	17%
		B					**					*					*		*						
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90	
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
Agree with this statement	440	225	215	229	137	74	67	227	127	267	173	-	43	397	257	183	114	326	255	185	353	87	
	88%	88%	88%	86%	89%	94%	89%	85%	93%	88%	87%	-	83%	89%	87%	90%	86%	89%	88%	87%	88%	89%	
Do not agree						*	*		G				*								*		
	60	31	29	38	17	5	8	40	9	35	25	-	9	52	40	21	19	42	34	27	49	11	
	12%	12%	12%	14%	11%	7%	11%	15%	7%	12%	13%	-	17%	12%	13%	10%	14%	11%	12%	13%	12%	11%	
						*	*		H				*								*		
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																											
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isle		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50		
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57		
Agree with this statement	436	221	215	137	141	159	98	198	76	224	212	184	190	62	220	216	39	397	59	378	262	175	114	77	92	106	47		
	87%	89%	85%	85%	87%	90%	87%	87%	86%	88%	87%	87%	89%	85%	88%	86%	87%	87%	84%	88%	88%	86%	87%	81%	95%	88%	83%		
Do not agree							*		*								*		*					*	VWZ*		*		
	64	27	37	24	22	17	14	29	12	32	32	29	24	11	29	35	6	58	11	53	35	28	17	18	5	14	10		
	13%	11%	15%	15%	14%	10%	13%	13%	14%	12%	13%	14%	11%	15%	12%	14%	13%	13%	16%	12%	12%	14%	13%	19%	5%	12%	17%		
							*		*							*		*					X	X*	*	X*			
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	350	176	175	125	103	123	186	113	18	156	194	189	72	90	157	193	11	339	19	332	213	137
	70%	70%	70%	74%	65%	71%	70%	74%	84%	71%	69%	71%	71%	68%	67%	73%	68%	70%	57%	71%	67%	76%
		*		*			*	**		*		*					**		**		*	
Do not agree	150	75	74	44	55	51	80	39	3	62	87	78	29	42	78	72	5	145	14	136	106	44
	30%	30%	30%	26%	35%	29%	30%	26%	16%	29%	31%	29%	29%	32%	33%	27%	32%	30%	43%	29%	33%	24%
		*		*			*	**		*		*					**		**		*	
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	454	216	238	242	144	67	84	166	177	175	279	23	324	106	283	171	106	348	156	298	334	120
	91%	90%	92%	93%	86%	94%	90%	91%	93%	89%	92%	96%	91%	90%	90%	92%	91%	91%	91%	91%	91%	92%
Do not agree				D																		
	46	24	22	18	24	4	10	17	14	21	25	1	33	12	31	15	11	35	16	30	35	11
	9%	10%	8%	7%	14%	6%	10%	10%	7%	11%	8%	5%	9%	10%	10%	8%	10%	9%	9%	9%	10%	8%
Sigma				C																		
	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																												
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: All Respondents (unwtd)		502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement		429	212	217	171	129	129	12	95	264	214	214	69	259	101	234	195	42	387	84	345	286	142	83	88	73	74	47	64	
		86%	85%	86%	85%	84%	89%	63%	84%	87%	84%	88%	93%	83%	88%	85%	86%	88%	86%	86%	85%	88%	83%	85%	84%	91%	90%	84%		
		71	37	34	31	25	15	7	18	39	42	29	5	52	14	40	31	6	66	13	58	52	20	17	16	14	7	5	12	
		14%	15%	14%	15%	17%	11%	37%	16%	13%	16%	12%	7%	17%	12%	15%	14%	12%	15%	14%	14%	15%	12%	17%	15%	16%	9%	10%	16%	
							**						*					*		*		*	*	*	*	*	*	*	*	
Sigma		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total		Russia																										
	Gender	Age	Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region										
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
Agree with this statement	436	200	236	184	153	99	44	123	250	228	208	72	255	109	261	175	29	407	51	385	324	112	118	41	70	90	37	59	21
	87%	84%	90%	89%	87%	85%	85%	89%	86%	86%	88%	86%	88%	87%	85%	91%	81%	88%	81%	88%	86%	90%	87%	84%	89%	86%	87%	87%	93%
Do not agree	64	39	25	23	18	8	15	40	37	27	12	35	17	46	17	7	57	12	52	51	13	17	8	9	14	6	9	1	
	13%	16%	10%	11%	13%	15%	15%	11%	14%	14%	12%	14%	12%	13%	15%	9%	19%	12%	19%	12%	14%	11%	13%	16%	11%	14%	13%	13%	7%
Sigma	8	9														*		*		*			*	*	*	*	*	*	**
	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	422	251	171	238	154	30	154	122	109	316	106	54	72	296	302	120	145	278	197	226	334	88
	84%	86%	82%	84%	86%	83%	85%	84%	84%	85%	82%	91%	76%	86%	84%	87%	81%	87%	82%	87%	83%	90%
Do not agree						**						L*	*	L								*
	78	41	37	47	25	6	28	23	21	54	24	5	23	49	60	18	35	43	43	35	68	10
	16%	14%	18%	17%	14%	17%	15%	16%	16%	15%	18%	9%	24%	14%	17%	13%	19%	14%	18%	13%	17%	10%
						**						*	KM*									*
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	478	231	248	269	135	74	68	95	316	175	304	209	98	172	265	214	99	379	159	319	338	140
	96%	96%	95%	95%	96%	99%	97%	92%	96%	96%	96%	98%	95%	94%	94%	97%	96%	96%	95%	96%	95%	98%
							*	*					*				*					*
Do not agree	22	10	12	15	6	1	2	8	12	8	14	5	5	12	16	6	4	17	8	14	19	3
	4%	4%	5%	5%	4%	1%	3%	8%	4%	4%	4%	2%	5%	7%	6%	3%	4%	4%	5%	4%	5%	2%
							*	*					*				*					*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	392	193	199	143	157	92	44	130	218	234	159	1	63	329	260	132	40	352	90	302	340	41
	78%	76%	81%	75%	80%	82%	65%	85%	78%	81%	75%	11%	76%	80%	78%	80%	78%	79%	81%	78%	80%	66%
		*		*			**	*		*		**	*		*		*		*		**	**
Do not agree	108	60	48	48	39	21	24	22	61	55	53	7	19	81	74	33	12	96	22	86	85	22
	22%	24%	19%	25%	20%	19%	35%	15%	22%	19%	25%	89%	24%	20%	22%	20%	22%	22%	19%	22%	20%	34%
		*		*			**	*		*		**	*		*		*		*		**	**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	433	209	224	147	159	127	205	122	41	200	233	199	102	132	248	185	33	400	44	389	259	174	81	114	122	116	
	87%	83%	90%	85%	87%	89%	85%	90%	90%	86%	87%	88%	86%	85%	87%	86%	84%	87%	89%	86%	88%	85%	87%	88%	84%	88%	
Do not agree		A							*							*		*		*		*	*	*	*	*	
	67	43	24	27	24	16	36	14	5	32	35	28	17	22	36	31	6	61	6	61	36	31	12	15	23	16	
	13%	17%	10%	15%	13%	12%	15%	10%	10%	14%	13%	12%	14%	15%	13%	14%	16%	13%	11%	14%	12%	15%	13%	12%	16%	13%	
Sigma		B							*							*		*		*		*	*	*	*	*	
	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	389	179	211	154	106	130	109	183	63	116	273	212	52	126	264	125	49	341	67	322	276	113	35	95	92	74	93
	78%	70%	86%	79%	79%	76%	79%	80%	79%	78%	78%	77%	82%	78%	74%	87%	67%	80%	68%	80%	77%	81%	78%	77%	80%	74%	81%
Do not agree		A						*				*			N	*	P	*	R			*	*		*		
	111	75	35	40	29	41	29	47	16	33	77	65	11	34	92	18	24	87	32	79	84	27	10	29	23	26	22
	22%	30%	14%	21%	22%	24%	21%	20%	21%	22%	22%	23%	18%	22%	26%	13%	33%	20%	32%	20%	23%	19%	22%	24%	20%	26%	19%
	B							*				*			Q	*	Q*	S*				*	*		*		
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	368	174	194	176	132	60	9	43	316	180	188	217	10	141	212	156	36	332	107	261	202	167
	74%	69%	79%	73%	73%	77%	68%	86%	73%	69%	78%	72%	58%	77%	73%	74%	61%	75%	77%	72%	69%	80%
	*	*	*	*	*	**	**	**	*	*	*	*	*	L	*	*	*	*	*	*	*	*
Do not agree	132	79	53	66	48	18	4	7	120	79	52	82	7	42	78	54	23	109	32	100	89	42
	26%	31%	22%	27%	27%	23%	32%	14%	28%	31%	22%	28%	42%	23%	27%	26%	39%	25%	23%	28%	31%	20%
	*	*	*	*	*	**	**	**	*	*	*	*	M*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	374	164	210	149	123	101	32	177	121	157	216	85	99	190	230	144	27	347	53	321	286	88	58	40	51	47	77	50	32	
	75%	66%	84%	76%	79%	68%	62%	78%	73%	79%	72%	72%	76%	75%	73%	78%	72%	75%	73%	75%	76%	72%	81%	81%	72%	74%	71%	82%	69%	
Do not agree	126	86	41	47	51	47	20	51	45	41	85	33	31	63	86	40	10	116	19	107	91	35	13	9	20	17	32	11	15	
	25%	34%	16%	24%	21%	32%	38%	22%	27%	21%	28%	28%	24%	25%	27%	22%	28%	25%	27%	25%	24%	29%	19%	19%	28%	26%	29%	18%	32%	
	B				D	G*											*		*			*	*	*	*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	420	200	220	160	119	141	61	181	179	225	195	189	110	121	225	195	42	378	65	355	269	144	76	86	160	98
	84%	81%	87%	88%	78%	86%	75%	86%	85%	85%	83%	81%	87%	86%	81%	88%	86%	84%	89%	83%	84%	83%	84%	78%	87%	85%
Do not agree		A	D	D	*	F	F								N	*									W	
	80	48	32	23	34	24	20	29	31	41	39	44	17	20	52	28	7	73	8	72	51	29	15	24	25	17
	16%	19%	13%	12%	22%	15%	25%	14%	15%	15%	17%	19%	13%	14%	19%	13%	14%	16%	11%	17%	16%	17%	16%	22%	13%	15%
Sigma		B			CE		GH								O		*								X	
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	471	234	237	258	150	64	176	123	142	255	217	65	157	250	288	183	82	389	148	323	392	74
	94%	94%	94%	93%	96%	94%	95%	91%	97%	96%	93%	95%	95%	94%	95%	93%	93%	95%	92%	95%	95%	92%
						*		G				*					*					*
Do not agree	29	14	14	18	6	4	10	12	4	12	16	4	9	16	15	13	6	23	13	16	22	7
	6%	6%	6%	7%	4%	6%	5%	9%	3%	5%	7%	6%	5%	6%	5%	7%	7%	6%	8%	5%	5%	8%
						*		H				*					*					*
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	458	221	237	233	138	87	49	248	138	166	292	61	173	224	291	167	109	349	154	304	358	100
	92%	92%	92%	91%	93%	91%	93%	94%	91%	92%	91%	93%	91%	91%	90%	94%	91%	92%	92%	92%	91%	94%
						*	*					*									*	
Do not agree	42	20	22	23	11	9	4	17	14	14	28	4	16	21	31	11	11	31	14	28	35	7
	8%	8%	8%	9%	7%	9%	7%	6%	9%	8%	9%	7%	9%	9%	10%	6%	9%	8%	8%	8%	9%	6%
						*	*					*									*	
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	429	194	235	159	146	123	64	71	260	263	166	108	260	61	198	231	66	363	94	335	278	151
	86%	78%	94%	85%	88%	85%	88%	85%	91%	88%	83%	80%	88%	87%	88%	84%	95%	84%	95%	84%	87%	83%
	*	A*		*	*	*	**	*		*		**			*	*	**		**		*	*
Do not agree	71	56	15	29	20	23	9	13	26	37	34	27	34	10	28	43	4	68	5	66	41	30
	14%	22%	6%	15%	12%	16%	12%	15%	9%	12%	17%	20%	12%	14%	12%	16%	5%	16%	5%	16%	13%	17%
		B*	*	*	*	*	**	*		*		**			*	*	**		**		*	*
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	441	206	235	185	151	105	91	148	162	132	309	12	173	256	278	163	82	358	124	317	331	110
	88%	84%	92%	83%	93%	92%	78%	89%	93%	91%	87%	71%	89%	89%	88%	88%	91%	88%	90%	88%	89%	86%
Do not agree		A		C		C*		F		F		**					*					
	59	38	21	39	11	9	26	18	12	13	46	5	21	33	38	21	8	51	14	45	41	19
	12%	16%	8%	17%	7%	8%	23%	11%	7%	9%	13%	29%	11%	12%	12%	12%	9%	13%	11%	12%	11%	15%
Sigma		B		DE		*		GH				**					*					
	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I really like when ads include a positive message about making the world better

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	466	226	240	247	135	84	195	205	33	140	326	-	360	106	298	168	126	340	168	298	337	129
	93%	92%	94%	91%	93%	100%	91%	95%	89%	96%	92%	-	93%	92%	95%	90%	94%	93%	93%	93%	92%	96%
Do not agree					*	C*			*													
	34	20	14	24	11	-	19	10	4	6	29	-	25	9	16	18	8	26	13	21	29	5
	7%	8%	6%	9%	7%	-	9%	5%	11%	4%	8%	-	7%	8%	5%	10%	6%	7%	7%	7%	8%	4%
Sigma				E	*	*			*													
	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Yes	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	10584	5168	5415	4733	3373	2478	2031	3669	4024	4853	5731	2453	4008	4123	6451	4133	1579	9005	2620	7964	7604	2951
	76%	74%	77%	78%	75%	73%	72%	77%	77%	76%	75%	71%	76%	79%	76%	76%	79%	75%	81%	74%	76%	74%
			A	D			F	F	F				K	KL			Q		S		U	
Do not agree	3416	1808	1609	1329	1150	938	775	1111	1194	1527	1889	1013	1302	1101	2075	1341	413	3003	607	2809	2356	1056
	24%	26%	23%	22%	25%	28%	28%	23%	23%	24%	25%	29%	25%	21%	24%	25%	21%	25%	19%	26%	24%	26%
		B	C	C	C	C	GH						LM	M			P		R		T	
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	10584	392	353	418	375	372	434	464	361	346	347	353	383	376	401	393	425	340	320	382	422	369	330	380	377	413	368	449	351
	76%	78%	71%	84%	75%	64%	75%	93%	72%	69%	70%	71%	77%	75%	80%	79%	85%	68%	64%	76%	83%	74%	66%	78%	75%	83%	74%	90%	70%
		CFJKLRSW	S	CEFGUKLMN RSTVWXYac	FJRSW		FRSW	BCDEFGUKL MNOPQRSTU VWXYZac	FS			S	FJLRSW	FRSW	CFJKLRSWac	CFJKLRSWc	BCDEFGUKLM NPRSTVWXY ac			FJLRSW	BCDEFGUKLM NPRSTVWXY ac	FSW		FJRSW	FJRSW	CEFGUKLMN RSTVWXYac	FRSW	BCDEFGUKL MNOPQRSTU VWXYZac	
Do not agree	3416	108	147	82	125	178	126	36	139	154	153	147	117	124	99	107	75	160	180	118	78	131	170	120	123	87	132	51	149
	24%	HQUb	BDHOPQUZb	Hb	DHQUZb	BDEGHIMNO PQTUVVXYZab	DHQUZb		DHOPQUZb	BDEHMOPQT UXYZb	BDHOPQUZb	BDHMOPQT Uzb	DHQUZb	DHQUZb	Hb	HQUb	Hb	BDEGHIMNO PQTUVVXYZab	BCDEGHIMN OPQTUVVXY Zah	DHQUZb	Hb	DHQUZb	BDEGHIMNO PQTUVVXYZab	DHQUZb	DHQUZb	Hb	DHOQUZb		DHOPQUZb
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	10584	778	2392	3569	2211	2840	1513	1185
	76%	78%	80%	71%	74%	71%	76%	79%
		CDE	CDEF		E		CDE	CDE
Do not agree	3416	222	608	1431	789	1160	487	315
	24%	22%	20%	29%	26%	29%	24%	21%
				ABFG	ABFG	ABDFG	B	
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	392	195	196	198	115	79	39	35	266	119	273	128	162	101	263	128	88	303	120	272	310	82
	78%	80%	77%	80%	79%	74%	82%	76%	78%	78%	79%	75%	79%	81%	81%	73%	80%	78%	84%	76%	79%	77%
Do not agree						*	*	*											S		*	
	108	50	59	50	30	28	9	11	75	33	75	42	43	24	61	47	22	86	22	86	84	24
	22%	20%	23%	20%	21%	27%	18%	24%	22%	22%	22%	25%	21%	19%	19%	27%	20%	22%	16%	24%	21%	23%
Sigma						*	*	*											R		*	
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	383	186	197	152	111	120	145	164	43	153	230	40	159	184	214	169	29	354	52	331	241	142	122	261	104	131	73	35	40
	77%	75%	78%	77%	73%	79%	83%	75%	66%	77%	77%	68%	76%	79%	74%	81%	75%	77%	79%	76%	73%	84%	75%	78%	76%	78%	72%	84%	75%
Do not agree							H		*			*					*		*		T						*	**	*
	117	62	55	45	40	32	30	55	22	46	71	19	49	49	76	41	10	107	14	103	91	26	41	76	32	37	28	7	13
	23%	25%	22%	23%	27%	21%	17%	25%	34%	23%	24%	33%	24%	21%	26%	20%	26%	23%	21%	24%	27%	16%	25%	23%	24%	22%	28%	16%	25%
Sigma							F*		*			*					*		*		U						*	**	*
	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204	
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
Agree with this statement	353	181	172	132	111	110	68	100	97	152	202	102	134	117	210	143	22	331	41	312	206	147	31	216	106	
	71%	72%	69%	71%	72%	69%	72%	69%	71%	74%	68%	70%	69%	73%	69%	73%	60%	71%	71%	71%	71%	71%	56%	76%	66%	
Do not agree	147	70	77	54	44	49	26	45	41	52	95	44	59	43	93	54	15	132	17	130	86	61	24	69	54	
	29%	28%	31%	29%	28%	31%	*	31%	30%	26%	32%	30%	31%	27%	31%	28%	*	40%	29%	30%	29%	29%	44%	24%	34%	
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		Brazil																				
	Brazil Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	376	165	211	220	104	52	40	262	55	133	243	119	193	64	196	180	71	305	95	281	253	123
	75%	71%	79%	77%	70%	78%	78%	75%	80%	75%	76%	76%	73%	79%	75%	75%	71%	76%	75%	75%	74%	78%
Do not agree	124	67	57	65	44	15	12	90	14	45	79	38	70	17	65	59	29	95	32	92	89	35
	25%	29%	21%	23%	30%	22%	22%	26%	20%	25%	25%	24%	27%	21%	25%	25%	29%	24%	25%	25%	26%	22%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)		501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)		500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement		401	172	228	144	112	144	42	168	145	178	222	175	160	66	234	166	41	360	58	342	248	146	29	30	42	60	-	144	96
		80%	71%	89%	84%	76%	80%	70%	81%	81%	79%	81%	77%	81%	86%	76%	86%	84%	80%	84%	80%	82%	78%	89%	85%	78%	90%	-	75%	80%
Do not agree		99	70	29	27	36	37	18	38	34	47	52	52	36	11	73	26	8	92	11	88	55	42	4	5	11	7	-	48	24
		20%	29%	11%	16%	24%	21%	30%	19%	19%	21%	19%	23%	19%	14%	24%	14%	16%	20%	16%	21%	18%	23%	11%	15%	22%	10%	-	25%	20%
			B	*	*	*	**	**	**	**	**	21%	19%	*	*	O	*	*	*	*	*	*	**	**	**	**	*	*	*	*
Sigma		500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each other

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	393	199	194	175	161	57	5	36	350	282	111	-	116	277	304	89	65	328	149	244	361	32
	79%	78%	79%	84%	76%	72%	54%	77%	79%	78%	79%	-	75%	80%	80%	74%	81%	78%	86%	75%	80%	69%
Do not agree				E		*	**	*									*		S		*	
	107	56	51	34	51	22	5	11	92	78	29	-	38	69	76	31	15	92	25	82	93	14
	21%	22%	21%	16%	24%	28%	46%	23%	21%	22%	21%	-	25%	20%	20%	26%	19%	22%	15%	25%	21%	31%
				C*		**	*										*		R		*	
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	340	171	169	125	107	107	76	152	69	129	211	85	152	103	239	101	19	321	32	307	227	113	64	71	64	70	71
	68%	69%	67%	68%	66%	71%	71%	64%	71%	69%	67%	64%	69%	70%	67%	71%	76%	68%	82%	67%	69%	66%	62%	72%	71%	72%	64%
Do not agree							*										**		S*				*	*	*	*	
	160	76	84	59	57	45	30	86	28	57	103	48	67	45	119	42	6	154	7	154	101	59	39	27	26	28	41
	32%	31%	33%	32%	35%	30%	29%	36%	29%	31%	33%	36%	31%	30%	33%	29%	24%	33%	18%	33%	31%	34%	38%	28%	29%	28%	36%
Sigma							+										**		+	R			+	+	+	+	
	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement		320	151	169	122	89	109	70	82	117	137	183	51	177	92	211	109	23	297	47	272	222	98	49	70	41	52	52	14	21	21	
		64%	59%	69%	71%	57%	63%	54%	65%	65%	71%	59%	59%	62%	73%	60%	73%	67%	64%	66%	64%	64%	65%	61%	65%	61%	78%	67%	64%	55%	55%	
Do not agree		180	103	77	49	66	65	61	44	62	55	125	36	109	35	139	41	11	169	24	156	127	53	31	39	27	15	26	8	17	17	
		36%	41%	31%	29%	43%	37%	47%	35%	35%	29%	41%	41%	38%	28%	40%	28%	33%	36%	34%	36%	36%	35%	39%	36%	39%	22%	34%	36%	45%	45%	
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North an the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	353	170	183	138	116	99	18	149	145	142	211	74	206	74	212	141	23	330	43	310	270	83	106	109	138
	71%	69%	72%	76%	68%	67%	72%	73%	70%	69%	72%	69%	70%	75%	73%	68%	67%	71%	75%	70%	72%	67%	71%	72%	69%
Do not agree	147	77	70	44	54	49	7	55	63	64	83	33	88	25	81	66	11	136	14	133	106	41	43	43	61
	29%	31%	28%	24%	32%	33%	28%	27%	30%	31%	28%	31%	30%	26%	28%	32%	33%	29%	25%	30%	28%	33%	29%	28%	31%
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	422	217	205	221	132	69	57	225	121	254	169	-	42	380	252	171	113	309	253	169	341	81
	85%	85%	84%	83%	86%	88%	76%	85%	89%	84%	85%	-	82%	85%	85%	84%	86%	84%	88%	80%	85%	83%
Do not agree						*	*		F				*						S			*
	78	39	38	46	22	10	18	41	15	49	29	-	9	68	45	32	19	59	36	42	61	16
	16%	15%	16%	17%	15%	12%	24%	16%	11%	16%	15%	-	18%	15%	15%	16%	14%	16%	12%	20%	15%	17%
						*	H*												R			*
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
Q2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isola
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	369	192	176	118	125	127	80	173	65	187	182	149	170	50	192	177	35	334	51	318	229	140	95	69	75	90	40
	74%	78%	70%	73%	77%	72%	71%	76%	74%	73%	75%	70%	79%	69%	77%	71%	78%	73%	73%	74%	77%	69%	73%	72%	77%	75%	71%
							*		*				KM				*		*				*	*		*	*
Do not agree	131	55	76	43	38	50	33	54	23	69	62	64	44	23	57	74	10	121	19	112	68	63	36	27	22	30	17
	26%	22%	30%	27%	24%	28%	29%	24%	27%	27%	26%	30%	21%	31%	23%	30%	22%	27%	27%	26%	23%	31%	27%	28%	23%	25%	29%
							+		+			L	L		L		+		+				+	+		+	+
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	330	160	170	105	104	121	177	106	15	158	172	171	67	92	151	179	11	319	22	308	206	124
	66%	64%	68%	62%	66%	70%	67%	69%	71%	72%	61%	64%	66%	70%	64%	68%	71%	66%	68%	66%	65%	68%
Do not agree	170	91	79	63	54	52	88	47	6	61	109	96	34	40	84	86	5	165	10	159	112	57
	34%	36%	32%	38%	34%	30%	33%	31%	29%	28%	39%	36%	34%	30%	36%	32%	29%	34%	32%	34%	35%	32%
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each other

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	418	202	216	219	145	55	75	157	160	168	250	21	297	100	260	159	103	316	153	265	314	105
	84%	84%	83%	84%	86%	77%	80%	86%	84%	86%	82%	87%	83%	85%	83%	85%	88%	82%	89%	81%	85%	80%
Do not agree						*	*					**					*		S		*	
	82	38	44	41	24	17	19	26	30	27	54	3	60	18	54	27	14	68	19	63	55	27
	16%	16%	17%	16%	14%	23%	20%	14%	16%	14%	18%	13%	17%	15%	17%	15%	12%	18%	11%	19%	15%	20%
						*	*					**					*		R		*	
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	375	185	190	149	113	114	9	84	231	187	188	57	230	88	205	170	38	337	83	292	255	121	78	74	65	64	37	57	
	75%	74%	76%	74%	73%	79%	50%	75%	76%	73%	77%	77%	74%	77%	75%	75%	79%	75%	85%	73%	75%	75%	78%	72%	75%	79%	72%	75%	
							**					*					*		S*			*		*	*	*	*	*	
Do not agree	125	64	61	53	41	30	10	28	72	69	56	17	81	27	69	55	10	115	14	110	83	41	22	30	22	17	15	19	
	25%	26%	24%	26%	27%	21%	51%	25%	24%	27%	23%	24%	26%	23%	25%	25%	21%	25%	15%	27%	25%	26%	23%	29%	25%	21%	29%	25%	
							**					*					*		R			*	*	*	*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
Agree with this statement	322	153	169	133	116	73	36	91	182	171	151	51	187	85	205	117	19	303	40	282	236	87	87	29	56	66	31	38	16
	64%	64%	65%	65%	66%	62%	69%	66%	63%	65%	64%	60%	64%	67%	67%	61%	54%	65%	63%	65%	63%	69%	64%	60%	71%	63%	72%	56%	72%
Do not agree	178	86	92	73	60	45	16	48	107	94	84	33	103	41	102	76	16	162	23	154	139	38	48	19	23	39	12	30	6
	36%	36%	35%	36%	34%	38%	31%	34%	37%	35%	36%	40%	36%	33%	33%	39%	46%	35%	37%	35%	37%	31%	36%	40%	29%	37%	28%	44%	28%
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	374	217	157	216	135	23	134	108	100	279	95	33	74	266	283	91	149	225	196	178	306	68
	75%	74%	75%	76%	75%	64%	74%	75%	77%	75%	73%	56%	78%	77%	78%	66%	83%	70%	82%	68%	76%	70%
Do not agree						**						*	K*	K	O		Q		S			
	126	75	51	69	44	13	47	37	30	92	35	26	21	79	79	47	30	96	44	82	97	30
	25%	26%	25%	24%	25%	36%	26%	25%	23%	25%	27%	44%	22%	23%	22%	34%	17%	30%	18%	32%	24%	30%
Sigma						**						LM*	*		N		P		R			*
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each other
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	464	220	243	266	128	70	66	94	303	166	297	198	97	169	254	210	94	369	152	312	324	138
	93%	92%	94%	94%	90%	93%	95%	92%	93%	91%	94%	93%	94%	92%	91%	95%	91%	93%	91%	94%	91%	97%
Do not agree	36	20	16	18	14	5	3	9	24	16	21	16	6	15	26	10	9	28	15	21	32	5
	7%	8%	6%	6%	10%	7%	5%	8%	8%	9%	7%	7%	6%	8%	9%	5%	9%	7%	9%	6%	9%	3%
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	361	184	177	126	150	84	29	123	209	217	144	2	59	300	242	119	38	323	81	280	314	36
	72%	73%	72%	66%	77%	74%	42%	81%	75%	75%	68%	21%	72%	73%	72%	72%	73%	72%	72%	72%	74%	57%
		*		*			**	*		*		**	*		*		*		*		**	
Do not agree	139	69	70	65	46	29	40	30	70	71	68	6	23	110	93	46	14	125	31	108	112	27
	28%	27%	29%	34%	23%	26%	58%	19%	25%	25%	32%	79%	28%	27%	28%	28%	27%	28%	28%	28%	26%	43%
		*		*			**	*		*		**	*		*		*		*		**	
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	380	183	197	136	140	104	179	109	38	169	210	167	92	120	212	168	26	354	35	345	225	155	75	99	109	97	
	76%	73%	79%	78%	77%	73%	74%	81%	82%	73%	79%	74%	78%	78%	74%	78%	66%	77%	71%	77%	76%	76%	80%	77%	75%	73%	
Do not agree									*								*		*				*	*		*	
	120	69	51	38	43	39	62	26	8	62	58	60	26	34	73	47	13	107	14	106	70	50	18	30	36	35	
	24%	27%	21%	22%	23%	27%	26%	19%	18%	27%	22%	26%	22%	22%	26%	22%	34%	23%	29%	24%	24%	25%	20%	24%	25%	27%	
Sigma									*								*		*				*	*		*	
	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @visor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	346	163	183	141	97	108	94	164	58	108	238	184	46	116	251	95	46	300	66	280	257	89	31	86	80	70	79
	69%	64%	74%	73%	72%	63%	68%	72%	73%	72%	68%	66%	74%	72%	70%	66%	64%	70%	67%	70%	71%	64%	68%	69%	70%	70%	69%
Do not agree		A							*				*				*		*				*	*		*	
	154	91	63	53	37	64	45	66	21	41	113	93	17	44	105	49	26	128	33	121	103	51	14	39	35	30	36
	31%	36%	26%	27%	28%	37%	32%	29%	27%	28%	32%	34%	27%	28%	30%	34%	37%	30%	33%	30%	29%	36%	32%	31%	30%	30%	31%
Sigma		B							*				*				*		*				*	*		*	
	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	347	154	193	173	123	52	10	29	308	188	159	198	12	138	197	150	38	309	100	247	201	147
	70%	61%	78%	71%	68%	66%	71%	59%	71%	72%	66%	66%	66%	75%	68%	71%	65%	70%	72%	69%	69%	70%
	*	A*		*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Do not agree	153	98	55	69	57	26	4	20	129	72	81	101	6	45	92	60	20	132	39	113	90	62
	31%	39%	22%	29%	32%	34%	29%	41%	29%	28%	34%	34%	34%	25%	32%	29%	35%	30%	28%	31%	31%	30%
		B*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
Agree with this statement	382	171	211	159	122	101	35	174	130	154	228	82	103	196	226	156	28	354	57	325	290	92	59	35	52	53	74	54	35
	76%	69%	84%	81%	79%	68%	68%	76%	79%	78%	76%	70%	79%	78%	71%	85%	75%	77%	80%	76%	77%	74%	83%	71%	74%	83%	68%	88%	74%
		A	E													N	K												
Do not agree	118	79	38	40	38	47	17	54	36	44	74	36	27	56	90	28	9	109	15	104	87	32	12	14	19	11	35	7	12
	24%	32%	16%	19%	21%	32%	32%	24%	22%	22%	24%	30%	21%	22%	29%	15%	25%	24%	20%	24%	23%	26%	17%	29%	27%	17%	32%	12%	26%
	B					CD	*								O		*		*				*	a*	a*	*	VYa	*	*
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	377	177	201	148	107	122	51	163	163	197	181	157	104	116	207	170	40	337	61	316	247	125	70	77	140	90
	75%	71%	79%	81%	70%	74%	63%	78%	78%	74%	77%	68%	82%	83%	75%	76%	83%	75%	83%	74%	77%	72%	77%	71%	76%	78%
Do not agree		A	D				*	F	F				K	K			*		S							
	123	71	52	34	46	42	30	47	46	69	54	76	23	24	70	53	9	114	12	111	73	48	21	32	45	25
	25%	29%	21%	19%	30%	26%	37%	22%	22%	26%	23%	33%	18%	17%	25%	24%	18%	25%	17%	26%	23%	28%	23%	30%	24%	22%
Sigma		B			C		GH*					LM					*		R							
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	449	235	214	250	140	59	162	124	134	242	207	58	144	247	280	169	79	370	148	301	371	72
	90%	95%	85%	91%	90%	87%	88%	93%	92%	91%	89%	85%	87%	93%	92%	86%	90%	90%	92%	89%	90%	90%
Do not agree	B					*						*					*				*	
	51	14	37	26	16	9	23	10	12	25	26	10	22	19	24	27	9	42	13	38	43	8
	10%	6%	15%	9%	10%	13%	12%	8%	8%	9%	11%	15%	13%	7%	8%	14%	10%	10%	8%	11%	10%	10%
Sigma	A					*						*					*				*	
	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	425	202	222	218	127	80	38	231	132	153	272	47	175	203	274	150	107	318	145	280	335	90
	85%	84%	86%	85%	85%	83%	73%	87%	87%	85%	85%	71%	92%	83%	85%	85%	90%	84%	86%	85%	85%	84%
Do not agree						*	*	F	F			*	KM									*
	75	39	36	38	22	16	15	34	20	28	48	19	15	42	48	28	13	63	24	51	58	17
	15%	16%	14%	15%	15%	17%	28%	13%	13%	15%	15%	29%	8%	17%	15%	16%	11%	17%	14%	16%	15%	16%
Sigma						*	GH*					L*	L									*
	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @visor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	351	170	181	154	107	91	43	61	216	209	142	91	210	50	169	182	53	299	80	272	222	129
	70%	68%	73%	82%	64%	62%	59%	73%	75%	70%	71%	68%	71%	71%	75%	67%	76%	69%	80%	68%	70%	71%
	*	*	*	E*	*	*	**	*	*	*	*	**	*	*	*	*	**	**	**	**	*	*
Do not agree	149	80	69	34	59	56	30	23	71	91	58	44	84	21	57	92	17	132	20	128	97	52
	30%	32%	27%	18%	36%	38%	41%	27%	25%	30%	29%	32%	29%	29%	25%	34%	24%	31%	20%	32%	30%	29%
	*	*	*	*	*	C*	**	*	*	*	*	**	*	*	*	*	**	**	**	**	*	*
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	368	178	191	173	117	79	85	112	141	96	272	15	129	225	240	129	65	303	108	260	283	86
	74%	73%	75%	77%	72%	69%	72%	68%	81%	67%	77%	90%	66%	78%	76%	70%	72%	74%	79%	72%	76%	67%
Do not agree						*		G		I		**		L			*				U	
	132	66	65	51	45	35	33	53	33	48	83	2	66	64	76	55	25	106	30	102	89	43
	26%	27%	26%	23%	28%	31%	28%	32%	19%	34%	23%	10%	34%	22%	24%	30%	28%	26%	22%	28%	24%	33%
Sigma						*		H		J		**		M			*				T	
	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. Which of the following statements do you agree with regarding brands and their advertising? - I think advertising has a lot of power to shape how people perceive each another

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	413	212	201	220	120	72	168	191	29	125	288	-	311	102	269	144	116	297	152	261	311	102
	83%	86%	79%	81%	83%	86%	78%	89%	77%	86%	81%	-	81%	89%	86%	77%	86%	81%	84%	82%	85%	77%
Do not agree					*	*		F	*					L	O							
	87	34	53	50	25	11	47	25	9	21	66	-	74	13	45	42	18	69	29	58	56	31
	17%	14%	21%	19%	17%	14%	22%	12%	23%	14%	19%	-	19%	11%	14%	23%	14%	19%	16%	18%	15%	24%
					*	*	G		*				M		N							
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	8883	4218	4665	4046	2799	2039	1741	3028	3351	4041	4842	2049	3263	3572	5428	3456	1327	7557	2170	6714	6351	2504
	64%	61%	66%	DE	62%	60%	62%	63%	64%	63%	64%	59%	61%	68%	64%	63%	Q	67%	63%	67%	62%	64%
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	10544	4942	5602	4699	3324	2521	2031	3639	3982	4758	5786	2514	4023	4007	6314	4230	1539	9004	2499	8044	7463	3050
I actively seek out products from companies that promote gender equality in their advertising	75%	71%	80%	78%	74%	74%	72%	76%	76%	75%	76%	73%	76%	77%	74%	77%	77%	75%	77%	75%	75%	76%
	7202	3450	3751	3484	2240	1478	1462	2454	2737	3282	3920	1590	2725	2886	4448	2753	1269	5932	2056	5145	5207	1981
	51%	50%	53%	58%	50%	43%	52%	51%	53%	51%	51%	46%	51%	55%	52%	50%	Q	49%	64%	48%	52%	50%
I buy from brands that show people from a wide range of backgrounds in their advertising	7389	3587	3802	3556	2324	1509	1440	2539	2895	3442	3948	1625	2748	3017	4601	2789	1308	6081	2087	5303	5431	1933
	53%	51%	54%	59%	51%	44%	51%	53%	56%	54%	52%	47%	52%	58%	54%	51%	66%	51%	65%	49%	55%	48%
Advertising is presenting a more realistic portrayal of people in the last few years	7372	3517	3855	3284	2407	1681	1462	2569	2782	3493	3879	1746	2773	2854	4520	2852	1227	6145	1951	5421	5432	1918
	53%	50%	55%	54%	53%	49%	52%	54%	53%	55%	51%	50%	52%	55%	53%	52%	Q	51%	60%	50%	55%	48%
Advertising is presenting more people from a wide range of backgrounds in the last few years	10211	5042	5169	4455	3317	2438	1968	3535	3897	4735	5475	2471	3870	3870	6207	4003	1494	8716	2455	7755	7305	2875
	73%	72%	74%	74%	73%	71%	70%	74%	75%	74%	72%	71%	73%	74%	73%	73%	75%	73%	76%	72%	73%	72%
There are fewer ads with traditional roles for men and women lately	7754	3923	3830	3438	2472	1844	1571	2685	2893	3695	4059	1904	2861	2989	4846	2908	1245	6509	2000	5754	5651	2083
	55%	56%	55%	57%	55%	54%	56%	56%	56%	58%	53%	55%	54%	57%	57%	53%	Q	54%	62%	53%	57%	52%
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	7299	3592	3707	3362	2296	1641	1461	2479	2802	3474	3825	1711	2658	2931	4553	2746	1237	6062	1956	5343	5330	1943
I really like when ads include a positive message about making the world better	52%	52%	53%	56%	51%	48%	52%	52%	54%	54%	50%	49%	50%	56%	53%	50%	Q	51%	61%	50%	54%	49%
	11685	5602	6083	5100	3770	2816	2256	4033	4464	5388	6297	2789	4478	4418	7009	4676	1711	9974	2777	8909	8321	3333
	84%	80%	87%	84%	83%	82%	80%	84%	86%	84%	83%	81%	84%	85%	82%	85%	86%	83%	86%	83%	84%	83%
I think advertising has a lot of power to shape how people perceive each another	10584	5168	5415	4733	3373	2478	2031	3669	4024	4853	5731	2453	4008	4123	6451	4133	1579	9005	2620	7964	7604	2951
	76%	74%	77%	78%	75%	73%	72%	77%	77%	76%	75%	71%	76%	79%	76%	76%	Q	75%	81%	74%	76%	74%
			A	DE				F	F				K	KL				S			U	

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Japan	Spain	United States	Peru	Chile	Malaysia	Romania		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501	
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	8883	317	331	332	319	185	379	318	350	331	337	268	292	335	292	396	298	391	284	313	348	284	283	387	238	328	332	304	273	
	64%	63%	66%	60%	64%	37%	76%	64%	70%	68%	68%	54%	59%	67%	66%	70%	60%	78%	57%	63%	70%	57%	57%	78%	48%	66%	66%	61%	50%	
		FLVY	FLMQSVWYc	FLMQSVWYc	FLSVY		BCDEFHUKL NQOSTUVWY Zabc	FLSVY	FLMQSTVWY bc	FLMQSVWYc	FLSVWYc	FY	FY	FLMQSVWYc	FLSVWYc	BCDEFHUKL MNOQSTUV WYZabc	FY	BCDEFHUKL MNOQSTUV WYZabc	FY	FLY	BFLMQSTVW Ybc	FY	FY	BCDEFHUKL MNOQSTUV WYZabc	F	FLMQSVWYc	FLMQSVWYc	FLY	F	
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	10544	409	371	412	366	314	328	427	344	363	346	339	364	387	408	397	408	378	299	328	432	413	321	372	356	418	398	421	401	
	75%	82%	74%	82%	73%	63%	66%	85%	69%	73%	69%	68%	73%	78%	80%	82%	86%	76%	60%	66%	86%	83%	64%	74%	71%	84%	80%	84%	80%	
		CEFGUJLMRS TWXY	FGLSTW	CEFGUJLMRS TWXY	FGSTW		CEFGUJLMN ORSTWXYa	63%	S	FGSTW	S	S	FGSTW	FGLSTW	FGUJLMSTW	CEFGUJLMRS TWXY	CEFGUJLMN ORSTWXYa	CEFGUJLMN ORSTWXYa	FGILSTW		CEFGUJLMN OPRSTWXYa	CEFGUJLMRS TWXY	42%	56%	CEFGUJLMRS TWXY	CEFGUJLMRS TWXY	CEFGUJLMRS TWXY	CEFGUJLMRS TWXY	CEFGUJLMRS TWXY	
I actively seek out products from companies that promote gender equality in their advertising	7202	274	156	346	214	143	323	316	214	160	292	175	197	289	218	382	380	232	115	150	403	248	210	281	210	377	298	283	315	
	51%	55%	31%	60%	43%	29%	65%	63%	43%	32%	58%	35%	39%	58%	44%	76%	76%	46%	23%	30%	81%	50%	42%	56%	42%	75%	60%	57%	63%	
		CEFULMORST WY	S	BCDEFUJLMN ORSTVWXYa b	CFJLST		BCDEFUJLMN ORSTVWXYa	BCDEFUJLMN ORSTVWXYa	CFJLST	S	CEFULMORST WY	Fs	CFJST	CEFULMORST WY	CFJLST	BCDEFHUKL MNORSTVW XYabc	BCDEFHUKL MNORSTVW XYabc	CFJLMST		S	BCDEFHUKL MNORSTVW XYabc	CEFULMSTY	CFJST	CEFULMORST WY	CFJLST	BCDEFHUKL MNORSTVW XYabc	CEFULMORST WY	CEFULMORST WY	CEFULMORST WY	
I buy from brands that show people from a wide range of backgrounds in their advertising	7389	266	162	307	262	233	326	339	326	220	213	155	254	326	282	351	299	173	189	221	344	197	204	237	277	330	250	354	291	
	53%	53%	32%	61%	52%	47%	65%	68%	65%	44%	43%	31%	51%	65%	56%	71%	60%	35%	38%	44%	69%	39%	41%	47%	55%	66%	50%	71%	58%	
		CIJURSTVW		BCDEFUJLMRS TVWXYa	CIJURSTVW	CLRSV	BCDEFUJLMOR STVWXYa	BCDEFUJLMOR STVWXYa	CIJURSTVW	CLR	CL	CLRSVW	BCDEFUJLMOR STVWXYa	CFJURSTVW X	BCDEFUJLMOR STVWXYa	BCDEFUJLMRS TVWXYa		L	CLR	BCDEFUJLMOR QIRSTVWXYac	CL	CL	CLRSV	CFUJURSTVW X	BCDEFUJLMOR STVWXYa	CLRSVW	BCDEFUJLMOR QIRSTVWXYac	CFUJURSTVW X	BCDEFUJLMOR QIRSTVWXYac	
Advertising is presenting a more realistic portrayal of people in the last few years	7372	270	191	266	232	261	312	264	276	247	196	190	241	323	287	368	282	221	202	242	349	232	245	241	291	291	264	346	241	
	53%	54%	38%	53%	46%	52%	63%	53%	55%	49%	39%	38%	48%	65%	57%	74%	56%	44%	40%	49%	70%	46%	49%	48%	58%	58%	53%	69%	48%	
		CEKLRSV		CKLRS	CL	CKLRS	BCDEFHUKL MRSTVWXYac	CKLRS	CEKLRSV	CKLS		CLS	BCDEFHUKL MRSTVWXYa	X	BCDEFHUKL MRSTVWXYa	CEUJLMRSTV X	CEUJLMRSTV X		CKLS	BCDEFHUKL MRSTVWXYa	CL	CLS	CLS	CEUJLMRSTV VWXYc	CEUJLMRSTV VWXYc	CEKLRSV	BCDEFHUKL MRSTVWXYa	CL		
Advertising is presenting more people from a wide range of backgrounds in the last few years	10211	368	340	378	353	360	339	408	343	384	349	300	376	373	407	82%	381	376	307	364	401	317	293	356	403	386	360	424	375	
	73%	74%	68%	76%	71%	72%	68%	82%	69%	77%	70%	60%	75%	75%	82%	80%	76%	75%	62%	73%	80%	63%	59%	71%	81%	77%	72%	84%	75%	
		LSVW	LW	CGILSVW	LSVW	LSVW	LW	BCDEFUJLMN NRSTVWXYa	LW	CEGILSVW	LW		CGILSVW	LSVW	BCDEFUJLMN NRSTVWXYa	CGILSVW	CGILSVW		LSVW	BCDEFUJLMN NRSTVWXYa			LSVW	BCDEFUJLMN NRSTVWXYa	CGILSVW	LSVW	BCDEFUJLMN NRSTVWXYa	LSVW		
There are fewer ads with traditional roles for men and women lately	7754	281	219	297	254	189	338	299	304	278	282	222	301	280	260	300	282	263	214	258	363	242	262	254	306	303	272	347	284	
	55%	56%	44%	59%	51%	38%	68%	69%	61%	56%	56%	44%	60%	56%	52%	60%	57%	53%	43%	52%	73%	48%	53%	51%	61%	61%	54%	69%	57%	
		CFLSV		CEFLSVX	CFS		BCDEFHUKL NOPQRSTVW XYZac	CEFLORSTVX	CEFLORSTVW X	CFLSV	CFLS	F	CEFLORSTVX	CFLS	CFLS	CEFLORSTVX	CFLSV	CFLS		CFLS	BCDEFHUKL MNOPQRSTV WXYZac	F	CFLS	FS	CEFLORSTVX a	CEFLORSTVW X	CFLS	BCDEFHUKL MNOPQRSTV WXYZac	CFLS	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	7299	223	180	271	302	229	338	303	277	251	256	194	219	276	201	376	281	332	257	185	351	261	200	223	265	233	232	331	254	
	52%	45%	36%	54%	60%	46%	68%	61%	55%	50%	51%	39%	44%	55%	40%	75%	56%	66%	52%	37%	70%	52%	40%	45%	53%	47%	46%	66%	51%	
		CT		BCFLMOTWX Za	BCFLMOSTV WXYZac	CLT	BCDEFHUKL MNOPQRSTVW XYZac	BCFLMOTWX Za	BCFLMOTWX Za	CLOTW	CLOTW		CT	BCFLMOTWX Za	BCDEFHUKL MNOPQRSTV WXYZac	BCFLMOTWX Za	BCFLMOTWX Za	BCFLMOTWX Za	BCFLMOTWX Za	BCFLMOTWX Za	BCDEFHUKL MNOPQRSTVW XYZac	BCFLMOTWX		CT	BCFLMOTWX Za	CLT	CLT	BCDEFUJLMN NOPQRSTVW XYZac	CLOTW	
I really like when ads include a positive message about making the world better	11685	452	354	454	429	436	422	478	392	389	368	420	396	445	437	447	458	298	348	374	440	436	350	433	420	466	441	471	429	
	84%	90%	71%	91%	86%	87%	84%	96%	78%	78%	74%	84%	79%	89%	87%	90%	92%	60%	70%	75%	88%	87%	70%	87%	84%	93%	88%	94%	86%	
		CEFGUJLMRST WY	R	CEFGUJLMRST WY	CUJLMRSTW	CUJLMRSTW	CUJLMRSTW	BCDEFUJLMN NOPQRSTVW XYZac	CRSW	CRSW	R	CUJLMRSTW	CRSW	CUJLMRSTW	CUJLMRSTW	CGUJLMRSTW	CEFGUJLMRS TWXY		R	R	CUJLMRSTW	CUJLMRSTW	R	CUJLMRSTW	CUJLMRSTW	CEFGUJLMRST WY	CUJLMRSTW	CEFGUJLMRST WY	CUJLMRSTW	CUJLMRSTW
I think advertising has a lot of power to shape how people perceive each another	10584	392	353	418	375	322	374	464	361	346	347	353	383	376	401	393	425	340	320	382	422	369	330	380	377	413	368	449	351	
	76%	78%	71%	84%	75%	64%	75%	73%	72%	69%	70%	71%	77%	75%	80%	79%	85%	68%	64%	76%	85%	74%	66%	76%	75%	74%	74%	90%	70%	
		CFUJLRSW	S	CEFGUJLMN RSTVWXYac	FJRSW		FRSW	BCDEFUJLMN NOPQRSTVW WXYZac	FS		FS	S	FJLRSW	FRSW	CFUJLRSWac	CFUJLRSWac	BCDEFUJLMN NOPQRSTVW WXYZac			FJLRSW	BCDEFUJLMN NOPQRSTVW WXYZac	FSW		FJRSW	FJRSW	CEFGUJLMN RSTVWXYac	FRSW	BCDEFUJLMN NOPQRSTVW WXYZac	BCDEFUJLMN NOPQRSTVW WXYZac	

Global @dvisor: ADVERTISING STUDY

QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?

Proportions/Mean: Overlap formulae used

- Column Proportions:
 - Columns Tested (5%): A/B/C/D/E/F/G
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B/C/D/E/F/G
 - Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	8883	567	1942	3181	1854	2306	1265	1035
	64%	57%	65%	64%	62%	58%	63%	69%
			ADE	AE	AE		AE	ABCDEF
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	10544	754	2455	3631	2182	2808	1541	1101
	75%	75%	82%	73%	73%	70%	77%	73%
		E	ACDEFG	E	E		CDE	
I actively seek out products from companies that promote gender equality in their advertising	7202	428	1965	2046	1549	1526	1217	931
	51%	43%	66%	41%	52%	38%	61%	62%
		E	ACDEF	E	ACE		ACDE	ACDE
I buy from brands that show people from a wide range of backgrounds in their advertising	7389	559	1778	2107	1714	1776	1256	878
	53%	56%	59%	42%	57%	44%	63%	59%
		CE	CE		CE	C	ABCDEG	CE
Advertising is presenting a more realistic portrayal of people in the last few years	7372	578	1697	2238	1740	1980	1301	773
	53%	58%	57%	45%	58%	50%	65%	52%
		CEG	CEG		CEG	C	ABCDEG	C
Advertising is presenting more people from a wide range of backgrounds in the last few years	10211	810	2245	3471	2171	2827	1532	1095
	73%	81%	75%	69%	72%	71%	77%	73%
		BCDEFG	CE		C		CDE	C
There are fewer ads with traditional roles for men and women lately	7754	566	1715	2489	1718	1994	1131	919
	55%	57%	57%	50%	57%	50%	57%	61%
		CE	CE		CE		CE	BCDEF
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	7299	466	1515	2439	1651	1930	1232	897
	52%	47%	51%	49%	55%	48%	62%	60%
					ABCE		ABCDE	ABCDE
I really like when ads include a positive message about making the world better	11685	857	2716	3910	2462	3100	1768	1269
	84%	86%	91%	78%	82%	78%	88%	85%

		CDE	ACDEFG		CE		CDEG	CE
I think advertising has a lot of power to shape how people perceive each another	10584	778	2392	3569	2211	2840	1513	1185
	76%	78%	80%	71%	74%	71%	76%	79%
		CDE	CDEF		E		CDE	CDE

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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87	
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	317	145	172	172	83	62	29	26	223	92	225	98	133	86	202	115	67	250	86	231	247	70	
	63%	59%	68%	69%	57%	58%	61%	57%	65%	61%	65%	58%	65%	69%	62%	66%	61%	64%	61%	65%	63%	67%	
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	409	194	215	201	117	92	37	41	281	124	285	135	176	98	263	146	93	316	115	294	325	84	
I actively seek out products from companies that promote gender equality in their advertising	82%	79%	84%	81%	81%	86%	77%	88%	82%	81%	82%	80%	86%	79%	81%	83%	85%	81%	81%	82%	83%	80%	
	274	129	145	142	76	56	29	25	182	76	198	88	116	69	182	92	66	208	83	191	216	58	
	55%	53%	57%	57%	52%	52%	62%	53%	53%	50%	57%	52%	57%	56%	56%	53%	60%	53%	59%	53%	55%	54%	
I buy from brands that show people from a wide range of backgrounds in their advertising	266	140	126	137	80	48	21	22	188	65	201	92	108	65	178	88	69	196	85	180	217	49	
	53%	57%	49%	55%	56%	45%	44%	48%	55%	43%	58%	54%	53%	52%	55%	50%	63%	50%	60%	50%	55%	46%	
																	Q						
Advertising is presenting a more realistic portrayal of people in the last few years	270	121	150	135	80	56	24	22	187	86	185	72	126	73	178	92	63	207	87	183	212	59	
	54%	49%	59%	54%	55%	52%	51%	48%	55%	56%	53%	42%	61%	59%	55%	53%	57%	53%	61%	51%	54%	55%	
																	K						
Advertising is presenting more people from a wide range of backgrounds in the last few years	368	181	187	176	107	85	35	32	251	125	243	120	162	86	233	135	80	288	105	263	287	81	
	74%	74%	73%	71%	74%	79%	74%	69%	74%	82%	70%	71%	79%	69%	72%	77%	72%	74%	74%	74%	73%	76%	
																	M						
There are fewer ads with traditional roles for men and women lately	281	133	148	133	81	67	27	28	186	87	195	107	110	64	187	94	66	215	76	206	230	51	
	56%	54%	58%	54%	56%	63%	56%	61%	54%	57%	56%	63%	54%	52%	58%	54%	60%	55%	53%	58%	58%	49%	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	223	110	113	112	65	46	22	26	149	68	155	74	85	64	157	66	58	165	77	146	182	41	
	45%	45%	44%	45%	45%	43%	45%	56%	44%	45%	45%	44%	41%	51%	48%	38%	53%	42%	54%	41%	46%	39%	
															O				S				
I really like when ads include a positive message about making the world better	452	223	229	224	133	95	36	42	314	139	313	145	189	117	294	158	104	348	131	320	358	93	
	90%	91%	90%	90%	92%	89%	75%	91%	92%	91%	90%	86%	92%	94%	91%	90%	94%	89%	93%	90%	91%	88%	
I think advertising has a lot of power to shape how people perceive each another	392	195	196	198	115	79	39	35	266	119	273	128	162	101	263	128	88	303	120	272	310	82	
	78%	80%	77%	80%	79%	74%	82%	76%	78%	78%	79%	75%	79%	81%	81%	73%	80%	78%	84%	76%	79%	77%	
																			S				

Global @divisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	292	141	151	125	79	88	104	129	36	104	188	28	113	151	165	127	19	273	36	256	188	105	86	206	83	90	56	28	35
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	59%	57%	60%	64%	52%	58%	60%	59%	56%	53%	62%	48%	55%	65%	57%	60%	49%	59%	55%	59%	57%	62%	53%	61%	61%	53%	56%	67%	67%
I actively seek out products from companies that promote gender equality in their advertising	364	170	194	161	104	98	144	150	39	127	237	41	155	168	206	158	23	340	45	319	227	136	113	251	101	122	69	34	37
I buy from brands that show people from a wide range of backgrounds in their advertising	73%	69%	77%	82%	69%	65%	82%	69%	60%	64%	79%	70%	74%	72%	71%	75%	60%	74%	69%	73%	68%	81%	69%	74%	74%	73%	69%	81%	70%
Advertising is presenting a more realistic portrayal of people in the last few years	197	98	99	90	59	48	70	91	21	66	131	18	85	94	109	88	11	186	28	169	132	67	55	142	52	60	37	20	29
Advertising is presenting more people from a wide range of backgrounds in the last few years	39%	40%	39%	46%	39%	32%	40%	42%	32%	33%	43%	31%	41%	40%	38%	42%	29%	40%	43%	39%	40%	39%	34%	42%	38%	36%	37%	47%	54%
There are fewer ads with traditional roles for men and women lately	254	109	144	108	78	68	105	111	22	93	161	25	108	121	135	119	18	235	35	219	165	89	73	180	61	79	52	25	37
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	51%	44%	57%	55%	52%	45%	60%	51%	34%	47%	53%	42%	52%	52%	47%	57%	47%	51%	54%	50%	50%	53%	45%	54%	45%	47%	52%	59%	70%
Advertising is presenting a more realistic portrayal of people in the last few years	241	96	145	104	77	61	84	109	26	103	139	27	96	119	132	109	20	222	33	208	167	74	78	163	65	73	48	24	32
Advertising is presenting more people from a wide range of backgrounds in the last few years	48%	39%	58%	53%	51%	40%	48%	50%	40%	52%	46%	45%	46%	51%	46%	52%	51%	48%	50%	48%	50%	44%	48%	48%	48%	43%	47%	52%	60%
		A	E	E					*		*	*			*		*	*	*								*	**	*
	376	175	200	146	116	114	141	161	41	158	218	46	152	178	207	169	32	344	48	327	239	136	120	256	105	119	73	32	47
	75%	71%	80%	74%	77%	75%	81%	74%	63%	80%	72%	79%	73%	76%	71%	80%	83%	75%	74%	75%	72%	81%	74%	76%	77%	71%	73%	77%	88%
		A			H		H		*		N				H												*	**	VWXY*
	301	149	152	122	95	84	110	137	33	115	186	40	118	142	168	132	23	278	40	260	204	97	89	211	85	100	59	24	34
	60%	60%	60%	62%	63%	55%	63%	63%	50%	58%	62%	69%	57%	61%	58%	63%	60%	60%	61%	60%	61%	58%	55%	63%	62%	59%	58%	56%	64%
	219	106	113	100	60	59	79	101	24	75	144	24	84	110	130	89	20	199	38	181	149	70	59	160	58	73	44	19	25
	44%	43%	45%	51%	40%	39%	45%	46%	37%	38%	48%	41%	41%	47%	45%	42%	52%	43%	58%	42%	45%	41%	36%	48%	43%	43%	43%	46%	46%
		E							*		I	*			*		*	S*				V			*	**	*		
	396	183	213	158	119	119	151	166	45	156	240	45	163	189	218	179	29	368	54	342	255	142	125	272	98	137	80	37	44
	79%	74%	85%	80%	79%	79%	86%	76%	60%	79%	80%	76%	78%	81%	75%	85%	74%	80%	82%	79%	77%	84%	77%	81%	72%	82%	80%	88%	83%
		A					GH		*		N																*	*	
	383	186	197	152	111	120	145	164	43	153	230	40	159	184	214	169	29	354	52	331	241	142	122	261	104	131	73	35	40
	77%	75%	78%	77%	73%	79%	83%	75%	66%	77%	77%	68%	76%	79%	74%	81%	75%	77%	79%	76%	73%	84%	75%	78%	76%	78%	72%	84%	75%
							H		*		*	*					*	*	*		T				*	**	*		

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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	331 68%	162 65%	169 68%	120 65%	105 68%	105 66%	59 64%	103 71%	91 66%	144 70%	187 63%	94 64%	119 62%	118 74%	201 67%	130 66%	24 65%	307 66%	40 68%	291 66%	199 68%	132 64%	37 68%	179 63%	115 72%
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	371 74%	173 69%	199 80%	137 74%	112 72%	122 77%	72 77%	105 72%	103 75%	145 71%	226 76%	109 75%	144 74%	118 74%	217 72%	155 78%	22 61%	349 75%	37 64%	334 76%	209 72%	162 78%	44 80%	209 73%	119 74%
I actively seek out products from companies that promote gender equality in their advertising	156 31%	77 31%	79 32%	57 31%	44 29%	55 35%	33 35%	45 31%	41 30%	69 34%	87 29%	50 34%	61 32%	45 28%	91 30%	65 33%	13 34%	144 31%	16 27%	140 32%	84 29%	72 35%	21 39%	73 26%	62 39%
I buy from brands that show people from a wide range of backgrounds in their advertising	162 32%	75 30%	88 35%	71 38%	43 28%	48 31%	29 31%	52 36%	43 31%	73 36%	89 30%	52 36%	55 28%	55 34%	97 32%	65 33%	16 43%	146 32%	21 36%	141 32%	91 31%	71 34%	20 37%	96 34%	45 28%
Advertising is presenting a more realistic portrayal of people in the last few years	191 38%	87 35%	105 42%	81 44%	56 36%	55 34%	22 23%	58 40%	61 44%	80 39%	112 38%	51 35%	76 39%	64 40%	109 36%	83 42%	12 33%	179 39%	22 38%	169 38%	122 42%	70 34%	21 38%	119 42%	52 32%
Advertising is presenting more people from a wide range of backgrounds in the last few years	340 68%	165 66%	174 70%	123 66%	109 70%	108 68%	57 61%	100 69%	99 72%	138 68%	202 68%	102 70%	125 65%	113 70%	203 67%	137 69%	23 63%	317 68%	39 66%	301 68%	195 67%	145 70%	37 68%	192 67%	111 69%
There are fewer ads with traditional roles for men and women lately	219 44%	108 43%	111 45%	80 43%	69 45%	70 44%	33 36%	67 46%	69 50%	99 49%	120 41%	71 49%	78 40%	70 44%	135 45%	85 43%	18 49%	201 44%	28 49%	191 43%	139 47%	81 39%	22 41%	127 45%	70 44%
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	180 36%	86 34%	94 38%	60 32%	52 34%	68 43%	30 33%	58 40%	52 38%	73 36%	107 36%	48 33%	67 35%	65 40%	112 37%	69 35%	14 38%	166 36%	20 35%	160 36%	104 36%	76 37%	29 52%	65 23%	87 54%
I really like when ads include a positive message about making the world better	354 71%	159 63%	194 78%	135 73%	113 73%	106 66%	66 70%	102 70%	100 73%	148 73%	205 69%	89 61%	145 75%	120 75%	207 69%	146 74%	23 64%	330 71%	40 68%	314 71%	212 73%	142 68%	28 52%	222 78%	103 64%
I think advertising has a lot of power to shape how people perceive each another	353 71%	181 72%	172 69%	132 71%	111 72%	110 69%	68 72%	100 69%	97 71%	152 74%	202 68%	102 70%	134 69%	117 73%	210 69%	143 73%	22 60%	331 71%	41 71%	312 71%	206 71%	147 71%	31 56%	216 76%	106 66%

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Mean: Overlap formulae used
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Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	335	140	196	205	86	44	39	228	52	114	221	96	183	56	175	160	60	276	81	254	215	120
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	67%	60%	73%	72%	58%	66%	75%	65%	76%	64%	69%	62%	70%	69%	67%	67%	60%	69%	64%	68%	63%	76%
I actively seek out products from companies that promote gender equality in their advertising	387	163	224	221	113	54	44	268	58	127	260	114	208	65	205	182	63	324	87	301	252	135
I buy from brands that show people from a wide range of backgrounds in their advertising	78%	70%	84%	78%	76%	80%	86%	76%	85%	71%	81%	73%	79%	81%	79%	76%	63%	81%	69%	81%	74%	85%
Advertising is presenting a more realistic portrayal of people in the last few years	289	118	171	169	80	40	29	207	41	94	195	83	153	53	166	123	54	235	68	221	198	91
Advertising is presenting more people from a wide range of backgrounds in the last few years	58%	51%	64%	59%	54%	60%	57%	59%	60%	53%	61%	53%	58%	65%	64%	51%	54%	59%	53%	59%	58%	57%
There are fewer ads with traditional roles for men and women lately	326	145	181	187	93	46	28	244	44	119	207	113	158	54	179	147	64	262	84	242	229	97
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	65%	62%	68%	66%	63%	69%	53%	70%	65%	67%	64%	73%	60%	67%	69%	62%	64%	66%	67%	65%	67%	61%
I really like when ads include a positive message about making the world better	323	150	173	184	95	44	31	233	44	116	207	110	160	53	175	148	76	247	98	225	230	93
I think advertising has a lot of power to shape how people perceive each another	65%	65%	64%	64%	64%	66%	61%	66%	64%	65%	64%	71%	61%	65%	67%	62%	76%	62%	77%	60%	68%	58%
	373	168	205	205	113	56	30	268	57	143	230	107	201	65	196	177	75	298	100	273	252	121
	75%	73%	76%	72%	76%	83%	59%	76%	84%	80%	71%	68%	77%	80%	75%	74%	75%	75%	79%	73%	74%	77%
	280	123	157	175	71	34	23	212	35	110	170	92	143	45	151	129	59	221	72	208	196	84
	56%	53%	59%	61%	48%	51%	45%	60%	51%	62%	53%	59%	54%	56%	58%	54%	59%	55%	57%	56%	58%	53%
	276	139	137	158	80	38	25	202	35	101	175	104	120	51	156	119	61	215	69	207	192	84
	55%	60%	51%	56%	54%	57%	49%	57%	51%	57%	54%	67%	46%	63%	60%	50%	61%	54%	54%	56%	56%	53%
	445	195	250	243	141	62	47	316	63	164	282	142	229	74	233	212	92	353	117	328	304	142
	89%	84%	93%	85%	95%	92%	90%	90%	92%	92%	88%	91%	87%	92%	89%	89%	93%	88%	92%	88%	89%	89%
	376	165	211	220	104	52	40	262	55	133	243	119	193	64	196	180	71	305	95	281	253	123
	75%	71%	79%	77%	70%	78%	78%	75%	80%	75%	76%	76%	73%	79%	75%	75%	71%	76%	75%	75%	74%	78%
		*			*	*	*		*	*		*					**		*			*

Global @divisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O <td>P</td> <td>Q</td> <td>R</td> <td>S</td> <td>T</td> <td>U</td> <td>V</td> <td>W</td> <td>X</td> <td>Y</td> <td>Z</td> <td>a</td> <td>b</td>	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	329	150	179	124	105	100	41	135	113	138	191	158	117	54	196	133	32	297	46	283	196	126	22	23	29	43	-	120	92
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	66%	62%	69%	72%	71%	55%	69%	65%	63%	61%	70%	70%	60%	70%	64%	69%	66%	66%	66%	66%	65%	67%	66%	66%	55%	64%	-	63%	77%
I actively seek out products from companies that promote gender equality in their advertising	397	169	229	143	117	138	40	178	135	185	212	180	157	61	227	170	41	356	60	337	244	147	28	29	38	54	-	147	101
I buy from brands that show people from a wide range of backgrounds in their advertising	80%	70%	89%	83%	79%	76%	68%	86%	75%	82%	77%	79%	80%	79%	74%	89%	85%	79%	87%	78%	81%	78%	86%	81%	72%	80%	-	77%	84%
Advertising is presenting a more realistic portrayal of people in the last few years	218	101	118	92	60	66	38	80	79	96	122	100	83	35	137	81	24	195	34	185	128	87	9	20	26	22	-	88	54
Advertising is presenting more people from a wide range of backgrounds in the last few years	44%	42%	46%	54%	41%	36%	63%	39%	44%	43%	45%	44%	42%	46%	45%	42%	49%	43%	49%	43%	42%	46%	28%	56%	49%	32%	-	46%	45%
There are fewer ads with traditional roles for men and women lately	282	134	148	119	77	86	39	114	105	131	151	123	114	45	179	103	35	247	48	234	177	101	15	27	28	35	-	112	65
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	56%	55%	58%	70%	52%	48%	66%	55%	59%	58%	55%	54%	58%	59%	58%	53%	72%	55%	69%	54%	59%	54%	47%	75%	53%	52%	-	58%	54%
Advertising has a lot of power to shape how people perceive each another	287	131	156	94	93	100	78	120	112	131	156	138	106	42	174	113	27	260	44	243	188	99	17	21	30	46	-	107	65
	57%	54%	60%	55%	63%	55%	47%	58%	63%	58%	57%	61%	54%	55%	57%	59%	55%	58%	63%	56%	62%	53%	53%	58%	57%	69%	-	56%	54%
	407	203	204	141	119	147	49	161	152	194	213	176	168	64	238	169	41	366	57	350	249	152	22	28	45	60	-	168	85
	82%	84%	79%	82%	81%	81%	82%	78%	85%	86%	78%	77%	86%	83%	77%	88%	86%	81%	82%	81%	82%	81%	68%	79%	85%	89%	-	88%	70%
	260	133	127	74	73	113	31	100	99	131	129	107	113	40	163	97	33	227	44	216	175	85	22	16	25	42	-	104	52
	52%	55%	49%	44%	49%	62%	52%	49%	56%	58%	47%	47%	58%	52%	53%	51%	68%	50%	63%	50%	58%	45%	68%	44%	47%	62%	-	54%	43%
	201	94	107	78	58	65	21	83	78	107	94	73	90	38	122	79	30	171	42	159	126	68	9	18	19	31	-	85	38
	40%	39%	42%	46%	39%	36%	35%	40%	44%	47%	34%	32%	46%	50%	40%	41%	62%	38%	60%	37%	42%	36%	28%	52%	36%	47%	-	44%	32%
	437	196	241	152	130	155	50	190	155	195	242	200	172	65	264	173	40	397	60	377	270	160	28	31	42	58	-	164	114
	87%	81%	94%	89%	88%	86%	83%	92%	87%	86%	88%	88%	88%	84%	86%	90%	83%	88%	86%	88%	89%	85%	86%	87%	79%	87%	-	86%	95%
	401	172	228	144	112	144	42	168	145	178	222	175	160	66	234	166	41	360	58	342	248	146	29	30	42	60	-	144	96
	80%	71%	89%	84%	76%	80%	70%	81%	81%	79%	81%	77%	81%	86%	76%	86%	84%	80%	84%	80%	82%	78%	89%	85%	78%	90%	-	75%	80%
			A	*			**					*			N	*		*			*	**	**	*	*			*	

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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	396	192	204	172	168	56	9	33	353	286	111	-	121	275	303	93	68	329	142	254	362	34
	79%	75%	83%	82%	79%	71%	91%	71%	80%	79%	79%	-	79%	80%	80%	78%	85%	78%	82%	78%	80%	75%
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	408	199	209	177	174	57	8	33	366	290	118	-	119	289	309	99	64	344	145	263	376	32
	82%	78%	85%	85%	82%	72%	79%	70%	83%	81%	84%	-	77%	84%	81%	82%	81%	82%	83%	81%	83%	71%
I actively seek out products from companies that promote gender equality in their advertising	382	188	193	172	163	47	7	32	342	272	109	-	106	276	298	83	69	312	152	229	355	27
	76%	74%	79%	82%	77%	59%	73%	68%	77%	76%	78%	-	69%	80%	79%	69%	87%	74%	88%	70%	78%	59%
I buy from brands that show people from a wide range of backgrounds in their advertising	353	177	176	157	152	45	8	28	317	258	95	-	99	254	276	77	65	288	143	210	326	27
	71%	70%	72%	75%	72%	57%	79%	59%	72%	72%	68%	-	64%	73%	73%	64%	82%	68%	82%	64%	72%	60%
Advertising is presenting a more realistic portrayal of people in the last few years	368	190	178	153	164	51	6	31	330	272	97	-	115	254	281	87	66	303	139	229	341	27
	74%	75%	73%	73%	78%	64%	65%	67%	75%	76%	69%	-	74%	73%	74%	72%	82%	72%	80%	70%	75%	59%
Advertising is presenting more people from a wide range of backgrounds in the last few years	399	198	201	173	171	55	6	32	359	286	112	-	116	283	301	98	69	330	150	249	366	33
	80%	78%	82%	83%	81%	69%	65%	69%	81%	80%	80%	-	75%	82%	79%	81%	86%	79%	86%	76%	81%	72%
There are fewer ads with traditional roles for men and women lately	300	150	149	136	121	43	7	30	262	212	88	-	95	205	221	79	48	252	101	199	274	26
	60%	59%	61%	65%	57%	54%	67%	65%	59%	59%	63%	-	62%	59%	58%	66%	60%	60%	58%	61%	60%	56%
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	376	186	190	164	156	55	6	36	333	274	102	-	111	265	290	86	68	308	141	235	347	29
	75%	73%	77%	79%	74%	70%	58%	77%	75%	76%	73%	-	72%	77%	76%	71%	85%	73%	81%	72%	76%	64%
I really like when ads include a positive message about making the world better	447	216	232	192	185	71	8	40	398	327	120	-	132	316	338	110	73	375	159	288	408	40
	90%	85%	94%	92%	87%	90%	79%	86%	90%	91%	86%	-	85%	91%	89%	91%	91%	89%	92%	88%	90%	87%
I think advertising has a lot of power to shape how people perceive each another	393	199	194	175	161	57	5	36	350	282	111	-	116	277	304	89	65	328	149	244	361	32
	79%	78%	79%	84%	76%	72%	54%	77%	79%	78%	79%	-	75%	80%	80%	74%	81%	78%	86%	75%	80%	69%
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Global @dvisor: ADVERTISING STUDY
Q.C2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	391	195	196	138	120	133	89	181	77	144	247	107	173	110	277	114	18	372	28	362	254	136	71	79	74	77	89	
	78%	79%	77%	75%	73%	88%	83%	76%	80%	77%	79%	80%	79%	75%	77%	80%	78%	73%	79%	78%	79%	69%	80%	83%	79%	80%		
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	378	179	199	134	120	123	81	174	77	149	229	108	159	112	259	119	20	359	26	353	238	140	72	74	71	69	93	
I actively seek out products from companies that promote gender equality in their advertising	232	109	123	95	64	72	53	110	41	90	142	67	101	63	160	72	18	214	23	209	146	86	46	43	47	39	57	
	46%	44%	49%	52%	39%	48%	49%	46%	43%	49%	45%	51%	46%	43%	45%	51%	72%	45%	59%	45%	45%	50%	45%	44%	52%	40%	51%	
I buy from brands that show people from a wide range of backgrounds in their advertising	173	90	84	68	58	47	41	83	34	67	107	50	73	50	121	52	13	160	17	156	116	57	41	34	32	22	45	
	35%	36%	33%	37%	36%	31%	38%	35%	35%	36%	34%	38%	33%	34%	34%	37%	54%	34%	44%	34%	36%	33%	40%	34%	36%	23%	40%	
Advertising is presenting a more realistic portrayal of people in the last few years	221	107	114	86	65	70	50	107	49	91	130	62	97	61	155	65	17	203	21	200	147	73	47	45	39	38	52	
	44%	43%	45%	46%	40%	46%	47%	45%	50%	49%	41%	47%	44%	41%	43%	46%	69%	43%	53%	43%	45%	43%	45%	46%	43%	39%	46%	
Advertising is presenting more people from a wide range of backgrounds in the last few years	376	183	193	136	117	123	77	186	74	146	230	106	158	112	267	109	21	355	28	347	244	132	75	72	70	64	95	
	75%	74%	76%	74%	71%	81%	72%	78%	76%	78%	73%	80%	72%	76%	75%	77%	84%	75%	72%	75%	74%	77%	73%	73%	78%	65%	86%	
There are fewer ads with traditional roles for men and women lately	263	130	133	109	81	73	52	132	54	100	163	65	119	80	188	75	18	245	27	236	167	96	56	45	51	44	67	
	53%	53%	53%	59%	50%	48%	49%	56%	56%	54%	52%	49%	54%	54%	53%	53%	73%	52%	68%	51%	51%	56%	54%	46%	58%	45%	60%	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	332	162	169	126	103	103	76	147	67	123	208	93	142	97	236	95	17	315	25	307	215	117	70	62	60	66	74	
	66%	66%	67%	68%	63%	68%	71%	62%	69%	66%	66%	70%	65%	66%	66%	67%	67%	66%	63%	67%	66%	68%	67%	63%	67%	68%	66%	
I really like when ads include a positive message about making the world better	298	148	151	105	94	99	58	145	66	116	183	80	127	92	215	83	22	277	27	272	191	107	59	53	55	51	81	
	60%	60%	60%	57%	58%	65%	55%	61%	68%	62%	58%	60%	58%	62%	60%	59%	87%	58%	69%	59%	58%	62%	57%	54%	61%	52%	73%	
I think advertising has a lot of power to shape how people perceive each another	340	171	169	125	107	107	76	152	69	129	211	85	152	103	239	101	19	321	32	307	227	113	64	71	64	70	71	
	68%	69%	67%	68%	66%	71%	71%	64%	71%	69%	67%	64%	69%	70%	67%	71%	76%	68%	82%	67%	69%	66%	62%	72%	71%	72%	64%	

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior/ Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	284	131	153	101	75	108	64	77	111	118	166	44	162	78	193	91	16	268	42	242	198	86	43	58	40	41	47	15	21	19	
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	57%	52%	62%	59%	48%	62%	49%	61%	62%	62%	54%	51%	57%	62%	55%	61%	49%	57%	59%	57%	57%	57%	54%	53%	58%	61%	60%	67%	55%	51%	
I actively seek out products from companies that promote gender equality in their advertising	299	134	164	106	84	109	76	71	119	121	178	42	176	81	200	99	16	283	38	261	201	98	47	61	48	41	43	16	23	19	
I buy from brands that show people from a wide range of backgrounds in their advertising	60%	53%	67%	62%	54%	62%	58%	56%	66%	63%	58%	48%	61%	64%	57%	66%	48%	61%	53%	61%	58%	65%	59%	56%	71%	62%	55%	70%	60%	51%	
Advertising is presenting a more realistic portrayal of people in the last few years	115	55	60	53	24	39	30	34	39	48	67	20	67	28	77	38	10	105	21	94	77	39	21	24	16	16	11	6	11	10	
Advertising is presenting more people from a wide range of backgrounds in the last few years	23%	22%	24%	31%	15%	22%	23%	27%	22%	25%	22%	23%	23%	22%	22%	26%	31%	23%	30%	22%	22%	26%	26%	23%	23%	24%	15%	26%	27%	27%	
There are fewer ads with traditional roles for men and women lately	189	93	95	82	57	50	42	44	76	81	108	27	108	53	132	57	14	174	33	156	128	61	27	37	31	29	27	16	9	12	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	38%	37%	39%	48%	37%	29%	32%	35%	42%	42%	35%	31%	38%	42%	38%	38%	43%	37%	40%	36%	37%	41%	34%	34%	34%	40%	43%	35%	71%	24%	33%
Advertising is presenting a more realistic portrayal of people in the last few years	202	98	104	78	57	67	54	37	80	82	120	39	112	51	141	61	13	189	31	171	144	57	38	43	30	21	27	8	15	19	
Advertising is presenting more people from a wide range of backgrounds in the last few years	40%	39%	42%	46%	37%	38%	41%	29%	45%	43%	39%	45%	39%	40%	40%	41%	38%	41%	44%	40%	41%	38%	48%	*	40%	44%	32%	35%	37%	39%	50%
I really like when ads include a positive message about making the world better	307	145	162	107	90	111	69	83	120	131	176	40	185	83	207	101	20	288	42	265	207	101	52	63	41	41	49	19	23	20	
There are fewer ads with traditional roles for men and women lately	62%	57%	66%	63%	58%	64%	53%	66%	67%	68%	57%	46%	65%	66%	59%	67%	58%	62%	59%	62%	59%	67%	65%	58%	60%	62%	62%	85%	59%	52%	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	214	116	98	78	64	73	49	50	82	92	122	44	123	48	145	70	21	193	38	176	148	66	40	40	29	32	29	10	13	21	
I really like when ads include a positive message about making the world better	43%	46%	40%	46%	41%	42%	37%	40%	46%	48%	40%	50%	43%	38%	41%	46%	64%	41%	53%	41%	43%	44%	50%	37%	43%	47%	38%	45%	34%	55%	
I think advertising has a lot of power to shape how people perceive each another	257	133	125	91	66	100	56	70	110	111	147	33	154	71	179	78	19	239	38	220	180	78	36	59	43	39	35	15	14	17	
I think advertising has a lot of power to shape how people perceive each another	52%	52%	51%	54%	42%	58%	43%	56%	62%	57%	48%	38%	54%	56%	51%	52%	56%	51%	59%	51%	52%	51%	45%	54%	54%	58%	45%	65%	37%	46%	
I think advertising has a lot of power to shape how people perceive each another	348	157	192	126	104	118	75	88	139	148	200	51	202	96	230	119	22	326	46	302	240	108	60	75	53	48	52	16	24	21	
I think advertising has a lot of power to shape how people perceive each another	70%	62%	78%	74%	67%	68%	57%	70%	77%	77%	65%	59%	70%	76%	66%	79%	66%	70%	65%	71%	69%	71%	76%	69%	77%	72%	67%	71%	62%	56%	
I think advertising has a lot of power to shape how people perceive each another	320	151	169	122	89	109	70	82	117	137	183	51	177	92	211	109	23	297	47	272	222	98	49	70	41	52	52	14	21	21	
I think advertising has a lot of power to shape how people perceive each another	64%	59%	69%	71%	57%	63%	54%	65%	65%	71%	59%	59%	62%	73%	60%	73%	67%	64%	66%	64%	64%	65%	61%	65%	61%	78%	67%	64%	55%	55%	
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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd) Base: All Respondents (wtd) Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles I actively seek out products from companies that promote gender equality in their advertising I buy from brands that show people from a wide range of backgrounds in their advertising Advertising is presenting a more realistic portrayal of people in the last few years Advertising is presenting more people from a wide range of backgrounds in the last few years There are fewer ads with traditional roles for men and women lately I really take notice when men or women are shown in traditional or old-fashioned roles in advertising I really like when ads include a positive message about making the world better I think advertising has a lot of power to shape how people perceive each another	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	268	113	154	117	81	70	12	106	114	101	167	61	154	52	140	128	13	254	30	238	193	75	75	85	108
	54%	46%	61%	64%	47%	47%	48%	52%	55%	49%	57%	57%	52%	53%	48%	62%	39%	55%	52%	54%	51%	60%	50%	56%	54%
			A	DE				**					*				N	*		*					
	339	150	189	133	109	97	13	141	139	140	199	73	203	63	192	147	23	316	37	303	249	90	99	104	136
	68%	61%	75%	73%	64%	66%	54%	69%	67%	68%	68%	68%	69%	64%	66%	71%	69%	68%	64%	68%	66%	73%	67%	69%	68%
			A					**					*					*		*					
	175	80	95	69	55	51	7	74	73	64	111	33	103	39	108	67	9	166	21	154	138	37	54	59	62
	35%	32%	38%	38%	32%	35%	29%	36%	35%	31%	38%	31%	35%	39%	37%	32%	27%	36%	37%	35%	37%	30%	36%	39%	31%
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155	71	84	61	47	47	8	66	66	57	98	30	90	35	88	67	14	141	23	132	113	42	48	53	55	
	31%	29%	33%	34%	28%	32%	34%	33%	32%	28%	33%	28%	31%	36%	30%	33%	41%	30%	40%	30%	30%	34%	32%	35%	28%
							**					*					*		*						
190	76	114	79	62	49	20	83	67	69	121	52	109	28	109	80	16	174	16	174	136	54	52	57	80	
	38%	31%	45%	44%	36%	33%	80%	41%	32%	34%	41%	49%	37%	29%	37%	39%	47%	37%	28%	39%	36%	43%	35%	38%	40%
			A				**					M*					*		*						
300	142	158	121	98	81	16	126	125	113	187	70	176	54	173	127	23	277	29	271	227	73	86	92	122	
	60%	58%	62%	67%	58%	55%	63%	62%	60%	55%	64%	66%	60%	54%	59%	61%	68%	59%	50%	61%	61%	59%	58%	61%	61%
				E			**					I	*				*		*						
222	111	111	84	68	70	11	97	89	93	128	49	128	45	137	85	18	204	28	194	161	60	58	76	88	
	44%	45%	44%	46%	40%	47%	43%	48%	43%	45%	44%	46%	44%	45%	47%	41%	53%	44%	49%	44%	43%	49%	39%	50%	44%
							**					*					*		*						
194	90	104	77	65	52	10	78	74	79	115	53	107	34	103	91	12	182	25	169	148	46	63	71	61	
	39%	36%	41%	42%	38%	35%	42%	38%	36%	38%	39%	50%	37%	34%	35%	44%	37%	39%	43%	38%	39%	37%	42%	47%	30%
							**					LM*					*		*			X	X		
420	194	227	158	140	122	19	176	175	173	247	90	248	82	238	182	31	389	48	372	313	108	126	127	166	
	84%	78%	90%	87%	82%	83%	75%	86%	84%	84%	84%	84%	85%	83%	81%	88%	91%	84%	83%	84%	83%	87%	85%	84%	84%
			A				**					*					*		*						
353	170	183	138	116	99	18	149	145	142	211	74	206	74	212	141	23	330	43	310	270	83	106	109	138	
	71%	69%	72%	76%	68%	67%	72%	73%	70%	69%	72%	69%	70%	75%	73%	68%	67%	71%	75%	70%	72%	67%	71%	72%	69%
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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90	
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	348	174	174	185	110	54	51	187	99	213	135	-	31	317	221	127	106	242	221	127	293	55	
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	70%	68%	72%	69%	71%	68%	67%	70%	73%	70%	68%	-	60%	71%	74%	63%	80%	66%	77%	60%	73%	56%	
I actively seek out products from companies that promote gender equality in their advertising	432	223	209	227	134	70	63	226	123	260	172	-	46	386	257	175	115	317	253	178	345	87	
I buy from brands that show people from a wide range of backgrounds in their advertising	86%	87%	86%	85%	87%	89%	85%	85%	90%	86%	87%	-	89%	86%	87%	86%	87%	86%	88%	84%	86%	89%	
Advertising is presenting a more realistic portrayal of people in the last few years	403	210	194	213	125	65	59	220	110	248	156	-	41	363	251	152	106	297	246	157	326	78	
Advertising is presenting more people from a wide range of backgrounds in the last few years	81%	82%	80%	80%	81%	82%	78%	82%	81%	82%	79%	-	79%	81%	85%	75%	80%	81%	85%	74%	81%	80%	
There are fewer ads with traditional roles for men and women lately	344	179	164	185	110	49	49	189	97	199	145	-	40	304	216	127	102	242	218	125	287	57	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	69%	70%	68%	69%	71%	62%	66%	71%	71%	66%	73%	-	77%	68%	73%	63%	77%	66%	76%	59%	71%	58%	
I really like when ads include a positive message about making the world better	349	182	166	186	104	59	46	189	100	209	140	-	29	319	230	119	95	254	216	133	295	54	
I think advertising has a lot of power to shape how people perceive each another	70%	71%	68%	70%	68%	74%	62%	71%	74%	69%	71%	-	57%	71%	77%	59%	72%	69%	75%	63%	73%	55%	
	401	210	191	208	125	68	56	221	110	249	152	-	35	365	242	158	105	295	237	164	328	73	
	80%	82%	78%	78%	81%	86%	75%	83%	81%	82%	77%	-	69%	81%	82%	78%	80%	80%	82%	78%	82%	75%	
	363	183	180	196	111	56	56	197	99	218	145	-	38	325	222	141	104	259	226	137	291	72	
	73%	71%	74%	74%	72%	70%	74%	74%	73%	72%	74%	-	74%	72%	75%	70%	79%	70%	78%	65%	72%	74%	
	351	173	177	185	113	53	57	192	87	209	142	-	35	316	209	142	104	247	206	145	280	70	
	70%	68%	73%	69%	73%	67%	76%	72%	64%	69%	72%	-	68%	70%	70%	70%	79%	67%	71%	68%	70%	72%	
	440	225	215	229	137	74	67	227	127	267	173	-	43	397	257	183	114	326	255	185	353	87	
	88%	88%	88%	86%	89%	94%	89%	85%	93%	88%	87%	-	83%	89%	87%	90%	86%	89%	88%	87%	88%	89%	
	422	217	205	221	132	69	57	225	121	254	169	-	42	380	252	171	113	309	253	169	341	81	
	85%	85%	84%	83%	86%	88%	76%	85%	89%	84%	85%	-	82%	85%	85%	84%	86%	84%	88%	80%	85%	83%	
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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	284	143	141	100	78	106	61	121	55	146	138	110	129	45	139	145	32	252	43	241	177	107	71	51	56	74	33
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	57%	58%	56%	62%	48%	60%	54%	53%	63%	57%	57%	52%	60%	62%	56%	58%	72%	55%	62%	56%	60%	53%	54%	53%	58%	62%	57%
I actively seek out products from companies that promote gender equality in their advertising	413	197	216	129	128	157	92	188	72	215	198	181	172	60	205	209	39	375	57	356	244	169	108	78	77	103	46
I buy from brands that show people from a wide range of backgrounds in their advertising	83%	80%	86%	80%	78%	89%	82%	83%	82%	84%	81%	85%	80%	83%	82%	83%	86%	82%	82%	83%	82%	83%	83%	82%	80%	86%	81%
Advertising is presenting a more realistic portrayal of people in the last few years	248	126	122	84	76	87	66	108	41	126	122	99	112	37	127	121	27	221	38	210	153	95	57	43	51	68	30
Advertising is presenting more people from a wide range of backgrounds in the last few years	50%	51%	48%	53%	47%	50%	58%	48%	47%	49%	50%	47%	53%	50%	51%	48%	60%	49%	55%	49%	52%	47%	43%	45%	52%	57%	53%
There are fewer ads with traditional roles for men and women lately	197	100	97	66	58	73	48	86	34	103	93	72	92	32	99	98	25	171	32	165	118	79	51	24	45	52	24
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	39%	40%	39%	41%	36%	41%	43%	38%	38%	40%	38%	34%	43%	44%	40%	39%	56%	38%	46%	38%	40%	39%	39%	25%	47%	44%	43%
I really like when ads include a positive message about making the world better	232	112	120	77	67	88	52	109	40	123	108	104	96	32	108	124	73	209	28	203	136	96	59	38	37	67	30
I think advertising has a lot of power to shape how people perceive each another	46%	45%	48%	48%	41%	50%	46%	48%	45%	48%	44%	49%	45%	43%	43%	49%	51%	46%	41%	47%	46%	47%	45%	40%	39%	56%	53%
	317	160	157	92	103	122	70	147	52	153	163	145	131	41	163	153	25	291	40	276	192	125	77	64	59	83	34
	63%	65%	62%	57%	63%	69%	63%	65%	60%	67%	68%	61%	56%	66%	61%	56%	64%	58%	64%	65%	61%	59%	67%	61%	70%	60%	
	242	120	122	72	80	91	57	109	41	127	115	112	95	36	133	109	19	223	26	216	151	91	55	44	47	66	30
	48%	48%	49%	45%	49%	52%	51%	48%	47%	50%	47%	53%	44%	49%	54%	43%	42%	49%	37%	50%	51%	45%	42%	47%	48%	55%	53%
	261	134	127	88	84	89	64	109	52	130	130	103	117	41	138	123	30	231	42	219	157	104	67	47	52	66	28
	52%	54%	50%	55%	51%	50%	57%	48%	59%	51%	53%	48%	55%	56%	55%	49%	66%	51%	60%	51%	53%	51%	49%	54%	55%	55%	50%
	436	221	215	137	141	159	98	198	76	224	212	184	190	62	220	216	39	397	59	378	262	175	114	77	92	106	47
	87%	89%	85%	85%	87%	90%	87%	87%	86%	88%	87%	87%	89%	85%	88%	86%	87%	87%	84%	88%	88%	86%	87%	81%	95%	88%	83%
	369	192	176	118	125	127	80	173	65	187	182	149	170	50	192	177	35	334	51	318	229	140	95	69	75	90	40
	74%	78%	70%	73%	77%	72%	71%	76%	74%	73%	75%	70%	79%	69%	77%	71%	78%	73%	73%	74%	77%	69%	73%	72%	77%	75%	71%

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	283	144	138	107	75	101	144	92	13	126	157	149	59	75	122	160	8	275	16	266	164	119
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	57%	58%	56%	64%	47%	58%	54%	60%	60%	58%	56%	56%	59%	57%	52%	61%	52%	57%	50%	57%	52%	65%
I actively seek out products from companies that promote gender equality in their advertising	321	154	168	111	95	116	159	108	15	148	174	167	70	85	145	176	9	312	17	305	191	130
I buy from brands that show people from a wide range of backgrounds in their advertising	64%	61%	67%	66%	60%	67%	60%	71%	67%	68%	62%	63%	69%	64%	62%	67%	57%	65%	51%	65%	60%	72%
Advertising is presenting a more realistic portrayal of people in the last few years	210	103	107	74	64	72	98	70	14	95	115	120	39	51	93	117	6	204	16	194	128	82
Advertising is presenting more people from a wide range of backgrounds in the last few years	42%	41%	43%	44%	41%	42%	37%	46%	63%	43%	41%	45%	39%	38%	40%	44%	37%	42%	51%	41%	40%	45%
There are fewer ads with traditional roles for men and women lately	204	107	97	72	61	71	101	69	12	94	111	111	40	53	95	109	5	199	16	188	129	75
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	41%	43%	39%	43%	39%	41%	38%	45%	55%	43%	39%	42%	40%	40%	41%	41%	32%	41%	50%	40%	41%	42%
I really like when ads include a positive message about making the world better	245	118	127	67	81	96	121	87	15	114	130	133	53	59	114	130	10	235	20	225	152	93
I think advertising has a lot of power to shape how people perceive each another	49%	47%	51%	40%	51%	56%	46%	57%	68%	52%	46%	50%	52%	44%	49%	49%	60%	49%	60%	48%	48%	51%
	293	153	140	87	96	110	160	92	16	140	153	143	63	87	144	149	11	282	18	274	188	104
	59%	61%	56%	52%	61%	63%	60%	61%	76%	64%	55%	53%	63%	66%	61%	56%	70%	58%	57%	59%	59%	58%
	262	143	120	87	75	101	138	90	8	117	145	144	53	65	124	139	10	252	20	242	165	97
	53%	57%	48%	52%	47%	58%	52%	59%	36%	54%	52%	54%	52%	50%	53%	52%	64%	52%	62%	52%	52%	54%
	200	101	99	82	50	68	101	64	12	77	123	112	36	52	92	108	7	193	11	189	118	82
	40%	40%	40%	49%	32%	39%	38%	42%	56%	35%	44%	42%	36%	39%	39%	41%	46%	40%	34%	40%	37%	45%
	350	176	175	125	103	123	186	113	18	156	194	189	72	90	157	193	11	339	19	332	213	137
	70%	70%	70%	74%	65%	71%	70%	74%	84%	71%	69%	71%	71%	68%	67%	73%	68%	70%	57%	71%	67%	76%
	330	160	170	105	104	121	177	106	15	158	172	171	67	92	151	179	11	319	22	308	206	124
	66%	64%	68%	62%	66%	70%	67%	69%	71%	72%	61%	64%	66%	70%	64%	68%	71%	66%	68%	66%	65%	68%
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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127	
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	332	160	172	172	114	47	60	122	130	142	190	15	236	81	212	120	82	250	131	201	249	83	
	66%	67%	66%	66%	67%	65%	64%	67%	68%	72%	63%	61%	66%	69%	68%	64%	71%	65%	76%	61%	67%	64%	
						*	*					**				*		S			*		
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	412	195	217	221	132	59	72	153	157	155	257	18	295	98	254	157	95	316	141	271	300	112	
	82%	81%	83%	83%	78%	82%	83%	77%	83%	79%	85%	76%	83%	83%	81%	85%	82%	83%	82%	83%	81%	86%	
						*	*					**				*					*		
I actively seek out products from companies that promote gender equality in their advertising	346	161	185	185	110	51	69	123	136	139	207	15	246	85	223	124	86	260	129	217	263	84	
	69%	67%	71%	71%	65%	72%	73%	67%	71%	71%	68%	60%	69%	72%	71%	67%	74%	68%	75%	66%	71%	64%	
						*	*					**				*					*		
I buy from brands that show people from a wide range of backgrounds in their advertising	307	145	162	169	95	43	58	105	126	126	180	14	210	83	199	108	80	227	122	185	236	71	
	61%	60%	62%	65%	56%	61%	62%	58%	66%	65%	59%	56%	59%	70%	63%	58%	69%	59%	71%	56%	64%	54%	
						*	*					S				*		S			*		
Advertising is presenting a more realistic portrayal of people in the last few years	266	108	158	137	101	28	52	95	101	101	166	18	182	66	161	105	64	203	96	171	196	70	
	53%	45%	61%	53%	60%	39%	55%	52%	53%	51%	55%	76%	51%	56%	51%	57%	54%	53%	56%	52%	53%	54%	
						E						*				*							
Advertising is presenting more people from a wide range of backgrounds in the last few years	378	176	201	202	123	52	68	143	147	150	228	18	267	93	238	140	88	290	134	244	290	87	
	76%	74%	77%	78%	73%	73%	72%	78%	77%	77%	75%	72%	75%	78%	76%	75%	75%	76%	78%	74%	79%	66%	
						*	*					**				*					U	*	
There are fewer ads with traditional roles for men and women lately	297	143	153	141	112	43	64	99	114	121	176	14	215	67	199	97	79	218	111	185	222	75	
	59%	60%	59%	54%	67%	60%	68%	54%	60%	62%	58%	58%	60%	57%	64%	52%	68%	57%	65%	57%	60%	57%	
					C	*	*					**			O	*					*		
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	271	129	142	139	95	37	59	99	102	109	161	12	192	67	180	91	72	199	104	167	206	65	
	54%	54%	55%	54%	56%	51%	62%	54%	54%	56%	53%	49%	54%	57%	57%	49%	62%	52%	60%	51%	56%	49%	
						*	*					**				*					*		
I really like when ads include a positive message about making the world better	454	216	238	242	144	67	84	166	177	175	279	23	324	106	283	171	106	348	156	298	334	120	
	91%	90%	92%	93%	86%	94%	90%	91%	93%	89%	92%	96%	91%	90%	90%	92%	91%	91%	91%	91%	91%	92%	
					D	*	*					**				*					*		
I think advertising has a lot of power to shape how people perceive each another	418	202	216	219	145	55	75	157	160	168	250	21	297	100	260	159	103	316	153	265	314	105	
	84%	84%	83%	84%	86%	77%	80%	86%	84%	86%	82%	87%	83%	85%	83%	85%	88%	82%	89%	81%	85%	80%	
						*	*					**				*		S			*		

Global @divisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	319	148	171	123	99	98	7	71	198	167	152	38	205	77	178	141	34	285	70	249	219	100	62	61	59	52	39	45	
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	64%	59%	68%	61%	64%	68%	38%	63%	64%	65%	62%	51%	66%	67%	65%	62%	72%	63%	72%	62%	65%	62%	62%	59%	68%	64%	75%	59%	
I actively seek out products from companies that promote gender equality in their advertising		A					**					*					*		*			*		*	*	*	*	*	
I buy from brands that show people from a wide range of backgrounds in their advertising	366	171	195	143	112	111	12	83	223	191	175	49	227	90	202	164	35	331	78	288	254	112	70	76	57	61	42	60	
Advertising is presenting a more realistic portrayal of people in the last few years	73%	69%	78%	71%	73%	77%	61%	74%	74%	75%	72%	66%	73%	78%	74%	73%	73%	73%	81%	72%	75%	69%	70%	73%	66%	75%	81%	79%	
Advertisers are presenting a more realistic portrayal of people in the last few years	214	96	118	84	73	57	6	50	126	110	104	30	135	49	138	76	26	188	54	160	155	59	40	47	35	34	28	30	
Advertising is presenting more people from a wide range of backgrounds in the last few years	43%	39%	47%	42%	47%	40%	33%	44%	42%	43%	43%	40%	44%	42%	50%	34%	54%	42%	55%	40%	46%	37%	40%	45%	41%	42%	53%	39%	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	262	123	139	107	82	72	11	58	158	136	125	37	166	59	144	117	28	233	56	206	180	81	51	53	50	39	31	39	
I really like when ads include a positive message about making the world better	52%	49%	55%	53%	53%	50%	56%	52%	52%	53%	52%	50%	53%	51%	53%	52%	59%	52%	58%	51%	53%	50%	51%	51%	57%	48%	59%	51%	
I think advertising has a lot of power to shape how people perceive each another	232	107	125	89	72	71	5	59	145	121	111	35	156	41	133	99	27	205	46	186	157	75	38	44	46	37	28	39	
	46%	43%	50%	44%	47%	49%	24%	52%	48%	47%	46%	47%	50%	35%	48%	44%	56%	45%	48%	46%	46%	46%	38%	43%	52%	46%	53%	52%	
							**					*					*		*		*	*	*	*	*	*	*	*	
	353	175	178	148	111	95	12	76	217	178	175	65	210	78	188	165	35	318	69	284	234	119	63	69	67	67	33	54	
	71%	70%	71%	73%	72%	66%	63%	67%	72%	70%	72%	88%	68%	68%	69%	73%	74%	70%	71%	71%	69%	74%	63%	66%	77%	82%	64%	72%	
							**					LM*					*		*		*	*	*	*	*	VW2*	*	*	
There are fewer ads with traditional roles for men and women lately	254	128	126	100	75	80	7	55	156	126	128	40	155	59	151	103	32	222	58	196	173	81	50	47	47	42	27	41	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	51%	51%	50%	49%	49%	55%	35%	49%	52%	49%	53%	54%	50%	52%	55%	46%	67%	49%	60%	49%	51%	50%	50%	46%	54%	51%	53%	54%	
I really like when ads include a positive message about making the world better	302	142	160	126	92	84	11	59	188	155	147	46	185	71	159	143	31	271	61	241	205	97	61	62	52	50	36	41	
I think advertising has a lot of power to shape how people perceive each another	60%	57%	64%	62%	60%	58%	61%	52%	62%	61%	60%	62%	60%	62%	58%	63%	66%	60%	62%	60%	61%	60%	61%	60%	60%	62%	70%	54%	
	429	212	217	171	129	129	12	95	264	214	214	69	259	101	234	195	42	387	84	345	286	142	83	88	73	74	47	64	
	86%	85%	86%	85%	84%	89%	63%	84%	87%	84%	88%	93%	83%	88%	85%	86%	88%	86%	86%	86%	85%	88%	83%	85%	84%	91%	90%	84%	
							**					*					*		*		*	*	*	*	*	*	*	*	
	375	185	190	149	113	114	9	84	231	187	188	57	230	88	205	170	38	337	83	292	255	121	78	74	65	64	37	57	
	75%	74%	76%	74%	73%	79%	50%	75%	76%	73%	77%	77%	74%	77%	75%	75%	79%	75%	85%	73%	75%	75%	78%	72%	75%	79%	72%	75%	
							**					*					*		S*			*	*	*	*	*	*	*	

Global @divisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																																		
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		CENTRAL FEDERAL DISTRICT		NORTH-WESTERN FEDERAL DISTRICT		SOUTHERN FEDERAL DISTRICT		Region VOLGA REGION FEDERAL DISTRICT		URAL FEDERAL DISTRICT		SIBERIAN FEDERAL DISTRICT		FAR EAST FEDERAL DISTRICT	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed														
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	g	h	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13							
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22							
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	185	84	101	96	51	38	16	57	103	88	97	32	109	44	112	73	13	172	30	155	135	50	60	16	26	36	18	21	8							
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	37%	35%	39%	46%	29%	32%	31%	41%	36%	33%	41%	38%	37%	35%	37%	38%	37%	48%	36%	36%	40%	44%	33%	33%	34%	42%	32%	36%	36%							
I actively seek out products from companies that promote gender equality in their advertising	314	142	172	131	106	77	27	95	182	169	145	56	176	81	188	125	19	295	42	272	239	75	88	28	45	69	29	43	12							
I buy from brands that show people from a wide range of backgrounds in their advertising	63%	59%	66%	63%	60%	66%	53%	69%	63%	64%	62%	67%	61%	65%	61%	65%	55%	63%	66%	62%	64%	60%	66%	57%	57%	66%	68%	64%	51%							
Advertising is presenting a more realistic portrayal of people in the last few years	143	68	75	67	47	29	14	36	89	82	61	26	81	35	100	43	11	132	25	118	111	32	42	15	22	28	16	19	1							
Advertising is presenting more people from a wide range of backgrounds in the last few years	29%	28%	29%	32%	26%	25%	27%	26%	31%	31%	26%	31%	28%	28%	33%	22%	31%	28%	39%	27%	30%	26%	31%	32%	27%	27%	36%	28%	7%							
There are fewer ads with traditional roles for men and women lately	233	107	127	94	86	53	19	62	146	133	100	42	138	53	151	82	17	216	34	199	173	60	68	21	33	55	18	27	11							
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	47%	45%	49%	46%	49%	46%	37%	45%	50%	50%	43%	50%	48%	42%	49%	43%	49%	46%	54%	46%	46%	48%	50%	44%	42%	52%	41%	40%	40%							
I really like when ads include a positive message about making the world better	261	118	143	118	85	59	25	75	149	145	116	46	153	62	154	107	19	242	34	226	197	64	74	23	34	61	24	34	11							
I think advertising has a lot of power to shape how people perceive each another	52%	49%	55%	57%	48%	50%	48%	54%	52%	55%	50%	55%	53%	49%	50%	56%	54%	52%	54%	52%	52%	52%	55%	48%	43%	58%	56%	50%	50%							
	360	173	187	157	124	80	36	106	209	197	163	60	206	94	212	148	28	332	54	306	272	88	99	28	53	79	29	54	17							
	72%	72%	72%	76%	70%	68%	70%	77%	72%	74%	70%	72%	71%	74%	69%	77%	81%	71%	85%	70%	72%	71%	74%	58%	67%	76%	68%	80%	78%							
	189	93	95	81	64	43	22	47	116	106	82	27	109	53	134	55	11	177	25	164	146	43	50	16	27	46	19	26	5							
	38%	39%	37%	39%	37%	37%	42%	34%	40%	40%	35%	32%	38%	42%	44%	28%	32%	38%	39%	38%	39%	34%	37%	33%	34%	44%	44%	38%	21%							
	229	104	125	91	86	52	20	68	138	128	102	31	138	60	148	82	16	213	31	198	177	52	64	21	38	47	18	28	13							
	46%	44%	48%	44%	49%	44%	38%	49%	48%	48%	43%	37%	48%	48%	48%	42%	45%	46%	49%	45%	47%	42%	47%	43%	48%	45%	43%	42%	56%							
	436	200	236	184	153	99	44	123	250	228	208	72	255	109	261	175	29	407	51	385	324	112	118	41	70	90	37	59	21							
	87%	84%	90%	89%	87%	85%	85%	89%	86%	86%	88%	86%	88%	87%	85%	91%	81%	88%	81%	88%	86%	90%	87%	84%	89%	86%	87%	87%	93%							
	322	153	169	133	116	73	36	91	182	171	151	51	187	85	205	117	19	303	40	282	236	87	87	29	56	66	31	38	16							
	64%	64%	65%	65%	66%	62%	69%	66%	63%	65%	64%	60%	64%	67%	67%	61%	54%	65%	63%	65%	63%	69%	64%	60%	71%	63%	72%	56%	72%							

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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	379	224	156	207	142	30	137	104	105	294	85	43	60	277	281	98	141	238	184	195	305	74
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	76%	77%	75%	73%	79%	84%	75%	72%	81%	79%	66%	72%	62%	80%	78%	71%	79%	74%	77%	75%	76%	76%
I actively seek out products from companies that promote gender equality in their advertising	328	183	145	183	122	23	113	98	99	258	70	39	50	239	251	77	139	189	175	153	271	57
I buy from brands that show people from a wide range of backgrounds in their advertising	66%	63%	70%	65%	68%	63%	62%	68%	76%	70%	54%	65%	53%	69%	69%	56%	78%	59%	73%	59%	68%	58%
Advertising is presenting a more realistic portrayal of people in the last few years	323	187	136	184	120	19	110	97	96	242	81	38	61	225	243	80	142	181	174	150	267	56
Advertising is presenting more people from a wide range of backgrounds in the last few years	65%	64%	65%	65%	67%	54%	60%	67%	73%	65%	63%	65%	63%	65%	67%	58%	79%	57%	72%	58%	66%	58%
There are fewer ads with traditional roles for men and women lately	326	180	146	191	116	19	103	103	102	252	74	35	58	233	256	70	143	184	180	146	270	57
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	65%	62%	70%	67%	65%	54%	57%	72%	78%	68%	57%	60%	60%	68%	71%	51%	80%	57%	75%	56%	67%	58%
I really like when ads include a positive message about making the world better	312	167	145	187	106	19	116	84	95	239	74	32	59	221	236	76	143	169	176	136	260	52
I think advertising has a lot of power to shape how people perceive each another	63%	57%	70%	66%	59%	53%	64%	58%	73%	64%	57%	55%	62%	64%	65%	55%	80%	53%	74%	52%	65%	54%
	339	196	143	199	119	20	123	97	98	260	79	40	57	241	256	83	140	199	182	157	280	58
	68%	67%	69%	70%	66%	57%	68%	68%	75%	70%	61%	69%	60%	70%	71%	60%	78%	62%	76%	60%	70%	60%
	338	191	146	198	122	17	118	101	94	249	89	33	59	245	246	92	133	205	173	164	274	63
	68%	66%	70%	70%	68%	47%	65%	70%	72%	67%	69%	56%	62%	71%	68%	67%	74%	64%	72%	63%	68%	65%
	338	199	138	201	113	23	125	97	94	259	78	38	60	240	259	78	144	193	180	157	279	59
	68%	68%	67%	71%	63%	64%	69%	67%	72%	70%	60%	64%	62%	70%	72%	57%	81%	60%	75%	60%	69%	60%
	422	251	171	238	154	30	154	122	109	316	106	54	72	296	302	120	145	278	197	226	334	88
	84%	86%	82%	84%	86%	83%	85%	84%	84%	85%	82%	91%	76%	86%	84%	87%	81%	87%	82%	87%	83%	90%
	374	217	157	216	135	23	134	108	100	279	95	33	74	266	283	91	149	225	196	178	306	68
	75%	74%	75%	76%	75%	64%	74%	75%	77%	75%	73%	56%	78%	77%	78%	66%	83%	70%	82%	68%	76%	70%
					**							*	K*	K	O		Q		S			*

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119	
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	318	144	174	178	94	46	43	62	213	113	205	120	67	131	180	139	67	251	105	214	236	81	
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	64%	60%	67%	63%	67%	61%	62%	60%	65%	62%	65%	56%	65%	71%	64%	63%	65%	63%	63%	64%	66%	57%	
I actively seek out products from companies that promote gender equality in their advertising	427	190	237	252	113	62	60	88	279	147	280	182	96	150	236	191	90	337	141	286	305	121	
I buy from brands that show people from a wide range of backgrounds in their advertising	85%	79%	92%	89%	80%	82%	86%	86%	85%	81%	88%	85%	93%	86%	84%	87%	87%	85%	85%	86%	86%	85%	
Advertising is presenting a more realistic portrayal of people in the last few years	316	143	172	A	D	81	35	52	68	196	100	216	132	70	114	169	146	75	241	111	205	218	97
Advertising is presenting more people from a wide range of backgrounds in the last few years	63%	60%	66%	70%	58%	47%	74%	67%	60%	55%	68%	62%	68%	62%	60%	67%	72%	61%	67%	61%	61%	68%	
There are fewer ads with traditional roles for men and women lately	339	169	170	DE	211	87	41	54	70	214	115	224	139	69	131	193	146	76	263	119	220	237	101
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	68%	70%	66%	75%	61%	54%	78%	68%	65%	63%	70%	65%	67%	71%	69%	67%	74%	66%	71%	66%	67%	71%	
I really like when ads include a positive message about making the world better	264	122	143	DE	84	35	41	53	171	104	160	129	51	84	144	121	54	210	85	179	181	83	
I think advertising has a lot of power to shape how people perceive each another	53%	51%	55%	51%	60%	46%	58%	52%	52%	57%	50%	61%	49%	46%	51%	55%	52%	53%	51%	54%	51%	58%	
	408	195	212	E	116	63	51	87	270	152	256	173	88	147	230	177	79	329	133	275	289	118	
	82%	81%	82%	80%	83%	84%	73%	85%	82%	83%	80%	81%	86%	80%	82%	81%	76%	83%	79%	83%	81%	82%	
	299	141	158	172	82	45	40	55	204	109	190	137	67	95	180	119	67	232	103	196	218	81	
	60%	59%	61%	61%	58%	60%	58%	54%	62%	60%	60%	64%	65%	52%	64%	54%	64%	59%	61%	59%	61%	57%	
	303	148	155	193	72	38	48	63	192	101	202	126	M	124	173	130	67	236	108	195	213	89	
	61%	62%	60%	68%	51%	51%	69%	61%	59%	56%	64%	59%	51%	68%	62%	59%	65%	59%	65%	59%	60%	63%	
	478	231	248	DE	135	74	68	95	316	175	304	209	98	172	265	214	99	379	159	319	338	140	
	96%	96%	95%	95%	96%	99%	97%	92%	96%	96%	96%	98%	95%	94%	94%	97%	96%	96%	95%	96%	95%	98%	
	464	220	243	266	128	70	66	94	303	166	297	198	97	169	254	210	94	369	152	312	324	138	
	93%	92%	94%	94%	90%	93%	95%	92%	93%	91%	94%	93%	94%	92%	91%	95%	91%	93%	91%	94%	91%	97%	
							*	*					*			*						*	

Global @visor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	350	148	202	141	136	73	38	121	190	193	157	1	47	302	231	118	36	313	74	275	307	33
	70%	59%	82%	74%	70%	65%	56%	79%	68%	67%	74%	11%	58%	74%	69%	72%	70%	70%	67%	71%	72%	53%
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	344	158	186	123	138	82	39	110	195	201	142	2	55	286	229	114	39	305	77	266	296	37
	69%	63%	75%	65%	71%	73%	58%	72%	70%	70%	67%	31%	67%	70%	68%	69%	75%	68%	69%	69%	70%	58%
I actively seek out products from companies that promote gender equality in their advertising	214	96	118	86	83	45	20	69	125	121	93	2	29	183	137	77	24	190	48	166	190	23
	43%	38%	48%	45%	42%	40%	29%	46%	45%	42%	44%	31%	35%	45%	41%	47%	46%	43%	43%	43%	45%	37%
I buy from brands that show people from a wide range of backgrounds in their advertising	326	169	157	121	128	78	32	106	188	194	132	2	57	267	222	104	39	287	79	247	281	37
	65%	67%	64%	63%	65%	69%	47%	69%	67%	67%	62%	31%	70%	65%	66%	63%	76%	64%	71%	64%	66%	58%
Advertising is presenting a more realistic portrayal of people in the last few years	276	149	127	88	114	74	36	89	151	182	94	1	44	232	189	88	29	247	66	210	233	34
	55%	59%	51%	46%	58%	66%	53%	58%	54%	63%	45%	10%	53%	57%	56%	53%	56%	55%	59%	54%	55%	54%
Advertising is presenting more people from a wide range of backgrounds in the last few years	343	179	165	119	139	85	39	112	191	203	140	2	56	285	240	104	33	310	81	262	297	35
	69%	71%	67%	62%	71%	75%	58%	74%	69%	70%	66%	31%	68%	70%	72%	63%	64%	69%	72%	68%	70%	56%
There are fewer ads with traditional roles for men and women lately	304	167	137	99	124	80	24	99	180	189	114	1	51	252	202	102	30	274	74	229	261	34
	61%	66%	55%	52%	64%	71%	36%	65%	65%	66%	54%	11%	62%	61%	60%	62%	58%	61%	67%	59%	61%	55%
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	277	141	135	93	122	62	29	95	152	166	111	2	46	229	194	83	34	243	73	203	243	26
	55%	56%	55%	48%	62%	55%	43%	63%	54%	58%	52%	20%	56%	56%	58%	50%	65%	54%	65%	52%	57%	41%
I really like when ads include a positive message about making the world better	392	193	199	143	157	92	44	130	218	234	159	1	63	329	260	132	40	352	90	302	340	41
	78%	76%	81%	75%	80%	82%	65%	85%	78%	81%	75%	11%	76%	80%	78%	80%	78%	79%	81%	78%	80%	66%
I think advertising has a lot of power to shape how people perceive each another	361	184	177	126	150	84	29	123	209	217	144	2	59	300	242	119	38	323	81	280	314	36
	72%	73%	72%	66%	77%	74%	42%	81%	75%	75%	68%	21%	72%	73%	72%	72%	73%	72%	72%	72%	74%	57%
				*			**	*		*	*	**	*			*	*					**

Global @divisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	265	285	215	39	461	49	451	295	205	93	130	145	132	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	387	188	200	136	146	105	178	109	39	175	213	176	90	121	219	169	30	358	38	349	231	156	79	98	111	99	
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	78%	75%	81%	78%	80%	74%	74%	80%	84%	75%	79%	78%	76%	78%	77%	78%	77%	78%	77%	78%	78%	76%	85%	76%	77%	75%	
I actively seek out products from companies that promote gender equality in their advertising	372	185	187	125	138	109	172	108	34	173	198	164	88	120	216	156	28	343	37	335	222	150	73	89	112	97	
I buy from brands that show people from a wide range of backgrounds in their advertising	74%	73%	75%	72%	75%	76%	71%	80%	75%	75%	74%	72%	74%	77%	76%	73%	73%	75%	75%	74%	75%	73%	79%	69%	77%	74%	
Advertising is presenting a more realistic portrayal of people in the last few years	281	123	158	102	103	76	127	83	23	131	150	133	67	81	157	124	25	256	30	251	165	116	57	67	73	84	
Advertising is presenting more people from a wide range of backgrounds in the last few years	56%	49%	64%	59%	56%	53%	53%	61%	50%	56%	56%	59%	57%	52%	55%	58%	65%	56%	61%	56%	56%	57%	61%	52%	50%	64%	
There are fewer ads with traditional roles for men and women lately		A																									
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	237	114	123	94	84	59	108	69	23	111	126	91	62	84	138	99	16	221	26	212	145	93	47	49	69	72	
I really like when ads include a positive message about making the world better	47%	45%	50%	54%	46%	41%	45%	51%	49%	48%	47%	40%	52%	54%	48%	46%	42%	48%	52%	47%	49%	45%	51%	38%	48%	55%	
I think advertising has a lot of power to shape how people perceive each another																											
	241	111	130	93	80	68	113	74	22	108	133	105	62	74	142	99	20	222	26	215	154	87	47	66	71	58	
	48%	44%	53%	53%	44%	48%	47%	54%	47%	47%	50%	46%	53%	48%	50%	46%	50%	48%	53%	48%	52%	43%	50%	51%	49%	44%	
	356	176	179	124	124	108	167	100	33	164	192	162	88	105	202	154	27	329	38	318	209	146	68	97	97	94	
	71%	70%	72%	71%	68%	76%	69%	74%	72%	71%	72%	72%	75%	68%	71%	72%	69%	71%	77%	71%	71%	72%	73%	75%	67%	71%	
	254	118	137	87	85	82	113	78	23	126	129	118	57	80	154	101	21	233	32	222	164	91	47	63	67	78	
	51%	47%	55%	50%	47%	57%	47%	57%	49%	54%	48%	52%	48%	52%	54%	47%	54%	51%	66%	49%	56%	44%	50%	49%	46%	59%	
	223	110	113	81	78	64	96	66	20	108	114	95	51	77	136	87	16	206	22	201	140	83	43	48	70	62	
	45%	44%	46%	46%	43%	45%	40%	48%	44%	47%	43%	42%	43%	50%	48%	40%	43%	45%	44%	45%	47%	40%	46%	37%	48%	47%	
	433	209	224	147	159	127	205	122	41	200	233	199	102	132	248	185	33	400	44	389	259	174	81	114	122	116	
	87%	83%	90%	85%	87%	89%	85%	90%	90%	86%	87%	88%	86%	85%	87%	86%	84%	87%	89%	86%	88%	85%	87%	88%	84%	88%	
		A																									
	380	183	197	136	140	104	179	109	38	169	210	167	92	120	212	168	26	354	35	345	225	155	75	99	109	97	
	76%	73%	79%	78%	77%	73%	74%	81%	82%	73%	79%	74%	78%	78%	74%	78%	66%	77%	71%	77%	76%	76%	80%	77%	75%	73%	

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Norrland	Mellansverige	Stockholm	Västergötland	Southern Sweden
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
		501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132	
Base: All Respondents (unwtd)		500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads		331	156	176	135	86	111	87	161	53	101	230	181	43	108	230	102	45	287	59	273	235	96	28	86	73	71	73	
		66%	61%	71%	69%	64%	65%	63%	70%	67%	68%	66%	65%	68%	67%	65%	71%	62%	67%	60%	68%	65%	69%	63%	70%	63%	71%	63%	
			A							*				*				*		*			*	*		*			
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles		363	160	203	138	102	123	94	172	61	111	252	199	45	120	250	113	40	323	56	307	254	109	36	89	75	72	92	
		73%	63%	82%	71%	76%	72%	68%	75%	76%	74%	72%	72%	70%	75%	70%	79%	56%	76%	57%	77%	71%	78%	79%	72%	65%	72%	79%	
			A							*				*				*		*			*	*		*		X	
I actively seek out products from companies that promote gender equality in their advertising		160	78	82	85	43	32	52	67	29	50	110	80	22	58	109	52	30	130	46	114	117	43	15	44	40	25	37	
		32%	31%	33%	44%	32%	19%	37%	29%	37%	34%	32%	29%	34%	37%	31%	36%	42%	30%	47%	29%	33%	31%	33%	36%	34%	25%	32%	
			E			E				*				*				*		S*			*	*		*		*	
I buy from brands that show people from a wide range of backgrounds in their advertising		220	93	127	103	58	59	60	97	37	69	151	120	30	70	146	74	32	188	41	180	156	65	22	61	48	34	54	
		44%	37%	52%	53%	43%	35%	43%	42%	46%	47%	43%	43%	48%	44%	41%	52%	45%	44%	41%	45%	43%	46%	49%	49%	42%	35%	47%	
			A							*				*				*		*			*	*		Y*		*	
Advertising is presenting a more realistic portrayal of people in the last few years		247	127	120	108	58	81	73	113	39	77	120	139	28	79	174	73	32	215	45	201	179	68	17	56	60	55	59	
		49%	50%	49%	56%	43%	47%	53%	49%	49%	52%	49%	50%	44%	50%	49%	51%	45%	50%	46%	50%	50%	49%	37%	45%	52%	55%	51%	
			D							*				*				*		*			*	*		*		V*	
Advertising is presenting more people from a wide range of backgrounds in the last few years		384	192	191	140	113	131	108	183	64	120	263	212	46	125	280	104	47	337	65	318	287	97	38	86	97	71	91	
		77%	76%	78%	72%	84%	76%	78%	80%	80%	80%	75%	77%	73%	78%	79%	72%	65%	79%	66%	79%	80%	69%	85%	69%	84%	72%	79%	
			C							*				*				*	P	*	R	U		*	*	WY	*		
There are fewer ads with traditional roles for men and women lately		278	139	139	119	77	82	80	131	40	84	194	155	40	83	202	77	44	234	56	222	204	74	24	68	71	52	63	
		56%	55%	57%	61%	57%	48%	58%	57%	50%	56%	55%	56%	64%	52%	57%	53%	60%	55%	57%	55%	57%	53%	54%	55%	61%	53%	54%	
			E							*				*				*	*	*			*	*		*	*	*	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising		251	118	133	113	71	67	75	114	39	75	177	140	31	80	178	73	43	208	51	200	183	69	18	63	60	56	54	
		50%	47%	54%	58%	53%	39%	55%	50%	49%	50%	50%	51%	49%	50%	50%	51%	59%	49%	52%	50%	51%	49%	39%	51%	52%	56%	47%	
			E			E				*				*				*	*	*			*	*		*			
I really like when ads include a positive message about making the world better		389	179	211	154	106	130	109	183	63	116	273	212	52	126	264	125	49	341	67	322	276	113	35	95	92	74	93	
		78%	70%	86%	79%	79%	76%	79%	80%	79%	78%	78%	77%	82%	78%	74%	87%	67%	80%	68%	80%	77%	81%	78%	77%	80%	74%	81%	
			A							*				*		N		*	P	*	R		*	*		*	*	*	
I think advertising has a lot of power to shape how people perceive each another		346	163	183	141	97	108	94	164	58	108	238	184	46	116	251	95	46	300	66	280	257	89	31	86	80	70	79	
		69%	64%	74%	73%	72%	63%	68%	72%	73%	72%	68%	66%	74%	72%	70%	66%	64%	70%	67%	70%	71%	64%	68%	69%	70%	70%	69%	
			A							*				*				*	*	*			*	*		*	*	*	

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124	
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209	
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	337	150	187	168	117	53	9	27	301	192	145	183	13	141	195	142	41	296	101	237	196	142	
	68%	60%	76%	69%	65%	68%	65%	55%	69%	74%	61%	61%	74%	77%	67%	68%	70%	67%	72%	66%	67%	68%	
		A*			*	**	**	**	*	*	*	*	*	K	*	*	*	*	*	*	*	*	
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	346	152	194	187	116	43	9	35	302	160	186	188	12	146	201	145	39	307	109	237	208	138	
	69%	60%	78%	77%	65%	65%	71%	69%	71%	68%	78%	63%	68%	79%	69%	69%	66%	70%	79%	66%	72%	69%	
		A*		*	*	**	**	**	*	J*	*	*	*	K	*	*	*	*	*	*	*	*	
I actively seek out products from companies that promote gender equality in their advertising	292	121	171	161	88	43	5	34	253	155	136	148	12	131	173	119	34	258	92	200	168	124	
	58%	48%	69%	66%	49%	56%	36%	68%	58%	60%	57%	49%	70%	72%	60%	56%	57%	59%	66%	55%	58%	59%	
		A*		D*	*	**	**	**	*	*	*	*	*	K	*	*	*	*	*	*	*	*	
I buy from brands that show people from a wide range of backgrounds in their advertising	213	98	114	119	75	19	4	13	195	110	103	99	8	105	123	89	31	181	79	134	143	70	
	43%	39%	46%	49%	42%	24%	33%	26%	45%	42%	43%	33%	46%	58%	43%	42%	53%	41%	56%	37%	49%	33%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	S*	*	*	*	
Advertising is presenting a more realistic portrayal of people in the last few years	196	93	104	93	74	29	12	15	169	96	100	107	6	83	119	77	35	161	68	128	132	64	
	39%	37%	42%	39%	41%	37%	91%	30%	39%	37%	42%	36%	36%	45%	41%	37%	59%	37%	49%	35%	45%	31%	
		A*			*	**	**	**	*	*	*	*	*	L	*	Q*	*	*	*	*	*	*	
Advertising is presenting more people from a wide range of backgrounds in the last few years	349	181	168	170	134	44	5	27	317	169	180	201	10	138	205	144	35	314	107	242	207	142	
	70%	72%	68%	70%	75%	57%	36%	55%	73%	65%	75%	67%	57%	75%	71%	68%	59%	71%	77%	67%	71%	68%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
There are fewer ads with traditional roles for men and women lately	282	169	113	150	93	39	13	24	245	155	127	172	9	101	174	108	36	246	90	192	187	96	
	56%	67%	46%	62%	52%	50%	97%	49%	56%	60%	53%	58%	50%	55%	60%	52%	62%	56%	65%	53%	64%	46%	
		B*		*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	U	*	
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	256	104	153	143	76	38	13	15	229	152	104	141	10	105	131	126	36	220	70	187	157	100	
	51%	41%	62%	59%	42%	49%	94%	30%	52%	59%	43%	47%	58%	57%	45%	60%	61%	50%	50%	52%	54%	48%	
		A*		*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
I really like when ads include a positive message about making the world better	368	174	194	176	132	60	9	43	316	180	188	217	10	141	212	156	36	332	107	261	202	167	
	74%	69%	79%	73%	73%	77%	68%	86%	73%	69%	78%	72%	58%	77%	73%	74%	61%	75%	77%	72%	69%	80%	
		*	*	*	*	**	**	**	*	*	*	*	*	L	*	*	*	*	*	*	*	*	
I think advertising has a lot of power to shape how people perceive each another	347	154	193	173	123	52	10	29	308	188	159	198	12	138	197	150	38	309	100	247	201	147	
	70%	61%	78%	71%	68%	66%	71%	59%	71%	72%	66%	66%	66%	75%	68%	71%	65%	70%	72%	69%	69%	70%	
		*	A*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	313	134	179	125	102	85	24	145	108	122	191	68	78	166	189	123	22	291	43	270	241	72	52	26	40	42	64	49	26
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	63%	54%	72%	64%	66%	58%	*	64%	65%	61%	63%	58%	60%	66%	60%	67%	60%	63%	60%	63%	64%	59%	73%	53%	56%	66%	59%	81%	55%
I actively seek out products from companies that promote gender equality in their advertising	328	141	187	140	103	85	27	153	107	129	199	79	89	160	189	139	23	305	43	285	250	78	55	31	41	47	69	43	27
I buy from brands that show people from a wide range of backgrounds in their advertising	66%	56%	75%	71%	67%	58%	53%	67%	65%	65%	66%	67%	68%	63%	60%	76%	62%	66%	60%	67%	66%	63%	77%	63%	59%	74%	63%	71%	58%
Advertising is presenting a more realistic portrayal of people in the last few years	150	63	87	73	47	30	13	60	57	58	92	32	41	76	98	52	12	138	25	124	118	32	26	10	20	23	32	22	12
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	30%	25%	35%	37%	30%	25%	26%	34%	29%	30%	28%	32%	30%	31%	28%	32%	30%	35%	29%	31%	31%	26%	37%	20%	28%	36%	29%	36%	26%
I really like when ads include a positive message about making the world better	221	92	128	100	69	52	20	104	73	90	131	53	52	115	136	85	18	202	35	186	170	51	32	26	22	30	44	33	19
There are fewer ads with traditional roles for men and women lately	44%	37%	51%	51%	44%	35%	39%	46%	44%	45%	43%	45%	40%	46%	43%	46%	49%	44%	49%	43%	45%	42%	44%	53%	32%	47%	40%	55%	41%
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	242	104	139	92	85	65	17	121	82	105	138	56	67	119	140	102	20	222	37	206	186	56	39	25	32	36	42	30	19
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	49%	42%	55%	47%	55%	44%	33%	53%	49%	53%	46%	47%	52%	47%	44%	56%	55%	48%	51%	48%	49%	46%	55%	50%	46%	56%	38%	49%	40%
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	364	169	195	139	119	106	35	170	119	150	214	85	100	178	228	136	28	336	54	309	271	92	54	38	57	47	69	45	33
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	73%	68%	78%	71%	76%	71%	68%	75%	72%	76%	71%	72%	77%	71%	72%	74%	75%	73%	75%	72%	72%	75%	76%	77%	80%	74%	63%	74%	71%
There are fewer ads with traditional roles for men and women lately	52%	52%	52%	47%	59%	50%	66%	52%	51%	56%	49%	47%	59%	50%	54%	48%	49%	52%	51%	52%	53%	49%	48%	45%	50%	61%	51%	57%	44%
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	185	73	112	84	56	44	17	89	59	73	112	50	36	99	117	68	14	171	30	155	146	39	32	18	22	25	35	27	16
I really like when ads include a positive message about making the world better	37%	29%	45%	43%	36%	30%	33%	39%	36%	37%	37%	43%	27%	39%	37%	37%	38%	37%	41%	36%	39%	31%	45%	36%	32%	39%	32%	44%	35%
I think advertising has a lot of power to shape how people perceive each other	374	164	210	149	123	101	32	177	121	157	216	85	99	190	230	144	27	347	53	321	286	88	58	40	51	47	77	50	32
There are fewer ads with traditional roles for men and women lately	75%	66%	84%	76%	79%	68%	62%	78%	73%	79%	72%	72%	76%	75%	73%	78%	72%	75%	73%	75%	76%	72%	81%	81%	72%	74%	71%	82%	69%
I think advertising has a lot of power to shape how people perceive each other	382	171	211	159	122	101	35	174	130	154	228	82	103	196	226	156	28	354	57	325	290	92	59	35	52	53	74	54	35
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	76%	69%	84%	81%	79%	68%	68%	76%	79%	78%	76%	70%	79%	78%	71%	85%	75%	77%	80%	76%	77%	74%	83%	71%	74%	83%	68%	88%	74%
Advertising is presenting more people from a wide range of backgrounds in the last few years			A	E	E		*								N	*	*	*	*				Z*	*	*	Z*		WAZ*	*

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Global @divisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	456	73	427	320	174	91	110	184	115
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	238	113	125	104	72	62	33	100	105	121	117	95	66	77	138	100	25	213	41	197	158	75	43	55	85	55
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	48%	46%	49%	57%	47%	38%	41%	48%	50%	45%	50%	41%	52%	55%	50%	45%	52%	47%	56%	46%	49%	43%	47%	50%	46%	48%
I actively seek out products from companies that promote gender equality in their advertising	356	169	187	141	105	110	55	152	150	185	172	159	92	105	191	165	38	318	59	297	233	117	64	77	130	86
I buy from brands that show people from a wide range of backgrounds in their advertising	71%	68%	74%	78%	68%	67%	67%	73%	72%	70%	73%	69%	73%	75%	69%	74%	78%	71%	80%	70%	73%	68%	70%	71%	70%	74%
Advertising is presenting a more realistic portrayal of people in the last few years	210	104	106	96	60	54	33	94	83	106	103	90	57	63	126	83	31	178	46	164	144	63	42	42	78	47
Advertising is presenting more people from a wide range of backgrounds in the last few years	42%	42%	42%	52%	39%	33%	41%	45%	40%	40%	44%	39%	45%	45%	46%	38%	64%	40%	62%	38%	45%	36%	47%	39%	42%	41%
There are fewer ads with traditional roles for men and women lately	277	122	156	113	89	76	38	130	110	146	131	114	76	87	155	122	33	244	50	227	186	84	50	60	103	64
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	55%	49%	62%	62%	58%	46%	47%	62%	52%	55%	56%	49%	60%	62%	56%	55%	69%	54%	68%	53%	58%	49%	55%	55%	56%	56%
I really like when ads include a positive message about making the world better	291	132	160	118	91	82	42	128	121	149	142	132	76	83	150	141	31	260	48	243	187	98	54	64	114	60
I think advertising has a lot of power to shape how people perceive each another	58%	53%	63%	65%	60%	50%	52%	61%	58%	56%	61%	57%	60%	59%	54%	63%	63%	58%	65%	57%	59%	57%	59%	58%	62%	52%
	403	196	207	141	123	138	55	180	168	219	184	184	102	117	223	180	38	366	59	344	255	141	80	87	152	84
	81%	79%	82%	78%	81%	84%	68%	86%	80%	83%	78%	79%	81%	83%	80%	81%	77%	81%	81%	81%	80%	82%	88%	79%	83%	73%
	306	160	145	104	94	108	41	133	132	170	136	137	82	87	170	136	35	270	49	257	196	104	61	60	112	73
	61%	65%	58%	57%	61%	65%	51%	63%	63%	64%	58%	59%	65%	62%	61%	61%	72%	60%	67%	60%	61%	60%	67%	54%	61%	63%
	265	140	126	106	75	84	45	116	105	148	117	120	68	77	150	115	32	233	49	216	172	89	54	50	97	65
	53%	56%	50%	58%	49%	51%	55%	55%	50%	56%	50%	52%	54%	55%	54%	52%	66%	52%	67%	51%	54%	52%	59%	45%	53%	57%
	420	200	220	160	119	141	61	181	179	225	195	189	110	121	225	195	42	378	65	355	269	144	76	86	160	98
	84%	81%	87%	88%	78%	86%	75%	86%	85%	85%	83%	81%	87%	86%	81%	88%	86%	84%	89%	83%	84%	83%	84%	78%	87%	85%
	377	177	201	148	107	122	51	163	163	197	181	157	104	116	207	170	40	337	61	316	247	125	70	77	140	90
	75%	71%	79%	81%	70%	74%	63%	78%	78%	74%	77%	68%	82%	83%	75%	76%	83%	75%	83%	74%	77%	72%	77%	71%	76%	78%
		A		D			*	F	F				K	K			*		S							

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Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	304	154	150	158	102	45	103	93	84	165	139	42	106	156	185	119	56	249	100	204	253	47
	61%	62%	60%	57%	65%	67%	56%	69%	58%	62%	60%	61%	64%	59%	61%	61%	63%	60%	63%	60%	61%	58%
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	421	210	210	241	122	57	155	110	124	220	201	58	132	230	248	172	77	344	140	281	342	73
I actively seek out products from companies that promote gender equality in their advertising	84%	85%	84%	87%	78%	84%	84%	82%	85%	82%	86%	85%	80%	87%	82%	88%	87%	84%	87%	83%	83%	91%
	283	138	146	164	88	32	111	74	78	148	135	36	96	151	174	110	57	226	103	180	235	42
	57%	55%	58%	59%	56%	48%	60%	55%	53%	56%	58%	52%	58%	57%	57%	56%	65%	55%	64%	53%	57%	53%
I buy from brands that show people from a wide range of backgrounds in their advertising	354	174	180	205	107	42	140	93	100	193	161	48	114	191	227	127	66	288	120	234	296	53
	71%	70%	72%	74%	68%	62%	76%	69%	69%	72%	69%	71%	69%	72%	75%	65%	75%	70%	75%	69%	71%	65%
Advertising is presenting a more realistic portrayal of people in the last few years	346	175	172	187	117	42	129	96	95	188	158	47	121	178	216	130	62	284	123	223	298	42
	69%	70%	68%	68%	75%	62%	70%	72%	65%	71%	68%	69%	73%	67%	71%	66%	70%	69%	77%	66%	72%	53%
Advertising is presenting more people from a wide range of backgrounds in the last few years	418	205	213	237	131	50	161	106	120	220	198	53	145	220	261	158	73	345	139	280	353	60
	84%	83%	85%	86%	84%	74%	87%	79%	82%	83%	85%	78%	87%	83%	86%	80%	83%	84%	86%	83%	85%	74%
There are fewer ads with traditional roles for men and women lately	347	177	170	193	110	44	143	88	94	190	157	42	120	184	224	123	58	289	106	241	293	49
	69%	71%	68%	70%	71%	65%	77%	66%	65%	71%	67%	62%	73%	69%	74%	63%	65%	70%	66%	71%	71%	61%
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	331	164	167	190	100	41	126	89	88	175	156	40	129	162	210	120	56	274	114	217	276	49
	66%	66%	66%	69%	64%	61%	68%	67%	60%	66%	67%	58%	78%	61%	69%	61%	64%	67%	71%	64%	67%	61%
I really like when ads include a positive message about making the world better	471	234	237	258	150	64	176	123	142	255	217	65	157	250	288	183	82	389	148	323	392	74
	94%	94%	94%	93%	96%	94%	95%	91%	97%	96%	93%	95%	95%	94%	95%	93%	93%	95%	92%	95%	95%	92%
I think advertising has a lot of power to shape how people perceive each another	449	235	214	250	140	59	162	124	134	242	207	58	144	247	280	169	79	370	148	301	371	72
	90%	95%	85%	91%	90%	87%	88%	93%	92%	91%	89%	85%	87%	93%	92%	86%	90%	90%	92%	89%	90%	90%
		B				*						*				*						*

Global @visor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	298	143	155	155	88	55	34	147	100	112	186	31	108	158	206	92	77	221	107	191	236	61
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	60%	59%	60%	61%	59%	58%	64%	56%	66%	62%	58%	48%	57%	64%	64%	52%	64%	58%	63%	58%	60%	57%
I actively seek out products from companies that promote gender equality in their advertising	430	202	228	217	130	83	41	228	136	158	272	54	165	211	280	150	107	323	147	283	342	88
I buy from brands that show people from a wide range of backgrounds in their advertising	86%	84%	88%	85%	87%	87%	76%	86%	90%	88%	85%	83%	87%	86%	87%	84%	89%	85%	87%	86%	87%	82%
Advertising is presenting a more realistic portrayal of people in the last few years	380	186	194	206	107	68	39	207	117	130	250	48	151	182	246	135	90	290	130	251	296	84
Advertising is presenting more people from a wide range of backgrounds in the last few years	76%	77%	75%	80%	72%	71%	74%	78%	77%	72%	78%	73%	80%	74%	76%	76%	76%	76%	77%	76%	75%	79%
There are fewer ads with traditional roles for men and women lately	299	149	150	168	87	44	33	146	103	116	183	37	109	153	200	99	78	221	115	184	242	57
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	60%	62%	58%	66%	59%	46%	63%	55%	68%	64%	57%	57%	58%	62%	62%	56%	65%	58%	68%	56%	62%	53%
I really like when ads include a positive message about making the world better	282	143	139	145	82	54	33	145	87	109	173	37	108	136	176	106	75	207	114	168	228	54
I think advertising has a lot of power to shape how people perceive each another	56%	59%	54%	57%	56%	57%	62%	55%	57%	61%	54%	58%	57%	55%	55%	60%	63%	54%	68%	51%	58%	51%
	381	185	196	201	110	69	46	196	113	142	238	53	152	176	242	139	93	288	129	252	302	78
	76%	77%	76%	79%	75%	72%	88%	74%	75%	79%	75%	82%	80%	72%	75%	78%	78%	76%	76%	77%	77%	73%
	282	136	146	149	83	50	25	145	87	109	173	35	107	141	170	112	71	211	104	178	228	54
	57%	56%	57%	58%	56%	53%	48%	55%	58%	61%	54%	53%	56%	57%	53%	63%	59%	56%	62%	54%	58%	51%
	281	133	148	143	87	50	34	137	91	112	169	43	107	130	174	107	81	200	110	171	228	53
	56%	55%	57%	56%	59%	52%	64%	52%	60%	62%	53%	66%	57%	53%	54%	60%	68%	53%	65%	52%	58%	50%
	458	221	237	233	138	87	49	248	138	166	292	61	173	224	291	167	109	349	154	304	358	100
	92%	92%	92%	91%	93%	91%	93%	94%	91%	92%	91%	93%	91%	91%	90%	94%	91%	92%	92%	92%	91%	94%
	425	202	222	218	127	80	38	231	132	153	272	47	175	203	274	150	107	318	145	280	335	90
	85%	84%	86%	85%	85%	83%	73%	87%	87%	85%	85%	71%	92%	83%	85%	85%	90%	84%	86%	85%	85%	84%
					*	*	*	F	F			*	KM									*

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	273	128	145	136	96	42	58	33	147	153	120	71	168	34	125	148	37	236	55	218	166	107
	55%	51%	58%	72%	58%	29%	80%	39%	51%	51%	60%	53%	57%	49%	55%	54%	53%	55%	55%	54%	52%	59%
		*	*	E*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	401	191	211	174	127	99	60	60	232	235	166	103	244	54	169	232	54	347	73	328	241	160
	80%	76%	84%	93%	77%	68%	82%	71%	81%	78%	83%	77%	83%	77%	75%	85%	78%	81%	73%	82%	76%	88%
		*	*	DE*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
I actively seek out products from companies that promote gender equality in their advertising	315	171	144	126	107	82	60	47	175	177	138	92	184	39	132	183	54	261	67	247	184	130
	63%	68%	58%	67%	64%	56%	82%	55%	61%	59%	69%	68%	62%	56%	58%	67%	78%	61%	68%	62%	58%	72%
		*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
I buy from brands that show people from a wide range of backgrounds in their advertising	291	154	137	145	70	76	41	43	166	161	130	90	166	34	134	157	53	238	67	223	182	109
	58%	62%	55%	77%	42%	52%	56%	52%	58%	54%	65%	67%	57%	49%	59%	57%	76%	55%	68%	56%	57%	60%
		*	*	DE*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
Advertising is presenting a more realistic portrayal of people in the last few years	241	131	110	105	73	62	31	40	133	137	104	62	149	30	110	132	37	204	35	206	149	92
	48%	53%	44%	56%	44%	43%	42%	48%	47%	46%	52%	46%	51%	42%	49%	48%	53%	47%	36%	51%	47%	51%
		*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
Advertising is presenting more people from a wide range of backgrounds in the last few years	375	185	190	158	141	76	59	54	210	206	169	96	229	49	158	217	52	323	66	309	231	144
	75%	74%	76%	84%	85%	53%	81%	65%	73%	69%	84%	71%	78%	70%	70%	79%	75%	75%	67%	77%	72%	80%
		*	*	E*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
There are fewer ads with traditional roles for men and women lately	284	138	146	127	90	68	56	49	150	155	129	97	150	37	138	146	33	251	55	229	171	113
	57%	55%	58%	67%	54%	46%	77%	58%	52%	52%	65%	72%	51%	53%	61%	53%	48%	58%	55%	57%	54%	63%
		*	*	E*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	254	116	138	109	74	71	33	38	147	139	115	97	130	27	116	138	33	221	52	202	161	93
	51%	47%	55%	58%	45%	49%	45%	45%	51%	47%	57%	72%	44%	39%	51%	50%	47%	51%	53%	50%	50%	52%
		*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
I really like when ads include a positive message about making the world better	429	194	235	159	146	123	64	71	260	263	166	108	260	61	198	231	66	363	94	335	278	151
	86%	78%	94%	85%	88%	85%	88%	85%	91%	88%	83%	80%	88%	87%	88%	84%	95%	84%	95%	84%	87%	83%
		*	A*	*	*	*	**	*	*	*	**	*	*	*	*	*	**	*	**	*	*	*
I think advertising has a lot of power to shape how people perceive each another	351	170	181	154	107	90	43	61	216	209	142	91	210	50	169	182	53	299	80	272	222	129
	70%	68%	73%	82%	64%	62%	59%	73%	75%	70%	71%	68%	71%	71%	75%	67%	76%	69%	80%	68%	70%	71%
		*	*	E*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*

Global @dvisor: ADVERTISING STUDY
QC2. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding brands and their advertising?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Advertisers need to do more to eliminate traditional or old-fashioned roles of men and women in their ads	332	154	178	163	102	67	78	110	114	84	248	8	123	201	205	127	64	268	97	235	253	79
	66%	63%	70%	73%	63%	59%	67%	67%	65%	58%	70%	50%	63%	69%	65%	69%	71%	65%	70%	65%	68%	62%
I feel more positive toward companies that demonstrate in their advertising that men and women have the same capabilities and roles	398	188	210	181	127	90	94	125	145	114	284	12	150	236	258	140	74	324	113	285	297	101
	80%	77%	82%	81%	78%	79%	80%	76%	83%	79%	80%	72%	77%	82%	82%	76%	82%	79%	82%	79%	80%	78%
I actively seek out products from companies that promote gender equality in their advertising	298	143	156	150	92	56	70	95	101	75	224	10	113	175	192	106	58	241	95	204	224	74
	60%	59%	61%	67%	57%	50%	60%	58%	58%	52%	63%	61%	58%	61%	61%	58%	64%	59%	69%	56%	60%	58%
I buy from brands that show people from a wide range of backgrounds in their advertising	250	119	131	121	84	44	54	82	95	63	187	7	90	152	168	82	55	195	84	166	195	55
	50%	49%	51%	54%	52%	39%	46%	50%	54%	44%	53%	45%	46%	53%	53%	45%	61%	48%	61%	46%	52%	43%
Advertising is presenting a more realistic portrayal of people in the last few years	264	121	143	113	91	60	69	75	94	69	195	8	108	148	172	92	60	204	83	181	202	62
	53%	50%	56%	50%	56%	53%	59%	45%	54%	48%	55%	50%	55%	51%	54%	50%	66%	50%	60%	50%	55%	48%
Advertising is presenting more people from a wide range of backgrounds in the last few years	360	173	187	164	119	77	78	118	133	111	249	11	143	205	232	128	68	292	107	252	268	92
	72%	71%	73%	73%	73%	68%	66%	71%	77%	77%	70%	68%	74%	71%	73%	70%	75%	71%	78%	70%	72%	72%
There are fewer ads with traditional roles for men and women lately	272	140	131	119	96	57	63	89	96	89	182	8	112	152	174	97	59	213	87	184	197	75
	54%	58%	51%	53%	59%	50%	53%	54%	55%	62%	51%	51%	57%	53%	55%	53%	65%	52%	63%	51%	53%	58%
I really take notice when men or women are shown in traditional or old-fashioned roles in advertising	232	129	103	104	82	46	62	75	76	70	162	13	97	122	150	81	51	180	75	156	176	56
	46%	53%	40%	46%	51%	40%	53%	46%	44%	48%	46%	78%	50%	42%	48%	44%	57%	44%	55%	43%	47%	43%
I really like when ads include a positive message about making the world better	441	206	235	185	151	105	91	148	162	132	309	12	173	256	278	163	82	358	124	317	331	110
	88%	84%	92%	83%	93%	92%	78%	89%	93%	91%	87%	71%	89%	89%	88%	88%	91%	88%	90%	88%	89%	86%
I think advertising has a lot of power to shape how people perceive each another	368	178	191	173	117	79	85	112	141	96	272	15	129	225	240	129	65	303	108	260	283	86
	74%	73%	75%	77%	72%	69%	72%	68%	81%	67%	77%	90%	66%	78%	76%	70%	72%	74%	79%	72%	76%	67%
						*			G		I	**		L			*				U	

Minimum Base: 30 (**). Small Base: 100 (*)

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	8862	4382	4480	3806	2846	2210	1792	3064	3252	3915	4946	2237	3379	3246	5425	3437	1261	7601	1988	6873	6220	2623
	63%	63%	64%	63%	63%	65%	64%	64%	62%	61%	65%	65%	64%	62%	64%	63%	63%	63%	62%	64%	63%	66%
Do not agree	5138	2594	2544	2255	1677	1206	1014	1716	1965	2465	2674	1229	1931	1979	3101	2037	731	4407	1239	3899	3739	1383
	37%	37%	36%	37%	37%	35%	36%	36%	38%	39%	35%	36%	36%	38%	36%	37%	37%	37%	38%	36%	38%	35%
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	8862	319	303	311	345	304	326	297	259	333	349	328	313	326	334	290	311	326	328	351	301	320	283	349	296	295	333	323	311
	63%	64%	61%	62%	69%	61%	65%	59%	52%	67%	70%	66%	63%	65%	67%	58%	62%	65%	66%	70%	60%	64%	57%	70%	59%	59%	66%	65%	62%
		I	I	I	CDFHIMPQU WYZ	I	IPWY	I		HIPUWYZ	CFHIPUWYZ	IPWY	I	I	IPWYZ		I	IPWY	IPWY	BCDFHIMPQ UWVYZ	I	I		CDFHIMPQU WYZ	I		HIPWYZ	IW	I
Do not agree	5138	181	197	189	155	196	174	203	241	167	151	172	187	174	166	210	189	174	172	149	199	180	217	151	204	205	169	177	189
	37%	36%	40%	38%	31%	39%	35%	41%	48%	33%	30%	35%	37%	35%	33%	42%	38%	35%	35%	30%	40%	36%	43%	36%	41%	41%	34%	36%	38%
		T	EKTX	ETX		EKTX		EJKTxa	BCDEFGHIKL MNQORSTUV XYab-c				ETX			EGIKLORSTxa	ETX				EIKTX	T	EGIKLORSTxa b		EGIKLORSTxa	EJKTxa			
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	8862	630	1893	3294	1750	2541	1221	972
	63%	63%	63%	66%	58%	64%	61%	65%
		D	D	BDEF		D	D	D
Do not agree	5138	370	1107	1706	1250	1459	779	528
	37%	37%	37%	34%	42%	37%	39%	35%
			C		ABCEFG	C	C	
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

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Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87	
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106	
Agree with this statement	319	155	164	161	88	69	31	27	219	91	228	109	128	82	204	114	71	247	85	234	247	72	
	64%	63%	64%	65%	61%	64%	65%	57%	64%	60%	66%	64%	62%	66%	63%	65%	65%	63%	60%	65%	63%	68%	
					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Do not agree	181	90	91	87	56	38	17	20	123	62	120	61	77	43	121	61	39	143	57	124	148	34	
	36%	37%	36%	35%	39%	36%	35%	43%	36%	40%	35%	36%	38%	34%	37%	35%	35%	37%	40%	35%	37%	32%	
					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	313	159	155	110	100	104	114	145	36	118	195	41	135	137	195	119	27	286	41	272	193	120	109	205	88	107	65	27	26
	63%	64%	61%	56%	66%	68%	65%	66%	56%	60%	65%	70%	65%	59%	67%	56%	69%	62%	63%	63%	58%	71%	67%	61%	65%	64%	65%	64%	49%
Do not agree				C					*					O		*		*			T	b				*		*	
	187	89	97	88	51	48	61	74	29	80	106	18	73	97	95	92	12	175	24	162	139	48	54	133	48	61	35	15	27
	37%	36%	39%	44%	34%	32%	35%	34%	44%	41%	35%	30%	35%	41%	33%	44%	31%	38%	37%	37%	42%	29%	33%	39%	35%	36%	35%	36%	52%
Sigma				E					*			*			N		*		*		U					*	**	V*	
	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium	Belgium																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204	
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
Agree with this statement	303	156	147	109	92	101	65	93	83	119	183	92	112	99	193	109	17	285	36	267	171	132	28	174	100	
	61%	62%	59%	58%	60%	64%	70%	64%	61%	59%	62%	63%	58%	61%	64%	55%	48%	62%	61%	61%	59%	63%	51%	61%	63%	
Do not agree	197	96	102	77	62	58	28	52	54	85	113	54	82	62	109	88	19	178	23	174	121	76	27	111	60	
	40%	38%	41%	42%	40%	36%	30%	36%	39%	42%	38%	37%	42%	39%	36%	45%	52%	39%	39%	40%	42%	37%	49%	39%	38%	
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	326	141	184	186	102	38	37	229	45	116	210	105	168	53	165	161	66	260	78	248	217	109
	65%	61%	69%	65%	69%	56%	71%	65%	66%	65%	65%	67%	64%	66%	63%	67%	66%	65%	62%	66%	64%	69%
Do not agree	174	91	84	99	46	29	15	123	23	62	112	52	95	28	96	78	34	140	49	126	125	50
	35%	39%	31%	35%	31%	44%	29%	35%	34%	35%	35%	33%	36%	34%	37%	33%	34%	35%	38%	34%	37%	31%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	334	165	169	122	93	119	45	125	126	144	190	154	130	50	196	138	35	299	46	288	187	141	22	28	37	42	-	133	73
	67%	68%	66%	71%	63%	66%	74%	61%	70%	64%	69%	68%	66%	65%	64%	72%	73%	66%	66%	67%	62%	75%	68%	78%	69%	62%	-	69%	61%
Do not agree	166	78	88	49	55	62	15	81	53	82	84	73	66	27	111	54	13	153	23	142	115	47	10	9	16	25	-	59	47
	33%	32%	34%	29%	37%	34%	26%	39%	30%	36%	31%	32%	34%	35%	36%	28%	27%	34%	34%	33%	38%	25%	32%	22%	31%	38%	-	31%	39%
				*		**		**				*			*		*	*	*	*	U	*	**	**	*	*	-	*	*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	290	154	136	130	120	40	9	27	253	197	93	-	95	195	224	66	49	241	102	188	265	25
	58%	61%	55%	62%	57%	51%	91%	58%	57%	55%	67%	-	62%	56%	59%	55%	62%	57%	59%	58%	58%	56%
Do not agree						*	**	*		I							*					*
	210	100	110	79	92	39	1	20	189	163	47	-	59	151	156	54	30	179	72	138	189	20
	42%	39%	45%	38%	43%	49%	9%	42%	43%	45%	33%	-	38%	44%	41%	45%	38%	43%	42%	42%	42%	44%
Sigma						*	**	*		J							*					*
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	326	161	165	116	112	98	70	159	56	114	212	78	147	100	241	85	21	305	27	299	206	120	65	61	59	61	79
	65%	65%	65%	63%	68%	65%	66%	67%	58%	61%	68%	59%	67%	68%	67%	60%	83%	64%	68%	65%	63%	70%	63%	62%	67%	63%	71%
Do not agree							*										**		*				*	*	*	*	
	174	86	89	68	52	54	37	78	41	72	102	55	72	47	117	57	4	170	12	162	122	52	38	38	30	36	32
	35%	35%	35%	37%	32%	36%	35%	33%	42%	39%	32%	41%	33%	32%	33%	40%	17%	36%	32%	35%	37%	30%	37%	38%	34%	37%	29%
Sigma							+									**		+				+	+	+	+	+	
	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Meanis: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c

Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement		328	166	162	109	106	113	79	92	122	132	196	50	190	87	234	93	19	309	46	282	220	107	49	69	48	44	57	16	21	24	
		66%	66%	66%	64%	69%	65%	60%	72%	68%	68%	64%	58%	66%	69%	67%	62%	56%	66%	64%	66%	63%	71%	61%	63%	70%	65%	74%	70%	55%	65%	
Do not agree		172	88	85	62	49	62	53	35	58	61	111	37	96	39	115	57	15	158	26	146	128	44	31	40	20	23	21	7	17	13	
		35%	35%	34%	36%	32%	35%	40%	28%	32%	32%	36%	42%	34%	31%	33%	38%	44%	34%	36%	34%	37%	29%	39%	37%	30%	35%	26%	30%	45%	35%	
				*	*	*	*	*	*	*	*	*	**	**	**	**	**	**	*	*	*	*	*	*	*	*	*	**	*	**	**	
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubia	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd) Base: All Respondents (wtd) Agree with this statement	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	328	161	167	120	108	100	10	140	134	129	198	67	192	69	193	135	24	304	39	288	249	79	100	108	120
	66%	65%	66%	66%	63%	68%	40%	69%	65%	63%	68%	63%	65%	69%	66%	65%	70%	65%	69%	65%	66%	64%	67%	71%	60%
Do not agree	172	86	86	61	63	48	15	64	74	77	96	40	102	30	100	72	10	162	18	154	127	45	49	44	79
	35%	35%	34%	34%	37%	33%	60%	31%	36%	37%	33%	37%	35%	31%	34%	35%	31%	35%	31%	35%	34%	36%	33%	29%	40%
Sigma							**					*					*		*						W
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	301	163	137	168	91	42	52	156	79	180	121	-	40	261	181	120	85	216	182	119	243	57
	60%	64%	57%	63%	59%	53%	70%	58%	58%	60%	61%	-	78%	58%	61%	59%	64%	59%	63%	56%	61%	59%
Do not agree						*	*						M*								*	
	199	93	106	99	63	37	23	111	57	122	77	-	11	188	116	83	48	151	106	93	159	40
	40%	36%	44%	37%	41%	47%	30%	42%	42%	40%	39%	-	22%	42%	39%	41%	36%	41%	37%	44%	40%	41%
						*	*						*	L							*	
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Minimum Base: 30 (**), Small Base: 100 (*)

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Global @visor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	283	151	132	107	91	85	155	94	4	118	165	150	58	76	121	162	8	276	12	272	179	104
	57%	60%	53%	63%	58%	49%	58%	62%	17%	54%	59%	56%	57%	58%	52%	61%	48%	57%	36%	58%	56%	58%
Do not agree	217	100	117	62	66	88	111	59	18	100	116	117	43	56	114	103	8	208	21	196	140	77
	43%	40%	47%	37%	42%	51%	42%	39%	83%	46%	41%	44%	43%	42%	48%	39%	52%	43%	64%	42%	44%	43%
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	311	147	164	159	101	51	60	123	105	112	199	18	231	61	199	112	75	236	103	208	227	84
	62%	61%	63%	61%	60%	71%	64%	67%	55%	57%	65%	76%	65%	52%	63%	60%	64%	62%	60%	63%	62%	64%
						*	*	H				**	M			*						*
Do not agree	189	93	96	101	67	20	34	60	85	84	105	6	126	57	115	74	42	147	69	120	142	47
	38%	39%	37%	39%	40%	29%	36%	33%	45%	43%	35%	24%	35%	48%	37%	40%	36%	38%	40%	37%	39%	36%
						*	*	G				**	L			*						*
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)		502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75
Base: All Respondents (wtd)		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76
Agree with this statement		345	168	177	141	104	101	10	79	211	166	179	55	207	83	192	153	32	314	66	279	234	112	71	74	61	53	33	53
		69%	68%	71%	70%	67%	70%	55%	71%	70%	65%	74%	75%	67%	73%	70%	68%	67%	69%	68%	69%	69%	69%	71%	72%	70%	65%	64%	69%
Do not agree		155	81	74	62	50	43	9	33	92	90	65	19	104	32	82	72	16	139	31	124	105	50	29	29	26	29	19	23
		31%	32%	29%	30%	33%	30%	46%	30%	31%	35%	27%	25%	34%	28%	30%	32%	34%	31%	32%	31%	31%	29%	28%	30%	35%	36%	31%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total		Russia																											
	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		CENTRAL FEDERAL DISTRICT		NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed									
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	16	
Agree with this statement	304	152	152	118	112	75	36	90	170	156	148	51	187	65	196	108	23	281	37	267	227	76	78	28	47	70	20	45	22	
	61%	84%	58%	57%	63%	64%	69%	65%	59%	59%	63%	61%	63%	55%	52%	64%	56%	64%	61%	58%	61%	61%	58%	58%	60%	67%	45%	66%	70%	
Do not agree	196	87	109	89	65	43	16	48	120	110	87	33	103	61	111	85	13	184	27	170	148	49	57	20	32	24	23	7	7	
	39%	37%	42%	43%	37%	36%	31%	35%	42%	41%	37%	39%	35%	48%	36%	44%	36%	40%	42%	39%	39%	39%	42%	42%	41%	33%	55%	34%	30%	
						*	*	*			*	*	*	L*	*	*	*	*	*	*	*	*	*	*	*	*	Ya*	*	*	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	326	187	139	180	122	24	123	94	84	245	81	40	59	227	247	79	118	208	155	171	260	66
	65%	64%	67%	63%	68%	66%	68%	65%	64%	66%	63%	68%	61%	66%	68%	57%	66%	65%	65%	66%	65%	67%
Do not agree						**				*		*			O							*
	174	105	69	105	57	12	58	50	47	125	49	19	37	118	115	59	61	113	84	90	142	32
	35%	36%	33%	37%	32%	34%	32%	35%	36%	34%	38%	32%	39%	34%	32%	43%	34%	35%	35%	34%	35%	33%
Sigma						**				*		*			N							*
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	297	123	174	160	84	52	40	53	204	122	175	134	55	108	163	134	52	245	90	207	214	83
	59%	51%	67%	57%	60%	69%	57%	52%	62%	67%	55%	63%	53%	59%	58%	61%	50%	62%	54%	62%	60%	58%
Do not agree		A		C		J	*	*					*				*	P				*
	203	118	85	123	57	23	30	49	124	60	143	80	48	75	117	86	52	152	78	126	142	60
	41%	49%	33%	43%	40%	31%	43%	48%	38%	33%	45%	37%	47%	41%	42%	39%	50%	38%	46%	38%	40%	42%
Sigma		B		E		I	*	*					*				Q*					*
	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	259	130	128	91	108	59	20	85	154	139	120	1	47	210	170	88	33	226	68	190	222	32
	52%	52%	52%	48%	55%	53%	29%	56%	55%	48%	57%	11%	58%	51%	51%	54%	64%	50%	61%	49%	52%	50%
Do not agree		*		*			**	*		*		**	*		*		*		S		**	
	241	123	119	100	88	54	49	67	125	149	92	7	35	199	165	77	19	223	44	198	203	31
	48%	49%	48%	52%	45%	47%	71%	44%	45%	52%	43%	89%	42%	49%	49%	47%	36%	50%	39%	51%	48%	50%
		*		*			**	*		*		**	*		*		*		R		**	
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132
Agree with this statement	349	169	181	130	126	93	156	100	36	153	196	147	92	111	200	149	33	316	39	310	217	133	72	90	102	85
	70%	67%	73%	75%	69%	65%	65%	73%	79%	66%	73%	65%	78%	72%	70%	69%	85%	69%	79%	69%	73%	65%	78%	69%	70%	65%
Do not agree									*				K				Q*		*				*	*		*
	151	83	67	44	57	50	85	36	10	79	72	80	27	44	84	66	6	145	10	140	79	72	21	40	43	47
	30%	33%	27%	25%	31%	35%	35%	27%	21%	34%	27%	35%	23%	28%	30%	31%	15%	31%	21%	31%	27%	35%	22%	31%	30%	35%
Sigma									*			L					P		*			*	*		*	*
	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	333	162	172	125	89	120	102	152	47	101	232	180	49	105	235	98	50	284	66	268	239	95	34	84	80	60	76
	67%	64%	70%	64%	66%	70%	74%	66%	60%	68%	66%	65%	77%	65%	66%	68%	68%	66%	66%	67%	66%	68%	76%	67%	69%	60%	66%
Do not agree							H		*				*				*		*			*	*		*		
	167	92	74	69	46	51	36	77	32	48	118	97	14	55	121	46	23	144	33	133	121	45	11	41	36	40	40
	33%	36%	30%	36%	34%	30%	26%	34%	40%	32%	34%	35%	23%	35%	34%	32%	32%	34%	34%	33%	34%	32%	24%	33%	31%	40%	34%
Sigma							F*						+				+		+			+	+		+		
	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	349	183	166	172	108	69	9	33	307	168	181	206	12	131	200	149	29	320	87	262	190	159
	70%	73%	67%	71%	60%	89%	68%	66%	70%	65%	75%	69%	66%	72%	69%	71%	50%	73%	62%	73%	65%	76%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	P	*	*	*	*
Do not agree	151	69	81	70	72	9	4	17	130	91	59	93	6	52	90	61	30	121	53	98	101	50
	30%	28%	33%	29%	40%	12%	32%	34%	30%	35%	25%	31%	34%	28%	31%	29%	51%	28%	38%	27%	35%	24%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	Q*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
Agree with this statement	351	175	176	134	106	111	41	156	118	135	215	82	90	180	223	128	29	322	54	297	267	84	56	29	50	44	77	46	37
	70%	70%	70%	68%	68%	75%	78%	68%	72%	68%	71%	69%	69%	71%	71%	69%	78%	70%	74%	70%	71%	68%	78%	59%	71%	69%	71%	75%	78%
Do not agree	149	75	74	63	49	37	11	72	47	63	86	36	40	73	93	56	8	141	18	131	110	40	16	20	20	32	15	10	
	30%	30%	30%	32%	32%	25%	22%	32%	29%	32%	29%	31%	31%	29%	29%	31%	22%	31%	26%	31%	29%	32%	23%	41%	29%	31%	29%	25%	22%
							*										*		*				*	Vb**	*	*	*	*	*
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	296	149	147	98	87	110	45	133	118	162	134	144	77	75	160	135	27	269	40	256	188	105	55	68	107	67
	59%	60%	58%	54%	57%	67%	56%	63%	56%	61%	57%	62%	60%	53%	58%	61%	55%	60%	54%	60%	59%	60%	60%	62%	58%	58%
Do not agree						CD	*					M					*									
	204	99	106	84	66	55	36	77	92	104	101	89	50	65	117	88	22	182	34	171	132	69	36	42	78	48
	41%	40%	42%	46%	43%	33%	44%	37%	44%	39%	43%	38%	40%	47%	42%	39%	45%	40%	46%	40%	41%	40%	40%	38%	42%	42%
Sigma	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	323	157	166	179	106	37	121	85	89	167	156	43	104	175	192	130	53	270	99	224	258	59
	65%	63%	66%	65%	68%	55%	65%	63%	61%	62%	67%	64%	63%	66%	63%	67%	60%	66%	61%	66%	62%	74%
						*				*		*					*				*	
Do not agree	177	92	85	97	50	30	64	50	57	100	77	25	62	91	112	66	35	142	62	115	156	21
	36%	37%	34%	35%	32%	45%	35%	37%	39%	38%	33%	37%	37%	34%	37%	34%	40%	35%	39%	34%	38%	27%
						*				*		*					*				*	
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @visor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia	Colombia																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	311	149	162	150	91	71	27	170	97	111	200	37	121	153	207	104	77	235	99	213	249	62
	62%	62%	63%	59%	61%	74%	51%	64%	64%	62%	63%	56%	64%	63%	64%	58%	64%	62%	59%	64%	63%	58%
Do not agree	189	93	96	106	58	25	26	95	55	69	120	29	68	92	115	74	43	146	70	119	144	45
	38%	38%	37%	41%	39%	26%	49%	36%	36%	38%	38%	44%	36%	38%	36%	42%	36%	38%	42%	36%	37%	42%
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	311	158	153	117	98	97	62	49	169	190	121	103	168	40	153	158	48	263	62	250	208	103
	62%	63%	61%	62%	59%	66%	86%	59%	59%	63%	61%	76%	57%	57%	68%	58%	69%	61%	62%	62%	65%	57%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	
Do not agree	189	92	97	71	68	49	11	35	118	110	79	32	127	30	73	115	21	167	38	151	111	78
	38%	37%	39%	38%	41%	34%	15%	41%	41%	37%	39%	24%	43%	43%	32%	42%	31%	39%	38%	38%	35%	43%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	331	155	176	148	102	81	79	104	117	86	246	8	128	195	201	130	52	279	82	249	242	89
	66%	64%	69%	66%	63%	71%	67%	63%	67%	59%	69%	49%	66%	67%	64%	71%	58%	68%	59%	69%	65%	70%
Do not agree	169	89	80	76	60	33	39	61	57	59	110	8	66	94	115	54	38	130	56	113	130	39
	34%	36%	31%	34%	37%	29%	33%	37%	33%	41%	31%	51%	34%	33%	37%	29%	43%	32%	41%	31%	35%	30%
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see myself represented in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	295	141	155	157	92	46	123	129	19	93	202	-	224	71	188	107	82	214	111	184	217	79
	59%	57%	61%	58%	63%	56%	57%	60%	51%	64%	57%	-	58%	62%	60%	58%	61%	58%	62%	58%	59%	59%
					*	*			*													
Do not agree	205	105	99	114	54	37	92	86	18	52	153	-	161	44	127	78	53	152	70	135	150	55
	41%	43%	39%	42%	37%	45%	43%	40%	49%	36%	43%	-	42%	38%	40%	42%	39%	42%	39%	42%	41%	41%
					*	*			*													
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	8368	4083	4285	3642	2650	2076	1674	2846	3167	3786	4582	2001	3171	3196	5110	3259	1240	7128	1973	6396	5912	2437
	60%	59%	61%	60%	59%	61%	60%	60%	61%	59%	60%	58%	60%	61%	60%	60%	62%	59%	61%	59%	59%	61%
		K																				
Do not agree	5632	2893	2739	2419	1873	1340	1132	1934	2051	2594	3038	1465	2139	2028	3416	2216	752	4880	1255	4377	4048	1569
	40%	42%	39%	40%	41%	39%	40%	41%	39%	41%	40%	42%	40%	39%	40%	41%	38%	41%	39%	41%	41%	39%
		P																				
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	8368	330	269	302	328	299	324	303	279	289	342	311	273	310	291	311	295	285	318	305	284	282	223	340	259	320	345	310	242
	60%	66%	54%	60%	66%	60%	65%	61%	56%	58%	68%	62%	55%	62%	58%	62%	59%	57%	64%	61%	57%	56%	45%	68%	52%	64%	69%	62%	48%
		CJMQQRUV WYc	W	WYc	CJMQQRUV WYc	WYc	CJMRUVWYc	CWYc	W	WY	CJMQQRUV WYc	CMWYc	W	CWYc	W	CMWYc	WYc	W	CJMRUVWYc	CWYc	W	W		CDFHUOQQR TUVWYc	W	CJMRUVWYc	CDFHUUMOP QRTUVWYbc	CMWYc	
Do not agree	5632	170	221	198	172	201	176	197	221	211	158	189	227	190	209	189	205	215	182	195	216	218	277	160	241	180	155	190	258
	40%	34%	46%	40%	34%	40%	35%	39%	44%	42%	32%	38%	46%	38%	42%	38%	41%	43%	36%	39%	43%	44%	55%	32%	48%	36%	31%	38%	52%
			BEGHKLNPST XZab	Xa		Xa		Xa	BEGKSXZa	BEGKXa		a	BEGKLPSXZa b		BEKXa	a	BEKXa	BEGKSXZa		Xa	BEGKSXZa	BEGKSXZa	BCDEFGHIJKL MNOPQRSTU VKXZah		BDEFGHIJLKN POSTXZab		a	BDEFGHKLNP QSTXZab	
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances

Proportions/Mean: Overlap formulae used

- Column Proportions:
 - Columns Tested (5%): A/B/C/D/E/F/G
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B/C/D/E/F/G
 - Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	8368	550	1901	2969	1669	2262	1204	970
	60%	55%	63%	59%	56%	57%	60%	65%
			ACDEF	ADE			ADE	ACDEF
Do not agree	5632	450	1099	2031	1331	1738	796	530
	40%	45%	37%	41%	44%	43%	40%	35%
		BCFG		BG	BCFG	BCFG	BG	
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	330	150	181	165	97	68	33	33	219	107	223	117	133	81	202	128	69	261	80	251	250	81
	66%	61%	71%	66%	67%	64%	69%	71%	64%	70%	64%	69%	65%	65%	62%	73%	62%	67%	56%	70%	63%	76%
Do not agree		A													N				R		T*	
	170	95	74	83	47	39	15	13	123	46	124	53	72	44	122	47	42	128	62	107	145	25
	34%	39%	29%	34%	33%	36%	31%	29%	36%	30%	36%	31%	35%	35%	38%	27%	38%	33%	44%	30%	37%	24%
Sigma		B													O				S		U	
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	273	136	136	107	76	90	109	110	36	103	170	33	107	133	159	113	18	255	36	236	175	98	92	181	76	93	57	20	27
	55%	55%	54%	54%	50%	59%	62%	50%	55%	52%	56%	56%	51%	57%	55%	54%	46%	55%	56%	54%	53%	58%	56%	54%	56%	56%	56%	47%	51%
Do not agree	227	112	116	90	75	62	66	108	29	96	131	25	101	100	130	97	21	206	29	198	157	71	71	156	61	75	44	22	26
	46%	45%	46%	46%	50%	41%	38%	50%	45%	48%	44%	44%	49%	43%	45%	46%	55%	45%	44%	46%	47%	42%	44%	46%	44%	44%	44%	54%	49%
							F		*			*					*		*								*	**	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium	Belgium																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204	
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
Agree with this statement	269	145	123	102	76	90	51	89	64	105	164	84	99	86	161	107	14	254	23	246	147	122	31	151	86	
	54%	58%	50%	55%	49%	57%	55%	61%	47%	52%	55%	58%	51%	53%	53%	54%	39%	55%	39%	56%	50%	59%	58%	53%	54%	
Do not agree	231	106	125	84	79	69	42	56	73	99	132	62	95	75	141	90	22	209	36	195	146	86	23	134	75	
	46%	42%	51%	45%	51%	43%	45%	39%	53%	49%	45%	42%	49%	47%	47%	46%	61%	45%	62%	44%	50%	41%	42%	47%	47%	
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	310	135	175	176	101	34	39	208	50	125	185	87	170	53	156	154	57	253	71	239	203	107
	62%	58%	65%	62%	68%	50%	75%	59%	73%	70%	57%	56%	65%	66%	60%	65%	**	63%	56%	64%	60%	67%
Do not agree	190	97	93	110	47	33	13	144	19	53	137	70	93	28	105	85	43	147	56	134	138	52
	38%	42%	35%	38%	32%	50%	25%	41%	27%	30%	43%	45%	35%	34%	40%	35%	43%	37%	44%	36%	41%	33%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

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Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106	
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120	
Agree with this statement	291	142	149	101	84	106	49	107	101	125	166	133	115	43	170	121	28	263	39	252	160	129	14	26	30	36	-	120	65	
	58%	59%	58%	59%	57%	58%	82%	52%	57%	56%	60%	59%	59%	56%	55%	63%	58%	58%	56%	59%	53%	68%	42%	73%	57%	54%	-	63%	54%	
Do not agree	209	100	109	70	64	75	11	99	77	101	109	94	81	34	137	72	20	189	30	179	143	59	19	10	23	31	-	71	55	
	42%	41%	42%	41%	43%	42%	18%	48%	43%	45%	40%	41%	42%	44%	45%	37%	42%	42%	44%	42%	47%	32%	58%	27%	43%	47%	-	37%	46%	
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	311	164	147	134	124	52	8	26	276	222	89	-	110	201	237	74	55	256	106	205	280	31
	62%	65%	60%	64%	59%	66%	83%	55%	62%	62%	63%	-	72%	58%	62%	62%	69%	61%	61%	63%	62%	67%
Do not agree	189	90	99	75	87	27	2	21	166	138	51	-	44	145	143	46	25	164	68	121	174	15
	38%	36%	40%	36%	41%	34%	17%	45%	38%	38%	37%	-	28%	42%	38%	39%	31%	39%	39%	37%	38%	33%
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
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Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/S,T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/S,T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement	285	146	139	116	92	77	70	142	42	96	189	77	129	79	211	75	13	272	22	263	182	103	55	60	51	51	69	
	57%	59%	55%	63%	56%	51%	66%	60%	43%	52%	60%	58%	59%	53%	59%	52%	54%	57%	57%	57%	56%	60%	53%	61%	57%	53%	62%	
				E			H*	H									**		*				*	*	*	*	*	
Do not agree	215	101	114	68	72	74	36	96	55	90	125	56	90	69	147	68	12	203	17	198	145	69	49	39	39	46	42	
	43%	41%	45%	37%	44%	49%	34%	40%	57%	48%	40%	42%	41%	47%	41%	48%	46%	43%	43%	43%	44%	40%	47%	39%	43%	47%	38%	
				C			+	FG								**		+				+	+	+	+	+		
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement		318	149	169	96	103	119	79	85	117	123	195	41	184	93	218	100	22	296	45	274	212	107	53	69	43	46	49	16	20	23
		64%	59%	69%	56%	66%	68%	60%	67%	65%	64%	64%	47%	64%	74%	62%	67%	67%	64%	63%	64%	61%	71%	66%	64%	63%	69%	62%	72%	52%	62%
Do not agree		182	104	77	74	52	55	52	41	62	70	112	46	102	33	131	50	11	171	27	155	137	45	27	40	25	21	29	6	18	14
		36%	41%	31%	44%	34%	32%	40%	33%	35%	36%	36%	53%	36%	26%	38%	33%	37%	38%	36%	39%	30%	34%	36%	37%	32%	38%	28%	48%	38%	
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	311	152	160	114	101	96	15	131	124	123	188	66	184	62	190	122	22	289	31	280	233	79	98	106	107
	62%	61%	63%	63%	59%	65%	60%	64%	60%	60%	64%	61%	63%	62%	65%	59%	65%	62%	54%	63%	62%	63%	66%	70%	54%
Do not agree	189	95	93	67	70	51	10	74	83	83	105	41	110	37	103	85	12	177	26	162	143	45	51	46	92
	38%	39%	37%	37%	41%	35%	40%	36%	40%	40%	36%	39%	37%	38%	35%	41%	36%	38%	46%	37%	38%	37%	34%	30%	46%
Sigma							**					*					*		*						VW
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	284	144	141	153	88	43	40	154	78	173	111	-	31	254	165	119	84	201	178	106	227	57
	57%	56%	58%	57%	57%	55%	54%	58%	58%	57%	56%	-	60%	57%	56%	59%	63%	55%	62%	50%	56%	59%
Do not agree	216	113	103	114	66	36	35	112	58	129	87	-	21	195	132	84	49	167	110	106	176	40
	43%	44%	42%	43%	43%	45%	47%	42%	43%	43%	44%	-	40%	44%	44%	42%	37%	45%	38%	50%	44%	41%
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50	
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57	
Agree with this statement	282	126	155	90	98	94	70	126	46	131	151	123	119	40	133	149	29	253	41	241	160	122	83	56	50	63	31	
	56%	51%	62%	56%	60%	53%	62%	55%	53%	51%	62%	58%	56%	55%	53%	59%	63%	56%	59%	56%	54%	60%	63%	58%	52%	52%	55%	
		A					*		*		I						*		*				*	*		*		
Do not agree	218	122	97	71	65	82	43	101	42	125	93	90	95	33	116	102	17	202	29	189	137	81	48	40	47	57	26	
	44%	49%	38%	44%	40%	47%	38%	45%	47%	49%	38%	42%	44%	45%	47%	41%	37%	44%	41%	44%	46%	40%	37%	42%	49%	48%	46%	
		B					+		+		J						+		+				+	+		+		
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	223	113	110	73	71	78	129	70	4	103	120	116	45	62	106	117	6	216	8	215	147	76
	45%	45%	44%	44%	45%	45%	49%	46%	17%	47%	43%	43%	44%	47%	45%	44%	40%	45%	25%	46%	46%	42%
				*				*	**			*					**		**			*
Do not agree	277	138	139	95	86	96	137	83	18	116	161	151	56	70	129	148	10	268	24	253	172	106
	55%	55%	56%	57%	55%	55%	52%	54%	83%	53%	57%	57%	56%	53%	55%	56%	60%	55%	75%	54%	54%	58%
				*				*	**			*					**		**			*
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

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Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	302	125	178	150	105	47	55	117	112	119	183	21	210	71	184	118	68	234	101	201	215	87
	60%	52%	68%	58%	62%	66%	59%	64%	59%	61%	60%	85%	59%	60%	59%	63%	59%	61%	59%	61%	58%	67%
Do not agree	A					*	*					**					*					*
	198	116	82	110	64	24	39	67	79	76	121	4	147	47	129	68	48	149	71	126	154	44
	40%	48%	32%	42%	38%	34%	41%	36%	41%	39%	40%	15%	41%	40%	41%	37%	42%	39%	42%	39%	42%	33%
	B					*	*					**					*					*
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
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Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	328	165	164	129	103	96	8	66	207	161	168	50	196	82	181	147	31	297	67	261	224	104	69	69	54	51	37	48	
	66%	66%	65%	64%	67%	67%	40%	58%	68%	63%	69%	68%	63%	72%	66%	65%	65%	66%	69%	65%	66%	64%	69%	66%	62%	63%	72%	63%	
Do not agree	172	84	87	73	51	48	11	47	96	96	76	24	115	33	93	79	17	155	30	142	114	58	31	35	33	30	15	28	
	34%	34%	35%	36%	33%	33%	60%	42%	32%	37%	31%	32%	37%	28%	34%	35%	35%	34%	31%	35%	34%	36%	31%	34%	38%	37%	28%	37%	
							**					*					*		*			*		*	*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
Agree with this statement	299	156	143	108	117	75	33	80	177	155	144	49	178	72	199	100	24	275	39	260	231	68	80	31	42	72	23	35	15
	60%	65%	55%	52%	66%	64%	63%	58%	61%	59%	61%	58%	61%	57%	65%	52%	69%	59%	62%	60%	62%	55%	60%	64%	54%	69%	54%	52%	66%
		B	C	C	C	C	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Do not agree	201	83	118	99	59	42	19	58	113	110	91	35	112	54	108	92	11	190	24	177	144	57	55	38	37	32	20	32	8
	40%	35%	45%	48%	34%	36%	37%	42%	39%	42%	39%	42%	39%	43%	35%	48%	31%	41%	38%	40%	38%	46%	40%	36%	47%	31%	46%	48%	34%
		A	A	A	A	A	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		A	A	A	A	A	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	324	190	134	183	117	24	115	101	82	253	72	30	68	226	245	80	120	204	160	165	261	64
	65%	65%	65%	64%	66%	67%	63%	70%	63%	68%	55%	51%	71%	66%	68%	58%	67%	64%	67%	63%	65%	65%
Do not agree						**				J		*	K*	K	O							*
	176	102	74	102	62	12	67	44	48	118	58	29	28	119	117	58	59	117	80	96	142	34
	35%	35%	36%	36%	35%	33%	37%	30%	37%	32%	45%	49%	29%	35%	32%	42%	33%	36%	33%	37%	35%	35%
Sigma						**				I		LM*	*		N							*
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	303	153	151	167	86	51	48	53	203	122	182	131	56	117	167	137	62	241	105	198	216	87
	61%	64%	58%	59%	61%	67%	68%	51%	62%	67%	57%	61%	55%	63%	60%	62%	61%	61%	63%	60%	61%	61%
Do not agree							*	*		J			*				*					*
	197	88	109	116	55	25	22	50	124	60	136	83	46	67	114	83	41	156	62	135	140	56
	39%	36%	42%	41%	39%	33%	32%	49%	38%	33%	43%	39%	45%	37%	41%	38%	40%	39%	37%	41%	39%	39%
							*	*		I			*				*					*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	279	129	150	108	105	65	31	99	149	149	130	2	45	231	184	95	37	242	71	208	235	34
	56%	51%	61%	57%	54%	58%	45%	65%	53%	52%	61%	31%	55%	56%	55%	57%	71%	54%	63%	54%	55%	53%
				*			**	*		*	**	*			*	Q*					**	
Do not agree	221	124	97	83	91	48	37	54	130	139	82	5	37	179	151	70	15	206	41	180	191	29
	44%	49%	39%	43%	46%	42%	55%	35%	47%	48%	39%	69%	45%	44%	45%	43%	29%	46%	37%	46%	45%	47%
				*			**	*		*	**	*			*	P					**	
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	340	160	180	114	124	101	158	92	34	160	180	150	79	111	197	142	28	312	34	305	208	131	71	84	98	86	
	68%	63%	73%	66%	68%	71%	66%	68%	73%	69%	67%	66%	67%	72%	69%	66%	73%	68%	70%	68%	71%	64%	76%	65%	68%	65%	
Do not agree	160	92	68	60	59	42	82	43	12	71	89	77	39	44	87	73	11	150	15	145	87	73	22	46	47	46	
	32%	37%	27%	34%	32%	29%	34%	32%	27%	31%	33%	34%	33%	28%	31%	34%	28%	32%	30%	32%	30%	36%	24%	35%	32%	35%	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	289	145	144	110	77	102	88	129	49	89	200	149	45	95	204	84	47	241	64	224	206	82	29	72	71	55	61
	58%	57%	58%	57%	57%	60%	64%	56%	61%	59%	57%	54%	70%	60%	57%	59%	65%	57%	65%	56%	57%	59%	64%	58%	62%	55%	53%
Do not agree	211	109	102	84	58	70	50	101	31	61	151	128	19	65	152	59	25	186	34	177	154	58	16	52	44	45	54
	42%	43%	42%	43%	43%	41%	36%	44%	39%	41%	43%	46%	30%	40%	43%	41%	35%	44%	35%	44%	43%	41%	36%	42%	38%	45%	47%
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	342	178	164	176	103	63	9	20	313	172	170	203	12	127	189	152	31	311	98	244	198	144
	68%	71%	66%	73%	57%	80%	65%	41%	72%	66%	71%	68%	65%	69%	66%	72%	52%	71%	71%	68%	68%	69%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	P	*	*	*	*
Do not agree	158	74	84	66	77	16	5	29	124	88	70	96	6	56	100	58	28	130	41	117	93	65
	32%	29%	34%	27%	43%	20%	35%	59%	28%	34%	29%	32%	35%	31%	35%	28%	48%	29%	29%	33%	32%	31%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	Q*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	305	152	153	120	88	97	38	133	103	112	193	73	72	160	199	106	24	281	48	257	223	82	42	26	46	43	64	38	32	
	61%	61%	61%	61%	56%	66%	74%	58%	62%	57%	64%	62%	55%	64%	63%	58%	64%	61%	67%	60%	59%	67%	58%	54%	65%	68%	59%	63%	68%	
Do not agree	195	97	98	76	68	51	14	95	62	86	109	44	58	92	118	77	14	181	24	171	154	41	30	23	25	20	45	22	15	
	39%	39%	39%	39%	44%	34%	26%	42%	38%	43%	36%	38%	45%	37%	37%	42%	37%	39%	33%	40%	41%	33%	42%	46%	35%	32%	41%	37%	32%	
							*	F							*		*		*				*		*	*		*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	259	129	130	94	71	94	31	121	107	141	118	124	67	69	134	125	24	235	38	221	160	98	48	54	95	62
	52%	52%	52%	52%	46%	57%	38%	58%	51%	53%	50%	53%	52%	49%	48%	56%	49%	52%	52%	52%	50%	56%	52%	50%	52%	54%
Do not agree	241	119	122	88	82	70	50	88	102	124	117	109	60	72	143	98	25	216	35	206	160	76	44	55	89	53
	48%	48%	48%	49%	54%	43%	62%	42%	49%	47%	50%	47%	48%	51%	52%	44%	51%	48%	48%	48%	50%	44%	48%	50%	49%	46%
Sigma	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	310	152	158	175	94	41	120	89	81	167	144	39	98	174	194	117	58	252	99	212	253	53
	62%	61%	63%	63%	60%	61%	65%	66%	56%	62%	62%	57%	59%	65%	64%	60%	66%	61%	61%	63%	61%	65%
						*						*					*					*
Do not agree	190	97	93	101	62	26	66	45	65	100	89	30	68	92	110	79	30	160	62	127	161	28
	38%	39%	37%	37%	40%	39%	35%	34%	45%	38%	38%	43%	41%	35%	36%	41%	34%	39%	39%	38%	39%	35%
						*						*					*					*
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	295	131	164	150	84	61	25	149	100	109	186	38	102	155	193	102	73	222	101	193	234	60
	59%	54%	63%	59%	57%	63%	47%	56%	66%	60%	58%	58%	54%	63%	60%	57%	61%	58%	60%	58%	60%	56%
Do not agree		A				*	*		F			*										*
	205	111	95	106	64	35	28	116	51	72	134	28	87	91	129	76	47	159	67	138	159	47
	41%	46%	37%	41%	43%	37%	53%	44%	34%	40%	42%	42%	46%	37%	40%	43%	39%	42%	40%	42%	40%	44%
		B				*	H*					*										*
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	242	109	133	97	68	77	31	49	143	158	84	59	146	37	121	121	51	190	60	182	176	66
	48%	44%	53%	52%	41%	53%	43%	58%	50%	53%	42%	44%	50%	52%	53%	44%	74%	44%	60%	46%	55%	36%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	**	**	*	*	
Do not agree	258	141	117	91	99	69	42	35	144	142	116	76	149	34	105	153	18	240	40	218	143	115
	52%	57%	47%	49%	59%	47%	58%	42%	50%	47%	58%	56%	51%	48%	47%	56%	26%	56%	40%	55%	45%	64%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	**	**	*	*	
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	345	153	192	156	108	81	72	112	130	103	242	8	131	205	211	134	58	286	94	251	259	86
	69%	63%	75%	70%	66%	71%	62%	67%	74%	71%	68%	48%	68%	71%	67%	73%	64%	70%	68%	69%	70%	67%
Do not agree		A				*		F				**					*					
	155	91	64	68	54	33	45	54	45	41	114	8	63	84	105	50	32	123	45	111	113	43
	31%	37%	25%	30%	34%	29%	38%	33%	26%	29%	32%	52%	33%	29%	33%	27%	36%	30%	32%	31%	30%	33%
		B				*	H					**					*					
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I don't see my community of friends, family and acquaintances represented accurately in most advertising

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	320	155	164	179	89	52	121	156	19	83	237	-	242	78	200	120	86	233	114	206	239	81
	64%	63%	65%	66%	61%	63%	57%	72%	52%	57%	67%	-	63%	68%	64%	65%	64%	64%	63%	65%	65%	61%
Do not agree					*	*		FH	*													
	180	91	89	92	57	31	93	60	18	63	118	-	143	37	115	66	48	132	67	113	128	52
	36%	37%	35%	34%	39%	38%	43%	28%	48%	43%	33%	-	37%	32%	37%	35%	36%	36%	37%	36%	35%	39%
Sigma					*	*	G		G*													
	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	5304	2296	3008	2679	1686	939	1138	1871	1862	2316	2988	1304	1963	2038	3138	2166	921	4383	1401	3903	3791	1501
	38%	33%	43%	44%	37%	28%	41%	39%	36%	36%	39%	38%	37%	39%	37%	40%	46%	37%	43%	36%	38%	38%
				D/E	E		H	H		I				L		N	Q		S			
Do not agree	8696	4680	4016	3382	2837	2478	1668	2909	3355	4064	4632	2162	3347	3186	5388	3308	1071	7625	1826	6870	6169	2505
	62%	67%	57%	56%	63%	73%	59%	61%	64%	64%	61%	62%	63%	61%	63%	60%	54%	64%	57%	64%	62%	63%
		B		C	CD		FG		J				M		O		P		R			
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	5304	206	164	182	201	139	246	227	189	153	124	158	188	235	210	212	194	185	121	176	233	211	135	203	151	179	222	215	205
	38%	41%	33%	36%	40%	28%	49%	45%	38%	31%	25%	32%	38%	47%	42%	42%	39%	37%	24%	35%	47%	42%	27%	41%	38%	36%	45%	43%	41%
		CFJKLSW	S	FKSW	CFJKLSW		BCDEFUJLMP QRSTVWXYZ		CDFUJLMRST WYZ	FKJSW		S	FKJSW	CDFUJLMQR STWYZ	CFJKLSW	CFJKLSTWZ	FJKLSW	FKJSW		FKSW	CDEFUJLMQ RSTWYZ	CFJKLSTW		CFJKLSW	FJKLSW	FKSW	CDFUJLMRST WYZ	CFJKLSTWZ	FJKLSW
Do not agree	8696	294	336	318	299	361	254	273	311	347	376	342	312	265	290	288	306	315	379	324	267	289	365	297	309	321	278	285	295
	62%	59%	67%	64%	60%	72%	51%	55%	62%	69%	75%	68%	62%	53%	58%	58%	61%	63%	76%	65%	53%	58%	73%	60%	62%	64%	56%	57%	59%
		G	BEGHNOPUV Xab	GHNua	GU	BDEGHIMNO PQRTUVXYZa hr			GHNu	BEGHIMNOP QRUVXYabc	BDEGHIMNO PQRTUVXYZa hr	BEGHNOPQU VXYabc	GHNua			G	GNU	GHNua	BCDEGHULM NOPQRTUVX YZahr	GHNPUab		G	BDEGHIMNO PQRTUVXYZa hr	G	GHNua	GHNPUab			
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	5304	402	1218	1778	1096	1368	819	596
	38%	40%	41%	36%	37%	34%	41%	40%
		CE	CDE		E		CDE	CE
Do not agree	8696	598	1782	3222	1904	2632	1181	904
	62%	60%	59%	64%	64%	66%	59%	60%
				ABFG	BF	ABDFG		
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	206	89	117	118	52	35	24	20	134	55	150	77	78	50	130	75	51	155	57	149	157	49
	41%	36%	46%	48%	36%	32%	49%	42%	39%	36%	43%	45%	38%	40%	40%	43%	46%	40%	40%	42%	40%	46%
Do not agree		A	D																			
	294	156	138	130	92	73	24	27	207	97	198	93	127	75	194	100	59	235	85	209	237	57
	59%	64%	54%	52%	64%	68%	51%	58%	61%	64%	57%	55%	62%	60%	60%	57%	54%	60%	60%	59%	60%	54%
Sigma		B	C																			
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)																														
Base: All Respondents (wtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51	
Agree with this statement	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
	188	76	112	89	60	39	80	80	16	63	125	22	89	77	92	96	8	180	22	166	112	76	61	127	50	66	35	17	20	
	38%	31%	44%	45%	40%	26%	46%	37%	24%	32%	42%	38%	43%	33%	32%	46%	20%	39%	33%	38%	34%	45%	38%	38%	37%	39%	35%	41%	37%	
Do not agree	312	172	140	108	91	113	95	139	50	136	176	37	119	156	197	115	31	281	44	268	220	92	102	211	86	102	66	25	33	
	62%	69%	56%	55%	60%	74%	54%	63%	76%	69%	58%	62%	57%	67%	68%	54%	80%	61%	67%	62%	66%	55%	62%	63%	63%	61%	65%	59%	63%	
		B				CD			F*	J		*			O		Q*		*		U					*	**	*		
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																								
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204	
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
Agree with this statement	164	64	101	76	51	38	37	60	39	70	94	44	70	50	92	73	14	151	18	146	95	70	13	89	62	
	33%	25%	41%	41%	33%	24%	40%	42%	28%	34%	32%	30%	36%	31%	30%	37%	38%	33%	31%	33%	32%	34%	24%	31%	39%	
			A	E				*	H								*		*				*			
Do not agree	336	188	148	110	104	121	57	85	99	134	202	102	123	111	211	125	23	313	40	295	197	138	41	196	98	
	67%	75%	60%	59%	67%	76%	61%	59%	72%	66%	68%	70%	64%	69%	70%	63%	62%	68%	69%	67%	68%	67%	76%	69%	61%	
Sigma		B				C	*		G								*		*			*				
	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @visor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	235	101	135	145	67	23	26	172	29	95	141	75	125	35	115	120	63	172	65	170	161	74
	47%	43%	50%	51%	45%	35%	51%	49%	42%	53%	44%	48%	48%	44%	44%	50%	63%	43%	52%	46%	47%	47%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*
Do not agree	265	131	133	140	81	43	25	179	40	83	182	82	138	46	146	119	37	228	61	203	180	85
	53%	57%	50%	49%	55%	65%	49%	51%	58%	47%	56%	52%	52%	56%	56%	50%	37%	57%	49%	55%	53%	54%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	*	*	*	*
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	Region BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	210	67	143	96	59	55	29	92	72	90	120	97	74	39	114	97	27	184	36	174	131	75	12	19	22	21	-	87	49
	42%	28%	56%	56%	40%	30%	48%	45%	40%	40%	44%	43%	38%	51%	37%	50%	55%	41%	52%	41%	43%	40%	37%	55%	41%	31%	-	45%	41%
Do not agree	290	175	114	75	89	126	31	114	107	136	154	130	122	38	194	96	22	268	34	256	172	113	20	16	31	46	-	105	71
	58%	72%	44%	44%	60%	70%	52%	56%	60%	60%	56%	58%	62%	49%	63%	50%	45%	59%	48%	60%	57%	60%	63%	45%	59%	69%	-	55%	59%
		B		*		C	**					*	M		O		*		*		*	**	**	**	*	*		*	
	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	212	117	95	98	82	32	7	15	188	148	64	-	71	141	174	39	44	168	87	125	199	14
	42%	46%	39%	47%	39%	41%	77%	33%	43%	41%	46%	-	46%	41%	46%	32%	55%	40%	50%	38%	44%	30%
Do not agree	288	137	151	111	130	47	2	31	254	212	76	-	83	205	206	82	36	252	87	201	256	32
	58%	54%	61%	53%	61%	59%	24%	67%	58%	59%	54%	-	54%	59%	54%	68%	45%	60%	50%	62%	56%	70%
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
		502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (unwtd)		500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Base: All Respondents (wtd)		185	75	110	78	69	39	46	87	25	58	127	44	86	56	128	57	13	173	18	167	113	72	37	37	39	32	40
Agree with this statement		37%	31%	44%	42%	42%	26%	43%	37%	26%	31%	41%	33%	39%	38%	36%	40%	51%	36%	46%	36%	35%	42%	36%	38%	44%	33%	36%
			A	E	E		H*				I						**		*					*	*	*		
Do not agree		315	172	143	107	95	113	61	151	72	128	187	90	133	92	230	85	12	302	21	293	215	100	66	61	50	65	72
		63%	70%	57%	58%	58%	75%	57%	64%	74%	69%	59%	67%	61%	62%	64%	60%	49%	64%	54%	64%	66%	58%	64%	62%	56%	67%	64%
			B			CD	+		F		J						**		+					+	+	+		
Sigma		500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement	121	51	70	54	43	23	32	18	48	43	77	21	73	27	82	39	5	115	14	107	79	41	20	22	19	21	22	6	7	5
	24%	20%	28%	32%	28%	13%	24%	14%	27%	23%	25%	24%	26%	21%	23%	26%	16%	25%	20%	25%	23%	27%	25%	20%	28%	32%	28%	26%	17%	13%
				6*	6*				6								**											**	*	**
Do not agree	379	202	177	116	112	151	100	109	132	149	230	66	213	100	268	112	28	351	58	322	269	110	60	87	49	45	56	17	32	33
	76%	80%	72%	68%	72%	87%	76%	86%	73%	78%	75%	76%	75%	79%	77%	74%	84%	75%	80%	75%	77%	73%	75%	80%	72%	68%	72%	74%	83%	88%
				*		CD	*		H			**					**	*	*	*		*	*	*	*	*	**	*	**	**
Sigma	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	158	55	103	76	57	26	13	65	59	64	95	41	81	36	80	78	11	147	16	143	120	38	48	45	66
	32%	22%	41%	42%	33%	17%	53%	32%	28%	31%	32%	39%	28%	36%	27%	38%	33%	32%	28%	32%	32%	31%	32%	30%	33%
Do not agree	342	192	150	106	114	122	11	140	149	142	199	66	213	63	212	129	23	319	42	300	256	86	101	107	134
	68%	78%	59%	58%	67%	83%	47%	68%	72%	69%	68%	61%	72%	64%	73%	62%	67%	68%	73%	68%	68%	69%	68%	70%	67%
		B				CD	**					*	K		O		*		*						
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90	
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
Agree with this statement	233	120	113	139	75	20	36	131	59	130	103	-	25	208	148	86	72	162	148	85	198	36	
	47%	47%	47%	52%	49%	25%	48%	49%	43%	43%	52%	-	48%	46%	50%	42%	54%	44%	51%	40%	49%	37%	
Do not agree				E	E	*	*						*				Q	S	U		*		
	267	137	130	128	79	59	39	136	77	172	94	-	27	240	149	117	61	206	141	126	205	62	
	53%	53%	54%	48%	51%	75%	52%	51%	57%	57%	48%	-	52%	54%	50%	58%	46%	56%	49%	60%	51%	64%	
					CD*	*							*				P	R	T*				
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Q3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165	
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181	
Agree with this statement	135	67	69	47	48	40	75	38	9	59	76	76	26	34	52	83	4	131	5	130	78	58	
	27%	27%	28%	28%	31%	23%	28%	25%	40%	27%	27%	29%	26%	26%	22%	31%	26%	27%	16%	28%	24%	32%	
		*		*			*	*	**		*	*			*		**	**	**		*		
Do not agree	365	184	180	122	110	133	190	115	13	159	205	191	75	98	183	182	12	353	27	337	241	123	
	73%	73%	73%	72%	70%	77%	72%	75%	60%	73%	73%	72%	75%	75%	78%	69%	74%	73%	84%	72%	76%	68%	
		*		*			*	*	**		*	*			*		**	**	**		*		
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	182	75	107	96	68	18	30	71	70	82	100	7	129	46	121	61	53	129	72	110	139	42
	36%	31%	41%	37%	40%	26%	32%	39%	37%	42%	33%	28%	36%	39%	38%	33%	45%	34%	42%	34%	38%	32%
						*	*					**					*				*	
Do not agree	318	165	153	164	101	53	65	112	121	114	204	17	228	72	193	125	64	254	100	218	229	89
	64%	69%	59%	63%	60%	74%	69%	61%	63%	58%	67%	72%	64%	61%	62%	67%	55%	66%	58%	67%	62%	68%
						*	*					**					*				*	
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																																
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Central Region		Southern Region		Eastern Region		North-west Region		South-West Region		North Region	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Employed	Non Employed	Central Reion	Southern Reion	Eastern Reion	North-west Reion	South-West Reion	North Reion						
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a						
Base: All Respondents (unwtd)		502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75					
Base: All Respondents (wtd)		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76					
Agree with this statement		201	87	114	95	60	46	7	53	113	91	110	34	122	45	95	106	24	177	38	163	124	77	42	44	37	30	16	32					
		40%	35%	46%	47%	39%	32%	37%	47%	37%	36%	45%	46%	39%	40%	35%	47%	51%	39%	39%	41%	37%	48%	42%	43%	42%	37%	30%	42%					
				A	E		**			I	*				N	*			*		T	*	*		*	*	*	*	*	*				
Do not agree		299	162	137	107	94	98	12	60	190	165	134	40	189	70	179	120	23	276	59	240	214	85	58	59	50	52	36	44					
		60%	65%	54%	53%	61%	68%	63%	53%	63%	64%	55%	54%	61%	61%	65%	53%	49%	61%	61%	60%	63%	52%	58%	57%	58%	63%	70%	58%					
			B			C	**			J	*				O	*			*		U	*	*		*	*	*	*	*	*				
Sigma		500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76					
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		CENTRAL FEDERAL DISTRICT		NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed								
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	139	50	89	69	48	22	15	42	77	61	77	22	79	37	84	55	7	132	19	119	101	38	42	14	16	24	14	20	9	
	28%	21%	34%	33%	27%	19%	30%	30%	27%	23%	33%	26%	27%	30%	27%	29%	19%	28%	30%	27%	27%	30%	31%	28%	20%	23%	32%	29%	41%	
Do not agree	361	189	158	138	128	95	36	97	213	204	158	62	211	89	224	138	28	333	44	317	274	87	93	35	63	80	29	48	13	
	72%	79%	66%	67%	73%	82%	70%	70%	74%	77%	67%	74%	73%	71%	73%	72%	81%	72%	70%	73%	73%	70%	69%	72%	80%	77%	68%	71%	60%	
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b			
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	246	134	112	154	77	14	86	72	74	176	69	29	47	170	189	56	108	138	138	108	201	44
	49%	46%	54%	54%	43%	40%	48%	50%	57%	48%	54%	49%	49%	49%	52%	41%	60%	43%	58%	41%	50%	45%
Do not agree				D		**						*	*		O		Q		S			
	254	158	96	130	102	22	95	72	56	194	60	30	49	175	173	82	71	183	102	153	201	54
	51%	54%	46%	46%	57%	60%	53%	50%	43%	52%	47%	51%	51%	51%	48%	59%	40%	57%	43%	59%	50%	55%
Sigma				C		**						*	*		N		P		R			
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	227	78	149	139	55	32	40	50	136	81	146	99	45	82	119	107	42	184	74	153	153	73
	45%	32%	57%	49%	39%	43%	58%	49%	42%	44%	46%	46%	44%	45%	43%	49%	41%	47%	44%	46%	43%	51%
Do not agree		A																				
	273	163	110	145	86	43	29	52	192	101	172	114	57	102	161	112	61	212	93	180	203	70
	55%	68%	43%	51%	61%	57%	42%	51%	59%	56%	54%	54%	56%	55%	57%	51%	59%	54%	56%	54%	57%	49%
Sigma		B																				
	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	189	102	86	59	84	45	18	69	102	108	80	2	37	150	136	53	28	161	59	130	172	15
	38%	40%	35%	31%	43%	40%	26%	45%	36%	38%	38%	21%	45%	37%	41%	32%	54%	36%	53%	33%	40%	24%
		*		*			**	*		*		**	*		*		Q*		S			**
Do not agree	311	151	161	132	111	68	51	83	178	180	132	6	46	260	199	112	24	288	53	258	254	48
	62%	60%	65%	69%	57%	60%	74%	55%	64%	62%	62%	79%	55%	63%	59%	68%	46%	64%	47%	67%	60%	76%
		*		*			**	*		*		**	*		*		P		R			**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	203	93	110	90	71	41	104	48	16	94	108	89	47	66	116	87	22	181	24	179	125	77	37	51	60	55	
	41%	37%	44%	52%	39%	29%	43%	35%	35%	41%	40%	39%	40%	43%	41%	41%	56%	39%	48%	40%	42%	38%	40%	39%	41%	41%	
Do not agree				DE					*								*		*				*	*		*	
	297	159	138	84	112	102	137	88	30	137	160	138	71	88	169	128	17	280	25	272	170	127	56	79	86	77	
	60%	63%	56%	48%	61%	71%	57%	65%	65%	59%	60%	61%	60%	57%	59%	60%	44%	61%	52%	60%	58%	62%	60%	61%	59%	59%	
Sigma				C		C			*								*		*				*	*		*	
	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Norrland	Mellansverige	Stockholm	Västergötland	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	153	68	85	82	36	35	51	68	19	38	116	79	25	50	111	42	22	131	36	117	115	39	14	40	28	28	43
	31%	27%	35%	42%	27%	21%	37%	30%	24%	25%	33%	29%	39%	31%	31%	29%	31%	31%	37%	29%	32%	28%	32%	32%	24%	28%	37%
				DE					*				*				*		*			*	*		*	*	X
Do not agree	347	186	161	112	98	136	87	162	61	112	235	198	39	110	245	102	50	296	62	284	245	101	31	84	87	72	73
	69%	73%	65%	58%	73%	79%	63%	71%	75%	67%	72%	61%	69%	69%	71%	69%	69%	63%	71%	68%	72%	68%	68%	76%	72%	63%	
				C	C	C			*				*				*		*		*		Z	*	*	*	
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	124	64	59	68	42	14	8	3	112	60	64	70	4	50	70	53	15	109	45	79	89	35
	25%	26%	24%	28%	23%	18%	62%	6%	26%	23%	27%	23%	23%	27%	24%	25%	25%	25%	33%	22%	31%	17%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Do not agree	376	188	188	174	138	64	5	47	324	200	176	229	14	133	219	157	44	332	94	282	202	174
	75%	75%	76%	72%	77%	82%	38%	94%	74%	77%	73%	77%	77%	73%	76%	75%	75%	75%	68%	78%	69%	83%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
Agree with this statement	176	67	109	87	54	35	21	78	59	59	117	38	45	93	106	70	12	164	24	152	131	45	25	13	33	22	42	22	13
	35%	27%	44%	45%	35%	23%	41%	35%	36%	30%	39%	32%	34%	37%	34%	38%	33%	35%	33%	36%	35%	36%	35%	27%	47%	35%	38%	36%	28%
Do not agree	324	183	141	109	102	114	31	149	106	139	185	80	85	159	210	114	25	299	48	276	246	78	47	36	38	41	67	39	34
	65%	73%	56%	56%	65%	77%	59%	66%	64%	70%	61%	68%	66%	63%	66%	62%	68%	65%	67%	65%	65%	64%	65%	73%	54%	65%	62%	65%	72%
		B				CD	*			J							*		*				*	x*	*	*	*	*	x*
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

		United States Total	United States																								
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)		1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)		500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement		191	73	118	90	60	41	30	89	73	96	96	95	47	50	97	95	20	171	32	159	126	62	38	36	72	46
		38%	29%	47%	49%	39%	25%	37%	42%	35%	36%	41%	41%	37%	35%	35%	43%	42%	38%	44%	37%	40%	36%	42%	33%	39%	40%
			A		D	E		*		H						N		*									
Do not agree		309	175	134	92	93	124	51	121	136	170	139	138	80	91	181	128	29	280	41	268	193	111	53	74	112	70
		62%	71%	53%	51%	61%	75%	64%	58%	65%	64%	59%	59%	63%	65%	65%	58%	59%	62%	56%	63%	61%	64%	58%	67%	61%	60%
			B		C		G		I						O		*										
Sigma		500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	215	100	115	124	69	23	89	63	58	115	100	32	68	115	138	78	47	168	78	137	180	32
	43%	40%	46%	45%	44%	33%	48%	47%	40%	43%	43%	47%	41%	43%	45%	40%	53%	41%	49%	40%	44%	40%
						*						*					*					*
Do not agree	285	149	136	152	88	45	96	71	88	151	133	37	97	151	166	118	41	243	83	202	234	48
	57%	60%	54%	55%	56%	67%	52%	53%	60%	57%	57%	53%	59%	57%	55%	60%	47%	59%	51%	60%	56%	60%
						*						*					*					*
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	194	70	124	112	58	23	15	109	54	68	126	27	74	93	117	77	53	141	76	118	154	40
	39%	29%	48%	44%	39%	25%	29%	41%	36%	38%	40%	41%	39%	38%	36%	43%	45%	37%	45%	36%	39%	38%
Do not agree		A	E	E		*	*					*									*	
	306	172	135	144	90	72	38	156	98	113	193	38	115	152	205	101	66	240	93	213	239	67
	61%	71%	52%	56%	61%	76%	71%	59%	64%	63%	61%	59%	61%	62%	64%	57%	55%	63%	55%	64%	61%	62%
Sigma		B				CD*	*					*									*	
	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	205	87	117	97	59	49	35	34	105	111	94	75	107	23	97	107	37	167	40	165	132	73
	41%	35%	47%	51%	36%	34%	48%	40%	37%	37%	47%	56%	36%	33%	43%	39%	54%	39%	40%	41%	41%	41%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Do not agree	295	163	133	91	107	97	38	50	181	189	106	60	188	47	129	166	32	263	60	235	188	108
	59%	65%	53%	49%	64%	67%	52%	60%	63%	63%	53%	44%	64%	67%	57%	61%	46%	61%	60%	59%	59%	60%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	222	103	119	120	59	43	49	75	77	51	172	11	75	136	135	87	44	178	67	155	162	60
	45%	42%	47%	54%	37%	38%	42%	45%	44%	35%	48%	67%	39%	47%	43%	47%	49%	44%	49%	43%	44%	47%
Do not agree				DE		*				I		**					*					
	278	141	137	104	103	71	68	91	97	94	184	5	119	153	181	97	46	231	71	206	210	68
	56%	58%	54%	46%	64%	62%	58%	55%	56%	65%	52%	33%	61%	53%	57%	53%	51%	57%	52%	57%	56%	53%
				C		C*				J		**					*					
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I often feel ashamed of my body based on what I see in ads

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	179	86	93	110	49	19	72	85	7	43	136	-	131	47	105	73	52	127	64	115	123	55
	36%	35%	37%	41%	34%	23%	34%	40%	19%	29%	38%	-	34%	41%	34%	40%	39%	35%	35%	36%	34%	42%
				E	*	*		H	*													
Do not agree	321	160	161	161	96	64	142	130	30	103	219	-	254	68	209	112	83	239	117	204	243	78
	64%	65%	64%	59%	66%	77%	66%	61%	81%	71%	62%	-	66%	59%	67%	60%	62%	65%	65%	64%	66%	59%
					*	C*			G*													
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	4826	2288	2538	2511	1482	833	1048	1687	1703	2087	2739	1130	1790	1906	2992	1834	900	3926	1329	3497	3482	1333
	35%	33%	36%	41%	33%	24%	37%	35%	33%	33%	36%	33%	34%	37%	35%	34%	45%	33%	41%	33%	35%	33%
			A	DE	E		H	H	I	I				KL			Q		S			
Do not agree	9174	4688	4486	3550	3040	2584	1758	3093	3514	4293	4881	2336	3520	3318	5534	3640	1092	8082	1898	7276	6477	2674
	66%	67%	64%	59%	67%	76%	63%	65%	67%	67%	64%	67%	66%	64%	65%	67%	55%	67%	59%	68%	65%	67%
		B	C	C	CD		FG	J	M	J		M	M		P			R				
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	4826	177	131	181	201	133	251	194	184	149	179	139	156	204	165	199	179	175	90	153	220	148	94	189	159	170	208	219	180
	33%	35%	26%	30%	40%	27%	50%	39%	37%	30%	36%	28%	31%	41%	33%	40%	36%	35%	18%	31%	44%	30%	19%	38%	32%	34%	42%	44%	36%
		CFLSW	SW	CFLSW	CFJLMSTVWY	SW	BCDEFGHIJLMNOPQRSTVWXYZac	CFJLMSTVWY	CFJLSVW	SW	CFSW	SW	SW	CFJLMSTVWY	SW	CFJLMSTVWY	CFLSVW	CFLSW		SW	BCDFJLMQIRSTVWYZ	SW		CFJLSTVWY	CSW	CFLSW	CFJLMORSTVWYZ	BCDFJLMQIRSTVWYZ	CFSW
Do not agree	9174	323	369	319	299	367	249	306	316	351	321	361	344	296	335	301	321	325	410	347	280	352	406	311	341	330	292	281	320
	66%	65%	74%	64%	60%	74%	50%	61%	63%	70%	64%	72%	69%	59%	67%	60%	64%	65%	82%	69%	56%	71%	81%	62%	68%	66%	58%	56%	64%
		GUab	BDEGHIKNPQRUXYZabc	GUab	G	BDEGHIKNPQRUXYZabc		G	GU	EGHINPUXab	G	BDEGHINPQRUXZab	EGHNPUab	G	GUab	G	GUab	GUab	BCDEFGHIJLMNOPQRTUVXYZahr	EGHNPUXab		EGHINPUXab	BCDEFGHIJLMNOPQRTUVXYZahr	G	EGHNPUXab	GUab	G		G
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	4826	324	1119	1554	986	1116	755	623
	35%	32%	37%	31%	33%	28%	38%	42%
		E	ACDE	E	E		ACDE	ABCDE
Do not agree	9174	676	1881	3446	2014	2884	1245	877
	66%	68%	63%	69%	67%	72%	62%	58%
		BFG	G	BFG	BFG	ABCDG		
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	177	86	91	116	42	20	20	21	117	44	133	71	65	41	115	62	48	129	54	123	133	44
	35%	35%	36%	47%	29%	18%	41%	45%	34%	29%	38%	42%	32%	33%	35%	36%	44%	33%	38%	35%	34%	42%
Do not agree																						
Sigma	323	159	164	132	103	87	28	26	225	108	214	99	140	84	210	113	62	260	88	235	261	62
	65%	65%	64%	53%	71%	82%	59%	55%	66%	71%	62%	58%	69%	67%	65%	64%	57%	67%	62%	66%	66%	59%
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	156	66	90	75	46	35	60	74	15	47	109	16	70	69	86	71	8	148	21	136	102	54	50	106	43	46	37	12	18
	31%	27%	36%	38%	31%	23%	34%	34%	23%	24%	36%	28%	34%	30%	30%	34%	21%	32%	31%	31%	31%	32%	31%	31%	32%	27%	37%	28%	34%
Do not agree	344	182	162	122	105	117	115	145	50	152	192	42	138	164	204	140	31	313	45	299	230	114	112	231	93	122	63	30	35
	69%	73%	64%	62%	69%	77%	66%	66%	77%	76%	64%	72%	66%	70%	70%	67%	79%	68%	69%	69%	69%	68%	69%	69%	68%	73%	63%	72%	67%
		B				C				J		*					*		*							*	**	*	
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium Total	Belgium																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement		131	55	76	59	36	35	35	38	34	54	76	38	56	37	79	52	7	123	18	112	74	57	15	67	49
		26%	22%	31%	32%	23%	22%	37%	26%	25%	27%	26%	26%	29%	23%	26%	26%	20%	27%	31%	25%	25%	27%	27%	24%	30%
				A				*										*		*			*			
Do not agree		369	197	173	127	119	124	59	107	104	149	220	108	138	124	224	146	29	340	40	329	218	151	40	218	112
		74%	78%	70%	68%	77%	78%	63%	74%	76%	73%	74%	74%	71%	77%	74%	74%	80%	73%	69%	75%	75%	73%	73%	76%	70%
Sigma			B					*										*		*			*			
		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		Brazil																				
	Brazil Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	204	87	116	126	56	22	24	146	28	79	125	67	99	37	104	100	51	153	54	150	138	65
	41%	38%	44%	44%	38%	33%	46%	42%	41%	45%	39%	43%	38%	46%	40%	42%	51%	38%	42%	40%	41%	41%
Do not agree	296	145	152	160	92	45	28	206	40	99	197	89	163	44	157	139	48	248	73	223	203	93
	59%	62%	57%	56%	62%	67%	54%	59%	59%	56%	61%	57%	62%	54%	60%	58%	49%	62%	58%	60%	60%	59%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner	Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	165	54	111	81	49	36	22	59	65	75	91	70	63	33	85	81	22	143	30	135	96	68	6	16	21	19	-	68	35
	33%	22%	43%	47%	33%	20%	37%	29%	36%	33%	33%	31%	32%	43%	28%	42%	46%	32%	44%	31%	32%	36%	**	**	**	*	-	35%	29%
Do not agree	335	188	147	90	99	145	38	147	114	151	184	157	133	44	223	111	26	308	39	295	207	120	26	19	32	48	-	124	85
	67%	78%	57%	53%	67%	80%	63%	72%	64%	67%	67%	69%	68%	57%	73%	58%	54%	68%	56%	69%	68%	64%	81%	54%	61%	71%	-	65%	71%
		B	*	*	CD	**						*	M	O		*	*	*	*	*	*	*	**	**	**	*	-	*	
	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	199	112	86	91	76	32	7	20	171	134	65	-	74	125	152	46	34	165	64	135	179	20
	40%	44%	35%	44%	36%	40%	73%	42%	39%	37%	46%	-	48%	36%	40%	39%	42%	39%	37%	41%	39%	43%
		B					*						M									*
Do not agree	301	142	159	118	136	47	3	27	271	226	75	-	80	221	227	74	46	255	110	191	275	26
	60%	56%	65%	56%	64%	60%	27%	58%	61%	63%	54%	-	52%	64%	60%	62%	58%	61%	63%	59%	61%	57%
Sigma		A					*						L									*
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

		France Total		France																									
				Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: All Respondents (unwtd)		502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)		500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement		175	81	93	72	60	43	37	91	21	57	118	41	85	49	125	50	16	158	20	155	117	58	37	32	31	39		
		35%	33%	37%	39%	36%	29%	35%	39%	22%	31%	38%	31%	39%	33%	35%	35%	66%	33%	50%	34%	36%	34%	35%	37%	36%	32%	35%	
								H*	H									**		S*				*	*	*			
Do not agree		325	166	160	113	104	108	69	146	76	129	196	92	134	98	233	92	8	317	19	306	211	114	67	62	57	67	73	
		65%	67%	63%	61%	64%	72%	65%	62%	78%	69%	63%	69%	61%	67%	65%	65%	34%	67%	50%	66%	64%	66%	65%	63%	64%	69%	65%	
								+	FG									**		R				*	*	*			
Sigma		500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (unwtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Base: All Respondents (wtd)		90	49	42	51	26	13	29	15	29	26	64	15	52	22	63	27	10	80	13	77	62	28	15	14	16	20	13	3	7	2	
Agree with this statement		18%	19%	17%	30%	17%	8%	22%	12%	16%	14%	21%	16%	18%	18%	18%	18%	30%	17%	18%	18%	18%	19%	19%	13%	23%	30%	17%	15%	18%	6%	
							E	90	*							**																
Do not agree		410	205	205	119	129	161	103	111	150	166	244	72	234	104	287	123	23	386	59	351	287	123	65	95	52	47	65	19	32	35	
		82%	81%	83%	70%	83%	93%	78%	88%	84%	86%	79%	83%	82%	82%	82%	82%	70%	83%	82%	82%	82%	81%	81%	88%	77%	70%	83%	85%	82%	94%	
					*	C	CD	*					**			**		*	*	*	*	*	Y*	*	Y*	*	*	*	**	*	**	
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubia	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	139	65	74	68	45	25	8	58	48	50	89	34	72	32	73	65	12	126	19	120	98	41	45	40	53
	28%	26%	29%	38%	27%	17%	34%	28%	23%	24%	30%	32%	25%	33%	25%	32%	36%	27%	33%	27%	26%	33%	31%	26%	27%
Do not agree	361	182	179	113	125	123	16	146	159	156	205	73	222	67	220	142	22	340	38	323	278	83	103	112	146
	72%	74%	71%	62%	74%	83%	66%	72%	77%	76%	70%	68%	75%	67%	75%	68%	64%	73%	67%	73%	74%	67%	69%	74%	73%
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other		Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90	
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
Agree with this statement	220	112	108	135	64	21	40	117	53	129	90	-	26	194	140	79	72	148	143	76	180	40	
	44%	44%	44%	51%	41%	26%	53%	44%	39%	43%	46%	-	51%	43%	47%	39%	55%	40%	50%	36%	45%	41%	
Do not agree				E	E	*	*						*				Q	S					
	280	144	136	132	90	58	35	150	83	173	107	-	25	255	157	124	60	220	145	135	223	58	
	56%	56%	56%	49%	59%	74%	47%	56%	61%	57%	54%	-	49%	57%	53%	61%	46%	60%	50%	64%	55%	59%	
Sigma						CD*	*											P	R				
	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age		Household Income				Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	148	57	90	54	50	44	44	53	26	66	81	67	61	19	70	78	19	129	19	129	89	59	38	25	28	40	17
	30%	23%	36%	33%	31%	25%	40%	24%	29%	26%	33%	32%	29%	26%	28%	31%	42%	28%	27%	30%	30%	29%	29%	26%	29%	33%	30%
			A				G*		*								*	*					*	*		*	*
Do not agree	352	191	162	107	112	133	68	174	62	190	163	146	153	54	179	173	26	326	51	302	208	145	93	71	69	80	40
	71%	77%	64%	67%	69%	75%	61%	77%	71%	74%	67%	68%	71%	74%	72%	69%	58%	72%	73%	70%	70%	71%	71%	74%	71%	67%	70%
Sigma		B					F		+								+		+				+	+		+	+
	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	94	54	40	24	34	36	52	31	3	44	50	49	16	29	47	47	6	88	8	85	58	36
	19%	22%	16%	14%	22%	21%	20%	20%	12%	20%	18%	18%	16%	22%	20%	18%	38%	18%	25%	18%	18%	20%
		*		*				*	**			*					**		**			*
Do not agree	406	197	209	145	124	137	214	121	19	175	231	218	85	103	188	218	10	396	24	382	261	145
	81%	79%	84%	86%	79%	79%	81%	80%	88%	80%	82%	82%	84%	78%	80%	82%	62%	82%	75%	82%	82%	80%
		*		*				*	**			*					**		**			*
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	181	80	101	99	58	23	37	70	65	72	108	10	130	41	116	65	53	127	74	107	138	43
	36%	33%	39%	38%	35%	32%	39%	38%	34%	37%	36%	42%	36%	34%	37%	35%	46%	33%	43%	33%	37%	33%
						*	*					**					Q*				*	
Do not agree	319	160	159	161	110	48	57	113	126	124	196	14	227	78	198	121	63	256	99	221	231	89
	64%	67%	61%	62%	65%	68%	61%	62%	66%	63%	64%	58%	64%	66%	63%	65%	54%	67%	57%	67%	63%	68%
						*	*					**					*	P			*	
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	201	100	101	93	59	49	8	43	122	98	103	30	123	48	110	91	23	178	41	160	128	73	43	42	41	26	17	31	
	40%	40%	40%	46%	38%	34%	44%	39%	40%	38%	42%	40%	40%	42%	40%	40%	47%	39%	42%	40%	38%	45%	43%	41%	48%	32%	33%	41%	
				E			**					*					*		*			*		*	*	*	*	*	
Do not agree	299	149	150	109	95	95	11	69	181	159	140	44	188	67	164	135	25	274	57	242	210	89	57	61	46	55	35	45	
	60%	60%	60%	54%	62%	66%	56%	61%	60%	62%	58%	60%	60%	58%	60%	60%	53%	61%	58%	60%	62%	55%	57%	59%	52%	68%	67%	59%	
				C			**					*					*		*		*	*	*	*	*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
Agree with this statement	133	58	75	60	43	30	13	47	69	60	73	23	78	32	85	48	5	128	12	121	100	32	35	15	20	29	13	14	8
	27%	24%	29%	29%	24%	26%	26%	34%	24%	23%	31%	28%	27%	25%	28%	25%	14%	28%	19%	28%	27%	26%	26%	30%	25%	28%	31%	20%	34%
Do not agree	367	181	186	147	133	87	39	91	221	205	162	61	212	94	223	145	30	337	51	316	275	93	100	34	59	76	30	54	15
	74%	76%	71%	71%	76%	75%	75%	66%	76%	77%	69%	73%	73%	75%	72%	75%	86%	73%	81%	72%	73%	74%	74%	70%	75%	72%	69%	80%	66%
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	251	138	113	155	79	16	84	76	75	183	68	25	54	171	192	58	115	135	142	109	205	45
	50%	47%	54%	55%	44%	44%	46%	53%	58%	49%	52%	43%	56%	50%	53%	42%	64%	42%	59%	42%	51%	46%
Do not agree				D		**						*	*		O		Q		S			
	249	154	95	129	100	20	98	68	55	188	62	33	42	174	170	79	64	185	98	152	197	52
	50%	53%	46%	46%	56%	56%	54%	47%	43%	51%	48%	57%	44%	50%	47%	58%	36%	58%	41%	58%	49%	54%
Sigma				C		**						*	*		N		P		R			*
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	194	77	117	123	44	26	32	36	127	63	131	85	32	77	117	77	46	148	73	121	143	51
	39%	32%	45%	44%	31%	35%	46%	35%	39%	34%	41%	40%	31%	42%	42%	35%	44%	37%	44%	36%	40%	36%
Do not agree		A	D				*	*					*				*	*				*
	306	163	143	160	97	49	38	67	201	120	186	128	71	107	163	143	57	249	94	212	213	92
	61%	68%	55%	57%	69%	65%	55%	65%	61%	66%	59%	60%	69%	58%	58%	65%	56%	63%	56%	64%	60%	64%
		B	C				*	*					*				*	*				*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	184	89	95	73	73	38	18	70	96	108	77	2	32	151	133	51	26	158	52	132	162	19
	37%	35%	39%	38%	37%	34%	27%	46%	34%	37%	36%	21%	39%	37%	40%	31%	51%	35%	47%	34%	38%	30%
Do not agree		*		*			**	*		*		**	*		*		*		S		**	
	316	164	152	118	122	75	50	82	184	181	135	6	51	259	202	114	26	290	60	256	264	44
	63%	65%	61%	62%	63%	66%	73%	54%	66%	63%	64%	79%	62%	63%	60%	69%	49%	65%	53%	66%	62%	70%
Sigma		*		*			**	*		*		**	*		*		*		R		**	
	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132
Agree with this statement	189	97	92	86	75	28	104	50	12	74	115	81	44	65	117	72	21	169	24	165	126	63	35	44	58	52
	38%	39%	37%	49%	41%	20%	43%	37%	27%	32%	43%	36%	37%	42%	41%	33%	53%	37%	50%	37%	43%	31%	38%	34%	40%	39%
Do not agree				E	E		H		*		I						*		*		U		*	*	*	*
	311	155	156	88	108	115	137	86	34	157	153	146	75	89	167	143	18	293	25	286	170	141	58	85	87	80
	62%	61%	63%	51%	59%	80%	57%	63%	73%	68%	57%	65%	63%	58%	59%	67%	47%	64%	50%	63%	57%	69%	62%	66%	60%	61%
Sigma				CD			F*		J								*		*		T	*	*		*	
	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	149	69	80	74	40	35	55	65	17	44	104	82	21	46	118	30	29	120	40	108	114	35	14	35	35	25	40
	30%	27%	32%	38%	30%	20%	40%	28%	21%	30%	30%	30%	34%	29%	33%	21%	40%	28%	41%	27%	32%	25%	31%	29%	30%	25%	34%
				E	E		GH		*				*		O		Q*		S*				*	*		*	
Do not agree	351	185	166	120	94	137	83	165	63	105	246	195	42	114	238	113	44	308	58	293	246	105	31	89	80	75	76
	70%	73%	68%	62%	70%	80%	60%	72%	79%	70%	70%	70%	67%	72%	67%	79%	60%	72%	59%	73%	68%	75%	69%	72%	70%	75%	66%
				CD			F		F*				N		P		P		R				*	*		*	
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	179	83	95	102	57	19	5	23	151	90	89	104	7	68	105	74	29	150	59	120	113	65
	36%	33%	39%	42%	32%	24%	39%	46%	35%	35%	37%	35%	40%	37%	36%	35%	50%	34%	42%	33%	39%	31%
Do not agree	321	169	152	140	122	59	8	27	286	170	152	195	11	116	185	137	30	292	81	241	178	144
	64%	67%	61%	58%	68%	76%	61%	54%	65%	65%	63%	65%	60%	63%	64%	65%	50%	66%	58%	67%	61%	69%
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	153	61	93	77	50	26	18	70	49	52	102	34	38	81	92	61	6	148	20	133	116	37	22	10	20	24	42	17	14	
	31%	24%	37%	39%	32%	18%	35%	31%	30%	26%	34%	29%	29%	32%	29%	33%	15%	32%	28%	31%	31%	30%	31%	21%	29%	37%	39%	28%	29%	
		A	E																							W		*		
Do not agree	347	189	158	110	106	122	34	158	116	147	200	83	92	171	224	122	32	315	52	295	261	86	50	39	50	40	67	44	33	
	69%	76%	63%	61%	68%	82%	65%	69%	70%	74%	66%	71%	71%	68%	71%	67%	85%	68%	72%	69%	69%	70%	70%	79%	71%	63%	61%	72%	71%	
		B				CD	*										Q*		*				*	2*	*	*	*	*		
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	159	77	82	75	52	32	27	71	60	86	73	69	38	51	98	61	22	137	31	128	119	39	28	30	64	37
	32%	31%	32%	41%	34%	20%	34%	34%	29%	32%	31%	30%	30%	37%	35%	27%	45%	30%	43%	30%	37%	23%	31%	27%	35%	32%
Do not agree				E	E		*								O	Q*			S		U					
	341	171	171	108	101	132	54	138	149	180	162	163	89	89	180	162	27	314	42	299	201	134	63	80	120	78
	68%	69%	68%	59%	66%	81%	66%	66%	71%	68%	69%	70%	70%	63%	65%	73%	55%	70%	58%	70%	63%	77%	69%	73%	65%	68%
Sigma					CD	*									N	*	P		R		T					
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	219	113	107	131	62	26	89	56	54	113	106	23	66	130	134	85	44	175	78	142	174	41
	44%	45%	42%	47%	40%	39%	48%	42%	37%	43%	46%	34%	40%	49%	44%	43%	50%	43%	48%	42%	42%	51%
Do not agree						*				*		*					*				*	
	281	136	145	145	94	41	96	79	92	153	127	45	99	136	170	111	44	236	83	197	240	39
	56%	55%	58%	53%	60%	61%	52%	59%	63%	58%	55%	66%	60%	51%	56%	57%	50%	57%	52%	58%	58%	49%
Sigma						*				*		*					*				*	
	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	179	84	95	102	53	24	17	102	46	54	125	27	77	75	112	66	46	133	61	118	143	36
	36%	35%	37%	40%	36%	25%	32%	39%	30%	30%	39%	41%	41%	31%	35%	37%	38%	35%	36%	36%	36%	34%
Do not agree		E				*	*			I		*	M									
	321	158	164	154	95	71	36	162	106	127	194	38	112	171	209	112	74	247	107	214	250	71
	64%	65%	63%	60%	64%	75%	68%	61%	70%	70%	61%	59%	59%	70%	65%	63%	62%	65%	64%	64%	64%	66%
Sigma		C*				*	*			J		*	L									*
	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120	
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181	
Agree with this statement	180	102	78	84	49	47	37	29	85	105	75	58	101	22	90	90	37	143	32	148	116	64	
	36%	41%	31%	45%	30%	32%	51%	35%	30%	35%	37%	43%	34%	31%	40%	33%	54%	33%	32%	37%	36%	35%	
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*		
Do not agree	320	148	172	104	117	99	36	55	202	195	125	77	194	49	136	183	32	288	67	252	203	117	
	64%	59%	69%	55%	71%	68%	49%	66%	70%	65%	63%	57%	66%	69%	60%	67%	46%	67%	68%	63%	64%	65%	
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*		
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	208	101	107	114	58	37	52	74	62	38	170	8	78	122	132	76	44	165	63	146	148	60
	42%	42%	42%	51%	36%	32%	45%	45%	36%	27%	48%	50%	40%	42%	42%	42%	48%	40%	45%	40%	40%	47%
Do not agree		DE				*				I		**					*					
	292	143	149	110	104	77	65	91	112	106	186	8	117	167	184	108	47	245	76	216	224	68
	58%	59%	58%	49%	64%	68%	55%	55%	64%	73%	52%	50%	60%	58%	58%	59%	52%	60%	55%	60%	60%	53%
				C	C*					J		**					*					
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Advertising often makes me feel like something is wrong with me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	170	80	90	111	45	14	73	82	5	41	129	-	132	38	102	68	48	122	64	106	113	57
	34%	32%	36%	41%	31%	17%	34%	38%	13%	29%	36%	-	34%	33%	33%	37%	36%	34%	36%	33%	31%	43%
Do not agree				E	*	*	H	H	*													T
	330	166	163	159	101	70	142	134	32	104	226	-	253	77	212	117	86	243	116	213	253	77
	66%	68%	64%	59%	69%	83%	64%	62%	87%	72%	69%	-	66%	67%	68%	63%	64%	67%	64%	67%	69%	57%
Sigma					*	C*			FG*												U	
	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	6702	3265	3438	3242	2157	1303	1376	2293	2569	3119	3583	1490	2521	2691	4158	2545	1199	5503	1922	4780	4954	1725
	48%	47%	49%	54%	48%	38%	49%	48%	49%	49%	47%	43%	48%	52%	49%	47%	60%	46%	60%	44%	50%	43%
			A	DE	E								K	KL	O		Q	S		U		
Do not agree	7298	3711	3586	2819	2366	2113	1430	2487	2648	3261	4036	1976	2789	2533	4368	2930	793	6505	1305	5992	5006	2281
	52%	53%	51%	47%	52%	62%	51%	52%	51%	51%	53%	57%	53%	49%	51%	54%	40%	54%	40%	56%	50%	57%
		B		C	CD							LM	M		N		P	R		T		
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	6702	255	143	285	193	178	303	290	214	169	209	163	192	328	222	370	340	199	83	146	375	190	119	245	218	324	270	388	285
	48%	51%	29%	57%	39%	36%	61%	58%	43%	34%	42%	33%	39%	66%	46%	74%	68%	40%	17%	29%	75%	38%	24%	49%	44%	65%	54%	78%	57%
Do not agree		CEFULMRSTV WY	S	CEFULMORS TVWXY	CSTW	CSTW	BCFEUKLMOR STVWXYa	BCFEUKLMOR STVWXY	CFJLSTW	SW	CLSTW	SW	CSTW	BCDEFUKLM ORSTVWXYa	CFJLSTWV	BCDEFGHUKL MNOQRSTV WXYZac	BCDEFGHUKL MORSTVWXY ac	CLSTW		S	BCDEFGHUKL MNOQRSTV WXYZac	CSTW	S	CEFULMRSTV W	CFJLSTW	BCDEFHUKL MORSTVWXY a	CEFULMORS TVWY	BCDEFGHUKL MNOQRSTV WXYZac	CEFULMORS TVWY
	7298	245	357	215	307	322	197	210	285	331	291	337	308	172	271	130	150	301	417	354	125	310	381	255	282	175	230	112	215
	52%	49%	71%	43%	61%	64%	40%	42%	57%	66%	58%	68%	62%	34%	54%	26%	32%	60%	83%	71%	25%	62%	76%	51%	56%	35%	46%	22%	43%
Sigma		GHNPUQZb	BDEFGHKIM NOPQRUVXY Zahr	NPQUZb	BDGHNPUQX Zabc	BDGHINOPQ UXYZabc	PQUB	PQUZb	BDGHNPUQZ abc	BDGHINOPQ UXYZabc	DGHNPUQZa bc	BDGHKNOP QRUXYZabc	BDGHNPUQX Zabc	PUB	DGHNPUQZa bc		PUB	BDGHNPUQX Zabc	BCDEFGHUKL MNOQRSTU VWXXYZahr	BDEFGHKIM NOPQRUVXY Zahr	BDGHINOPO UXZabc	BDDEFGHUKL MNOPQRUV YVZahr	BDGHINOPQ UXZabc	BDGHINOPQ UXZabc	BDGHNPQUZb	BDGHNPQUZ abc	PUB	GNPQUZb	PQUB
	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads th
Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	6702	447	1802	1816	1448	1362	1251	801
	48%	45%	60%	36%	48%	34%	63%	53%
		CE	ACDEG	E	CE		ACDEG	ACDE
Do not agree	7298	553	1198	3184	1552	2638	749	699
	52%	55%	40%	64%	52%	66%	37%	47%
		BFG		ABDFG	BFG	ABCDG		BF
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	255	128	127	132	73	50	28	22	177	82	173	83	103	69	173	82	72	183	91	164	203	52
	51%	52%	50%	53%	51%	47%	59%	46%	52%	54%	50%	49%	50%	55%	53%	47%	65%	47%	64%	46%	52%	49%
Do not agree																	Q					
	245	117	128	116	71	57	20	25	165	71	174	87	102	56	152	93	39	206	52	194	191	54
	49%	48%	50%	47%	49%	53%	41%	54%	48%	46%	50%	51%	50%	45%	47%	53%	35%	53%	36%	54%	48%	51%
Sigma																	P					
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	192	91	102	93	61	38	71	84	18	69	124	23	71	98	109	83	14	178	26	166	132	61	66	127	54	59	41	13	25
	39%	37%	40%	47%	40%	25%	41%	39%	27%	35%	41%	40%	34%	42%	38%	40%	36%	39%	40%	38%	40%	36%	40%	38%	39%	35%	41%	32%	47%
Do not agree	308	157	150	104	90	113	104	134	47	130	178	35	137	135	180	127	25	283	39	268	200	108	97	211	83	109	59	29	28
	62%	63%	60%	53%	60%	75%	60%	61%	73%	65%	59%	60%	66%	58%	62%	61%	64%	61%	60%	62%	60%	64%	60%	63%	61%	65%	59%	68%	53%
							CD			*		*					*		*							*	**	*	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	143	73	70	57	45	41	16	40	47	61	82	36	59	48	83	60	9	134	16	127	88	55	22	65	56
	29%	29%	28%	31%	29%	26%	18%	28%	34%	30%	28%	25%	30%	30%	27%	30%	24%	29%	28%	29%	30%	26%	41%	23%	35%
Do not agree							*		F								*		*				W*		W
	357	178	179	129	110	118	77	105	91	142	215	110	135	113	220	137	28	329	42	315	204	153	32	220	105
	71%	71%	72%	69%	71%	74%	82%	72%	66%	70%	73%	75%	70%	70%	73%	70%	77%	71%	72%	71%	70%	74%	60%	77%	65%
Sigma							H*										*		*				*	VX	
	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		Brazil																				
	Brazil Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	328	150	179	178	106	45	30	237	47	119	209	116	159	53	178	150	76	253	94	235	233	95
	66%	65%	67%	62%	72%	67%	58%	67%	68%	67%	65%	74%	61%	66%	68%	63%	76%	63%	74%	63%	68%	60%
Do not agree	172	82	89	107	42	22	22	115	22	59	113	40	103	28	83	89	24	148	33	139	108	64
	34%	36%	33%	38%	29%	33%	42%	33%	32%	33%	35%	26%	39%	35%	32%	37%	24%	37%	26%	37%	32%	40%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	229	109	120	79	79	72	29	89	91	97	132	98	95	36	143	87	32	198	46	184	149	77	12	8	23	42	-	90	55
	46%	45%	47%	46%	53%	40%	48%	43%	51%	43%	48%	43%	49%	47%	46%	45%	66%	44%	66%	43%	49%	41%	37%	23%	43%	62%	-	47%	46%
Do not agree	271	134	137	92	69	109	31	117	88	129	142	129	101	41	165	106	17	254	24	247	154	111	21	27	30	25	-	102	65
	54%	55%	53%	54%	47%	61%	52%	57%	49%	57%	52%	57%	52%	53%	54%	55%	35%	56%	34%	57%	51%	59%	63%	77%	57%	38%	-	53%	54%
				*		D	**					*			*	P	*	*	R		*	**	**	*	*	*	-		*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	370	176	194	164	159	47	6	30	333	271	99	-	108	262	287	83	69	301	142	228	346	24
	74%	69%	79%	79%	75%	60%	62%	65%	75%	75%	71%	-	70%	76%	76%	69%	87%	72%	82%	70%	76%	53%
Do not agree		A	E	E	+	+	+	+	+	+	+	+	+	+	+	+	Q*	S	U	+		
	130	78	52	45	53	32	4	17	109	89	41	-	46	84	93	37	11	119	32	98	108	21
	26%	31%	21%	21%	25%	40%	38%	35%	25%	25%	29%	-	30%	24%	24%	31%	14%	28%	18%	30%	24%	47%
Sigma		B	CD*	+	+	+	+	+	+	+	+	+	+	+	+	+	P	R	T*			
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	199	98	101	84	56	58	42	94	43	66	133	56	87	55	140	59	14	185	19	180	127	72	44	40	39	35	41
	40%	40%	40%	46%	34%	38%	40%	39%	44%	36%	42%	42%	40%	38%	39%	41%	57%	39%	49%	39%	39%	42%	43%	41%	44%	36%	37%
				D			*									**		*				*	*	*	*		
Do not agree	301	149	152	100	108	93	64	144	54	120	181	77	132	92	218	83	11	291	20	281	201	100	59	58	50	63	71
	60%	60%	60%	54%	66%	62%	60%	61%	56%	65%	58%	58%	60%	62%	61%	59%	43%	61%	51%	61%	61%	58%	57%	59%	56%	64%	63%
				C			+									**		+				+	+	+	+		
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement		83	52	32	53	22	8	22	15	29	28	55	24	42	18	59	24	10	73	24	59	64	19	11	12	11	15	18	4	4	7
		17%	20%	13%	31%	14%	4%	17%	12%	16%	15%	18%	27%	15%	14%	17%	16%	31%	16%	33%	14%	18%	13%	14%	11%	17%	22%	24%	19%	11%	19%
		417	202	215	117	133	167	109	112	150	164	253	63	245	109	290	127	23	394	48	369	285	132	69	96	57	52	60	18	35	31
		83%	80%	87%	69%	86%	96%	83%	88%	84%	85%	82%	73%	86%	86%	83%	84%	69%	84%	67%	86%	82%	87%	86%	89%	84%	78%	77%	81%	89%	81%
		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Sigma		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172	
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199	
Agree with this statement	163	65	72	98	72	47	43	11	72	59	60	102	37	100	25	88	75	9	153	15	148	119	43	48	49	66
	33%	26%	39%	40%	28%	29%	43%	35%	28%	29%	35%	35%	34%	26%	30%	36%	28%	33%	26%	33%	32%	35%	32%	33%	33%	
				DE	**							*				*		*								
Do not agree	337	182	155	109	124	105	14	133	149	146	192	70	194	74	205	132	25	313	43	295	257	81	101	102	134	
	68%	74%	61%	60%	72%	71%	57%	65%	72%	71%	65%	66%	66%	74%	70%	64%	72%	67%	74%	67%	68%	65%	68%	68%	67%	
		B			C	C	**					*				*		*								
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	375	192	183	196	121	57	51	205	103	232	143	-	35	340	235	140	97	278	224	150	307	68
	75%	75%	75%	74%	79%	72%	68%	77%	76%	77%	72%	-	68%	76%	79%	69%	74%	76%	78%	71%	76%	70%
Do not agree	125	65	60	71	32	22	24	62	33	70	55	-	16	109	62	63	35	90	64	61	96	29
	25%	25%	25%	26%	21%	28%	32%	23%	24%	23%	28%	-	32%	24%	21%	31%	26%	25%	22%	29%	24%	30%
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isle
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	190	91	99	66	53	71	44	83	38	99	91	77	88	24	99	91	15	175	28	162	113	77	49	29	36	55	22
	38%	37%	39%	41%	33%	40%	39%	37%	43%	39%	37%	36%	41%	34%	40%	36%	34%	38%	41%	38%	38%	38%	37%	30%	37%	46%	38%
							*		*							*		*					*	*		W	*
Do not agree	310	157	153	94	110	106	69	144	50	157	153	136	126	49	150	160	30	280	41	269	184	126	82	67	61	64	35
	62%	63%	61%	59%	67%	60%	61%	63%	57%	61%	63%	64%	59%	67%	60%	64%	66%	62%	59%	62%	62%	62%	63%	70%	63%	54%	62%
							+		+							+		+					Y+	+		+	
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	119	59	60	47	33	39	64	36	11	55	64	60	25	35	56	63	5	114	8	111	73	46
	24%	24%	24%	28%	21%	22%	24%	24%	51%	25%	23%	22%	24%	26%	24%	24%	31%	24%	23%	24%	23%	25%
		*		*				*	**			*					**		**		*	
Do not agree	381	192	189	122	125	135	201	116	11	164	217	207	76	97	180	201	11	370	25	356	246	135
	76%	76%	76%	72%	79%	78%	76%	76%	49%	75%	77%	78%	76%	74%	76%	76%	69%	77%	77%	76%	77%	75%
		*		*				*	**			*					**		**		*	
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	285	130	154	155	92	37	54	98	118	112	173	18	192	75	184	100	73	212	112	173	217	68
	57%	54%	59%	60%	55%	52%	57%	54%	62%	57%	57%	73%	54%	64%	59%	54%	62%	55%	65%	53%	59%	52%
Do not agree	215	110	106	105	76	34	40	85	73	84	132	7	165	43	129	86	44	171	61	155	152	63
	43%	46%	41%	40%	45%	48%	43%	46%	38%	43%	43%	27%	46%	37%	41%	46%	38%	45%	35%	47%	41%	48%
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	193	92	101	75	60	58	8	52	116	94	99	18	130	45	115	78	23	170	43	150	132	61	29	43	40	25	25	31	
	39%	37%	40%	37%	39%	41%	45%	46%	38%	37%	41%	24%	42%	39%	42%	35%	49%	38%	45%	37%	39%	38%	29%	42%	47%	31%	48%	41%	
							**				K						*		*				*		VY*	*	V*	*	
Do not agree	307	157	150	127	94	86	10	60	187	162	145	56	181	70	159	148	24	282	54	253	206	101	71	61	47	57	27	45	
	61%	63%	60%	63%	61%	60%	55%	54%	62%	63%	59%	76%	58%	61%	58%	66%	51%	63%	56%	63%	61%	62%	71%	59%	54%	69%	52%	59%	
							**					L*					*		*			XZ*	*		X*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Russia																												
	Russia Total	Gender		Age			Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	178	74	104	75	66	37	26	46	103	105	73	31	107	40	102	75	8	170	20	158	134	44	50	15	30	29	21	24	6	
	36%	31%	40%	36%	38%	32%	51%	33%	36%	40%	31%	37%	37%	32%	33%	39%	22%	37%	32%	36%	36%	35%	37%	31%	38%	28%	53%	36%	28%	
						G*											*										WY*			
Do not agree	322	165	157	132	110	80	25	93	186	160	162	53	183	86	205	117	28	295	43	279	242	81	85	33	49	75	20	43	16	
	64%	69%	60%	64%	63%	68%	49%	67%	64%	61%	69%	63%	63%	69%	67%	61%	78%	63%	68%	64%	64%	65%	63%	69%	62%	72%	48%	64%	72%	
						F																						**		
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	303	172	131	177	107	19	114	80	91	227	76	32	57	213	240	63	127	176	166	137	251	52
	61%	59%	63%	62%	60%	53%	63%	55%	70%	61%	59%	55%	60%	62%	66%	45%	71%	55%	69%	53%	62%	53%
						**		G				*	*		O		Q		S			*
Do not agree	197	120	77	108	73	17	68	64	39	144	54	27	39	132	122	75	52	145	74	124	152	46
	40%	41%	37%	38%	41%	47%	37%	45%	30%	39%	41%	45%	40%	38%	34%	55%	29%	45%	31%	48%	38%	47%
						**		H				*	*				P		R			*
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	290	140	150	176	76	38	46	63	181	98	192	130	60	99	168	122	70	220	100	190	200	90
	58%	58%	58%	62%	54%	50%	66%	61%	55%	54%	60%	61%	59%	54%	60%	55%	68%	55%	60%	57%	56%	63%
Do not agree				E			*	*					*				Q*					*
	210	100	110	107	65	38	24	40	147	84	126	83	42	85	112	98	33	177	67	143	156	53
	42%	42%	42%	38%	46%	50%	35%	39%	45%	46%	40%	39%	41%	46%	40%	45%	32%	45%	40%	43%	44%	37%
				C			*	*					*				*	P				*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea	South Korea																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	214	110	104	73	82	59	20	63	131	133	81	1	32	181	139	75	26	188	50	163	186	20
	43%	44%	42%	38%	42%	53%	29%	41%	47%	46%	38%	10%	39%	44%	41%	46%	49%	42%	45%	42%	44%	32%
Do not agree	286	143	143	119	114	54	49	89	148	155	131	7	51	228	196	90	26	260	62	225	239	43
	57%	57%	58%	62%	58%	48%	71%	59%	53%	54%	62%	90%	62%	56%	59%	54%	51%	58%	55%	58%	56%	68%
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	245	118	127	110	73	62	124	64	18	108	137	115	63	67	148	96	20	225	31	213	153	92	44	62	70	69	
	49%	47%	51%	63%	40%	43%	52%	47%	39%	47%	51%	51%	53%	43%	52%	45%	51%	49%	64%	47%	52%	45%	47%	48%	48%	52%	
				DE					*								*		S*			*	*	*	*		
Do not agree	255	134	121	64	110	81	116	72	28	124	132	112	56	87	136	119	19	236	18	237	142	113	49	68	75	63	
	51%	53%	49%	37%	60%	57%	48%	53%	61%	53%	49%	49%	47%	57%	48%	55%	49%	51%	36%	53%	48%	55%	53%	52%	52%	48%	
				C					*								*		R			*	*	*	*		
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	169	88	81	94	35	40	52	73	30	53	117	99	20	51	125	44	28	141	39	130	129	40	17	42	44	27	39
	34%	35%	33%	48%	26%	23%	37%	32%	38%	35%	33%	36%	31%	32%	35%	31%	39%	33%	39%	33%	36%	29%	38%	34%	39%	27%	33%
				DE					*				*				*		*			*	*	*	*	*	*
Do not agree	331	166	165	100	99	131	87	156	50	97	234	178	44	109	231	100	44	286	60	271	230	100	28	82	71	73	77
	66%	65%	67%	52%	74%	77%	63%	68%	63%	65%	67%	64%	69%	68%	65%	69%	61%	67%	61%	68%	64%	72%	62%	66%	62%	73%	67%
				C	C	C			*				*				*		*		*		*	*	*	*	*
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124	
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209	
Agree with this statement	209	100	108	109	81	18	9	25	175	106	102	120	9	79	130	79	29	180	64	145	135	74	
	42%	40%	44%	45%	45%	23%	68%	50%	40%	41%	43%	40%	51%	43%	45%	38%	50%	41%	46%	40%	47%	35%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Do not agree	291	152	139	133	99	60	4	25	262	154	138	179	9	104	160	132	30	262	76	216	156	135	
	58%	60%	56%	55%	55%	77%	32%	50%	60%	59%	57%	60%	49%	57%	55%	62%	51%	59%	54%	60%	54%	65%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	146	63	83	72	50	24	11	69	52	60	85	30	40	75	85	60	8	137	22	123	112	33	18	19	18	20	27	19	17	
	29%	25%	33%	37%	32%	16%	22%	30%	31%	30%	28%	26%	31%	30%	27%	33%	23%	30%	31%	29%	30%	27%	26%	39%	26%	32%	24%	31%	37%	
Do not agree	354	187	168	125	106	124	41	159	114	138	216	87	90	178	231	123	29	326	50	305	265	90	53	30	52	43	83	42	30	
	71%	75%	67%	64%	68%	84%	78%	70%	69%	70%	72%	74%	69%	70%	73%	67%	77%	70%	69%	71%	70%	73%	74%	61%	74%	68%	76%	69%	63%	
					CD	*											*		*			*	*	*	*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	218	103	115	97	67	54	29	101	88	113	105	97	52	68	124	94	31	187	45	173	142	69	44	44	86	44
	44%	42%	46%	53%	44%	33%	36%	48%	42%	43%	45%	42%	41%	49%	45%	42%	63%	42%	61%	41%	44%	40%	48%	40%	47%	38%
Do not agree	282	144	138	86	86	110	52	109	121	153	129	135	75	72	153	129	18	264	29	253	178	104	47	66	98	71
	56%	58%	55%	47%	56%	67%	64%	52%	58%	58%	55%	58%	59%	51%	55%	58%	37%	59%	39%	59%	56%	60%	52%	60%	53%	62%
Sigma	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	388	190	198	222	117	49	150	106	104	207	181	52	131	205	238	150	71	317	130	258	327	56
	78%	76%	79%	80%	75%	73%	81%	79%	72%	78%	78%	77%	79%	77%	78%	76%	80%	77%	81%	76%	79%	69%
Do not agree						*						*					*					*
	112	59	53	55	39	19	36	28	42	60	52	16	35	61	66	47	17	95	31	81	87	25
	22%	24%	21%	20%	25%	28%	19%	21%	29%	23%	22%	24%	21%	23%	22%	24%	20%	23%	19%	24%	21%	31%
Sigma						*						*					*					*
	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	340	164	176	175	104	61	41	169	107	124	216	48	126	167	205	135	84	256	118	222	259	82
	68%	68%	68%	68%	70%	64%	78%	64%	71%	69%	68%	74%	66%	68%	64%	76%	71%	67%	70%	67%	66%	76%
Do not agree						*	*					*				N					*	
	160	77	83	81	44	34	12	95	44	57	103	17	64	79	117	43	35	124	51	109	134	25
	32%	32%	32%	32%	30%	36%	22%	36%	29%	31%	32%	26%	34%	32%	36%	24%	30%	33%	30%	33%	34%	24%
						*	*					*				O					*	
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania	Romania																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	285	133	153	112	107	67	63	49	149	161	124	74	174	37	126	159	33	253	40	245	174	111
	57%	53%	61%	59%	64%	46%	86%	59%	52%	54%	62%	55%	59%	52%	56%	58%	47%	59%	41%	61%	55%	61%
Do not agree	215	117	97	76	59	79	10	35	138	139	76	61	120	34	100	115	37	178	59	155	145	70
	43%	47%	39%	41%	36%	54%	14%	41%	48%	46%	38%	45%	41%	48%	44%	42%	53%	41%	59%	39%	45%	39%
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	270	136	135	128	92	50	71	90	90	78	192	12	106	153	173	97	59	212	87	184	206	65
	54%	56%	53%	57%	57%	44%	60%	55%	52%	54%	54%	74%	54%	53%	55%	53%	65%	52%	63%	51%	55%	50%
Do not agree				E		*						**					Q*		S			
	230	108	121	96	70	64	47	75	84	66	163	4	89	136	143	87	32	198	52	178	166	64
	46%	44%	47%	43%	43%	56%	40%	46%	48%	46%	46%	26%	46%	47%	45%	47%	35%	48%	37%	49%	45%	50%
				C*								**					*	P	R			
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Recently I have seen more positive role models in ads that inspire me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	324	167	157	170	91	62	144	138	21	101	222	-	251	73	204	120	88	236	123	201	243	81
	65%	68%	62%	63%	63%	74%	67%	64%	58%	70%	63%	-	65%	63%	65%	64%	65%	65%	68%	63%	66%	61%
					*	*			*													
Do not agree	176	79	97	100	54	22	70	78	16	44	132	-	134	42	110	66	47	130	58	118	124	53
	35%	32%	38%	37%	37%	26%	33%	36%	42%	30%	37%	-	35%	37%	35%	36%	35%	36%	32%	37%	34%	39%
					*	*			*													
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Yes	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	5372	2770	2602	2643	1763	966	1078	1847	2140	2617	2755	1163	1975	2234	3444	1928	1106	4267	1726	3647	4094	1266
	38%	40%	37%	44%	39%	28%	38%	39%	41%	41%	36%	34%	37%	43%	40%	35%	56%	36%	54%	34%	41%	32%
	B	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
Do not agree	8628	4206	4422	3418	2760	2450	1729	2933	3077	3763	4865	2303	3335	2990	5081	3546	886	7742	1502	7126	5866	2740
	62%	60%	63%	56%	61%	72%	62%	61%	59%	59%	64%	66%	63%	57%	60%	65%	45%	65%	47%	66%	59%	68%
	A	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501	
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Agree with this statement	5372	183	104	211	118	181	281	310	136	174	170	146	151	215	179	349	241	107	114	116	360	134	126	138	169	264	174	317	204	
	38%	37%	21%	42%	24%	36%	56%	62%	27%	33%	34%	29%	30%	43%	36%	70%	48%	21%	23%	23%	72%	27%	25%	28%	34%	53%	35%	63%	41%	
Do not agree		CEIURSTVWX		CEIURMSTV WXYa		CEIURSTVWX	BCDEFUKLM NOQRSTVWX	BCDEFUKLM NOQRSTVWX	C	CEIRSTVWX	CERST	CRST	CERST	CEIUMRSTV WXYa	CEIRSTVWX	BCDEFHUKLM MNOQRSTV WXYZac	BCEFIUKLMOR STVWXYa				BCDEFHUKLM MNOQRSTV WXYZabc	C			CR	CEIRSTVWX	BCDEFUKLM NORSTVWXY jk	CEIRSTVWX	BCDEFHUKLM MNOQRSTV WXYZac	CEIUMRSTVW X
	8628	317	396	289	382	319	219	190	364	326	330	354	349	285	321	151	259	392	386	384	140	366	374	362	331	235	326	183	296	
	62%	63%	79%	58%	76%	64%	44%	38%	73%	65%	66%	71%	70%	57%	64%	30%	52%	79%	77%	77%	28%	73%	75%	73%	66%	47%	65%	37%	59%	
		GHPQUZb	BDFGHUKLM NOPQUVXYZ ahr	GHPUZb	BDFGHUKMN OPQUYZabc		GHPQUZb	Pub	PU	BDFGHUNOP QUVZabc	DGHNPQUZb	GHPQUZb	BDFGHNPQU Zbc	GHPQUZb	GHPQUZb		GHPUZb	BDFGHUKLM NOPQUXYZa	BDFGHUKLM NOPQUYZab	BDFGHUKLM NOPQUYZab	BDFGHUKLM NOPQUYZab	BDFGHUNOP QUVZabc	BDFGHINOP QUVZabc	BDFGHINOP QUVZabc	BDFGHINOP QUVZabc	DGHNPQUZb	HPUB	DGHNPQUZb	U	GHPUZb
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	5372	348	1289	1356	1303	1125	1105	761
	38%	35%	43%	27%	43%	28%	55%	51%
		CE	ACE		ACE		ABCDEG	ABCDE
Do not agree	8628	652	1711	3644	1697	2875	895	739
	62%	65%	57%	73%	57%	72%	45%	49%
		BDFG	FG	ABDFG	FG	ABDFG		F
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

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Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	183	100	82	100	33	20	20	20	129	62	121	67	67	49	123	60	50	133	68	115	152	31
	37%	41%	32%	40%	34%	31%	41%	43%	38%	41%	35%	39%	33%	39%	38%	34%	45%	34%	48%	32%	39%	29%
Do not agree																	Q		S			
	317	145	173	148	95	74	28	26	213	90	227	103	138	76	202	115	60	257	74	243	242	75
	63%	59%	68%	60%	66%	69%	59%	57%	62%	59%	65%	61%	67%	61%	62%	66%	55%	66%	52%	68%	61%	71%
Sigma																	P		R			
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

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Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	151	80	71	67	55	30	56	74	17	61	90	15	55	81	94	57	11	140	23	128	104	47	39	112	46	45	26	21	13
	30%	32%	28%	34%	36%	20%	32%	34%	26%	31%	30%	26%	26%	35%	33%	27%	29%	30%	35%	30%	31%	28%	24%	33%	34%	27%	26%	50%	24%
Do not agree	349	168	181	131	96	122	119	144	48	138	211	43	153	152	196	153	28	321	43	306	228	121	124	225	90	123	74	21	40
	70%	68%	72%	66%	64%	80%	68%	66%	74%	69%	70%	74%	74%	65%	68%	73%	71%	70%	65%	71%	69%	72%	76%	67%	66%	74%	74%	50%	76%
					CD					*			*				*	*	*	*			WX			*	**	*	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	104	56	48	43	35	26	18	33	26	43	61	33	39	32	67	37	10	94	13	91	60	44	17	53	34
	21%	22%	19%	23%	22%	17%	19%	23%	19%	21%	21%	23%	20%	20%	22%	19%	27%	20%	22%	21%	21%	21%	31%	19%	21%
Do not agree	396	195	201	143	120	133	75	112	112	161	235	113	155	128	235	161	27	369	46	350	232	164	37	232	126
	79%	78%	81%	77%	78%	84%	81%	77%	81%	79%	79%	77%	80%	80%	78%	81%	73%	80%	78%	79%	79%	79%	69%	81%	79%
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		Brazil																				
	Brazil Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	215	108	107	111	73	30	17	162	30	86	129	96	86	33	124	91	65	150	75	140	158	57
	43%	47%	40%	39%	50%	45%	32%	46%	44%	48%	40%	62%	33%	41%	48%	38%	65%	38%	59%	38%	46%	36%
Do not agree												LM*							S*			
	285	124	161	174	75	37	35	190	38	92	193	60	177	48	137	148	35	250	52	233	183	102
	57%	54%	60%	61%	50%	55%	68%	54%	56%	52%	60%	39%	67%	60%	52%	62%	35%	63%	41%	63%	54%	64%
Sigma												K							R			
	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner	Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	179	85	94	57	70	53	12	81	74	93	86	65	86	28	104	75	25	154	37	142	114	62	11	7	16	35	-	70	40
	36%	35%	36%	33%	47%	29%	20%	39%	42%	41%	32%	28%	44%	36%	34%	39%	51%	34%	54%	33%	38%	33%	35%	19%	30%	52%	-	37%	33%
Do not agree	321	157	164	114	79	128	48	125	104	133	188	163	110	49	204	117	24	298	32	289	189	126	21	29	37	33	-	122	80
	64%	65%	64%	67%	53%	71%	80%	61%	58%	59%	69%	72%	56%	64%	66%	61%	49%	66%	47%	67%	63%	67%	65%	81%	70%	49%	-	64%	67%
	*	*	*	*	D	*	**	*	*	*	*	L*	*	*	*	*	*	*	R	*	*	*	**	**	**	*	*	*	*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	349	180	168	155	147	47	5	24	318	256	92	-	106	243	279	70	63	286	139	210	326	23
	70%	71%	69%	74%	70%	59%	56%	51%	72%	71%	66%	-	69%	70%	74%	58%	79%	68%	80%	64%	72%	50%
Do not agree				E		*	**	*	G						O		*		S		U	*
	151	74	77	54	65	32	4	23	124	104	48	-	48	103	101	51	17	134	35	116	128	23
	30%	29%	31%	26%	31%	41%	44%	49%	28%	29%	34%	-	31%	30%	27%	42%	21%	32%	20%	36%	28%	50%
Sigma				C*		**	H*								N		*		R		T*	
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	107	60	47	46	32	28	26	54	20	37	70	26	53	28	76	31	14	92	13	94	65	42	32	15	17	18	25
	21%	24%	18%	25%	20%	19%	25%	23%	21%	20%	22%	20%	24%	19%	21%	22%	58%	20%	33%	20%	20%	24%	31%	15%	19%	18%	22%
Do not agree							*										**		*			WY	*	*	*		
	393	187	206	138	132	123	81	184	77	149	245	107	166	119	282	112	11	383	26	367	263	131	71	83	72	80	87
	79%	76%	82%	75%	80%	81%	76%	77%	79%	80%	78%	81%	76%	81%	79%	78%	42%	81%	67%	80%	80%	76%	69%	85%	81%	82%	78%
Sigma							+										**		+				V+	+	V+		
	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement	114	61	54	54	27	33	34	23	45	43	71	29	69	16	78	36	8	106	24	90	78	36	12	22	18	17	18	5	11	11	
	23%	24%	22%	32%	17%	19%	26%	18%	25%	22%	23%	33%	24%	13%	22%	24%	25%	23%	33%	21%	23%	24%	15%	20%	27%	26%	24%	22%	28%	28%	
							98*						94																		
Do not agree	386	193	193	117	128	141	97	104	134	149	236	58	217	110	272	114	25	361	48	338	270	116	68	87	50	49	58	18	28	27	
	77%	76%	78%	68%	83%	81%	74%	82%	75%	78%	77%	67%	76%	87%	78%	76%	75%	77%	67%	79%	78%	76%	85%	80%	73%	74%	76%	78%	72%	72%	
				*	C	C	*	*				**		L	L				*			*	*	*	*	*	**	*	**	*	
Sigma	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	146	65	81	60	48	39	10	57	60	57	90	34	86	26	82	64	13	133	14	133	109	37	46	43	57
	29%	26%	32%	33%	28%	27%	41%	28%	29%	27%	31%	32%	29%	27%	28%	31%	38%	29%	24%	30%	29%	30%	31%	28%	29%
Do not agree	354	182	171	122	123	109	14	147	147	150	204	73	208	73	211	143	21	333	44	310	267	87	103	109	142
	71%	74%	68%	67%	72%	74%	59%	72%	71%	73%	69%	69%	71%	73%	72%	69%	62%	71%	76%	70%	71%	70%	69%	72%	71%
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	360	180	180	197	110	53	54	191	99	217	143	-	37	323	224	136	104	256	226	134	299	61
	72%	70%	74%	74%	71%	67%	72%	72%	73%	72%	72%	-	73%	72%	75%	67%	79%	70%	78%	64%	74%	63%
Do not agree						*	*						*				Q		S		U	*
	140	76	64	70	44	26	21	75	37	85	55	-	14	126	73	67	28	112	63	77	104	37
	28%	30%	26%	26%	29%	33%	28%	28%	27%	28%	28%	-	27%	28%	25%	33%	21%	31%	22%	37%	26%	37%
						*	*						*				P		R		T*	
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @visor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	134	79	54	43	44	47	34	59	30	67	67	54	62	18	78	56	17	117	25	109	91	42	35	13	30	43	13
	27%	32%	22%	27%	27%	27%	30%	26%	34%	26%	27%	25%	29%	25%	31%	22%	38%	26%	36%	25%	31%	21%	26%	14%	31%	36%	23%
		B					*		*						O		*		*		U		W	*	W*	W	*
Do not agree	366	169	198	118	119	130	79	168	58	189	178	159	152	55	172	195	28	338	45	321	206	161	96	82	67	77	44
	73%	68%	78%	73%	73%	74%	70%	74%	66%	74%	73%	75%	71%	75%	69%	78%	62%	74%	65%	75%	69%	79%	74%	86%	70%	64%	77%
		A					+		+						N		+		+		T		VX1*	+		+	
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	126	57	69	52	32	42	66	45	10	53	73	64	25	37	62	64	5	121	7	119	73	53
	25%	23%	28%	31%	20%	25%	25%	29%	45%	24%	26%	24%	25%	28%	27%	24%	29%	25%	22%	25%	23%	29%
Do not agree	374	194	180	117	126	131	199	108	12	165	209	203	76	95	173	201	11	363	25	349	245	129
	75%	78%	72%	69%	80%	76%	75%	71%	55%	76%	74%	76%	75%	72%	74%	76%	71%	75%	78%	75%	77%	71%
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	211	111	101	115	78	18	43	75	79	82	129	12	141	58	141	70	62	149	87	124	161	50
	42%	46%	39%	44%	46%	26%	46%	41%	41%	42%	43%	51%	39%	49%	45%	38%	53%	39%	51%	38%	44%	38%
Do not agree				E	E	+											Q*	S				
	289	129	159	145	90	53	51	108	112	114	175	12	217	60	173	116	55	234	85	204	208	81
	58%	54%	61%	56%	54%	75%	54%	59%	59%	58%	57%	49%	61%	51%	55%	62%	47%	61%	50%	62%	56%	62%
Sigma				CD*	+							**	M				P	R				+
	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	118	61	57	51	35	32	5	25	78	64	54	18	78	23	70	48	21	97	31	87	78	40	19	20	26	22	16	15	
	24%	25%	23%	25%	23%	22%	28%	22%	26%	25%	22%	24%	25%	20%	26%	21%	45%	21%	32%	22%	23%	25%	19%	20%	30%	27%	30%	20%	
							**		87	225	192	189	56	233	92	204	177	26	355	66	316	260	122	81	83	61	59	36	61
Do not agree	76%	75%	77%	75%	77%	78%	72%	78%	74%	75%	78%	76%	75%	80%	75%	79%	55%	79%	68%	78%	77%	75%	81%	80%	71%	73%	70%	80%	
							**					*					P		R			*			*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status				Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH-WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
Agree with this statement	181	81	100	86	63	32	20	44	114	107	74	41	100	40	107	74	14	167	25	156	136	45	54	16	33	34	16	23	4
	36%	34%	38%	42%	36%	27%	38%	32%	39%	40%	32%	49%	35%	32%	35%	38%	40%	36%	39%	36%	36%	36%	40%	34%	42%	32%	38%	34%	19%
Do not agree	319	158	161	120	113	85	32	94	176	159	161	43	190	86	200	119	21	298	39	280	240	80	81	32	46	71	27	44	18
	64%	66%	62%	58%	64%	73%	62%	68%	61%	60%	68%	51%	65%	69%	65%	62%	60%	64%	61%	64%	64%	64%	60%	66%	58%	68%	62%	66%	81%
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	281	157	124	167	96	18	101	78	87	218	63	30	49	202	220	60	121	159	155	126	237	44
	56%	54%	60%	59%	53%	50%	56%	54%	67%	59%	49%	51%	51%	59%	61%	44%	68%	50%	65%	48%	59%	45%
Do not agree						**		G				*	*		O		Q	S	U			
	219	136	84	117	84	18	80	66	44	152	67	29	47	143	142	78	58	161	85	135	165	54
	44%	46%	40%	41%	47%	50%	44%	46%	34%	41%	52%	49%	49%	42%	39%	56%	32%	50%	35%	52%	41%	55%
Sigma						**		H				*	*		N		P	R	T*			
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	310	154	156	191	80	39	44	72	193	101	209	132	69	109	182	128	75	235	108	202	223	87
	62%	64%	60%	67%	57%	52%	64%	70%	59%	56%	66%	62%	67%	59%	65%	58%	73%	59%	64%	61%	63%	61%
				DE			*	*			I		*				Q*				*	
Do not agree	190	87	103	92	61	37	25	30	134	81	109	82	33	75	99	91	28	162	59	131	133	56
	38%	36%	40%	33%	43%	49%	36%	30%	41%	44%	34%	38%	33%	41%	35%	42%	27%	41%	36%	39%	37%	39%
				C	C		*	*		J			*				*	P			*	
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea	South Korea																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	136	79	57	33	66	37	10	37	88	97	39	1	17	119	101	35	24	112	48	88	127	8
	27%	31%	23%	17%	34%	33%	15%	24%	32%	34%	18%	10%	20%	29%	30%	21%	46%	25%	43%	23%	30%	12%
Do not agree					C					J							Q*		S			
	364	174	190	158	130	76	58	115	191	191	173	7	66	291	234	130	28	336	64	300	298	55
	73%	69%	77%	83%	66%	67%	85%	76%	68%	66%	82%	90%	80%	71%	70%	79%	55%	75%	57%	77%	70%	88%
Sigma				DE*			**	*		I*		**	*			P		R				
	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
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Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	138	78	59	64	47	27	60	44	14	58	79	50	33	55	96	42	17	121	24	114	99	39	25	28	36	50	
	28%	31%	24%	37%	26%	19%	25%	32%	30%	25%	30%	22%	28%	35%	34%	20%	44%	26%	48%	25%	34%	19%	27%	21%	25%	38%	
Do not agree				E					*					K	O		Q*		S*		U		*		WX*		
	362	174	189	110	136	116	181	92	32	174	189	177	85	100	189	173	22	341	26	337	196	166	69	102	110	82	
	73%	69%	76%	63%	74%	81%	75%	68%	70%	75%	70%	78%	72%	65%	66%	81%	56%	74%	52%	75%	66%	81%	74%	79%	76%	62%	
Sigma				C								M			N	*	P	*	R		T	*	Y*	Y	*		
	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	174	94	80	84	49	42	43	86	32	61	114	84	26	64	125	50	33	142	46	128	134	40	13	40	44	32	46
	35%	37%	33%	43%	36%	25%	31%	38%	40%	41%	32%	30%	41%	40%	35%	34%	45%	33%	47%	32%	37%	29%	29%	32%	38%	32%	40%
				E	E				*				*	K			*		S*			*	*		*	*	
Do not agree	326	160	166	110	86	129	95	143	48	89	237	193	37	96	231	94	40	286	52	273	226	100	32	85	72	68	69
	65%	63%	67%	57%	64%	76%	69%	63%	60%	59%	68%	70%	59%	60%	65%	66%	55%	67%	53%	68%	63%	71%	71%	68%	62%	68%	60%
				CO					M	*		M	*				*		R				*	*		*	
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	170	79	91	97	58	15	5	18	147	101	69	90	9	72	92	78	27	144	59	111	119	52
	34%	31%	37%	40%	32%	20%	36%	36%	34%	39%	29%	30%	51%	39%	32%	37%	45%	33%	43%	31%	41%	25%
	*	*	*	*	*	**	**	**	*	*	*	*	K*	*	*	*	*	*	*	*	*	*
Do not agree	330	173	157	145	122	63	9	32	289	159	171	209	9	112	197	132	32	298	80	250	172	157
	66%	69%	63%	60%	68%	80%	64%	64%	66%	61%	71%	70%	49%	61%	68%	63%	55%	68%	57%	69%	59%	75%
	*	*	*	*	*	**	**	**	*	*	*	L*	*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b

Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Great Britain Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	116	56	60	58	36	22	12	55	39	48	68	32	28	56	71	45	11	105	21	94	90	25	16	11	14	14	27	18	10	
	23%	23%	24%	29%	23%	15%	24%	24%	24%	24%	24%	23%	27%	21%	22%	23%	24%	30%	23%	30%	22%	24%	21%	23%	23%	20%	21%	24%	29%	23%
Do not agree	384	193	191	138	120	126	40	173	126	151	233	86	103	196	245	139	26	358	50	334	287	98	55	38	57	50	83	43	36	
	77%	78%	76%	71%	77%	85%	76%	76%	76%	76%	77%	73%	79%	78%	78%	76%	70%	77%	70%	78%	76%	79%	77%	77%	80%	79%	76%	71%	78%	
						C	*										*		*			*	*	*	*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	169	92	77	82	50	37	20	80	69	87	82	71	43	55	107	62	29	140	45	124	117	48	34	28	67	39
	34%	37%	30%	45%	33%	23%	25%	38%	33%	33%	35%	31%	34%	39%	38%	28%	60%	31%	61%	29%	37%	28%	38%	26%	37%	34%
				DE	E		*	F							K	O		Q*	S		U		W		W	
Do not agree	331	155	176	101	103	127	61	130	140	178	153	161	84	86	171	161	20	312	29	303	203	125	57	82	117	76
	66%	63%	70%	55%	67%	78%	76%	62%	67%	67%	65%	66%	61%	62%	72%	40%	69%	39%	71%	63%	72%	62%	74%	64%	66%	
Sigma				C	CD	G*						M			N	*	P		R		T		VX			
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	317	160	157	185	91	40	131	86	78	174	143	45	117	155	207	110	65	252	109	208	274	38
	63%	64%	62%	67%	58%	60%	71%	64%	53%	65%	61%	65%	70%	58%	68%	56%	74%	61%	68%	61%	66%	47%
Do not agree						*	H					*	M		O		Q*			U	*	
	183	89	94	91	65	27	54	49	68	93	90	24	49	111	97	86	23	160	52	131	140	42
	37%	36%	38%	33%	42%	41%	29%	36%	47%	35%	39%	35%	30%	42%	32%	44%	26%	39%	32%	39%	34%	53%
Sigma						*			F			*		L		N	*	P			T*	
	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	241	117	124	132	76	33	25	120	83	93	149	29	85	127	161	80	67	174	96	145	195	46
	48%	48%	48%	51%	51%	35%	48%	46%	55%	51%	47%	44%	45%	52%	50%	45%	56%	46%	57%	44%	50%	43%
Do not agree				E	E	*	*					*							S			*
	259	125	134	124	72	62	28	144	69	88	171	36	105	118	161	98	53	206	73	186	198	61
	52%	52%	52%	49%	49%	65%	52%	55%	45%	49%	54%	56%	55%	48%	50%	55%	44%	54%	43%	56%	50%	57%
						CD*	*					*							R			*
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120	
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181	
Agree with this statement	204	92	112	87	73	45	32	40	107	116	88	37	139	28	82	123	36	168	41	163	130	74	
	41%	37%	45%	46%	44%	31%	44%	48%	37%	39%	44%	28%	47%	40%	36%	45%	52%	39%	42%	41%	41%	41%	
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*	
Do not agree	296	158	138	101	93	101	41	44	180	184	112	98	156	42	145	151	33	263	58	237	189	107	
	59%	63%	55%	54%	56%	69%	56%	52%	63%	61%	56%	72%	53%	60%	64%	55%	48%	61%	59%	59%	59%	59%	
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*	
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	174	97	77	89	60	25	48	55	53	45	130	10	66	98	117	58	39	135	63	112	138	37
	35%	40%	30%	40%	37%	22%	41%	33%	31%	31%	36%	63%	34%	34%	37%	31%	43%	33%	45%	31%	37%	29%
	B			E	E							**						S				
	326	147	179	135	102	89	70	110	121	99	226	6	129	191	199	126	51	274	76	250	234	92
Do not agree	65%	60%	70%	60%	63%	78%	60%	67%	70%	69%	64%	37%	66%	66%	63%	69%	57%	67%	55%	69%	63%	71%
	A					CD*						**						R				
	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sigma																						

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I have been inspired by an ad in the past year

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	264	150	113	138	84	42	124	108	20	91	173	-	205	59	176	88	78	186	105	159	205	58
	53%	61%	45%	51%	58%	50%	58%	50%	53%	62%	49%	-	53%	52%	56%	47%	58%	51%	58%	50%	56%	44%
		B			*	*			*	J											U	
Do not agree	236	96	140	133	62	42	90	107	17	55	182	-	180	56	138	98	56	180	76	160	161	75
	47%	39%	55%	49%	42%	50%	42%	50%	47%	38%	51%	-	47%	49%	44%	53%	42%	49%	42%	50%	44%	56%
		A			*	*			*	I											T	
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	5562	2709	2853	2573	1772	1216	1231	2010	1903	2446	3115	1352	2044	2165	3465	2097	969	4592	1453	4109	3950	1603
	40%	39%	41%	42%	39%	36%	44%	42%	37%	38%	41%	39%	39%	41%	41%	38%	49%	38%	45%	38%	40%	40%
				DE	E		H	H		I					O		Q	S				
Do not agree	8438	4267	4171	3488	2750	2200	1575	2770	3314	3934	4505	2114	3266	3059	5061	3377	1023	7416	1775	6664	6009	2403
	60%	61%	59%	58%	61%	64%	56%	58%	64%	62%	59%	61%	62%	59%	59%	62%	51%	62%	55%	62%	60%	60%
				C	CD				FG	J					N	P		R				
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	5562	218	161	211	183	87	266	234	195	208	152	185	187	232	203	210	224	210	147	189	267	191	128	231	198	205	252	194	194
	40%	44%	32%	42%	37%	17%	53%	47%	39%	42%	30%	37%	37%	46%	41%	42%	45%	42%	29%	38%	53%	38%	26%	46%	40%	41%	50%	39%	39%
		CEFKLSW	F	CFKSW	FSW		BCDEFUKLM OPQRSTVWX Yzbc		CEFKLMSTV WYb	FSW	CFKSW	F	FSW	FSW	CEFKLMSTV W	CFKSW	CFKSW	CEFKLMSTV W	CFKSW	F	FSW	BCDEFUKLM OPQRSTVWX Yzbc	FSW	F	CEFKLMSTV WYb	CFKSW	CFKSW	BCDEFUKLM OPRSTVWYZ bc	FSW
Do not agree	8438	282	339	289	317	413	234	266	305	292	348	315	313	268	297	290	276	290	353	311	233	309	372	269	302	295	248	306	306
	60%	56%	68%	58%	63%	83%	47%	53%	61%	58%	70%	63%	63%	54%	59%	58%	55%	58%	71%	62%	47%	62%	74%	54%	60%	59%	50%	61%	61%
		GUa	BDEGHJNOPQ RUXYZa	GUa	BGHNQUXa	BCDEGHUKL MNOPQRSTU VWXYZabrc		GHUa	GUa	BDEGHJNOPQ RUXYZa	BGHNQUXa	GHNQUXa		GUa	GUa	GU	GUa	BDEGHJLMN OPQRTUVXY Zabrc	BDEGHJLMN OPQRTUVXY Zabrc	GHNQUXa		GHNQUXa	BDEGHJLMN OPQRTUVXY Zabrc	GU	GHUXa	GUa		GHUXa	GUa
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	5562	401	1342	1899	1073	1352	796	652
	40%	40%	45%	38%	36%	34%	40%	44%
		DE	ACDEF	E			DE	CDE
Do not agree	8438	599	1658	3101	1927	2648	1204	848
	60%	60%	55%	62%	64%	66%	60%	57%
		B		BG	ABFG	ABCFG	B	
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	218	102	116	120	65	33	25	28	140	63	155	86	84	47	134	84	47	171	53	165	164	54
	44%	42%	46%	48%	45%	31%	52%	60%	41%	41%	45%	51%	41%	38%	41%	48%	42%	44%	37%	46%	42%	51%
Do not agree		E			E	*	*	H*				M										*
	282	143	139	128	80	74	23	19	202	89	193	84	121	78	191	92	64	218	89	193	231	52
	56%	58%	55%	52%	55%	69%	48%	40%	59%	59%	56%	49%	59%	62%	59%	52%	58%	56%	63%	54%	59%	49%
Sigma						CD*	*	*	G					K								*
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51	
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
Agree with this statement	187	87	99	84	56	47	79	84	17	53	134	19	83	85	107	80	13	174	26	161	113	74	60	126	49	58	41	17	22	
	37%	35%	39%	43%	37%	31%	45%	38%	27%	27%	44%	32%	40%	37%	37%	38%	33%	38%	40%	37%	34%	44%	37%	38%	36%	34%	41%	42%	41%	
Do not agree	313	161	153	113	95	105	96	135	48	146	168	40	126	148	183	131	26	287	39	274	219	95	102	211		88	110	59	25	31
	63%	65%	61%	58%	63%	69%	55%	62%	73%	73%	56%	68%	60%	63%	63%	62%	67%	62%	60%	63%	66%	56%	63%	63%	64%	66%	59%	58%	58%	59%
																			</											

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	161	73	88	58	47	57	47	58	32	69	92	52	53	56	105	57	12	149	19	143	87	74	22	81	58
	32%	29%	35%	31%	30%	36%	50%	40%	24%	34%	31%	36%	28%	35%	35%	29%	33%	32%	32%	32%	30%	36%	40%	29%	36%
Do not agree	339	178	160	128	108	102	46	87	105	135	204	94	140	105	198	141	24	314	40	299	205	134	33	204	102
	68%	71%	65%	69%	70%	64%	50%	60%	77%	66%	69%	64%	73%	65%	65%	71%	67%	68%	68%	68%	70%	64%	61%	71%	64%
Sigma							*		FG								*		*			*			
	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	232	88	144	135	76	21	24	160	37	85	147	78	115	39	127	106	52	181	59	173	166	66
	46%	38%	54%	47%	52%	32%	47%	46%	54%	48%	46%	50%	44%	48%	49%	44%	52%	45%	47%	46%	49%	42%
Do not agree		A																				
	268	144	124	151	72	46	27	191	32	93	175	79	147	42	134	133	48	220	68	200	175	93
	54%	62%	46%	53%	48%	68%	53%	54%	46%	52%	54%	50%	56%	52%	52%	56%	48%	55%	53%	54%	51%	59%
Sigma		B*																				
	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	203	98	105	78	60	65	37	76	69	97	105	95	73	35	111	92	23	180	27	176	111	91	10	20	22	22	-	85	43
	41%	40%	41%	46%	41%	36%	61%	37%	39%	43%	38%	42%	37%	45%	36%	48%	47%	40%	39%	41%	37%	48%	31%	56%	42%	33%	-	45%	36%
Do not agree	297	145	152	93	88	116	23	130	110	128	169	132	123	42	196	101	26	271	43	254	192	97	22	16	31	45	-	106	77
	59%	60%	59%	55%	60%	64%	39%	63%	61%	57%	62%	58%	63%	55%	64%	52%	53%	60%	61%	59%	63%	52%	69%	44%	58%	67%	-	55%	64%
				*			**				*	*					*		*		*	**	**	**	*	*	-		*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	210	122	88	94	86	30	7	16	185	148	61	-	76	133	164	46	42	167	82	127	194	16
	42%	48%	36%	45%	41%	38%	73%	35%	42%	41%	44%	-	50%	39%	43%	38%	53%	40%	47%	39%	43%	34%
	B					*	**	*					M				Q*					*
Do not agree	290	132	158	115	125	49	3	31	257	212	78	-	78	213	216	74	37	253	92	198	260	30
	58%	52%	64%	55%	59%	62%	27%	65%	58%	59%	56%	-	50%	62%	57%	62%	47%	60%	53%	61%	57%	66%
		A				*	**	*					L				*	P				*
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	210	101	109	73	74	64	45	107	30	71	139	57	93	60	152	58	16	194	18	192	137	73	40	43	41	37	50
	42%	41%	43%	39%	45%	42%	42%	45%	31%	38%	44%	43%	42%	41%	42%	41%	65%	41%	47%	42%	42%	43%	39%	43%	46%	38%	45%
							*	H									**		*				*	*	*	*	*
Do not agree	290	146	144	112	90	88	62	131	67	115	175	76	127	87	206	84	9	281	21	269	191	99	63	56	49	60	62
	58%	59%	57%	61%	55%	58%	58%	55%	70%	62%	56%	57%	58%	59%	58%	59%	35%	59%	53%	58%	58%	58%	61%	57%	55%	62%	55%
							*	G									**		+				+	+	+	+	+
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads i see make me feel excluded

Proportions/Meanis: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement		147	66	80	56	43	49	42	32	57	53	93	25	81	41	105	41	15	132	26	120	98	49	22	24	23	19	28	7	11	12
		29%	26%	33%	33%	28%	28%	32%	26%	32%	28%	30%	29%	28%	32%	30%	27%	45%	28%	37%	28%	28%	32%	27%	22%	34%	29%	36%	30%	29%	33%
Do not agree		353	187	166	115	112	126	89	94	122	139	214	62	206	86	244	109	18	335	45	308	250	103	58	84	45	48	50	16	27	25
		71%	74%	67%	67%	73%	72%	68%	74%	68%	72%	70%	71%	72%	68%	70%	73%	55%	72%	63%	72%	72%	68%	73%	78%	66%	72%	64%	70%	71%	67%
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	185	85	100	72	57	57	12	80	70	77	108	45	98	43	101	85	14	171	24	162	130	56	62	56	67
	37%	35%	40%	40%	33%	38%	**	48%	39%	34%	37%	42%	33%	43%	34%	41%	41%	37%	41%	37%	35%	45%	42%	37%	34%
Do not agree	315	162	153	109	114	91	13	124	138	129	185	62	196	56	192	122	20	295	34	281	246	68	87	96	132
	63%	66%	60%	60%	67%	62%	52%	61%	66%	63%	63%	58%	67%	57%	66%	59%	59%	63%	59%	63%	66%	55%	58%	63%	66%
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90	
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
Agree with this statement	267	138	129	146	85	36	39	148	73	165	102	-	26	241	175	92	85	182	177	89	222	45	
	53%	54%	53%	55%	55%	46%	52%	55%	54%	55%	52%	-	50%	54%	59%	45%	64%	49%	61%	42%	55%	46%	
Do not agree						*	*						*		O		Q		S			*	
	233	119	115	121	69	43	36	119	63	137	96	-	26	208	122	111	47	186	111	122	180	53	
	47%	46%	47%	45%	45%	54%	49%	45%	46%	46%	49%	-	50%	46%	41%	55%	36%	51%	39%	58%	45%	54%	
						*	*						*		N		P		R			*	
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isola
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	191	76	115	64	62	65	50	84	30	91	99	84	82	25	95	96	21	170	29	162	118	72	52	33	37	46	23
	38%	31%	46%	40%	38%	37%	44%	37%	35%	36%	41%	40%	38%	34%	38%	38%	46%	37%	42%	38%	40%	36%	40%	34%	38%	38%	41%
		A					*		*							*		*					*	*		*	
Do not agree	309	172	137	96	101	112	63	143	58	164	145	129	132	48	155	155	24	285	40	269	179	131	79	63	60	74	34
	62%	69%	55%	60%	62%	63%	56%	63%	66%	64%	59%	61%	62%	66%	62%	62%	54%	63%	58%	63%	60%	64%	60%	66%	62%	62%	59%
		B					+		+							+		+					+	+		+	
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	161
Agree with this statement	128	67	61	47	40	40	72	30	2	45	83	68	27	32	66	62	5	123	7	120	80	48
	26%	27%	24%	28%	26%	23%	27%	20%	10%	20%	30%	26%	27%	24%	28%	23%	**	25%	23%	26%	25%	27%
Do not agree	372	184	188	122	117	133	193	122	20	174	198	199	74	100	169	203	11	361	25	347	239	133
	74%	73%	76%	72%	74%	77%	73%	80%	90%	80%	70%	74%	73%	76%	72%	77%	**	75%	77%	74%	75%	73%
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	211	94	117	100	81	31	42	85	73	90	121	8	153	51	141	70	49	162	77	134	157	55
	42%	39%	45%	38%	48%	43%	45%	47%	38%	46%	40%	32%	43%	43%	45%	38%	42%	42%	45%	41%	43%	42%
Do not agree	289	146	143	160	88	40	52	98	118	106	183	16	205	68	173	116	68	221	95	193	212	76
	58%	61%	55%	62%	52%	57%	55%	54%	62%	54%	60%	68%	57%	57%	55%	62%	58%	58%	55%	59%	58%	58%
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	183	87	96	76	58	48	7	44	102	81	102	28	112	43	96	87	21	162	37	146	116	67	33	44	35	26	18	26	
	37%	35%	38%	38%	38%	33%	40%	39%	34%	32%	42%	38%	36%	38%	35%	38%	45%	36%	38%	36%	34%	41%	34%	43%	41%	32%	34%	35%	
Do not agree	317	162	155	126	96	96	11	68	201	175	142	46	199	72	178	139	26	291	60	257	222	95	67	59	52	56	34	50	
	63%	65%	62%	62%	62%	67%	61%	61%	66%	68%	58%	62%	64%	62%	65%	62%	55%	64%	62%	64%	66%	59%	67%	57%	60%	68%	66%	66%	
							**			J	*					*		*		*		*		*	*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Russia																												
	Russia Total	Gender		Age			Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status				Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	87	44	43	25	39	22	10	24	52	48	39	13	53	21	61	26	5	82	9	78	69	18	28	9	12	13	11	8	4	
	17%	18%	17%	12%	22%	19%	19%	18%	18%	18%	16%	15%	18%	17%	20%	13%	14%	18%	14%	18%	19%	14%	21%	19%	15%	13%	27%	12%	19%	
Do not agree	413	195	218	182	137	95	42	114	238	217	196	71	237	105	246	167	30	383	55	358	306	107	107	39	67	91	32	59	18	
	83%	82%	84%	88%	78%	81%	81%	83%	82%	82%	84%	85%	82%	83%	80%	87%	86%	82%	86%	82%	82%	86%	79%	81%	85%	87%	73%	88%	81%	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	266	150	116	154	93	19	88	83	79	202	64	28	52	187	208	58	112	154	142	124	220	46
	53%	51%	56%	54%	52%	53%	49%	57%	61%	55%	50%	47%	54%	54%	57%	42%	63%	48%	59%	48%	55%	47%
Do not agree						**			F			*	*		O		Q		S			
	234	142	92	130	87	17	93	62	51	169	65	31	44	158	154	80	67	167	98	136	182	52
	47%	49%	44%	46%	48%	47%	51%	43%	40%	46%	50%	53%	46%	46%	43%	58%	37%	52%	41%	52%	45%	53%
Sigma						**	H					*	*		N		P		R		*	
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	234	108	126	138	61	36	37	39	158	83	151	98	45	91	132	102	44	190	80	154	158	76
	47%	45%	49%	49%	43%	47%	53%	38%	48%	46%	48%	46%	44%	49%	47%	47%	43%	48%	48%	46%	44%	53%
Do not agree							*	*					*				*					*
	266	132	134	146	80	40	33	63	169	99	167	116	57	93	148	117	59	207	87	178	198	67
	53%	55%	52%	51%	57%	53%	47%	62%	52%	54%	52%	54%	56%	51%	53%	53%	57%	52%	52%	54%	56%	47%
							*	*					*				*					*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	195	104	91	71	81	44	20	75	99	117	78	2	43	150	131	64	32	163	57	138	171	21
	39%	41%	37%	37%	41%	39%	30%	50%	36%	41%	37%	21%	53%	37%	39%	39%	62%	36%	51%	36%	40%	34%
		*		*			**	H*		*		**	M*			*	Q*		S			**
Do not agree	305	149	156	120	115	69	48	77	180	172	133	6	39	260	204	101	20	285	55	250	254	41
	61%	59%	63%	63%	59%	62%	70%	51%	64%	60%	63%	79%	47%	63%	61%	61%	38%	64%	49%	64%	60%	66%
		*		*			**	*	G		*	**	*	L		*	*	P	R			**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	231	124	107	92	86	53	120	63	17	102	129	97	56	78	141	89	24	207	29	202	146	85	45	46	76	63	
	46%	49%	43%	53%	47%	37%	50%	47%	36%	44%	48%	43%	47%	51%	50%	42%	63%	45%	58%	45%	50%	41%	49%	36%	53%	48%	
Do not agree				E					*								Q*		*				*		W	*	
	269	128	141	82	97	90	121	72	29	130	139	130	63	76	143	126	15	255	20	249	149	120	48	83	69	69	
	54%	51%	57%	47%	53%	63%	50%	53%	64%	56%	52%	57%	53%	50%	50%	58%	38%	55%	42%	55%	51%	59%	51%	64%	48%	53%	
Sigma				C					*									P	*				*		x*	*	
	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	208	97	111	94	56	59	67	90	30	56	152	110	32	67	154	54	36	172	47	161	142	66	18	54	55	45	36
	42%	38%	45%	49%	41%	34%	48%	39%	38%	38%	43%	40%	50%	42%	43%	38%	50%	40%	48%	40%	40%	47%	40%	43%	48%	45%	32%
				E					*				*				*		*			*	*	Z	Z*		
Do not agree	292	157	135	100	79	113	71	139	49	93	198	167	32	93	202	89	36	255	52	240	217	74	27	71	60	55	79
	58%	62%	55%	51%	59%	66%	52%	61%	62%	62%	57%	60%	50%	58%	57%	62%	50%	60%	52%	60%	60%	53%	60%	57%	52%	55%	69%
				C					*				*				*		*			*	*				
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	152	88	64	95	40	16	10	22	120	65	87	83	6	62	79	73	22	130	41	111	98	53
	30%	35%	26%	39%	22%	21%	74%	44%	27%	25%	36%	28%	34%	34%	27%	35%	38%	29%	29%	31%	34%	26%
		*	*	D*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Do not agree	348	165	184	147	140	62	4	28	317	195	154	216	12	121	211	137	37	311	99	250	193	155
	70%	65%	74%	61%	78%	79%	26%	56%	73%	75%	64%	72%	67%	66%	73%	65%	62%	71%	71%	69%	66%	74%
		*	*	*	C*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	189	86	103	85	53	51	24	89	60	73	116	48	44	97	122	67	14	175	29	160	145	44	29	15	32	24	47	25	12	
	38%	34%	41%	43%	34%	34%	46%	39%	36%	37%	39%	41%	34%	39%	39%	36%	39%	38%	40%	37%	39%	36%	40%	30%	46%	38%	43%	42%	26%	
Do not agree	311	164	147	111	102	98	28	139	105	125	186	70	86	155	194	117	23	288	43	268	232	79	43	34	38	39	62	35	35	
	62%	66%	59%	57%	66%	66%	54%	61%	64%	63%	62%	59%	67%	61%	61%	64%	61%	62%	60%	63%	62%	64%	60%	70%	55%	62%	57%	58%	74%	
							*										*		*				*		*	*		*	X*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	198	105	93	83	58	58	30	84	84	102	96	91	50	57	114	84	25	173	37	161	131	65	35	44	67	52
	40%	42%	37%	45%	38%	35%	37%	40%	40%	39%	41%	39%	39%	41%	41%	38%	51%	38%	51%	38%	41%	37%	39%	40%	36%	45%
Do not agree	302	143	159	100	95	107	51	126	126	163	139	142	77	83	163	139	24	278	36	266	189	109	56	65	117	64
	60%	58%	63%	55%	62%	65%	63%	60%	60%	61%	59%	61%	61%	59%	59%	62%	49%	62%	50%	62%	59%	63%	61%	60%	64%	55%
Sigma	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	194	90	103	107	64	22	77	60	45	108	86	28	65	101	119	75	41	152	72	122	158	34
	39%	36%	41%	39%	41%	33%	42%	45%	31%	40%	37%	41%	39%	38%	39%	38%	47%	37%	45%	36%	38%	43%
						*		H				*					*					*
Do not agree	306	158	148	169	92	45	108	74	101	159	147	41	101	165	185	121	47	259	89	217	256	46
	61%	64%	59%	61%	59%	67%	58%	55%	69%	60%	63%	59%	61%	62%	61%	62%	53%	63%	55%	64%	62%	58%
						*		G				*					*					*
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	224	105	119	121	66	37	25	129	55	72	152	33	93	98	150	74	53	171	73	151	175	49
	45%	43%	46%	47%	45%	39%	48%	49%	37%	40%	48%	50%	49%	40%	47%	42%	44%	45%	43%	46%	45%	45%
Do not agree						*	*	H				*									*	
	276	137	139	135	82	58	28	135	96	109	167	32	97	147	172	104	66	210	96	180	218	59
	55%	57%	54%	53%	55%	61%	52%	51%	64%	60%	52%	50%	51%	60%	53%	59%	56%	55%	57%	54%	55%	55%
						*	*	G				*									*	
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	194	105	89	72	58	64	45	37	95	112	82	66	105	23	96	97	43	151	38	156	127	67
	39%	42%	36%	38%	35%	44%	62%	44%	33%	37%	41%	49%	36%	32%	43%	36%	62%	35%	38%	39%	40%	37%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Do not agree	306	145	161	116	109	82	28	47	191	188	119	69	190	48	130	177	27	280	62	244	192	114
	61%	58%	64%	62%	65%	56%	39%	57%	67%	63%	59%	51%	64%	68%	57%	65%	39%	65%	62%	61%	60%	63%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	252	115	137	121	70	60	57	91	80	66	186	10	90	152	150	102	45	208	68	184	176	76
	50%	47%	54%	54%	43%	53%	49%	55%	46%	46%	52%	62%	46%	53%	48%	55%	49%	51%	49%	51%	48%	59%
Do not agree		D										**									T	
	248	129	119	103	92	53	60	75	94	79	169	6	104	137	166	82	46	202	71	177	195	53
	50%	53%	47%	46%	57%	47%	52%	45%	54%	54%	48%	38%	54%	48%	52%	45%	51%	49%	51%	49%	53%	41%
Sigma		C										**									U	
	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Many ads I see make me feel excluded

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	205	102	102	113	58	33	92	89	9	50	154	-	156	48	128	77	58	147	71	134	139	65
	41%	42%	40%	42%	40%	39%	43%	41%	25%	35%	44%	-	41%	42%	41%	41%	43%	40%	39%	42%	38%	49%
Do not agree					*	*	H		*													
	295	144	152	157	87	51	122	127	28	95	200	-	229	67	187	109	77	219	110	186	227	68
	59%	58%	60%	58%	60%	61%	57%	59%	75%	65%	57%	-	59%	58%	59%	59%	57%	60%	61%	58%	62%	51%
Sigma					*	*	F*															
	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	6285	2856	3429	3004	1891	1391	1335	2211	2202	2754	3531	1487	2216	2582	3823	2462	1054	5231	1662	4623	4397	1871
	45%	41%	49%	50%	42%	41%	48%	46%	42%	43%	46%	43%	42%	49%	45%	45%	53%	44%	52%	43%	44%	47%
		A	DE	H	I	KL											Q	S	T			
Do not agree	7715	4120	3595	3057	2632	2026	1471	2569	3015	3626	4089	1979	3094	2642	4703	3012	938	6777	1565	6150	5563	2135
	55%	59%	51%	50%	58%	59%	52%	54%	58%	57%	54%	57%	58%	51%	55%	55%	47%	56%	49%	57%	56%	53%
Sigma		B	C	C	C	FG	J	M									P	R	U			
	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Agree with this statement	6285	244	185	244	223	117	286	225	215	229	270	147	207	249	208	207	268	259	163	195	805	195	151	312	188	278	271	260	182
	45%																												
		CFLMPSTVW Yc	FL CFLMPSTVW Yc	CFLSWY																									
Do not agree	7715	256	315	256	277	383	214	275	285	271	230	353	293	251	292	293	232	241	337	305	195	305	349	188	312	222	229	240	318
	55%	51%	63%	51%	56%	77%	43%	55%	57%	54%	46%	71%	59%	50%	59%	59%	47%	48%	67%	61%	39%	61%	70%	38%	62%	44%	46%	48%	64%
		GUXZ	BDEGHJKNQ RUXZab	GUX	GKQRUXZab	BCDEGHUKL MNOPQRSTU VWYZahr		GGORUXZab	GKQRUXZab	GGUXZa		BCDEGHUKM NOPQRSTUVX YZahr	BDGKNQRUX Zab	UX	GKQRUXZab	BDGKNQRUX Zab	UX	UX	BDEGHUKMN OPQRUXZab	BDGJKNQRU XZab		BDGJKNQRU XZab	BDEGHUKMN OPQRTUVXY Zahr		BDEGHJKNQ RUXZab	UX	UX		BDGJKNQRU XZab
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	6285	396	1555	2091	1202	1477	879	781
	45%	40%	52%	42%	40%	37%	44%	52%
			ACDEF	E	E		DE	ACDEF
Do not agree	7715	604	1445	2909	1798	2523	1121	719
	55%	60%	48%	58%	60%	63%	56%	48%
		BG		BG	BFG	BCDFG	BG	
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina	Argentina																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	244	102	142	137	64	43	22	24	166	65	179	79	98	67	158	86	57	187	67	177	186	58
	49%	42%	56%	55%	44%	40%	46%	52%	49%	43%	52%	47%	48%	54%	49%	49%	52%	48%	47%	49%	47%	55%
Do not agree		A		D																		
	256	143	113	111	81	64	26	23	176	88	168	91	107	58	167	89	53	203	75	181	208	47
	51%	58%	45%	45%	56%	60%	54%	48%	51%	58%	48%	53%	52%	46%	52%	51%	48%	52%	53%	51%	53%	45%
Sigma		B		C		C*																
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	207	87	120	85	59	63	86	84	25	73	134	19	80	107	120	87	21	186	40	167	128	79	55	151	64	69	33	23	18
	41%	35%	48%	43%	39%	41%	49%	39%	38%	37%	45%	33%	39%	46%	41%	41%	55%	40%	61%	38%	39%	47%	34%	45%	47%	41%	33%	55%	35%
Do not agree	293	161	132	113	92	89	89	134	41	126	167	39	128	126	170	123	18	276	25	267	204	89	107	186	73	99	68	19	35
	59%	65%	52%	57%	61%	59%	51%	62%	62%	63%	56%	67%	61%	54%	59%	59%	45%	60%	39%	62%	61%	53%	66%	55%	53%	59%	68%	45%	65%
		B								*			*				*		*	R			WX				WX*	**	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

		Belgium Total	Belgium																							
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)		500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement		185	76	109	77	47	61	42	51	46	77	108	59	59	67	106	79	11	174	21	164	99	87	29	82	75
		37%	30%	44%	42%	30%	38%	45%	35%	34%	38%	37%	41%	30%	42%	35%	40%	30%	38%	36%	37%	34%	42%	53%	29%	47%
				A				*							L			*		*				W*		W
Do not agree		315	176	139	109	108	98	51	94	91	127	188	87	135	93	197	118	26	289	37	277	193	121	26	203	86
		63%	70%	56%	58%	70%	62%	55%	65%	66%	62%	63%	59%	70%	58%	65%	60%	70%	62%	64%	63%	66%	58%	47%	71%	54%
Sigma			B				*							M			*		*				*		VX	
		500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		Brazil																				
	Brazil Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	249	97	153	147	75	27	29	172	39	97	153	79	128	42	126	124	63	186	72	177	168	81
	50%	42%	57%	52%	51%	40%	57%	49%	56%	54%	47%	51%	49%	51%	48%	52%	63%	47%	57%	48%	49%	51%
Do not agree		A																				
	251	135	115	138	73	40	22	180	30	81	169	77	134	39	135	115	37	214	55	196	173	77
Sigma	50%	58%	43%	48%	49%	60%	43%	51%	44%	46%	53%	49%	51%	49%	52%	48%	37%	53%	43%	53%	51%	49%
		B*															**					*
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
		501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (unwtd)		500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Base: All Respondents (wtd)		208	88	120	90	57	60	39	81	72	84	124	99	71	37	116	92	22	186	31	177	107	96	12	15	28	21	-	84	47
Agree with this statement		42%	36%	47%	53%	39%	33%	65%	39%	40%	37%	45%	44%	36%	48%	38%	48%	45%	41%	44%	41%	35%	51%	37%	42%	53%	31%	-	44%	39%
		292	155	138	81	91	121	21	125	107	142	150	128	125	40	192	101	26	266	39	254	196	92	21	21	25	46	-	107	73
Do not agree		59%	64%	53%	47%	62%	67%	35%	61%	60%	63%	55%	56%	64%	52%	62%	52%	55%	59%	56%	59%	65%	49%	63%	58%	47%	69%	-	56%	61%
					*		C	**				*	M				*	*		*	U	*	**	**	**	*	*	-		*
Sigma		500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	207	116	91	103	74	30	7	19	180	145	62	-	70	137	161	46	39	168	83	124	190	17
	42%	46%	37%	50%	35%	38%	73%	40%	41%	40%	44%	-	46%	40%	42%	38%	49%	40%	48%	38%	42%	37%
Do not agree				D															S			
	293	139	154	106	138	49	3	28	262	215	78	-	84	209	219	74	40	252	91	202	264	29
	59%	55%	63%	51%	65%	62%	27%	60%	59%	60%	56%	-	55%	60%	58%	62%	51%	60%	52%	62%	58%	63%
Sigma				C															R			
	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O,P/Q,R/S,T/U,V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	France Total		France																									
			Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement	259	116	144	107	72	80	60	121	47	94	165	65	112	83	177	83	16	244	24	235	161	98	47	50	58	48	57	
	52%	47%	57%	58%	44%	53%	56%	51%	48%	51%	53%	49%	51%	56%	49%	58%	63%	51%	62%	51%	49%	57%	45%	51%	65%	49%	51%	
		A	D			*										**		*					*	VY*	*			
Do not agree	241	131	109	77	92	71	47	117	50	92	149	68	108	65	181	60	9	231	15	226	167	74	56	48	32	49	55	
	48%	53%	43%	42%	56%	47%	44%	49%	52%	49%	47%	51%	49%	44%	51%	42%	37%	49%	38%	49%	51%	43%	55%	49%	36%	51%	49%	
	B			C	E		+									**		+					X		+	X*		
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
Agree with this statement	163	70	93	63	46	53	36	34	65	62	101	26	90	47	108	55	12	151	23	140	106	57	29	34	22	27	27	10	7	8
	33%	28%	38%	37%	30%	31%	28%	27%	38%	32%	33%	29%	32%	37%	31%	36%	35%	32%	32%	33%	30%	38%	36%	31%	32%	40%	35%	43%	17%	21%
				A								*				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Do not agree	337	183	154	107	109	121	95	93	115	131	207	61	196	79	241	96	22	315	49	288	242	95	51	75	46	40	51	13	32	30
	67%	72%	62%	63%	70%	69%	72%	73%	64%	68%	67%	71%	69%	63%	69%	64%	65%	68%	68%	67%	70%	62%	64%	69%	68%	60%	65%	57%	83%	79%
		B			*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	147	50	97	70	36	41	12	64	44	51	96	37	81	29	80	68	9	138	16	131	102	46	44	39	64
	29%	20%	38%	39%	21%	28%	50%	31%	21%	25%	33%	35%	28%	29%	27%	33%	27%	30%	28%	30%	27%	37%	30%	26%	32%
Do not agree	353	197	156	112	134	107	12	140	163	155	198	70	213	70	213	140	25	328	41	312	275	78	105	113	135
	71%	80%	62%	62%	79%	72%	50%	69%	79%	75%	67%	65%	72%	71%	73%	67%	73%	70%	72%	70%	73%	63%	71%	74%	68%
Sigma		B			C		**		G			*					*		*						
	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																				
		Gender		Age			Household Income			Marital Status		Low	Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Medium		High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	305	157	148	164	95	45	40	172	79	184	120	-	24	281	192	113	78	227	185	120	252	53
	61%	61%	61%	62%	62%	57%	53%	65%	58%	61%	61%	-	47%	63%	65%	56%	59%	62%	64%	57%	63%	55%
Do not agree						*	*			*			L								*	
	195	100	95	103	58	34	35	95	57	118	77	-	27	168	105	90	54	141	103	92	151	44
	39%	39%	39%	38%	38%	43%	47%	36%	42%	39%	39%	-	54%	37%	36%	44%	41%	38%	36%	43%	38%	46%
Sigma						*	*						M*								*	
	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isola
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	195	75	120	66	54	75	51	84	36	107	88	80	77	39	96	99	24	171	29	166	117	78	52	27	41	51	25
	39%	30%	48%	41%	33%	43%	45%	37%	41%	42%	36%	37%	36%	53%	39%	40%	54%	38%	42%	39%	40%	38%	39%	29%	42%	42%	44%
		A					*		*				KL				Q*		*				*	*		*	
Do not agree	305	173	132	95	109	101	62	143	52	148	156	133	137	34	153	151	21	284	40	264	180	125	79	68	56	69	32
	61%	70%	52%	59%	67%	57%	55%	63%	59%	58%	64%	63%	64%	47%	62%	60%	47%	62%	58%	61%	61%	62%	61%	71%	58%	58%	56%
		B					+		+			M	M				+	P	+				+	+		+	
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	151	79	72	64	42	44	72	50	9	59	91	82	27	42	60	90	5	145	12	139	91	60
	30%	32%	29%	38%	27%	26%	27%	33%	40%	27%	32%	31%	27%	32%	26%	34%	33%	30%	36%	30%	28%	33%
		*		*			*	**		*		*		*		*	**	**	**		*	
Do not agree	349	172	177	105	116	129	193	102	13	159	190	185	74	90	175	175	11	339	21	329	228	121
	70%	69%	71%	62%	73%	74%	73%	67%	60%	73%	68%	69%	73%	69%	74%	66%	67%	70%	64%	70%	72%	67%
		*		*			*	**		*		*		*		*	**	**	**		*	
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127	
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131	
Agree with this statement	244	113	131	126	84	35	54	87	90	98	146	8	175	61	163	81	63	182	88	156	182	63	
	49%	47%	51%	48%	50%	48%	57%	48%	47%	50%	48%	32%	49%	52%	52%	44%	54%	48%	51%	48%	49%	48%	
						*	*					**					*					*	
Do not agree	256	127	128	134	85	37	41	96	100	97	158	16	182	57	150	105	54	201	84	172	187	69	
	51%	53%	49%	52%	50%	52%	43%	52%	53%	50%	52%	68%	51%	48%	48%	57%	46%	53%	49%	52%	51%	52%	
						*	*					**					*					*	
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - i still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	223	88	135	91	72	60	8	53	127	120	103	24	135	64	124	98	26	197	48	175	153	70	43	47	41	31	27	33	
	45%	35%	54%	45%	47%	42%	43%	47%	42%	47%	42%	32%	43%	56%	45%	44%	55%	44%	49%	44%	45%	43%	43%	45%	47%	38%	53%	44%	
Do not agree	277	161	116	111	82	84	11	59	176	136	141	50	176	51	150	127	22	256	50	228	185	92	57	57	46	50	25	43	
	56%	65%	46%	55%	53%	58%	57%	53%	58%	53%	58%	68%	57%	44%	55%	57%	45%	57%	51%	57%	55%	57%	57%	55%	53%	62%	47%	56%	
Sigma		B					**					M*	M		*		*		*		*	*	*	*	*	*	*	*	
	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total		Russia																											
	Gender		Age			Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	117	53	65	51	37	29	9	35	72	61	56	20	75	22	77	40	9	109	22	95	88	30	37	12	17	21	10	13	8	
	24%	22%	25%	25%	21%	25%	17%	25%	25%	23%	24%	24%	26%	18%	25%	21%	25%	23%	35%	22%	23%	24%	27%	25%	22%	20%	23%	19%	35%	
Do not agree	383	186	196	155	139	88	43	104	218	204	179	64	215	104	230	153	26	356	41	341	287	95	98	36	62	84	33	55	15	
	77%	78%	75%	75%	79%	76%	83%	75%	75%	77%	76%	76%	74%	82%	75%	79%	75%	77%	65%	78%	77%	76%	73%	75%	78%	80%	77%	81%	65%	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	286	163	123	160	102	24	96	89	80	224	63	30	50	206	224	62	110	176	153	133	236	51
	57%	56%	59%	56%	57%	67%	53%	62%	62%	60%	48%	51%	52%	60%	62%	45%	62%	55%	64%	51%	59%	52%
Do not agree						**				J		*	*		O				S			*
	214	129	85	124	77	12	86	55	50	147	67	29	46	139	138	76	69	145	86	127	167	47
	43%	44%	41%	44%	43%	33%	47%	38%	39%	40%	52%	49%	48%	40%	38%	55%	38%	45%	36%	49%	41%	48%
Sigma						**				I		*	*		N				R			*
	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	225	103	121	131	59	35	34	39	151	79	145	98	40	87	126	99	50	175	82	143	157	67
	45%	43%	47%	46%	42%	47%	49%	38%	46%	44%	46%	46%	39%	47%	45%	45%	48%	44%	49%	43%	44%	47%
							*	*					*				*					*
Do not agree	275	137	138	153	82	40	35	63	177	103	172	116	62	97	155	121	54	222	85	190	199	75
	55%	57%	53%	54%	59%	53%	51%	62%	54%	56%	54%	54%	61%	53%	55%	55%	52%	56%	51%	57%	56%	53%
							*	*					*				*					*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	215	89	126	89	82	45	21	83	112	113	103	2	30	184	137	78	25	191	56	159	189	23
	43%	35%	51%	46%	42%	40%	30%	54%	40%	39%	49%	21%	36%	45%	41%	47%	48%	43%	50%	41%	44%	36%
	A	*					**	H*		*		**	*			*	*					**
Do not agree	285	164	121	103	114	68	48	70	168	176	109	6	52	226	197	87	27	257	56	229	237	40
	57%	65%	49%	54%	58%	61%	70%	46%	60%	61%	52%	79%	64%	55%	59%	53%	52%	58%	50%	59%	56%	64%
	B	*					**	*	G	*	*	**	*		*	*	*					**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	312	149	163	118	109	85	153	80	28	150	162	148	69	95	166	146	23	289	31	281	178	135	56	82	88	86	
	63%	59%	66%	68%	60%	60%	64%	59%	62%	65%	60%	65%	59%	62%	58%	68%	60%	63%	63%	62%	60%	66%	60%	63%	61%	65%	
Do not agree									*								*		*				*	*		*	
	188	103	85	56	74	58	88	56	18	81	106	79	49	59	119	69	15	172	18	170	117	70	37	47	57	46	
	38%	41%	34%	32%	40%	41%	37%	41%	38%	35%	40%	35%	42%	38%	42%	32%	40%	37%	37%	38%	40%	34%	40%	37%	39%	35%	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	229	93	136	100	61	68	69	105	30	64	165	121	30	78	158	71	34	195	48	181	160	69	14	58	53	53	52
	46%	37%	55%	52%	46%	40%	50%	46%	38%	43%	47%	44%	48%	49%	44%	49%	47%	46%	48%	45%	44%	49%	31%	46%	46%	53%	45%
		A	E						*				*				*		*				*	*		V*	
Do not agree	271	161	110	94	73	104	69	125	49	86	185	155	33	82	198	73	38	232	51	220	200	71	31	67	63	47	63
	54%	63%	45%	49%	54%	61%	50%	54%	62%	57%	53%	56%	52%	52%	56%	51%	53%	54%	52%	55%	56%	51%	69%	54%	54%	47%	55%
		B			C				*				+				+		+				Y*	+		+	
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	270	128	141	144	76	50	10	32	227	118	151	149	10	110	153	117	33	237	68	202	152	118
	54%	51%	57%	60%	42%	64%	74%	65%	52%	46%	63%	50%	59%	60%	53%	56%	56%	54%	49%	56%	52%	56%
	*	*	*	D*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Do not agree	230	124	106	98	104	28	4	17	210	141	89	150	7	73	137	94	26	204	72	159	139	91
	46%	49%	43%	41%	58%	36%	26%	35%	48%	54%	37%	50%	42%	40%	47%	45%	44%	46%	51%	44%	48%	44%
	*	*	*	C*	**	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
Agree with this statement	195	81	114	94	52	49	22	87	62	67	128	38	46	111	127	68	18	177	33	162	150	45	29	11	29	29	48	25	18
	39%	32%	46%	48%	34%	33%	43%	38%	38%	34%	42%	33%	35%	44%	40%	37%	48%	38%	46%	38%	40%	36%	41%	23%	41%	45%	44%	41%	39%
		A	DE												K						WW*		41%	23%	41%	45%	44%	41%	39%
Do not agree	305	169	137	103	103	99	30	140	103	131	174	79	84	141	189	116	19	286	39	266	226	79	43	38	42	35	61	36	29
	61%	68%	55%	52%	67%	67%	57%	62%	62%	66%	58%	68%	65%	56%	60%	63%	53%	62%	54%	62%	60%	64%	59%	77%	59%	55%	56%	59%	62%
		B			C	C	*					M					*	*	*			*	VXVZa*	*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	188	87	101	81	53	54	27	83	79	99	90	74	51	63	105	83	22	167	35	154	118	67	33	38	75	42
	38%	35%	40%	45%	35%	33%	33%	40%	38%	37%	38%	32%	40%	45%	38%	37%	44%	37%	47%	36%	37%	38%	37%	35%	41%	36%
				DE			*								K		*		S							
Do not agree	312	160	151	101	100	111	54	127	131	167	145	158	76	77	172	140	27	284	39	273	202	107	58	72	109	73
	62%	65%	60%	55%	65%	67%	67%	60%	62%	63%	62%	68%	60%	55%	62%	63%	56%	63%	53%	64%	63%	62%	64%	65%	59%	64%
Sigma		C	C	*								M					*			R						
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia	Malaysia																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	260	135	125	143	83	35	104	75	65	136	125	34	91	136	153	107	51	209	81	180	199	56
	52%	54%	50%	52%	53%	52%	56%	56%	44%	51%	54%	50%	55%	51%	51%	55%	58%	51%	50%	53%	48%	69%
Do not agree	240	114	126	134	74	32	82	59	81	131	108	34	75	130	150	89	37	202	80	160	215	25
	48%	46%	50%	48%	47%	48%	44%	44%	56%	49%	47%	50%	45%	49%	50%	45%	42%	49%	50%	47%	52%	31%
Sigma	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	268	115	153	137	83	48	19	148	86	95	172	34	95	139	177	91	70	198	93	174	214	53
	54%	48%	59%	54%	56%	50%	35%	56%	57%	53%	54%	51%	50%	57%	55%	51%	59%	52%	55%	53%	55%	50%
Do not agree		A				*	*	F	F			*										*
	232	127	106	119	66	48	34	116	66	85	147	32	94	107	145	87	50	183	75	157	178	54
	47%	53%	41%	46%	44%	50%	65%	44%	43%	47%	46%	49%	50%	44%	45%	49%	41%	48%	45%	47%	45%	50%
Sigma		B				*	GH*					*										*
	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania	Romania																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	182	88	93	64	60	57	48	35	76	96	86	71	92	19	92	90	36	145	29	153	111	71
	36%	35%	37%	34%	36%	39%	66%	41%	26%	32%	43%	52%	31%	27%	41%	33%	52%	34%	29%	38%	35%	39%
Do not agree	318	162	157	124	106	88	25	49	211	204	114	64	203	51	134	184	33	285	71	248	208	110
	64%	65%	63%	66%	64%	61%	34%	59%	74%	68%	57%	48%	69%	73%	60%	67%	48%	66%	71%	62%	65%	61%
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	271	126	145	140	78	54	57	97	90	65	206	11	100	160	171	100	56	215	93	179	206	65
	54%	52%	57%	62%	48%	47%	48%	59%	52%	45%	58%	69%	51%	55%	54%	55%	62%	53%	67%	49%	56%	51%
Do not agree				DE		*				I		**					*		S			
	229	118	111	84	84	60	61	68	85	79	150	5	95	129	145	84	34	194	46	183	165	63
	46%	48%	43%	38%	52%	53%	52%	41%	49%	55%	42%	31%	49%	45%	46%	46%	38%	47%	33%	51%	45%	49%
Sigma				C		C*				J		**					*		R			
	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - I still see many sexist ads that offend me

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	278	130	148	161	77	40	110	125	21	70	208	-	210	68	169	109	70	208	99	179	198	80
	56%	53%	58%	59%	53%	48%	51%	58%	56%	48%	59%	-	55%	59%	54%	59%	52%	57%	55%	56%	54%	60%
					*	*			*													
Do not agree	222	116	106	110	68	44	105	91	17	75	147	-	175	47	145	77	64	158	82	140	169	53
	44%	47%	42%	41%	47%	52%	49%	42%	45%	52%	41%	-	46%	41%	46%	41%	48%	43%	45%	44%	46%	40%
					*	*			*													
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Gender			Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	6150	3025	3124	2910	1957	1282	1240	2090	2397	2922	3228	1330	2299	2520	3905	2244	1127	5022	1781	4369	4618	1504
	44%	43%	45%	48%	43%	38%	44%	44%	46%	46%	42%	38%	43%	48%	46%	41%	57%	42%	55%	41%	46%	38%
				DE	E				J		K	KL		O		Q	S		U			
Do not agree	7850	3951	3900	3151	2565	2134	1566	2690	2820	3458	4392	2136	3011	2704	4620	3230	864	6986	1447	6404	5342	2502
	56%	57%	56%	52%	57%	63%	56%	56%	54%	54%	58%	62%	57%	52%	54%	59%	43%	58%	45%	59%	54%	63%
				C	CD				I		LM	M		N		P	R		T			
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	6150	262	139	266	209	166	282	237	218	184	215	161	187	250	197	311	266	181	149	141	346	208	144	228	210	282	269	214	
	44%	52%	28%	53%	42%	33%	57%	48%	44%	37%	43%	32%	37%	50%	39%	62%	53%	36%	30%	28%	69%	42%	29%	46%	42%	56%	45%	64%	43%
Do not agree		CEFIKLMORS TVWYac		CEFIKLMORS TVWXYac	CFLSTW		CEFIUKLMO RSTVWXYac	CFILMORST W	CFILRSTW	CSTW	CFLSTW		CSTW	CEFIJLMORST VWY	CSTW	BCDEFHIJKL MNOQRSTV WXYabc	CEFIJLMORS TVWXYac	CTW			BCDEFGHIJKL MNOQRSTV WXYZabc	CFLSTW		CFILMRSTW	CFILRSTW	CEFIUKLMO RSTVWXYac	CFILMRSTW	CEFIJLMORS TVWXYac	CFLSTW
	7850	238	361	234	291	334	218	263	282	316	285	339	313	250	303	189	234	319	351	359	154	292	356	272	290	218	274	231	286
Sigma	56%	48%	72%	47%	58%	67%	44%	53%	56%	63%	57%	68%	63%	50%	61%	38%	47%	64%	70%	72%	31%	58%	71%	54%	58%	44%	55%	46%	57%
		PU	BDEGHUKMNMN OPQRUVXYZ ahr	PU	BDGNPQUZb	BDEGHUKNPQ UVXYZabc	U	GPUZ	BDGPQUZb	BDGHPQUX Zab	BDEGHUKNPQ UVXYZabc	BDGHPQUX Zab	PU	BDGHPQUZ b	PU	BDGHPQUZ U	PU	BDGHPQUZ XYZab	BDEGHUKMNMN OPQRUVXYZa hr	BDEGHUKMNMN OPQRUVXYZ ahr	BDGNPQUZb	BDEGHUKMNMN OPQRUVXYZ ahr	BDGNPQUZb	DGPQUZb	BDGNPQUZb	U	BDGNPQUZb	PU	BDGNPQUZb
	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	6150	406	1553	1814	1372	1395	1074	735
	44%	41%	52%	36%	46%	35%	54%	49%
		CE	ACDE		ACE		ACDEG	ACE
Do not agree	7850	594	1447	3186	1628	2605	926	765
	56%	59%	48%	64%	54%	65%	46%	51%
		BDFG		ABDFG	BF	ABDFG		F
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	262	127	135	130	78	53	27	25	185	75	187	85	113	65	175	87	66	196	84	178	208	54
	52%	52%	53%	53%	54%	50%	56%	53%	54%	49%	54%	50%	55%	52%	54%	50%	60%	50%	59%	50%	53%	51%
						*	*	*													*	
Do not agree	238	118	120	118	67	54	21	22	157	77	161	85	92	60	149	88	44	194	58	180	186	52
	48%	48%	47%	47%	46%	50%	44%	47%	46%	51%	46%	50%	45%	48%	46%	51%	40%	50%	41%	50%	47%	49%
						*	*	*													*	
Sigma	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	187	80	107	89	55	42	68	87	21	76	111	16	77	93	99	88	14	173	28	159	129	58	52	134	53	55	36	19	24
	37%	32%	42%	45%	37%	28%	39%	40%	33%	38%	37%	28%	37%	40%	34%	42%	36%	38%	42%	37%	39%	35%	32%	40%	39%	33%	36%	45%	44%
Do not agree		A	E						*			*					*		*							*	**	*	
	313	168	145	108	96	109	107	131	44	123	191	42	131	140	190	123	25	288	39	275	203	110	110	203	84	113	64	23	29
	63%	68%	58%	55%	63%	72%	61%	60%	67%	62%	63%	72%	63%	60%	66%	58%	65%	63%	58%	63%	61%	65%	68%	60%	61%	67%	64%	55%	56%
Sigma		B				C			*			*					*		*							*	**	*	
	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	139	59	80	57	43	39	18	42	46	65	74	37	57	45	78	61	11	129	23	117	80	59	22	67	51
	28%	24%	32%	31%	28%	24%	19%	29%	33%	32%	25%	25%	30%	28%	26%	31%	29%	28%	38%	26%	28%	28%	40%	23%	32%
Do not agree							*		F							*			*				W*		
	361	192	169	129	112	121	76	103	92	139	222	109	136	115	224	136	26	335	36	325	212	149	33	218	110
	72%	76%	68%	69%	72%	76%	81%	71%	67%	68%	75%	75%	71%	72%	74%	69%	71%	72%	62%	74%	73%	72%	60%	77%	68%
Sigma							H*										*		*			*	V		
	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	250	119	131	139	73	39	23	175	39	93	157	79	126	46	135	116	57	194	71	179	180	70
	50%	51%	49%	49%	49%	58%	45%	50%	56%	52%	49%	51%	48%	56%	52%	48%	57%	48%	56%	48%	53%	44%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*
Do not agree	250	113	137	147	75	28	28	176	30	85	165	77	137	35	126	123	43	207	56	194	161	89
	50%	49%	51%	51%	51%	42%	55%	50%	44%	48%	51%	50%	52%	44%	48%	52%	43%	52%	44%	52%	47%	56%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	192	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	197	92	105	78	62	56	24	78	73	81	116	86	76	34	131	66	25	171	34	162	127	63	13	14	16	30	-	75	49
	39%	38%	41%	46%	42%	31%	41%	38%	41%	36%	42%	38%	39%	45%	43%	34%	53%	38%	50%	38%	42%	34%	40%	39%	30%	45%	-	39%	41%
Do not agree	303	150	153	93	86	125	36	129	105	145	158	141	120	43	177	127	23	281	35	268	176	125	20	22	37	37	-	117	71
	61%	62%	59%	54%	58%	69%	59%	62%	59%	64%	58%	62%	61%	55%	58%	66%	47%	62%	50%	62%	58%	66%	60%	61%	70%	55%	-	61%	59%
				*			**					*			*		*	*	*	*	*	*	**	**	*	*	*	*	*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	311	152	159	151	128	32	6	22	282	219	92	-	96	214	242	68	61	250	126	185	292	19
	62%	60%	65%	72%	61%	40%	62%	47%	64%	61%	66%	-	63%	62%	64%	57%	77%	59%	72%	57%	64%	41%
Do not agree				DE	E	*	**	*	G								Q*		S		U	*
	189	102	87	58	83	47	4	25	161	141	48	-	58	132	137	52	19	171	48	141	162	27
	38%	40%	35%	28%	39%	60%	38%	53%	36%	39%	34%	-	37%	38%	36%	43%	23%	41%	28%	43%	36%	59%
				C	CD*	**		H*									*	P	R	T*		
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
Agree with this statement	181	88	93	71	53	56	35	92	39	69	111	43	86	52	127	53	15	165	21	160	116	65	36	34	36	36	39	
	36%	36%	37%	39%	32%	37%	33%	39%	40%	37%	35%	32%	39%	35%	36%	37%	61%	35%	53%	35%	35%	38%	35%	35%	40%	37%	35%	
							*										**		S*				*	*	*	*		
Do not agree	319	159	160	113	111	95	71	146	58	117	203	91	133	96	230	89	10	310	19	301	212	108	67	64	54	62	73	
	64%	65%	63%	62%	68%	63%	67%	61%	60%	63%	65%	68%	61%	65%	64%	63%	39%	65%	47%	65%	65%	63%	65%	65%	60%	63%	65%	
							+										**		*	R			*	*	*	*		
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement		149	82	67	60	42	47	30	30	68	66	83	32	84	33	107	42	14	135	24	125	110	39	20	29	20	23	26	7	13	12	
		30%	32%	27%	35%	27%	27%	23%	24%	38%	34%	27%	37%	29%	26%	31%	28%	43%	29%	34%	29%	32%	26%	25%	26%	30%	35%	33%	29%	34%	32%	
							15																									
Do not agree		351	171	180	111	113	127	101	96	111	127	224	55	203	93	242	109	19	332	47	304	239	112	60	80	48	43	52	16	26	26	
		70%	68%	73%	65%	73%	73%	77%	76%	62%	66%	73%	63%	71%	74%	69%	72%	58%	71%	66%	71%	69%	74%	75%	74%	71%	65%	67%	71%	66%	68%	
					*	*		H*	H				**	**	71%	74%	69%	**	**	*			*	*	*	*	**	*	**	*	**	
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North an the Great Plain
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
Agree with this statement	161	75	86	58	55	49	12	69	66	72	89	35	102	24	108	53	12	149	19	142	127	34	54	48	59
	32%	30%	34%	32%	32%	33%	**	34%	32%	35%	30%	*	32%	35%	25%	37%	26%	*	32%	34%	27%	37%	32%	29%	
															O		*		*						
Do not agree	339	172	167	124	116	99	12	135	141	134	205	72	192	75	184	154	22	317	38	301	249	90	95	103	141
	68%	70%	66%	68%	68%	67%	50%	66%	68%	65%	70%	68%	65%	75%	63%	74%	65%	68%	66%	68%	66%	73%	64%	68%	71%
							**					*		L		N	*		*						
Sigma	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India																					
	India Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	346	174	173	189	107	51	52	184	98	214	132	-	32	315	218	128	105	241	215	131	286	60
	69%	68%	71%	71%	69%	65%	70%	69%	72%	71%	67%	-	62%	70%	74%	63%	80%	66%	75%	62%	71%	62%
Do not agree	154	83	71	78	47	28	23	83	38	88	65	-	20	134	79	75	27	127	74	80	117	37
	31%	32%	29%	29%	31%	36%	30%	31%	28%	29%	33%	-	38%	30%	27%	37%	21%	35%	26%	38%	29%	38%
Sigma	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @visor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	208	113	95	67	62	79	53	92	39	114	94	100	84	24	106	102	23	185	30	178	132	76	57	34	31	59	27
	42%	46%	38%	42%	38%	45%	47%	40%	45%	44%	39%	47%	39%	33%	43%	41%	52%	41%	44%	41%	45%	37%	44%	35%	32%	49%	47%
							*		*			M					*		*				*	*	X	*	
Do not agree	292	135	157	94	101	97	59	136	49	142	150	113	130	49	143	149	22	270	39	253	165	127	74	62	66	61	30
	58%	54%	62%	58%	62%	55%	53%	60%	55%	56%	61%	53%	61%	67%	57%	59%	48%	59%	57%	59%	56%	63%	56%	65%	68%	51%	53%
							+		+			K					+		+				Y*	+	+		
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	144	74	70	45	41	58	76	41	13	73	72	71	31	42	70	75	6	139	11	134	91	54
	29%	30%	28%	27%	26%	34%	29%	27%	59%	33%	25%	27%	31%	32%	30%	28%	37%	29%	34%	29%	29%	30%
		*		*			*	**		*		*			**		**		**		*	
Do not agree	356	177	179	124	117	115	190	112	9	146	210	196	70	90	165	190	10	345	22	334	228	128
	71%	70%	72%	73%	74%	67%	71%	73%	41%	67%	75%	73%	69%	68%	70%	72%	63%	71%	66%	71%	72%	70%
		*		*			*	**		*		*			**		**		**		*	
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	266	122	144	145	93	28	58	96	94	104	162	13	184	69	170	96	65	201	99	167	207	59
	53%	51%	56%	56%	55%	40%	62%	53%	49%	53%	53%	54%	51%	59%	54%	52%	56%	53%	58%	51%	56%	45%
						*	*					**					*					*
Do not agree	234	118	116	115	76	43	36	87	97	92	142	11	174	49	144	90	52	182	73	161	161	73
	47%	49%	45%	44%	45%	60%	39%	48%	51%	47%	47%	46%	49%	41%	46%	48%	44%	48%	42%	49%	44%	55%
						*	*					**					*					*
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know
Proportions/Means: Overlap formulae used
- Column Proportions: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means: Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																										
		Gender		Age			Household Income			Marital Status		Education			Poland Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76
Agree with this statement	209	98	111	83	65	61	8	52	125	107	102	18	143	48	123	86	24	185	44	165	140	69	42	43	43	31	21	29
	42%	39%	44%	41%	42%	42%	40%	46%	41%	42%	42%	24%	46%	42%	45%	38%	51%	41%	45%	41%	42%	42%	42%	42%	49%	38%	41%	38%
							**					*	K	K			*		*				*		*	*	*	*
Do not agree	291	151	140	120	89	83	11	60	178	149	142	56	168	67	151	140	24	268	54	238	198	93	58	60	44	51	31	47
	58%	61%	56%	59%	58%	58%	60%	54%	59%	58%	58%	76%	54%	58%	55%	62%	50%	59%	55%	59%	59%	58%	58%	58%	51%	63%	59%	62%
							**					LM*					*		*			*		*	*	*	*	*
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

		Russia																												
	Russia Total	Gender		Age			Household Income			Marital Status		Education			Russia Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	CENTRAL FEDERAL DISTRICT	NORTH- WESTERN FEDERAL DISTRICT	SOUTHERN FEDERAL DISTRICT	VOLGA REGION FEDERAL DISTRICT	URAL FEDERAL DISTRICT	SIBERIAN FEDERAL DISTRICT	FAR EAST FEDERAL DISTRICT	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13	
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
Agree with this statement	166	76	90	76	54	37	15	40	109	98	69	30	96	41	95	71	16	150	28	138	125	41	51	14	27	31	20	17	6	
	33%	32%	35%	37%	30%	32%	29%	29%	38%	37%	29%	36%	33%	32%	31%	37%	45%	32%	44%	32%	33%	33%	38%	29%	34%	30%	45%	25%	28%	
Do not agree	334	163	171	131	123	80	37	98	181	168	166	54	195	85	212	122	19	314	35	298	250	84	84	34	52	73	23	51	16	
	67%	68%	66%	63%	70%	68%	71%	71%	62%	63%	71%	64%	67%	68%	69%	63%	55%	68%	56%	68%	67%	67%	62%	71%	66%	70%	55%	75%	72%	
Sigma	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	282	157	126	164	95	23	97	83	89	220	63	28	49	205	224	59	131	151	163	119	238	45
	57%	54%	61%	58%	53%	64%	53%	58%	68%	59%	48%	48%	51%	59%	62%	42%	73%	47%	68%	46%	59%	46%
						**			F	J		*			O		Q		S		U	*
Do not agree	218	135	82	120	84	13	85	61	41	151	67	31	47	140	138	79	48	169	76	141	165	53
	44%	46%	40%	42%	47%	36%	47%	43%	32%	41%	52%	52%	49%	41%	38%	58%	27%	53%	32%	54%	41%	54%
						**	H			I		*	*		N		P		R		T*	
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	237	118	119	138	66	33	33	53	150	83	154	96	59	82	146	91	51	186	77	160	178	59
	48%	49%	46%	49%	47%	44%	48%	52%	46%	46%	49%	45%	57%	45%	52%	42%	49%	47%	46%	48%	50%	41%
Do not agree															O							
	263	122	141	146	75	42	36	49	177	99	164	117	44	102	134	128	52	210	90	173	178	84
	53%	51%	54%	51%	53%	56%	52%	48%	54%	54%	52%	55%	43%	55%	48%	58%	51%	53%	54%	52%	50%	59%
Sigma															N							
	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	218	121	97	77	80	61	23	64	131	143	75	2	31	185	145	73	27	191	54	164	187	21
	44%	48%	39%	40%	41%	54%	33%	42%	47%	50%	36%	20%	38%	45%	43%	44%	53%	43%	48%	42%	44%	34%
				*	D		**	*		J	*	**	*			*	*					**
Do not agree	282	132	150	114	115	52	46	88	148	146	136	6	51	225	190	92	24	258	58	224	239	41
	56%	52%	61%	60%	59%	46%	67%	58%	53%	51%	65%	80%	62%	55%	57%	56%	47%	58%	52%	58%	56%	66%
				*	E		**	*			!	**	*			*	*					**
Sigma	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
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Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	228	110	118	89	77	62	109	64	19	104	124	94	58	77	136	93	17	212	27	201	151	78	43	60	62	63	
	46%	44%	48%	51%	42%	43%	45%	47%	40%	45%	46%	41%	49%	50%	48%	43%	43%	46%	55%	45%	51%	38%	46%	46%	43%	48%	
									*								*		*	U		*	*		*		
Do not agree	272	142	130	85	106	81	131	72	27	128	144	133	61	77	149	122	22	250	22	250	145	127	50	70	83	69	
	54%	56%	52%	49%	58%	57%	55%	53%	60%	55%	54%	59%	51%	50%	52%	57%	57%	54%	45%	55%	49%	62%	54%	54%	57%	52%	
									*								*		*	T		*	*		*		
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J/K/L/M/N/O, P/Q,R/5, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	184	84	100	87	42	55	45	82	34	61	123	99	17	68	136	48	26	158	42	142	139	45	22	43	35	30	54
	37%	33%	41%	45%	31%	32%	32%	36%	42%	41%	35%	36%	26%	43%	38%	33%	36%	37%	42%	36%	39%	32%	49%	35%	31%	30%	47%
				DE					*				*	L			*		*				XY*	*		*	XY
Do not agree	316	170	146	107	93	116	94	148	46	89	227	178	47	92	220	96	47	269	57	259	221	95	23	81	80	70	61
	63%	67%	60%	55%	69%	68%	68%	64%	58%	59%	65%	64%	74%	57%	62%	67%	64%	63%	58%	65%	62%	68%	51%	66%	69%	70%	53%
				C	C	C			*				C	M*			*		*				*		VZ	VZ*	
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	215	100	115	109	76	30	10	27	179	119	97	114	9	93	135	80	31	184	78	138	146	69
	43%	40%	46%	45%	42%	38%	71%	55%	41%	46%	40%	38%	51%	51%	47%	38%	53%	42%	56%	38%	50%	33%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	S*	*	*	*
Do not agree	285	152	133	133	104	48	4	22	258	141	143	185	9	90	154	130	28	257	61	223	145	140
	57%	60%	54%	55%	58%	62%	29%	45%	59%	54%	60%	62%	49%	49%	53%	62%	47%	58%	44%	62%	50%	67%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	R*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	141	71	67	47	67	47	13	68	51	55	86	31	37	73	93	48	10	131	21	120	110	32	18	14	15	22	32	21	14	
	28%	28%	28%	34%	30%	18%	25%	30%	31%	28%	29%	27%	29%	29%	30%	26%	28%	28%	30%	28%	29%	26%	26%	28%	21%	34%	29%	34%	30%	
Do not agree	359	179	180	130	108	121	39	160	115	143	216	86	93	180	223	136	27	332	51	308	267	92	53	35	56	42	77	40	33	
	72%	72%	72%	66%	70%	82%	75%	70%	69%	72%	72%	73%	71%	71%	71%	74%	72%	72%	71%	72%	71%	74%	74%	72%	79%	66%	71%	66%	71%	
					CD	*	*										*	*	*	*		*	*	*	*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	210	104	106	97	61	52	29	87	94	113	97	81	59	70	127	82	28	182	45	165	144	60	43	41	75	50
	42%	42%	42%	53%	40%	32%	35%	41%	45%	43%	41%	35%	46%	50%	46%	37%	57%	40%	61%	39%	45%	34%	47%	38%	41%	44%
Do not agree				DE			*						K	K	O	Q*		S		U						
	290	144	147	86	92	112	52	123	115	153	138	152	68	71	150	141	21	269	29	262	176	114	48	68	109	65
	58%	58%	58%	47%	60%	68%	65%	59%	55%	58%	59%	65%	54%	50%	54%	63%	44%	60%	39%	61%	55%	66%	53%	62%	59%	56%
Sigma				C	C	*						LM				N	*	P		R		T				
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	269	135	134	157	84	27	113	72	70	145	125	31	82	156	179	90	59	210	106	163	233	30
	54%	54%	53%	57%	54%	41%	61%	54%	48%	54%	53%	45%	50%	59%	59%	46%	67%	51%	66%	48%	56%	37%
Do not agree				E		*	H					*			O		Q*		S		U	*
	231	113	117	119	72	40	72	62	76	122	109	38	83	110	125	106	29	202	55	176	181	50
	46%	46%	47%	43%	46%	59%	39%	46%	52%	46%	47%	55%	50%	41%	41%	54%	33%	49%	34%	52%	44%	63%
Sigma				C*			F					*			N		P		R		T*	
	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	266	128	139	143	77	46	32	130	84	102	164	37	97	132	168	98	76	190	102	164	214	52
	53%	53%	54%	56%	52%	48%	60%	49%	56%	57%	51%	57%	51%	54%	52%	55%	64%	50%	61%	49%	54%	49%
					*	*	*			*		*					Q		S		*	
Do not agree	234	114	120	113	71	49	21	134	67	78	155	28	93	113	154	80	43	190	66	168	179	55
	47%	47%	46%	44%	48%	52%	40%	51%	44%	43%	49%	43%	49%	46%	48%	45%	36%	50%	39%	51%	46%	51%
					*	*	*			*		*					P		R		*	
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania	Romania																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	214	105	109	85	80	49	49	36	103	110	104	64	119	31	98	116	28	186	29	185	136	78
	43%	42%	44%	45%	48%	33%	68%	42%	36%	37%	52%	48%	40%	44%	43%	43%	40%	43%	29%	46%	43%	43%
Do not agree	286	145	141	103	86	97	24	48	184	190	96	71	175	40	128	158	42	244	71	215	183	103
	57%	58%	56%	55%	52%	67%	32%	58%	64%	63%	48%	53%	60%	56%	57%	58%	60%	57%	71%	54%	58%	57%
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	226	113	113	111	74	42	63	69	76	54	172	9	82	135	147	80	53	173	79	147	173	53
	45%	46%	44%	49%	46%	37%	54%	42%	44%	37%	49%	57%	42%	47%	46%	43%	59%	42%	57%	41%	47%	42%
Do not agree				E		*	G			I		**					Q*		S			
	274	131	143	113	88	72	54	97	98	91	183	7	113	154	169	104	37	237	60	214	199	75
	55%	54%	56%	51%	54%	64%	46%	58%	56%	63%	52%	43%	58%	53%	54%	57%	41%	58%	43%	59%	54%	59%
				C*			F			J		**					*	P	R			
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - In recent years it seems that more ads have people that look like people I know

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	282	149	133	150	85	46	118	129	19	90	192	-	215	67	186	96	75	206	102	180	219	62
	56%	60%	52%	56%	58%	56%	55%	60%	52%	62%	54%	-	56%	58%	59%	52%	56%	56%	56%	56%	60%	47%
Do not agree	218	97	121	120	61	37	96	86	18	56	163	-	170	48	129	89	59	159	79	139	147	71
	44%	40%	48%	44%	42%	45%	45%	40%	48%	38%	46%	-	44%	42%	41%	48%	44%	44%	44%	44%	40%	53%
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Yes	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
Agree with this statement	7028	3514	3514	3166	2228	1634	1461	2413	2581	3208	3820	1645	2681	2703	4357	2672	1149	5880	1790	5238	5042	1970
	50%	50%	50%	52%	49%	48%	52%	51%	50%	50%	50%	48%	51%	52%	51%	49%	58%	49%	56%	49%	51%	49%
				DE									K		O		Q		S			
Do not agree	6972	3462	3510	2895	2294	1782	1345	2367	2636	3172	3800	1821	2629	2521	4169	2803	843	6129	1437	5535	4918	2036
	50%	50%	50%	48%	51%	52%	48%	50%	51%	50%	50%	53%	50%	48%	49%	51%	42%	51%	45%	51%	49%	51%
				C		C							LM		N		P		R			
Sigma	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Agree with this statement	7028	248	266	261	235	250	340	245	243	222	235	244	247	245	276	264	247	282	178	235	293	251	154	258	245	279	271	295	239
	50%	50%	53%	52%	47%	50%	68%	45%	49%	45%	47%	49%	49%	49%	55%	53%	50%	56%	36%	47%	59%	50%	31%	52%	49%	56%	54%	59%	48%
		SW	HJWS	JSW	SW	SW	BCDEFHIJL MNOPQRSTU VWXYZabc	SW	SW	SW	SW	SW	SW	SW	EHJSTW	HJSW	SW	BEHIJLMQS TWY		SW	BEFHIJLMN QSTVWXYc	SW		JSW	SW	EHJLSTWY	EHJSTW	BEFHIJLMN QSTVWYc	SW
Do not agree	6972	252	234	239	265	250	160	275	257	278	265	256	253	255	224	236	253	218	322	265	207	249	346	242	255	221	229	205	261
	50%	50%	47%	48%	53%	50%	32%	55%	51%	56%	53%	51%	51%	51%	45%	47%	51%	44%	64%	53%	41%	50%	69%	48%	51%	44%	46%	41%	52%
		GRUb	G	G	GORUZab	GUb		CGOPRUZab	GRUb	CDGOPRUXZ ab	GRUb	GRUZb	GRUb	GUb	G	G	GRUb	G	BCDEFGHIJL MNOPQRTU VXYZabc	GORUZab	G	GUB	BCDEFGHIJL MNOPQRTU VXYZabc	GU	GRUZb	G	G	G	GUB
Sigma	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned r
Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
Agree with this statement	7028	520	1551	2410	1452	1870	1052	800
	50%	52%	52%	48%	48%	47%	53%	53%
		E	CDE				CDE	CDE
Do not agree	6972	480	1449	2590	1548	2130	948	700
	50%	48%	48%	52%	52%	53%	47%	47%
				BFG	BFG	ABFG		
Sigma	14000	1000	3000	5000	3000	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
Agree with this statement	248	113	135	136	70	42	25	29	162	77	171	87	93	69	153	95	52	196	72	176	193	55
	50%	46%	53%	55%	48%	39%	52%	62%	47%	50%	49%	51%	45%	55%	47%	54%	47%	50%	51%	49%	49%	52%
Do not agree		E				*	*	*														*
	252	132	120	112	75	65	23	18	180	76	176	83	112	56	172	80	58	194	70	182	202	50
	50%	54%	47%	45%	52%	61%	48%	38%	53%	50%	51%	49%	55%	45%	53%	46%	53%	50%	49%	51%	51%	48%
Sigma		C*				*	*	*														*
	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																											
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51
Base: All Respondents (wtd)	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
Agree with this statement	247	112	135	95	77	75	86	108	30	102	145	23	102	122	135	111	18	228	36	211	165	82	69	177	68	76	52	18	32
	49%	45%	54%	48%	51%	49%	49%	50%	47%	51%	48%	39%	49%	52%	47%	53%	47%	50%	55%	49%	50%	49%	43%	53%	50%	45%	52%	43%	60%
Do not agree	253	136	117	102	74	77	89	110	35	97	156	36	107	111	154	99	21	233	30	224	167	86	94	160	68	92	48	24	21
	51%	55%	47%	52%	49%	51%	51%	50%	53%	49%	52%	61%	51%	48%	53%	47%	53%	51%	45%	52%	50%	51%	58%	47%	50%	55%	48%	57%	40%
									*			*					*		*			b					*	**	*
Sigma	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
Agree with this statement	266	141	125	97	81	88	41	83	74	113	153	75	106	85	164	102	19	247	36	229	152	114	22	159	85
	53%	56%	50%	52%	53%	55%	44%	57%	54%	55%	52%	51%	55%	53%	54%	51%	51%	53%	62%	52%	52%	55%	41%	56%	53%
Do not agree	234	111	123	89	74	71	52	62	64	91	143	71	88	76	139	96	18	216	22	212	140	94	32	126	76
	47%	44%	50%	48%	48%	45%	56%	43%	47%	45%	48%	49%	45%	47%	46%	49%	49%	47%	38%	48%	48%	45%	59%	44%	47%
Sigma	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

		Brazil																				
	Brazil Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
Agree with this statement	245	112	133	130	82	33	32	158	41	95	150	66	136	43	126	118	54	190	59	186	155	90
	49%	48%	50%	46%	56%	49%	62%	45%	60%	53%	47%	42%	52%	53%	48%	50%	54%	48%	46%	50%	45%	57%
Do not agree	255	120	135	155	66	34	20	193	28	83	172	91	126	38	135	121	45	210	68	187	186	69
	51%	52%	50%	55%	44%	51%	39%	55%	40%	47%	54%	58%	48%	48%	52%	50%	46%	52%	54%	50%	55%	43%
Sigma	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
Agree with this statement	276	138	137	90	82	104	33	119	93	120	156	129	107	39	169	106	30	246	41	235	162	108	19	16	27	34	-	116	64
	55%	57%	53%	53%	55%	58%	56%	58%	52%	53%	57%	57%	55%	51%	55%	55%	62%	54%	59%	55%	53%	58%	57%	46%	51%	51%	-	60%	54%
Do not agree	224	104	120	81	66	77	26	87	85	106	118	98	89	38	138	86	18	206	29	196	141	80	14	19	26	33	-	76	56
	45%	43%	47%	48%	45%	42%	44%	42%	48%	47%	43%	43%	45%	50%	45%	45%	38%	46%	41%	46%	47%	42%	43%	54%	49%	50%	-	40%	47%
				*			**					*			*		*		*		*	*	**	**	**	*	*	*	*
Sigma	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
Agree with this statement	264	141	124	119	105	40	8	24	232	191	74	-	90	175	211	53	48	216	93	171	243	21
	53%	55%	50%	57%	50%	51%	83%	50%	52%	53%	53%	-	58%	50%	56%	44%	61%	51%	54%	53%	54%	47%
Do not agree	236	114	122	90	106	39	2	23	211	169	66	-	64	171	169	67	31	204	81	155	211	24
	47%	45%	50%	43%	50%	49%	17%	50%	48%	47%	47%	-	42%	50%	44%	56%	39%	49%	47%	47%	47%	53%
Sigma	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I/J, K/L/M, N/O, P/Q, R/S, T/U, V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
Agree with this statement	282	130	151	103	85	94	68	131	53	102	180	78	127	77	210	72	17	265	27	255	190	92	46	59	52	62	63
	56%	53%	60%	56%	52%	62%	64%	55%	55%	55%	57%	59%	58%	52%	59%	51%	67%	56%	68%	55%	58%	53%	45%	60%	58%	64%	57%
							*										**		*				V*	*	V*		
Do not agree	218	117	102	81	79	58	38	107	44	84	134	55	92	70	148	70	8	210	13	206	138	81	57	40	37	36	48
	44%	47%	40%	44%	48%	38%	36%	45%	45%	45%	43%	42%	42%	48%	41%	49%	33%	44%	32%	45%	42%	47%	55%	40%	42%	37%	43%
							+										**		+			WY	+	+	+		
Sigma	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region									
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c		
Base: All Respondents (unwtd)		509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35	
Base: All Respondents (wtd)		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
Agree with this statement		178	84	93	65	53	60	47	36	63	74	104	30	95	53	128	49	11	167	19	159	116	62	29	31	28	28	35	6	13	7	
		36%	33%	38%	38%	34%	35%	36%	29%	35%	38%	34%	35%	33%	42%	37%	33%	34%	36%	27%	37%	33%	41%	36%	29%	41%	42%	45%	26%	35%	20%	
Do not agree		322	169	153	106	102	114	84	90	117	119	203	57	192	73	221	101	22	300	52	270	232	90	51	77	40	39	43	17	25	30	
		64%	67%	62%	62%	66%	65%	64%	71%	65%	62%	66%	65%	67%	58%	63%	67%	66%	64%	73%	63%	67%	59%	64%	71%	59%	58%	55%	74%	66%	80%	
Sigma		500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubia	North and the Great Plain	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd) Base: All Respondents (wtd) Agree with this statement		505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172
		500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
		244	115	129	97	81	67	12	95	113	97	148	50	151	44	145	100	20	225	30	214	186	59	78	80	87
		49%	47%	51%	54%	47%	45%	48%	47%	55%	47%	50%	47%	51%	45%	49%	48%	58%	48%	53%	48%	49%	47%	52%	53%	44%
Do not agree		256	132	123	84	90	81	13	109	94	110	146	57	143	55	148	107	14	241	27	229	190	65	71	72	113
		51%	54%	49%	47%	53%	55%	52%	53%	46%	53%	50%	54%	49%	55%	51%	52%	42%	52%	47%	52%	51%	53%	48%	47%	57%
								**					*					*		*						
Sigma		500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India																					
	India Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
Agree with this statement	293	145	149	174	87	32	47	165	72	166	127	-	30	264	174	120	87	207	178	116	236	58
	59%	56%	61%	65%	57%	41%	63%	62%	53%	55%	64%	-	58%	59%	59%	59%	66%	56%	62%	55%	59%	59%
Do not agree				E	E																	
	207	112	95	93	67	47	28	102	64	136	71	-	21	185	123	83	46	161	111	95	167	40
	41%	44%	39%	35%	44%	59%	37%	38%	47%	45%	36%	-	42%	41%	42%	41%	35%	44%	39%	45%	41%	41%
Sigma				CD*							J											
	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isle
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
Agree with this statement	251	116	135	88	78	85	65	111	49	121	130	115	102	34	116	135	25	227	39	212	143	108	60	51	42	64	35
	50%	47%	54%	54%	48%	48%	58%	49%	55%	47%	53%	54%	48%	47%	46%	54%	55%	50%	57%	49%	48%	53%	46%	53%	43%	53%	62%
							*		*							*		*					*	*		*	
Do not agree	249	132	117	73	84	91	48	116	39	135	114	98	112	39	133	115	20	228	30	219	154	95	71	45	55	56	22
	50%	53%	46%	46%	52%	52%	42%	51%	45%	53%	47%	46%	52%	53%	54%	46%	45%	50%	43%	51%	52%	47%	54%	47%	57%	47%	39%
							+		+							+		+					+	+		+	
Sigma	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
Agree with this statement	154	79	75	47	59	49	99	36	3	74	81	73	36	45	79	75	8	147	9	146	109	46
	31%	32%	30%	28%	37%	28%	38%	24%	13%	34%	29%	27%	36%	34%	34%	28%	47%	30%	26%	31%	34%	25%
		*		*			G	*	**			*					**		**		*	
Do not agree	346	172	174	122	99	125	166	117	19	145	201	194	65	87	156	190	8	337	24	322	210	136
	69%	68%	70%	72%	63%	72%	63%	76%	88%	66%	71%	73%	64%	66%	66%	72%	53%	70%	74%	69%	66%	75%
		*		*			F*	**				*					**		**		*	
Sigma	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
Agree with this statement	261	131	130	138	86	37	49	99	97	97	163	18	185	58	165	96	73	188	101	160	190	71
	52%	55%	50%	53%	51%	52%	52%	54%	51%	50%	54%	72%	52%	49%	53%	52%	62%	49%	59%	49%	51%	54%
Do not agree	239	109	130	122	83	34	45	84	94	99	141	7	172	60	149	90	44	195	71	168	179	60
	48%	45%	50%	47%	49%	48%	48%	46%	49%	50%	46%	28%	48%	51%	48%	48%	38%	51%	41%	51%	49%	46%
Sigma	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west Region	South-West Region	North Region	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All Respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
Agree with this statement	235	114	121	94	72	68	10	55	136	120	115	36	145	54	125	110	27	208	51	184	146	89	54	43	41	39	24	35	
	47%	46%	48%	47%	47%	47%	51%	49%	45%	47%	47%	48%	47%	47%	46%	49%	57%	46%	53%	46%	43%	55%	54%	41%	47%	48%	47%	46%	
							**					*					*		*		T		*		*	*	*	*	
Do not agree	265	135	130	108	82	76	9	58	167	136	129	38	166	61	149	116	21	245	46	219	192	73	46	61	46	43	28	41	
	53%	54%	52%	53%	53%	53%	49%	51%	55%	53%	53%	52%	53%	53%	54%	51%	43%	54%	47%	54%	57%	45%	46%	59%	53%	53%	53%	55%	
							**					*					*		*		U		*		*	*	*	*	
Sigma	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Minimum Base: 30 (**). Small Base: 100 (*)

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
Agree with this statement	340	203	138	197	116	27	130	94	92	247	93	36	69	235	249	92	130	210	167	173	272	68
	68%	69%	66%	69%	65%	74%	72%	65%	71%	67%	72%	61%	73%	68%	69%	66%	72%	66%	70%	66%	68%	70%
Do not agree						**						*	*								*	
	160	89	70	88	63	9	52	50	38	123	37	23	26	110	113	46	49	110	72	87	130	30
	32%	31%	34%	31%	35%	26%	29%	35%	29%	33%	28%	39%	28%	32%	31%	34%	28%	34%	30%	34%	32%	30%
						**						*	*								*	
Sigma	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
Agree with this statement	225	119	106	128	65	32	35	47	143	81	144	95	52	79	131	94	53	172	74	152	162	63
	45%	50%	41%	45%	46%	43%	50%	46%	44%	45%	45%	44%	51%	43%	47%	43%	52%	43%	44%	46%	46%	44%
							*	*					*				*					*
Do not agree	275	121	153	155	76	43	35	56	184	101	174	119	51	105	149	125	50	225	94	181	194	80
	55%	50%	59%	55%	54%	57%	50%	54%	56%	55%	55%	56%	50%	57%	53%	57%	48%	57%	56%	54%	55%	56%
							*	*					*				*					*
Sigma	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
Agree with this statement	243	101	143	104	94	46	19	83	142	134	109	1	33	210	158	86	26	218	63	181	218	23
	49%	40%	58%	54%	48%	40%	28%	54%	51%	47%	52%	10%	40%	51%	47%	52%	50%	49%	56%	47%	51%	37%
Do not agree		A					**	*		*		**	*		*	*	*					**
	257	152	104	87	102	67	49	70	137	154	103	7	50	200	177	80	26	230	49	207	208	40
	51%	60%	42%	46%	52%	60%	72%	46%	49%	53%	48%	90%	60%	49%	53%	48%	51%	51%	44%	54%	49%	63%
Sigma		B		*			**	*		*		**	*		*	*	*					**
	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroeste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
Agree with this statement	258	135	124	93	85	80	121	72	26	121	138	105	71	82	152	107	19	240	22	236	155	103	45	53	88	73	
	52%	53%	50%	53%	47%	56%	50%	53%	56%	52%	51%	46%	60%	53%	53%	50%	48%	52%	45%	52%	53%	50%	48%	41%	60%	55%	
Do not agree	242	117	124	81	98	63	120	64	20	111	131	122	47	73	133	109	20	222	27	215	140	102	48	77	57	59	
	48%	47%	50%	47%	53%	44%	50%	47%	44%	48%	49%	54%	40%	47%	47%	51%	52%	48%	55%	48%	47%	50%	52%	59%	40%	45%	
Sigma	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																									
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Emoloved	Non Emoloved	Norrland	Mellansverig	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	294	207	155	135	211	123	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132
Base: All Respondents (wtd)	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
Agree with this statement	222	119	103	82	55	86	61	98	42	81	141	123	27	72	156	67	40	182	54	169	157	66	17	54	52	40	60
	45%	47%	42%	42%	41%	50%	44%	43%	53%	55%	40%	45%	43%	45%	44%	46%	56%	43%	54%	42%	44%	47%	39%	43%	45%	40%	52%
									*	J			*				Q*		S*			*	*		*		
Do not agree	278	135	143	112	79	86	78	132	37	68	210	154	36	88	200	77	32	246	45	232	203	74	28	70	63	60	56
	56%	53%	58%	58%	59%	50%	56%	57%	47%	46%	60%	56%	57%	55%	56%	54%	44%	57%	46%	58%	57%	53%	62%	57%	55%	60%	48%
									*	I			*				*	P	*	R			*	*		*	
Sigma	500	254	246	194	134	172	138	230	80	149	351	277	63	160	356	144	73	427	99	401	360	140	45	124	115	100	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
Agree with this statement	235	130	104	116	80	38	13	17	205	134	101	131	11	93	145	90	34	201	70	164	147	87
	47%	52%	42%	48%	45%	49%	97%	34%	47%	52%	42%	44%	61%	51%	50%	43%	57%	46%	51%	46%	51%	42%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Do not agree	265	122	143	126	99	40	*	33	232	126	139	168	7	90	145	121	25	240	69	196	144	122
	53%	49%	58%	52%	55%	51%	3%	66%	53%	49%	58%	56%	39%	49%	50%	57%	43%	54%	50%	55%	49%	58%
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47	
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
Agree with this statement	235	113	121	82	82	71	27	108	80	99	135	59	59	116	145	90	19	216	34	200	175	60	40	21	29	28	56	31	20	
	47%	46%	48%	42%	53%	48%	51%	47%	48%	50%	45%	51%	46%	46%	46%	49%	50%	47%	48%	47%	46%	49%	56%	43%	42%	44%	52%	51%	42%	
Do not agree	265	136	129	114	74	78	25	120	86	99	166	58	71	137	172	94	19	247	37	228	202	63	31	28	41	36	53	30	27	
	53%	55%	52%	58%	48%	52%	49%	53%	52%	50%	55%	50%	54%	54%	54%	51%	50%	53%	52%	53%	54%	52%	44%	57%	50%	57%	48%	49%	58%	
							*				*						*		*				*		*	*	*	*	*	
Sigma	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @divisor: ADVERTISING STUDY
QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
Agree with this statement	245	128	116	103	71	71	40	103	103	122	123	117	52	76	136	109	32	213	47	198	167	74	42	62	89	51
	49%	52%	46%	56%	47%	43%	49%	49%	49%	46%	53%	50%	41%	54%	49%	49%	66%	47%	64%	46%	52%	43%	47%	57%	49%	44%
Do not agree				DE			*					L		L		Q*		S		U		Y				
	255	119	136	80	82	94	41	107	107	144	111	115	75	65	142	114	17	238	26	229	153	99	49	48	95	64
	51%	48%	54%	44%	53%	57%	51%	51%	51%	54%	48%	50%	59%	46%	51%	51%	34%	53%	36%	54%	48%	57%	54%	43%	52%	56%
Sigma				C	C		*					KM				*	P		R	T						
	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
Agree with this statement	295	148	147	169	92	33	118	80	78	154	140	31	98	166	183	112	66	229	104	190	247	43
	59%	59%	59%	61%	59%	49%	64%	59%	54%	58%	60%	45%	59%	62%	60%	57%	75%	56%	65%	56%	60%	53%
Do not agree						*						*					Q*					*
	205	101	104	107	64	34	67	55	67	112	93	38	68	100	121	84	22	183	57	149	167	38
	41%	41%	42%	39%	41%	51%	36%	41%	46%	42%	40%	55%	41%	38%	40%	43%	25%	45%	35%	44%	40%	47%
Sigma						*						M*					*	P				*
	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
Agree with this statement	247	119	129	136	66	45	25	133	73	85	163	32	102	113	162	86	52	195	87	161	186	61
	50%	49%	50%	53%	45%	47%	47%	50%	48%	47%	51%	50%	54%	46%	50%	48%	44%	51%	51%	49%	48%	57%
					*	*	*					*									*	
Do not agree	253	123	130	120	82	51	28	132	79	96	157	33	88	132	160	92	67	185	82	171	206	46
	51%	51%	50%	47%	55%	53%	53%	50%	52%	53%	49%	51%	46%	54%	50%	52%	56%	49%	49%	52%	53%	43%
					*	*	*					*									*	
Sigma	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
Agree with this statement	239	140	99	92	82	65	38	37	135	140	100	76	133	30	125	114	39	200	60	179	174	65
	48%	56%	40%	49%	49%	45%	52%	44%	47%	47%	50%	56%	45%	43%	55%	42%	56%	47%	60%	45%	55%	36%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Do not agree	261	110	151	96	84	80	35	47	151	160	101	59	161	40	101	160	31	230	40	221	145	116
	52%	44%	61%	51%	51%	55%	48%	56%	53%	53%	50%	44%	55%	57%	45%	58%	44%	54%	40%	55%	46%	64%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	**	*	*	*
Sigma	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Mean: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
Agree with this statement	271	129	142	134	78	59	70	93	87	71	200	12	102	156	173	98	51	220	82	189	201	70
	54%	53%	55%	60%	48%	52%	60%	56%	50%	49%	56%	73%	53%	54%	55%	53%	57%	54%	59%	52%	54%	54%
Do not agree				D		*						**					*					
	229	115	114	90	84	55	47	72	87	73	156	4	92	133	143	86	39	190	56	173	170	59
	46%	47%	45%	40%	52%	48%	40%	44%	50%	51%	44%	27%	47%	46%	45%	47%	43%	46%	41%	48%	46%	46%
				C		*						**					*					
Sigma	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: ADVERTISING STUDY

QC3. Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave? - Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
Agree with this statement	279	141	138	155	78	46	125	123	17	72	207	-	218	62	189	90	82	198	104	175	206	73
	56%	57%	54%	57%	53%	56%	58%	57%	45%	50%	58%	-	57%	54%	60%	49%	61%	54%	58%	55%	56%	55%
Do not agree	221	105	116	115	68	37	90	92	21	73	148	-	167	53	126	95	53	168	77	144	161	60
	44%	43%	46%	43%	47%	45%	42%	43%	55%	50%	42%	-	44%	46%	40%	51%	39%	46%	42%	45%	44%	45%
Sigma	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @visor: ADVERTISING STUDY

QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H, I/J, K/L/M, N/O, P/Q, R/S, T/U

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	14700	7533	7167	5543	5112	4045	2556	4990	6032	7416	7284	2403	5326	6971	9404	5296	2174	12526	3620	11080	10993	3680
Base: All Respondents (wtd)	14000	6976	7024	6061	4523	3416	2806	4780	5217	6380	7620	3466	5310	5224	8526	5474	1992	12008	3227	10773	9960	4006
I don't see myself represented in most advertising	8862	4382	4480	3806	2846	2210	1792	3064	3252	3915	4946	2237	3379	3246	5425	3437	1261	7601	1988	6873	6220	2623
	63%	63%	64%	63%	63%	65%	64%	64%	62%	61%	65%	65%	64%	62%	64%	63%	63%	63%	62%	64%	63%	66%
I don't see my community of friends, family and acquaintances represented accurately in most advertising	8368	4083	4285	3642	2650	2076	1674	2846	3167	3786	4582	2001	3171	3196	5110	3259	1240	7128	1973	6396	5912	2437
	60%	59%	61%	60%	59%	61%	60%	60%	61%	59%	60%	58%	60%	61%	60%	60%	62%	59%	61%	59%	59%	61%
I often feel ashamed of my body based on what I see in ads	5304	2296	3008	2679	1686	939	1138	1871	1862	2316	2988	1304	1963	2038	3138	2166	921	4383	1401	3903	3791	1501
	38%	33%	43%	44%	37%	28%	41%	39%	36%	36%	39%	38%	37%	39%	37%	40%	46%	37%	43%	36%	38%	38%
Advertising often makes me feel like something is wrong with me	4826	2288	2538	2511	1482	833	1048	1687	1703	2087	2739	1130	1790	1906	2992	1834	900	3926	1329	3497	3482	1333
	35%	33%	36%	41%	33%	24%	37%	35%	33%	33%	36%	33%	34%	37%	35%	34%	45%	33%	41%	33%	35%	33%
Recently I have seen more positive role models in ads that inspire me	6702	3265	3438	3242	2157	1303	1376	2293	2569	3119	3583	1490	2521	2691	4158	2545	1199	5503	1922	4780	4954	1725
	48%	47%	49%	54%	48%	38%	49%	48%	49%	49%	47%	43%	48%	52%	49%	47%	60%	46%	60%	44%	50%	43%
I have been inspired by an ad in the past year	5372	2770	2602	2643	1763	966	1078	1847	2140	2617	2755	1163	1975	2234	3444	1928	1106	4267	1726	3647	4094	1266
	38%	40%	37%	44%	39%	28%	38%	39%	41%	41%	36%	34%	37%	43%	40%	35%	56%	36%	54%	34%	41%	32%
Many ads I see make me feel excluded	5562	2709	2853	2573	1772	1216	1231	2010	1903	2446	3115	1352	2044	2165	3465	2097	969	4592	1453	4109	3950	1603
	40%	39%	41%	42%	39%	36%	44%	42%	37%	38%	41%	39%	39%	41%	41%	38%	49%	38%	45%	38%	40%	40%
I still see many sexist ads that offend me	6285	2856	3429	3004	1891	1391	1335	2211	2202	2754	3531	1487	2216	2582	3823	2462	1054	5231	1662	4623	4397	1871
	45%	41%	49%	50%	42%	41%	48%	46%	42%	43%	46%	43%	42%	49%	45%	45%	53%	44%	52%	43%	44%	47%
In recent years it seems that more ads have people that look like people I know	6150	3025	3124	2910	1957	1282	1240	2090	2397	2922	3228	1330	2299	2520	3905	2244	1127	5022	1781	4369	4618	1504
	44%	43%	45%	48%	43%	38%	44%	44%	46%	46%	42%	38%	43%	48%	46%	41%	57%	42%	55%	41%	46%	38%
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	7028	3514	3514	3166	2228	1634	1461	2413	2581	3208	3820	1645	2681	2703	4357	2672	1149	5880	1790	5238	5042	1970
	50%	50%	50%	52%	49%	48%	52%	51%	50%	50%	50%	48%	51%	52%	51%	49%	58%	49%	56%	49%	51%	49%

Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Belgium	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	Hungary	Australia	Brazil	Canada	China	Colombia	France	Germany	Great Britain	India	Italy	Japan	Spain	United States	Peru	Chile	Malaysia	Romania
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	14700	502	500	571	502	501	505	503	501	501	500	505	502	500	501	501	501	502	509	503	502	501	579	502	1000	502	500	503	501
Base: All Respondents (wtd)	14000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
I don't see myself represented in most advertising	8862	319	303	311	345	304	326	297	259	333	349	328	313	328	334	290	311	326	311	326	328	351	320	283	349	296	295	331	311
	63%	64%	61%	62%	69%	61%	65%	59%	52%	67%	70%	66%	63%	63%	65%	63%	63%	65%	66%	70%	60%	64%	57%	70%	59%	59%	66%	69%	62%
		I	I	I	I	CDHFIMPQU WYZ	I	IPWY			HIPUWYZ	CHIFUWYZ	IPWY	I	I	IPWYZ		I	IPWY	IPWY	BCDFHIMPQ UWVYZ	I	I		CDHFIMPQU WYZ	I		HIPWYZ	IW
I don't see my community of friends, family and acquaintances represented accurately in most advertising	8368	330	269	302	328	299	324	303	279	289	342	311	273	310	291	311	295	285	318	305	284	282	223	340	259	320	345	310	242
	60%	66%	54%	60%	66%	60%	65%	61%	56%	58%	68%	62%	55%	62%	58%	62%	59%	57%	64%	61%	57%	56%	45%	68%	52%	64%	69%	62%	48%
		CJMQRUV Wyc	W	WYC	CJMQRUV Wyc	WYC	CJMRUVWYC	CWYc	W	WY	CJMQRUV Wyc	CMWYC	W	CWYc	W	CMWYC	WYC	W	CJMRUVWYC	CWYc	W	W		CDHFIMQOR TUVWyc	W	CJMRUVWYC	CDHFILMOP QRTUVWYbc	CMWYC	
I often feel ashamed of my body based on what I see in ads	5304	206	164	182	201	139	246	227	189	153	124	158	188	235	210	212	194	185	121	176	233	211	135	203	191	179	222	215	205
	38%	41%	33%	36%	40%	28%	49%	45%	38%	31%	25%	32%	38%	47%	42%	42%	39%	37%	24%	35%	47%	42%	27%	41%	38%	36%	45%	43%	41%
		CFJKLSW	S	FKSW	CFJKLSW		BCDEFJKLMP ORSTVWXYZ	CDFKLMRST WYZ	FKJSW	S		S	FKJSW	CDFKLMQR STWYZ	CFJKLSW	CFJKLSTWZ	FKJLSW	FKJSW		FKSW	CDFFJKLMQ RSTWYZ	CFJKLSTW			CFJKLSW	FKJLSW	FKSW	CDFKLMRST WYZ	CFJKLSTWZ
Advertising often makes me feel like something is wrong with me	4826	177	131	181	201	133	251	194	184	149	179	139	156	204	165	199	179	175	90	153	220	148	94	189	159	170	208	219	180
	35%	35%	36%	36%	40%	27%	50%	39%	37%	30%	36%	28%	31%	41%	33%	40%	36%	35%	18%	31%	44%	30%	19%	38%	32%	34%	42%	44%	36%
		CFLSW	SW	CFLSW	CFJLMSTVWY	SW	BCDEFHJKL MNOPQRSTV WXYZar	CFJLMSTVWY	CFJLSW	SW	CFSW	SW	SW	CFJLMSTVWY	SW	CFJLMSTVWY	CFLSW	CFLSW		SW	BCDFJLMQ RSTVWYZ	SW			CFJLSTVWY	CSW	CFLSW	CFJLMORSTV WYZ	BCDFJLMQ RSTVWYZ
Recently I have seen more positive role models in ads that inspire me	6702	255	143	285	193	178	303	290	214	169	209	163	192	328	229	370	340	199	83	146	375	190	119	245	218	324	270	388	285
	48%	51%	29%	57%	39%	36%	61%	58%	43%	34%	42%	33%	39%	66%	46%	74%	68%	40%	17%	29%	75%	38%	24%	49%	44%	65%	54%	78%	57%
		CEFULMRSTV WY	S	CEFULKMORS TVWXY	CSTW	CSTW	BCFEFULKMOR STVWXYa	BCFEFULKMOR STVWXY	CFJLSTW	SW	CLSTW	SW	CSTW	BCDEFULKM ORSTVWXYa	CFJLSTW	BCDEFHJKL MNORSTV	BCDEFHJKL MORSTVWXY	CLSTW		S	BCDEFHJKL MNORSTV WXYZar	CSTW	S	CEFULMRSTV W	CFJLSTW	BCDEFHJKL MNORSTV WXYZac	CEFULKMORS TVWY	BCDEFHJKL MNORSTV WXYZac	CEFULKMORS TVWY
I have been inspired by an ad in the past year	5372	183	104	211	118	181	281	310	136	174	170	146	151	215	179	249	241	107	114	116	360	134	126	138	169	264	174	204	
	38%	37%	21%	42%	24%	36%	56%	62%	27%	35%	34%	29%	30%	43%	36%	70%	48%	21%	23%	23%	72%	27%	25%	28%	34%	53%	35%	63%	41%
		CEJLSTVWX		CEJLMRSTV WXYa		CEJLSTVWX	BCDEFJKLM NOQRSTVWX	BCDEFJKLM NOQRSTVWX	C	CEJLSTVWX	CERST	CRST	CERST	CEJLMRSTV WXYa	CEJLSTVWX	BCDEFHJKL MNORSTV WXYZar	BCFEFULKMOR STVWXYa				BCDEFHJKL MNORSTV WXYZar	C			CEJLSTVWX	BCDEFJKLM MNORSTV WXYZac	CEJLSTVWX	BCDEFJKLM NOQRSTV WXYZac	CEJLMRSTV X
Many ads I see make me feel excluded	5562	218	161	211	183	87	266	234	195	208	152	185	187	232	203	210	224	210	147	189	267	191	128	231	198	205	252	194	194
	40%	44%	32%	42%	37%	17%	53%	47%	39%	42%	30%	37%	37%	46%	41%	42%	45%	42%	29%	38%	53%	38%	26%	46%	40%	41%	50%	39%	39%
		CEFKLSW	F	CFKSW	FSW		BCDEFJKLM OPQRSTVWX YZac	CEFKLMSTV WYb	FSW	CFKSW	F	FSW	FSW	CEFKLMSTV W	CFKSW	CFKSW	CEFKLMSTV W	CFKSW	F	FSW	BCDEFJKLM OPQRSTVWX YZac	FSW	F		CEFKLMSTV WYb	CFKSW	CFKSW	BCDEFJKLM OPRSTVWYZ	FSW
I still see many sexist ads that offend me	6285	244	185	244	223	117	286	225	215	229	270	147	207	249	208	207	268	259	163	195	305	195	151	312	188	278	271	260	182
	45%	49%	37%	49%	45%	24%	57%	45%	43%	46%	54%	29%	41%	50%	42%	42%	54%	52%	33%	39%	61%	39%	30%	63%	38%	56%	54%	52%	36%
		CFJLMPSTVW Yc	FL	CFJLMPSTVW Yc	CFLSWY		BCDEFHJLM OPSTVWYc	CFLSWY	FLSW	CFLSTVWYc	CEFILMOPST VWYc	F	FLSW	CFJLMPSTVW Yc	FLSW	CEFHJLMOP STVWYc	CEFHJLMOPS TVWYc	F	FLW	BCDEFHJLM NOPRSTVW Yabz	FLW			BCDEFHJLM NOPRSTVW Yabz	FLW	BCFEHJLMOP STVWYc	CEFHJLMOPS TVWYc	CEFHJLMOPS TVWYc	F
In recent years it seems that more ads have people that look like people I know	6150	262	139	266	209	166	282	237	218	184	215	161	187	250	197	311	266	181	149	141	346	208	144	228	210	282	226	269	214
	44%	52%	28%	53%	42%	33%	57%	48%	44%	37%	43%	32%	37%	50%	39%	62%	53%	36%	30%	28%	69%	42%	29%	46%	42%	56%	45%	54%	43%
		CEFULKMORS TVWYac		CEFULKMORS TVWXYac	CFLSTW		CEFULKLMOR STVWXYac	CFJLMORST W	CFJLSTW	CSTW	CFLSTW		CSTW	CEFULMORST VWY	CSTW	BCDEFHJKL MNORSTV WXYZar	CEFULKMORS TVWXYac	CTW			BCDEFHJKL MNORSTV WXYZar	CFLSTW		CFJLMSTW	CFJLSTW	CEFULKLMOR STVWXYac	CFJLMRSTW	CEFULKMORS TVWXYac	CFLSTW
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	7028	248	266	261	235	250	340	225	243	222	235	244	247	245	276	264	247	282	178	235	293	251	154	258	245	279	271	295	239
	50%	50%	53%	52%	47%	50%	68%	45%	49%	45%	47%	49%	49%	49%	55%	53%	49%	56%	36%	47%	59%	50%	31%	52%	49%	56%	54%	50%	48%
		SW	HJSW	JSW	SW	SW	BCDEFHJKL MNOPQRSTU VWXYZabz	SW	SW	SW	SW	SW	SW	SW	SW	EHJSTW	HJSW	SW	BEHJLMQOS TWY		SW	BCDEFHJKL MNOPQRSTV WXYZar	SW		JSW	SW	EHJLSTWY	EHJSTW	BEFULKMNS QSTVWYc

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Global @dvisor: ADVERTISING STUDY

QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?

Proportions/Mean: Overlap formulae used

- Column Proportions:
 - Columns Tested (5%): A/B/C/D/E/F/G
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 - Columns Tested (5%): A/B/C/D/E/F/G
 - Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	14700	1501	3076	5026	3086	4596	2004	1508
Base: All Respondents (wtd)	14000	1000	3000	5000	3000	4000	2000	1500
I don't see myself represented in most advertising	8862	630	1893	3294	1750	2541	1221	972
	63%	63%	63%	66%	58%	64%	61%	65%
		D	D	BDEF		D	D	D
I don't see my community of friends, family and acquaintances represented accurately in most advertising	8368	550	1901	2969	1669	2262	1204	970
	60%	55%	63%	59%	56%	57%	60%	65%
			ACDEF	ADE			ADE	ACDEF
I often feel ashamed of my body based on what I see in ads	5304	402	1218	1778	1096	1368	819	596
	38%	40%	41%	36%	37%	34%	41%	40%
		CE	CDE		E		CDE	CE
Advertising often makes me feel like something is wrong with me	4826	324	1119	1554	986	1116	755	623
	35%	32%	37%	31%	33%	28%	38%	42%
		E	ACDE	E	E		ACDE	ABCDE
Recently I have seen more positive role models in ads that inspire me	6702	447	1802	1816	1448	1362	1251	801
	48%	45%	60%	36%	48%	34%	63%	53%
		CE	ACDEG	E	CE		ACDEG	ACDE
I have been inspired by an ad in the past year	5372	348	1289	1356	1303	1125	1105	761
	38%	35%	43%	27%	43%	28%	55%	51%
		CE	ACE		ACE		ABCDEG	ABCDE
Many ads I see make me feel excluded	5562	401	1342	1899	1073	1352	796	652
	40%	40%	45%	38%	36%	34%	40%	44%
		DE	ACDEF	E			DE	CDE
I still see many sexist ads that offend me	6285	396	1555	2091	1202	1477	879	781
	45%	40%	52%	42%	40%	37%	44%	52%
			ACDEF	E	E		DE	ACDEF
In recent years it seems that more ads have people that look like people I know	6150	406	1553	1814	1372	1395	1074	735
	44%	41%	52%	36%	46%	35%	54%	49%

		CE	ACDE		ACE		ACDEG	ACE
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	7028	520	1551	2410	1452	1870	1052	800
	50%	52%	52%	48%	48%	47%	53%	53%
		E	CDE				CDE	CDE

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Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	282	220	246	159	97	41	43	355	163	339	118	211	173	348	154	122	380	160	342	415	87	
Base: All Respondents (wtd)	500	245	255	248	145	107	48	47	342	152	348	170	205	125	325	175	110	390	142	358	394	106	
I don't see myself represented in most advertising	319	155	164	161	88	69	31	27	219	91	228	109	128	82	204	114	71	247	85	234	247	72	
	64%	63%	64%	65%	61%	64%	65%	57%	64%	60%	66%	64%	62%	66%	63%	65%	65%	63%	60%	65%	63%	68%	
						*	*	*												*			
I don't see my community of friends, family and acquaintances represented accurately in most advertising	330	150	181	165	97	68	33	33	219	107	223	117	133	81	202	128	69	261	80	251	250	81	
	66%	61%	71%	66%	67%	64%	69%	71%	64%	70%	64%	69%	65%	65%	62%	73%	62%	67%	56%	70%	63%	76%	
			A			*	*	*								N			R	*			
I often feel ashamed of my body based on what I see in ads	206	89	117	118	52	35	24	20	134	55	150	77	78	50	130	75	51	155	57	149	157	49	
	41%	36%	46%	48%	36%	32%	49%	42%	39%	36%	43%	45%	38%	40%	40%	43%	46%	40%	40%	42%	40%	46%	
			A	DE		*	*	*															
Advertising often makes me feel like something is wrong with me	177	86	91	116	42	20	20	21	117	44	133	71	65	41	115	62	48	129	54	123	133	44	
	35%	35%	36%	47%	29%	18%	41%	45%	34%	29%	38%	42%	32%	33%	35%	36%	44%	33%	38%	35%	34%	42%	
				DE		*	*	*			I						Q						
Recently I have seen more positive role models in ads that inspire me	255	128	127	132	73	50	28	22	177	82	173	83	103	69	173	82	72	183	91	164	203	52	
	51%	52%	50%	53%	51%	47%	59%	46%	52%	54%	50%	49%	50%	55%	53%	47%	65%	47%	64%	46%	52%	49%	
						*	*	*			Q						Q						
I have been inspired by an ad in the past year	183	100	82	100	50	33	20	20	129	62	121	67	67	49	123	60	50	133	68	115	152	31	
	37%	41%	32%	40%	34%	31%	41%	43%	38%	41%	35%	39%	33%	39%	38%	34%	45%	34%	48%	32%	39%	29%	
						*	*	*							*		Q		S	*			
Many ads I see make me feel excluded	218	102	116	120	65	33	25	28	140	63	155	86	84	47	134	84	47	171	53	165	164	54	
	44%	42%	46%	48%	45%	31%	52%	60%	41%	41%	45%	51%	41%	38%	41%	48%	42%	44%	37%	46%	42%	51%	
				E	E	*	*	H*				M									*		
I still see many sexist ads that offend me	244	102	142	137	64	43	22	24	166	65	179	79	98	67	158	86	57	187	67	177	186	58	
	49%	42%	56%	55%	44%	40%	46%	52%	49%	43%	52%	47%	48%	54%	49%	49%	52%	48%	47%	49%	47%	55%	
			A	DE		*	*	*													*		
In recent years it seems that more ads have people that look like people I know	262	127	135	130	78	53	27	25	185	75	187	85	113	65	175	87	66	196	84	178	208	54	
	52%	52%	53%	53%	54%	50%	56%	53%	54%	49%	54%	50%	55%	52%	54%	50%	60%	50%	59%	50%	53%	51%	
						*	*	*											S	*			
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	248	113	135	136	70	42	25	29	162	77	171	87	93	69	153	95	52	196	72	176	193	55	
	50%	46%	53%	55%	48%	39%	52%	62%	47%	50%	49%	51%	45%	55%	47%	54%	47%	50%	51%	49%	49%	52%	
				E		*	*	*													*		

Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																				Region								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed								
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All Respondents (unwtd)																														
Base: All Respondents (wtd)																														
I don't see myself represented in most advertising	502	222	280	114	176	212	179	213	67	240	262	76	205	221	294	208	42	460	68	434	327	175	176	326	149	175	97	30	51	
	500	248	252	197	151	152	175	219	65	199	301	59	208	233	290	210	39	461	66	434	332	168	163	337	136	168	101	42	53	
	313	159	155	110	100	104	114	145	36	118	195	41	135	137	195	119	27	286	41	272	193	120	109	205	88	107	65	27	26	
	63%	64%	61%	56%	66%	68%	65%	66%	56%	60%	65%	70%	65%	59%	67%	56%	69%	62%	63%	63%	58%	71%	67%	61%	65%	64%	65%	64%	49%	
I don't see my community of friends, family and acquaintances represented accurately in most advertising	273	136	136	107	76	90	109	110	36	103	170	33	107	133	159	113	18	255	36	236	175	98	92	181	76	93	57	20	27	
	55%	55%	54%	54%	50%	59%	62%	50%	55%	52%	56%	56%	51%	57%	55%	54%	46%	55%	56%	54%	53%	58%	56%	54%	56%	56%	56%	47%	51%	
I often feel ashamed of my body based on what I see in ads	188	76	112	89	60	39	80	80	16	63	125	22	89	77	92	96	8	180	22	166	112	76	61	127	50	66	35	17	20	
	38%	31%	44%	45%	40%	26%	46%	37%	24%	32%	42%	38%	43%	33%	32%	46%	20%	39%	33%	38%	34%	45%	38%	38%	37%	39%	35%	41%	37%	
			A	E	E	H			*		I	*			N		*	P	*			T					*	**	*	
Advertising often makes me feel like something is wrong with me	156	66	90	75	46	35	60	74	15	47	109	16	70	69	86	71	8	148	21	136	102	54	50	106	43	46	37	12	18	
	31%	27%	36%	38%	31%	23%	34%	34%	23%	24%	36%	28%	34%	30%	30%	34%	21%	32%	31%	31%	31%	32%	31%	31%	32%	27%	37%	28%	34%	
			A	E					*		I	*			*		*		*								*	**	*	
Recently I have seen more positive role models in ads that inspire me	192	91	102	93	61	38	71	84	18	69	124	23	71	98	109	83	14	178	26	166	132	61	66	127	54	59	41	13	25	
	39%	37%	40%	47%	40%	25%	41%	39%	27%	35%	41%	40%	34%	42%	38%	40%	36%	39%	40%	38%	40%	36%	40%	38%	39%	35%	41%	32%	47%	
				E	E				*			*			*		*		*								*	**	*	
I have been inspired by an ad in the past year	151	80	71	67	55	30	56	74	17	61	90	15	55	81	94	57	11	140	23	128	104	47	39	112	46	45	26	21	13	
	30%	32%	28%	34%	36%	20%	32%	34%	26%	31%	30%	26%	26%	35%	33%	27%	29%	30%	35%	30%	31%	28%	24%	33%	34%	27%	26%	50%	24%	
				E	E				*			*			*		*		*								*	**	*	
Many ads I see make me feel excluded	187	87	99	84	56	47	79	84	17	53	134	19	83	85	107	80	13	174	26	161	113	74	60	126	49	58	41	17	22	
	37%	35%	39%	43%	37%	31%	45%	38%	27%	27%	44%	32%	40%	37%	37%	38%	33%	38%	40%	37%	34%	44%	37%	38%	36%	34%	41%	42%	41%	
				A	E				*		H	*			*		*		*								*	**	*	
I still see many sexist ads that offend me	207	87	120	85	59	63	86	84	25	73	134	19	80	107	120	87	21	186	40	167	128	79	55	151	64	69	33	23	18	
	41%	35%	48%	43%	39%	41%	49%	39%	38%	37%	45%	33%	39%	46%	41%	41%	55%	40%	61%	38%	39%	47%	34%	45%	47%	41%	33%	55%	35%	
				A					*			*			*		*	S*						VZ	VZ		*	**	*	
In recent years it seems that more ads have people that look like people I know	187	80	107	89	55	42	68	87	21	76	111	16	77	93	99	88	14	173	28	159	129	58	52	134	53	55	36	19	24	
	37%	32%	42%	45%	37%	28%	39%	40%	33%	38%	37%	28%	37%	40%	34%	42%	36%	38%	42%	37%	39%	35%	32%	40%	39%	33%	36%	45%	44%	
				A	E				*			*			*		*		*								*	**	*	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	247	112	135	95	77	75	86	108	30	102	145	23	102	122	135	111	18	228	36	211	165	82	69	177	68	76	52	18	32	
	49%	45%	54%	48%	51%	49%	49%	50%	47%	51%	48%	39%	49%	52%	47%	53%	47%	50%	55%	49%	50%	49%	43%	53%	50%	45%	52%	43%	60%	
									*			*			*		*		*								*	**	V*	

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Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
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Columns Tested (5%): A/B,C/D/E,F/G,H/I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H/I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Center (Bruxelles)	North (Flandre)	South (Wallonie)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	500	258	242	134	180	186	85	146	157	221	279	125	145	230	334	166	37	463	63	437	318	182	54	242	204	
Base: All Respondents (wtd)	500	251	249	186	155	159	93	145	138	204	296	146	194	161	303	197	37	463	59	441	292	208	54	285	160	
I don't see myself represented in most advertising	303	156	147	109	92	101	65	93	83	119	183	92	112	99	193	109	17	285	36	267	171	132	28	174	100	
	61%	62%	59%	58%	60%	64%	70%	64%	61%	59%	62%	63%	58%	61%	64%	55%	48%	62%	61%	61%	59%	63%	51%	61%	63%	
							*										*		*				*			
I don't see my community of friends, family and acquaintances represented accurately in most advertising	269	145	123	102	76	90	51	89	64	105	164	84	99	86	161	107	14	254	23	246	147	122	31	151	86	
	54%	58%	50%	55%	49%	57%	55%	61%	47%	52%	55%	58%	51%	53%	53%	54%	39%	55%	39%	56%	50%	59%	58%	53%	54%	
							*	H									*		*	R			*			
I often feel ashamed of my body based on what I see in ads	164	64	101	76	51	38	37	60	39	70	94	44	70	50	92	73	14	151	18	146	95	70	13	89	62	
	33%	25%	41%	41%	33%	24%	40%	42%	28%	34%	32%	30%	36%	31%	30%	37%	38%	33%	31%	33%	32%	34%	24%	31%	39%	
			A	E				*	H											*			*			
Advertising often makes me feel like something is wrong with me	131	55	76	59	36	35	35	38	34	54	76	38	56	37	79	52	7	123	18	112	74	57	15	67	49	
	26%	22%	31%	32%	23%	22%	37%	26%	25%	27%	26%	26%	29%	23%	26%	26%	20%	27%	31%	25%	25%	27%	27%	24%	30%	
			A				*												*			*				
Recently I have seen more positive role models in ads that inspire me	143	73	70	57	45	41	16	40	47	61	82	36	59	48	83	60	9	134	16	127	88	55	22	65	56	
	29%	29%	28%	31%	29%	26%	18%	28%	34%	30%	28%	25%	30%	30%	27%	30%	24%	29%	28%	29%	30%	26%	41%	23%	35%	
							*		F								*		*				W*		W	
I have been inspired by an ad in the past year	104	56	48	43	35	26	18	33	26	43	61	33	39	32	67	37	10	94	13	91	60	44	17	53	34	
	21%	22%	19%	23%	22%	17%	19%	23%	19%	21%	21%	23%	20%	20%	22%	19%	27%	20%	22%	21%	21%	21%	31%	19%	21%	
							*										*		*				*			
Many ads I see make me feel excluded	161	73	88	58	47	57	47	58	32	69	92	52	53	56	105	57	12	149	19	143	87	74	22	81	58	
	32%	29%	35%	31%	30%	36%	50%	40%	24%	34%	31%	36%	28%	35%	35%	29%	33%	32%	32%	32%	30%	36%	40%	29%	36%	
							H*	H															*			
I still see many sexist ads that offend me	185	76	109	77	47	61	42	51	46	77	108	59	59	67	106	79	11	174	21	164	99	87	29	82	75	
	37%	30%	44%	42%	30%	38%	45%	35%	34%	38%	37%	41%	30%	42%	35%	40%	30%	38%	36%	37%	34%	42%	53%	29%	47%	
							A					*					*		*			W*			W	
In recent years it seems that more ads have people that look like people I know	139	59	80	57	43	39	18	42	46	65	74	37	57	45	78	61	11	129	23	117	80	59	22	67	51	
	28%	24%	32%	31%	28%	24%	19%	29%	33%	32%	25%	25%	30%	28%	26%	31%	29%	28%	38%	26%	28%	28%	40%	23%	32%	
							*		F								*		*				W*			
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	266	141	125	97	81	88	41	83	74	113	153	75	106	85	164	102	19	247	36	229	152	114	22	159	85	
	53%	56%	50%	52%	53%	55%	44%	57%	54%	55%	52%	51%	55%	53%	54%	51%	51%	53%	62%	52%	52%	55%	41%	56%	53%	
							*										*	*	*				*			

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QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	206	294	270	144	86	48	301	113	183	317	36	247	217	285	215	87	413	125	375	356	144	
Base: All Respondents (wtd)	500	232	268	285	148	67	52	352	69	178	322	156	262	81	261	239	100	400	127	373	341	159	
I don't see myself represented in most advertising	326	141	184	186	102	38	37	229	45	116	210	105	168	53	165	161	66	260	78	248	217	109	
	65%	61%	69%	65%	69%	56%	71%	65%	66%	65%	65%	67%	64%	66%	63%	67%	66%	65%	62%	66%	64%	69%	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
I don't see my community of friends, family and acquaintances represented accurately in most advertising	310	135	175	176	101	34	39	208	50	125	185	87	170	53	156	154	57	253	71	239	203	107	
	62%	58%	65%	62%	68%	50%	75%	59%	73%	70%	57%	56%	65%	66%	60%	65%	57%	63%	56%	64%	60%	67%	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
I often feel ashamed of my body based on what I see in ads	235	101	135	145	67	23	26	172	29	95	141	75	125	35	115	120	63	172	65	170	161	74	
	47%	43%	50%	51%	45%	35%	51%	49%	42%	53%	44%	48%	48%	44%	44%	50%	63%	43%	52%	46%	47%	47%	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Advertising often makes me feel like something is wrong with me	204	87	116	126	56	22	24	146	28	79	125	67	99	37	104	100	51	153	54	150	138	65	
	41%	38%	44%	44%	38%	33%	46%	42%	41%	45%	39%	43%	38%	46%	40%	42%	51%	38%	42%	40%	41%	41%	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Recently I have seen more positive role models in ads that inspire me	328	150	179	178	106	45	30	237	47	119	209	116	159	53	178	150	76	253	94	235	233	95	
	66%	65%	67%	62%	72%	67%	58%	67%	68%	67%	65%	74%	61%	66%	68%	63%	76%	63%	74%	63%	68%	60%	
I have been inspired by an ad in the past year	215	108	107	111	73	30	17	162	30	86	129	96	86	33	124	91	65	150	75	140	158	57	
	43%	47%	40%	39%	50%	45%	32%	46%	44%	48%	40%	62%	33%	41%	48%	38%	65%	38%	59%	38%	46%	36%	
	*	*	*	*	*	*	*	*	*	*	*	*	LM*	*	*	*	**	*	S*	*	*	*	
Many ads I see make me feel excluded	232	88	144	135	76	21	24	160	37	85	147	78	115	39	127	106	52	181	59	173	166	66	
	46%	38%	54%	47%	52%	32%	47%	46%	54%	48%	46%	50%	44%	48%	49%	44%	52%	45%	47%	46%	49%	42%	
	*	*	A	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
I still see many sexist ads that offend me	249	97	153	147	75	27	29	172	39	97	153	79	128	42	126	124	63	186	72	177	168	81	
	50%	42%	57%	52%	51%	40%	57%	49%	56%	54%	47%	51%	49%	51%	48%	52%	63%	47%	57%	48%	49%	51%	
	*	*	A	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
In recent years it seems that more ads have people that look like people I know	250	119	131	139	73	39	23	175	39	93	157	79	126	46	135	116	57	194	71	179	180	70	
	50%	51%	49%	49%	49%	58%	45%	50%	56%	49%	52%	51%	48%	56%	52%	48%	57%	48%	56%	48%	53%	44%	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	245	112	133	130	82	33	32	158	41	95	150	66	136	43	126	118	54	190	59	186	155	90	
	49%	48%	50%	46%	56%	49%	62%	45%	60%	53%	47%	42%	52%	53%	48%	50%	54%	48%	46%	50%	45%	57%	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	

Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	501	233	268	126	161	214	32	189	221	253	248	96	225	180	314	187	53	448	75	426	334	161	30	29	62	77	-	197	106
Base: All Respondents (wtd)	500	242	258	171	148	181	60	206	178	226	274	227	196	77	308	192	48	452	69	431	303	188	33	36	53	67	-	192	120
I don't see myself represented in most advertising	334	165	169	122	93	119	45	125	126	144	190	154	130	50	196	138	35	299	46	288	187	141	22	28	37	42	-	133	73
	67%	68%	66%	71%	63%	66%	74%	61%	70%	64%	69%	68%	66%	65%	64%	72%	73%	66%	66%	67%	62%	75%	68%	78%	69%	62%	-	69%	61%
I don't see my community of friends, family and acquaintances represented accurately in most advertising	291	142	149	101	84	106	49	107	101	125	166	133	115	43	170	121	38	263	39	252	160	129	14	26	30	36	-	120	65
	58%	59%	58%	59%	57%	58%	82%	52%	57%	56%	60%	59%	59%	56%	55%	63%	58%	58%	56%	59%	53%	68%	42%	73%	57%	54%	-	63%	54%
I often feel ashamed of my body based on what I see in ads	210	67	143	96	59	55	29	92	72	90	120	97	74	39	114	97	27	184	36	174	131	75	12	19	22	21	-	87	49
	42%	28%	56%	56%	40%	30%	**	45%	40%	44%	44%	43%	38%	51%	37%	50%	55%	41%	52%	41%	43%	40%	37%	55%	41%	31%	-	45%	41%
Advertising often makes me feel like something is wrong with me	165	54	111	81	49	36	22	59	65	75	91	70	63	33	85	81	22	143	30	135	96	68	6	16	21	19	-	68	35
	33%	22%	43%	47%	33%	20%	37%	29%	36%	33%	33%	31%	32%	43%	28%	42%	46%	32%	44%	31%	32%	36%	19%	46%	39%	29%	-	35%	29%
Recently I have seen more positive role models in ads that inspire me	229	109	120	79	79	72	29	89	91	97	132	98	95	36	143	87	32	198	46	184	149	77	12	8	23	42	-	90	55
	46%	45%	47%	46%	53%	40%	48%	43%	51%	43%	48%	43%	49%	47%	46%	45%	66%	44%	66%	43%	49%	41%	37%	23%	43%	62%	-	47%	46%
I have been inspired by an ad in the past year	179	85	94	57	70	53	12	81	74	93	86	65	86	28	104	75	25	154	37	142	114	62	11	7	16	35	-	70	40
	36%	35%	36%	33%	47%	29%	**	39%	42%	41%	32%	28%	44%	36%	34%	39%	51%	34%	54%	33%	38%	33%	35%	19%	30%	52%	-	37%	33%
Many ads I see make me feel excluded	203	98	105	78	60	65	37	76	69	97	105	95	73	35	111	92	23	180	27	176	111	91	10	20	22	22	-	85	43
	41%	40%	41%	46%	41%	36%	61%	37%	39%	43%	38%	42%	37%	45%	36%	48%	47%	40%	39%	41%	37%	48%	31%	56%	42%	33%	-	45%	36%
I still see many sexist ads that offend me	208	88	120	90	57	60	39	81	72	84	124	99	71	37	116	92	22	186	31	177	107	96	12	15	28	21	-	84	47
	42%	36%	47%	53%	39%	33%	65%	39%	40%	37%	45%	44%	36%	48%	38%	48%	45%	41%	44%	41%	35%	51%	37%	42%	53%	31%	-	44%	39%
In recent years it seems that more ads have people that look like people I know	197	92	105	78	62	56	24	78	73	81	116	86	76	34	131	66	25	171	34	162	127	63	13	14	16	30	-	75	49
	39%	38%	41%	46%	42%	31%	41%	38%	41%	36%	42%	38%	39%	45%	43%	34%	53%	38%	50%	38%	42%	34%	40%	39%	30%	45%	-	39%	41%
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	276	138	137	90	82	104	33	119	93	120	156	129	107	39	169	106	30	246	41	235	162	108	19	16	27	34	-	116	64
	55%	57%	53%	53%	55%	58%	56%	58%	52%	53%	57%	57%	55%	51%	55%	55%	62%	54%	59%	55%	53%	58%	57%	46%	51%	51%	-	60%	54%
				*		**				*		*			*		*		*		*	**	**	*	*	-		*	

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Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	283	218	246	192	63	11	47	442	352	149	-	151	350	385	116	83	418	181	320	459	42
Base: All Respondents (wtd)	500	255	245	209	212	79	10	47	442	360	140	-	154	346	380	120	80	420	174	326	454	46
I don't see myself represented in most advertising	290	154	136	130	120	40	9	27	253	197	93	-	95	195	224	66	49	241	102	188	265	25
	58%	61%	55%	62%	57%	51%	91%	58%	57%	55%	67%	-	62%	56%	59%	55%	62%	57%	59%	58%	58%	56%
I don't see my community of friends, family and acquaintances represented accurately in most advertising	311	164	147	134	124	52	8	26	276	222	89	-	110	201	237	74	55	256	106	205	280	31
	62%	65%	60%	64%	59%	66%	83%	55%	62%	62%	63%	-	72%	58%	62%	62%	69%	61%	61%	63%	62%	67%
I often feel ashamed of my body based on what I see in ads	212	117	95	98	82	32	7	15	188	148	64	-	71	141	174	39	44	168	87	125	199	14
	42%	46%	39%	47%	39%	41%	77%	33%	43%	41%	46%	-	46%	41%	46%	32%	55%	40%	50%	38%	44%	30%
Advertising often makes me feel like something is wrong with me	199	112	86	91	76	32	7	20	171	134	65	-	74	125	152	46	34	165	64	135	179	20
	40%	44%	35%	44%	36%	40%	73%	42%	39%	37%	46%	-	48%	36%	40%	39%	42%	39%	37%	41%	39%	43%
Recently I have seen more positive role models in ads that inspire me	370	176	194	164	159	47	6	30	333	271	99	-	108	262	287	83	69	301	142	228	346	24
	74%	69%	79%	79%	75%	60%	62%	65%	75%	75%	71%	-	70%	76%	76%	69%	87%	72%	82%	70%	76%	53%
I have been inspired by an ad in the past year	349	180	168	155	147	47	5	24	318	256	92	-	106	243	279	70	63	286	139	210	326	23
	70%	71%	69%	74%	70%	59%	56%	51%	72%	71%	66%	-	69%	70%	74%	58%	79%	68%	80%	64%	72%	50%
Many ads I see make me feel excluded	210	122	88	94	86	30	7	16	185	148	61	-	76	133	164	46	42	167	82	127	194	16
	42%	48%	36%	45%	41%	38%	73%	35%	42%	41%	44%	-	50%	39%	43%	38%	53%	40%	47%	39%	43%	34%
I still see many sexist ads that offend me	207	116	91	103	74	30	7	19	180	145	62	-	70	137	161	46	39	168	83	124	190	17
	42%	46%	37%	50%	35%	38%	73%	40%	41%	40%	44%	-	46%	40%	42%	38%	49%	40%	48%	38%	42%	37%
In recent years it seems that more ads have people that look like people I know	311	152	159	151	128	32	6	22	282	219	92	-	96	214	242	68	61	250	126	185	292	19
	62%	60%	65%	72%	61%	40%	62%	47%	64%	61%	66%	-	63%	62%	64%	57%	77%	59%	72%	57%	64%	41%
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	264	141	124	119	105	40	8	24	232	191	74	-	90	175	211	53	48	216	93	171	243	21
	53%	55%	50%	57%	50%	51%	83%	50%	52%	53%	53%	-	58%	50%	56%	44%	61%	51%	54%	53%	54%	47%

Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
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Columns Tested (5%): A/B, C/D/E/F/G/H/J/K/L/M/N/O/P/Q/R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E/F/G/H/J/K/L/M/N/O/P/Q/R/S,T/U,V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Ile de France	NORD OUEST	NORD-EST	SUD-OUEST	SUD-EST	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	502	260	242	163	180	159	101	243	102	195	307	123	233	146	370	132	24	478	39	463	340	162	104	100	88	98	112	
Base: All Respondents (wtd)	500	247	253	184	164	152	107	238	97	186	314	133	219	147	358	142	25	475	39	461	328	172	103	98	89	98	111	
I don't see myself represented in most advertising	326	161	165	116	112	98	70	159	56	114	212	78	147	100	241	85	21	305	27	299	206	120	65	61	59	61	79	
	65%	65%	65%	63%	68%	65%	66%	67%	58%	61%	68%	59%	67%	68%	67%	60%	83%	64%	68%	65%	63%	70%	63%	62%	67%	63%	71%	
I don't see my community of friends, family and acquaintances represented accurately in most advertisements	285	146	139	116	92	77	70	142	42	96	189	77	129	79	211	75	13	272	22	263	182	103	55	60	51	51	69	
	57%	59%	55%	63%	56%	51%	66%	60%	43%	52%	60%	58%	59%	53%	59%	52%	54%	57%	57%	56%	60%	53%	61%	57%	53%	53%	62%	
I often feel ashamed of my body based on what I see in ads	185	75	110	78	69	39	46	87	25	58	127	44	86	56	128	57	13	173	18	167	113	72	37	37	39	32	40	
	37%	31%	44%	42%	42%	26%	43%	37%	26%	31%	41%	33%	39%	38%	36%	40%	51%	36%	46%	36%	35%	42%	36%	38%	44%	33%	36%	
Advertising often makes me feel like something is wrong with me	175	81	93	72	60	43	37	91	21	57	118	41	85	49	125	50	16	158	20	155	117	58	37	37	32	31	39	
	35%	33%	37%	39%	36%	29%	35%	39%	22%	31%	38%	31%	39%	33%	35%	35%	66%	33%	50%	34%	36%	34%	35%	37%	36%	32%	35%	
Recently I have seen more positive role models in ads that inspire me	199	98	101	84	56	58	42	94	43	66	133	56	87	55	140	59	14	185	19	180	127	72	44	40	39	35	41	
	40%	40%	40%	46%	34%	38%	40%	39%	44%	36%	42%	42%	40%	38%	39%	41%	57%	39%	49%	39%	39%	42%	43%	41%	44%	36%	37%	
I have been inspired by an ad in the past year	107	60	47	46	32	28	26	54	20	37	70	26	53	28	76	31	14	92	13	94	65	42	32	15	17	18	25	
	21%	24%	18%	25%	20%	19%	25%	23%	21%	20%	22%	20%	24%	19%	21%	22%	58%	20%	33%	20%	20%	24%	31%	15%	19%	18%	22%	
Many ads I see make me feel excluded	210	101	109	73	74	64	45	107	30	71	139	57	93	60	152	58	16	194	18	192	137	73	40	43	41	37	50	
	42%	41%	43%	39%	45%	42%	42%	45%	31%	38%	44%	43%	42%	41%	42%	41%	65%	41%	47%	42%	42%	43%	39%	43%	46%	38%	45%	
I still see many sexist ads that offend me	259	116	144	107	72	80	60	121	47	94	165	65	112	83	177	83	16	244	24	235	161	98	47	50	58	48	57	
	52%	47%	57%	58%	44%	53%	56%	51%	48%	51%	53%	49%	51%	56%	49%	58%	63%	51%	62%	51%	49%	57%	45%	51%	65%	49%	51%	
In recent years it seems that more ads have people that look like people I know	181	88	93	71	53	56	35	92	39	69	111	43	86	52	127	53	15	165	21	160	116	65	36	34	36	36	39	
	36%	36%	37%	39%	32%	37%	33%	39%	40%	37%	35%	32%	39%	35%	36%	37%	61%	35%	53%	35%	35%	38%	35%	35%	40%	37%	35%	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	282	130	151	103	85	94	68	131	53	102	180	78	127	77	210	72	17	265	27	255	190	92	46	59	52	62	63	
	56%	53%	60%	56%	52%	62%	64%	55%	55%	55%	57%	59%	58%	52%	59%	51%	67%	56%	68%	55%	58%	53%	45%	60%	58%	64%	57%	

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b/c
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior/ Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Region I	Region II	Region IIIa	Region IIIb	Region IV	Region VIa&b	Region VI	Region VII
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c
Base: All Respondents (unwtd)	509	240	269	128	189	192	116	145	196	214	295	28	360	121	348	161	31	478	69	440	361	148	99	109	70	60	69	23	44	35
Base: All Respondents (wtd)	500	253	247	171	155	174	131	126	179	193	307	87	286	127	349	151	33	467	72	428	349	151	80	109	68	67	78	22	39	38
I don't see myself represented in most advertising	328	166	162	109	106	113	79	92	122	132	196	50	190	87	234	93	19	309	46	282	220	107	49	69	48	44	57	16	21	24
	66%	66%	66%	64%	69%	65%	60%	72%	68%	68%	64%	58%	66%	69%	67%	62%	56%	66%	64%	66%	63%	71%	61%	63%	70%	65%	74%	70%	55%	65%
I don't see my community of friends, family and acquaintances represented accurately in most advertising	318	149	169	96	103	119	79	85	117	123	195	41	184	93	218	100	22	296	45	274	212	107	53	69	43	46	49	16	20	23
	64%	59%	66%	56%	66%	68%	60%	67%	65%	64%	64%	47%	64%	74%	62%	67%	67%	64%	63%	64%	61%	71%	66%	64%	63%	69%	62%	72%	52%	62%
I often feel ashamed of my body based on what I see in ads	121	51	70	54	43	23	32	18	48	43	77	21	73	27	82	39	5	115	14	107	79	41	20	22	19	21	22	6	7	5
	24%	20%	28%	32%	28%	13%	24%	14%	27%	23%	25%	24%	26%	21%	23%	26%	16%	25%	20%	25%	23%	27%	25%	20%	28%	32%	28%	26%	17%	13%
Advertising often makes me feel like something is wrong with me	90	49	42	51	26	13	29	15	29	26	64	15	52	22	63	77	10	80	13	77	62	28	15	14	16	20	13	3	7	2
	18%	19%	17%	30%	17%	8%	22%	12%	16%	14%	21%	18%	18%	18%	18%	18%	30%	17%	18%	18%	18%	19%	19%	13%	23%	30%	17%	15%	18%	6%
Recently I have seen more positive role models in ads that inspire me	83	52	32	53	22	8	22	15	29	28	55	24	42	18	59	24	10	73	24	59	64	19	11	12	11	15	18	4	4	7
	17%	20%	13%	31%	14%	4%	17%	12%	16%	15%	18%	27%	15%	14%	17%	16%	11%	16%	33%	14%	18%	13%	14%	11%	17%	22%	24%	19%	11%	19%
I have been inspired by an ad in the past year	114	61	54	54	27	33	34	23	45	43	71	29	69	16	78	36	8	106	24	90	78	36	12	22	18	17	18	5	11	11
	23%	24%	22%	32%	17%	19%	26%	18%	25%	22%	23%	33%	24%	13%	22%	24%	25%	23%	33%	21%	23%	24%	15%	20%	27%	26%	24%	22%	28%	28%
Many ads I see make me feel excluded	147	66	80	56	43	49	42	32	57	53	93	25	81	41	105	41	15	132	26	120	98	49	22	24	23	19	28	7	11	12
	29%	26%	33%	33%	28%	28%	32%	26%	32%	28%	30%	29%	28%	32%	30%	27%	45%	28%	37%	28%	28%	32%	27%	22%	34%	29%	36%	30%	29%	33%
I still see many sexist ads that offend me	163	70	93	63	46	53	36	34	65	62	101	26	90	47	108	55	12	151	23	140	106	57	29	34	22	27	27	10	7	8
	33%	28%	38%	37%	30%	31%	28%	27%	38%	32%	33%	29%	32%	37%	31%	36%	35%	32%	32%	33%	30%	38%	36%	31%	32%	40%	35%	43%	17%	21%
In recent years it seems that more ads have people that look like people I know	149	82	67	60	42	47	30	30	68	66	83	32	84	33	107	42	14	135	24	125	110	39	20	29	20	23	26	7	13	12
	30%	32%	27%	35%	27%	27%	23%	24%	38%	34%	27%	37%	29%	26%	31%	28%	43%	29%	34%	29%	32%	26%	25%	26%	30%	35%	33%	29%	34%	32%
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	178	84	93	65	53	60	47	36	63	74	104	30	95	53	128	49	11	167	19	159	116	62	29	31	28	28	35	6	13	7
	36%	33%	38%	38%	34%	35%	36%	29%	35%	38%	34%	35%	33%	42%	37%	33%	34%	36%	27%	37%	33%	41%	36%	29%	41%	42%	45%	26%	35%	20%

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Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Hungary	Transdanubi a	North and the Great Plain	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents (unwtd)	505	289	216	160	176	169	20	198	225	219	286	102	266	137	322	183	38	467	67	438	392	113	187	146	172	
Base: All Respondents (wtd)	500	247	253	181	171	148	25	204	208	206	294	107	294	99	293	207	34	466	57	443	376	124	149	152	199	
I don't see myself represented in most advertising	328	161	167	120	108	100	10	140	134	129	198	67	192	69	193	135	24	304	39	288	249	79	100	108	120	
	66%	65%	66%	66%	63%	68%	40%	69%	65%	63%	68%	63%	65%	69%	66%	65%	70%	65%	69%	65%	66%	64%	67%	71%	60%	
							**					*					*		*					X		
I don't see my community of friends, family and acquaintances represented accurately in most advertising	311	152	160	114	101	96	15	131	124	123	188	66	184	62	190	122	22	289	31	280	233	79	98	106	107	
	62%	61%	63%	63%	59%	65%	60%	64%	60%	60%	64%	61%	63%	62%	65%	59%	65%	62%	54%	63%	62%	63%	66%	70%	54%	
							**					*					*		*				X	X		
I often feel ashamed of my body based on what I see in ads	158	55	103	76	57	26	13	65	59	64	95	41	81	36	80	78	11	147	16	143	120	38	48	45	66	
	32%	22%	41%	42%	33%	17%	53%	32%	28%	31%	32%	39%	28%	36%	27%	38%	33%	32%	28%	32%	32%	31%	32%	30%	33%	
			A	E			**					L*				N	*		*							
Advertising often makes me feel like something is wrong with me	139	65	74	68	45	25	8	58	48	50	89	34	72	32	73	65	12	126	19	120	98	41	45	40	53	
	28%	26%	29%	38%	27%	17%	34%	28%	23%	24%	30%	32%	25%	33%	25%	32%	36%	27%	33%	27%	26%	33%	31%	26%	27%	
				DE	E		**					*					*		*							
Recently I have seen more positive role models in ads that inspire me	163	65	98	72	47	43	11	72	59	60	102	37	100	25	88	75	9	153	15	148	119	43	48	49	66	
	33%	26%	39%	40%	28%	29%	43%	35%	28%	29%	35%	35%	34%	26%	30%	36%	28%	33%	26%	33%	32%	35%	32%	33%	33%	
			A	DE			**					*					*		*							
I have been inspired by an ad in the past year	146	65	81	60	48	39	10	57	60	57	90	34	86	26	82	64	13	133	14	133	109	37	46	43	57	
	29%	26%	32%	33%	28%	27%	41%	28%	29%	27%	31%	32%	29%	27%	28%	31%	*	29%	24%	30%	29%	30%	31%	28%	29%	
							**					*					*		*							
Many ads I see make me feel excluded	185	85	100	72	57	57	12	80	70	77	108	45	98	43	101	85	14	171	24	162	130	56	62	56	67	
	37%	35%	40%	40%	33%	38%	48%	39%	34%	37%	37%	42%	33%	43%	34%	41%	41%	37%	41%	37%	35%	45%	42%	37%	34%	
							**					*					*		*							
I still see many sexist ads that offend me	147	50	97	70	36	41	12	64	44	51	96	37	81	29	80	68	9	138	16	131	102	46	44	39	64	
	29%	20%	38%	39%	21%	28%	50%	31%	21%	25%	33%	35%	28%	29%	27%	33%	27%	30%	28%	30%	27%	37%	30%	26%	32%	
			A	D			**	H				*					*		*							
In recent years it seems that more ads have people that look like people I know	161	75	86	58	55	49	12	69	66	72	89	35	102	24	108	53	12	149	19	142	127	34	54	48	59	
	32%	30%	34%	32%	32%	33%	50%	34%	32%	35%	30%	32%	35%	25%	37%	26%	35%	32%	34%	32%	34%	27%	37%	32%	29%	
							**					*	M		O		*		*							
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	244	115	129	97	81	67	12	95	113	97	148	50	151	44	145	100	20	225	30	214	186	59	78	80	87	
	49%	47%	51%	54%	47%	45%	48%	47%	55%	47%	50%	47%	51%	45%	49%	48%	58%	48%	53%	48%	49%	47%	52%	53%	44%	
							**					*					*		*							

Global @visor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	301	201	249	156	97	72	267	142	316	186	-	52	450	320	182	135	367	303	199	412	90	
Base: All Respondents (wtd)	500	256	244	267	154	79	75	267	136	302	198	-	51	449	297	203	132	368	289	211	402	98	
I don't see myself represented in most	301	163	137	168	91	42	52	156	79	180	121	-	40	261	181	120	85	216	182	119	243	57	
advertising	60%	64%	57%	63%	59%	53%	70%	58%	58%	60%	61%	-	78%	58%	61%	59%	64%	59%	63%	56%	61%	59%	
					*	*							M*								*		
I don't see my community of friends, family and	284	144	141	153	88	43	40	154	78	173	111	-	31	254	165	119	84	201	178	106	227	57	
acquaintances represented accurately in most	57%	56%	58%	57%	57%	55%	54%	58%	58%	57%	56%	-	60%	57%	56%	59%	63%	55%	62%	50%	56%	59%	
advertising					*	*							*						S		*		
I often feel ashamed of my body based on what	233	120	113	139	75	20	36	131	59	130	103	-	25	208	148	86	72	162	148	85	198	36	
I see in ads	47%	47%	47%	52%	49%	25%	48%	49%	43%	43%	52%	-	48%	46%	50%	42%	54%	44%	51%	40%	49%	37%	
				E	E	*	*						*						S		U	*	
Advertising often makes me feel like something	220	112	108	135	64	21	40	117	53	129	90	-	26	194	140	79	72	148	143	76	180	40	
is wrong with me	44%	44%	44%	51%	41%	26%	53%	44%	39%	43%	46%	-	51%	43%	47%	39%	55%	40%	50%	36%	45%	41%	
				E	E	*	*												S				
Recently I have seen more positive role models	375	192	183	196	121	57	51	205	103	232	143	-	35	340	235	140	97	278	224	150	307	68	
in ads that inspire me	75%	75%	75%	74%	79%	72%	68%	77%	76%	77%	72%	-	68%	76%	79%	69%	74%	76%	78%	71%	76%	70%	
					*	*									O				*				
I have been inspired by an ad in the past year	360	180	180	197	110	53	54	191	99	217	143	-	37	323	224	136	104	256	226	134	299	61	
	72%	70%	74%	74%	71%	67%	72%	72%	73%	72%	72%	-	73%	72%	75%	67%	79%	70%	78%	64%	74%	63%	
					*	*							*						S		U	*	
Many ads I see make me feel excluded	267	138	129	146	85	36	39	148	73	165	102	-	26	241	175	92	85	182	177	89	222	45	
	53%	54%	53%	55%	55%	46%	52%	55%	54%	55%	52%	-	50%	54%	59%	45%	64%	49%	61%	42%	55%	46%	
					*	*									O				S		*		
I still see many sexist ads that offend me	305	157	148	164	95	45	40	172	79	184	120	-	24	281	192	113	78	227	185	120	252	53	
	61%	61%	61%	62%	62%	57%	53%	65%	58%	61%	61%	-	47%	63%	65%	56%	59%	62%	64%	57%	63%	55%	
					*	*							*	L					*				
In recent years it seems that more ads have	346	174	173	189	107	51	52	184	98	214	132	-	32	315	218	128	105	241	215	131	286	60	
people that look like people I know	69%	68%	71%	71%	69%	65%	70%	69%	72%	71%	67%	-	62%	70%	74%	63%	80%	66%	75%	62%	71%	62%	
					*	*							*		O				S		*		
Seeing women and men in traditional or old-	293	145	149	174	87	32	47	165	72	166	127	-	30	264	174	120	87	207	178	116	236	58	
fashioned roles in advertising is so common	59%	56%	61%	65%	57%	41%	63%	62%	53%	55%	64%	-	58%	59%	59%	59%	66%	56%	62%	55%	59%	59%	
that I don't even notice anymore				E	E	*	*				I		*									*	

Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S, T/U, V/W, X/Y, Z
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Nord-Ovest	Nord-Est	Centro (I)	Sud	Isole	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	501	273	228	157	167	177	95	231	109	266	235	130	267	104	267	234	51	450	82	419	324	177	135	100	97	119	50	
Base: All Respondents (wtd)	500	248	252	161	163	176	113	227	88	256	244	213	214	73	249	251	45	455	70	430	297	203	131	95	97	120	57	
I don't see myself represented in most advertising	320	145	175	109	107	105	71	142	51	151	169	141	134	45	150	170	28	292	39	281	184	136	88	65	57	74	35	
	64%	59%	69%	67%	66%	59%	63%	63%	59%	59%	69%	66%	63%	61%	60%	68%	63%	64%	56%	65%	62%	67%	67%	69%	59%	62%	62%	
		A					*		*		I						*		*				*	*		*	*	
I don't see my community of friends, family and acquaintances represented accurately in most advertising	282	126	155	90	98	94	70	126	46	131	151	123	119	40	133	149	29	253	41	241	160	122	83	56	50	63	31	
	56%	51%	62%	56%	60%	53%	62%	55%	53%	51%	62%	58%	56%	55%	53%	59%	63%	56%	59%	56%	54%	60%	63%	58%	52%	52%	55%	
		A					*		*		I						*		*				*	*		*	*	
I often feel ashamed of my body based on what I see in ads	211	78	133	72	72	68	61	85	33	106	105	99	83	29	94	117	23	188	30	181	120	91	56	27	41	54	32	
	42%	31%	53%	44%	44%	38%	54%	37%	38%	42%	43%	47%	39%	40%	38%	47%	52%	41%	43%	42%	40%	45%	43%	28%	42%	45%	57%	
		A					GH*		*								*		*				W	*	*	W	W*	
Advertising often makes me feel like something is wrong with me	148	57	90	54	50	44	44	53	26	66	81	67	61	19	70	78	19	129	19	129	89	59	38	25	28	40	17	
	30%	23%	36%	33%	31%	25%	40%	24%	29%	26%	33%	32%	29%	26%	28%	31%	42%	28%	27%	30%	30%	29%	29%	26%	29%	33%	30%	
		A					G*		*								*		*				U	*	W*	W	*	
Recently I have seen more positive role models in ads that inspire me	190	91	99	66	53	71	44	83	38	99	91	77	88	24	99	91	15	175	28	162	113	77	49	29	36	55	22	
	38%	37%	39%	41%	33%	40%	39%	37%	43%	39%	37%	36%	41%	34%	40%	36%	34%	38%	41%	38%	38%	38%	37%	30%	37%	46%	38%	
		A					*		*								*		*				*	*		W	*	
I have been inspired by an ad in the past year	134	79	54	43	44	47	34	59	30	67	67	54	62	18	78	56	17	117	25	109	91	42	35	13	30	43	13	
	27%	32%	22%	27%	27%	27%	30%	26%	34%	26%	27%	25%	29%	25%	31%	22%	38%	26%	36%	25%	31%	21%	26%	14%	31%	36%	23%	
		B					*		*						O		*		*				W	*	W*	W	*	
Many ads I see make me feel excluded	191	76	115	64	62	65	50	84	30	91	99	84	82	25	95	96	21	170	29	162	118	72	52	33	37	46	23	
	38%	31%	46%	40%	38%	37%	44%	37%	35%	36%	41%	40%	38%	34%	38%	38%	46%	37%	42%	38%	40%	36%	40%	34%	38%	38%	41%	
		A					*		*								*		*				*	*		*	*	
I still see many sexist ads that offend me	195	75	120	66	54	75	51	84	36	107	88	80	77	39	96	99	24	171	29	166	117	78	52	27	41	51	25	
	39%	30%	48%	41%	33%	43%	45%	37%	41%	42%	36%	37%	36%	53%	39%	40%	54%	38%	42%	39%	40%	38%	39%	29%	42%	42%	44%	
		A					*		*						KI		O*		*				*	*		*	*	
In recent years it seems that more ads have people that look like people I know	208	113	95	67	62	79	53	92	39	114	94	100	84	24	106	102	23	185	30	178	132	76	57	34	31	59	27	
	42%	46%	38%	42%	38%	45%	47%	40%	45%	44%	39%	47%	39%	33%	43%	41%	52%	41%	44%	41%	45%	37%	44%	35%	32%	49%	47%	
		A					*		*			M					*		*				*	*		X	*	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	251	116	135	88	78	85	65	111	49	121	130	115	102	34	116	135	25	227	39	212	143	108	60	51	42	64	35	
	50%	47%	54%	54%	48%	48%	58%	49%	55%	47%	53%	54%	48%	47%	46%	54%	55%	50%	57%	49%	48%	53%	46%	53%	43%	53%	62%	
		A					*		*								*		*				*	*		*	*	

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Global @visor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	579	296	283	70	226	283	272	209	38	338	241	142	129	308	311	268	26	553	50	529	414	165
Base: All Respondents (wtd)	500	251	249	169	158	174	265	153	22	219	281	267	101	132	235	265	16	484	33	467	319	181
I don't see myself represented in most advertising	283	151	132	107	91	85	155	94	4	118	165	150	58	76	121	162	8	276	12	272	179	104
	57%	60%	53%	63%	58%	49%	58%	62%	17%	54%	59%	56%	57%	58%	52%	61%	48%	57%	36%	58%	56%	58%
I don't see my community of friends, family and acquaintances represented accurately in most advertising	223	113	110	73	71	78	129	70	4	103	120	116	45	62	106	117	6	216	8	215	147	76
	45%	45%	44%	44%	45%	45%	49%	46%	17%	47%	43%	43%	44%	47%	45%	44%	40%	45%	25%	46%	46%	42%
I often feel ashamed of my body based on what I see in ads	135	67	69	47	48	40	75	38	9	59	76	76	26	34	52	83	4	131	5	130	78	58
	27%	27%	28%	28%	31%	23%	28%	25%	40%	27%	27%	29%	26%	26%	22%	31%	26%	27%	16%	28%	24%	32%
Advertising often makes me feel like something is wrong with me	94	54	40	24	34	36	52	31	3	44	50	49	16	29	47	47	6	88	8	85	58	36
	19%	22%	16%	14%	22%	21%	20%	20%	12%	20%	18%	18%	16%	22%	20%	18%	38%	18%	25%	18%	18%	20%
Recently I have seen more positive role models in ads that inspire me	119	59	60	47	33	39	64	36	11	55	64	60	25	35	56	63	5	114	8	111	73	46
	24%	24%	24%	28%	21%	22%	24%	24%	51%	25%	23%	22%	24%	26%	24%	24%	31%	24%	23%	24%	23%	25%
I have been inspired by an ad in the past year	126	57	69	52	32	42	66	45	10	53	73	64	25	37	62	64	5	121	7	119	73	53
	25%	23%	28%	31%	20%	25%	25%	29%	45%	24%	26%	24%	25%	28%	27%	24%	29%	25%	22%	25%	23%	29%
Many ads I see make me feel excluded	128	67	61	47	40	40	72	30	2	45	83	68	27	32	66	62	5	123	7	120	80	48
	26%	27%	24%	28%	26%	23%	27%	20%	10%	20%	30%	26%	27%	24%	28%	23%	30%	25%	23%	26%	25%	27%
I still see many sexist ads that offend me	151	79	72	64	42	44	72	50	9	59	91	82	27	42	60	90	5	145	12	139	91	60
	30%	32%	29%	38%	27%	26%	27%	33%	40%	27%	32%	31%	27%	32%	26%	34%	33%	30%	36%	30%	28%	33%
In recent years it seems that more ads have people that look like people I know	144	74	70	45	41	58	76	41	13	73	72	71	31	42	70	75	6	139	11	134	91	54
	29%	30%	28%	27%	26%	34%	29%	27%	59%	33%	25%	27%	31%	32%	30%	28%	37%	29%	34%	29%	29%	30%
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	154	79	75	47	59	49	99	36	3	74	81	73	36	45	79	75	8	147	9	146	109	46
	31%	32%	30%	28%	37%	28%	38%	24%	13%	34%	29%	27%	36%	34%	34%	28%	47%	30%	26%	31%	34%	25%
				*			G	*	**			*					**		**			*

Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	571	277	294	298	190	83	83	178	275	258	313	16	218	337	374	197	142	429	224	347	444	127	
Base: All Respondents (wtd)	500	240	260	260	169	71	94	183	191	196	304	24	357	118	314	186	117	383	172	328	369	131	
I don't see myself represented in most advertising	311	147	164	159	101	51	60	123	105	112	199	18	231	61	199	112	75	236	103	208	227	84	
	62%	61%	63%	61%	60%	71%	64%	67%	55%	57%	65%	76%	65%	52%	63%	60%	64%	62%	60%	63%	62%	64%	
						*	*	H				**	M				*					*	
I don't see my community of friends, family and acquaintances represented accurately in most advertising	302	125	178	150	105	47	55	117	112	119	183	21	210	71	184	118	68	234	101	201	215	87	
	60%	52%	68%	61%	62%	66%	59%	64%	59%	61%	60%	85%	59%	60%	59%	63%	59%	61%	59%	61%	58%	67%	
			A			*	*					**					*					*	
I often feel ashamed of my body based on what I see in ads	182	75	107	96	68	18	30	71	70	82	100	7	129	46	121	61	53	129	72	110	139	42	
	36%	31%	41%	37%	40%	26%	32%	39%	37%	42%	33%	28%	36%	39%	38%	33%	45%	34%	42%	34%	38%	32%	
						*	*					**					*					*	
Advertising often makes me feel like something is wrong with me	181	80	101	99	58	23	37	70	65	72	108	10	130	41	116	65	53	127	74	107	138	43	
	36%	33%	39%	38%	35%	32%	39%	38%	34%	37%	36%	42%	36%	34%	37%	35%	46%	33%	43%	33%	37%	33%	
																	Q*						
Recently I have seen more positive role models in ads that inspire me	285	130	154	155	92	37	54	98	118	112	173	18	192	75	184	100	73	212	112	173	217	68	
	57%	54%	59%	60%	55%	52%	57%	54%	62%	57%	57%	73%	54%	64%	59%	54%	62%	55%	65%	53%	59%	52%	
						*	*					*	L				*						
I have been inspired by an ad in the past year	211	111	101	115	78	18	43	75	79	82	129	12	141	58	141	70	62	149	87	124	161	50	
	42%	46%	39%	44%	46%	26%	46%	41%	41%	42%	43%	51%	39%	49%	45%	38%	53%	39%	51%	38%	44%	38%	
				E		*	*					**					Q*	S					
Many ads I see make me feel excluded	211	94	117	100	81	31	42	85	73	90	121	8	153	51	141	70	49	162	77	134	157	55	
	42%	39%	45%	38%	48%	43%	45%	47%	38%	46%	40%	32%	43%	43%	45%	38%	42%	42%	45%	41%	43%	42%	
						*	*					**					*					*	
I still see many sexist ads that offend me	244	113	131	126	84	35	54	87	90	98	146	8	175	61	163	81	63	182	88	156	182	63	
	49%	47%	51%	48%	50%	48%	57%	48%	47%	50%	48%	32%	49%	52%	52%	44%	54%	48%	51%	48%	49%	48%	
						*	*					**					*					*	
In recent years it seems that more ads have people that look like people I know	266	122	144	145	93	28	58	96	94	104	162	13	184	69	170	96	65	201	99	167	207	59	
	53%	51%	56%	56%	55%	40%	62%	53%	49%	53%	53%	54%	51%	59%	54%	52%	56%	53%	58%	51%	56%	45%	
						*	*					**					*					*	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	261	131	130	138	86	37	49	99	97	97	163	18	185	58	165	96	73	188	101	160	190	71	
	52%	55%	50%	53%	51%	52%	52%	54%	51%	50%	54%	72%	52%	49%	53%	52%	62%	49%	59%	49%	51%	54%	
						*	*					**					Q*					*	

Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/J/L/K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/J/L/K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Central Region	Southern Region	Eastern Region	North-west	South-West	North	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	502	251	251	166	170	166	18	115	308	282	220	41	357	104	293	209	51	451	100	402	359	143	89	112	85	84	57	75	
Base: All respondents (wtd)	500	249	251	202	154	144	19	112	303	256	244	74	311	115	274	226	48	452	97	403	338	162	100	104	87	81	52	76	
I don't see myself represented in most advertising	345	168	177	141	104	101	10	79	211	166	179	55	207	83	192	153	32	314	66	279	234	112	71	74	61	53	33	53	
	69%	68%	71%	70%	67%	70%	55%	71%	70%	65%	74%	75%	67%	73%	70%	68%	67%	69%	68%	69%	69%	69%	71%	72%	70%	65%	64%	69%	
							**					*					*		*			*		*	*	*	*	*	
I don't see my community of friends, family and acquaintances represented accurately in most advertising	328	165	164	129	103	96	8	66	207	161	168	50	196	82	181	147	31	297	67	261	224	104	69	69	54	51	37	48	
	66%	66%	65%	64%	67%	67%	40%	58%	68%	63%	69%	68%	63%	72%	66%	65%	65%	66%	69%	65%	66%	64%	69%	66%	62%	63%	72%	63%	
							**					*					*		*			*		*	*	*	*	*	
I often feel ashamed of my body based on what I see in ads	201	87	114	95	60	46	7	53	113	91	110	34	122	45	95	106	24	177	38	163	124	77	42	44	37	30	16	32	
	40%	35%	46%	47%	39%	32%	37%	47%	37%	36%	45%	46%	39%	40%	35%	47%	51%	39%	39%	41%	37%	48%	42%	43%	42%	37%	30%	42%	
			A	E			**			I	*				N	*		*	*		T	*	*	*	*	*	*	*	
Advertising often makes me feel like something is wrong with me	201	100	101	93	59	49	8	43	122	98	103	30	123	48	110	91	23	178	41	160	128	73	43	42	41	26	17	31	
	40%	40%	40%	46%	38%	34%	44%	39%	40%	38%	42%	40%	40%	42%	40%	40%	47%	39%	42%	40%	38%	45%	43%	41%	48%	32%	33%	41%	
			E				**					*			*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Recently I have seen more positive role models in ads that inspire me	193	92	101	75	60	58	8	52	116	94	99	18	130	45	115	78	23	170	43	150	132	61	29	43	40	25	25	31	
	39%	37%	40%	37%	39%	41%	45%	46%	38%	37%	41%	24%	42%	39%	42%	35%	49%	38%	45%	37%	39%	38%	29%	42%	47%	31%	48%	41%	
							**					K			*	*	*	*	*	*	*	*	*	*	*	*	*	*	
I have been inspired by an ad in the past year	118	61	57	51	35	32	5	25	78	64	54	18	78	23	70	48	21	97	31	87	78	40	19	20	26	22	16	15	
	24%	25%	23%	25%	23%	22%	28%	22%	26%	25%	22%	24%	25%	20%	26%	21%	45%	21%	32%	22%	23%	25%	19%	20%	30%	27%	30%	20%	
							**			I	*	*					Q*		S*			*	*	*	*	*	*	*	
Many ads I see make me feel excluded	183	87	96	76	58	48	7	44	102	81	102	28	112	43	96	87	21	162	37	146	116	67	33	44	35	26	18	26	
	37%	35%	38%	38%	38%	33%	40%	39%	34%	32%	42%	38%	36%	38%	35%	38%	45%	36%	38%	36%	34%	41%	34%	43%	41%	32%	34%	35%	
							**					*			*	*	*	*	*	*	*	*	*	*	*	*	*	*	
I still see many sexist ads that offend me	223	88	135	91	72	60	8	53	127	120	103	24	135	64	124	98	26	197	48	175	153	70	43	47	41	31	27	33	
	45%	35%	54%	45%	47%	42%	43%	47%	42%	47%	42%	32%	43%	56%	45%	44%	55%	44%	49%	44%	45%	43%	43%	45%	47%	38%	53%	44%	
			A				**					*		KL		*	*	*	*	*	*	*	*	*	*	*	*	*	
In recent years it seems that more ads have people that look like people I know	209	98	111	83	65	61	8	52	125	107	102	18	143	48	123	86	24	185	44	165	140	69	42	43	43	31	21	29	
	42%	39%	44%	41%	42%	42%	40%	46%	41%	42%	42%	24%	46%	42%	45%	38%	51%	41%	45%	41%	42%	42%	42%	42%	49%	38%	41%	38%	
							**					*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	235	114	121	94	72	68	10	55	136	120	115	36	145	54	125	110	27	208	51	184	146	89	54	43	41	39	24	35	
	47%	46%	48%	47%	47%	47%	51%	49%	45%	47%	47%	48%	47%	47%	46%	49%	57%	46%	53%	46%	43%	55%	54%	41%	47%	48%	47%	46%	
							**					*			*	*	*	*	*	*	T	*	*	*	*	*	*	*	

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Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																																			
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		CENTRAL FEDERAL DISTRICT		NORTH-WESTERN FEDERAL DISTRICT		SOUTHERN FEDERAL DISTRICT		RUSSIA REGION/FEDERAL DISTRICT		URAL FEDERAL DISTRICT		SIBERIAN FEDERAL DISTRICT		FAR EAST FEDERAL DISTRICT		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed															
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b								
Base: All Respondents (unwtd)	501	267	234	158	211	132	49	140	294	276	225	110	284	107	318	183	38	463	65	436	384	117	155	56	59	108	42	68	13								
Base: All Respondents (wtd)	500	239	261	207	176	117	52	138	290	265	235	84	290	126	307	193	35	465	63	437	375	125	135	48	79	104	43	68	22								
I don't see myself represented in most advertising	304	152	152	118	112	75	36	90	170	156	148	51	187	65	196	108	23	281	37	267	227	76	78	28	47	70	20	45	16								
	61%	64%	58%	57%	63%	64%	69%	65%	59%	59%	63%	61%	65%	52%	64%	56%	64%	61%	58%	61%	61%	61%	58%	58%	60%	67%	45%	66%	70%								
I don't see my community of friends, family and acquaintances represented accurately in most advertising	299	156	143	108	117	75	33	80	177	155	144	49	178	72	199	100	24	275	39	260	231	68	80	31	42	72	23	35	15								
	60%	65%	55%	52%	66%	64%	63%	58%	61%	59%	61%	58%	61%	57%	65%	52%	69%	59%	62%	60%	62%	55%	60%	64%	54%	69%	54%	52%	66%								
I often feel ashamed of my body based on what I see in ads	139	50	89	69	48	22	15	42	77	61	77	22	79	37	84	55	7	132	19	119	101	38	42	14	16	24	14	20	9								
	28%	21%	34%	33%	27%	19%	30%	30%	27%	23%	33%	26%	27%	30%	27%	29%	19%	28%	30%	27%	27%	30%	31%	28%	20%	23%	32%	29%	41%								
Advertising often makes me feel like something is wrong with me	133	58	75	60	43	30	13	47	69	60	73	23	78	32	85	48	5	128	12	121	100	32	35	15	20	29	13	14	8								
	27%	24%	29%	29%	24%	26%	26%	34%	24%	23%	31%	28%	27%	25%	28%	25%	14%	28%	19%	28%	27%	26%	26%	30%	25%	28%	31%	20%	34%								
Recently I have seen more positive role models in ads that inspire me	178	74	104	75	66	37	26	46	103	105	73	31	107	40	102	75	8	170	20	158	134	44	50	15	30	29	23	24	6								
	36%	31%	40%	36%	38%	32%	51%	33%	36%	40%	31%	37%	37%	32%	33%	39%	22%	37%	32%	36%	36%	35%	37%	31%	38%	28%	53%	36%	28%								
I have been inspired by an ad in the past year	181	81	100	86	63	32	20	44	114	107	74	41	100	40	107	74	14	167	25	156	136	45	54	16	33	34	16	23	4								
	36%	34%	38%	42%	36%	27%	38%	32%	39%	40%	32%	49%	35%	32%	35%	38%	40%	36%	39%	36%	36%	36%	40%	34%	42%	32%	38%	34%	19%								
Many ads I see make me feel excluded	87	44	43	25	39	22	10	24	52	48	39	13	53	21	61	26	5	82	9	78	69	18	28	9	12	13	11	8	4								
	17%	18%	17%	12%	22%	19%	19%	18%	18%	16%	16%	15%	18%	17%	20%	13%	14%	18%	14%	18%	19%	14%	21%	19%	15%	13%	27%	12%	19%								
I still see many sexist ads that offend me	117	53	65	51	37	29	9	35	72	61	56	20	75	22	77	40	9	109	22	95	88	30	37	12	17	21	10	13	8								
	24%	22%	25%	25%	21%	25%	17%	25%	25%	23%	24%	24%	26%	18%	25%	21%	25%	23%	35%	22%	23%	24%	27%	25%	22%	20%	23%	19%	35%								
In recent years it seems that more ads have people that look like people I know	166	76	90	76	54	37	15	40	109	98	69	30	96	41	95	71	16	150	28	138	125	41	51	14	27	31	20	17	6								
	33%	32%	35%	37%	30%	32%	29%	29%	38%	37%	29%	36%	33%	32%	31%	37%	45%	32%	44%	32%	33%	33%	38%	29%	34%	30%	45%	25%	28%								
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	250	118	131	103	85	62	19	76	141	120	129	48	150	52	155	94	19	231	31	219	190	60	71	26	30	50	25	38	10								
	50%	50%	50%	50%	48%	53%	36%	55%	49%	45%	55%	57%	52%	41%	51%	49%	53%	50%	48%	50%	51%	48%	53%	53%	39%	48%	57%	56%	46%								

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Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia	Saudi Arabia																					
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	505	262	243	284	191	30	173	146	144	391	114	55	84	366	374	131	190	315	249	256	413	92	
Base: All Respondents (wtd)	500	292	208	285	179	36	182	144	130	370	130	59	96	345	362	138	179	321	240	260	402	98	
I don't see myself represented in most advertising	326	187	139	180	122	24	123	94	84	245	81	40	59	227	247	79	118	208	155	171	260	66	
	65%	64%	67%	63%	68%	66%	68%	65%	64%	66%	63%	68%	61%	66%	68%	57%	66%	65%	65%	66%	65%	67%	
						**				*		*			O						*		
I don't see my community of friends, family and acquaintances represented accurately in most advertising	324	190	134	183	117	24	115	101	82	253	72	30	68	226	245	80	120	204	160	165	261	64	
	65%	65%	65%	64%	66%	67%	63%	70%	63%	68%	55%	51%	71%	66%	68%	58%	67%	64%	67%	63%	65%	65%	
						**				J		*	K*	K	O						*		
I often feel ashamed of my body based on what I see in ads	246	134	112	154	77	14	86	72	74	176	69	29	47	170	189	56	108	138	138	108	201	44	
	49%	46%	54%	54%	43%	40%	48%	50%	57%	48%	54%	49%	49%	49%	52%	41%	60%	43%	58%	41%	50%	45%	
				D		**				*		*			O		Q		S				
Advertising often makes me feel like something is wrong with me	251	138	113	155	79	16	84	76	75	183	68	25	54	171	192	58	115	135	142	109	205	45	
	50%	47%	54%	55%	44%	44%	46%	53%	58%	49%	52%	43%	56%	50%	53%	42%	64%	42%	59%	42%	51%	46%	
				D		**				*		*			O		Q		S				
Recently I have seen more positive role models in ads that inspire me	303	172	131	177	107	19	114	80	91	227	76	32	57	213	240	63	127	176	166	137	251	52	
	61%	59%	63%	62%	60%	53%	63%	55%	70%	61%	59%	55%	60%	62%	66%	45%	71%	55%	69%	53%	62%	53%	
						**		G		Q		*			Q								
I have been inspired by an ad in the past year	281	157	124	167	96	18	101	78	87	218	63	30	49	202	220	60	121	159	155	126	237	44	
	56%	54%	60%	59%	53%	50%	56%	54%	67%	59%	49%	51%	51%	59%	61%	44%	68%	50%	65%	48%	59%	45%	
						**		G		Q		*			O		Q		S		U	*	
Many ads I see make me feel excluded	266	150	116	154	93	19	88	83	79	202	64	28	52	187	208	58	112	154	142	124	220	46	
	53%	51%	56%	54%	52%	53%	49%	57%	61%	55%	50%	47%	54%	54%	57%	42%	63%	48%	59%	48%	55%	47%	
						**		F		55%	50%	*	*		O		Q		S		*		
I still see many sexist ads that offend me	286	163	123	160	102	24	96	89	80	224	63	30	50	206	224	62	110	176	153	133	236	51	
	57%	56%	59%	56%	57%	67%	53%	62%	62%	60%	48%	51%	52%	60%	62%	45%	62%	55%	64%	51%	59%	52%	
						**				J		*	*		O				S		*		
In recent years it seems that more ads have people that look like people I know	282	157	126	164	95	23	97	83	89	220	63	28	49	205	224	59	131	151	163	119	238	45	
	57%	54%	61%	58%	53%	64%	53%	58%	68%	59%	48%	48%	51%	59%	62%	42%	73%	47%	68%	46%	59%	46%	
						**			F	J		*	*		O		Q		S		U	*	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	340	203	138	197	116	27	130	94	92	247	93	36	69	235	249	92	130	210	167	173	272	68	
	68%	69%	66%	69%	65%	74%	72%	65%	71%	67%	72%	61%	73%	68%	69%	66%	72%	66%	70%	66%	68%	70%	
						**				*		*										*	

Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	235	268	184	185	134	50	92	361	229	274	209	116	178	295	208	109	394	180	323	382	119
Base: All Respondents (wtd)	500	240	260	284	141	75	70	103	328	182	318	213	103	184	280	220	103	397	167	333	356	143
I don't see myself represented in most advertising	297	123	174	160	84	52	40	53	204	122	175	134	55	108	163	134	52	245	90	207	214	83
	59%	51%	67%	57%	60%	69%	57%	52%	62%	67%	55%	63%	53%	59%	58%	61%	50%	62%	54%	62%	60%	58%
		A			C		*	*		J			*				*	P				*
I don't see my community of friends, family and acquaintances represented accurately in most advertising	303	153	151	167	86	51	48	53	203	122	182	131	56	117	167	137	62	241	105	198	216	87
	61%	64%	58%	59%	61%	67%	68%	51%	62%	67%	57%	61%	55%	63%	60%	62%	61%	61%	63%	60%	61%	61%
							*	*		J			*				*					*
I often feel ashamed of my body based on what I see in ads	227	78	149	139	55	32	40	50	136	81	146	99	45	82	119	107	42	184	74	153	153	73
	45%	32%	57%	49%	39%	43%	58%	49%	42%	44%	46%	46%	44%	45%	43%	49%	41%	47%	44%	46%	43%	51%
		A					H*	*					*				*					*
Advertising often makes me feel like something is wrong with me	194	77	117	123	44	26	32	36	127	63	131	85	32	77	117	77	46	148	73	121	143	51
	39%	32%	45%	44%	31%	35%	46%	35%	39%	34%	41%	40%	31%	42%	42%	35%	44%	37%	44%	36%	40%	36%
		A		D																		
Recently I have seen more positive role models in ads that inspire me	290	140	150	176	76	38	46	63	181	98	192	130	60	99	168	122	70	220	100	190	200	90
	58%	58%	58%	62%	54%	50%	66%	61%	55%	54%	60%	61%	59%	54%	60%	55%	68%	55%	60%	57%	56%	63%
				E			*	*									Q*					
I have been inspired by an ad in the past year	310	154	156	191	80	39	44	72	193	101	209	132	69	109	182	128	75	235	108	202	223	87
	62%	64%	60%	67%	57%	52%	64%	70%	59%	56%	66%	62%	67%	59%	65%	58%	73%	59%	64%	61%	63%	61%
				DE			*	*		I							Q*					
Many ads I see make me feel excluded	234	108	126	138	61	36	37	39	158	83	151	98	45	91	132	102	44	190	80	154	158	76
	47%	45%	49%	49%	43%	47%	53%	38%	48%	46%	48%	46%	44%	49%	47%	47%	43%	48%	48%	46%	44%	53%
							*	*					*				*					*
I still see many sexist ads that offend me	225	103	121	131	59	35	34	39	151	79	145	98	40	87	126	99	50	175	82	143	157	67
	45%	43%	47%	46%	42%	47%	49%	38%	46%	44%	46%	46%	39%	47%	45%	45%	48%	44%	49%	43%	44%	47%
							*	*					*				*					*
In recent years it seems that more ads have people that look like people I know	237	118	119	138	66	33	33	53	150	83	154	96	59	82	146	91	51	186	77	160	178	59
	48%	49%	46%	49%	47%	44%	48%	52%	46%	46%	49%	45%	57%	45%	52%	42%	49%	47%	46%	48%	50%	41%
							*	*							O		*					*
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	225	119	106	128	65	32	35	47	143	81	144	95	52	79	131	94	53	172	74	152	162	63
	45%	50%	41%	45%	46%	43%	50%	46%	44%	45%	45%	44%	51%	43%	47%	43%	52%	43%	44%	46%	46%	44%
							*	*					*				*					*

Global @visor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea	South Korea																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	295	206	129	232	140	52	150	299	328	173	4	77	420	355	146	57	444	130	371	440	53
Base: All Respondents (wtd)	500	253	247	191	196	113	68	153	279	288	212	8	82	410	335	165	52	448	112	388	426	63
I don't see myself represented in most advertising	259	130	128	91	108	59	20	85	154	139	120	1	47	210	170	88	33	226	68	190	222	32
	52%	52%	52%	48%	55%	53%	21%	56%	55%	48%	57%	11%	58%	51%	51%	54%	64%	50%	61%	49%	52%	50%
I don't see my community of friends, family and acquaintances represented accurately in most advertising	279	129	150	108	105	65	31	99	149	149	130	2	45	231	184	95	37	242	71	208	235	34
	56%	51%	61%	57%	54%	58%	45%	65%	53%	52%	61%	31%	55%	56%	55%	57%	71%	54%	63%	54%	55%	53%
I often feel ashamed of my body based on what I see in ads	189	102	86	59	84	45	18	69	102	108	80	2	37	150	136	53	28	161	59	130	172	15
	38%	40%	35%	31%	43%	40%	26%	45%	36%	38%	38%	21%	45%	37%	41%	32%	54%	36%	53%	33%	40%	24%
Advertising often makes me feel like something is wrong with me	184	89	95	73	73	38	18	70	96	108	77	2	32	151	133	51	26	158	52	132	162	19
	37%	35%	39%	38%	37%	34%	27%	46%	34%	37%	36%	21%	39%	37%	40%	31%	51%	35%	47%	34%	38%	30%
Recently I have seen more positive role models in ads that inspire me	214	110	104	73	82	59	20	63	131	133	81	1	32	181	139	75	26	188	50	163	186	20
	43%	44%	42%	38%	42%	53%	29%	41%	47%	46%	38%	10%	39%	44%	41%	46%	49%	42%	45%	42%	44%	32%
I have been inspired by an ad in the past year	136	79	57	33	66	37	10	37	88	97	39	1	17	119	101	35	24	112	48	88	127	8
	27%	31%	23%	17%	34%	33%	15%	24%	32%	34%	18%	10%	20%	29%	30%	21%	46%	25%	43%	23%	30%	12%
Many ads I see make me feel excluded	195	104	91	71	81	44	20	75	99	117	78	2	43	150	131	64	32	163	57	138	171	21
	39%	41%	37%	37%	41%	39%	30%	50%	36%	41%	37%	21%	53%	37%	39%	39%	62%	36%	51%	36%	40%	34%
I still see many sexist ads that offend me	215	89	126	89	82	45	21	83	112	113	103	2	30	184	137	78	25	191	56	159	189	23
	43%	35%	51%	46%	42%	40%	30%	54%	40%	39%	49%	21%	36%	45%	41%	47%	48%	43%	50%	41%	44%	36%
In recent years it seems that more ads have people that look like people I know	218	121	97	77	80	61	23	64	131	143	75	2	31	185	145	73	27	191	54	164	187	21
	44%	48%	39%	40%	41%	54%	33%	42%	47%	50%	36%	20%	38%	45%	43%	44%	53%	43%	48%	42%	44%	34%
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	243	101	143	104	94	46	19	83	142	134	109	1	33	210	158	86	26	218	63	181	218	23
	49%	40%	58%	54%	48%	40%	28%	54%	51%	47%	52%	10%	40%	51%	47%	52%	50%	49%	56%	47%	51%	37%
		A		*			**	*			*	**	*			*	*					**

Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Noroste and Noreste	Madrid and Centro	Este	Sur and Canarias	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	502	255	247	148	213	141	206	158	67	262	240	114	155	233	313	189	45	457	63	439	342	160	111	120	150	121	
Base: All Respondents (wtd)	500	252	248	174	183	143	241	136	46	232	268	227	118	155	285	215	39	461	49	451	295	205	93	130	145	132	
I don't see myself represented in most advertising	349	169	181	130	126	93	156	100	36	153	196	147	92	111	200	149	33	316	39	310	217	133	72	90	102	85	
	70%	67%	73%	75%	69%	65%	65%	73%	79%	66%	73%	65%	78%	72%	70%	69%	85%	69%	79%	69%	73%	65%	78%	69%	70%	65%	
																	Q*										
I don't see my community of friends, family and acquaintances represented accurately in most advertising	340	160	180	114	124	101	158	92	34	160	180	150	79	111	197	142	28	312	34	305	208	131	71	84	98	86	
	68%	63%	73%	66%	68%	71%	66%	68%	73%	69%	67%	66%	67%	72%	69%	66%	73%	68%	70%	68%	71%	64%	76%	65%	68%	65%	
																	*		*							*	
I often feel ashamed of my body based on what I see in ads	203	93	110	90	71	41	104	48	16	94	108	89	47	66	116	87	22	181	24	179	125	77	37	51	60	55	
	41%	37%	44%	52%	39%	29%	43%	35%	35%	41%	40%	39%	40%	43%	41%	41%	56%	39%	48%	40%	42%	38%	40%	39%	41%	41%	
				DE						*							*		*				*	*	*	*	
Advertising often makes me feel like something is wrong with me	189	97	92	86	75	28	104	50	12	74	115	81	44	65	117	72	21	169	24	165	126	63	35	44	58	52	
	38%	39%	37%	49%	41%	20%	43%	37%	27%	32%	43%	36%	37%	42%	41%	33%	53%	37%	50%	37%	43%	31%	38%	34%	40%	39%	
				F						F																	
Recently I have seen more positive role models in ads that inspire me	245	118	127	110	73	62	124	64	18	108	137	115	63	67	148	96	20	225	31	213	153	92	44	62	70	69	
	49%	47%	51%	63%	40%	43%	52%	47%	39%	47%	51%	51%	53%	43%	52%	45%	51%	49%	64%	47%	52%	45%	47%	48%	48%	52%	
				DE						*							*		S*					*	*	*	
I have been inspired by an ad in the past year	138	78	59	64	47	27	60	44	14	58	79	50	33	55	96	42	17	121	24	114	99	39	25	28	36	50	
	28%	31%	24%	37%	26%	19%	25%	32%	30%	25%	30%	22%	28%	35%	34%	20%	44%	26%	48%	25%	34%	19%	27%	21%	25%	38%	
				U										K			Q*									WX*	
Many ads I see make me feel excluded	231	124	107	92	86	53	120	63	17	102	129	97	56	78	141	89	24	207	29	202	146	85	45	46	76	63	
	46%	49%	43%	53%	47%	37%	50%	47%	36%	44%	48%	43%	47%	51%	50%	42%	63%	45%	58%	45%	50%	41%	49%	36%	53%	48%	
				E						*							Q*		*			*	*	*	*	*	
I still see many sexist ads that offend me	312	149	163	118	109	85	153	80	28	150	162	148	69	95	166	146	23	289	31	281	178	135	56	82	88	86	
	63%	59%	66%	68%	60%	60%	64%	59%	62%	65%	60%	65%	59%	62%	58%	68%	60%	63%	63%	62%	60%	66%	60%	63%	61%	65%	
										*							*		*				*	*	*	*	
In recent years it seems that more ads have people that look like people I know	228	110	118	89	77	62	109	64	19	104	124	94	58	77	136	93	17	212	27	201	151	78	43	60	62	63	
	46%	44%	48%	51%	42%	43%	45%	47%	40%	45%	46%	41%	49%	50%	48%	43%	43%	46%	55%	45%	51%	38%	46%	46%	43%	48%	
				U																							
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	258	135	124	93	85	80	121	72	26	121	138	105	71	82	152	107	19	240	22	236	155	103	45	53	88	73	
	52%	53%	50%	53%	47%	56%	50%	53%	56%	52%	51%	46%	60%	53%	53%	50%	48%	52%	45%	52%	53%	50%	48%	41%	60%	55%	
									*					K			*		*				*	*	*	*	

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QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H,I/J,K/L,M/N,O/P,Q/R,S/T,U,V/W,X/Y/Z

Minimum Base: 30 (**). Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D, E, F/G, H, I/J

	Sweden Total	Sweden																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Norrland	Mellansverige	Stockholm	Västsverige	Södra Sverige
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: All Respondents (unweighted)	501	294	207	155	135	211	173	236	94	162	339	254	55	192	375	126	76	425	108	393	374	127	45	106	118	100	132		
Base: All Respondents (total)	500	254	246	194	134	172	138	230	144	149	351	277	63	160	356	144	73	427	99	401	360	140	35	124	114	100	115		
I don't see myself represented in most advertising	333	162	172	125	89	120	102	152	47	101	232	180	49	105	235	98	50	284	66	268	239	95	34	84	80	60	76		
	67%	64%	70%	64%	66%	70%	74%	65%	60%	68%	66%	65%	77%	65%	66%	68%	66%	66%	67%	66%	68%	68%	76%	67%	69%	60%	66%		
							H		*				*				*		*			*	*	*	*	*	*		
I don't see my community of friends, family and acquaintances represented accurately in most advertising	289	145	144	110	77	102	88	129	49	89	200	149	45	95	204	84	47	241	64	224	206	82	29	72	71	55	61		
	58%	57%	58%	57%	57%	60%	64%	56%	61%	59%	57%	54%	70%	60%	57%	59%	65%	57%	65%	56%	57%	59%	64%	58%	62%	*	55%	53%	
I often feel ashamed of my body based on what I see in ads	153	68	85	82	36	35	51	68	25	38	116	79	25	50	111	42	22	131	36	117	25	115	39	14	40	28	28	43	
	31%	27%	35%	42%	27%	21%	37%	30%	24%	25%	33%	29%	39%	31%	31%	29%	31%	31%	37%	29%	32%	28%	32%	32%	24%	28%	37%		
				DE			*		*				*			*	*	*	*			*	*	*	*	*	*	X	
Advertising often makes me feel like something is wrong with me	149	69	80	74	40	35	55	65	17	44	104	82	21	46	118	30	29	120	40	108	114	35	14	35	35	25	40		
	30%	27%	32%	38%	30%	20%	40%	28%	21%	30%	32%	30%	34%	29%	33%	21%	40%	28%	41%	27%	32%	25%	31%	29%	40%	30%	25%	34%	
				E	E		GH	*				*			O		Q*	S*				*	*	*	*	*	*		
Recently I have seen more positive role models in ads that inspire me	169	88	81	94	35	40	52	73	30	53	117	99	20	51	125	44	28	141	39	130	129	40	17	42	44	27	39		
	34%	35%	33%	48%	26%	23%	37%	32%	38%	35%	33%	36%	31%	32%	35%	31%	33%	33%	39%	33%	36%	29%	38%	34%	39%	27%	33%		
				DE					*				*		K		*	*	*			*	*	*	*	*	*	*	
I have been inspired by an ad in the past year	174	94	80	84	49	42	43	86	32	61	114	84	26	64	125	50	33	142	46	128	134	40	13	40	44	32	46		
	35%	37%	33%	43%	36%	25%	31%	38%	40%	41%	32%	30%	41%	40%	35%	34%	45%	33%	47%	32%	37%	29%	29%	32%	38%	32%	40%		
				E	E			*		*		*			K		*	S*				*	*	*	*	*	*	*	
Many ads I see make me feel excluded	208	97	111	94	56	59	67	90	30	56	152	110	32	67	154	54	36	172	47	161	142	66	18	54	55	45	36		
	42%	38%	45%	49%	41%	34%	48%	39%	38%	38%	43%	40%	50%	42%	43%	38%	50%	40%	48%	40%	40%	47%	40%	43%	42%	48%	45%	32%	
				E				*		*		*					*	*	*			*	*	*	*	*	*	*	
I still see many sexist ads that offend me	229	93	136	100	61	68	69	105	30	64	165	121	30	78	158	71	34	195	48	181	160	69	14	58	53	53	52		
	46%	37%	55%	57%	46%	40%	50%	46%	38%	43%	47%	44%	48%	49%	44%	49%	47%	46%	48%	45%	44%	49%	31%	46%	46%	53%	45%		
				A	E			*		*		*				*	*	*	*			*	*	*	*	*	*	V*	
In recent years it seems that more ads have people that look like people I know	184	84	100	87	42	55	45	82	34	61	123	99	17	68	136	48	26	158	42	142	139	45	22	43	35	30	54		
	37%	33%	41%	45%	31%	32%	32%	36%	42%	41%	35%	36%	26%	43%	38%	33%	36%	37%	42%	36%	39%	32%	48%	49%	35%	31%	30%	47%	
				DE					*				L					*				XY*	XY*	XY*	XY*	XY*	XY*	XY	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	222	119	87	87	55	86	61	98	42	81	141	82	123	27	73	156	67	40	182	54	169	157	66	17	54	52	40	60	
	45%	47%	42%	42%	41%	50%	44%	43%	53%	55%	40%	45%	43%	45%	44%	46%	54%	43%	54%	42%	44%	47%	39%	43%	45%	40%	52%		
									*				*			O*		S*	*	*	*	*	*	*	*	*	*	*	

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Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	274	226	291	172	37	8	39	453	296	204	65	40	395	341	159	90	410	210	290	376	124	
Base: All Respondents (wtd)	500	252	248	242	180	78	14	50	437	260	240	299	18	183	289	211	59	441	139	361	291	209	
I don't see myself represented in most advertising	349	183	166	172	108	69	9	33	307	168	181	206	12	131	200	149	29	320	87	262	190	159	
	70%	73%	67%	71%	60%	89%	68%	66%	70%	65%	75%	69%	66%	72%	69%	71%	50%	73%	62%	73%	65%	76%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	p	*	*	*	*	
I don't see my community of friends, family and acquaintances represented accurately in most advertising	342	178	164	176	103	63	9	20	313	172	170	203	12	127	189	152	31	311	98	244	198	144	
	68%	71%	66%	73%	57%	80%	65%	41%	72%	66%	71%	68%	65%	69%	66%	72%	52%	71%	71%	68%	68%	69%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	p	*	*	*	*	*	
I often feel ashamed of my body based on what I see in ads	124	64	59	68	42	14	8	3	112	60	64	70	4	50	70	53	15	109	45	79	89	35	
	25%	26%	24%	28%	23%	18%	62%	**	26%	23%	27%	23%	23%	27%	24%	25%	25%	25%	33%	22%	31%	17%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Advertising often makes me feel like something is wrong with me	179	83	95	102	57	19	5	23	151	90	89	104	7	68	105	74	29	150	59	120	113	65	
	36%	33%	39%	42%	32%	24%	39%	46%	35%	35%	37%	35%	40%	37%	36%	35%	50%	34%	42%	33%	39%	31%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Recently I have seen more positive role models in ads that inspire me	209	100	108	109	81	18	9	25	175	106	102	120	9	79	130	79	29	180	64	145	135	74	
	42%	40%	44%	45%	45%	23%	68%	50%	40%	41%	43%	40%	51%	43%	45%	38%	50%	41%	46%	40%	47%	35%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
I have been inspired by an ad in the past year	170	79	91	97	58	15	5	18	147	101	69	90	9	72	92	78	27	144	59	111	119	52	
	34%	31%	37%	40%	32%	20%	36%	36%	34%	39%	29%	30%	51%	39%	32%	37%	45%	33%	43%	31%	41%	25%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Many ads I see make me feel excluded	152	88	64	95	40	16	10	22	120	65	87	83	6	62	79	73	22	130	41	111	98	53	
	30%	35%	26%	39%	22%	21%	74%	44%	27%	25%	36%	28%	34%	34%	27%	35%	38%	29%	29%	31%	34%	26%	
	*	*	*	D*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
I still see many sexist ads that offend me	270	128	141	144	76	50	10	32	227	118	151	149	10	110	153	117	33	237	68	202	152	118	
	54%	51%	57%	60%	42%	64%	74%	65%	52%	46%	63%	50%	59%	60%	53%	56%	56%	54%	49%	56%	52%	56%	
	*	*	*	D*	*	**	**	**	*	*	I*	*	*	*	*	*	*	*	*	*	*	*	
In recent years it seems that more ads have people that look like people I know	215	100	115	109	76	30	10	27	179	119	97	114	9	93	135	80	31	184	78	138	146	69	
	43%	40%	46%	45%	42%	38%	71%	55%	41%	46%	40%	38%	51%	51%	47%	38%	53%	42%	56%	38%	50%	33%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	S*	*	*	*	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	235	130	104	116	80	38	13	17	205	134	101	131	11	93	145	90	34	201	70	164	147	87	
	47%	52%	42%	48%	45%	49%	97%	34%	47%	52%	42%	44%	61%	51%	50%	43%	57%	46%	51%	46%	51%	42%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	

Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	GEO 1 NORTH & YORKSHIRE	GEO 2 NORTH WEST	GEO 3 MIDLANDS	GEO 4 S WEST & WALES	GEO 5 S EAST & ANGLIA	GEO 6 LONDON	GEO 7 SCOTLAND
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	503	239	264	164	174	165	53	232	162	210	293	121	125	257	326	177	39	464	73	430	385	118	71	52	73	65	107	62	47
Base: All Respondents (wtd)	500	249	251	196	156	148	52	228	165	198	302	118	130	252	316	184	37	463	72	428	377	123	72	49	71	64	109	61	47
I don't see myself represented in most advertising	351	175	176	134	106	111	41	156	118	135	215	82	90	180	223	128	29	322	54	297	267	84	56	29	50	44	77	46	37
	70%	70%	70%	68%	68%	75%	78%	68%	72%	68%	71%	69%	69%	71%	71%	69%	78%	70%	74%	70%	71%	68%	78%	59%	71%	69%	71%	75%	78%
I don't see my community of friends, family and acquaintances represented accurately in most advertising	305	152	153	120	88	97	38	133	103	112	193	73	72	160	199	106	24	281	48	257	223	82	42	26	46	43	64	38	32
	61%	61%	61%	61%	56%	66%	74%	58%	62%	57%	64%	62%	55%	64%	63%	58%	64%	61%	67%	60%	59%	67%	58%	54%	65%	68%	59%	63%	68%
I often feel ashamed of my body based on what I see in ads	176	67	109	87	54	35	21	78	59	59	117	38	45	93	106	70	12	164	24	152	131	45	25	13	33	22	42	22	13
	35%	27%	44%	45%	35%	23%	41%	35%	36%	30%	39%	32%	34%	37%	34%	38%	33%	35%	33%	36%	35%	36%	35%	27%	47%	35%	38%	36%	28%
Advertising often makes me feel like something is wrong with me	153	61	93	77	50	26	18	70	49	52	102	34	38	81	92	61	6	148	20	133	116	37	22	10	20	24	42	17	14
	31%	24%	37%	39%	32%	18%	35%	31%	30%	26%	34%	29%	29%	32%	29%	33%	15%	32%	28%	31%	31%	30%	31%	21%	29%	37%	39%	28%	29%
Recently I have seen more positive role models in ads that inspire me	146	63	83	72	50	24	11	69	52	60	85	30	40	75	85	60	8	137	22	123	112	33	18	19	18	20	27	19	17
	29%	25%	33%	37%	32%	16%	22%	30%	31%	30%	28%	26%	31%	30%	27%	33%	23%	30%	31%	29%	30%	27%	26%	39%	26%	32%	24%	31%	37%
I have been inspired by an ad in the past year	116	56	60	58	36	22	12	55	39	48	68	32	28	56	71	45	11	105	21	94	90	25	16	11	14	14	27	18	10
	23%	23%	24%	29%	23%	15%	24%	24%	24%	24%	23%	27%	21%	22%	23%	24%	30%	23%	30%	22%	24%	21%	23%	20%	21%	24%	29%	23%	23%
Many ads I see make me feel excluded	189	86	103	85	53	51	24	89	60	73	116	48	44	97	122	67	14	175	29	160	145	44	29	15	32	24	47	25	12
	38%	34%	41%	43%	34%	34%	46%	39%	36%	37%	39%	41%	34%	39%	39%	36%	39%	38%	40%	37%	39%	36%	40%	30%	46%	38%	43%	42%	26%
I still see many sexist ads that offend me	195	81	114	94	52	49	22	87	62	67	128	38	46	111	127	68	18	177	33	162	150	45	29	11	29	29	48	25	18
	39%	32%	46%	48%	34%	33%	43%	38%	38%	34%	42%	33%	35%	44%	40%	37%	48%	38%	46%	38%	40%	36%	41%	23%	41%	45%	44%	41%	39%
In recent years it seems that more ads have people that look like people I know	141	71	71	67	47	27	13	68	51	55	86	31	37	73	93	48	10	131	21	120	110	32	18	14	15	22	32	21	14
	28%	28%	28%	34%	30%	18%	25%	30%	31%	28%	29%	27%	29%	29%	30%	26%	28%	28%	30%	28%	29%	26%	26%	28%	21%	34%	29%	34%	30%
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	235	113	121	82	71	27	108	80	99	135	59	59	116	145	90	19	216	34	200	175	60	40	21	29	28	56	31	20	20
	47%	46%	48%	42%	53%	48%	51%	47%	48%	50%	45%	51%	46%	46%	46%	49%	50%	47%	48%	47%	46%	49%	56%	43%	42%	44%	52%	51%	42%

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Global @divisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	United States																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	1000	421	579	259	322	419	102	380	518	622	378	277	316	407	561	439	92	908	147	853	653	340	169	206	395	230
Base: All Respondents (wtd)	500	248	252	183	153	164	81	209	210	266	234	233	127	140	277	223	49	451	73	427	320	174	91	110	184	115
I don't see myself represented in most advertising	296	149	147	98	87	110	45	133	118	162	134	144	77	75	160	135	27	269	40	256	188	105	55	68	107	67
	59%	60%	58%	54%	57%	67%	56%	63%	56%	61%	57%	62%	60%	53%	58%	61%	55%	60%	54%	60%	59%	60%	60%	62%	58%	58%
I don't see my community of friends, family and acquaintances represented accurately in most advertising	259	129	130	94	71	94	31	121	107	141	118	124	67	69	134	125	24	235	38	221	160	98	48	54	95	62
	52%	52%	52%	52%	46%	57%	38%	58%	51%	53%	50%	53%	52%	49%	48%	56%	49%	52%	52%	50%	56%	52%	50%	52%	54%	
I often feel ashamed of my body based on what I see in ads	191	73	118	90	60	41	30	89	73	96	96	95	47	50	97	95	20	171	32	159	126	62	38	36	72	46
	38%	29%	47%	49%	39%	25%	37%	42%	35%	36%	41%	41%	37%	35%	35%	43%	42%	38%	44%	37%	40%	36%	42%	33%	39%	40%
Advertising often makes me feel like something is wrong with me	159	77	82	75	52	32	27	71	60	86	73	69	38	51	98	61	22	137	31	128	119	39	28	30	64	37
	32%	31%	32%	41%	34%	20%	34%	34%	29%	32%	31%	30%	30%	37%	35%	27%	45%	30%	43%	30%	37%	23%	31%	27%	35%	32%
Recently I have seen more positive role models in ads that inspire me	218	103	115	97	67	54	29	101	88	113	105	97	52	68	124	94	31	187	45	173	142	69	44	44	86	44
	44%	42%	46%	53%	44%	33%	36%	48%	42%	43%	45%	42%	41%	49%	45%	42%	63%	42%	61%	41%	44%	40%	48%	40%	47%	38%
I have been inspired by an ad in the past year	169	92	77	82	50	37	20	80	69	87	82	71	43	55	107	62	29	140	45	124	117	48	34	28	67	39
	34%	37%	30%	45%	33%	23%	25%	38%	33%	33%	35%	31%	34%	39%	38%	28%	60%	31%	61%	29%	37%	28%	38%	26%	37%	34%
Many ads I see make me feel excluded	198	105	93	83	58	58	30	84	84	102	96	91	50	57	114	84	25	173	37	161	131	65	35	44	67	52
	40%	42%	37%	45%	38%	35%	37%	40%	40%	39%	41%	39%	39%	41%	41%	38%	51%	38%	51%	38%	41%	37%	39%	40%	36%	45%
I still see many sexist ads that offend me	188	87	101	81	53	54	27	83	79	99	90	74	51	63	105	83	22	167	35	154	118	67	33	38	75	42
	38%	35%	40%	45%	35%	33%	33%	40%	38%	37%	38%	32%	40%	45%	38%	37%	44%	37%	47%	36%	37%	38%	37%	35%	41%	36%
In recent years it seems that more ads have people that look like people I know	210	104	106	97	61	52	29	87	94	113	97	81	59	70	127	82	28	182	45	165	144	60	43	41	75	50
	42%	42%	42%	53%	40%	32%	35%	41%	45%	43%	41%	35%	46%	50%	46%	37%	57%	40%	61%	39%	45%	34%	47%	38%	41%	44%
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	245	128	116	103	71	71	40	103	103	122	123	117	52	76	136	109	32	213	47	198	167	74	42	62	89	51
	49%	52%	46%	56%	47%	43%	49%	49%	49%	46%	53%	50%	41%	54%	49%	49%	66%	47%	64%	46%	52%	43%	47%	57%	49%	44%
				DE			*					L		L			Q*		S		U		Y			

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Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I,J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I,J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Malaysia Total	Malaysia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	255	248	209	225	69	172	152	162	327	176	70	162	271	344	159	98	405	176	327	458	41
Base: All Respondents (wtd)	500	249	251	276	156	67	185	135	146	267	233	68	166	266	304	196	88	412	161	339	414	80
I don't see myself represented in most advertising	323	157	161	179	106	37	121	85	89	167	156	43	104	175	192	130	53	270	99	224	258	59
	65%	63%	66%	65%	68%	55%	65%	63%	61%	62%	67%	64%	63%	66%	63%	67%	60%	66%	61%	66%	62%	74%
						*						*					*					*
I don't see my community of friends, family and acquaintances represented accurately in most advertising	310	152	158	175	94	41	120	89	81	167	144	39	98	174	194	117	58	252	99	212	253	53
	62%	61%	63%	63%	60%	61%	65%	66%	56%	62%	62%	57%	59%	65%	64%	60%	66%	61%	61%	63%	61%	65%
						*						*					*					*
I often feel ashamed of my body based on what I see in ads	215	100	115	124	69	23	89	63	58	115	100	32	68	115	138	78	47	168	78	137	180	32
	43%	40%	46%	45%	44%	33%	48%	47%	40%	43%	43%	47%	41%	43%	45%	40%	53%	41%	49%	40%	44%	40%
						*						*					*					*
Advertising often makes me feel like something is wrong with me	219	113	107	131	62	26	89	56	54	113	106	23	66	130	134	85	44	175	78	142	174	41
	44%	45%	42%	47%	40%	39%	48%	42%	37%	43%	46%	34%	40%	49%	44%	43%	50%	43%	48%	42%	42%	51%
						*						*					*					*
Recently I have seen more positive role models in ads that inspire me	388	190	198	222	117	49	150	106	104	207	181	52	131	205	238	150	71	317	130	258	327	56
	78%	76%	79%	80%	75%	73%	81%	79%	72%	78%	78%	77%	79%	77%	78%	76%	80%	77%	81%	76%	79%	69%
						*						*					*					*
I have been inspired by an ad in the past year	317	160	157	185	91	40	131	86	78	174	143	45	117	155	207	110	65	252	109	208	274	38
	63%	64%	62%	67%	58%	60%	71%	64%	53%	65%	61%	65%	70%	58%	68%	56%	74%	61%	68%	61%	66%	47%
						*	H					*	M		O		Q*				U	
Many ads I see make me feel excluded	194	90	103	107	64	22	77	60	45	108	86	28	65	101	119	75	41	152	72	122	158	34
	39%	36%	41%	39%	41%	33%	42%	45%	31%	40%	37%	41%	39%	38%	39%	38%	47%	37%	45%	36%	38%	43%
						*	H					*					*					*
I still see many sexist ads that offend me	260	135	125	143	83	35	104	75	65	136	125	34	91	136	153	107	51	209	81	180	199	56
	52%	54%	50%	52%	53%	52%	56%	56%	44%	51%	54%	50%	55%	51%	51%	55%	58%	51%	50%	53%	48%	69%
						*						*					*					T*
In recent years it seems that more ads have people that look like people I know	269	135	134	157	84	27	113	72	70	145	125	31	82	156	179	90	59	210	106	163	233	30
	54%	54%	53%	57%	54%	41%	61%	54%	48%	54%	53%	45%	50%	59%	59%	46%	67%	51%	66%	48%	56%	37%
				E		*	H					*		O			Q*		S		U	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	295	148	147	169	92	33	118	80	78	154	140	31	98	166	183	112	66	229	104	190	247	43
	59%	59%	59%	61%	59%	49%	64%	59%	54%	58%	60%	45%	59%	62%	60%	57%	75%	56%	65%	56%	60%	53%
						*						*		K			Q*					*

Global @visor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Means: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Colombia Total	Colombia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	267	234	278	155	68	51	259	161	185	316	58	184	259	336	165	117	384	174	327	406	95
Base: All Respondents (wtd)	500	242	258	256	148	96	53	264	152	181	319	65	189	245	322	178	120	380	169	331	393	107
I don't see myself represented in most advertising	311	149	162	150	91	71	27	170	97	111	200	37	121	153	207	104	77	235	99	213	249	62
	62%	62%	63%	59%	61%	74%	51%	64%	64%	62%	63%	56%	64%	63%	64%	58%	64%	62%	59%	64%	63%	58%
						C*	*					*										*
I don't see my community of friends, family and acquaintances represented accurately in most advertising	295	131	164	150	84	61	25	149	100	109	186	38	102	155	193	102	73	222	101	193	234	60
	59%	54%	63%	59%	57%	63%	47%	58%	66%	60%	58%	58%	54%	63%	60%	57%	61%	58%	60%	58%	60%	56%
			A			*	*		F			*										*
I often feel ashamed of my body based on what I see in ads	194	70	124	112	58	23	15	109	54	68	126	27	74	93	117	77	53	141	76	118	154	40
	39%	29%	48%	44%	39%	25%	29%	41%	36%	38%	40%	41%	39%	38%	36%	43%	45%	37%	45%	36%	39%	38%
			A		E	*	*					*										*
Advertising often makes me feel like something is wrong with me	179	84	95	102	53	24	17	102	46	54	125	27	77	75	112	66	46	133	61	118	143	36
	36%	35%	37%	40%	36%	25%	32%	39%	30%	30%	39%	41%	41%	31%	35%	37%	38%	35%	36%	36%	36%	34%
				E		*	*						M									*
Recently I have seen more positive role models in ads that inspire me	340	164	176	175	104	61	41	169	107	124	216	48	126	167	205	135	84	256	118	222	259	82
	68%	68%	68%	68%	70%	64%	78%	64%	71%	69%	68%	74%	66%	68%	64%	76%	71%	67%	70%	67%	66%	76%
					*	*	*					*										*
I have been inspired by an ad in the past year	241	117	124	132	76	33	25	120	83	93	149	29	85	127	161	80	67	174	96	145	195	46
	48%	48%	48%	51%	51%	35%	48%	46%	55%	51%	47%	44%	45%	52%	50%	45%	56%	46%	57%	44%	50%	43%
			E		*	*	*					*							S			*
Many ads I see make me feel excluded	224	105	119	121	66	37	25	129	55	72	152	33	93	98	150	74	53	171	73	151	175	49
	45%	43%	46%	47%	45%	39%	48%	49%	37%	40%	48%	50%	49%	40%	47%	42%	44%	45%	43%	46%	45%	45%
					*	*	*	H				*										*
I still see many sexist ads that offend me	268	115	153	137	83	48	19	148	86	95	172	34	95	139	177	91	70	198	93	174	214	53
	54%	48%	59%	54%	56%	50%	35%	56%	57%	53%	54%	51%	50%	57%	55%	51%	59%	52%	55%	53%	55%	50%
			A			*	*	F	F			*										*
In recent years it seems that more ads have people that look like people I know	266	128	139	143	77	46	32	130	84	102	164	37	97	132	168	98	76	190	102	164	214	52
	53%	53%	54%	56%	52%	48%	60%	49%	56%	57%	51%	57%	51%	54%	52%	55%	64%	50%	61%	49%	54%	49%
					*	*	*					*					Q	S				*
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	247	119	129	136	66	45	25	133	73	85	163	32	102	113	162	86	52	195	87	161	186	61
	50%	49%	50%	53%	45%	47%	47%	50%	48%	47%	51%	50%	54%	46%	50%	48%	44%	51%	51%	49%	48%	57%
					*	*	*					*										*

Global @dvisor: ADVERTISING STUDY
QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?
Proportions/Mean: Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G,H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Romania Total	Romania																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	501	262	239	145	173	183	29	81	353	349	152	15	180	306	264	237	64	437	98	403	381	120
Base: All Respondents (wtd)	500	250	250	188	166	146	73	84	287	300	200	135	295	71	226	274	70	430	100	400	319	181
I don't see myself represented in most advertising	311	158	153	117	98	97	62	49	169	190	121	103	168	40	153	158	48	263	62	250	208	103
	62%	63%	61%	62%	59%	66%	86%	59%	59%	63%	61%	76%	57%	57%	68%	58%	69%	61%	62%	62%	65%	57%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
I don't see my community of friends, family and acquaintances represented accurately in most advertising	242	109	133	97	68	77	31	49	143	158	84	59	146	37	121	121	51	190	60	182	176	66
	48%	44%	53%	52%	41%	53%	43%	58%	50%	53%	42%	44%	50%	52%	53%	44%	74%	44%	60%	46%	55%	36%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
I often feel ashamed of my body based on what I see in ads	205	87	117	97	59	49	35	34	105	111	94	75	107	23	97	107	37	167	40	165	132	73
	41%	35%	47%	51%	36%	34%	48%	40%	37%	37%	47%	56%	36%	33%	43%	39%	54%	39%	40%	41%	41%	41%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
Advertising often makes me feel like something is wrong with me	180	102	78	84	49	47	37	29	85	105	75	58	101	22	90	90	37	143	32	148	116	64
	36%	41%	31%	45%	30%	32%	51%	35%	30%	35%	37%	43%	34%	31%	40%	33%	54%	33%	32%	37%	36%	35%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
Recently I have seen more positive role models in ads that inspire me	285	133	153	112	107	67	63	49	149	161	124	74	174	37	126	159	33	253	40	245	174	111
	57%	53%	61%	59%	64%	46%	86%	59%	52%	54%	62%	55%	59%	52%	56%	58%	47%	59%	41%	61%	55%	61%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
I have been inspired by an ad in the past year	204	92	112	87	73	45	32	40	107	116	88	37	139	28	82	123	36	168	41	163	130	74
	41%	37%	45%	46%	44%	31%	44%	48%	37%	39%	44%	28%	47%	40%	36%	45%	52%	39%	42%	41%	41%	41%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
Many ads I see make me feel excluded	194	105	89	72	58	64	45	37	95	112	82	66	105	23	96	97	43	151	38	156	127	67
	39%	42%	36%	38%	35%	44%	62%	44%	33%	37%	41%	49%	36%	32%	43%	36%	62%	35%	38%	39%	40%	37%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
I still see many sexist ads that offend me	182	88	93	64	60	57	48	35	76	96	86	71	92	19	92	90	36	145	29	153	111	71
	36%	35%	37%	34%	36%	39%	66%	41%	26%	32%	43%	52%	31%	27%	41%	33%	52%	34%	29%	38%	35%	39%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
In recent years it seems that more ads have people that look like people I know	214	105	109	85	80	49	49	36	103	110	104	64	119	31	98	116	28	186	29	185	136	78
	43%	42%	44%	45%	48%	33%	68%	42%	36%	37%	52%	48%	40%	44%	43%	43%	40%	43%	29%	46%	43%	43%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	239	140	99	92	82	65	38	37	135	140	100	76	133	30	125	114	39	200	60	179	174	65
	48%	56%	40%	49%	49%	45%	52%	44%	47%	47%	50%	56%	45%	43%	55%	42%	56%	47%	60%	45%	55%	36%
	*	*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	**	*	*	**	*	

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- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
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Minimum Base: 30 (**), Small Base: 100 (*)

	Chile Total	Chile																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	250	250	272	141	87	122	170	166	133	367	18	187	295	312	188	92	408	142	358	370	130	
Base: All Respondents (wtd)	500	244	256	224	162	114	117	166	174	144	356	16	195	289	316	184	91	409	138	362	372	128	
I don't see myself represented in most	331	155	176	148	102	81	79	104	117	86	246	8	128	195	201	130	52	279	82	249	242	89	
advertising	66%	64%	69%	66%	63%	71%	67%	63%	67%	59%	69%	49%	66%	67%	64%	71%	58%	68%	59%	69%	65%	70%	
						*					I	**					*						
I don't see my community of friends, family and	345	153	192	156	108	81	72	112	130	103	242	8	131	205	211	134	58	286	94	251	259	86	
acquaintances represented accurately in most	69%	63%	75%	71%	66%	71%	68%	62%	74%	71%	68%	48%	68%	71%	67%	73%	64%	70%	68%	69%	70%	67%	
advertising			A			*			F			**					*						
I often feel ashamed of my body based on what	222	103	119	120	59	43	49	75	77	51	172	11	75	136	135	87	44	178	67	155	162	60	
I see in ads	45%	42%	47%	54%	37%	38%	42%	45%	44%	35%	48%	67%	39%	47%	43%	47%	49%	44%	49%	43%	44%	47%	
				DE		*			I			**					*						
Advertising often makes me feel like something	208	101	107	114	58	37	52	74	62	38	170	8	78	122	132	76	44	165	63	146	148	60	
is wrong with me	42%	42%	42%	51%	36%	32%	45%	45%	36%	27%	48%	50%	40%	42%	42%	42%	48%	40%	45%	40%	40%	47%	
				DE		*											*						
Recently I have seen more positive role models	270	136	135	128	92	50	71	90	90	78	192	12	106	153	173	97	59	212	87	184	206	65	
in ads that inspire me	54%	56%	53%	57%	57%	44%	60%	55%	52%	54%	54%	74%	54%	53%	55%	53%	65%	52%	63%	51%	55%	50%	
				E		*						*					Q*						
I have been inspired by an ad in the past year	174	97	77	89	60	25	48	55	53	45	130	10	66	98	117	58	39	135	63	112	138	37	
	35%	40%	30%	40%	37%	22%	41%	33%	31%	31%	36%	63%	34%	34%	37%	31%	43%	33%	45%	31%	37%	29%	
			B		E	*						**					*		S				
Many ads I see make me feel excluded	252	115	137	121	70	60	57	91	80	66	186	10	90	152	150	102	45	208	68	184	176	76	
	50%	47%	54%	54%	43%	53%	49%	55%	46%	46%	52%	62%	46%	53%	48%	55%	49%	51%	49%	51%	48%	59%	
				D		*						**					*				T		
I still see many sexist ads that offend me	271	126	145	140	78	54	57	97	90	65	206	11	100	160	171	100	56	215	93	179	206	65	
	54%	52%	57%	62%	48%	47%	48%	59%	52%	45%	58%	69%	51%	55%	54%	55%	62%	53%	67%	49%	56%	51%	
				DE		*					I	**					*		S				
In recent years it seems that more ads have	226	113	113	111	74	42	63	69	76	54	172	9	82	135	147	80	53	173	79	147	173	53	
people that look like people I know	45%	46%	44%	49%	46%	37%	54%	42%	44%	37%	49%	57%	42%	47%	46%	43%	59%	42%	57%	41%	47%	42%	
				E		*	G				I	**					Q*		S				
Seeing women and men in traditional or old-	271	129	142	134	78	59	70	93	87	71	200	12	102	156	173	98	51	220	82	189	201	70	
fashioned roles in advertising is so common	54%	53%	55%	60%	48%	52%	60%	56%	50%	49%	56%	73%	53%	54%	55%	53%	57%	54%	59%	52%	54%	54%	
that I don't even notice anymore				D		*						**					*						

Global @dvisor: ADVERTISING STUDY

QC3. [Summary - TOPBOX (AGREE)] Which of the following statements do you agree with regarding how the advertising you see makes you feel and behave?

Proportions/Means: Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Peru Total	Peru																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	286	216	340	117	45	193	230	48	146	356	-	295	207	325	177	145	357	199	303	374	128
Base: All Respondents (wtd)	500	246	254	271	146	84	214	215	37	145	355	-	385	115	314	186	134	366	181	319	367	133
I don't see myself represented in most advertising	295	141	155	157	92	46	123	129	19	93	202	-	224	71	188	107	82	214	111	184	217	79
	59%	57%	61%	58%	63%	56%	57%	60%	51%	64%	57%	-	58%	62%	60%	58%	61%	58%	62%	58%	59%	59%
					*	*			19	83												
I don't see my community of friends, family and acquaintances represented accurately in most advertising	320	155	164	179	89	52	121	156	19	83	237	-	242	78	200	120	86	233	114	206	239	81
	64%	63%	65%	66%	61%	63%	57%	72%	52%	57%	67%	-	63%	68%	64%	65%	64%	63%	65%	68%	65%	61%
					*	*		FH	*													
I often feel ashamed of my body based on what I see in ads	179	86	93	110	49	19	72	85	7	43	136	-	131	47	105	73	52	127	64	115	123	55
	36%	35%	37%	41%	34%	23%	34%	40%	19%	29%	38%	-	34%	41%	34%	40%	39%	35%	35%	36%	34%	42%
				E	*	*		H	*													
Advertising often makes me feel like something is wrong with me	170	80	90	111	45	14	73	82	5	41	129	-	132	38	102	68	48	122	64	106	113	57
	34%	32%	36%	41%	31%	17%	34%	38%	13%	29%	36%	-	34%	33%	33%	37%	36%	34%	36%	33%	31%	43%
				E	*	*		H	*													
Recently I have seen more positive role models in ads that inspire me	324	167	157	170	91	62	144	138	21	101	222	-	251	73	204	120	88	236	123	201	243	81
	65%	68%	62%	63%	63%	74%	67%	64%	58%	70%	63%	-	65%	63%	65%	64%	65%	65%	68%	63%	66%	61%
					*	*		*	*													
I have been inspired by an ad in the past year	264	150	113	138	84	42	124	108	20	91	173	-	205	59	176	88	78	186	105	159	205	58
	53%	61%	45%	51%	58%	50%	58%	50%	53%	62%	49%	-	53%	52%	56%	47%	58%	51%	58%	50%	56%	44%
		B			*	*		*	*	J											U	
Many ads I see make me feel excluded	205	102	102	113	58	33	92	89	9	50	154	-	156	48	128	77	58	147	71	134	139	65
	41%	42%	40%	42%	40%	39%	43%	41%	25%	35%	44%	-	41%	42%	41%	41%	43%	40%	39%	42%	38%	49%
					*	*		H	*													
I still see many sexist ads that offend me	278	130	148	161	77	40	110	125	21	70	208	-	210	68	169	109	70	208	99	179	198	80
	56%	53%	58%	59%	53%	48%	51%	58%	56%	48%	59%	-	55%	59%	54%	59%	52%	57%	55%	56%	54%	60%
					*	*			*													
In recent years it seems that more ads have people that look like people I know	282	149	133	150	85	46	118	129	19	90	192	-	215	67	186	96	75	206	102	180	219	62
	56%	60%	52%	56%	58%	56%	55%	60%	52%	62%	54%	-	56%	58%	59%	52%	56%	56%	56%	56%	60%	47%
					*	*			*												U	
Seeing women and men in traditional or old-fashioned roles in advertising is so common that I don't even notice anymore	279	141	138	155	78	46	125	123	17	72	207	-	218	62	189	90	82	198	104	175	206	73
	56%	57%	54%	57%	53%	56%	58%	57%	45%	50%	58%	-	57%	54%	60%	49%	61%	54%	58%	55%	56%	55%
					*	*			*						O							