

# YouGov NY

## Teen advertising

US nationally representative sample: May 18-22, 2017



Total	Gender		Age				
	Male	Female	13	14	15	16	17

In general, how trustworthy, if at all, do you think the advertisements you see, read or hear are?

	Unweighted base	253	131	122	22	48	50	62	71
<b>Base: All US children age 13-17</b>	253	129	124	49	51	51	51	51	51
Very trustworthy	9%	11%	7%	8%	11%	9%	10%	7%	
Somewhat trustworthy	38%	41%	35%	32%	42%	41%	40%	37%	
Not very trustworthy	32%	29%	35%	33%	25%	37%	34%	31%	
Not at all trustworthy	14%	13%	16%	18%	17%	8%	12%	17%	
Don't know	6%	6%	6%	8%	4%	6%	5%	8%	
Net: Trustworthy	47%	52%	42%	41%	53%	50%	49%	44%	
Net: Not trustworthy	46%	42%	51%	52%	42%	45%	46%	48%	

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

- Advertising helps me to choose what I want / what I buy

	Unweighted base	253	131	122	22	48	50	62	71
<b>Base: All US children age 13-17</b>	253	129	124	49	51	51	51	51	51
Strongly agree	14%	14%	13%	14%	14%	13%	16%	12%	
Somewhat agree	44%	41%	47%	50%	49%	47%	35%	39%	
Somewhat disagree	25%	27%	22%	14%	23%	32%	25%	30%	
Strongly disagree	17%	17%	17%	22%	14%	8%	24%	20%	
Net: Agree	58%	55%	60%	64%	64%	60%	51%	51%	
Net: Disagree	42%	45%	40%	36%	36%	40%	49%	49%	

- I enjoy watching advertisements starring my favorite celebrity/celebrities

	Unweighted base	253	131	122	22	48	50	62	71
<b>Base: All US children age 13-17</b>	253	129	124	49	51	51	51	51	51
Strongly agree	15%	13%	18%	21%	16%	12%	9%	19%	
Somewhat agree	40%	40%	40%	22%	51%	51%	44%	29%	
Somewhat disagree	21%	24%	18%	17%	18%	26%	20%	23%	
Strongly disagree	24%	24%	24%	40%	15%	12%	26%	29%	
Net: Agree	55%	52%	58%	43%	67%	63%	54%	48%	
Net: Disagree	45%	48%	42%	57%	33%	37%	46%	52%	