

Do you generally agree or disagree with the following statements?

ADVERTISING HELPS BUSINESSES GROW

	Total	Gender		Age			Income				Education		
		Male	Female	18-34	35-54	55+	<\$30K	\$30K- <\$50K	\$50K- <\$70K	\$70K+	HS or Less	Post Sec.	Univ.
Base: All respondents	400	200	200	140	181	72	66	75	67	129	95	129	171
Weighted	400	197	203	144	163	86*	69*	75*	68*	126	99*	127	169
ADVERTISING HELPS BUSINESSES GROW													
Strongly Agree	198 49%	105 53%	93 46%	82 57%	77 47%	37 43%	37 54%	45 60%	30 45%	57 45%	54 55%	67 53%	74 44%
Moderately Agree	162 41%	74 38%	88 43%	55 38%	68 41%	36 42%	25 36%	23 31%	34 51%	55 43%	34 34%	49 39%	77 46%
Moderately Disagree	28 7%	11 6%	16 8%	5 4%	16 10%	6 7%	6 9%	4 5%	3 4%	9 7%	8 8%	6 5%	13 8%
Strongly Disagree	13 3%	7 4%	5 3%	2 1%	3 2%	7 8%	1 2%	3 4%	0 -	5 4%	3 3%	5 4%	4 3%
Summary													
Top Box - Agree	360 90%	179 91%	181 89%	137 95%	144 88%	73 85%	61 89%	68 91%	65 96%	111 88%	88 89%	117 92%	151 90%
Low Box - Disagree	40 10%	19 9%	22 11%	7 5%	19 12%	13 15%	7 11%	7 9%	3 4%	14 12%	11 11%	11 8%	18 10%

ADVERTISING IS OUT OF TOUCH WITH WHO I AM

	Total	Gender		Age			Income				Education		
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Base: All respondents	400	200	200	140	181	72	66	75	67	129	95	129	171
Weighted	400	197	203	144	163	86*	69*	75*	68*	126	99*	127	169
ADVERTISING IS OUT OF TOUCH WITH WHO I AM													
Strongly Agree	96 24%	46 23%	50 25%	19 13%	51 32%	23 27%	19 27%	15 19%	14 21%	30 24%	22 22%	31 24%	41 24%
Moderately Agree	111 28%	51 26%	60 30%	43 30%	42 26%	25 28%	19 28%	21 29%	22 32%	36 28%	23 23%	36 28%	52 31%
Moderately Disagree	126 32%	65 33%	61 30%	63 44%	46 28%	17 20%	21 31%	28 37%	20 29%	42 34%	36 36%	36 29%	54 32%
Strongly Disagree	67 17%	35 18%	32 16%	19 13%	23 14%	21 25%	10 15%	11 15%	12 18%	18 15%	17 18%	25 19%	23 14%
Summary													
Top Box - Agree	207 52%	97 49%	110 54%	62 43%	94 57%	48 55%	38 55%	36 48%	36 53%	65 52%	45 46%	66 52%	93 55%
Low Box - Disagree	193 48%	100 51%	92 46%	82 57%	69 43%	39 45%	31 45%	39 52%	32 47%	61 48%	54 54%	61 48%	77 45%

ADVERTISING SPEAKS TO ME AND WHO I AM

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Base: All respondents	400	200	200	140	181	72	66	75	67	129	95	129	171
Weighted	400	197	203	144	163	86*	69*	75*	68*	126	99*	127	169
ADVERTISING SPEAKS TO ME AND WHO I AM													
Strongly Agree	24 6%	16 8%	8 4%	9 6%	11 7%	4 4%	5 7%	4 5%	5 7%	6 5%	7 7%	8 6%	8 5%
Moderately Agree	99 25%	47 24%	52 25%	40 28%	36 22%	23 27%	25 37%	24 32%	12 18%	31 25%	36 36%	28 22%	36 21%
Moderately Disagree	128 32%	62 31%	66 33%	55 38%	53 33%	19 22%	16 23%	26 34%	23 34%	41 32%	25 25%	46 36%	56 33%
Strongly Disagree	149 37%	72 36%	77 38%	41 28%	63 39%	41 48%	22 32%	21 28%	28 41%	48 38%	31 32%	45 36%	69 41%
Summary													
Top Box - Agree	123 31%	64 32%	60 29%	49 34%	47 29%	26 31%	30 44%	28 37%	17 25%	38 30%	43 43%	36 28%	44 26%
Low Box - Disagree	277 69%	134 68%	143 71%	95 66%	116 71%	60 69%	38 56%	47 63%	51 75%	88 70%	56 57%	92 72%	126 74%

ADVERTISERS UNDERSTAND WHERE I WANT TO SPEND MY MONEY

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Base: All respondents	400	200	200	140	181	72	66	75	67	129	95	129	171
Weighted	400	197	203	144	163	86*	69*	75*	68*	126	99*	127	169
ADVERTISERS UNDERSTAND WHERE I WANT TO SPEND MY MONEY													
Strongly Agree	32	22	10	8	20	4	5	6	8	10	8	11	13
	8%	11%	5%	6%	12%	5%	8%	8%	12%	8%	8%	8%	8%
Moderately Agree	113	51	63	55	40	17	19	25	24	32	29	34	50
	28%	26%	31%	38%	24%	20%	28%	33%	36%	25%	29%	27%	30%
Moderately Disagree	120	65	55	50	47	23	19	24	18	40	30	41	49
	30%	33%	27%	35%	29%	26%	27%	32%	27%	32%	30%	32%	29%
Strongly Disagree	134	59	75	31	57	43	25	20	17	44	33	42	57
	34%	30%	37%	21%	35%	49%	37%	27%	25%	35%	33%	33%	34%
Summary													
Top Box - Agree	146	73	73	63	60	21	25	31	32	42	37	45	63
	36%	37%	36%	44%	36%	24%	36%	41%	48%	33%	37%	35%	37%
Low Box - Disagree	254	124	130	81	104	65	44	44	35	84	62	83	106
	64%	63%	64%	56%	64%	76%	64%	59%	52%	67%	63%	65%	63%

In general would you say that TV ads are getting better, worse, or staying about the same?

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Base: All respondents	400	200	200	140	181	72	66	75	67	129	95	129	171
Weighted	400	197	203	144	163	86*	69*	75*	68*	126	99*	127	169
Better	104	54	50	52	34	17	16	14	25	36	26	29	47
	26%	27%	25%	36%	21%	20%	23%	19%	37%	29%	26%	23%	28%
Worse	112	51	61	27	51	31	18	23	17	31	23	44	44
	28%	26%	30%	19%	31%	36%	26%	31%	25%	25%	24%	35%	26%
Staying the same	176	91	86	65	77	33	33	36	24	58	46	54	74
	44%	46%	42%	45%	47%	38%	48%	48%	35%	46%	47%	43%	44%
(DK/NS)	8	2	6	1	1	5	2	2	2	1	3	0	5
	2%	1%	3%	1%	1%	6%	3%	3%	3%	1%	3%	-	3%

If you were sitting at home with nothing to do would you rather watch 5 minutes of TV ads or take part in a five minute telephone survey?

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Weighted	400	197	203	144	163	86*	69*	75*	68*	126	99*	127	169
Watch 5 minutes of TV ads	130	68	62	63	48	19	28	26	24	38	41	33	55
	32%	34%	31%	44%	29%	21%	41%	34%	35%	31%	41%	26%	33%
Take part in a 5 Minute survey	226	106	120	72	97	53	37	42	39	76	50	81	93
	57%	54%	59%	50%	60%	61%	53%	56%	58%	60%	51%	64%	55%
Neither	44	23	21	9	18	15	4	8	5	12	8	13	21
	11%	12%	10%	6%	11%	17%	6%	10%	7%	9%	8%	10%	12%

Overall, how would you describe your attitudes towards television advertising? Would you say that you tend to

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Base: All respondents	400	200	200	140	181	72	66	75	67	129	95	129	171
Weighted	400	197	203	144	163	86*	69*	75*	68*	126	99*	127	169
Love television advertising	7	6	1	3	3	1	3	2	1	1	4	1	2
	2%	3%	1%	2%	2%	2%	4%	2%	1%	1%	5%	1%	1%
Like television advertising	76	41	35	39	22	15	17	24	13	17	28	9	38
	19%	21%	17%	27%	13%	17%	25%	32%	19%	14%	28%	7%	22%
Neither like nor dislike television advertising	147	68	79	59	61	25	26	18	25	52	34	51	62
	37%	34%	39%	41%	38%	29%	38%	25%	37%	41%	35%	40%	36%
Dislike television advertising	101	46	54	28	42	27	13	19	17	36	18	41	40
	25%	23%	27%	20%	26%	32%	19%	25%	25%	28%	18%	33%	23%
Hate television advertising	66	34	32	14	32	18	9	12	11	19	14	25	26
	16%	17%	16%	10%	20%	21%	14%	16%	17%	15%	14%	20%	15%
(DK/NS)	4	3	1	1	3	0	1	0	1	1	1	0	3
	1%	1%	0	1%	2%	-	1%	-	1%	1%	1%	-	2%
Summary													
Top Box - Like advertising	83	47	36	42	24	16	20	26	14	18	33	10	39
	21%	24%	18%	29%	15%	19%	28%	34%	20%	14%	33%	8%	23%
Low Box - Dislike advertising	166	80	86	42	75	45	22	31	28	55	31	66	65
	42%	41%	43%	29%	46%	52%	33%	41%	41%	43%	32%	52%	39%

Have you ever heard of AD RODEO, the annual awards show featuring the best of advertising created in Calgary?

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Weighted	400	197	203	144	163	86*	69*	75*	68*	126	99*	127	169
Yes	97	48	49	28	49	20	10	10	20	44	19	26	52
	24%	24%	24%	19%	30%	23%	15%	14%	29%	35%	19%	20%	31%
No	303	149	153	116	115	66	58	65	48	82	80	101	117
	76%	76%	76%	81%	70%	77%	85%	86%	71%	65%	81%	80%	69%