

## Women in Advertising

GB18 Sample: 2nd - 3rd March 2020



Total	Gender	
	Male	Female

Thinking in general about how women are represented in advertisements...

To what extent, if at all, do you think women are represented more positively or negatively in advertising now compared to 5 years ago (i.e. since March 2015), or do you think there has been no change?

	Unweighted base	2079	979	1100
<b>Base: All GB adults</b>		2079	1008	1071
Much more positively	10%		14%	7%
A little more positively	39%		37%	41%
There has been no change	27%		27%	27%
A little more negatively	4%		3%	5%
Much more negatively	2%		1%	3%
Don't know	17%		18%	16%
<b>Net: More positively</b>	<b>50%</b>		<b>51%</b>	<b>48%</b>
<b>Net: More negatively</b>	<b>6%</b>		<b>4%</b>	<b>8%</b>

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Unweighted base	2079	979	1100
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For the following question, by 'objectified', we mean treating, seeing, or presenting a person as an object or commodity without regard to their personality or dignity (e.g. a sexual object).

To what extent, if at all, do you think women are more or less objectified in advertising now compared with 5 years ago (i.e. since March 2015), or is it about the same?

Unweighted base	2079	979	1100
<b>Base: All GB adults</b>	2079	1008	1071
Much more objectified	4%	4%	5%
A little more objectified	8%	7%	8%
About the same	33%	30%	36%
A little less objectified	29%	30%	29%
Much less objectified	9%	11%	7%
Don't know	17%	18%	16%
<b>Net: More objectified</b>	<b>12%</b>	<b>11%</b>	<b>13%</b>
<b>Net: Less objectified</b>	<b>38%</b>	<b>41%</b>	<b>36%</b>

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To what extent, if at all, do you think women are represented more positively or negatively in advertising now compared to 5 years ago (i.e. since March 2015), or do you think there has been no change?

Unweighted base	2079	979	1100
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In general, do you think brands are representing ethnic minority women in advertisements more or less now compared with 5 years ago (i.e. since March 2015), or is it about the same?

Unweighted base	2079	979	1100
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Base: All GB adults	2079	1008	1071
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They are being represented much more	26%	30%	22%
They are being represented a little more	38%	33%	42%
They are being represented about the same amount	17%	16%	18%
They are being represented a little less	1%	2%	1%
They are being represented much less	1%	1%	1%
Don't know	17%	19%	15%
<b>Net: Represented more</b>	<b>64%</b>	<b>63%</b>	<b>65%</b>
<b>Net: Represented less</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>