

The Guide to... TV Advertising Cynics

Contributed by BMRB
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There are almost 9.5 million adults (20% of the population aged above 15) who agree that `nearly all TV advertising annoys me` and also that `quite a lot of TV advertising is devious`.

A quarter of them are in the `empty nesters` lifestage group and are 32% more likely than the average to be 55 plus.

These `ad cynics` are 7% more likely than average to have a family income of ?50,000 plus. They account for almost 30% of all first time buyers of gardening tools and 26% of all those who have spent between ?800 to ?1,000 on living-room furniture expenditure in the past 12 months.

Two million of them have a broadband internet connection.

61% of `ad cynics` feel that `the growth in stations is diluting the quality of television` and they`re also 20% more likely than the average adult to watch seven hours or less of TV a week.

They are 22% more likely than the average adult to be `more inclined to purchase a product from a corporation that sponsors events than one that doesn`t`.

Ad cynics are 34% more likely than the average adult to have bought 10 or more books in the past 12 months.

22% of `ad cynics` are `very interested` in puzzles and crosswords in newspapers – they are 30% more likely than the average adult