

Sensitive Ads

Q51Q1: Advertisers for certain products often find indirect ways to demonstrate or describe their products so that they do not potentially offend consumers. How much do you agree or disagree with each of the following statements about such advertisers?

Sanitary product (i.e., pad and tampon) advertisers should show menstrual blood in their ads.

	Gender										Age										Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	N=1074	N=512	N=546	N=315	N=344	N=169	N=179	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=127	N=184	N=410	N=223	N=257
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=178	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=260
Agree (Net)	29%	34%	C 24%	45%	eFGH 35%	FGH 25%	H 19%	14%	47%	LM 43%	LM 32%	M 22%	18%	43%	OPQR 27%	R 17%	16%	10%	31%	13%	27%	28%
Strongly agree	11%	13%	C 9%	15%	GH 21%	FGH 12%	GH 4%	3%	17%	IM 27%	KLM 14%	M 6%	1%	12%	QR 15%	QR 1%	Q 2%	4%	12%	7%	8%	10%
Somewhat agree	18%	21%	C 15%	18%	FGH 12%	GH 11%	11%	11%	15%	16%	13%	16%	11%	16%	12%	10%	14%	6%	14%	15%	20%	20%
Disagree (Net)	71%	66%	C 76%	B 5%	55%	68%	d 75%	DE 81%	DE 86%	DEF 53%	57%	73%	7%	57%	OPQR 73%	N 83%	N 84%	N 8%	40%	NO 69%	73%	7%
Somewhat disagree	26%	27%	24%	27%	26%	26%	26%	23%	28%	28%	29%	29%	29%	22%	26%	23%	29%	20%	24%	24%	27%	29%
Strongly disagree	46%	39%	52%	B 27%	59%	d 50%	De 53%	DE 61%	DEF 26%	28%	39%	50%	U 50%	60%	UK 32%	45%	N 60%	N 55%	N 70%	NOq 42%	49%	41%

\* Table Base: U.S. RESPONDENTS

Sanitary product (i.e., pad and tampon) advertisers should show demonstrations of their products using the color red (instead of the color blue) to simulate blood in their ads.

	Gender										Age										Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	N=1074	N=512	N=546	N=315	N=344	N=169	N=179	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=127	N=184	N=410	N=223	N=257
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=178	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=260
Agree (Net)	46%	47%	44%	59%	FGH 54%	pH 47%	H 42%	H 23%	52%	M 57%	M 56%	M 43%	30%	66%	OPQR 52%	R 38%	R 41%	R 18%	50%	45%	42%	47%
Strongly agree	17%	17%	16%	25%	FGH 17%	H 17%	H 10%	5%	24%	LM 29%	LM 29%	LM 19%	7%	4%	OPQR 20%	R 14%	12%	6%	16%	17%	11%	22%
Somewhat agree	29%	30%	28%	34%	H 30%	H 30%	H 31%	H 18%	28%	LM 37%	LM 36%	LM 26%	26%	40%	QR 31%	R 23%	R 28%	R 12%	34%	31%	25%	30%
Disagree (Net)	54%	53%	56%	41%	46%	53%	D 58%	De 77%	DEF 48%	43%	44%	57%	70%	JK 34%	48%	n 62%	N 59%	N 82%	NOQR 55%	55%	58%	53%
Somewhat disagree	28%	29%	27%	23%	23%	24%	24%	27%	24%	23%	24%	25%	26%	38%	J 19%	24%	N 32%	N 29%	35%	N 28%	24%	30%
Strongly disagree	27%	24%	29%	17%	22%	25%	23%	31%	D 40%	DEF 20%	20%	33%	31%	32%	K 15%	24%	33%	N 31%	N 47%	NOQR 23%	31%	27%

\* Table Base: U.S. RESPONDENTS

Advertisers of products for breast feeding should be allowed to show women's partially covered breasts in ads.

	Gender										Age										Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	N=1074	N=512	N=546	N=315	N=344	N=169	N=179	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=127	N=184	N=410	N=223	N=257
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=178	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=260
Agree (Net)	70%	74%	C 66%	73%	h 74%	h 71%	68%	63%	71%	78%	78%	66%	61%	74%	PR 70%	r 58%	70%	r 55%	77%	74%	68%	67%
Strongly agree	30%	28%	34%	H 44%	H 44%	H 24%	24%	20%	28%	46%	46%	37%	1%	22%	25%	26%	26%	15%	32%	u 32%	u 32%	30%
Somewhat agree	40%	43%	37%	40%	e 44%	e 43%	E 43%	E 43%	43%	33%	48%	44%	43%	46%	37%	28%	38%	44%	o 40%	45%	t 37%	45%
Disagree (Net)	30%	26%	34%	B 27%	26%	29%	32%	37%	dE 29%	k 22%	15%	35%	K 29%	k 26%	30%	42%	N 30%	45%	NOq 23%	32%	s 32%	s 33%
Somewhat disagree	15%	13%	18%	13%	13%	13%	13%	13%	DE 16%	23%	23%	16%	16%	21%	21%	21%	21%	21%	NO 13%	13%	14%	15%
Strongly disagree	14%	11%	17%	B 13%	13%	14%	16%	14%	13%	7%	6%	19%	JKm 9%	9%	13%	19%	21%	13%	19%	s 17%	s 13%	

\* Table Base: U.S. RESPONDENTS

Advertisers of products for breast feeding should be allowed to show women's breasts completely uncovered in ads.

	Gender										Age										Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	N=1074	N=512	N=546	N=315	N=344	N=169	N=179	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=127	N=184	N=410	N=223	N=257
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=178	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=260
Agree (Net)	48%	50%	C 33%	52%	pH 54%	H 48%	H 42%	H 25%	56%	m 68%	IM 69%	IM 51%	40%	48%	OPR 41%	R 29%	R 34%	R 13%	48%	u 45%	39%	46%
Strongly agree	19%	14%	C 14%	20%	H 31%	H 21%	H 7%	3%	18%	IM 29%	M 22%	13%	13%	24%	QR 14%	R 13%	R 9%	3%	19%	22%	U 13%	
Somewhat agree	29%	33%	C 19%	32%	H 23%	H 25%	H 23%	29%	29%	27%	29%	27%	28%	PR 17%	15%	15%	22%	r 10%	22%	27%	23%	
Disagree (Net)	50%	44%	67%	B 48%	46%	52%	58%	de 75%	DEF 44%	32%	31%	49%	JK 60%	JK 52%	59%	71%	N 66%	n 87%	NOQR 52%	55%	61%	
Somewhat disagree	30%	28%	49%	28%	22%	24%	24%	33%	De 33%	24%	24%	31%	34%	JK 23%	30%	34%	26%	26%	NO 26%	26%	24%	
Strongly disagree	20%	20%	39%	B 23%	23%	28%	29%	22%	48%	DEF 22%	18%	24%	19%	26%	28%	28%	41%	n 39%	55%	NOq 23%	29%	

\* Table Base: U.S. RESPONDENTS

Advertisers should be able to use words like "poop" in ads for relevant products such as laxatives and diapers.

	Gender										Age										Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	N=1074	N=512	N=546	N=315	N=344	N=169	N=179	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=127	N=184	N=410	N=223	N=257
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=178	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=260
Agree (Net)	62%	65%	C 62%	65%	H 60%	H 60%	H 48%	H 40%	67%	m 75%	76%	67%	62%	67%	OPR 63%	R 50%	R 54%	R 38%	67%	67%	67%	71%
Strongly agree	24%	27%	C 21%	37%	FGH 25%	H 23%	H 8%	32%	M 37%	M 37%	M 29%	27%	27%	28%	PR 17%	15%	15%	22%	r 10%	22%	27%	
Somewhat agree	37%	41%	C 33%	36%	30%	29%	40%	e 40%	e 38%	30%	46%	40%	48%	J 34%	27%	35%	39%	32%	40%	36%	43%	
Disagree (Net)	30%	25%	43%	B 34%	35%	37%	37%	37%	32%	32%	33%	33%	33%	33%	33%	42%	42%	42%	NOQR 43%	35%	37%	
Somewhat disagree	20%	16%	24%	B 17%	16%	17%	16%	12%	14%	12%	19%	14%	17%	14%	18%	27%	27%	37%	NOQR 27%	19%	20%	
Strongly disagree	19%	16%	21%	b 19%	18%	18%	15%	21%	18%	14%	11%	16%	17%	19%	21%	25%	15%	25%	16%	18%	19%	

\* Table Base: U.S. RESPONDENTS

Toilet paper advertisers should be direct about what their products do (e.g., relieving itching and scratching) in their ads.

	Gender										Age										Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	N=1074	N=512	N=546	N=315	N=344	N=169	N=179	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=127	N=184	N=410	N=223	N=257
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=178	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=260
Agree (Net)	71%	70%	C 66%	71%	78%	80%	DeH 69%	68%	78%	80%	71%	80%	71%	80%	J 63%	R 67%	75%	R 56%	79%	69%	70%	71%
Strongly agree	26%	25%	26%	29%	H 37%	FGH 23%	H 25%	H 15%	24%	37%	IM 29%	m 22%	15%	34%	PR 38%	PR 17%	17%	14%	27%	21%	21%	
Somewhat agree	17%	17%	C 12%	21%	H 26%	FGH 17%	H 15%	H 4%	23%	M 34%	M 34%	M 24%	M 6%	20%	pQR 42%	OR 10%	R 8%	2%	17%	19%	11%	
Somewhat disagree	23%	23%	C 25%	26%	27%	25%	28%	28%	25%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	29%	
Disagree (Net)	29%	24%																				

Uncomfortable (Net)	43%	41%	45%	29%	41%	D	44%	D	47%	D	61%	DEFG	27%	36%	38%	52%	I	60%	UK	31%	45%	n	48%	N	42%	62%	NOQ	42%	45%	43%	42%
Somewhat uncomfortable	19%	18%	21%	15%	23%	d	18%	20%	20%	D	24%	D	12%	27%	I	16%	17%	22%	17%	19%	20%	20%	24%	24%	25%	21%	17%	21%	20%	20%	
Very uncomfortable	24%	23%	24%	14%	18%		25%	D	27%	D	37%	DEFG	16%	9%	22%	I	35%	U	38%	UK	13%	26%	N	29%	N	18%	27%	21%	22%	22%	

\* Table Base: U.S. RESPONDENTS  
Aids for breast feeding products that show women's partially covered breasts.

	Gender		Age												Region																		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)											
Total	N=1074	N=512	N=566	N=315	N=377	N=469	N=379	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=117	N=184	N=410	N=223	N=257											
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=300	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=190											
Comfortable (Net)	49%	51%	46%	51%	GH	65%	DFGH	53%	GH	38%	37%	52%	LM	34%	37%	51%	R	61%	PQR	44%	42%	36%	51%	47%	44%	54%	44%	40%	40%				
Very comfortable	30%	27%	33%	41%	GH	41%	FGH	33%	A	21%	24%	38%	LM	36%	37%	44%	PQR	23%	29%	23%	29%	23%	27%	23%	35%	30%	35%	30%	30%				
Somewhat comfortable	19%	24%	C	14%	19%	24%	H	17%	13%	24%	31%	I	24%	17%	21%	14%	R	17%	r	21%	r	16%	20%	18%	19%	19%	19%	19%	19%				
Neither comfortable nor uncomfortable - I would tolerate it	27%	28%	25%	25%	E	15%	27%	E	33%	E	34%	dE	29%	J	16%	27%		32%	J	37%	J	22%	14%	27%	o	34%	nD	32%	O	29%	27%	28%	25%
Uncomfortable (Net)	24%	21%	28%	B	23%	20%	29%	20%	29%	20%	15%	10%	33%	UK	24%	K	27%	25%	24%	30%	20%	26%	28%	s	20%	26%	28%	s	21%	21%	21%		
Somewhat uncomfortable	13%	11%	15%	12%	10%	13%	14%	18%	e	9%	11%	8%	12%	16%	15%	9%	14%	16%	16%	19%	11%	13%	16%	11%	13%	16%	11%	11%	10%	11%	10%		
Very uncomfortable	11%	9%	13%	11%	10%	10%	15%	11%	10%	k	4%	2%	22%	UKM	8%	12%	12%	14%	19%	9%	9%	13%	14%	9%	13%	12%	12%	12%	12%	12%	12%	12%	

\* Table Base: U.S. RESPONDENTS  
Aids for breast feeding products that show women's breasts completely uncovered.

	Gender		Age												Region																				
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)													
Total	N=1074	N=512	N=566	N=315	N=377	N=469	N=379	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=117	N=184	N=410	N=223	N=257													
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=300	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=190													
Comfortable (Net)	37%	43%	C	31%	39%	H	31%	43%	M	21%	43%	LM	34%	26%	36%	R	49%	nPQR	28%	28%	r	17%	30%	37%	32%	40%	20%	19%	20%	20%					
Very comfortable	24%	24%	C	22%	22%	h	40%	DFGH	28%	hH	19%	14%	11%	41%	ILM	35%	LM	16%	13%	21%	40%	nPQR	22%	21%	15%	22%	26%	20%	19%	25%					
Somewhat comfortable	13%	18%	C	8%	13%	H	13%	12%	7%	21%	20%	17%	12%	13%	19%	14%	oR	r	r	r	6%	7%	2%	14%	14%	14%	14%	14%	14%						
Neither comfortable nor uncomfortable - I would tolerate it	23%	25%	C	20%	25%	E	11%	24%	E	27%	E	24%	E	25%	J	13%	26%	J	25%	J	33%	J	25%	O	9%	22%	O	29%	Or	16%	24%	27%	22%	20%	23%
Uncomfortable (Net)	31%	28%	24%	B	26%	26%	26%	26%	48%	DEFG	25%	24%	24%	41%	UK	30%	43%	K	40%	43%	50%	43%	50%	68%	NOQ	31%	31%	41%	47%	37%	30%				
Somewhat uncomfortable	15%	13%	18%	12%	11%	13%	17%	23%	DEF	8%	12%	8%	16%	14%	16%	11%	18%	18%	23%	o	19%	16%	16%	12%	16%	12%	16%	16%	16%	16%					
Very uncomfortable	25%	18%	23%	B	24%	22%	25%	32%	def	23%	k	13%	11%	25%	k	18%	13%	23%	k	18%	24%	31%	33%	19%	25%	33%	19%	25%	STV	21%	21%	21%			

\* Table Base: U.S. RESPONDENTS  
Aids that use words like "poop" for relevant products such as laxatives and diapers.

	Gender		Age												Region																					
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)														
Total	N=1074	N=512	N=566	N=315	N=377	N=469	N=379	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=117	N=184	N=410	N=223	N=257														
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=300	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=190														
Comfortable (Net)	41%	43%	40%	46%	H	53%	GH	46%	H	26%	49%	M	51%	M	49%	M	38%	26%	42%	R	56%	nQR	42%	r	35%	27%	44%	43%	36%	42%	42%					
Very comfortable	24%	26%	22%	34%	GH	34%	GH	27%	H	21%	H	21%	H	31%	M	37%	IM	28%	M	22%	m	20%	24%	r	30%	R	26%	r	20%	13%	26%	U	24%	17%	28%	U
Somewhat comfortable	17%	17%	18%	18%	20%	19%	16%	15%	14%	14%	21%	16%	16%	16%	16%	16%	16%	16%	16%	r	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%					
Neither comfortable nor uncomfortable - I would tolerate it	28%	30%	30%	30%	e	21%	25%	37%	EFH	26%	26%	25%	30%	33%	33%	33%	OPR	16%	20%	30%	40%	OPR	19%	25%	25%	26%	33%	28%	33%	28%	33%					
Uncomfortable (Net)	31%	28%	24%	B	26%	26%	26%	48%	DEFG	25%	24%	24%	41%	UK	30%	43%	K	40%	43%	50%	43%	50%	68%	NOQ	31%	31%	41%	47%	37%	30%						
Somewhat uncomfortable	16%	17%	16%	14%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%					
Very uncomfortable	14%	11%	18%	B	10%	15%	17%	14%	19%	D	10%	9%	9%	15%	10%	15%	10%	15%	10%	11%	21%	n	23%	NQ	15%	15%	15%	15%	15%	15%	15%	15%				

\* Table Base: U.S. RESPONDENTS  
Toilet paper ads that are direct about what their products do (e.g., relieving itching and scratching).

	Gender		Age												Region																	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)										
Total	N=1074	N=512	N=566	N=315	N=377	N=469	N=379	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=117	N=184	N=410	N=223	N=257										
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=300	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=190										
Comfortable (Net)	46%	48%	45%	47%	H	66%	GH	49%	GH	38%	39%	43%	55%	M	41%	34%	51%	QR	48%	58%	QR	44%	35%	39%	44%	48%	43%	46%	40%	40%		
Very comfortable	25%	26%	25%	24%	H	41%	DFGH	28%	H	24%	H	15%	23%	m	44%	IM	33%	M	27%	M	11%	24%	24%	27%	24%	26%	27%	26%	26%	26%		
Somewhat comfortable	21%	22%	20%	24%	G	26%	G	21%	14%	18%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%		
Neither comfortable nor uncomfortable - I would tolerate it	32%	33%	32%	31%	E	16%	30%	E	45%	DEF	40%	dE	31%	J	14%	30%	J	41%	J	42%	UK	30%	o	18%	31%	o	34%	34%	28%	34%	37%	t
Uncomfortable (Net)	21%	19%	24%	22%	17%	20%	17%	20%	37%	er	26%	J	10%	15%	18%	21%	18%	21%	18%	21%	18%	21%	18%	21%	22%	23%	23%	23%	23%	23%		
Somewhat uncomfortable	12%	10%	14%	12%	8%	12%	12%	10%	17%	Ex	14%	8%	6%	12%	8%	6%	12%	8%	9%	16%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	
Very uncomfortable	9%	9%	10%	11%	9%	9%	7%	10%	9%	12%	J	2%	8%	12%	I	7%	9%	q	16%	Q	10%	q	3%	11%	Q	7%	11%	8%	9%	9%		

\* Table Base: U.S. RESPONDENTS  
Ads that show buttocks, or representations of buttocks, for relevant products such as toilet paper.

	Gender		Age												Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1074	N=512	N=566	N=315	N=377	N=469	N=379	N=234	N=158	N=87	N=82	N=87	N=107	N=158	N=89	N=87	N=91	N=117	N=184	N=410	N=223	N=257
Total (Unweighted)	N=1074	N=488	N=573	N=300	N=300	N=177	N=189	N=230	N=119	N=94	N=75	N=88	N=120	N=181	N=84	N=102	N=101	N=110	N=213	N=434	N=237	N=190
Comfortable (Net)	30%	40%	C	30%	42%	GH</																

Sensitive Ads

Q31Q1: Advertisers for certain products often find indirect ways to demonstrate or describe their products so that they do not potentially offend consumers. How much do you agree or disagree with each of the following statements about such advertisers?

Sanitary product (i.e., pad and tampon) advertisers should show menstrual blood in their ads.

	Gender										Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	1,074	512	546	315	177	169	179	234	158	87	82	87	107	158	89	87	91	127	184	410	223	257
Total (Unweighted)	1,074	488	573	300	178	177	189	230	119	94	75	88	120	181	84	102	101	110	213	434	237	190
Agree (Net)	174	133	141	61	42	49	34	32	74	38	27	19	19	67	24	15	15	13	57	112	63	78
Strongly agree	118	68	49	46	37	7	7	26	23	11	5	2	20	14	10	2	2	5	22	52	19	25
Somewhat agree	193	107	83	85	24	25	27	47	14	15	14	17	14	5	13	8	6	8	35	60	35	52
Disagree (Net)	506	338	413	175	121	125	143	202	84	50	55	68	88	91	66	72	77	114	127	298	160	179
Somewhat disagree	276	138	131	84	47	43	52	49	44	25	24	25	24	40	22	20	27	25	41	99	61	75
Strongly disagree	489	200	282	90	69	84	93	153	40	25	32	43	64	50	44	53	50	89	87	199	100	104

\* Table Base: U.S. RESPONDENTS

Sanitary product (i.e., pad and tampon) advertisers should show demonstrations of their products using the color red (instead of the color blue) to simulate blood in their ads.

	Gender										Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	1,074	512	546	315	177	169	179	234	158	87	82	87	107	158	89	87	91	127	184	410	223	257
Total (Unweighted)	1,074	488	573	300	178	177	189	230	119	94	75	88	120	181	84	102	101	110	213	434	237	190
Agree (Net)	481	242	240	187	96	79	75	55	83	50	46	38	32	104	46	33	37	23	93	183	95	121
Strongly agree	180	88	89	79	43	28	18	12	37	25	16	6	4	42	18	12	11	8	30	70	25	55
Somewhat agree	312	155	152	108	53	51	57	33	45	25	30	31	28	63	28	21	26	16	114	114	69	65
Disagree (Net)	583	270	305	128	81	90	104	179	75	38	36	50	75	53	43	54	54	104	91	227	128	136
Somewhat disagree	297	147	146	73	42	48	49	85	44	20	21	22	41	29	22	28	26	44	52	99	67	78
Strongly disagree	286	124	159	55	39	42	55	95	31	17	15	27	34	24	21	27	28	60	39	128	61	58

\* Table Base: U.S. RESPONDENTS

Advertisers of products for breast feeding should be allowed to show women's partially covered breasts in ads.

	Gender										Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	1,074	512	546	315	177	169	179	234	158	87	82	87	107	158	89	87	91	127	184	410	223	257
Total (Unweighted)	1,074	488	573	300	178	177	189	230	119	94	75	88	120	181	84	102	101	110	213	434	237	190
Agree (Net)	748	377	358	229	131	120	121	147	112	69	70	57	76	117	63	50	64	71	143	280	153	172
Strongly agree	317	154	168	78	48	46	43	46	44	40	31	19	19	38	17	14	19	19	59	130	77	77
Somewhat agree	431	219	204	151	74	73	78	101	68	29	39	38	49	58	25	33	40	51	84	150	101	95
Disagree (Net)	326	135	188	87	46	49	58	87	46	19	12	31	31	40	27	37	27	57	42	130	71	84
Somewhat disagree	78	38	56	28	14	16	24	35	14	5	7	23	14	10	10	16	10	16	38	68	38	50
Strongly disagree	150	57	92	42	23	23	28	33	21	6	5	16	9	21	17	18	11	24	16	62	38	35

\* Table Base: U.S. RESPONDENTS

Advertisers of products for breast feeding should be allowed to show women's breasts completely uncovered in ads.

	Gender										Male Age					Female Age					Region		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)	West (V)
Total	1,074	512	546	315	177	169	179	234	158	87	82	87	107	158	89	87	91	127	184	410	223	257	
Total (Unweighted)	1,074	488	573	300	178	177	189	230	119	94	75	88	120	181	84	102	101	110	213	434	237	190	
Agree (Net)	477	288	383	165	96	82	86	76	59	59	56	44	44	48	76	37	25	31	16	89	184	86	118
Strongly agree	202	77	121	64	36	37	31	37	31	24	19	14	21	31	12	11	3	8	36	88	29	49	
Somewhat agree	275	168	101	45	27	42	45	25	23	25	23	29	43	16	13	20	13	53	96	58	68	58	
Disagree (Net)	597	224	363	150	81	88	103	175	69	28	26	43	64	82	63	60	111	95	226	137	139	179	
Somewhat disagree	279	152	211	90	41	47	51	77	18	14	14	36	27	36	28	26	24	41	105	63	67	82	
Strongly disagree	317	103	132	60	41	47	51	98	16	11	16	27	45	25	36	36	70	43	120	78	117	139	

\* Table Base: U.S. RESPONDENTS

Advertisers should be able to use words like "poop" in ads for relevant products such as laxatives and diapers.

	Gender										Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	1,074	512	546	315	177	169	179	234	158	87	82	87	107	158	89	87	91	127	184	410	223	257
Total (Unweighted)	1,074	488	573	300	178	177	189	230	119	94	75	88	120	181	84	102	101	110	213	434	237	190
Agree (Net)	659	299	361	115	112	111	112	110	59	62	59	62	59	56	49	52	48	25	119	186	147	160
Strongly agree	263	138	117	65	43	42	45	117	33	24	12	45	24	12	45	24	17	44	110	41	67	100
Somewhat agree	396	210	242	114	51	68	71	93	60	26	38	35	51	54	24	30	36	41	74	147	95	80
Disagree (Net)	415	164	217	107	61	66	66	122	47	28	44	33	28	38	38	38	78	38	152	166	112	110
Somewhat disagree	216	84	131	47	30	31	32	51	16	11	16	11	25	29	14	16	24	47	37	77	45	57
Strongly disagree	199	80	116	59	31	31	27	50	29	12	9	14	18	30	19	22	14	32	29	75	43	53

\* Table Base: U.S. RESPONDENTS

Toilet paper advertisers should be direct about what their products do (e.g., relieving itching and scratching) in their ads.

	Gender										Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)		Midwest (U)
Total	1,074	512	546	315	177	169	179	234	158	87	82	87	107	158	89	87	91	127	184	410	223	257
Total (Unweighted)	1,074	488	573	300	178	177	189	230	119	94	75	88	120	181	84	102	101	110	213	434	237	190
Agree (Net)	762	369	363	128	124	125	143	205	68	65	66	75	83	114	69	58	71	54	285	155	181	181
Strongly agree	275	127	141	91	45	27	35	38	32	24	20	16	53	24	15	25	18	50	110	47	68	113
Somewhat agree	487	262	220	127	99	89	118	167	67	36	42	55	65	60	33	43	43	53	91	175	108	118
Disagree (Net)	312	124	184	97	52	46	35	82	19	13	16	12	25	33	28	23	23	56	43	125	68	75
Somewhat disagree	185	59	125	52	29	31	20	54	22	9	12	3	14	30	20	19	17	39	24	72	45	45
Strongly disagree	127	65	102</																			

<b>Uncomfortable (Net)</b>	464	212	247	91	72	74	84	143	43	31	31	45	64	48	40	42	38	79	78	183	95	108
Somewhat uncomfortable	209	93	114	46	40	31	36	55	19	24	13	15	23	27	17	22	32	39	71	48	51	56
Very uncomfortable	255	119	133	45	31	43	47	88	24	8	18	30	41	21	24	20	6	40	7	112	47	52

\* Table Base: U.S. RESPONDENTS  
 Ads for breast feeding products that show women's partially covered breasts.

	Gender			Age								Female Age			Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
<b>Total</b>	1,074	512	564	315	177	169	234	158	87	82	87	107	158	89	87	91	127	184	184	410	223	257
<b>Total (Unweighted)</b>	1,074	488	573	300	178	177	230	158	94	75	88	120	181	84	102	101	110	213	434	237	190	
<b>Comfortable (Net)</b>	521	261	253	162	115	90	87	82	60	52	30	41	80	55	38	39	45	93	191	98	139	
Very comfortable	323	174	149	73	52	38	55	45	33	25	15	19	59	39	23	27	37	63	110	57	91	
Somewhat comfortable	200	121	79	58	31	20	31	37	27	20	15	22	21	15	18	15	9	30	81	41	49	
Neither comfortable nor uncomfortable - I would tolerate it	292	146	138	80	26	45	59	60	45	14	22	28	40	35	13	23	31	40	54	111	62	64
<b>Uncomfortable (Net)</b>	262	106	154	73	36	34	51	67	31	13	8	29	25	42	23	26	22	41	37	108	63	53
Somewhat uncomfortable	141	58	82	38	18	19	24	41	15	10	7	10	17	24	8	12	14	24	21	55	36	29
Very uncomfortable	121	48	72	35	18	15	26	26	16	4	1	19	8	19	15	14	7	18	16	53	27	24

\* Table Base: U.S. RESPONDENTS  
 Ads for breast feeding products that show women's breasts completely uncovered.

	Gender			Age								Female Age			Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
<b>Total</b>	1,074	512	564	315	177	169	234	158	87	82	87	107	158	89	87	91	127	184	184	410	223	257
<b>Total (Unweighted)</b>	1,074	488	573	300	178	177	230	158	94	75	88	120	181	84	102	101	110	213	434	237	190	
<b>Comfortable (Net)</b>	395	221	168	98	69	56	68	54	44	34	20	27	56	43	24	26	21	66	154	72	102	64
Very comfortable	253	125	122	69	71	48	34	32	36	26	14	13	33	35	19	20	19	41	106	42	64	
Somewhat comfortable	142	96	46	27	21	17	34	19	16	15	6	14	23	8	5	6	2	25	48	31	38	
Neither comfortable nor uncomfortable - I would tolerate it	242	129	108	79	19	40	48	56	40	11	21	22	35	39	8	19	26	20	49	89	45	59
<b>Uncomfortable (Net)</b>	437	162	270	60	60	75	130	69	22	16	44	36	44	63	39	39	86	69	168	106	95	69
Somewhat uncomfortable	166	69	97	38	20	22	31	55	13	10	7	14	25	25	10	16	17	30	34	64	27	40
Very uncomfortable	271	93	173	74	40	38	44	75	37	12	9	22	19	38	28	22	56	34	103	78	78	55

\* Table Base: U.S. RESPONDENTS  
 Ads that use words like "poop" for relevant products such as laxatives and diapers.

	Gender			Age								Female Age			Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
<b>Total</b>	1,074	512	564	315	177	169	234	158	87	82	87	107	158	89	87	91	127	184	184	410	223	257
<b>Total (Unweighted)</b>	1,074	488	573	300	178	177	230	158	94	75	88	120	181	84	102	101	110	213	434	237	190	
<b>Comfortable (Net)</b>	444	219	217	144	94	77	66	77	45	41	33	28	67	50	37	32	34	81	175	80	107	
Very comfortable	256	131	119	87	60	45	37	27	49	33	23	19	38	27	22	18	17	48	98	37	72	
Somewhat comfortable	187	88	98	57	35	32	29	35	28	12	18	14	29	23	14	14	18	33	77	43	34	
Neither comfortable nor uncomfortable - I would tolerate it	299	152	143	94	36	42	67	60	41	22	24	30	35	35	15	17	36	25	47	106	74	74
<b>Uncomfortable (Net)</b>	332	141	186	77	46	50	46	112	39	21	17	44	38	25	33	23	68	56	129	69	77	
Somewhat uncomfortable	176	87	87	45	20	22	22	68	13	13	9	10	33	6	13	12	35	28	68	35	45	
Very uncomfortable	155	55	99	33	26	28	24	44	16	8	8	13	11	17	18	20	11	33	28	61	34	32

\* Table Base: U.S. RESPONDENTS  
 Toilet paper ads that are direct about what their products do (e.g., relieving itching and scratching).

	Gender			Age								Female Age			Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
<b>Total</b>	1,074	512	564	315	177	169	234	158	87	82	87	107	158	89	87	91	127	184	184	410	223	257
<b>Total (Unweighted)</b>	1,074	488	573	300	178	177	230	158	94	75	88	120	181	84	102	101	110	213	434	237	190	
<b>Comfortable (Net)</b>	495	247	248	149	118	94	68	66	66	45	36	36	81	52	38	32	42	82	199	96	119	
Very comfortable	272	134	134	74	72	48	43	37	39	27	23	12	38	33	21	20	22	48	110	48	66	
Somewhat comfortable	223	112	109	75	46	35	24	43	31	27	18	13	24	43	18	17	12	19	34	89	47	
Neither comfortable nor uncomfortable - I would tolerate it	349	167	172	96	28	51	80	93	48	13	24	36	49	48	16	27	44	44	62	116	76	95
<b>Uncomfortable (Net)</b>	230	99	130	70	31	35	31	63	41	9	12	16	22	29	22	22	15	41	40	96	52	43
Somewhat uncomfortable	130	53	76	37	15	20	18	41	22	6	6	5	14	14	8	14	13	27	34	51	34	
Very uncomfortable	100	46	54	33	16	15	13	23	19	2	7	10	8	14	14	8	2	15	13	45	17	24

\* Table Base: U.S. RESPONDENTS  
 Ads that show buttocks, or representations of buttocks, for relevant products such as toilet paper.

	Gender			Age								Female Age			Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
<b>Total</b>	1,074	512	564	315	177	169	234	158	87	82	87	107	158	89	87	91	127	184	184	410	223	257
<b>Total (Unweighted)</b>	1,074	488	573	300	178	177	230	158	94	75	88	120	181	84	102	101	110	213	434	237	190	
<b>Comfortable (Net)</b>	379	207	166	103	66	51	79	49	44	43	27	25	63	35	25	24	24	60	152	72	95	
Very comfortable	216	115	96	70	44	30	26	40	30	25	7	7	30	24	15	12	9	36	91	30	60	
Somewhat comfortable	163	93	70	63	25	27	25	23	31	13	18	12	18	32	11	8	12	6	24	62	42	
Neither comfortable nor uncomfortable - I would tolerate it	279	138	135	83	33	52	59	52	31	18	25	30	35	52	16	26	30	17	50	95	62	
<b>Uncomfortable (Net)</b>	416	167	244	100	64	51	68	133	56	26	14	30	46	43	39	38	38	86	75	163	89	
Somewhat uncomfortable	202	91	109	44	30	22	34	73	25	18	2	16	31	18	12	20	18	42	35	74	46	
Very uncomfortable	214	76	135	56	34	29	34	60	31	8	11	14	15	25	27	18	20	45	40	89	44	

\* Table Base: U.S. RESPONDENTS

Sensitive Ads

Q51Q1: Advertisers for certain products often find indirect ways to demonstrate or describe their products so that they do not potentially offend consumers. How much do you agree or disagree with each of the following statements about such advertisers?

Sanitary product (i.e., pad and tampon) advertisers should show menstrual blood in their ads.

	Household Income					Education			Employed	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Not married (R)	White (S)	Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)			Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)				AA (T)	Hispanic (U)
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=899	N=575	N=664	N=126	N=178
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96
Agree (Net)	29%	32%	32%	25%	28%	33%	33%	33%	33%	J	22%	37%	L	24%	27%	34%	O	25%	Q	24%	34%
Strongly agree	18%	11%	12%	11%	17%	19%	13%	11%	14%	J	7%	11%	L	8%	18%	N	8%	11%	12%	10%	17%
Somewhat agree	11%	21%	20%	14%	16%	15%	20%	18%	20%	I	15%	20%	L	16%	23%	N	16%	22%	O	14%	24%
Disagree (Net)	71%	68%	68%	72%	70%	67%	72%	65%	67%	I	78%	63%	K	70%	68%	M	73%	P	66%	76%	61%
Somewhat disagree	26%	24%	20%	21%	29%	C	28%	23%	26%	I	24%	26%	K	23%	27%	21%	26%	26%	25%	27%	24%
Strongly disagree	46%	45%	48%	54%	43%		45%	47%	39%	I	43%	49%	K	37%	49%	M	46%	45%		51%	38%

\* Table Base: U.S. RESPONDENTS

Sanitary product (i.e., pad and tampon) advertisers should show demonstrations of their products using the color red (instead of the color blue) to simulate blood in their ads.

	Household Income					Education			Employed	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Not married (R)	White (S)	Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)			Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)				AA (T)	Hispanic (U)
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=899	N=575	N=664	N=126	N=178
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96
Agree (Net)	46%	47%	45%	40%	46%	45%	48%	45%	43%	J	39%	57%	L	40%	42%	O	42%	Q	42%	43%	50%
Strongly agree	17%	18%	14%	18%	17%	18%	17%	18%	17%	J	12%	17%	L	15%	20%	O	13%	20%	Q	16%	22%
Somewhat agree	29%	29%	31%	24%	29%	27%	30%	30%	31%	J	27%	34%	L	26%	33%	N	27%	27%	34%	O	29%
Disagree (Net)	54%	53%	55%	58%	54%	52%	57%	52%	55%	I	42%	40%	K	40%	40%	M	58%	P	45%	58%	47%
Somewhat disagree	28%	28%	29%	27%	27%	26%	28%	28%	29%	I	25%	27%	K	25%	24%	M	29%	P	24%	27%	26%
Strongly disagree	37%	25%	26%	31%	27%	31%	24%	27%	21%	I	18%	31%	K	16%	31%	M	28%	23%	29%	24%	31%

\* Table Base: U.S. RESPONDENTS

Advertisers of products for breast feeding should be allowed to show women's partially covered breasts in ads.

	Household Income					Education			Employed	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Not married (R)	White (S)	Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)			Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)				AA (T)	Hispanic (U)
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=899	N=575	N=664	N=126	N=178
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96
Agree (Net)	70%	71%	70%	70%	72%	72%	72%	72%	72%	J	75%	65%	L	71%	N	69%	71%	69%	70%	69%	70%
Strongly agree	30%	29%	23%	34%	31%	25%	30%	32%	33%	J	25%	40%	L	41%	N	25%	29%	30%	30%	30%	35%
Somewhat agree	40%	42%	40%	42%	40%	42%	40%	40%	42%	I	36%	43%	K	36%	42%	36%	40%	38%	42%	39%	40%
Disagree (Net)	30%	29%	34%	28%	29%	38%	29%	28%	29%	I	25%	33%	K	24%	23%	M	31%	P	29%	30%	24%
Somewhat disagree	16%	14%	14%	15%	14%	18%	14%	13%	14%	I	13%	14%	K	14%	17%	L	13%	14%	16%	17%	14%
Strongly disagree	14%	15%	14%	10%	13%	14%	14%	14%	14%	I	15%	9%	16%	M	14%	14%	14%	14%	14%	15%	11%

\* Table Base: U.S. RESPONDENTS

Advertisers of products for breast feeding should be allowed to show women's breasts completely uncovered in ads.

	Household Income					Education			Employed	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Not married (R)	White (S)	Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)			Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)				AA (T)	Hispanic (U)
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=899	N=575	N=664	N=126	N=178
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96
Agree (Net)	42%	40%	49%	40%	47%	40%	40%	43%	52%	J	35%	40%	L	43%	N	39%	42%	41%	46%	38%	41%
Strongly agree	18%	18%	19%	21%	18%	17%	21%	16%	23%	J	14%	25%	L	16%	N	16%	17%	19%	19%	14%	25%
Somewhat agree	26%	24%	30%	23%	24%	23%	27%	24%	29%	J	22%	27%	L	31%	N	23%	24%	23%	24%	24%	36%
Disagree (Net)	56%	58%	51%	56%	53%	60%	52%	57%	48%	I	65%	48%	K	43%	43%	M	58%	P	47%	54%	39%
Somewhat disagree	20%	23%	23%	27%	26%	26%	27%	24%	24%	I	23%	28%	K	24%	28%	M	27%	P	25%	36%	30%
Strongly disagree	30%	30%	30%	29%	29%	34%	26%	30%	24%	I	26%	32%	K	22%	33%	M	31%	25%	30%	29%	33%

\* Table Base: U.S. RESPONDENTS

Advertisers should be able to use words like "poop" in ads for relevant products such as laxatives and diapers.

	Household Income					Education			Employed	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Not married (R)	White (S)	Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)			Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)				AA (T)	Hispanic (U)
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=899	N=575	N=664	N=126	N=178
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96
Agree (Net)	61%	60%	64%	61%	62%	58%	61%	63%	64%	I	58%	66%	L	59%	68%	N	58%	62%	61%	60%	49%
Strongly agree	26%	26%	26%	22%	26%	22%	26%	22%	26%	J	26%	29%	L	23%	N	23%	24%	23%	22%	27%	21%
Somewhat agree	37%	33%	44%	33%	37%	35%	36%	35%	34%	I	36%	39%	K	34%	38%	31%	38%	34%	34%	38%	31%
Disagree (Net)	39%	40%	36%	39%	38%	42%	39%	37%	36%	I	41%	32%	K	42%	42%	M	38%	39%	38%	39%	40%
Somewhat disagree	20%	23%	15%	20%	15%	24%	16%	14%	15%	I	20%	15%	K	14%	18%	M	23%	P	21%	21%	U
Strongly disagree	19%	18%	21%	14%	20%	22%	17%	18%	17%	I	20%	18%	K	18%	19%	M	19%	17%	19%	19%	16%

\* Table Base: U.S. RESPONDENTS

Toilet paper advertisers should be direct about what their products do (i.e., relieving itching and scratching) in their ads.

	Household Income					Education			Employed	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Not married (R)	White (S)	Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)			Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)				AA (T)	Hispanic (U)
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=899	N=575	N=664	N=126	N=178
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96
Agree (Net)	71%	67%	71%	70%	73%	67%	75%	F	75%	F	74%	71%	67%	73%	70%	74%	70%	72%	72%	65%	70%
Strongly agree	28%	22%	26%	29%	29%	26%	27%	26%	30%	F	20%	33%	L	22%	23%	N	23%	26%	23%	27%	19%
Somewhat agree	45%	45%	49%	42%	45%	41%	48%	46%	45%	I	46%	46%	K	43%	40%	44%	49%	47%	44%	45%	46%
Disagree (Net)	29%	30%	29%	30%	27%	30%	24%	GH	25%	26%	33%	30%	I	27%	26%	26%	30%	28%	28%	35%	30%
Somewhat disagree	17%	20%	18%	20%	15%	24%	GH	16%	14%	I	15%	20%	K	15%	18%	M	18%	P	18%	17%	18%
Strongly disagree	12%	13%	13%	11%	12%	16%	G	9%	13%	I	13%	10%	K	11%	12%	M	13%	11%	11%	17%	13%

\* Table Base: U.S. RESPONDENTS

Advertisers should be able to show buttocks, or representations of buttocks, in ads for relevant products such as toilet paper.

	Household Income					Education			Employed	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Not married (R)
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Very comfortable	18%	20%	18%	17%	18%	15%	20%	18%	20%	17%	24%	L	15%	23%	N	16%	17%	19%	17%	20%	19%	24%	14%		
Somewhat comfortable	12%	13%	10%	11%	15%	13%	11%	12%	15%	J	10%		14%	11%	18%	N	10%	12%	13%	12%	13%	10%	12%	17%	s
Neither comfortable nor uncomfortable - I would tolerate it	20%	26%	25%	22%	23%	32%	H	26%	23%	28%	23%		24%	21%	28%	m	25%	28%	24%	29%	24%	29%	34%	s	
Uncomfortable (Net)	43%	40%	46%	43%	45%	41%	43%	47%	41%	45%	38%	k	38%	46%	38%	m	46%	39%	47%	R	40%	47%	tu	35%	
Very comfortable	30%	30%	20%	32%	22%	24%	26%	23%	24%	20%	27%	L	32%	28%	38%	N	26%	30%	23%	20%	19%	20%	21%	23%	t
Somewhat comfortable	43%	40%	46%	43%	45%	41%	43%	47%	41%	45%	38%	k	38%	46%	38%	m	46%	39%	47%	R	40%	47%	tu	35%	
Somewhat uncomfortable	19%	16%	20%	18%	21%	16%	19%	22%	19%	20%	27%	L	32%	28%	38%	N	26%	30%	23%	20%	19%	20%	21%	23%	t
Very uncomfortable	24%	21%	26%	25%	25%	25%	22%	26%	22%	25%	21%		23%	20%	25%		24%	23%	27%	r	21%	25%	27%	u	13%

\* Table Base: U.S. RESPONDENTS  
Ads for breast feeding products that show women's partially covered breasts.

		Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity							
		Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)			
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=499	N=575	N=664	N=126	N=178				
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96				
Comfortable (Net)	49%	48%	43%	56%	c	52%	39%	52%	F	52%	F	53%	J	44%	60%	L	42%	62%	N	43%	49%	49%	50%	50%	
Very comfortable	30%	30%	20%	32%	22%	24%	26%	20%	23%	27%	20%	27%	L	32%	28%	37%	38%	N	26%	30%	31%	30%	31%	32%	
Somewhat comfortable	19%	18%	18%	21%	20%	15%	22%	f	19%	21%	16%	23%	L	16%	23%	N	17%	19%	18%	20%	17%	18%	20%	21%	
Neither comfortable nor uncomfortable - I would tolerate it	27%	29%	34%	24%	21%	23%	33%	H	20%	23%	26%	29%	21%	31%	K	21%	30%	M	25%	31%	34%	30%	q	27%	
Uncomfortable (Net)	24%	23%	22%	23%	25%	28%	R	21%	26%	22%	27%	I	20%	27%	K	18%	27%	M	26%	21%	26%	23%	25%	20%	
Very comfortable	30%	30%	20%	32%	22%	24%	26%	20%	23%	27%	20%	27%	L	32%	28%	37%	38%	N	26%	30%	31%	30%	31%	32%	
Somewhat comfortable	43%	40%	46%	43%	45%	41%	43%	47%	41%	45%	38%	k	38%	46%	38%	m	46%	39%	47%	R	40%	47%	tu	35%	
Somewhat uncomfortable	19%	16%	20%	18%	21%	16%	19%	22%	19%	20%	27%	L	32%	28%	38%	N	26%	30%	23%	20%	19%	20%	21%	23%	
Very uncomfortable	11%	7%	13%	b	13%	b	12%	b	14%	G	7%	14%	G	10%	13%	10%	12%	9%	13%	M	13%	12%	14%	R	9%

\* Table Base: U.S. RESPONDENTS  
Ads for breast feeding products that show women's breasts completely uncovered.

		Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity						
		Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=499	N=575	N=664	N=126	N=178			
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96			
Comfortable (Net)	37%	36%	36%	42%	39%	31%	39%	F	30%	42%	J	30%	49%	L	30%	54%	N	39%	30%	37%	37%	40%	44%	t
Very comfortable	24%	22%	24%	29%	23%	21%	25%	22%	26%	21%	31%	L	19%	32%	N	20%	23%	25%	24%	23%	25%	20%	23%	21%
Somewhat comfortable	13%	14%	12%	13%	15%	10%	14%	15%	17%	J	9%	17%	L	11%	13%	15%	13%	15%	13%	13%	15%	9%	11%	St
Neither comfortable nor uncomfortable - I would tolerate it	23%	24%	d	28%	De	15%	19%	27%	22%	20%	25%	18%	25%	K	14%	26%	M	22%	24%	20%	24%	23%	31%	21%
Uncomfortable (Net)	41%	40%	36%	43%	42%	43%	36%	45%	38%	45%	I	34%	45%	K	32%	45%	M	43%	36%	43%	39%	42%	41%	35%
Very comfortable	24%	25%	21%	21%	26%	19%	19%	29%	22%	27%	J	20%	31%	N	21%	24%	22%	20%	27%	22%	22%	25%	31%	s
Somewhat comfortable	15%	15%	11%	12%	20%	15%	14%	16%	14%	18%	12%	17%	M	16%	17%	M	16%	14%	15%	17%	16%	17%	10%	11%
Very uncomfortable	25%	25%	25%	23%	e	27%	29%	23%	27%	24%	27%	21%	27%	k	21%	27%	m	26%	22%	26%	24%	24%	31%	25%

\* Table Base: U.S. RESPONDENTS  
Ads that use words like "poop" for relevant products such as babywipes and diapers.

		Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity						
		Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=499	N=575	N=664	N=126	N=178			
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96			
Comfortable (Net)	41%	43%	34%	46%	c	43%	35%	43%	F	44%	I	37%	48%	L	38%	52%	N	37%	41%	42%	42%	41%	34%	50%
Very comfortable	24%	25%	21%	21%	26%	19%	19%	29%	22%	27%	J	20%	31%	N	21%	24%	22%	20%	27%	22%	22%	25%	31%	s
Somewhat comfortable	17%	18%	13%	15%	Ce	17%	16%	13%	G	17%	18%	18%	17%	17%	17%	17%	19%	18%	22%	R	14%	17%	18%	t
Neither comfortable nor uncomfortable - I would tolerate it	28%	26%	34%	e	24%	25%	28%	30%	27%	28%	28%	25%	29%	22%	30%	M	28%	36%	28%	28%	28%	27%	31%	30%
Uncomfortable (Net)	31%	30%	32%	35%	32%	35%	G	27%	30%	32%	35%	I	28%	32%	36%	30%	31%	33%	30%	31%	32%	33%	u	20%
Very comfortable	16%	16%	15%	19%	17%	21%	H	16%	13%	14%	19%	I	16%	17%	15%	17%	15%	20%	15%	17%	17%	16%	12%	12%
Somewhat uncomfortable	14%	14%	17%	10%	15%	16%	13%	14%	17%	14%	16%	11%	16%	11%	16%	m	15%	13%	15%	14%	16%	17%	u	8%

\* Table Base: U.S. RESPONDENTS  
Toilet paper ads that are direct about what their products do (e.g., relieving itching and scratching).

		Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity						
		Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=499	N=575	N=664	N=126	N=178			
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96			
Comfortable (Net)	46%	45%	42%	50%	50%	35%	50%	F	51%	F	53%	J	40%	53%	L	42%	56%	N	42%	46%	45%	48%	49%	49%
Very comfortable	25%	24%	26%	24%	28%	21%	29%	F	30%	J	20%	28%	31%	N	22%	26%	24%	25%	24%	25%	20%	20%	29%	20%
Somewhat comfortable	21%	21%	16%	26%	c	22%	17%	21%	22%	21%	20%	23%	20%	23%	20%	23%	22%	20%	20%	20%	20%	18%	20%	20%
Neither comfortable nor uncomfortable - I would tolerate it	32%	31%	32%	31%	34%	30%	40%	GH	30%	36%	I	27%	36%	K	26%	30%	35%	M	32%	34%	31%	36%	32%	32%
Uncomfortable (Net)	21%	24%	24%	18%	20%	25%	20%	21%	20%	24%	20%	22%	22%	17%	23%	m	22%	18%	20%	23%	21%	27%	19%	19%
Very comfortable	20%	23%	19%	23%	22%	18%	23%	L	18%	27%	L	16%	27%	L	16%	28%	N	17%	19%	23%	23%	19%	22%	24%
Somewhat comfortable	15%	14%	15%	16%	16%	12%	14%	19%	f	16%	14%	18%	I	13%	13%	I	13%	14%	18%	r	13%	q	15%	18%
Neither comfortable nor uncomfortable - I would tolerate it	26%	24%	30%	32%	e	23%	26%	30%	24%	27%	24%	20%	29%	K	20%	26%	30%	M	26%	25%	27%	25%	32%	29%
Uncomfortable (Net)	39%	39%	36%	39%	38%	45%	G	33%	39%	34%	45%	I	35%	41%	31%	42%	M	41%	35%	40%	37%	41%	u	37%
Very comfortable	19%	18%	15%	19%	16%	19%	16%	19%	16%	22%	I	16%	12%	13%	21%	M	21%	19%	15%	22%	19%	16%	U	4%
Somewhat uncomfortable	20%	21%	20%	17%	18%	26%	G	17%	19%	18%	23%	I	19%	18%	21%	21%	20%	21%	22%	18%	18%	22%	U	25%

\* Table Base: U.S. RESPONDENTS  
Ads that show buttocks, or representations of buttocks, for relevant products such as toilet paper.

		Household Income				Education			Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity						
		Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
Total	N=1074	N=292	N=164	N=134	N=410	N=311	N=388	N=270	N=592	N=482	N=384	N=690	N=326	N=748	N=756	N=291	N=499	N=575	N=664	N=126	N=178			
Total (Unweighted)	N=1074	N=346	N=161	N=166	N=327	N=276	N=344	N=329	N=582	N=492	N=347	N=727	N=307	N=767	N=762	N=290	N=567	N=507	N=808	N=79	N=96			
Comfortable (Net)	35%	37%	34%	29%	39%	d	38%	F	37%	39%	J	31%	45%	L	30%	49%	N	29%	34%	39%	35%	31%	42%	
Very comfortable	20%	23%	19%	23%	22%	18%	23%	18%	23%	21%	17%	27%	L	16%	28%	N	17%	19%	20%	17%	23%	19%	22%	24%
Somewhat comfortable	15%	14%	15%	16%	16%	d	12%	14%	19%	f	16%	14%	18%	I	13%	13%	I	13%	14%	18%	r	13%	q	15%
Neither comfortable nor uncomfortable - I would tolerate it	26%	24%	30%	32%	e	23%	26%	30%	24%	27%	24%	20%	29%	K	20%									

Sensitive Ads

Q51Q1: Advertisers for certain products often find indirect ways to demonstrate or describe their products so that they do not potentially offend consumers. How much do you agree or disagree with each of the following statements about such advertisers?

Sanitary product (i.e., pad and tampon) advertisers should show menstrual blood in their ads.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178
Total (Unweighted)	1,074	346	161	166	327	276	344	329	582	492	347	690	326	748	756	291	499	575	664	126	178
Agree (Net)	309	93	52	33	113	74	127	76	205	104	141	216	132	176	201	98	152	184	160	43	69
Strongly agree	118	31	19	14	46	29	49	29	85	32	62	62	55	58	60	34	49	68	67	12	30
Somewhat agree	191	62	33	19	67	46	78	47	119	72	78	113	75	117	121	63	75	116	93	30	39
Disagree (Net)	765	200	112	101	287	246	261	294	388	377	342	690	326	748	756	291	499	575	664	126	178
Somewhat disagree	276	69	33	28	120	88	88	66	155	121	94	182	74	202	205	61	129	147	168	34	42
Strongly disagree	489	130	79	73	167	148	173	126	233	257	149	340	120	366	350	132	246	240	167	49	67

\* Table Base: U.S. RESPONDENTS

Sanitary product (i.e., pad and tampon) advertisers should show demonstrations of their products using the color red (instead of the color blue) to simulate blood in their ads.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178
Total (Unweighted)	1,074	346	161	166	327	276	344	329	582	492	347	690	326	748	756	291	499	575	664	126	178
Agree (Net)	491	138	74	57	188	134	196	122	303	189	218	373	195	297	318	160	210	281	295	66	88
Strongly agree	180	53	22	59	52	68	48	121	93	58	93	114	61	84	116	64	21	116	39	21	39
Somewhat agree	312	85	51	33	120	82	117	80	182	130	131	180	113	199	204	99	146	166	181	45	49
Disagree (Net)	583	154	90	77	222	222	202	148	290	293	366	417	253	451	438	131	289	293	379	59	90
Somewhat disagree	297	81	48	35	112	75	110	75	164	132	97	200	79	117	223	64	132	154	173	37	54
Strongly disagree	286	73	42	41	109	96	92	73	125	160	69	217	52	233	215	67	146	139	206	23	36

\* Table Base: U.S. RESPONDENTS

Advertisers of products for breast feeding should be allowed to show women's partially covered breasts in ads.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178
Total (Unweighted)	1,074	346	161	166	327	276	344	329	582	492	347	690	326	748	756	291	499	575	664	126	178
Agree (Net)	748	209	107	109	289	207	289	202	435	289	315	497	253	405	353	205	361	397	468	83	134
Strongly agree	317	86	38	45	127	79	115	86	198	120	152	165	134	183	220	94	143	175	202	25	62
Somewhat agree	431	123	69	56	162	115	162	109	239	192	137	233	214	303	112	208	203	266	258	58	71
Disagree (Net)	326	84	66	56	120	117	111	74	156	170	95	231	197	76	43	249	85	197	43	45	69
Somewhat disagree	176	34	40	20	57	68	68	37	85	68	45	130	76	43	92	121	85	140	24	35	24
Strongly disagree	150	43	23	13	55	60	49	37	80	69	46	104	30	42	105	42	68	82	95	19	20

\* Table Base: U.S. RESPONDENTS

Advertisers of products for breast feeding should be allowed to show women's breasts completely uncovered in ads.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178
Total (Unweighted)	1,074	346	161	166	327	276	344	329	582	492	347	690	326	748	756	291	499	575	664	126	178
Agree (Net)	477	122	80	59	191	125	185	116	386	270	214	398	229	316	354	276	263	275	243	48	109
Strongly agree	202	52	31	28	82	75	81	46	137	66	84	128	68	93	109	109	121	138	18	18	44
Somewhat agree	275	71	48	31	116	70	104	70	171	104	104	172	86	122	154	154	154	154	30	65	60
Disagree (Net)	597	170	84	75	219	186	203	154	285	312	386	411	142	476	439	137	285	312	389	77	69
Somewhat disagree	279	83	36	100	83	84	101	73	145	134	87	192	68	211	207	64	133	146	173	38	39
Strongly disagree	317	87	49	39	119	106	102	81	140	177	99	219	72	245	232	73	152	165	216	39	30

\* Table Base: U.S. RESPONDENTS

Advertisers should be able to use words like "poop" in ads for relevant products such as laxatives and diapers.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178
Total (Unweighted)	1,074	346	161	166	327	276	344	329	582	492	347	690	326	748	756	291	499	575	664	126	178
Agree (Net)	659	174	104	82	253	181	236	171	378	281	252	407	223	435	470	178	308	350	401	61	131
Strongly agree	263	77	40	28	102	70	102	60	198	126	134	149	74	104	149	149	149	149	23	67	67
Somewhat agree	396	97	71	47	152	112	134	111	228	186	212	254	110	124	285	105	201	196	202	39	63
Disagree (Net)	415	118	59	52	156	129	152	99	214	201	211	284	103	312	286	112	191	224	263	64	48
Somewhat disagree	185	58	30	26	62	74	64	39	90	94	57	128	50	135	127	51	88	97	116	23	33
Strongly disagree	199	51	34	18	82	68	83	60	125	106	78	121	58	141	142	49	88	110	125	34	28

\* Table Base: U.S. RESPONDENTS

Toilet paper advertisers should be direct about what their products do (e.g., relieving itching and scratching) in their ads.

	Household Income					Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178
Total (Unweighted)	1,074	346	161	166	327	276	344	329	582	492	347	690	326	748	756	291	499	575	664	126	178
Agree (Net)	762	197	117	80	237	188	240	201	382	322	281	427	241	357	362	216	367	412	478	79	125
Strongly agree	275	66	37	37	117	61	103	76	216	99	117	169	73	117	157	157	157	157	24	44	44
Somewhat agree	487	131	80	56	183	120	166	124	244	224	155	332	139	349	336	143	233	254	296	57	81
Disagree (Net)	312	96	47	40	132	127	98	62	157	159	103	209	85	327	223	75	139	163	187	44	53
Somewhat disagree	185	58	30	26	62	74	64	39	90	94	57	128	50	135	127	51	88	97	116	23	33

Very comfortable	198	60	30	23	74	45	77	49	116	82	94	104	77	121	131	56	82	115	126	30	25
Somewhat comfortable	133	37	16	15	60	40	41	33	87	46	55	78	57	76	93	39	60	73	68	14	30
Neither comfortable nor uncomfortable - I would tolerate it	279	77	47	37	92	98	101	61	145	134	88	191	68	101	186	82	121	158	159	37	61
<b>Uncomfortable (Net)</b>	464	118	76	58	184	127	168	126	245	219	146	317	124	339	345	114	235	228	114	44	62
Very comfortable	209	56	33	25	85	50	84	57	112	97	66	143	57	152	162	46	108	138	134	12	40
Somewhat comfortable	255	62	43	33	99	77	84	50	132	122	80	174	67	188	185	68	134	120	177	32	22

\* Table Base: U.S. RESPONDENTS  
 Ads for breast feeding products that show women's partially covered breasts.

	Household Income										Employed	Yes (K)	Children in HH No (L)	Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)				Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
<b>Total</b>	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178		
<b>Total (Unweighted)</b>	1,074	346	161	166	327	276	344	329	582	492	347	690	347	767	762	290	567	507	608	79	96		
<b>Comfortable (Net)</b>	521	141	71	75	213	121	201	140	312	210	230	291	202	319	370	141	248	273	323	58	88		
Very comfortable	321	86	41	45	129	74	114	90	188	113	144	180	116	195	224	89	146	175	205	32	50		
Somewhat comfortable	200	53	29	29	84	47	86	50	123	77	89	111	76	124	145	52	102	98	118	26	38		
Neither comfortable nor uncomfortable - I would tolerate it	291	85	56	29	94	101	107	61	151	140	79	212	67	224	190	89	120	171	178	38	54		
<b>Uncomfortable (Net)</b>	262	67	37	30	102	88	80	69	130	132	75	187	57	204	195	60	132	130	163	29	36		
Somewhat uncomfortable	141	46	16	13	51	45	51	32	46	70	71	37	37	29	36	62	79	85	17	16			
Very uncomfortable	121	21	21	17	51	43	29	37	60	61	38	83	29	92	96	24	69	52	78	13	20		

\* Table Base: U.S. RESPONDENTS  
 Ads for breast feeding products that show women's breasts completely uncovered.

	Household Income										Employed	Yes (K)	Children in HH No (L)	Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)				Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
<b>Total</b>	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178		
<b>Total (Unweighted)</b>	1,074	346	161	166	327	276	344	329	582	492	347	690	347	767	762	290	567	507	608	79	96		
<b>Comfortable (Net)</b>	395	105	59	56	158	96	153	98	249	146	158	208	175	220	269	116	208	211	237	36	78		
Very comfortable	253	65	39	38	96	66	97	58	151	102	121	132	105	148	171	74	119	135	164	25	41		
Somewhat comfortable	142	40	20	17	62	30	56	40	98	44	66	76	70	72	97	42	66	76	73	11	37		
Neither comfortable nor uncomfortable - I would tolerate it	242	69	47	21	80	83	85	58	127	122	68	174	47	195	165	70	102	140	150	39	37		
<b>Uncomfortable (Net)</b>	437	118	58	57	172	132	144	114	222	214	129	308	104	333	322	104	213	224	277	51	63		
Somewhat uncomfortable	166	44	18	27	62	43	62	41	123	85	47	118	36	130	123	40	82	84	116	12	19		
Very uncomfortable	271	74	40	30	110	89	88	73	141	130	82	189	68	203	199	64	131	140	161	39	44		

\* Table Base: U.S. RESPONDENTS  
 Ads that use words like "poop" for relevant products such as linens and diapers.

	Household Income										Employed	Yes (K)	Children in HH No (L)	Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)				Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
<b>Total</b>	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178		
<b>Total (Unweighted)</b>	1,074	346	161	166	327	276	344	329	582	492	347	690	347	767	762	290	567	507	608	79	96		
<b>Comfortable (Net)</b>	444	127	56	62	178	108	165	117	263	181	183	261	169	275	311	121	210	234	266	42	89		
Very comfortable	256	74	34	28	108	58	114	60	161	96	113	143	102	154	182	64	102	154	146	32	55		
Somewhat comfortable	187	53	22	34	70	50	52	57	102	85	68	118	66	121	129	56	108	80	120	11	35		
Neither comfortable nor uncomfortable - I would tolerate it	299	77	56	33	102	88	116	72	164	136	96	203	73	226	213	75	138	160	181	39	53		
<b>Uncomfortable (Net)</b>	332	88	52	39	129	115	106	80	126	166	106	226	85	246	231	94	151	181	217	44	36		
Somewhat uncomfortable	176	48	24	26	68	65	60	34	85	92	62	114	50	126	114	57	76	100	111	20	22		
Very uncomfortable	155	40	28	13	61	50	46	46	81	75	43	112	35	120	117	37	75	81	106	25	14		

\* Table Base: U.S. RESPONDENTS  
 Toilet paper ads that are direct about what their products do (e.g., relieving itching and scratching).

	Household Income										Employed	Yes (K)	Children in HH No (L)	Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)				Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
<b>Total</b>	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178		
<b>Total (Unweighted)</b>	1,074	346	161	166	327	276	344	329	582	492	347	690	347	767	762	290	567	507	608	79	96		
<b>Comfortable (Net)</b>	495	133	69	67	203	108	194	137	300	195	204	291	184	311	350	136	231	264	301	48	88		
Very comfortable	272	70	43	37	113	55	114	77	175	97	107	155	108	164	196	70	123	149	169	25	52		
Somewhat comfortable	223	62	26	35	90	52	80	60	125	98	87	136	76	147	154	66	108	115	132	23	36		
Neither comfortable nor uncomfortable - I would tolerate it	349	90	55	173	43	116	77	127	124	117	102	202	64	215	194	76	123	156	165	40	51		
<b>Uncomfortable (Net)</b>	230	70	40	24	80	78	77	56	116	114	77	153	56	174	167	52	98	132	140	35	34		
Somewhat uncomfortable	130	46	21	14	43	55	44	24	69	61	50	80	35	95	92	34	55	76	78	20	23		
Very uncomfortable	100	24	19	10	37	23	34	32	47	53	27	73	21	79	75	18	43	57	62	15	12		

\* Table Base: U.S. RESPONDENTS  
 Ads that show buttocks, or representations of buttocks, for relevant products such as toilet paper.

	Household Income										Employed	Yes (K)	Children in HH No (L)	Parent of Child Under 18		Home Ownership		Marital Status			Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)				Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
<b>Total</b>	1,074	292	164	134	410	311	388	270	592	482	384	690	326	748	756	291	499	575	664	126	178		
<b>Total (Unweighted)</b>	1,074	346	161	166	327	276	344	329	582	492	347	690	347	767	762	290	567	507	608	79	96		
<b>Comfortable (Net)</b>	379	109	56	39	160	92	146	100	232	147	173	205	160	219	254	112	204	207	230	39	75		
Very comfortable	216	66	31	18	92	55	91	49	135	81	103	113	66	126	146	59	129	128	128	27	43		
Somewhat comfortable	163	42	25	22	68	37	55	57	97	66	70	92	69	94	108	53	88	74	102	11	32		
Neither comfortable nor uncomfortable - I would tolerate it	279	70	49	43	92	115	66	79	167	117	77	202	64	215	194	76	123	156	165	40	51		
<b>Uncomfortable (Net)</b>	416	114	58	52	158	139	127	104	199	217	133	283	103	314	308	103	201	215	269	47	52		
Somewhat uncomfortable	202	54	25	29	83	59	63	52	99	107	60	143	44	158	158	43	92	110	146	20	8		
Very uncomfortable	214	60	33	23	75	80	64	52	104	110	74	140	59	155	150	60	109	105	123	27	44		