

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 34

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements? Summary

Base : All respondents

		The advertising industry is a significant contributor to the UK economy	The advertising industry is a major employer within the UK	The advertising industry helps fund a substantial amount of the media (e.g. newspapers, TV, radio, cinema, the internet)	The advertising industry promotes innovation and the development of new products and services	Advertising helps keep the prices of products and services at a minimum	Advertising helps fund a substantial proportion of cultural events (e.g. London 2012, Premier League Football)	Advertising helps increase retail sales in the UK	Advertising is vital to the success of government campaigns on issues of public concern (e.g. anti-smoking, drink driving adverts)
Unweighted Base		2053	2053	2053	2053	2053	2053	2053	2053
Weighted Base		2053	2053	2053	2053	2053	2053	2053	2053
Agree strongly	(4)	223 11%	239 12%	506 25%	210 10%	70 3%	290 14%	421 21%	315 15%
Agree	(3)	1171 57%	1099 54%	1229 60%	1056 51%	434 21%	1145 56%	1384 67%	1061 52%
Disagree	(2)	240 12%	236 12%	88 4%	445 22%	903 44%	203 10%	85 4%	374 18%
Disagree strongly	(1)	33 2%	25 1%	15 1%	80 4%	361 18%	35 2%	20 1%	103 5%
Don't know		387 19%	454 22%	214 10%	262 13%	284 14%	381 19%	143 7%	200 10%
Mean		2.95	2.97	3.21	2.78	2.12	3.01	3.16	2.86
Standard deviation		0.60	0.60	0.56	0.70	0.77	0.62	0.53	0.76
Standard error		0.01	0.02	0.01	0.02	0.02	0.01	0.01	0.02

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Table 35

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements?
The advertising industry is a significant contributor to the UK economy

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Agree strongly	(4) 11%	223 10%	103 11%	120 17%	41 12%	38 13%	49 11%	37 9%	26 7%	31 8%	46 11%	63 14%	61 11%	53 11%	55 11%	69 13%	51 10%	26 12%	33 10%	97 12%	58 10%	83 15%	31 12%	12 7%	19 7%	16 10%	4 7%	
Agree	(3) 57%	1171 60%	600 55%	571 58%	144 57%	187 54%	212 52%	181 58%	178 62%	268 61%	340 58%	345 54%	235 53%	251 59%	307 55%	299 59%	301 55%	161 57%	101 54%	178 62%	506 61%	372 56%	310 61%	158 55%	88 53%	142 47%	73 52%	28
Disagree	(2) 12%	240 15%	147 9%	93 8%	21 8%	27 13%	50 13%	44 17%	51 11%	48 13%	73 12%	73 11%	47 10%	47 11%	56 11%	61 11%	58 11%	43 15%	21 12%	53 16%	91 11%	80 13%	65 12%	29 11%	18 11%	28 10%	14 9%	5 10%
Disagree strongly	(1) 2%	33 2%	16 2%	16 2%	1 *	8 2%	4 1%	13 4%	3 1%	3 1%	6 1%	10 2%	9 2%	7 2%	7 1%	8 1%	13 2%	4 1%	1 1%	8 2%	12 1%	6 1%	4 1%	4 2%	6 4%	9 3%	1 *	3 6%
Don't know	387 19%	140 14%	247 24%	40 16%	69 21%	74 19%	74 21%	49 16%	81 19%	89 16%	104 17%	79 18%	114 24%	96 18%	104 19%	92 18%	61 21%	33 19%	58 18%	113 14%	90 15%	87 16%	39 15%	36 22%	71 26%	51 33%	13 24%	
Mean	2.95	2.91	2.99	3.09	2.98	2.97	2.88	2.88	2.94	2.91	2.94	2.99	2.98	2.96	2.98	2.92	2.89	2.99	2.87	2.97	2.93	3.02	2.97	2.86	2.87	3.01	2.81	
Standard deviation	0.60	0.60	0.59	0.56	0.61	0.61	0.69	0.58	0.51	0.55	0.60	0.64	0.60	0.57	0.61	0.61	0.60	0.57	0.64	0.58	0.56	0.60	0.59	0.64	0.63	0.56	0.72	
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.04	0.03	0.03	0.02	0.03	0.04	0.04	0.03	0.03	0.03	0.04	0.05	0.04	0.02	0.02	0.03	0.04	0.06	0.05	0.06	0.12	

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Table 36

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements?
The advertising industry is a major employer within the UK

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Agree strongly	(4) 239 12%	104 10%	135 13%	36 15%	35 11%	49 12%	36 10%	28 9%	56 13%	53 10%	60 10%	64 15%	62 13%	69 13%	67 12%	58 11%	32 11%	13 7%	26 8%	98 12%	68 11%	83 15%	38 15%	10 6%	19 7%	15 10%	6 11%	
Agree	(3) 1099 54%	539 54%	559 53%	125 51%	163 50%	207 53%	177 51%	176 57%	250 58%	310 56%	322 54%	213 49%	253 53%	276 53%	298 55%	280 54%	143 48%	102 57%	170 51%	457 56%	338 56%	306 56%	128 49%	88 55%	138 51%	79 51%	22 42%	
Disagree	(2) 236 12%	162 16%	75 7%	31 13%	48 14%	48 12%	42 12%	32 10%	35 8%	79 14%	64 11%	50 12%	43 9%	63 12%	61 11%	50 10%	45 15%	18 10%	49 15%	99 12%	90 15%	60 11%	24 9%	16 10%	30 11%	12 7%	6 11%	
Disagree strongly	(1) 25 1%	16 2%	9 1%	1 *	4 1%	4 1%	11 3%	5 2%	- -	4 1%	7 1%	5 1%	9 2%	2 *	10 2%	9 2%	1 *	3 2%	5 1%	10 1%	7 1%	5 1%	2 1%	3 2%	6 2%	- -	2 5%	
Don't know	454 22%	185 18%	269 26%	53 22%	79 24%	82 21%	84 24%	67 22%	89 21%	107 19%	142 24%	98 23%	106 22%	112 22%	107 20%	119 23%	75 25%	41 23%	80 24%	156 19%	104 17%	95 17%	69 26%	44 27%	76 28%	49 31%	17 32%	
Mean	2.97	2.89	3.05	3.01	2.92	2.98	2.90	2.94	3.06	2.92	2.96	3.01	3.00	3.00	2.97	2.98	2.93	2.92	2.87	2.97	2.93	3.03	3.06	2.90	2.88	3.04	2.88	
Standard deviation	0.60	0.62	0.56	0.61	0.62	0.60	0.67	0.58	0.51	0.57	0.58	0.64	0.62	0.59	0.62	0.60	0.61	0.57	0.60	0.60	0.60	0.60	0.60	0.56	0.61	0.50	0.76	
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.03	0.03	0.03	0.04	0.05	0.04	0.02	0.03	0.03	0.04	0.05	0.05	0.05	0.13	

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Table 37

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements?
The advertising industry helps fund a substantial amount of the media (e.g. newspapers, magazines, TV, radio, cinema, the internet)

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Agree strongly	(4) 25%	261 26%	245 23%	71 29%	80 24%	111 29%	80 23%	61 20%	102 24%	143 26%	162 27%	113 26%	89 19%	132 25%	120 22%	117 23%	81 27%	57 32%	68 20%	224 27%	162 27%	171 31%	78 30%	34 21%	36 13%	21 14%	5 10%	
Agree	(3) 60%	601 60%	628 60%	142 58%	177 54%	221 57%	202 58%	219 71%	268 62%	349 63%	349 59%	233 54%	298 63%	319 61%	319 59%	325 63%	165 56%	100 56%	212 64%	486 59%	364 60%	304 55%	158 61%	97 61%	173 64%	94 61%	39 73%	
Disagree	(2) 4%	66 7%	23 2%	9 4%	17 5%	11 3%	18 5%	12 4%	20 5%	18 3%	21 4%	30 7%	19 4%	12 2%	37 7%	23 4%	10 3%	7 4%	14 4%	39 5%	31 5%	23 4%	10 4%	8 5%	11 4%	5 3%	-	
Disagree strongly	(1) 1%	10 1%	5 *	1 *	8 2%	1 *	6 2%	-	-	2 *	9 1%	4 1%	1 *	4 1%	-	5 1%	5 2%	1 1%	7 2%	6 1%	8 1%	3 *	1 *	1 1%	1 *	-	2 3%	
Don't know	214 10%	67 7%	147 14%	24 10%	46 14%	46 12%	42 12%	16 5%	40 9%	42 8%	55 9%	52 12%	65 14%	55 11%	65 12%	45 9%	35 12%	13 8%	29 9%	66 8%	42 7%	48 9%	14 5%	19 12%	49 18%	35 22%	7 14%	
Mean	3.21	3.19	3.24	3.28	3.16	3.29	3.16	3.17	3.21	3.24	3.23	3.20	3.17	3.24	3.18	3.18	3.24	3.29	3.13	3.23	3.20	3.28	3.27	3.16	3.11	3.13	3.04	
Standard deviation	0.56	0.60	0.51	0.54	0.66	0.53	0.61	0.47	0.52	0.52	0.59	0.61	0.50	0.54	0.55	0.56	0.61	0.57	0.59	0.57	0.60	0.57	0.54	0.56	0.46	0.45	0.51	
Standard error	0.01	0.02	0.02	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.04	0.03	0.02	0.02	0.03	0.03	0.05	0.03	0.04	0.08	

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Table 38

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements?
The advertising industry promotes innovation and the development of new products and services

Base : All respondents

	Gender		Age					SEG				Region					Employment Sector		Political Affiliation						Prefer not to say			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other		None	Dk	
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Agree strongly	(4)	210	83	126	36	33	39	37	24	41	50	48	55	56	50	75	47	24	14	26	81	70	72	23	9	19	15	3
		10%	8%	12%	14%	10%	10%	11%	8%	9%	9%	8%	13%	12%	10%	14%	9%	8%	8%	10%	11%	13%	9%	6%	7%	9%	5%	
Agree	(3)	1056	510	546	155	161	204	167	138	232	277	296	234	249	278	264	269	144	100	165	433	291	316	141	73	135	83	17
		51%	51%	52%	63%	49%	52%	48%	45%	54%	50%	50%	54%	53%	53%	49%	52%	49%	56%	50%	53%	48%	58%	54%	46%	50%	53%	33%
Disagree	(2)	445	268	178	31	72	78	74	92	98	141	153	82	69	113	113	107	76	37	83	191	164	93	62	42	40	23	21
		22%	27%	17%	13%	22%	20%	21%	30%	23%	26%	26%	19%	15%	22%	21%	21%	26%	21%	25%	23%	27%	17%	24%	26%	15%	15%	40%
Disagree strongly	(1)	80	51	29	5	16	18	25	10	7	26	29	13	13	26	10	23	14	8	11	43	19	12	10	7	23	5	4
		4%	5%	3%	2%	5%	5%	7%	3%	2%	5%	5%	3%	3%	5%	2%	4%	5%	5%	3%	5%	3%	2%	4%	4%	8%	3%	7%
Don't know		262	94	168	20	47	51	47	44	54	59	70	48	85	55	80	68	39	20	46	72	63	55	25	28	53	30	8
		13%	9%	16%	8%	14%	13%	13%	14%	12%	11%	12%	11%	18%	11%	15%	13%	13%	11%	14%	9%	10%	10%	10%	18%	20%	19%	14%
Mean		2.78	2.69	2.88	2.98	2.75	2.78	2.71	2.67	2.81	2.71	2.69	2.86	2.90	2.76	2.87	2.76	2.69	2.75	2.72	2.74	2.76	2.91	2.75	2.64	2.69	2.85	2.42
Standard deviation		0.70	0.71	0.68	0.62	0.73	0.72	0.78	0.69	0.64	0.72	0.71	0.69	0.67	0.72	0.69	0.70	0.71	0.68	0.68	0.72	0.72	0.65	0.68	0.70	0.77	0.66	0.74
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.03	0.03	0.03	0.04	0.05	0.04	0.03	0.03	0.03	0.04	0.06	0.06	0.06	0.11	

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Table 39

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements?
Advertising helps keep the prices of products and services at a minimum

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Agree strongly	(4) 70 3%	38 4%	32 3%	20 8%	18 6%	15 4%	9 2%	6 2%	3 1%	19 3%	23 4%	17 4%	12 2%	23 4%	18 3%	19 4%	5 2%	5 3%	8 3%	40 5%	22 4%	25 4%	10 4%	2 1%	4 1%	7 5%	2 4%	
Agree	(3) 434 21%	224 22%	210 20%	75 31%	85 26%	78 20%	54 16%	43 14%	99 23%	109 20%	113 19%	91 21%	121 26%	120 23%	124 23%	109 21%	45 15%	35 20%	69 21%	174 21%	136 22%	129 23%	40 15%	28 17%	62 23%	28 18%	11 21%	
Disagree	(2) 903 44%	453 45%	450 43%	99 40%	117 36%	176 45%	158 45%	172 56%	182 42%	266 48%	273 46%	192 45%	172 36%	216 41%	233 43%	229 44%	141 48%	84 47%	155 47%	360 44%	292 48%	220 40%	140 54%	60 37%	105 39%	63 41%	23 44%	
Disagree strongly	(1) 361 18%	192 19%	169 16%	10 4%	54 16%	61 16%	79 23%	64 21%	94 22%	107 19%	103 17%	81 19%	70 15%	96 18%	100 19%	78 15%	58 19%	29 16%	53 16%	157 19%	107 18%	85 16%	40 15%	47 30%	52 19%	18 12%	12 22%	
Don't know	284 14%	98 10%	186 18%	42 17%	55 17%	60 15%	49 14%	24 8%	54 13%	54 10%	83 14%	50 12%	97 21%	66 13%	66 12%	81 16%	47 16%	24 14%	44 13%	89 11%	50 8%	90 16%	31 12%	23 15%	46 17%	38 25%	5 10%	
Mean	2.12	2.12	2.12	2.51	2.25	2.14	1.98	1.97	2.03	2.08	2.11	2.11	2.20	2.16	2.13	2.16	1.99	2.11	2.12	2.13	2.13	2.20	2.08	1.88	2.08	2.21	2.06	
Standard deviation	0.77	0.78	0.76	0.74	0.85	0.76	0.75	0.68	0.74	0.76	0.77	0.79	0.77	0.81	0.78	0.76	0.70	0.74	0.73	0.81	0.76	0.80	0.71	0.76	0.76	0.78	0.80	
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.06	0.04	0.03	0.03	0.04	0.05	0.07	0.05	0.08	0.12		

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Table 40

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements?
Advertising helps fund a substantial proportion of cultural events (e.g. London 2012, Premier League Football)

Base : All respondents

	Gender		Age					SEG				Region					Employment Sector		Political Affiliation						Prefer not to say			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other		None	Dk	
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Agree strongly	(4) 14%	290 14%	137 15%	153 21%	51 15%	51 15%	58 15%	37 12%	40 9%	83 15%	86 15%	70 16%	50 11%	77 15%	73 13%	74 14%	42 14%	25 14%	52 16%	134 16%	97 16%	99 18%	35 13%	11 7%	25 9%	17 11%	6 11%	
Agree	(3) 56%	1145 53%	538 58%	607 53%	132 55%	181 55%	213 55%	180 51%	183 59%	256 56%	311 57%	338 51%	218 59%	278 59%	301 58%	291 54%	291 56%	162 55%	100 56%	168 51%	454 55%	329 54%	324 59%	160 61%	93 58%	140 52%	75 48%	24 45%
Disagree	(2) 10%	203 14%	141 6%	62 9%	22 10%	33 12%	48 12%	32 9%	36 12%	31 7%	59 11%	57 10%	52 12%	34 7%	44 8%	55 10%	43 8%	39 13%	22 12%	37 11%	100 12%	77 13%	34 6%	29 11%	11 7%	25 9%	21 13%	6 11%
Disagree strongly	(1) 2%	35 3%	28 1%	8 1%	1 *	4 1%	9 2%	16 5%	2 1%	4 1%	7 1%	10 2%	12 3%	5 1%	12 2%	5 1%	13 2%	3 1%	2 1%	4 1%	21 3%	7 1%	3 1%	4 2%	8 5%	11 4%	- -	2 3%
Don't know		381 19%	163 16%	218 21%	41 17%	59 18%	62 16%	68 20%	51 16%	100 23%	94 17%	103 17%	79 18%	105 22%	88 17%	119 22%	94 18%	50 17%	30 17%	70 21%	109 13%	96 16%	88 16%	32 12%	37 23%	68 25%	42 27%	16 30%
Mean		3.01	2.93	3.09	3.14	3.04	2.98	2.96	2.99	3.00	3.02	3.02	2.98	3.01	3.02	3.02	3.01	2.99	2.98	3.03	2.99	3.01	3.13	2.99	2.86	2.89	2.97	2.90
Standard deviation		0.62	0.67	0.54	0.59	0.61	0.66	0.73	0.56	0.52	0.61	0.61	0.70	0.54	0.62	0.59	0.63	0.62	0.62	0.63	0.67	0.63	0.55	0.60	0.65	0.68	0.58	0.70
Standard error		0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.05	0.03	0.03	0.03	0.04	0.05	0.04	0.03	0.03	0.03	0.04	0.06	0.05	0.06	0.11	

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 41

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements?
Advertising helps increase retail sales in the UK

Base : All respondents

	Gender		Age					SEG				Region					Employment Sector		Political Affiliation						Prefer not to say		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other		None	Dk
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53
Agree strongly	(4) 21%	204 20%	217 21%	90 36%	78 24%	74 19%	60 17%	50 16%	71 16%	105 19%	111 19%	110 26%	96 20%	107 20%	110 20%	102 20%	55 19%	47 26%	64 19%	176 21%	120 20%	137 25%	58 22%	26 16%	38 14%	33 22%	8 15%
Agree	(3) 67%	690 69%	695 66%	134 54%	212 65%	275 70%	240 69%	227 74%	296 69%	399 72%	412 69%	270 63%	303 64%	349 67%	359 66%	362 70%	200 68%	114 64%	224 68%	570 70%	428 71%	356 65%	173 66%	103 64%	183 68%	102 66%	39 73%
Disagree	(2) 4%	46 5%	38 4%	8 3%	8 2%	15 4%	17 5%	10 3%	28 6%	24 4%	22 4%	16 4%	23 5%	24 5%	21 4%	18 3%	12 4%	10 5%	14 4%	30 4%	25 4%	21 4%	16 6%	13 8%	9 3%	* *	- -
Disagree strongly	(1) 1%	14 1%	5 1%	- -	5 2%	1 *	11 3%	2 1%	1 *	4 1%	8 1%	4 1%	3 1%	5 1%	4 1%	6 1%	3 1%	1 1%	2 1%	10 1%	7 1%	2 *	- -	3 2%	6 2%	- -	2 3%
Don't know	143 7%	51 5%	92 9%	15 6%	25 8%	26 7%	22 6%	20 6%	35 8%	23 4%	42 7%	31 7%	47 10%	36 7%	48 9%	26 5%	26 9%	6 4%	26 8%	34 4%	27 4%	32 6%	13 5%	15 9%	33 12%	19 13%	4 8%
Mean	3.16	3.14	3.18	3.35	3.20	3.16	3.07	3.12	3.10	3.14	3.13	3.21	3.16	3.15	3.16	3.15	3.14	3.21	3.15	3.16	3.14	3.21	3.17	3.05	3.07	3.24	3.10
Standard deviation	0.53	0.55	0.51	0.54	0.56	0.48	0.60	0.47	0.50	0.50	0.53	0.56	0.53	0.54	0.52	0.53	0.52	0.56	0.51	0.54	0.53	0.53	0.52	0.59	0.55	0.44	0.55
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.04	0.03	0.02	0.02	0.02	0.03	0.04	0.03	0.02	0.02	0.02	0.03	0.05	0.04	0.04	0.08

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 42

Absolutes/col percents

Q6. To what extent do you agree or disagree with each of the following statements?

Advertising is vital to the success of government campaigns on issues of public concern (e.g. anti-smoking, drink driving adverts)

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Agree strongly	(4) 15%	315 12%	192 18%	44 18%	52 16%	63 16%	56 16%	53 17%	47 11%	83 15%	76 13%	82 19%	74 16%	82 16%	97 18%	68 13%	41 14%	27 15%	55 17%	117 14%	91 15%	107 20%	52 20%	16 10%	25 9%	21 13%	2 4%	
Agree	(3) 52%	1061 52%	524 51%	130 53%	162 49%	208 53%	175 50%	165 53%	222 51%	301 54%	321 54%	210 49%	230 49%	264 51%	273 50%	272 53%	150 51%	103 58%	172 52%	446 54%	318 52%	295 54%	143 55%	83 52%	124 46%	73 47%	25 48%	
Disagree	(2) 18%	374 20%	205 16%	29 12%	54 17%	58 15%	66 19%	56 18%	109 25%	110 20%	117 20%	68 16%	79 17%	96 18%	98 18%	94 18%	63 21%	23 13%	58 18%	148 18%	128 21%	83 15%	46 17%	37 23%	48 18%	19 12%	13 25%	
Disagree strongly	(1) 5%	103 7%	66 4%	37 5%	12 4%	15 5%	18 6%	22 5%	14 5%	22 4%	27 5%	29 7%	26 5%	37 7%	14 3%	29 6%	13 4%	10 6%	14 4%	40 5%	33 6%	15 3%	8 3%	7 4%	23 9%	13 9%	3 6%	
Don't know	200 10%	88 9%	112 11%	32 13%	45 14%	42 11%	30 8%	20 7%	31 7%	40 7%	55 9%	42 10%	64 14%	43 8%	60 11%	52 10%	30 10%	15 9%	31 9%	68 8%	36 6%	48 9%	12 5%	17 10%	50 18%	29 19%	9 17%	
Mean	2.86	2.77	2.95	2.95	2.89	2.91	2.83	2.89	2.74	2.87	2.82	2.89	2.86	2.82	2.94	2.82	2.82	2.90	2.89	2.85	2.82	2.99	2.96	2.76	2.68	2.80	2.60	
Standard deviation	0.76	0.77	0.74	0.75	0.76	0.74	0.80	0.75	0.74	0.72	0.73	0.82	0.78	0.80	0.72	0.76	0.74	0.74	0.75	0.74	0.77	0.71	0.73	0.71	0.81	0.84	0.70	
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.04	0.03	0.04	0.04	0.06	0.04	0.03	0.03	0.03	0.04	0.06	0.06	0.08	0.10	

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 59

Q11. Do you think that public money should be spent on advertising on each of the following issues? Summary

Absolutes/col percents

Base : All respondents

	<u>Drink driving</u>	<u>Debt management</u>	<u>Smoking</u>	<u>Awareness of terrorism</u>	<u>Benefit fraud</u>	<u>Healthy eating</u>	<u>Climate change / energy savings</u>
Unweighted Base	2053	2053	2053	2053	2053	2053	2053
Weighted Base	2053	2053	2053	2053	2053	2053	2053
Yes	1583 77%	809 39%	1108 54%	1125 55%	1227 60%	1128 55%	982 48%
No	363 18%	1036 50%	834 41%	705 34%	659 32%	787 38%	853 42%
Don't know	107 5%	209 10%	111 5%	223 11%	167 8%	138 7%	217 11%

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 60

Absolutes/col percents

Q11. Do you think that public money should be spent on advertising on each of the following issues? Drink driving

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Yes	1583	782	801	198	250	308	269	239	319	444	461	325	353	406	420	397	227	132	262	641	451	449	216	121	189	117	39	
	77%	78%	77%	80%	76%	79%	77%	78%	74%	80%	77%	75%	75%	78%	78%	77%	77%	74%	80%	78%	74%	82%	83%	76%	70%	76%	74%	
No	363	172	192	34	51	59	62	60	96	90	105	79	90	88	93	97	48	37	52	143	136	78	35	30	55	20	11	
	18%	17%	18%	14%	16%	15%	18%	20%	22%	16%	18%	18%	19%	17%	17%	19%	16%	21%	16%	17%	22%	14%	13%	19%	20%	13%	20%	
Don't know	107	53	54	15	27	23	18	8	16	20	29	28	30	27	28	21	21	10	15	36	20	22	10	9	25	18	3	
	5%	5%	5%	6%	8%	6%	5%	3%	4%	4%	5%	6%	6%	5%	5%	4%	7%	5%	5%	4%	3%	4%	4%	6%	9%	12%	5%	

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 61

Absolutes/col percents

Q11. Do you think that public money should be spent on advertising on each of the following issues? Debt management

Base : All respondents

	Gender		Age						SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk	
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53
Yes	809	402	406	102	114	152	136	120	185	239	234	175	161	224	205	202	114	65	129	306	240	229	107	57	90	70	16
	39%	40%	39%	42%	35%	39%	39%	39%	43%	43%	39%	41%	34%	43%	38%	39%	38%	36%	39%	37%	39%	42%	41%	36%	33%	45%	31%
No	1036	521	515	114	172	206	182	157	206	273	303	207	253	248	267	278	147	96	169	442	323	279	128	86	133	53	33
	50%	52%	49%	46%	52%	53%	52%	51%	48%	49%	51%	48%	54%	47%	49%	54%	49%	54%	51%	54%	53%	51%	49%	54%	50%	34%	62%
Don't know	209	83	126	30	43	33	31	32	40	43	58	49	58	50	70	35	36	18	32	72	44	40	26	17	46	32	4
	10%	8%	12%	12%	13%	8%	9%	10%	9%	8%	10%	11%	12%	10%	13%	7%	12%	10%	10%	9%	7%	7%	10%	10%	17%	21%	7%

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 62

Absolutes/col percents

Q11. Do you think that public money should be spent on advertising on each of the following issues? Smoking

Base : All respondents

	Gender		Age						SEG				Region					Employment Sector		Political Affiliation						Prefer not to say	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None		Dk
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53
Yes	1108	574	534	142	173	215	173	168	239	337	318	217	236	288	269	294	151	106	186	439	313	333	162	80	113	81	27
	54%	57%	51%	58%	53%	55%	49%	54%	55%	61%	53%	50%	50%	55%	50%	57%	51%	60%	56%	54%	52%	61%	62%	50%	42%	52%	51%
No	834	386	448	80	131	152	158	132	181	199	241	186	208	202	238	204	124	66	117	353	275	197	87	71	127	57	20
	41%	38%	43%	32%	40%	39%	45%	43%	42%	36%	40%	43%	44%	39%	44%	40%	42%	37%	35%	43%	45%	36%	34%	44%	47%	37%	39%
Don't know	111	46	65	24	25	23	19	8	11	18	37	28	28	31	36	17	21	6	28	28	19	19	11	10	29	17	6
	5%	5%	6%	10%	7%	6%	5%	3%	3%	3%	6%	6%	6%	6%	7%	3%	7%	3%	8%	3%	3%	3%	4%	6%	11%	11%	11%

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 63

Absolutes/col percents

Q11. Do you think that public money should be spent on advertising on each of the following issues? Awareness of terrorism

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Yes	1125	565	560	102	151	214	213	188	256	291	311	258	264	298	294	293	147	94	181	461	379	300	147	75	115	81	27	
		55%	53%	42%	46%	55%	61%	61%	59%	53%	52%	60%	56%	57%	54%	57%	50%	53%	55%	56%	63%	55%	57%	47%	43%	52%	52%	
No	705	349	356	102	141	142	94	95	130	216	218	128	143	168	181	184	111	62	109	292	189	196	92	63	106	39	20	
		34%	35%	34%	41%	43%	37%	27%	31%	39%	37%	30%	30%	32%	33%	36%	37%	35%	33%	36%	31%	36%	35%	40%	39%	25%	37%	
Don't know	223	92	132	42	36	34	42	25	45	47	67	45	65	56	67	39	39	23	40	67	38	53	21	21	48	35	6	
		11%	9%	13%	17%	11%	9%	12%	8%	10%	8%	11%	10%	14%	11%	12%	8%	13%	13%	12%	8%	6%	10%	8%	13%	18%	23%	11%

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 64

Absolutes/col percents

Q11. Do you think that public money should be spent on advertising on each of the following issues? Benefit fraud

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Yes	1227	603	624	133	182	235	216	181	279	329	349	257	291	318	330	314	164	102	220	491	413	302	153	70	159	101	28	
	60%	60%	60%	54%	56%	60%	62%	59%	65%	59%	59%	60%	62%	61%	61%	61%	55%	57%	67%	60%	68%	55%	59%	44%	59%	65%	53%	
No	659	329	330	88	113	128	109	106	115	194	193	134	139	159	161	171	102	66	86	270	162	211	86	69	86	28	18	
	32%	33%	32%	36%	34%	33%	31%	35%	27%	35%	32%	31%	29%	30%	30%	33%	35%	37%	26%	33%	27%	38%	33%	43%	32%	18%	34%	
Don't know	167	74	93	26	33	27	23	20	38	31	54	40	42	45	52	31	30	10	24	59	32	36	22	21	25	25	7	
	8%	7%	9%	10%	10%	7%	7%	7%	9%	6%	9%	9%	9%	9%	10%	6%	10%	6%	7%	7%	5%	7%	8%	13%	9%	16%	13%	

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 65

Absolutes/col percents

Q11. Do you think that public money should be spent on advertising on each of the following issues? Healthy eating

Base : All respondents

	Gender		Age						SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk	
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53
Yes	1128	550	578	152	187	240	180	160	209	346	318	218	247	294	306	280	152	97	190	460	306	335	147	78	146	97	19
		55%	55%	62%	57%	62%	52%	52%	48%	62%	53%	51%	52%	56%	57%	54%	51%	54%	58%	56%	50%	61%	56%	49%	54%	62%	36%
No	787	391	395	72	114	121	145	127	208	185	241	174	187	189	201	206	119	73	116	318	274	181	98	67	99	38	28
		38%	39%	38%	29%	35%	31%	42%	41%	33%	40%	40%	40%	36%	37%	40%	40%	41%	35%	39%	45%	33%	38%	42%	37%	24%	54%
Don't know	138	64	74	22	28	29	24	21	14	24	37	39	38	39	35	29	26	9	23	42	26	32	15	14	24	21	6
		7%	6%	7%	9%	8%	7%	7%	3%	4%	6%	9%	8%	8%	6%	6%	9%	5%	7%	5%	4%	6%	6%	9%	9%	13%	10%

AA 'ADVERTISING TRUST GAUGE'
ONLINE Fieldwork : 17th - 19th December 2010

Table 66

Absolutes/col percents

Q11. Do you think that public money should be spent on advertising on each of the following issues? Climate change / energy savings

Base : All respondents

	Gender		Age							SEG				Region					Employment Sector		Political Affiliation							Prefer not to say
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Pub-lic	Pri-vate	Cons	Lab	LD	Other	None	Dk		
Unweighted Base	2053	942	1111	201	343	357	375	328	449	637	441	262	385	521	523	521	302	186	335	764	638	535	279	155	254	139	53	
Weighted Base	2053	1006	1047	246	328	390	349	308	431	554	595	431	472	522	542	515	296	178	330	820	607	549	261	160	269	155	53	
Yes	982	474	508	148	169	205	149	129	182	293	280	203	206	262	252	239	137	93	179	374	225	304	153	63	118	95	24	
	48%	47%	49%	60%	51%	53%	43%	42%	42%	53%	47%	47%	44%	50%	46%	46%	46%	52%	54%	46%	37%	55%	59%	40%	44%	61%	46%	
No	853	440	414	69	126	148	155	154	202	223	258	174	199	188	228	230	130	77	119	381	323	197	79	78	119	36	22	
	42%	44%	40%	28%	38%	38%	45%	50%	47%	40%	43%	40%	42%	36%	42%	45%	44%	43%	36%	46%	53%	36%	30%	49%	44%	23%	41%	
Don't know	217	92	125	30	34	37	44	25	48	39	58	54	67	72	62	46	29	9	31	65	59	48	29	19	33	24	7	
	11%	9%	12%	12%	10%	9%	13%	8%	11%	7%	10%	12%	14%	14%	11%	9%	10%	5%	10%	8%	10%	9%	11%	12%	12%	16%	13%	