

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

Table 11

Q1. How favourable or unfavourable are your impressions of each of the following industries? Summary

Absolutes/col percents

Base : All respondents

		Advertising	Banking	Energy	Media	Retail/shopping	Telecommunications/mobile technology
Unweighted Base		2053	2053	2053	2053	2053	2053
Weighted Base		2053	2053	2053	2053	2053	2053
Very favourable	(4)	115 6%	80 4%	84 4%	111 5%	238 12%	249 12%
Fairly favourable	(3)	888 43%	515 25%	508 25%	842 41%	1315 64%	1153 56%
Fairly unfavourable	(2)	587 29%	692 34%	900 44%	744 36%	321 16%	406 20%
Very unfavourable	(1)	223 11%	672 33%	446 22%	218 11%	57 3%	81 4%
No opinion		240 12%	94 5%	115 6%	138 7%	121 6%	164 8%
Mean		2.49	2.00	2.12	2.44	2.90	2.83
Standard deviation		0.79	0.88	0.81	0.77	0.63	0.70
Standard error		0.02	0.02	0.02	0.02	0.01	0.02

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

Table 12

Q1. How favourable or unfavourable are your impressions of each of the following industries? Advertising

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/ advertising		Trust adverts/ advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts									
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	No conc-erned	No opin-ion	Con-cerned	No conc-erned	No opin-ion	Con-cerned	No conc-erned	No opin-ion	Con-cerned	No conc-erned	No opin-ion							
																															Con-cerned	Not conc-erned	Con-cerned	Not conc-erned	Con-cerned	Not conc-erned	Con-cerned
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Very favourable	(4)	115	44	71	113	2	114	1	-	63	43	77	31	75	32	58	47	56	44	82	26	6	80	28	6	66	43	6	66	43	6	68	34	12	73	30	12
		6%	7%	5%	10%	*	8%	*	-	10%	4%	8%	3%	10%	3%	15%	3%	10%	4%	6%	5%	3%	8%	3%	4%	8%	4%	4%	8%	4%	3%	6%	5%	6%	7%	4%	7%
Fairly favourable	(3)	888	273	613	765	101	802	74	12	302	516	446	382	372	459	177	628	247	551	598	253	37	450	405	34	318	536	35	342	499	47	525	309	54	478	361	49
		43%	47%	42%	68%	13%	57%	13%	15%	46%	44%	48%	41%	50%	42%	47%	45%	45%	45%	45%	47%	21%	46%	45%	21%	41%	49%	23%	44%	46%	27%	43%	47%	28%	43%	47%	28%
Fairly unfavourable	(2)	587	150	435	157	416	320	255	12	179	360	249	295	181	350	91	428	152	374	409	138	41	290	265	32	242	310	35	277	267	43	375	176	36	356	197	34
		29%	26%	30%	14%	52%	23%	46%	15%	27%	31%	27%	32%	24%	32%	24%	30%	28%	31%	31%	25%	23%	29%	29%	20%	31%	28%	22%	33%	26%	21%	32%	26%	18%	32%	26%	19%
Very unfavourable	(1)	223	34	188	13	210	46	170	7	68	131	95	105	76	123	31	163	54	137	145	56	22	109	96	17	106	101	16	100	99	24	135	64	23	119	85	18
		11%	6%	13%	1%	26%	3%	31%	8%	10%	11%	10%	11%	10%	11%	8%	12%	10%	11%	11%	10%	12%	11%	11%	11%	13%	9%	10%	12%	10%	12%	11%	10%	11%	11%	11%	10%
No opinion		240	84	151	85	75	131	58	51	43	122	53	116	39	122	19	140	37	115	101	68	71	56	113	71	60	111	70	47	112	81	81	82	76	81	95	64
		12%	14%	10%	7%	9%	9%	10%	63%	7%	10%	6%	12%	5%	11%	5%	10%	7%	9%	8%	13%	40%	6%	12%	44%	8%	10%	43%	6%	11%	40%	7%	12%	38%	7%	12%	36%
Mean		2.49	2.65	2.43	2.93	1.86	2.77	1.81	2.18	2.59	2.45	2.58	2.42	2.63	2.42	2.74	2.44	2.60	2.45	2.50	2.53	2.26	2.54	2.46	2.32	2.47	2.53	2.33	2.48	2.54	2.29	2.48	2.54	2.45	2.49	2.50	2.48
Standard deviation		0.79	0.73	0.80	0.55	0.65	0.65	0.68	0.77	0.82	0.76	0.80	0.76	0.81	0.75	0.83	0.76	0.82	0.76	0.79	0.77	0.85	0.81	0.75	0.86	0.85	0.73	0.84	0.82	0.75	0.85	0.79	0.77	0.90	0.79	0.77	0.89
Standard error		0.02	0.03	0.02	0.02	0.02	0.03	0.15	0.03	0.02	0.03	0.03	0.03	0.02	0.05	0.02	0.04	0.02	0.02	0.02	0.04	0.08	0.03	0.03	0.09	0.03	0.02	0.09	0.03	0.02	0.08	0.02	0.03	0.08	0.02	0.03	0.08

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Table 13

Q1. How favourable or unfavourable are your impressions of each of the following industries? Banking

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/ advertising		Trust adverts/ advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion							
																															Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Very favourable	(4)	80	26	52	62	13	75	5	-	42	31	49	25	53	22	42	32	35	37	62	14	3	49	29	2	52	25	2	51	26	2	61	17	2	52	24	4
		4%	5%	4%	6%	2%	5%	1%	-	6%	3%	5%	3%	7%	2%	11%	2%	6%	3%	5%	3%	2%	5%	3%	1%	7%	2%	1%	6%	3%	1%	5%	3%	1%	5%	3%	2%
Fairly favourable	(3)	515	165	349	377	125	412	90	13	194	264	252	212	215	256	134	318	149	295	330	152	32	266	213	37	186	291	38	198	277	40	286	180	50	282	195	39
		25%	28%	24%	33%	16%	29%	16%	15%	30%	23%	27%	23%	29%	24%	35%	23%	27%	24%	25%	28%	18%	27%	23%	23%	24%	26%	23%	24%	27%	20%	24%	27%	25%	25%	25%	22%
Fairly unfavourable	(2)	692	177	508	362	293	476	196	20	193	437	295	341	227	401	83	534	153	461	447	191	54	321	325	46	249	397	46	272	353	67	385	243	64	357	281	53
		34%	30%	35%	32%	36%	34%	35%	24%	29%	37%	32%	37%	31%	37%	22%	38%	28%	38%	33%	35%	30%	33%	36%	29%	31%	36%	29%	33%	35%	34%	32%	37%	32%	32%	37%	30%
Very unfavourable	(1)	672	174	498	296	345	402	252	19	209	400	297	322	226	374	98	485	192	392	462	157	53	328	303	41	283	349	40	293	325	53	429	197	46	384	241	46
		33%	30%	34%	26%	43%	28%	45%	23%	32%	34%	32%	35%	30%	34%	26%	35%	35%	32%	35%	29%	30%	33%	33%	25%	36%	32%	25%	35%	32%	27%	36%	30%	23%	35%	31%	26%
No opinion		94	42	51	35	26	48	15	31	17	41	26	30	22	34	20	36	16	37	34	26	35	23	36	35	20	37	36	17	38	39	24	29	40	33	27	35
		5%	7%	3%	3%	3%	3%	38%	3%	3%	3%	3%	3%	3%	3%	5%	3%	3%	3%	3%	5%	20%	2%	4%	22%	3%	3%	22%	2%	4%	19%	2%	4%	20%	3%	3%	20%
Mean		2.00	2.08	1.97	2.19	1.75	2.12	1.72	1.88	2.11	1.93	2.06	1.93	2.13	1.93	2.33	1.93	2.05	1.98	2.00	2.05	1.90	2.04	1.96	2.00	2.01	1.99	2.01	2.00	1.94	1.98	2.03	2.05	2.00	2.00	2.00	2.00
Standard deviation		0.88	0.90	0.87	0.90	0.78	0.90	0.77	0.78	0.94	0.83	0.91	0.84	0.94	0.82	1.00	0.82	0.95	0.84	0.89	0.84	0.82	0.90	0.85	0.83	0.94	0.84	0.83	0.93	0.85	0.79	0.91	0.84	0.80	0.90	0.85	0.84
Standard error		0.02	0.04	0.02	0.03	0.03	0.02	0.03	0.11	0.04	0.02	0.03	0.03	0.04	0.03	0.06	0.02	0.04	0.02	0.02	0.04	0.07	0.03	0.03	0.08	0.03	0.03	0.07	0.03	0.03	0.06	0.03	0.03	0.07	0.03	0.03	0.07



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Table 14

Q1. How favourable or unfavourable are your impressions of each of the following industries? Energy

Absolutes/col percents

Base : All respondents

	Total	Parents			Impressions of adverts/ advertising			Trust adverts/ advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising		Digital enhancement in adverts				
		Yes	No		Fav-our-able	Unfa-vour-able		Not at all	No opinion		Fam-iliar	Un-fam-iliar		Fam-iliar	Un-fam-iliar		Fam-iliar	Un-fam-iliar		Fam-iliar	Un-fam-iliar		Not conc-erned	No opin-ion		Not conc-erned	No opin-ion		Not conc-erned	No opin-ion		Not conc-erned	No opin-ion		Not conc-erned	No opin-ion		Not conc-erned	No opin-ion
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173			
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177			
Very favourable	(4)	84	32	52	66	14	75	7	2	53	29	61	19	62	19	54	27	44	37	72	11	1	56	27	1	53	30	1	45	37	1	54	28	2	53	28	2		
		4%	5%	4%	6%	2%	5%	1%	2%	8%	2%	7%	2%	8%	2%	14%	2%	8%	3%	5%	2%	*	6%	3%	*	7%	3%	*	5%	4%	1%	5%	4%	1%	5%	4%	1%		
Fairly favourable	(3)	508	147	359	346	148	396	102	11	179	277	247	215	214	248	123	325	158	280	352	123	33	274	199	35	194	280	35	213	260	35	299	163	47	268	204	37		
		25%	25%	25%	31%	18%	28%	18%	13%	27%	24%	27%	23%	29%	23%	33%	23%	29%	23%	26%	23%	19%	28%	22%	22%	24%	25%	22%	26%	26%	18%	25%	24%	23%	24%	27%	21%		
Fairly unfavourable	(2)	900	233	664	477	383	626	248	27	258	564	388	438	276	543	116	686	196	608	579	253	68	425	420	55	328	514	59	362	462	76	515	305	80	484	345	71		
		44%	40%	46%	42%	48%	44%	44%	33%	39%	48%	42%	47%	37%	50%	31%	49%	36%	50%	43%	47%	39%	43%	46%	34%	41%	47%	36%	44%	45%	38%	43%	46%	40%	44%	45%	40%		
Very unfavourable	(1)	446	132	309	196	226	252	182	12	144	252	198	210	168	227	61	322	133	247	282	125	38	191	223	32	186	229	31	187	213	45	277	137	31	260	157	29		
		22%	23%	21%	17%	28%	18%	33%	15%	22%	21%	22%	23%	23%	21%	16%	23%	24%	20%	21%	23%	21%	19%	25%	20%	23%	21%	19%	22%	21%	23%	23%	21%	16%	23%	20%	16%		
No opinion		115	40	74	48	33	64	20	31	22	52	26	48	24	49	22	46	15	50	51	27	37	41	37	37	31	48	36	25	47	42	40	33	42	44	33	38		
		6%	7%	5%	4%	4%	5%	4%	38%	3%	4%	3%	5%	3%	5%	6%	3%	3%	4%	4%	5%	21%	4%	4%	23%	4%	4%	22%	3%	5%	21%	3%	5%	21%	4%	4%	22%		
Mean		2.12	2.15	2.11	2.26	1.93	2.22	1.88	2.04	2.22	2.07	2.19	2.05	2.24	2.06	2.48	2.04	2.21	2.09	2.17	2.04	1.98	2.21	2.04	2.04	2.15	2.11	2.04	2.14	2.12	1.95	2.11	2.13	2.12	2.11	2.14	2.09		
Standard deviation		0.81	0.85	0.79	0.82	0.74	0.81	0.75	0.77	0.89	0.75	0.86	0.75	0.91	0.73	0.95	0.74	0.91	0.75	0.83	0.76	0.73	0.83	0.78	0.76	0.87	0.77	0.74	0.84	0.79	0.74	0.82	0.80	0.72	0.83	0.79	0.73		
Standard error		0.02	0.04	0.02	0.03	0.03	0.02	0.03	0.11	0.04	0.02	0.03	0.03	0.03	0.02	0.05	0.02	0.04	0.02	0.02	0.03	0.06	0.03	0.03	0.07	0.03	0.02	0.07	0.03	0.03	0.06	0.02	0.03	0.06	0.03	0.03	0.06		

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Table 15

Q1. How favourable or unfavourable are your impressions of each of the following industries? Media

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/ advertising		Trust adverts/ advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion						
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Very favourable	(4)	111	46	63	95	12	107	4	-	75	26	73	33	74	31	61	43	63	38	87	22	2	70	38	2	66	43	2	66	39	6	70	34	6	66	38	6
		5%	8%	4%	8%	2%	8%	1%	-	11%	2%	8%	4%	10%	3%	16%	3%	11%	3%	6%	4%	1%	7%	4%	1%	8%	4%	1%	8%	4%	3%	6%	5%	3%	6%	5%	3%
Fairly favourable	(3)	842	241	600	608	203	683	138	20	296	474	412	354	336	425	168	568	231	497	554	236	52	413	380	49	309	482	51	317	459	66	482	288	72	439	345	58
		41%	41%	41%	54%	25%	48%	25%	24%	45%	40%	45%	38%	45%	39%	45%	40%	42%	41%	42%	44%	29%	42%	42%	30%	39%	44%	31%	38%	45%	33%	41%	43%	35%	40%	45%	33%
Fairly unfavourable	(2)	744	193	545	325	392	455	267	23	194	485	311	385	235	452	101	569	175	493	492	196	56	370	325	50	298	400	46	329	361	54	460	228	55	432	262	50
		36%	33%	37%	29%	49%	32%	48%	28%	30%	41%	34%	41%	32%	42%	27%	40%	32%	40%	37%	36%	32%	38%	36%	31%	38%	36%	28%	40%	35%	27%	39%	34%	27%	39%	34%	28%
Very unfavourable	(1)	218	52	166	50	165	94	120	3	64	133	92	105	77	116	35	156	54	136	142	56	20	106	96	16	83	118	17	96	100	22	129	71	18	126	78	15
		11%	9%	11%	4%	20%	7%	22%	4%	10%	11%	10%	11%	10%	11%	9%	11%	10%	11%	11%	10%	11%	11%	10%	10%	11%	11%	12%	10%	11%	11%	11%	11%	9%	11%	10%	8%
No opinion		138	52	84	55	32	74	29	36	27	54	32	53	20	62	12	70	22	57	61	31	47	27	67	44	35	57	46	25	60	53	43	45	51	46	45	48
		7%	9%	6%	5%	4%	5%	5%	44%	4%	5%	3%	6%	3%	6%	3%	5%	4%	5%	5%	6%	26%	3%	7%	27%	4%	5%	28%	3%	6%	27%	4%	7%	25%	4%	6%	27%
Mean		2.44	2.53	2.41	2.69	2.08	2.60	2.05	2.36	2.61	2.35	2.52	2.36	2.56	2.36	2.70	2.37	2.58	2.38	2.46	2.44	2.28	2.47	2.43	2.32	2.47	2.43	2.32	2.44	2.45	2.38	2.43	2.46	2.43	2.42	2.48	2.43
Standard deviation		0.77	0.79	0.76	0.69	0.73	0.74	0.72	0.62	0.83	0.72	0.79	0.74	0.82	0.72	0.86	0.73	0.83	0.73	0.78	0.74	0.74	0.79	0.75	0.73	0.80	0.74	0.75	0.80	0.73	0.79	0.77	0.77	0.76	0.78	0.76	0.76
Standard error		0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.10	0.03	0.02	0.03	0.02	0.03	0.02	0.05	0.02	0.04	0.02	0.02	0.03	0.06	0.03	0.03	0.07	0.03	0.02	0.07	0.03	0.02	0.07	0.02	0.03	0.06	0.02	0.03	0.07



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Table 16

Q1. How favourable or unfavourable are your impressions of each of the following industries? Retail/shopping

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/ advertising		Trust adverts/ advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts										
	Total	Yes	No	Fav- our- able	Unfa- vour- able	Trust	Not at all	No opin- ion	Fam- iliar	Un- fam- iliar	Fam- iliar	Un- fam- iliar	Fam- iliar	Un- fam- iliar	Fam- iliar	Un- fam- iliar	Fam- iliar	Un- fam- iliar	Conc- erned	Not con- cerned	No opin- ion	Conc- erned	Not con- cerned	No opin- ion	Conc- erned	Not con- cerned	No opin- ion	Conc- erned	Not con- cerned	No opin- ion								
																															64%	62%	65%	70%	59%	68%	57%	49%
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173		
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177		
Very favourable	(4)	238	85	153	201	30	225	11	3	126	96	140	82	142	84	97	130	101	119	164	64	10	135	92	11	109	118	11	119	103	16	142	73	23	130	88	20	
		12%	14%	10%	18%	4%	16%	2%	3%	19%	8%	15%	9%	19%	8%	26%	9%	19%	10%	12%	12%	6%	14%	10%	7%	14%	11%	7%	14%	10%	8%	12%	11%	12%	12%	12%	11%	
Fairly favourable	(3)	1315	364	946	789	471	959	316	40	389	807	584	623	452	733	203	949	331	815	857	361	97	613	621	82	476	751	88	527	681	107	783	426	106	723	504	88	
		64%	62%	65%	70%	59%	68%	57%	49%	59%	69%	63%	67%	61%	67%	54%	68%	61%	67%	64%	67%	55%	62%	68%	51%	60%	68%	54%	63%	67%	53%	66%	64%	53%	65%	66%	50%	
Fairly unfavourable	(2)	321	69	250	102	207	159	152	9	99	190	137	158	98	198	51	235	78	209	225	74	22	176	126	19	139	168	15	142	155	24	187	110	24	180	122	20	
		16%	12%	17%	9%	26%	11%	27%	12%	15%	16%	15%	17%	13%	18%	13%	17%	14%	17%	17%	14%	12%	18%	14%	12%	18%	15%	9%	17%	15%	12%	16%	16%	12%	16%	16%	11%	
Very unfavourable	(1)	57	19	38	9	48	14	43	-	20	27	28	19	25	22	13	34	19	27	38	10	9	28	22	7	28	22	7	21	28	8	37	14	5	29	20	8	
		3%	3%	3%	1%	6%	1%	8%	-	3%	2%	3%	2%	3%	2%	3%	2%	4%	2%	3%	2%	5%	3%	2%	4%	4%	2%	4%	2%	3%	4%	3%	2%	3%	3%	3%	4%	
No opinion		121	48	71	31	49	56	36	29	22	54	31	47	27	49	12	58	16	53	50	31	40	35	45	41	39	42	41	23	53	45	36	43	43	47	34	41	
		6%	8%	5%	3%	6%	4%	6%	36%	3%	5%	3%	5%	4%	5%	3%	4%	3%	4%	4%	6%	23%	4%	5%	26%	5%	4%	25%	3%	5%	23%	3%	6%	21%	4%	4%	23%	
Mean		2.90	2.96	2.87	3.07	2.64	3.03	2.56	2.87	2.98	2.87	2.94	2.87	2.99	2.85	3.06	2.87	2.97	2.88	2.89	2.94	2.78	2.90	2.91	2.82	2.89	2.91	2.86	2.92	2.89	2.85	2.90	2.90	2.93	2.90	2.90	2.89	
Standard deviation		0.63	0.65	0.62	0.55	0.66	0.57	0.67	0.47	0.69	0.58	0.66	0.58	0.69	0.58	0.74	0.60	0.70	0.60	0.64	0.59	0.67	0.66	0.59	0.68	0.68	0.59	0.66	0.65	0.61	0.67	0.64	0.61	0.66	0.63	0.62	0.72	
Standard error		0.01	0.03	0.02	0.02	0.02	0.03	0.07	0.03	0.02	0.02	0.02	0.02	0.03	0.02	0.04	0.02	0.03	0.02	0.02	0.03	0.06	0.02	0.02	0.06	0.02	0.02	0.06	0.02	0.02	0.06	0.02	0.02	0.05	0.02	0.02	0.02	0.06

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

Table 17

Q1. How favourable or unfavourable are your impressions of each of the following industries? Telecommunications/mobile technology

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/ advertising		Trust adverts/ advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts									
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	No conc-erned	No opin-ion	Conc-erned	No conc-erned	No opin-ion	Conc-erned	No conc-erned	No opin-ion	Conc-erned	No conc-erned	No opin-ion							
																															2053	582	1459	1109	826	1397	581
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Very favourable	(4)	249	89	158	182	55	212	34	2	117	116	157	78	145	90	96	133	101	126	185	59	4	142	103	3	125	119	4	136	104	9	169	67	12	144	87	17
		12%	15%	11%	16%	7%	15%	6%	2%	18%	10%	17%	8%	20%	8%	26%	9%	18%	10%	14%	11%	2%	14%	11%	2%	16%	11%	3%	16%	10%	4%	14%	10%	6%	13%	11%	10%
Fairly favourable	(3)	1153	309	839	716	400	853	269	31	372	665	507	542	393	646	193	820	304	706	756	301	96	553	519	81	417	649	87	460	588	106	680	370	103	640	431	81
		56%	53%	58%	63%	50%	60%	48%	38%	57%	57%	55%	58%	53%	59%	51%	58%	56%	58%	57%	56%	54%	56%	57%	51%	53%	59%	54%	55%	58%	53%	57%	56%	51%	58%	56%	46%
Fairly unfavourable	(2)	406	104	299	159	233	238	156	12	100	272	161	220	134	243	51	321	96	272	267	116	23	207	180	19	172	216	17	168	217	21	233	147	26	222	163	21
		20%	18%	21%	14%	29%	17%	28%	15%	23%	17%	24%	18%	22%	13%	23%	18%	22%	20%	22%	13%	21%	20%	12%	22%	20%	11%	20%	21%	10%	20%	22%	13%	20%	21%	12%	
Very unfavourable	(1)	81	23	58	25	54	36	44	1	28	40	39	30	29	39	15	47	17	41	52	19	9	41	33	7	30	43	8	33	38	9	46	26	9	43	29	9
		4%	4%	4%	2%	7%	3%	8%	1%	4%	3%	4%	3%	4%	4%	4%	3%	3%	3%	4%	4%	5%	4%	4%	5%	4%	4%	5%	4%	4%	5%	4%	4%	4%	4%	4%	5%
No opinion		164	59	104	50	62	73	55	36	38	80	56	60	42	68	21	85	27	76	75	45	45	44	71	49	47	73	45	35	73	56	57	55	52	59	57	49
		8%	10%	7%	4%	8%	5%	10%	44%	6%	7%	6%	6%	6%	6%	6%	6%	5%	6%	6%	8%	26%	4%	8%	31%	6%	7%	28%	4%	7%	28%	5%	8%	26%	5%	7%	28%
Mean		2.83	2.88	2.81	2.97	2.61	2.93	2.58	2.73	2.94	2.78	2.91	2.77	2.93	2.77	3.04	2.79	2.94	2.80	2.85	2.81	2.72	2.85	2.83	2.72	2.86	2.82	2.75	2.88	2.80	2.79	2.86	2.78	2.79	2.84	2.81	2.83
Standard deviation		0.70	0.73	0.69	0.64	0.73	0.66	0.75	0.57	0.73	0.67	0.73	0.65	0.75	0.65	0.77	0.66	0.71	0.67	0.71	0.69	0.64	0.72	0.68	0.63	0.73	0.68	0.64	0.73	0.68	0.65	0.71	0.69	0.67	0.70	0.69	0.74
Standard error		0.02	0.03	0.02	0.02	0.03	0.03	0.09	0.03	0.02	0.03	0.02	0.03	0.02	0.04	0.02	0.03	0.02	0.02	0.02	0.03	0.06	0.02	0.02	0.06	0.03	0.02	0.06	0.03	0.02	0.06	0.02	0.03	0.06	0.02	0.03	0.07

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

Table 18

Q2. To what extent do you trust each of the following industries? Summary

Absolutes/col percents

Base : All respondents

	Advertising	Banking	Energy	Media	Retail/shopping	Telecommunications/mobile technology
Unweighted Base	2053	2053	2053	2053	2053	2053
Weighted Base	2053	2053	2053	2053	2053	2053
To a great extent	58 3%	133 6%	87 4%	77 4%	236 11%	214 10%
To some extent	1091 53%	964 47%	1136 55%	1246 61%	1505 73%	1434 70%
Not at all	771 38%	887 43%	721 35%	622 30%	192 9%	256 12%
No opinion	134 7%	69 3%	110 5%	108 5%	120 6%	150 7%

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

Table 19

Q2. To what extent do you trust each of the following industries? Advertising

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising		Digital enhancement in adverts			
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	No opin-ion	
																																				Yes
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	58	26	32	52	5	58	-	-	40	15	41	15	37	19	29	27	30	22	47	9	2	46	10	2	31	25	2	33	23	2	40	11	7	35	15	7
	3%	4%	2%	5%	1%	4%	-	-	6%	1%	4%	2%	5%	2%	8%	2%	6%	2%	3%	2%	1%	5%	1%	1%	4%	2%	1%	4%	2%	1%	3%	2%	3%	3%	2%	4%
To some extent	1091	325	763	882	167	1035	42	14	384	605	527	477	444	549	226	737	320	646	714	302	75	520	502	69	400	620	70	431	569	91	621	369	101	573	432	86
	53%	56%	52%	78%	21%	73%	7%	17%	59%	52%	57%	51%	60%	51%	60%	52%	59%	53%	53%	56%	42%	53%	55%	43%	51%	56%	43%	52%	56%	45%	52%	55%	50%	52%	56%	48%
Not at all	771	182	580	153	601	259	495	17	213	487	318	390	239	464	105	578	179	497	523	194	54	385	338	47	325	402	45	341	368	62	475	244	51	450	278	42
	38%	31%	40%	14%	75%	18%	89%	21%	32%	42%	35%	42%	32%	43%	28%	41%	33%	41%	39%	36%	31%	39%	37%	29%	41%	37%	27%	41%	36%	31%	40%	37%	25%	41%	36%	24%
No opinion	134	51	82	45	30	61	22	51	18	65	34	47	24	54	17	64	15	57	52	36	46	35	56	43	35	54	45	27	60	47	48	43	43	50	42	42
	7%	9%	6%	4%	4%	4%	4%	62%	3%	6%	4%	5%	3%	5%	5%	5%	3%	5%	4%	7%	26%	4%	6%	27%	4%	5%	28%	3%	6%	23%	4%	6%	21%	4%	5%	24%

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

Table 20

Q2. To what extent do you trust each of the following industries? Banking

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion						
																															Con-cerned	Not conc-erned	Con-cerned	Not conc-erned	Con-cerned	Not conc-erned
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	133	35	97	99	31	116	15	2	67	55	82	42	78	48	54	70	62	60	92	35	7	85	42	6	69	56	7	67	57	9	85	37	11	81	44	7
	6%	6%	7%	9%	4%	8%	3%	2%	10%	5%	9%	5%	10%	4%	14%	5%	11%	5%	7%	6%	4%	9%	5%	4%	9%	5%	4%	8%	6%	5%	7%	6%	5%	7%	6%	4%
To some extent	964	290	668	575	344	726	211	27	317	558	447	435	354	526	179	678	244	598	635	266	62	477	427	61	371	531	62	393	498	73	564	315	86	522	378	64
	47%	50%	46%	51%	43%	51%	38%	33%	48%	48%	49%	47%	48%	48%	47%	48%	45%	49%	48%	49%	35%	48%	47%	38%	47%	48%	39%	47%	49%	36%	48%	47%	42%	47%	49%	36%
Not at all	887	230	654	436	409	536	323	29	260	539	380	434	304	492	137	633	234	543	588	223	75	407	417	62	339	488	60	362	441	84	519	295	72	485	328	74
	43%	39%	45%	38%	51%	38%	58%	35%	40%	46%	41%	47%	41%	45%	37%	45%	43%	44%	44%	41%	42%	41%	46%	39%	43%	44%	37%	44%	43%	44%	44%	36%	44%	43%	44%	42%
No opinion	69	30	38	23	19	36	9	24	12	21	10	19	7	21	6	23	5	21	20	16	33	17	20	31	11	25	33	10	24	35	17	19	33	20	18	31
	3%	5%	3%	2%	2%	3%	2%	30%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	3%	19%	2%	2%	20%	1%	2%	20%	1%	2%	18%	1%	3%	16%	2%	2%	18%

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

Table 21

Q2. To what extent do you trust each of the following industries? Energy

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Un-fav-our-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion						
																															Yes	No	Not at all	No opinion	Fam-iliar	Un-fam-iliar
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	87	32	55	67	17	82	4	2	54	31	55	29	62	22	46	38	49	34	73	10	4	56	25	5	44	37	5	47	34	5	54	27	6	54	31	3
	4%	5%	4%	6%	2%	6%	1%	2%	8%	3%	6%	3%	8%	2%	12%	3%	9%	3%	5%	2%	2%	6%	3%	3%	6%	3%	3%	6%	3%	3%	5%	4%	3%	5%	4%	2%
To some extent	1136	302	829	658	430	855	259	22	350	679	520	527	405	631	214	795	294	704	756	308	71	574	501	61	448	625	63	466	586	83	666	383	87	605	457	74
	55%	52%	57%	58%	54%	60%	46%	27%	53%	58%	57%	57%	54%	58%	57%	57%	54%	58%	57%	57%	40%	58%	55%	38%	57%	57%	39%	56%	57%	41%	56%	57%	43%	55%	60%	42%
Not at all	721	213	504	362	321	424	272	24	229	415	316	337	251	395	95	532	185	441	459	196	65	317	349	54	277	389	54	295	355	71	428	222	70	409	250	62
	35%	36%	35%	32%	40%	30%	49%	30%	35%	35%	34%	36%	34%	36%	25%	38%	34%	36%	34%	36%	37%	32%	39%	34%	35%	35%	33%	35%	35%	35%	36%	33%	35%	37%	33%	35%
No opinion	110	38	70	45	35	53	23	34	22	47	29	36	26	37	21	40	17	43	47	26	37	39	30	40	21	49	40	23	45	41	36	34	39	41	30	38
	5%	6%	5%	4%	4%	4%	4%	41%	3%	4%	3%	4%	4%	3%	6%	3%	3%	3%	4%	5%	21%	4%	3%	25%	3%	4%	24%	3%	4%	21%	3%	5%	20%	4%	4%	21%

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

Table 22

Q2. To what extent do you trust each of the following industries? Media

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Un-fav-our-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion						
																															Yes	No	Not at all	No opinion	Fam-iliar	Un-fam-iliar
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	77	28	49	57	11	73	3	2	45	24	48	24	39	31	42	26	38	28	56	21	-	48	29	-	51	27	-	40	34	3	45	28	4	50	26	1
	4%	5%	3%	5%	1%	5%	*	2%	7%	2%	5%	3%	5%	3%	11%	2%	7%	2%	4%	4%	-	5%	3%	-	6%	2%	-	5%	3%	2%	4%	4%	2%	5%	3%	1%
To some extent	1246	331	909	793	404	982	241	24	421	718	602	549	506	632	225	883	344	755	835	323	88	612	557	77	491	674	81	513	632	101	735	411	100	674	482	90
	61%	57%	62%	70%	50%	69%	43%	29%	64%	61%	65%	59%	68%	58%	60%	63%	63%	62%	63%	60%	49%	62%	61%	48%	62%	61%	50%	62%	62%	50%	62%	62%	50%	61%	63%	51%
Not at all	622	181	436	234	363	303	297	22	170	382	248	313	181	375	97	446	152	393	402	170	50	292	284	46	227	354	41	260	310	52	373	196	53	348	231	43
	30%	31%	30%	21%	45%	21%	53%	27%	26%	33%	27%	34%	24%	35%	26%	32%	28%	32%	30%	31%	28%	30%	31%	28%	29%	32%	25%	31%	30%	26%	31%	29%	26%	31%	30%	24%
No opinion	108	44	63	48	26	56	18	34	19	48	23	43	18	48	13	50	12	45	42	27	40	34	36	38	23	46	40	20	44	44	32	31	45	37	28	43
	5%	8%	4%	4%	3%	4%	3%	42%	3%	4%	3%	5%	2%	4%	3%	4%	2%	4%	3%	5%	22%	3%	4%	24%	3%	4%	25%	2%	4%	22%	3%	5%	22%	3%	4%	24%

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

Table 23

Q2. To what extent do you trust each of the following industries? Retail/shopping

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion						
																															73%	71%	74%	76%	72%	77%
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	236	73	161	180	45	219	15	2	90	127	128	98	115	103	69	147	86	129	161	68	7	135	97	4	94	137	5	105	119	11	144	79	13	141	87	8
	11%	13%	11%	16%	6%	15%	3%	2%	14%	11%	14%	11%	16%	10%	18%	10%	16%	11%	12%	13%	4%	14%	11%	2%	12%	12%	3%	13%	12%	6%	12%	12%	6%	13%	11%	4%
To some extent	1505	416	1083	865	578	1085	381	40	484	883	667	705	539	826	259	1070	386	937	997	395	113	716	691	98	578	825	103	620	759	126	890	493	122	824	575	107
	73%	71%	74%	76%	72%	77%	68%	49%	74%	75%	72%	76%	72%	76%	69%	76%	71%	77%	75%	73%	64%	73%	76%	61%	73%	75%	63%	75%	74%	63%	75%	74%	60%	74%	75%	60%
Not at all	192	52	139	45	140	57	126	9	54	110	88	84	60	110	33	133	53	110	128	47	16	97	76	18	91	86	15	79	93	20	115	54	23	102	73	17
	9%	9%	10%	4%	17%	4%	23%	11%	8%	9%	10%	9%	8%	10%	9%	9%	10%	9%	10%	9%	9%	10%	8%	12%	12%	8%	9%	9%	10%	10%	8%	11%	9%	10%	10%	
No opinion	120	44	74	42	41	52	37	31	27	53	37	42	29	47	16	55	20	45	49	31	41	38	41	40	28	52	40	28	49	43	35	41	44	42	33	45
	6%	7%	5%	4%	5%	4%	7%	38%	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	6%	23%	4%	5%	25%	4%	5%	25%	3%	5%	22%	3%	6%	22%	4%	4%	26%

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

Table 24

Q2. To what extent do you trust each of the following industries? Telecommunications/mobile technology

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising			Trust adverts/advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising		Digital enhancement in adverts				
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173		
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177		
To a great extent	214	63	150	153	51	183	29	2	87	109	116	87	111	89	69	124	86	106	155	53	5	123	84	6	96	111	6	101	107	5	134	73	7	125	80	8		
	10%	11%	10%	14%	6%	13%	5%	2%	13%	9%	13%	9%	15%	8%	18%	9%	16%	9%	12%	10%	3%	12%	9%	4%	12%	10%	4%	12%	11%	3%	11%	11%	3%	11%	10%	5%		
To some extent	1434	383	1043	837	548	1044	360	30	465	843	666	652	530	777	254	1025	382	894	945	388	101	709	640	85	557	786	91	593	720	120	855	461	118	791	549	95		
	70%	66%	72%	74%	68%	74%	64%	36%	71%	72%	72%	70%	71%	72%	68%	73%	70%	73%	71%	72%	57%	72%	71%	53%	70%	71%	56%	71%	71%	60%	72%	69%	59%	71%	71%	53%		
Not at all	256	84	171	89	153	117	127	12	69	149	92	135	72	152	38	181	56	157	169	59	27	113	119	24	103	131	22	113	119	24	152	78	26	136	95	25		
	12%	14%	12%	8%	19%	8%	23%	15%	11%	13%	10%	15%	10%	14%	10%	13%	10%	13%	13%	11%	15%	11%	13%	15%	13%	12%	13%	14%	12%	13%	12%	13%	12%	13%	12%	14%		
No opinion	150	54	94	53	52	69	42	38	34	71	46	55	30	68	15	76	21	65	66	40	44	42	63	45	34	73	44	25	74	51	45	54	51	56	44	50		
	7%	9%	6%	5%	6%	5%	8%	47%	5%	6%	5%	6%	4%	6%	4%	5%	4%	5%	5%	7%	25%	4%	7%	28%	4%	7%	27%	3%	7%	26%	4%	8%	25%	5%	6%	28%		

AA 'ADVERTISING TRUST GAUGE'
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Table 25

Q3. How favourable or unfavourable are your impressions of adverts and advertising in general?

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising			Trust adverts/advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts						
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion				
																																	Yes	No	Fav-our-able	Unfa-vour-able
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
Very favourable	93	35	57	93	-	92	2	-	44	39	48	35	62	26	41	44	32	53	66	24	4	55	35	4	51	37	5	52	36	6	61	28	4	60	28	6
	5%	6%	4%	8%	-	6%	*	-	7%	3%	5%	4%	8%	2%	11%	3%	6%	4%	5%	4%	2%	6%	4%	2%	6%	3%	3%	6%	3%	3%	5%	4%	2%	5%	4%	3%
Fairly favourable	1039	330	708	1039	-	978	53	8	373	582	520	446	424	533	217	711	309	609	684	296	59	512	473	54	373	611	56	406	562	70	582	369	88	547	418	74
	51%	57%	49%	92%	-	69%	9%	9%	57%	50%	57%	48%	57%	49%	58%	51%	57%	50%	51%	55%	33%	52%	52%	33%	47%	56%	34%	49%	55%	35%	49%	55%	44%	49%	54%	42%
Fairly unfavourable	599	142	449	-	599	281	301	17	144	391	218	323	151	380	64	460	138	382	403	146	50	284	276	39	239	318	42	251	291	57	363	187	49	337	220	42
	29%	24%	31%	-	75%	20%	54%	21%	22%	33%	24%	35%	20%	35%	17%	33%	25%	31%	30%	27%	28%	29%	30%	24%	30%	29%	26%	30%	29%	28%	31%	28%	24%	30%	29%	24%
Very unfavourable	204	37	166	-	204	13	185	6	71	110	103	83	89	97	42	136	52	125	134	47	23	107	75	22	97	89	18	96	82	26	135	46	23	120	65	20
	10%	6%	11%	-	25%	1%	33%	8%	11%	9%	11%	9%	12%	9%	11%	10%	10%	10%	10%	9%	13%	11%	8%	14%	12%	8%	11%	11%	8%	13%	11%	7%	12%	11%	8%	11%
No opinion	117	40	77	-	-	50	17	51	23	51	30	43	18	51	13	54	13	53	48	28	41	29	46	42	31	45	42	27	48	42	44	36	37	45	37	35
	6%	7%	5%	-	-	4%	3%	62%	4%	4%	3%	5%	2%	5%	3%	4%	2%	4%	4%	5%	23%	3%	5%	26%	4%	4%	26%	3%	5%	21%	4%	5%	18%	4%	5%	20%

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Table 26

Q4. To what extent do you trust adverts and advertising in general?

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising		Digital enhancement in adverts			
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	No conc-erned	No opinion	Conc-erned	Not conc-erned	No opinion	Conc-erned	Not conc-erned	No opinion	Conc-erned	Not conc-erned	No opinion	Conc-erned	Not conc-erned	No opinion	Conc-erned	Not conc-erned	No opinion
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	59	23	37	58	1	59	-	-	32	25	38	20	39	19	24	34	29	28	37	22	1	31	28	-	27	32	-	28	31	1	43	16	1	40	19	1
	3%	4%	3%	5%	*	4%	-	-	5%	2%	4%	2%	5%	2%	6%	2%	5%	2%	3%	4%	1%	3%	3%	-	3%	3%	-	3%	3%	*	4%	2%	1%	4%	2%	1%
To some extent	1354	417	931	1012	292	1354	-	-	473	759	647	601	527	708	277	921	392	791	901	368	85	666	613	75	508	766	80	542	708	104	764	473	116	724	531	98
	66%	71%	64%	89%	36%	96%	-	-	72%	65%	70%	65%	71%	65%	74%	66%	72%	65%	68%	68%	48%	68%	68%	47%	64%	70%	49%	65%	69%	52%	64%	71%	58%	65%	69%	56%
Not at all	558	118	435	55	487	-	558	-	147	344	222	278	166	328	67	417	118	367	369	135	55	273	238	46	241	273	44	249	250	59	353	155	51	316	198	44
	27%	20%	30%	5%	61%	-	100%	-	22%	29%	24%	30%	22%	30%	18%	30%	22%	30%	28%	25%	31%	28%	26%	29%	30%	25%	27%	30%	25%	29%	30%	23%	25%	29%	26%	25%
No opinion	82	27	55	8	24	-	-	82	3	45	13	31	12	32	9	34	6	35	28	17	37	16	26	39	15	29	39	13	31	38	26	22	33	28	20	33
	4%	5%	4%	1%	3%	-	-	100%	1%	4%	1%	3%	2%	3%	2%	2%	1%	3%	2%	3%	21%	2%	3%	24%	2%	3%	24%	2%	3%	19%	2%	3%	17%	3%	3%	19%

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Table 27

Q5. To what extent do you trust each of the following types of advertising? Summary

Absolutes/col percents

Base : All respondents

	Online advertising	Television advertising	Advertising in newspapers or magazines	Advertising in cinemas	Direct mail	Out of home advertising (e.g. adverts on transport, billboards etc ...)
Unweighted Base	2053	2053	2053	2053	2053	2053
Weighted Base	2053	2053	2053	2053	2053	2053
To a great extent	61 3%	161 8%	128 6%	114 6%	50 2%	55 3%
To some extent	1117 54%	1378 67%	1416 69%	1135 55%	822 40%	1247 61%
Not at all	707 34%	430 21%	401 20%	439 21%	1053 51%	540 26%
No opinion	167 8%	84 4%	109 5%	365 18%	128 6%	211 10%

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

Table 28

Q5. To what extent do you trust each of the following types of advertising? Online advertising

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	No opinion	Conc-erned	No opinion	Conc-erned	No opinion	Conc-erned	No opinion	Conc-erned	No opinion	Conc-erned	No opinion						
																															Yes	No	Not at all	No opinion	Fam-iliar	Un-fam-iliar
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	61	31	30	54	7	61	-	-	36	16	35	22	36	21	27	30	34	19	48	10	3	42	17	2	38	20	2	38	21	2	40	14	7	37	17	7
	3%	5%	2%	5%	1%	4%	-	-	6%	1%	4%	2%	5%	2%	7%	2%	6%	2%	4%	2%	2%	4%	2%	2%	5%	2%	2%	5%	2%	1%	3%	2%	4%	3%	2%	4%
To some extent	1117	345	769	820	260	1027	79	11	397	638	554	493	461	576	255	760	329	680	738	318	61	553	513	51	420	645	52	442	614	61	636	403	78	603	445	69
	54%	59%	53%	72%	32%	73%	14%	14%	61%	54%	60%	53%	62%	53%	68%	54%	60%	56%	55%	59%	34%	56%	57%	32%	53%	59%	32%	53%	60%	30%	54%	61%	39%	54%	58%	39%
Not at all	707	169	531	202	478	231	457	19	193	441	292	349	220	415	82	534	166	442	479	172	56	349	312	46	293	367	47	327	315	65	451	203	53	399	264	45
	34%	29%	36%	18%	59%	16%	82%	23%	30%	38%	32%	38%	30%	38%	22%	38%	30%	36%	36%	32%	32%	35%	34%	29%	37%	33%	29%	39%	31%	32%	38%	30%	26%	36%	34%	25%
No opinion	167	39	127	55	59	94	22	52	29	78	39	66	27	74	12	81	17	81	69	41	57	42	64	61	39	68	61	24	70	73	59	45	63	69	42	56
	8%	7%	9%	5%	7%	7%	4%	64%	4%	7%	4%	7%	4%	7%	3%	6%	3%	7%	5%	8%	32%	4%	7%	38%	5%	6%	37%	3%	7%	36%	5%	7%	31%	6%	5%	32%

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

Table 29

Q5. To what extent do you trust each of the following types of advertising? Television advertising

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/ advertising		Trust adverts/ advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	No conc-erned	Conc-erned	No conc-erned	Conc-erned	No conc-erned	Conc-erned	No conc-erned	Conc-erned	No conc-erned	Conc-erned	No conc-erned						
																															8%	9%	7%	13%	1%	11%
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	161	54	105	152	8	161	-	-	72	76	86	70	77	77	42	107	54	97	107	50	4	85	74	1	69	91	1	75	81	4	102	53	6	87	69	5
To some extent	1378	409	966	924	389	1188	161	29	461	799	658	610	524	732	271	955	387	817	924	365	90	672	620	86	515	772	92	551	713	115	787	470	122	748	529	101
Not at all	430	90	334	43	379	36	384	10	115	264	164	222	132	248	59	311	95	280	280	110	40	214	187	29	192	211	26	192	200	38	273	126	31	248	153	29
No opinion	84	32	52	13	27	29	13	43	7	33	13	28	12	29	4	32	9	28	25	15	44	15	24	45	15	26	43	13	26	45	23	18	44	26	17	42
	4%	5%	4%	1%	3%	2%	2%	52%	1%	3%	1%	3%	2%	3%	1%	2%	2%	2%	2%	3%	25%	2%	3%	28%	2%	2%	27%	2%	3%	22%	2%	3%	22%	2%	2%	24%

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

Table 30

Q5. To what extent do you trust each of the following types of advertising? Advertising in newspapers or magazines

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/ advertising		Trust adverts/ advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	No at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	No conc-erned	No opinion	Conc-erned	No conc-erned	No opinion	Conc-erned	No conc-erned	No opinion	Conc-erned	No conc-erned	No opinion						
																															Col 1	Col 2	Col 3	Col 4	Col 5	Col 6
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	128	42	86	116	10	128	-	-	64	52	77	43	74	44	43	71	51	66	85	40	3	74	52	2	61	64	2	59	66	3	82	41	4	73	52	3
	6%	7%	6%	10%	1%	9%	-	-	10%	4%	8%	5%	10%	4%	12%	5%	9%	5%	6%	7%	2%	7%	6%	1%	8%	6%	1%	7%	6%	2%	7%	6%	2%	7%	7%	2%
To some extent	1416	405	1002	931	428	1182	207	27	460	835	670	643	521	781	265	1005	398	849	944	380	92	694	642	80	539	792	84	575	728	113	828	465	123	763	556	97
	69%	69%	69%	82%	53%	84%	37%	33%	70%	71%	73%	69%	70%	72%	70%	72%	73%	70%	71%	70%	52%	70%	71%	50%	68%	72%	52%	69%	71%	56%	70%	70%	61%	69%	72%	55%
Not at all	401	101	299	58	334	61	333	6	122	238	152	208	131	223	59	288	87	268	263	100	38	192	176	33	170	199	32	175	187	38	241	129	31	231	135	35
	20%	17%	21%	5%	42%	4%	60%	8%	19%	20%	17%	22%	18%	20%	16%	20%	16%	22%	20%	19%	21%	19%	21%	21%	18%	20%	21%	18%	19%	20%	19%	15%	21%	18%	20%	
No opinion	109	37	71	27	31	42	18	48	10	47	21	36	17	39	9	41	10	38	43	21	44	26	37	45	21	44	44	23	39	47	34	31	44	41	25	42
	5%	6%	5%	2%	4%	3%	3%	59%	2%	4%	2%	4%	2%	4%	2%	3%	2%	3%	3%	4%	25%	3%	4%	28%	3%	4%	27%	3%	4%	23%	3%	5%	22%	4%	3%	24%

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

Table 31

Q5. To what extent do you trust each of the following types of advertising? Advertising in cinemas

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/ advertising		Trust adverts/ advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts								
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	No opinion	Conc-erned	No opinion	Conc-erned	No opinion	Conc-erned	No opinion	Conc-erned	No opinion	Conc-erned	No opinion						
																															2	4	49	54	69	38
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	114	41	73	108	6	109	2	4	49	54	69	38	60	46	40	64	50	50	64	46	5	55	56	3	45	66	3	48	62	4	60	48	6	57	53	4
	6%	7%	5%	10%	1%	8%	*	4%	7%	5%	8%	4%	8%	4%	11%	5%	9%	4%	5%	8%	3%	6%	6%	2%	6%	6%	2%	6%	6%	2%	5%	7%	3%	5%	7%	2%
To some extent	1135	365	767	790	299	993	124	18	398	642	541	517	432	611	229	788	326	683	748	315	73	544	527	64	433	638	65	465	593	77	666	379	90	620	438	77
	55%	62%	53%	70%	37%	70%	22%	22%	61%	55%	59%	56%	58%	56%	61%	56%	60%	56%	56%	58%	41%	55%	58%	40%	55%	58%	40%	56%	58%	38%	56%	57%	45%	56%	57%	43%
Not at all	439	107	329	73	356	81	349	10	126	265	181	213	146	244	63	324	96	292	287	112	40	222	187	30	185	224	31	197	203	39	266	142	31	255	157	28
	21%	18%	23%	6%	44%	6%	62%	12%	19%	23%	20%	23%	20%	22%	17%	23%	18%	24%	21%	21%	23%	23%	21%	19%	23%	20%	19%	24%	20%	19%	22%	21%	15%	23%	20%	16%
No opinion	365	72	289	161	142	230	84	51	82	212	129	162	105	186	45	230	72	197	237	68	59	165	137	63	129	173	63	122	161	82	192	98	75	177	120	68
	18%	12%	20%	14%	18%	16%	15%	62%	13%	18%	14%	17%	14%	17%	12%	16%	13%	16%	18%	13%	34%	17%	15%	39%	16%	16%	39%	15%	16%	41%	16%	15%	37%	16%	16%	39%

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

Table 32

Q5. To what extent do you trust each of the following types of advertising? Direct mail

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts				
	Total	Yes	No	Fav-ourable	Unfa-vourable	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion			
																																		Yes	No	Not at all
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	50	18	33	47	3	50	1	-	27	18	29	19	31	17	28	20	29	16	40	9	1	37	13	1	34	15	1	32	16	2	34	14	3	38	12	1
	2%	3%	2%	4%	*	4%	*	-	4%	2%	3%	2%	4%	2%	7%	1%	5%	1%	3%	2%	1%	4%	1%	*	4%	1%	*	4%	2%	1%	3%	2%	1%	3%	2%	*
To some extent	822	275	543	615	173	748	55	19	291	461	391	367	332	425	177	561	233	503	537	231	54	403	373	46	305	470	48	308	456	58	458	290	74	427	333	62
	40%	47%	37%	54%	22%	53%	10%	23%	44%	39%	43%	40%	45%	39%	47%	40%	43%	41%	40%	43%	30%	41%	41%	29%	39%	43%	29%	37%	45%	29%	39%	44%	37%	38%	43%	35%
Not at all	1053	249	798	422	595	549	488	16	313	638	465	503	348	604	155	776	268	654	706	275	72	508	484	61	418	573	62	466	502	85	650	331	72	595	395	63
	51%	43%	55%	37%	74%	39%	87%	19%	48%	54%	51%	54%	47%	56%	41%	55%	49%	54%	53%	51%	41%	52%	53%	38%	53%	52%	38%	56%	49%	42%	55%	50%	35%	54%	51%	36%
No opinion	128	43	85	49	32	66	14	48	24	55	35	40	33	40	16	49	14	49	52	25	50	39	37	53	34	42	52	26	45	57	43	31	54	49	28	51
	6%	7%	6%	4%	4%	5%	3%	58%	4%	5%	4%	4%	4%	4%	4%	4%	3%	4%	4%	5%	28%	4%	4%	33%	4%	4%	32%	3%	4%	28%	4%	5%	27%	4%	4%	29%

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

Table 33

Q5. To what extent do you trust each of the following types of advertising? Out of home advertising (e.g. adverts on transport, billboards etc ...)

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising			Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Digital enhancement in adverts							
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion	Con-cerned	No opinion						
																															Yes	No	Not at all	No opinion	Fam-iliar	Un-fam-iliar
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177
To a great extent	55	21	34	55	-	55	-	-	28	19	30	20	30	18	28	19	28	19	34	19	2	33	21	1	28	26	1	28	26	1	36	18	1	36	16	3
	3%	4%	2%	5%	-	4%	-	-	4%	2%	3%	2%	4%	2%	7%	1%	5%	2%	3%	4%	1%	3%	2%	*	4%	2%	*	3%	3%	*	3%	3%	*	3%	2%	2%
To some extent	1247	392	852	896	307	1107	118	22	438	708	603	560	493	666	255	880	361	757	825	346	77	603	577	67	472	705	71	516	644	88	711	432	104	659	502	86
	61%	67%	58%	79%	38%	78%	21%	27%	67%	60%	66%	60%	66%	61%	68%	63%	66%	62%	62%	64%	43%	61%	64%	42%	60%	64%	44%	62%	63%	44%	60%	65%	51%	59%	65%	49%
Not at all	540	121	416	111	416	132	402	6	147	337	220	269	173	312	80	394	119	352	364	133	43	272	232	37	231	274	35	246	248	46	345	161	34	323	187	30
	26%	21%	29%	10%	52%	9%	72%	8%	22%	29%	24%	29%	23%	29%	21%	28%	22%	29%	27%	25%	24%	28%	26%	23%	29%	25%	22%	30%	24%	23%	29%	24%	17%	29%	24%	17%
No opinion	211	50	156	71	80	118	39	53	42	108	67	80	48	91	14	113	36	93	113	42	56	79	76	56	60	96	55	43	102	66	93	55	63	90	62	58
	10%	9%	11%	6%	10%	8%	7%	65%	6%	9%	7%	9%	6%	8%	4%	8%	7%	8%	8%	8%	32%	8%	8%	35%	8%	9%	34%	5%	10%	33%	8%	8%	31%	8%	8%	33%

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

Table 34

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

Absolutes/col percents

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, magazines, 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

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

Table 35

**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**

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising			Digital enhancement in adverts				
	Total	Yes	No	Fav-our-able	Unfav-our-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Agree strongly	(4)	223	76	147	193	29	203	19	-	105	101	143	73	112	100	70	144	83	128	159	54	10	129	86	8	98	118	6	111	103	8	140	70	13	139	68	16
		11%	13%	10%	17%	4%	14%	3%	-	16%	9%	16%	8%	15%	9%	18%	10%	15%	10%	12%	10%	6%	13%	10%	5%	12%	11%	4%	13%	10%	4%	12%	10%	6%	13%	9%	9%
Agree	(3)	1171	314	850	707	422	841	300	29	397	697	554	539	463	623	225	827	313	727	814	306	52	599	522	49	500	619	51	509	598	63	706	396	69	657	454	60
		57%	54%	58%	62%	53%	60%	54%	35%	61%	59%	60%	58%	62%	57%	60%	59%	57%	60%	61%	57%	29%	61%	58%	31%	63%	56%	32%	61%	59%	31%	60%	59%	34%	59%	59%	34%
Disagree	(2)	240	72	167	95	134	155	83	2	87	137	121	112	85	144	41	182	70	147	158	71	11	117	116	8	89	143	8	98	131	11	139	86	14	126	102	11
		12%	12%	11%	8%	17%	11%	15%	3%	13%	12%	13%	12%	11%	13%	11%	13%	13%	12%	12%	13%	6%	12%	13%	5%	11%	13%	5%	12%	13%	6%	12%	13%	7%	11%	13%	6%
Disagree strongly	(1)	33	9	23	3	29	6	26	1	10	12	13	9	13	11	7	15	9	13	18	10	5	13	15	5	12	16	5	16	11	6	18	10	5	19	10	4
		2%	2%	2%	*	4%	*	5%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	3%	1%	2%	3%	1%	1%	3%	2%	1%	3%	2%	1%	3%	2%	1%	2%	
Don't know		387	113	271	134	190	207	129	50	56	226	89	195	71	208	34	237	70	206	187	100	100	129	167	91	91	204	92	98	176	113	182	104	101	168	134	85
		19%	19%	19%	12%	24%	15%	23%	61%	9%	19%	10%	21%	10%	19%	9%	17%	13%	17%	14%	19%	56%	13%	18%	57%	12%	19%	57%	12%	17%	56%	15%	16%	50%	15%	17%	48%
Mean		2.95	2.97	2.94	3.09	2.73	3.03	2.73	2.89	3.00	2.94	2.99	2.92	3.00	2.92	3.04	2.94	2.99	2.95	2.97	2.92	2.86	2.98	2.92	2.86	2.98	2.94	2.84	2.98	2.94	2.84	2.97	2.94	2.88	2.97	2.91	2.95
Standard deviation		0.60	0.63	0.58	0.54	0.62	0.56	0.64	0.39	0.62	0.55	0.62	0.55	0.61	0.57	0.64	0.57	0.63	0.57	0.58	0.61	0.73	0.59	0.59	0.70	0.58	0.60	0.68	0.61	0.57	0.68	0.59	0.59	0.69	0.60	0.57	0.70
Standard error		0.01	0.03	0.02	0.02	0.02	0.02	0.03	0.08	0.03	0.02	0.02	0.02	0.02	0.02	0.04	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.08	0.02	0.02	0.08	0.02	0.02	0.07	0.02	0.02	0.07	0.02	0.02	0.02

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Table 36

**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**

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising			Digital enhancement in adverts				
	Total	Yes	No	Fav-our-able	Unfav-our-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Agree strongly	(4)	239	63	176	195	42	204	35	1	106	115	137	96	121	110	73	154	84	140	172	64	4	132	102	4	119	116	4	123	108	7	154	76	10	163	67	10
		12%	11%	12%	17%	5%	14%	6%	1%	16%	10%	15%	10%	16%	10%	19%	11%	15%	11%	13%	12%	2%	13%	11%	3%	15%	11%	3%	15%	11%	4%	13%	11%	5%	15%	9%	6%
Agree	(3)	1099	303	787	637	417	785	282	31	364	652	507	508	428	584	216	771	305	681	748	278	73	563	479	57	446	589	63	459	560	79	669	353	77	615	414	70
		54%	52%	54%	56%	52%	56%	51%	38%	56%	56%	55%	55%	58%	54%	57%	55%	56%	56%	56%	51%	41%	57%	53%	35%	56%	54%	39%	55%	55%	39%	56%	53%	38%	55%	54%	40%
Disagree	(2)	236	77	157	123	109	160	74	3	86	138	125	104	94	134	43	181	78	136	153	73	10	110	115	11	81	145	10	100	124	13	131	88	17	107	115	15
		12%	13%	11%	11%	14%	11%	13%	3%	13%	12%	14%	11%	13%	12%	12%	13%	14%	11%	11%	13%	6%	11%	13%	7%	10%	13%	6%	12%	12%	6%	11%	13%	8%	10%	15%	8%
Disagree strongly	(1)	25	10	15	6	19	9	15	1	11	9	13	7	9	10	8	13	11	9	17	5	3	12	13	1	14	11	1	9	15	1	14	10	1	14	10	1
		1%	2%	1%	*	2%	1%	3%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	*	2%	1%	*	1%	1%	*	1%	2%	*	1%	1%	*
Don't know		454	130	323	171	217	256	152	46	88	259	138	214	91	249	37	286	67	255	246	120	88	169	196	88	131	240	84	140	213	101	217	139	98	210	162	81
		22%	22%	22%	15%	27%	18%	27%	56%	13%	22%	15%	23%	12%	23%	10%	20%	12%	21%	18%	22%	50%	17%	22%	55%	17%	22%	52%	17%	21%	50%	18%	21%	49%	19%	21%	46%
Mean		2.97	2.92	2.99	3.06	2.82	3.02	2.83	2.92	3.00	2.96	2.98	2.97	3.01	2.95	3.04	2.95	2.97	2.98	2.99	2.95	2.86	3.00	2.95	2.90	3.02	2.94	2.91	3.01	2.94	2.94	2.99	2.94	2.92	3.03	2.89	2.94
Standard deviation		0.60	0.63	0.59	0.59	0.59	0.59	0.62	0.43	0.65	0.56	0.63	0.57	0.62	0.58	0.66	0.59	0.66	0.57	0.60	0.61	0.53	0.60	0.61	0.48	0.62	0.59	0.46	0.61	0.60	0.47	0.59	0.62	0.53	0.60	0.60	0.53
Standard error		0.02	0.03	0.02	0.02	0.02	0.02	0.03	0.08	0.03	0.02	0.02	0.02	0.02	0.02	0.04	0.02	0.03	0.02	0.02	0.02	0.06	0.02	0.02	0.06	0.02	0.02	0.05	0.02	0.02	0.05	0.02	0.03	0.05	0.02	0.02	0.06

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Table 37

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)

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising		Digital enhancement in adverts					
	Total	Yes	No	Favourable	Unfavourable	Trust at all	No opinion	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar	Concerned	Not concerned	No opinion	Concerned	Not concerned	No opinion	Concerned	Not concerned	No opinion	Concerned	Not concerned	No opinion	Concerned	Not concerned	No opinion	Concerned	Not concerned	No opinion		
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Agree strongly	(4)	506	160	346	357	141	397	106	3	190	276	278	204	209	265	94	375	173	293	362	126	19	241	255	10	222	273	12	229	255	23	336	152	18	284	207	15
		25%	27%	24%	32%	18%	28%	19%	4%	29%	24%	30%	22%	28%	24%	25%	27%	32%	24%	27%	23%	10%	24%	28%	6%	28%	25%	7%	27%	25%	11%	28%	23%	9%	26%	27%	9%
Agree	(3)	1229	315	907	655	514	847	343	38	393	737	560	574	462	661	240	850	323	764	817	333	79	630	525	74	474	682	73	515	625	89	712	418	98	683	460	86
		60%	54%	62%	58%	64%	60%	61%	47%	60%	63%	61%	62%	62%	61%	64%	60%	59%	63%	61%	62%	45%	64%	58%	46%	60%	62%	45%	62%	61%	44%	60%	63%	49%	62%	60%	49%
Disagree	(2)	88	26	63	40	48	52	35	1	28	48	35	44	31	48	19	61	28	48	53	26	9	46	36	7	37	44	7	37	45	7	54	28	6	45	39	5
		4%	4%	4%	3%	6%	4%	6%	1%	4%	4%	4%	5%	4%	4%	5%	4%	5%	4%	4%	5%	5%	5%	4%	4%	4%	4%	4%	4%	3%	5%	4%	3%	4%	4%	5%	3%
Disagree strongly	(1)	15	8	8	7	9	11	4	-	10	4	7	8	5	9	4	10	5	6	10	5	1	4	11	1	4	11	1	5	10	1	3	8	4	1	9	5
		1%	1%	1%	1%	1%	1%	-	-	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	*	1%	2%	*	1%	3%	
Don't know		214	77	134	74	92	105	69	40	34	107	40	99	36	103	19	109	16	111	94	51	69	67	79	69	53	91	71	47	86	82	78	60	76	96	54	65
		10%	13%	9%	7%	11%	7%	12%	49%	5%	9%	4%	11%	5%	9%	5%	8%	3%	9%	7%	9%	39%	7%	9%	43%	7%	8%	44%	6%	8%	41%	7%	9%	37%	9%	7%	37%
Mean		3.21	3.23	3.20	3.29	3.11	3.25	3.13	3.05	3.23	3.21	3.26	3.17	3.24	3.20	3.19	3.23	3.26	3.21	3.23	3.19	3.07	3.20	3.24	3.02	3.24	3.21	3.04	3.23	3.20	3.12	3.25	3.18	3.04	3.23	3.21	3.00
Standard deviation		0.56	0.61	0.54	0.56	0.55	0.56	0.55	0.30	0.60	0.53	0.56	0.56	0.56	0.56	0.57	0.56	0.59	0.53	0.56	0.56	0.55	0.53	0.59	0.46	0.56	0.56	0.48	0.56	0.57	0.51	0.55	0.57	0.55	0.52	0.59	0.62
Standard error		0.01	0.03	0.01	0.02	0.02	0.02	0.02	0.05	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.05	0.02	0.02	0.05	0.02	0.02	0.05	0.02	0.02	0.05	0.02	0.02	0.02	0.06

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Table 38

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

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising			Digital enhancement in adverts				
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion		
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Agree strongly	(4)	210	69	140	183	22	196	12	2	101	90	121	76	114	83	70	125	73	119	152	47	10	119	82	8	94	109	7	103	96	10	128	67	15	133	61	16
		10%	12%	10%	16%	3%	14%	2%	2%	15%	8%	13%	8%	15%	8%	19%	9%	13%	10%	11%	9%	6%	12%	9%	5%	12%	10%	4%	12%	9%	5%	11%	10%	7%	12%	8%	9%
Agree	(3)	1056	309	744	715	297	852	176	28	356	618	500	480	414	557	234	711	290	646	700	292	63	535	466	55	413	580	62	432	542	82	608	366	83	577	414	65
		51%	53%	51%	63%	37%	60%	32%	34%	54%	53%	54%	52%	56%	51%	62%	51%	53%	53%	52%	54%	36%	54%	51%	34%	52%	53%	38%	52%	53%	41%	51%	55%	41%	52%	54%	37%
Disagree	(2)	445	101	340	153	282	224	213	8	137	280	198	220	146	268	48	362	131	277	305	117	24	218	212	16	178	253	14	195	231	19	301	129	15	266	164	15
		22%	17%	23%	13%	35%	16%	38%	10%	21%	24%	22%	24%	20%	25%	13%	26%	24%	23%	23%	22%	13%	22%	23%	10%	23%	23%	8%	23%	23%	10%	25%	19%	8%	24%	21%	9%
Disagree strongly	(1)	80	22	56	10	68	17	62	1	24	47	38	36	28	45	11	60	25	41	55	18	7	34	41	6	35	40	5	37	35	8	50	21	9	38	35	7
		4%	4%	4%	1%	8%	1%	11%	2%	4%	4%	4%	4%	4%	4%	3%	4%	5%	3%	4%	3%	4%	3%	4%	4%	4%	4%	3%	4%	3%	4%	4%	3%	5%	3%	5%	4%
Don't know		262	83	177	71	134	125	94	43	37	137	63	117	41	133	14	148	25	139	123	66	73	81	106	76	70	118	74	65	116	81	99	84	80	95	94	74
		13%	14%	12%	6%	17%	9%	17%	52%	6%	12%	7%	13%	5%	12%	4%	11%	5%	11%	9%	12%	41%	8%	12%	47%	9%	11%	46%	8%	11%	40%	8%	13%	39%	9%	12%	42%
Mean		2.78	2.85	2.76	3.01	2.41	2.95	2.30	2.76	2.86	2.73	2.82	2.73	2.88	2.71	3.00	2.72	2.79	2.78	2.78	2.78	2.73	2.82	2.74	2.77	2.79	2.77	2.81	2.78	2.77	2.80	2.75	2.82	2.84	2.79	2.74	2.87
Standard deviation		0.70	0.70	0.70	0.59	0.72	0.61	0.73	0.59	0.72	0.68	0.72	0.69	0.72	0.69	0.67	0.71	0.74	0.68	0.72	0.67	0.73	0.70	0.71	0.72	0.73	0.69	0.66	0.73	0.68	0.69	0.72	0.67	0.73	0.71	0.69	0.75
Standard error		0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.10	0.03	0.02	0.02	0.02	0.03	0.02	0.04	0.02	0.03	0.02	0.02	0.02	0.02	0.03	0.02	0.08	0.03	0.02	0.07	0.03	0.02	0.06	0.02	0.03	0.07	0.02	0.03	0.08

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Table 39

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

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising			Digital enhancement in adverts				
	Total	Yes	No	Fav-our-able	Unfav-our-able	Trust at all	No opinion	Fam-iliar	Unfam-iliar	Fam-iliar	Unfam-iliar	Fam-iliar	Unfam-iliar	Fam-iliar	Unfam-iliar	Fam-iliar	Unfam-iliar	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion	Conc-erned	Not conc-erned	No opin-ion		
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Agree strongly	(4)	70	34	36	63	7	67	4	-	47	20	46	21	43	25	33	35	38	27	50	16	4	42	27	1	42	28	1	41	29	1	41	25	5	45	22	3
		3%	6%	3%	6%	1%	5%	1%	-	7%	2%	5%	2%	6%	2%	9%	3%	7%	2%	4%	3%	2%	4%	3%	*	5%	3%	*	5%	3%	*	3%	4%	2%	4%	3%	2%
Agree	(3)	434	125	304	332	95	364	55	15	166	237	222	176	204	196	136	255	145	235	292	117	25	236	178	20	180	232	22	195	216	23	237	163	34	233	173	28
		21%	21%	21%	29%	12%	26%	10%	18%	25%	20%	24%	19%	27%	18%	36%	18%	27%	19%	22%	22%	14%	24%	20%	12%	23%	21%	14%	23%	21%	12%	20%	25%	17%	21%	23%	16%
Disagree	(2)	903	234	667	500	363	643	245	15	289	539	417	428	311	523	130	678	221	585	607	250	46	442	422	39	345	522	36	364	483	56	554	296	53	505	352	46
		44%	40%	46%	44%	45%	45%	44%	18%	44%	46%	45%	46%	42%	48%	35%	48%	41%	48%	45%	46%	26%	45%	47%	24%	44%	47%	22%	44%	47%	28%	47%	44%	26%	46%	46%	26%
Disagree strongly	(1)	361	95	264	100	244	160	194	8	104	222	150	175	119	203	40	279	99	221	246	81	34	156	173	32	158	174	30	155	170	36	236	96	30	213	121	28
		18%	16%	18%	9%	30%	11%	35%	9%	16%	19%	16%	19%	16%	19%	11%	20%	18%	18%	18%	15%	19%	16%	19%	20%	20%	16%	18%	19%	17%	18%	20%	14%	15%	19%	16%	16%
Don't know		284	97	186	137	95	179	60	45	49	154	84	128	66	139	38	158	41	154	140	75	69	110	105	69	66	145	73	77	123	85	117	86	81	112	101	71
		14%	17%	13%	12%	12%	13%	11%	54%	8%	13%	9%	14%	9%	13%	10%	11%	8%	13%	11%	14%	39%	11%	12%	43%	8%	13%	45%	9%	12%	42%	10%	13%	40%	10%	13%	40%
Mean		2.12	2.20	2.09	2.36	1.81	2.27	1.74	2.19	2.26	2.05	2.20	2.05	2.25	2.04	2.47	2.04	2.24	2.06	2.12	2.15	1.98	2.19	2.07	1.88	2.15	2.12	1.93	2.16	2.12	1.90	2.08	2.20	2.11	2.11	2.14	2.07
Standard deviation		0.77	0.83	0.74	0.75	0.69	0.75	0.68	0.76	0.83	0.73	0.79	0.74	0.82	0.72	0.83	0.74	0.86	0.72	0.78	0.74	0.83	0.78	0.76	0.77	0.82	0.73	0.79	0.81	0.74	0.77	0.76	0.82	0.79	0.74	0.81	
Standard error		0.02	0.04	0.02	0.02	0.03	0.02	0.03	0.13	0.04	0.02	0.03	0.03	0.03	0.02	0.05	0.02	0.04	0.02	0.02	0.04	0.08	0.03	0.03	0.08	0.03	0.02	0.09	0.03	0.02	0.07	0.02	0.03	0.08	0.03	0.03	0.08

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Table 40

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)

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising			Digital enhancement in adverts				
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Agree strongly	(4)	290	95	195	232	54	254	36	*	125	139	165	109	126	145	70	194	101	157	214	64	12	160	121	10	127	153	10	129	145	16	183	87	20	179	96	15
		14%	16%	13%	21%	7%	18%	6%	1%	19%	12%	18%	12%	17%	13%	18%	14%	19%	13%	16%	12%	7%	16%	13%	6%	16%	14%	6%	16%	14%	8%	15%	13%	10%	16%	13%	8%
Agree	(3)	1145	324	815	659	447	808	302	34	384	673	521	533	441	606	227	798	307	712	778	299	67	576	511	57	453	636	56	498	573	73	687	378	79	640	441	64
		56%	55%	56%	58%	56%	57%	54%	42%	59%	57%	57%	57%	59%	56%	60%	57%	56%	58%	58%	55%	38%	58%	56%	36%	57%	58%	35%	60%	56%	37%	58%	57%	39%	58%	57%	36%
Disagree	(2)	203	52	151	94	98	131	68	4	73	115	110	84	87	104	37	153	64	122	123	70	9	94	101	7	94	101	7	80	114	9	124	69	10	105	91	7
		10%	9%	10%	8%	12%	9%	12%	5%	11%	10%	12%	9%	12%	10%	10%	11%	12%	10%	9%	13%	5%	10%	11%	5%	12%	9%	5%	10%	11%	5%	10%	10%	5%	9%	12%	4%
Disagree strongly	(1)	35	12	21	8	24	16	19	-	14	17	16	15	15	16	9	19	9	17	19	15	2	11	22	2	12	22	2	16	17	2	13	19	3	19	12	4
		2%	2%	1%	1%	3%	1%	3%	-	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%	2%	
Don't know		381	101	275	138	181	203	134	43	59	229	108	188	73	216	34	242	63	214	201	93	87	145	151	84	105	189	87	109	171	101	178	113	90	166	127	87
		19%	17%	19%	12%	22%	14%	24%	53%	9%	19%	12%	20%	10%	20%	9%	17%	12%	18%	15%	17%	49%	15%	17%	52%	13%	17%	54%	13%	17%	50%	15%	17%	45%	15%	17%	49%
Mean		3.01	3.04	3.00	3.12	2.85	3.07	2.84	2.90	3.04	2.99	3.03	2.99	3.01	3.01	3.04	3.00	3.04	3.00	3.05	2.92	2.99	3.05	2.97	2.98	3.01	3.01	2.99	3.02	3.00	3.03	3.03	2.96	3.04	3.04	2.97	2.99
Standard deviation		0.62	0.64	0.60	0.59	0.61	0.61	0.63	0.34	0.65	0.59	0.65	0.58	0.64	0.60	0.64	0.60	0.65	0.59	0.60	0.65	0.56	0.59	0.64	0.56	0.62	0.61	0.57	0.62	0.62	0.56	0.60	0.65	0.61	0.62	0.61	0.66
Standard error		0.01	0.03	0.02	0.02	0.02	0.02	0.03	0.06	0.03	0.02	0.02	0.02	0.02	0.02	0.04	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.07	0.02	0.02	0.07	0.02	0.02	0.06	0.02	0.03	0.06	0.02	0.02	0.07

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Table 41

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

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising			Digital enhancement in adverts				
	Total	Yes	No	Fav-our-able	Unfa-vour-able	Trust	Not at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Agree strongly	(4)	421	131	290	338	74	366	50	6	164	228	230	167	194	203	110	282	139	251	288	115	19	218	189	14	172	234	15	186	213	22	254	139	28	230	171	20
		21%	22%	20%	30%	9%	26%	9%	7%	25%	19%	25%	18%	26%	19%	29%	20%	26%	21%	22%	21%	11%	11%	9%	9%	22%	21%	11%	21%	21%	14%	21%	21%	14%	21%	22%	11%
Agree	(3)	1384	385	991	738	575	953	385	47	447	809	623	648	493	760	245	972	370	834	929	364	92	682	621	81	537	759	88	572	702	111	823	459	102	767	520	97
		67%	66%	68%	65%	72%	67%	69%	57%	68%	69%	68%	70%	66%	70%	65%	69%	68%	68%	70%	67%	52%	69%	68%	51%	68%	69%	54%	69%	69%	55%	69%	69%	51%	69%	68%	55%
Disagree	(2)	85	20	65	19	63	38	46	*	19	56	34	42	24	52	11	63	14	56	50	26	8	36	41	7	32	48	4	33	43	8	41	32	12	46	33	5
		4%	3%	4%	2%	8%	3%	8%	1%	3%	5%	4%	5%	3%	5%	3%	4%	3%	5%	4%	5%	4%	4%	5%	4%	4%	3%	4%	4%	4%	3%	5%	6%	4%	4%	4%	3%
Disagree strongly	(1)	20	6	14	4	16	4	16	-	9	6	9	6	10	5	5	10	9	5	10	6	4	7	10	2	8	9	2	8	10	2	9	7	3	10	8	2
		1%	1%	1%	*	2%	*	3%	-	1%	1%	1%	1%	1%	*	1%	1%	2%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Don't know		143	43	97	33	77	53	61	29	17	74	24	66	24	66	5	79	13	75	58	30	54	43	45	55	41	49	53	33	53	58	57	29	57	55	34	54
		7%	7%	7%	3%	10%	4%	11%	35%	3%	6%	3%	7%	3%	6%	1%	6%	2%	6%	4%	6%	31%	4%	5%	34%	5%	4%	33%	4%	5%	29%	5%	4%	28%	5%	4%	30%
Mean		3.16	3.18	3.14	3.28	2.97	3.23	2.94	3.11	3.20	3.15	3.20	3.13	3.21	3.14	3.24	3.15	3.20	3.16	3.17	3.15	3.03	3.18	3.15	3.02	3.17	3.16	3.05	3.17	3.16	3.06	3.17	3.14	3.07	3.16	3.17	3.09
Standard deviation		0.53	0.53	0.53	0.51	0.52	0.50	0.56	0.34	0.55	0.51	0.54	0.50	0.56	0.50	0.57	0.52	0.56	0.51	0.52	0.55	0.59	0.52	0.54	0.54	0.53	0.51	0.53	0.53	0.52	0.52	0.54	0.60	0.52	0.55	0.50	
Standard error		0.01	0.02	0.01	0.02	0.02	0.01	0.02	0.05	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.01	0.03	0.01	0.01	0.01	0.02	0.05	0.02	0.02	0.05	0.02	0.02	0.05	0.02	0.02	0.04	0.02	0.02	0.05	0.02	0.05

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Table 42

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)

Absolutes/col percents

Base : All respondents

	Parents			Impressions of adverts/advertising		Trust adverts/advertising		Regulation of advertising to children		Regulation of advertising of alcohol		Regulation of advertising of food		Regulation of online advertising		Online Behavioural Advertising		Regulation of advertising to children			Regulation of advertising of alcohol			Regulation of advertising of food			Regulation of online advertising			Online Behavioural Advertising			Digital enhancement in adverts				
	Total	Yes	No	Fav-our-able	Unfav-our-able	Trust at all	No opinion	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Fam-iliar	Un-fam-iliar	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion	Con-cerned	Not conc-erned	No opin-ion		
Unweighted Base	2053	582	1459	1109	826	1397	581	75	614	1224	908	961	745	1101	340	1463	507	1273	1367	508	178	992	905	156	828	1064	161	838	1019	196	1204	656	193	1100	780	173	
Weighted Base	2053	584	1457	1132	804	1413	558	82	655	1173	920	929	743	1086	376	1405	545	1221	1335	541	177	986	906	160	791	1100	162	832	1020	201	1185	666	202	1108	768	177	
Agree strongly	(4)	315	104	210	254	53	279	33	3	120	170	161	133	141	153	80	211	107	179	241	62	12	185	120	10	143	163	9	146	150	19	201	92	21	187	114	14
		15%	18%	14%	22%	7%	20%	6%	3%	18%	15%	18%	14%	19%	14%	21%	15%	20%	15%	18%	11%	7%	19%	13%	6%	18%	15%	5%	18%	15%	10%	17%	14%	11%	17%	15%	8%
Agree	(3)	1061	300	759	641	365	782	248	32	349	623	488	488	384	586	207	732	283	645	732	276	53	531	481	50	419	591	51	456	542	63	629	359	74	603	395	63
		52%	51%	52%	57%	45%	55%	44%	39%	53%	53%	53%	53%	52%	54%	55%	52%	52%	53%	55%	51%	30%	54%	53%	31%	53%	54%	32%	55%	53%	31%	53%	54%	37%	54%	51%	36%
Disagree	(2)	374	86	282	144	216	199	172	2	119	221	178	173	142	205	50	293	98	243	240	110	23	172	181	20	151	202	21	154	193	26	231	121	21	195	155	23
		18%	15%	19%	13%	27%	14%	31%	3%	18%	19%	19%	19%	19%	19%	13%	21%	18%	20%	18%	20%	13%	17%	20%	13%	19%	18%	13%	19%	19%	13%	19%	18%	11%	18%	20%	13%
Disagree strongly	(1)	103	22	80	29	71	54	47	2	35	57	54	40	45	45	26	62	39	46	51	40	12	43	49	11	40	53	10	38	48	17	57	36	11	54	39	10
		5%	4%	5%	3%	9%	4%	8%	2%	5%	5%	6%	4%	6%	4%	7%	4%	7%	4%	4%	4%	7%	4%	5%	7%	5%	6%	5%	5%	8%	5%	5%	5%	5%	5%	5%	6%
Don't know		200	73	126	63	98	99	58	43	32	101	38	96	31	96	14	107	17	107	71	53	77	56	76	69	37	92	71	38	87	75	67	59	74	69	64	67
		10%	12%	9%	6%	12%	7%	10%	53%	5%	9%	4%	10%	4%	9%	4%	8%	3%	9%	5%	10%	44%	6%	8%	43%	5%	8%	44%	5%	9%	38%	6%	9%	37%	6%	8%	38%
Mean		2.86	2.95	2.83	3.05	2.57	2.98	2.53	2.91	2.89	2.85	2.86	2.86	2.87	2.86	2.94	2.84	2.87	2.86	2.92	2.74	2.64	2.92	2.81	2.64	2.88	2.86	2.65	2.89	2.85	2.68	2.87	2.83	2.83	2.89	2.83	2.74
Standard deviation		0.76	0.74	0.76	0.69	0.77	0.73	0.76	0.57	0.77	0.75	0.78	0.73	0.80	0.72	0.80	0.74	0.82	0.73	0.73	0.78	0.85	0.75	0.75	0.84	0.77	0.74	0.81	0.75	0.74	0.89	0.76	0.75	0.80	0.75	0.76	0.79
Standard error		0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.10	0.03	0.02	0.03	0.02	0.03	0.02	0.04	0.02	0.04	0.02	0.02	0.04	0.08	0.02	0.03	0.09	0.03	0.02	0.08	0.03	0.02	0.08	0.02	0.03	0.07	0.02	0.03	0.08

