

YouGov Survey Results



Sample Size: 1426
Fieldwork: 2nd - 3rd June 2010

All GB Adults
All GB Adults
Unweighted Sample

	Gender		Age			Social Grade		Region				
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1426	692	731	334	400	394	798	626	180	462	302	348	113
%	749	674	302	420	406	913	511	179	509	295	323	100
	%	%	%	%	%	%	%	%	%	%	%	%

A L'Oréal advertisement aired last year features Cheryl Cole claiming that their products made her hair feel "stronger", "full of life", with a "healthy shine". The advertisement triggered a number of complaints to the Advertising Standards Authority, which centred around concerns that the advertisement had not made it sufficiently clear that Cole had worn hair extensions during filming. The issue of whether the ASA would uphold the complaints has only just been resolved. The following questions ask about advertising standards.

How far do you agree with the following statements? Using hair extensions in the L'Oreal advertisement was misleading to viewers

Strongly agree	45	40	50	40	45	49	48	42	53	44	44	45	46
Agree	31	30	32	32	32	27	32	30	28	32	33	29	27
Neither agree nor disagree	11	14	8	12	12	10	10	13	3	10	11	14	16
Disagree	8	9	7	8	7	10	7	9	12	8	7	7	6
Strongly disagree	2	2	2	4	1	1	1	3	2	1	4	3	3
Don't know	3	5	1	4	3	3	2	4	2	5	2	3	2

It is acceptable to advertise products using enhancements e.g. false eyelashes

Strongly agree	2	2	3	2	2	2	2	3	3	2	4	2	2
Agree	10	12	9	10	8	13	11	10	10	9	11	11	10
Neither agree nor disagree	14	19	9	17	15	13	13	15	15	12	15	15	16
Disagree	31	29	33	30	32	32	31	31	26	32	32	33	26
Strongly disagree	41	36	46	39	41	39	43	39	45	43	39	39	43
Don't know	1	2	1	2	2	1	1	2	1	2	0	1	2

I think that advertisements for beauty products are too misleading nowadays

Strongly agree	47	41	52	41	45	48	46	48	49	48	45	45	49
Agree	40	41	38	45	39	40	42	36	35	39	44	38	42
Neither agree nor disagree	10	14	6	10	10	9	9	10	12	8	8	12	6
Disagree	2	2	2	2	3	2	2	3	3	1	2	4	3
Strongly disagree	1	1	1	1	1	1	1	1	0	1	1	0	0
Don't know	1	2	1	2	2	1	1	2	1	2	1	1	0

I am satisfied that advertisements for beauty products usually represent the product honestly

Strongly agree	1	1	0	0	1	0	1	1	1	0	1	1	0
Agree	5	5	6	7	3	6	3	7	7	2	9	4	4
Neither agree nor disagree	15	18	12	15	18	14	14	16	15	13	11	20	14
Disagree	44	42	46	45	44	43	46	42	40	46	47	45	37
Strongly disagree	34	33	35	32	32	36	35	32	35	35	31	30	43
Don't know	2	2	1	2	2	1	2	2	2	3	1	1	2

I think that manufacturers of beauty products have a duty to represent their products honestly

Strongly agree	53	49	57	40	52	60	54	52	54	54	50	52	57
Agree	39	39	39	46	40	36	37	41	38	37	46	37	32
Neither agree nor disagree	5	7	4	8	6	4	7	4	6	4	3	10	4
Disagree	2	3	0	3	2	0	1	2	2	3	1	1	5
Strongly disagree	1	1	0	2	0	0	0	1	0	1	0	0	1
Don't know	1	1	0	2	0	0	0	1	0	1	0	0	0

Thinking about the ASA's current controls, which of the following best represents your opinion of them?

Too harsh	1	1	0	1	1	0	0	1	1	0	1	0	0
Harsh	3	3	3	3	2	3	3	3	5	2	5	3	0
About Right	41	45	37	46	44	34	40	43	44	42	38	43	34
Need to go further	33	31	35	32	33	36	35	31	33	34	36	28	38
Need to go much further	12	13	12	4	10	22	13	12	10	13	9	15	19
I don't know	10	7	12	15	10	6	9	11	8	9	12	11	9

Which of the following options BEST describe your expectations of television advertising? Please choose ONE option:

It should present the product as accurately as possible	75	73	78	65	78	82	74	77	70	79	80	72	66
It should present the product with a reasonable amount of accurate representation	17	19	16	22	14	14	20	15	23	12	17	18	28
It should present the product with some amount of accurate representation	4	5	3	7	4	2	5	4	4	5	3	5	4
It should sell the idea of a product, while keeping a small degree of amount of accurate representation	2	2	1	3	2	0	1	2	1	2	0	3	0
It should just sell the idea of a product, whether or not the product has been accurately represented	0	0	0	0	0	0	0	0	0	0	0	0	0
I don't know	2	2	2	3	1	1	1	2	2	3	0	1	1