

1. Thinking about your favourite advertisement, was it...

SUBSAMPLE:ADULTS											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	984	984	229	502	435	531	302	398	475	379	273
WEIGHTED SAMPLE	984	984	317	595	496	584	313	401	378	289	207
On the Television	632 64.2	632 64.2	195 61.5	387 65.1	331 66.7	392 67.1	211 67.6	272 67.9	237 62.7	175 60.6	119 57.3
On the Radio	35 3.5	35 3.5	11 3.5	20 3.3	18 3.6	23 4.0	9 3.0	15 3.8	15 4.0	9 3.2	5 2.6
In the Newspaper	32 3.2	32 3.2	6 2.0	10 1.7	10 2.1	15 2.5	6 2.0	11 2.6	20 5.4	16 5.5	11 5.4
In a Magazine	39 3.9	39 3.9	16 5.1	25 4.2	18 3.7	20 3.5	11 3.6	13 3.3	12 3.2	10 3.5	6 3.0
On the internet	35 3.6	35 3.6	22 6.9	32 5.4	23 4.6	24 4.0	12 4.0	13 3.3	3 0.8	2 0.8	2 1.1
An out of home ad such as a billboard, transit ad, or an ad posted on	65 6.6	65 6.6	31 9.9	49 8.2	34 6.9	39 6.7	21 6.6	26 6.4	16 4.2	11 3.8	7 3.4
or Somewhere else	61 6.1	61 6.1	14 4.4	26 4.4	23 4.6	26 4.4	13 4.3	16 4.0	34 9.1	32 11.0	29 14.2
Don't Know/Refused	86 8.8	86 8.8	21 6.7	46 7.8	39 7.8	45 7.7	28 8.9	35 8.6	40 10.6	33 11.6	27 12.8

2. In what format was the Internet advertisement?

SUBSAMPLE: FAVOURITE AD WAS ON THE INTERNET

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	30	30	16	26	19	20	12	13	4	3	3
WEIGHTED SAMPLE	35	35	22	32	23	24	12	13	3	2	2
A video ad with sound	21 58.6	21 58.6	13 58.4	20 62.1	14 60.3	14 58.1	9 74.9	9 70.1	1 22.5	1 31.2	1 31.2
A video ad without sound	2 6.2	2 6.2	1 6.8	1 4.6	1 6.5	1 6.3	-	-	1 22.5	1 31.2	1 31.2
A graphical ad with sound and motion	3 9.6	3 9.6	1 6.8	3 7.8	3 11.0	3 14.2	1 8.3	2 14.2	1 27.9	-	-
A graphical ad with motion only	4 11.4	4 11.4	3 13.6	4 12.5	4 17.6	4 17.0	1 8.4	1 7.9	-	-	-
A graphical ad with sound only	1 2.9	1 2.9	-	1 3.2	1 4.5	1 4.4	1 8.3	1 7.8	-	-	-
A graphical ad with no sound or motion	4 11.3	4 11.3	3 14.5	3 9.8	-	-	-	-	1 27.2	1 37.7	1 37.7
or Something else	-	-	-	-	-	-	-	-	-	-	-
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

3. Have you ever seen an ad that has made you laugh or cry?

SUBSAMPLE:ADULTS

	TOTAL	18+	18- 34	18- 49	25- 49	25- 54	35- 49	35- 54	50+	55+	60+
UNWEIGHTED SAMPLE	984	984	229	502	435	531	302	398	475	379	273
WEIGHTED SAMPLE	984	984	317	595	496	584	313	401	378	289	207
Yes	834 84.7	834 84.7	272 86.1	519 87.2	433 87.5	509 87.1	276 88.4	352 87.7	305 80.7	229 79.2	158 76.2
No	144 14.6	144 14.6	42 13.3	72 12.1	60 12.1	72 12.4	34 10.9	46 11.5	71 18.7	59 20.3	49 23.5
Don't Know/Refused	6 0.6	6 0.6	2 0.6	4 0.7	2 0.4	3 0.5	2 0.7	3 0.7	2 0.6	1 0.5	1 0.3

4. Where did you see the ad?

SUBSAMPLE: SEEN AN AD THAT HAS MADE THEM LAUGH OR CRY

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	825	825	196	438	381	463	267	349	381	299	207
WEIGHTED SAMPLE	834	834	272	519	433	509	276	352	305	229	158
On the Television	718 86.1	718 86.1	235 86.4	450 86.7	382 88.1	446 87.7	239 86.5	303 86.3	258 84.7	194 84.5	133 84.4
On the Radio	17 2.1	17 2.1	5 1.7	9 1.7	7 1.6	11 2.1	4 1.5	8 2.3	9 2.8	5 2.1	2 1.5
In the Newspaper	6 0.8	6 0.8	-	-	-	2 0.3	-	2 0.5	6 2.1	5 2.1	3 2.0
In a Magazine	9 1.0	9 1.0	3 1.0	5 0.9	4 0.8	4 0.7	2 0.7	2 0.6	4 1.3	4 1.7	2 1.5
On the internet	29 3.5	29 3.5	16 5.8	24 4.6	18 4.1	20 4.0	10 3.7	13 3.7	5 1.6	2 1.0	2 1.5
Out of home such as on a billboard, transit ad, or an ad posted on the	23 2.8	23 2.8	6 2.2	16 3.2	11 2.6	12 2.4	11 4.1	12 3.5	7 2.3	6 2.6	4 2.4
Somewhere else	20 2.4	20 2.4	6 2.1	11 2.1	8 1.8	9 1.7	6 2.2	7 2.0	9 3.1	8 3.7	6 3.9
Don't Know/Refused	11 1.3	11 1.3	2 0.8	4 0.8	4 1.0	5 1.1	3 1.1	4 1.2	6 2.1	5 2.3	5 2.9