



Global @dvisor

Star Power and Behaviour

Who They Are, or What They've Become?

Which Are the Most Tolerant Countries and
the Perceived Gender Gap



A Global @dvisory – August 2011 – G@23
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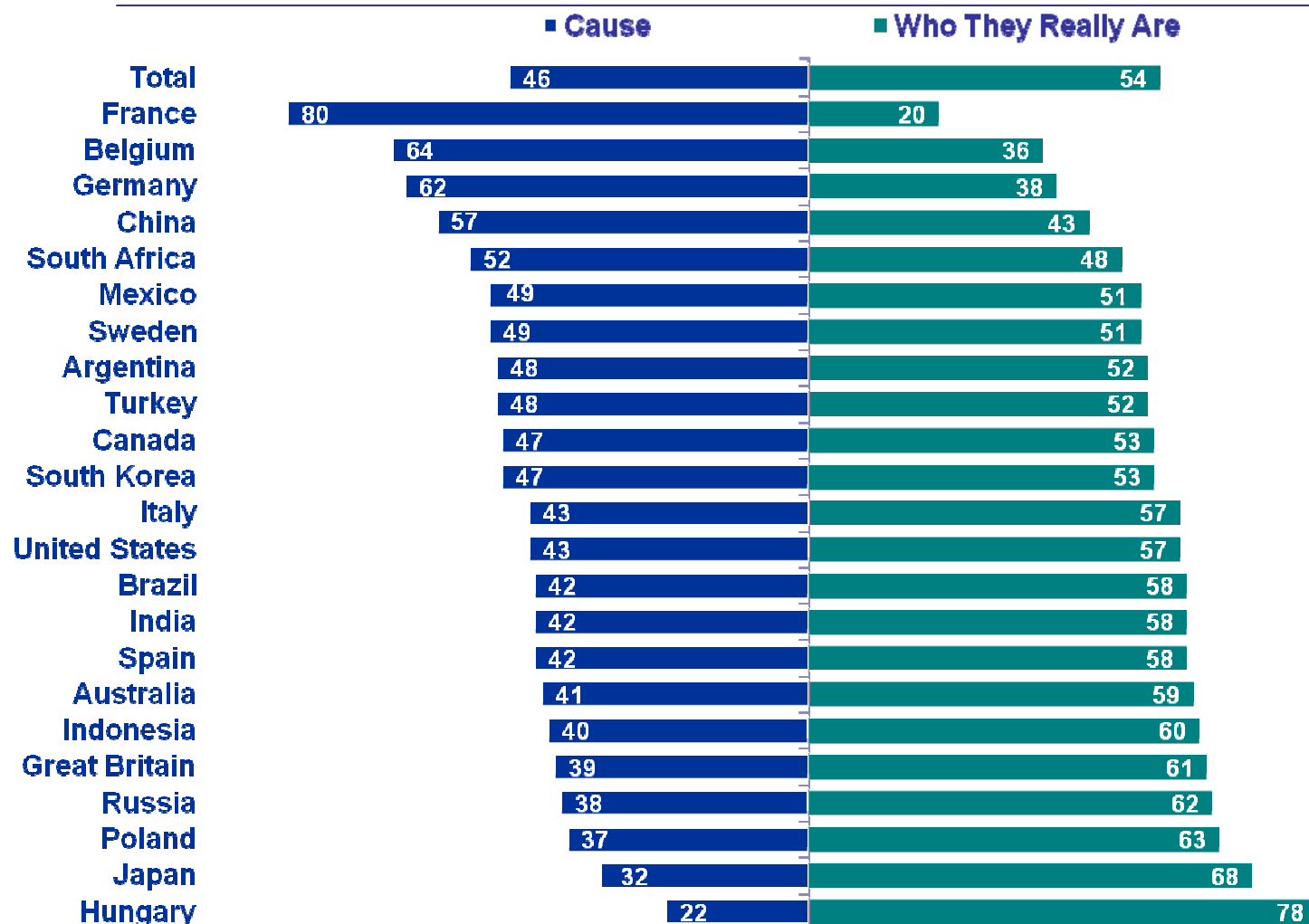
These are the findings of the *Global @dvisor* Wave 23 (G@23), an Ipsos survey conducted between July 5th and July 18th, 2011.

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<ul style="list-style-type: none"> The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. 	<ul style="list-style-type: none"> The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. 	<ul style="list-style-type: none"> For the results of the survey presented herein, an international sample of 18,722 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. 	<ul style="list-style-type: none"> Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Analytic Components...

- There are three analytic components that make up the findings of this media report.
- Almost every day in the news we learn about a sports celebrity or politician or movie star who does something that is a personal embarrassment or causes personal shame or destruction--getting caught having sex with another person even though they are married, or taking photos of their body and sending it to other people with sexually explicit messages, or by inappropriate sex acts or relationships. Which of these do you think is closer to the truth?
 - Cause
 - Who they really are
- It seems nowadays that more men than women who are in the public eye get caught doing something illicit or morally questionable. Which of these do you think is closer to the truth?
 - More men than women in the public eye actually do these things
 - Just as many women in the public eye actually do these types of things but don't get caught or reported
- Generally speaking, if a major politician in ... got caught doing something that was said to be sexually or morally inappropriate
 - Very likely to be tolerant and forgiving
 - Somewhat likely to be tolerant and forgiving
 - Not very likely to be tolerant and forgiving
 - Not at all likely to be tolerant and forgiving

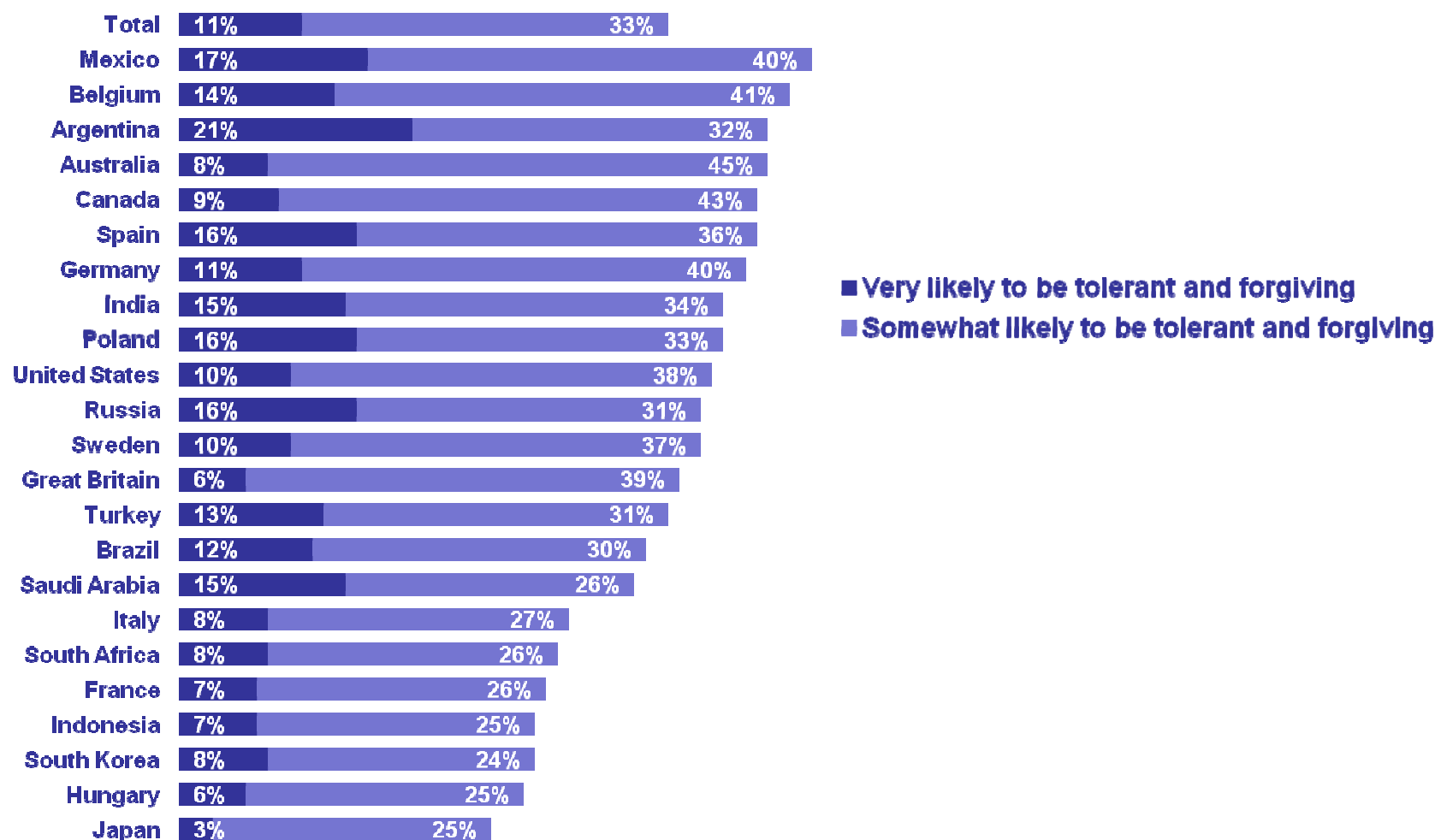
What is closer to the truth of stories in the news about sports celebrity/politician/movie star and inappropriate sexual behaviour



CW2. Almost every day in the news we learn about a sports celebrity or politician or movie star who does something that is a personal embarrassment or causes personal shame or destruction--getting caught having sex with another person even though they are married, or taking photos of their body and sending it to other people with sexually explicit messages, or by inappropriate sex acts or relationships. Which of these do you think is closer to the truth?

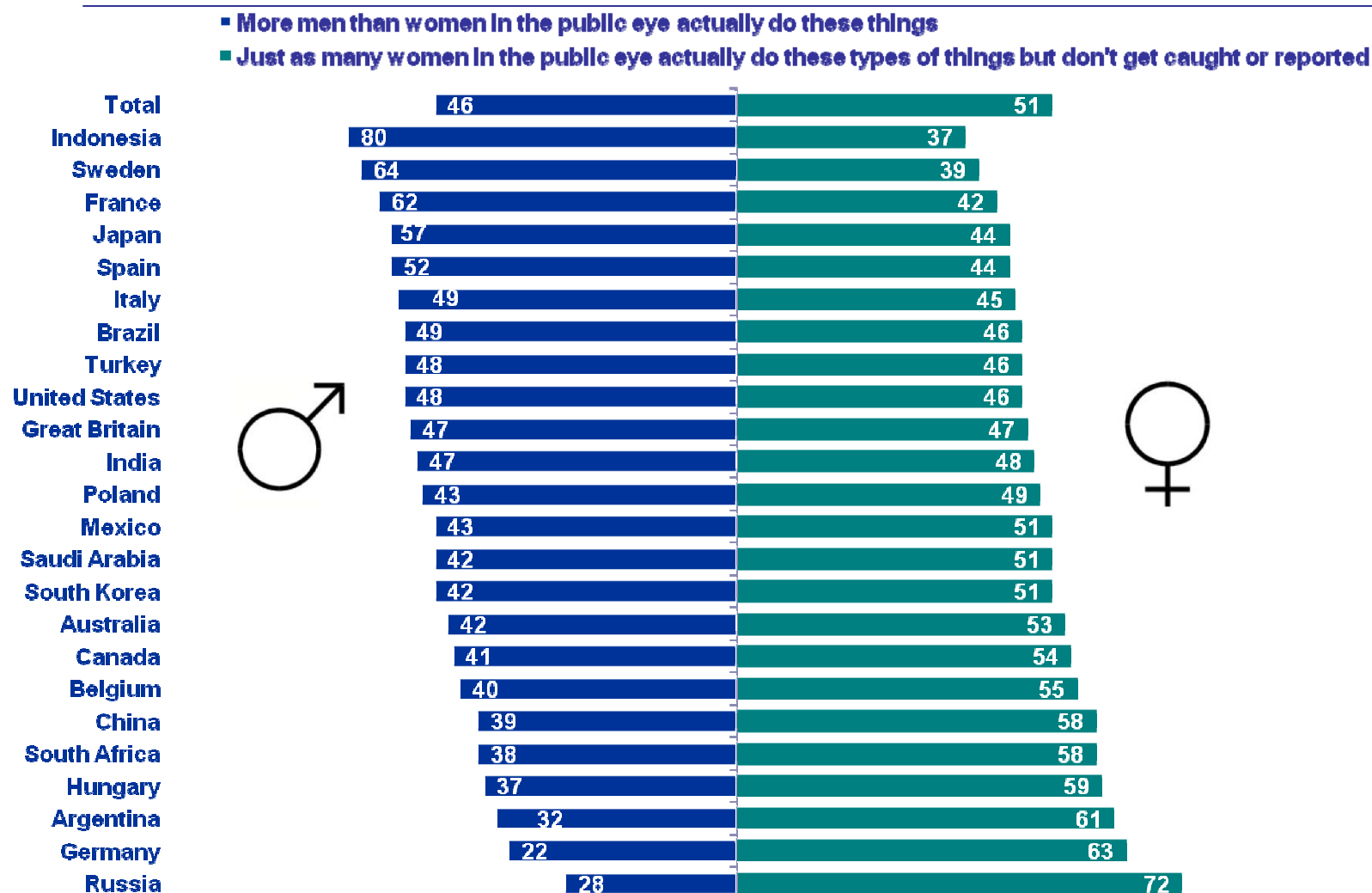
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Generally speaking, if a major politician in ... got caught doing something that was said to be sexually or morally inappropriate



CW4. Generally speaking, if a major politician in ... got caught doing something that was said to be sexually or morally inappropriate

It seems nowadays that more men than women who are in the public eye get caught doing something illicit or morally questionable. Which of these do you think is closer to the truth?



CW3. It seems nowadays that more men than women who are in the public eye get caught doing something illicit or morally questionable. Which of these do you think is closer to the truth?

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- The Ipsos *Global @dvisor Omnibus* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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