

GAY AND LESBIAN COUPLES IN ADVERTISING

Overall, do you think it is acceptable or unacceptable for advertisers to use gay or lesbian couples in their advertising?

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

	Region				Gender		Age			Education			Income		
	Total	LM	V/B	SLM	M	F	18-34	35-54	55+	HS	PSec	Unv	<30	30-60	60+
	A	B	C	F	G	H	I	J	K	L	M	N	O	P	
Base: All respondents	500	500	224	276	250	250	118	205	167	110	206	180	69	137	223
Weighted	500	500	229	271	257	243	182	135	177	109*	197	192	68*	144	221
Very acceptable	167	167	92	75	80	87	77	50	38	23	66	78	14	40	100
	33%	33%	40% C	28%	31%	36%	42% J	37% J	22%	21%	33% K	41% K	21%	27%	45% NO
Somewhat acceptable	168	168	73	95	81	86	61	38	67	38	63	66	19	54	68
	34%	34%	32%	35%	32%	35%	34%	28%	38%	35%	32%	34%	29%	37%	31%
Somewhat unacceptable	59	59	24	35	29	30	24	15	19	23	17	19	12	18	23
	12%	12%	10%	13%	11%	12%	13%	11%	11%	22% LM	8%	10%	18%	13%	11%
Very unacceptable	84	84	28	56	52	32	15	26	42	19	41	24	18	29	25
	17%	17%	12%	21% B	20%	13%	8%	19% H	24% H	17%	21%	13%	26% P	20% P	11%
(DK/NS)	23	23	13	9	15	7	5	5	10	6	11	4	4	4	5
	5%	5%	6%	3%	6%	3%	3%	3%	6%	6%	6%	2%	6%	3%	2%
Summary															
Top2Box (Very/Somewhat acceptable)	334	334	164	170	161	173	138	89	105	61	128	144	34	93	168
	67%	67%	72%	63%	63%	71%	76% J	66%	59%	56%	65%	75% KL	50%	65%	76% NO
Low2Box (Very/Somewhat unacceptable)	143	143	52	91	81	62	39	41	61	42	57	44	30	47	49
	29%	29%	23%	34% B	31%	26%	21%	31%	35% H	39% M	29%	23%	44% P	32% P	22%

GAY AND LESBIAN COUPLES IN ADVERTISING

Have you ever read, seen or heard any advertising featuring gay or lesbian couples?

Proportions/Means: Columns Tested (5% risk level) - B/C - F/G - H/I/J - K/L/M - N/O/P * small base

	Region							Gender		Age			Education			Income		
	Total	LM	V/B	SLM	M	F	18-34	35-54	55+	HS	PSec	Unv	<30	30-60	60+			
	A	B	C	F	G	H	I	J	K	L	M	N	O	P				
Base: All respondents	500	500	224	276	250	250	118	205	167	110	206	180	69	137	223			
Weighted	500	500	229	271	257	243	182	135	177	109*	197	192	68*	144	221			
Yes	234	234	110	124	114	120	101	58	71	44	98	93	26	64	114			
	47%	47%	48%	46%	44%	50%	55% IJ	43%	40%	40%	50%	48%	39%	44%	51%			
No	259	259	116	143	138	121	80	76	101	62	96	98	40	79	106			
	52%	52%	51%	53%	54%	50%	44%	57% H	57% H	57%	49%	51%	60%	55%	48%			
(DK/NS)	6	6	3	3	5	2	1	0	4	3	2	1	1	2	1			
	1%	1%	1%	1%	2%	1%	1%	-	2% I	2%	1%	0%	2%	1%	1%			

GAY AND LESBIAN COUPLES IN ADVERTISING

*Detailed tables***ia2. Overall, do you think it is acceptable or unacceptable for advertisers to use gay or lesbian couples in their advertising?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C ** very small base (under 30) ineligible for sig testing

	Aware of Advertising			
	Total	Yes	No	(DK/NS)
		A	B	C
Base: All respondents	500	227	267	6
Weighted	500	234	259	6**
Very acceptable	167	98	69	0
	33%	42% B	27%	-
Somewhat acceptable	168	70	94	4
	34%	30%	36%	67%
Somewhat unacceptable	59	25	34	0
	12%	11%	13%	-
Very unacceptable	84	32	52	0
	17%	14%	20%	-
(DK/NS)	23	10	11	2
	5%	4%	4%	33%
Summary				
Top2Box (Very/Somewhat acceptable)	334	168	162	4
	67%	71%	63%	67%
Low2Box (Very/Somewhat unacceptable)	143	57	86	0
	29%	24%	33% A	-

GAY AND LESBIAN COUPLES IN ADVERTISING - ALBERTA

Overall, do you think it is acceptable or unacceptable for advertisers to use gay or lesbian couples in their advertising? Would that be very or somewhat?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L - M/N/O * small base; ** very small base (under 30) ineligible for sig testing

	Gender			Age			Income				Education			Aware of Advertising		
	Total	Male	Female	18-34	35-54	55+	<\$30K	\$30K-<\$50K	\$50K-<\$70K	\$70K+	HS or Less	Post Sec.	Univ.	Yes	No	DK/NS
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All respondents	276	138	138	77	145	48	40	60	50	101	60	76	140	100	173	3
Weighted	276	137	139	94*	116	61*	45*	63*	51*	93*	63*	76*	137	101*	172	3**
Very acceptable	65	24	41	33	22	10	11	18	12	20	11	16	38	36	29	0
	24%	17%	30%	35% A DE	19%	17%	24%	29%	23%	21%	17%	21%	28%	36% N	17%	-
Somewhat acceptable	83	45	38	24	34	24	16	11	17	31	20	24	39	32	51	1
	30%	33%	27%	26%	29%	39%	36% G	17%	33%	34% G	31%	32%	29%	31%	30%	28%
Somewhat unacceptable	30	12	18	10	12	6	4	9	3	11	6	12	11	8	22	0
	11%	9%	13%	10%	10%	10%	10%	14%	5%	12%	10%	16%	8%	8%	13%	-
Very unacceptable	89	49	40	24	42	21	13	22	17	28	24	23	42	25	62	2
	32%	36%	29%	26%	37%	34%	30%	35%	33%	31%	37%	31%	31%	24%	36% M	72%
(DK/NS)	9	6	2	2	6	0	0	3	3	2	2	0	6	1	8	0
Summary	3%	5%	2%	3%	5%	-	-	4%	6%	3%	4%	-	5%	1%	5%	-
Top2Box - Acceptable (Very/ Somewhat)	148	69	79	57	56	34	27	29	29	51	31	41	77	68	80	1
	54%	51%	57%	61%	48%	56%	60%	47%	57%	55%	49%	53%	56%	67% N	46%	28%
Low2Box - Unacceptable (Very/ Somewhat)	119	61	58	34	54	27	18	31	19	39	30	36	53	33	84	2
	43%	45%	41%	36%	47%	44%	40%	49%	38%	42%	47%	47%	39%	32%	49% M	72%

GAY AND LESBIAN COUPLES IN ADVERTISING - ALBERTA

Have you ever read, seen or heard any advertising featuring gay or lesbian couples?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K/L - M/N/O * small base; ** very small base (under 30) ineligible for sig testing

		Gender			Age			Income				Education			Aware of Advertising		
		Total	Male	Female	18-34	35-54	55+	<\$30K	\$30K-<\$50K	\$50K-<\$70K	\$70K+	HS or Less	Post Sec.	Univ.	Yes	No	DK/NS
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All respondents		276	138	138	77	145	48	40	60	50	101	60	76	140	100	173	3
Weighted		276	137	139	94*	116	61*	45*	63*	51*	93*	63*	76*	137	101*	172	3**
Yes		101 37%	51 37%	51 36%	39 42%	41 35%	21 34%	20 45%	23 36%	18 35%	35 37%	23 36%	26 35%	52 38%	101 100% N	0 -	0 -
		172 62%	83 61%	89 64%	54 57%	74 64%	41 66%	25 55%	40 63%	33 65%	58 63%	39 62%	49 64%	84 62%	0 -	172 100% M	0 -
No																	
(DK/NS)		3 1%	3 2%	0 -	1 1%	1 1%	0 -	0 -	1 1%	0 -	0 -	2 2%	1 2%	0 -	0 -	0 -	3 100%