

062221 - HOV FLASH (24 Hour)

Q511: Before taking this survey, how familiar were you with the brand Victoria's Secret?

Table with 20 columns for demographic groups (Age, Gender, Region) and 20 rows of survey responses (Total, Unweighted, Aware of brand, etc.).

\* Table Base:

US RESPONDENTS

Q512: For each of the following time periods, did you ever shop (with or without making a purchase) at Victoria's Secret?

Table with 20 columns for demographic groups and 4 rows of survey responses: Within the past 4 weeks, More than 3 months ago, but less than 1 year ago, More than 1 year ago.

\* Table Base:

AWARE OF VICTORIA'S SECRET

Table with 20 columns for demographic groups and 4 rows of survey responses: Within the past 4 weeks, More than 3 months ago, but less than 1 year ago, More than 1 year ago.

\* Table Base:

AWARE OF VICTORIA'S SECRET

Table with 20 columns for demographic groups and 4 rows of survey responses: Within the past 4 weeks, More than 3 months ago, but less than 1 year ago, More than 1 year ago.

\* Table Base:

AWARE OF VICTORIA'S SECRET

Q513: Are the following statements about Victoria's Secret true or false?

In recent months, Victoria's Secret has been criticized for the sexual and superficial nature of its ads.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, True, False, Not at all sure.

\* Table Base:

AWARE OF VICTORIA'S SECRET

Victoria's Secret has recently formed partnerships with celebrities and influencers that advocate for women's empowerment.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, True, False, Not at all sure.

\* Table Base:

AWARE OF VICTORIA'S SECRET

Q513: How much do you agree or disagree with the following statement: Advertisements by Victoria's Secret are superficial and overly sexual.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, Agree (Net), Strongly agree, Disagree (Net), Somewhat disagree, Strongly disagree.

\* Table Base:

AWARE OF VICTORIA'S SECRET AD CRITICISM (INDICATED THAT "IN RECENT MONTHS, VICTORIA'S SECRET HAS BEEN CRITICIZED FOR THE SEXUAL AND SUPERFICIAL NATURE OF ITS ADS" WAS TRUE)

Q513: Following criticism about the sexual and superficial nature of its ads, Victoria's Secret has partnered with celebrities and influencers that advocate for women's empowerment. How much more or less likely are you to shop at Victoria's Secret because of these efforts?

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, More likely (Net), Much more likely, Somewhat more likely, Less likely (Net), Somewhat less likely, Much less likely.

\* Table Base:

AWARE OF VICTORIA'S SECRET REBRANDING (INDICATED THAT "VICTORIA'S SECRET HAS RECENTLY FORMED PARTNERSHIPS WITH CELEBRITIES AND INFLUENCERS THAT ADVOCATE FOR WOMEN'S EMPOWERMENT" WAS TRUE)

Q513: How much do you agree or disagree with each of the following statements?

I like ads that feature the Victoria's Secret Angels.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, Agree (Net), Strongly agree, Disagree (Net), Somewhat disagree, Strongly disagree.

\* Table Base:

AWARE OF VICTORIA'S SECRET

Ads from Victoria's Secret are empowering.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, Agree (Net), Strongly agree, Disagree (Net), Somewhat disagree, Strongly disagree.

\* Table Base:

AWARE OF VICTORIA'S SECRET

As a brand, Victoria's Secret is outdated.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, Agree (Net), Strongly agree, Disagree (Net), Somewhat disagree, Strongly disagree.

\* Table Base:

AWARE OF VICTORIA'S SECRET

I'm uncomfortable with the sexual nature of ads from Victoria's Secret.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, Agree (Net), Strongly agree, Disagree (Net), Somewhat disagree, Strongly disagree.

\* Table Base:

AWARE OF VICTORIA'S SECRET

I want to see ads from Victoria's Secret that feature everyday women.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, Agree (Net), Strongly agree, Disagree (Net), Somewhat disagree, Strongly disagree.

\* Table Base:

AWARE OF VICTORIA'S SECRET

Victoria's Secret is an authentic brand.

Table with 20 columns for demographic groups and 4 rows of survey responses: Total, Agree (Net), Strongly agree, Disagree (Net), Somewhat disagree, Strongly disagree.

\* Table Base:

AWARE OF VICTORIA'S SECRET



062221 - HOOD FLASH (24 Hour)

Q515: Before taking this survey, how familiar were you with the brand Victoria's Secret?

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Total, Total (Unweighted), and demographic breakdowns.

\* Table Base: US RESPONDENTS

Q51Q1: For each of the following time periods, did you ever shop (with or without making a purchase) at Victoria's Secret?

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Total, Total (Unweighted), and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

More than 1 month ago, but less than 1 year ago

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Total, Total (Unweighted), and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

More than 1 year ago

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Total, Total (Unweighted), and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

Q51Q2: Are the following statements about Victoria's Secret true or false?

In recent months, Victoria's Secret has been criticized for the sexual and superficial nature of its ads.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include True, False, Not at all sure and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

Victoria's Secret has recently formed partnerships with celebrities and influencers that advocate for women's empowerment.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include True, False, Not at all sure and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

Q51Q3: How much do you agree or disagree with the following statement: Advertisements by Victoria's Secret are superficial and overly sexual.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Agree, Somewhat agree, Disagree, Somewhat disagree, Strongly disagree and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET AND CRITICISM (INDICATED THAT "IN RECENT MONTHS, VICTORIA'S SECRET HAS BEEN CRITICIZED FOR THE SEXUAL AND SUPERFICIAL NATURE OF ITS ADS" WAS TRUE)

Q51Q5: Following criticism about the sexual and superficial nature of its ads, Victoria's Secret has partnered with celebrities and influencers that advocate for women's empowerment. How much more or less likely are you to shop at Victoria's Secret because of these efforts?

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Much more likely, Somewhat more likely, Neither more nor less likely, Less likely, Somewhat less likely, Much less likely and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET REBRANDING (INDICATED THAT "VICTORIA'S SECRET HAS RECENTLY FORMED PARTNERSHIPS WITH CELEBRITIES AND INFLUENCERS THAT ADVOCATE FOR WOMEN'S EMPOWERMENT" WAS TRUE)

Q51Q6: How much do you agree or disagree with each of the following statements?

I like ads that feature the Victoria's Secret Angels.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Agree, Strongly agree, Somewhat agree, Disagree, Somewhat disagree, Strongly disagree and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

I feel that Victoria's Secret is empowering.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Agree, Strongly agree, Somewhat agree, Disagree, Somewhat disagree, Strongly disagree and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

As a brand, Victoria's Secret is outdated.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Agree, Strongly agree, Somewhat agree, Disagree, Somewhat disagree, Strongly disagree and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

I'm uncomfortable with the sexual nature of ads from Victoria's Secret.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Agree, Strongly agree, Somewhat agree, Disagree, Somewhat disagree, Strongly disagree and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

I want to see ads from Victoria's Secret that feature everyday women.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Agree, Strongly agree, Somewhat agree, Disagree, Somewhat disagree, Strongly disagree and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET

Victoria's Secret is an authentic brand.

Table with 17 columns: Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Not married, White, AA, Race/Ethnicity, Hispanic. Rows include Agree, Strongly agree, Somewhat agree, Disagree, Somewhat disagree, Strongly disagree and demographic breakdowns.

\* Table Base: AWARE OF VICTORIA'S SECRET



QS1S1: Before taking this survey, how familiar were you with the brand Victoria's Secret?

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=1011	N=975	N=698	N=452	N=464	
Total (Unweighted)	N=1011	N=983	N=683	N=427	N=451	
Aware of Victoria's Secret (Net)	96%	100%	100%	100%	100%	
Very familiar	47%	49%	61%	70%	C	
Somewhat familiar	37%	38%	35%	28%	B	
Not very familiar	12%	12%	e	4%	2%	
Not at all familiar - I had never heard the name	4%	0%	0%	0%	0%	

\* Table Base: US RESPONDENTS

QS1Q1: For each of the following time periods, did you ever shop (with or without making a purchase) at Victoria's Secret?

Within the past 4 weeks

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=975	N=975	N=698	N=452	N=464	
Total (Unweighted)	N=983	N=983	N=683	N=427	N=451	
Yes	25%	25%	35%	55%	C	
No	70%	70%	61%	42%	D	
I don't remember	5%	5%	3%	3%	3%	

\* Table Base: AWARE OF VICTORIA'S SECRET

More than 1 month ago, but less than 1 year ago

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=975	N=975	N=698	N=452	N=464	
Total (Unweighted)	N=983	N=983	N=683	N=427	N=451	
Yes	41%	41%	57%	88%	C	
No	54%	54%	40%	10%	D	
I don't remember	5%	5%	3%	2%	3%	

\* Table Base: AWARE OF VICTORIA'S SECRET

More than 1 year ago

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=975	N=975	N=698	N=452	N=464	
Total (Unweighted)	N=983	N=983	N=683	N=427	N=451	
Yes	61%	61%	86%	78%	D	
No	34%	34%	13%	20%	C	
I don't remember	5%	5%	2%	3%	3%	

\* Table Base: AWARE OF VICTORIA'S SECRET

QS1Q2: Are the following statements about Victoria's Secret true or false?

In recent months, Victoria's Secret has been criticized for the sexual and superficial nature of its ads.

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=975	N=975	N=698	N=452	N=464	
Total (Unweighted)	N=983	N=983	N=683	N=427	N=451	
True	48%	48%	53%	57%	100%	
False	12%	12%	E	14%	18%	
Not at all sure	40%	40%	E	33%	D	

\* Table Base: AWARE OF VICTORIA'S SECRET

Victoria's Secret has recently formed partnerships with celebrities and influencers that advocate for women's empowerment.

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=975	N=975	N=698	N=452	N=464	
Total (Unweighted)	N=983	N=983	N=683	N=427	N=451	
True	53%	53%	62%	71%	C	
False	7%	7%	5%	6%	6%	
Not at all sure	40%	40%	E	33%	D	

\* Table Base: AWARE OF VICTORIA'S SECRET

QS1Q3: How much do you agree or disagree with the following statement: Advertisements by Victoria's Secret are superficial and overly sexual.

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=464	N=464	N=373	N=259	N=464	
Total (Unweighted)	N=451	N=451	N=351	N=236	N=451	
Agree (Net)	62%	62%	61%	58%	62%	
Strongly agree	20%	20%	20%	17%	20%	
Somewhat agree	42%	42%	41%	41%	42%	
Disagree (Net)	38%	38%	39%	42%	38%	
Somewhat disagree	24%	24%	23%	23%	24%	
Strongly disagree	14%	14%	16%	19%	14%	

\* Table Base: AWARE OF VICTORIA'S SECRET AD CRITICISM (INDICATED THAT "IN RECENT MONTHS, VICTORIA'S SECRET HAS BEEN CRITICIZED FOR THE SEXUAL AND SUPERFICIAL NAUTRE OF ITS ADS" WAS TRUE)

QS1Q5: Following criticism about the sexual and superficial nature of its ads, Victoria's Secret has partnered with celebrities and influencers that advocate for women's empowerment. How much more or less likely are you to shop at Victoria's Secret because of these efforts?

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=514	N=514	N=436	N=322	N=331	
Total (Unweighted)	N=492	N=492	N=405	N=288	N=314	
More Likely (Net)	38%	38%	43%	48%	35%	
Much more likely	16%	16%	19%	22%	13%	
Somewhat more likely	22%	22%	24%	26%	22%	
Neither more nor less likely	45%	45%	41%	37%	48%	
Less Likely (Net)	18%	18%	16%	16%	16%	
Somewhat less likely	8%	8%	8%	8%	7%	
Much less likely	9%	9%	8%	7%	10%	

\* Table Base: AWARE OF VICTORIA'S SECRET REBRANDING (INDICATED THAT "VICTORIA'S SECRET HAS RECENTLY FORMED PARTNERSHIPS WITH CELEBRITIES AND INFLUENCERS THAT ADVOCATE FOR WOMEN'S EMPOWERMENT" WAS TRUE)

QS1Q6: How much do you agree or disagree with each of the following statements?

I like ads that feature the Victoria's Secret Angels.

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		
Total	N=975	N=975	N=698	N=452	N=464	
Total (Unweighted)	N=983	N=983	N=683	N=427	N=451	
Agree (Net)	64%	64%	68%	76%	C	
Strongly agree	27%	27%	31%	37%	28%	
Somewhat agree	37%	37%	36%	39%	36%	
Disagree (Net)	36%	36%	32%	24%	D	
Somewhat disagree	24%	24%	22%	18%	25%	
Strongly disagree	12%	12%	10%	6%	12%	

\* Table Base: AWARE OF VICTORIA'S SECRET

Ads from Victoria's Secret are empowering.

	Total (A)	Victoria's Secret Shoppers				Aware of Victoria's Secret Ad Criticism (Indicated Statement on criticism was true) (E)
		Aware of Victoria's Se	Ever shopped at Victo	Shopped at Victoria's		

## QS1S1: Before taking this survey, how familiar were you with the brand Victoria's Secret?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1011	N=121	N=304	N=242	N=283	N=55
<b>Total (Unweighted)</b>	N=1011	N=96	N=315	N=252	N=300	N=47
<b>Aware of Victoria's Secret (Net)</b>	96%	88%	96%	99%	99%	100%
Very familiar	47%	57%	61%	52%	31%	22%
Somewhat familiar	37%	30%	30%	33%	50%	48%
Not very familiar	12%	1%	6%	15%	18%	30%
Not at all familiar - I had never heard the name	4%	12%	4%	1%	1%	0%

\* Table Base: US RESPONDENTS

## QS1Q1: For each of the following time periods, did you ever shop (with or without making a purchase) at Victoria's Secret?

## Within the past 4 weeks

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=975	N=107	N=292	N=241	N=280	N=55
<b>Total (Unweighted)</b>	N=983	N=88	N=303	N=248	N=297	N=47
Yes	25%	33%	40%	23%	12%	10%
No	70%	62%	55%	71%	84%	88%
I don't remember	5%	5%	5%	6%	4%	2%

\* Table Base: AWARE OF VICTORIA'S SECRET

## More than 1 month ago, but less than 1 year ago

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=975	N=107	N=292	N=241	N=280	N=55
<b>Total (Unweighted)</b>	N=983	N=88	N=303	N=248	N=297	N=47
Yes	41%	58%	55%	45%	21%	13%
No	54%	36%	41%	51%	72%	87%
I don't remember	5%	6%	4%	4%	7%	0%

\* Table Base: AWARE OF VICTORIA'S SECRET

## More than 1 year ago

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=975	N=107	N=292	N=241	N=280	N=55
<b>Total (Unweighted)</b>	N=983	N=88	N=303	N=248	N=297	N=47
Yes	61%	62%	69%	60%	57%	48%
No	34%	35%	28%	32%	38%	47%
I don't remember	5%	4%	3%	7%	5%	4%

\* Table Base: AWARE OF VICTORIA'S SECRET

## QS1Q2: Are the following statements about Victoria's Secret true or false?

## In recent months, Victoria's Secret has been criticized for the sexual and superficial nature of its ads.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=975	N=107	N=292	N=241	N=280	N=55
<b>Total (Unweighted)</b>	N=983	N=88	N=303	N=248	N=297	N=47
True	48%	48%	52%	45%	44%	55%
False	12%	21%	19%	9%	6%	7%
Not at all sure	40%	31%	29%	47%	49%	38%

\* Table Base: AWARE OF VICTORIA'S SECRET

## Victoria's Secret has recently formed partnerships with celebrities and influencers that advocate for women's empowerment.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=975	N=107	N=292	N=241	N=280	N=55
<b>Total (Unweighted)</b>	N=983	N=88	N=303	N=248	N=297	N=47
True	53%	61%	59%	54%	44%	43%
False	7%	12%	9%	5%	3%	14%
Not at all sure	40%	27%	31%	42%	53%	42%

\* Table Base: AWARE OF VICTORIA'S SECRET

## QS1Q3: How much do you agree or disagree with the following statement: Advertisements by Victoria's Secret are superficial and overly sexual.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=464	N=51	N=151	N=107	N=124	N=30
<b>Total (Unweighted)</b>	N=451	N=42	N=151	N=106	N=130	N=22
<b>Agree (Net)</b>	62%	77%	55%	62%	67%	51%
Strongly agree	20%	14%	20%	27%	21%	5%
Somewhat agree	42%	63%	35%	35%	46%	46%
<b>Disagree (Net)</b>	38%	23%	45%	38%	33%	49%
Somewhat disagree	24%	17%	26%	18%	22%	49%
Strongly disagree	14%	7%	19%	20%	11%	0%

\* Table Base: AWARE OF VICTORIA'S SECRET AD CRITICISM (INDICATED THAT "IN RECENT MONTHS, VICTORIA'S SECRET HAS BEEN CRITICIZED FOR THE SEXUAL AND SUPERFICIAL NATURE OF ITS ADS" WAS TRUE)

## QS1Q5: Following criticism about the sexual and superficial nature of its ads, Victoria's Secret has partnered with celebrities and influencers that advocate for women's empowerment. How much more or less likely are you to shop at Victoria's Secret because of these efforts?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=514	N=65	N=173	N=129	N=123	N=24
<b>Total (Unweighted)</b>	N=492	N=54	N=180	N=124	N=114	N=20
<b>More Likely (Net)</b>	38%	37%	52%	45%	15%	13%
Much more likely	16%	14%	27%	18%	2%	3%
Somewhat more likely	22%	23%	25%	27%	12%	10%
Neither more nor less likely	45%	48%	32%	42%	60%	67%
<b>Less Likely (Net)</b>	18%	15%	16%	13%	25%	20%
Somewhat less likely	8%	11%	7%	6%	10%	15%
Much less likely	9%	4%	9%	7%	16%	5%

\* Table Base: AWARE OF VICTORIA'S SECRET REBRANDING (INDICATED THAT "VICTORIA'S SECRET HAS RECENTLY FORMED PARTNERSHIPS WITH CELEBRITIES AND INFLUENCERS THAT ADVOCATE FOR WOMEN'S EMPOWERMENT" WAS TRUE)

## QS1Q6: How much do you agree or disagree with each of the following statements?

## I like ads that feature the Victoria's Secret Angels.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=975	N=107	N=292	N=241	N=280	N=55
<b>Total (Unweighted)</b>	N=983	N=88	N=303	N=248	N=297	N=47
<b>Agree (Net)</b>	64%	54%	73%	63%	60%	51%
Strongly agree	27%	20%	38%	24%	23%	11%
Somewhat agree	37%	34%	36%	38%	37%	40%
<b>Disagree (Net)</b>	36%	46%	27%	37%	40%	49%
Somewhat disagree	24%	35%	21%	21%	24%	35%
Strongly disagree	12%	11%	5%	16%	16%	14%

\* Table Base: AWARE OF VICTORIA'S SECRET

## Ads from Victoria's Secret are empowering.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
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