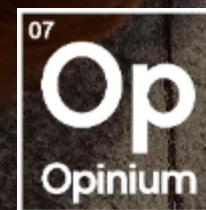




ISBA

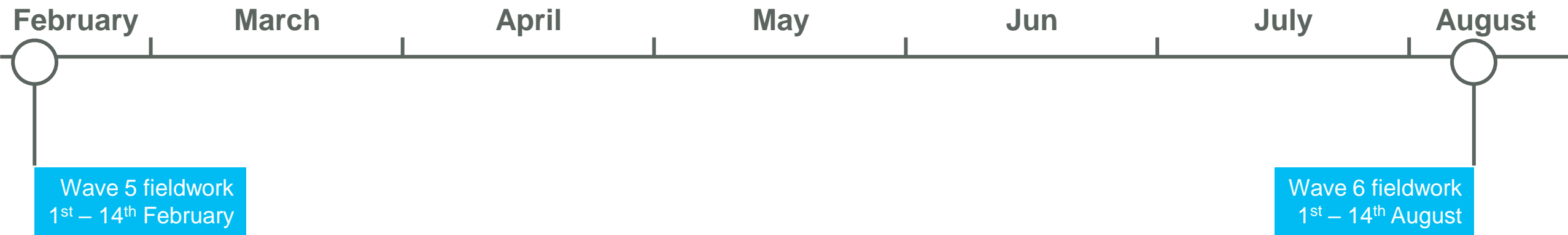
Representation in Advertising Tracker

August 2022 results



What people think,
feel and do

The period between waves 5 and 6 of research saw continued conversations on diversity



February
Footballer Troy Deeney writes an open letter to the government about racism education



March
Thousands march through UK cities on the UN's Anti-racism day



May
Jake Daniels becomes the first UK male footballer to come out as gay since 1990



July
Over 1 million people attended London Pride, 50 years since the first Pride event

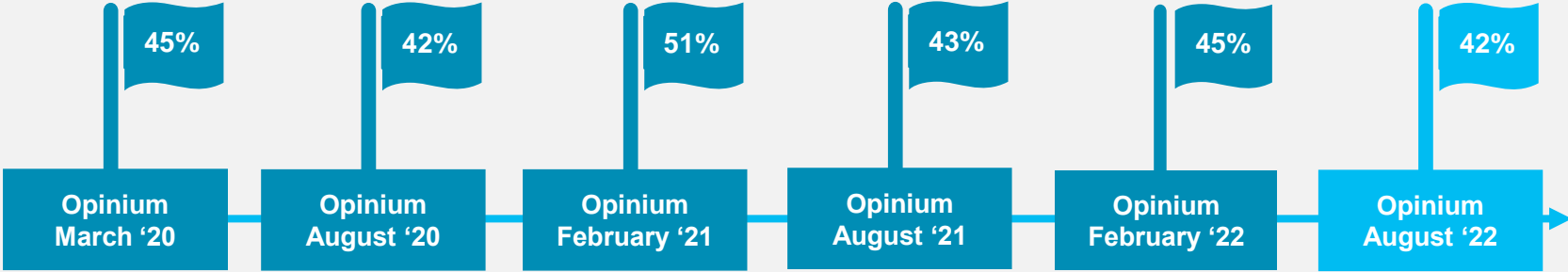


July
England's Lionesses win Euro 2022

Perceived diversity in advertising has seen a small directional decrease this wave

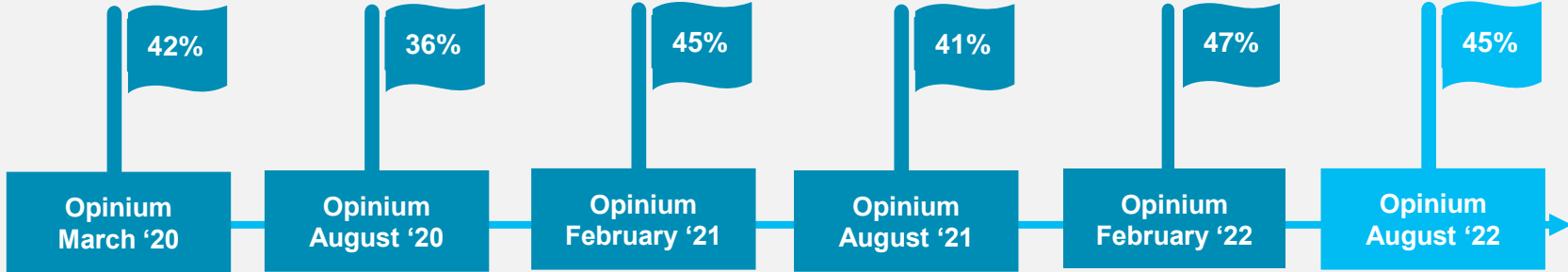
“TV adverts reflect modern British society”

% agree



“TV adverts do a good job of representing all groups within British society (e.g. ethnic minorities, LGBTQ+, people with disabilities, etc)”

% agree



69%
say it's important for different groups in society to be well represented

67%
February '22

▲ Significantly higher/lower than February '22 at 95% confidence



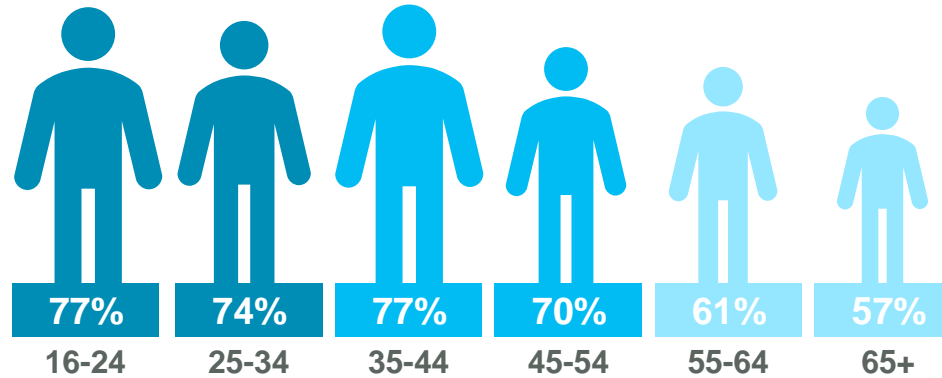
Overall scores for representation have slightly declined, with lowest numbers among older groups

69%

say it's important for different groups in society to be well represented

67%

February '22

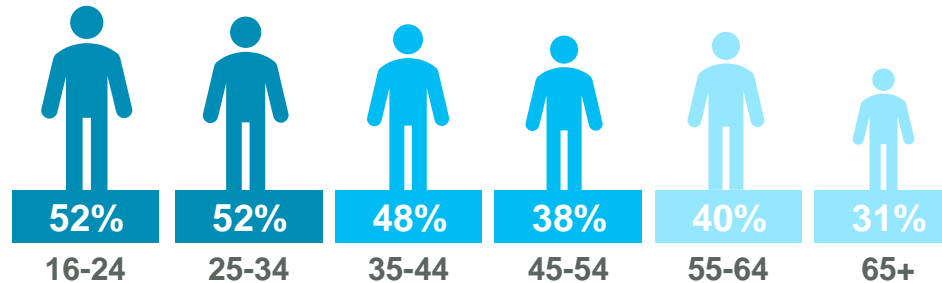


42%

say TV adverts reflect modern British society

45%

February '22

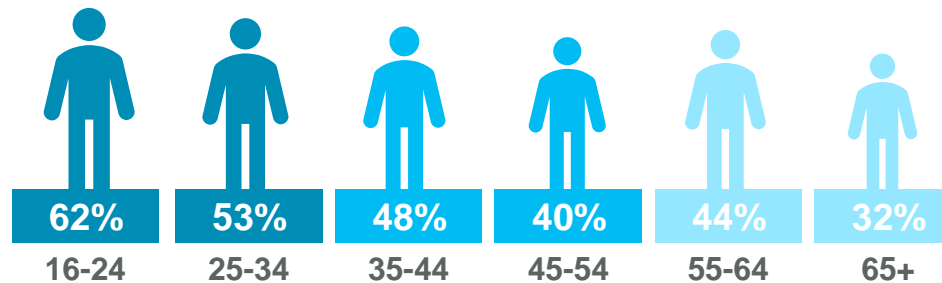


45%

say TV adverts do a good job of representing all groups within British society

47%

February '22



“Greater racial, sexual representation but not complete because it’s nearly always young families and they don’t represent the British public in terms of size and body shape”

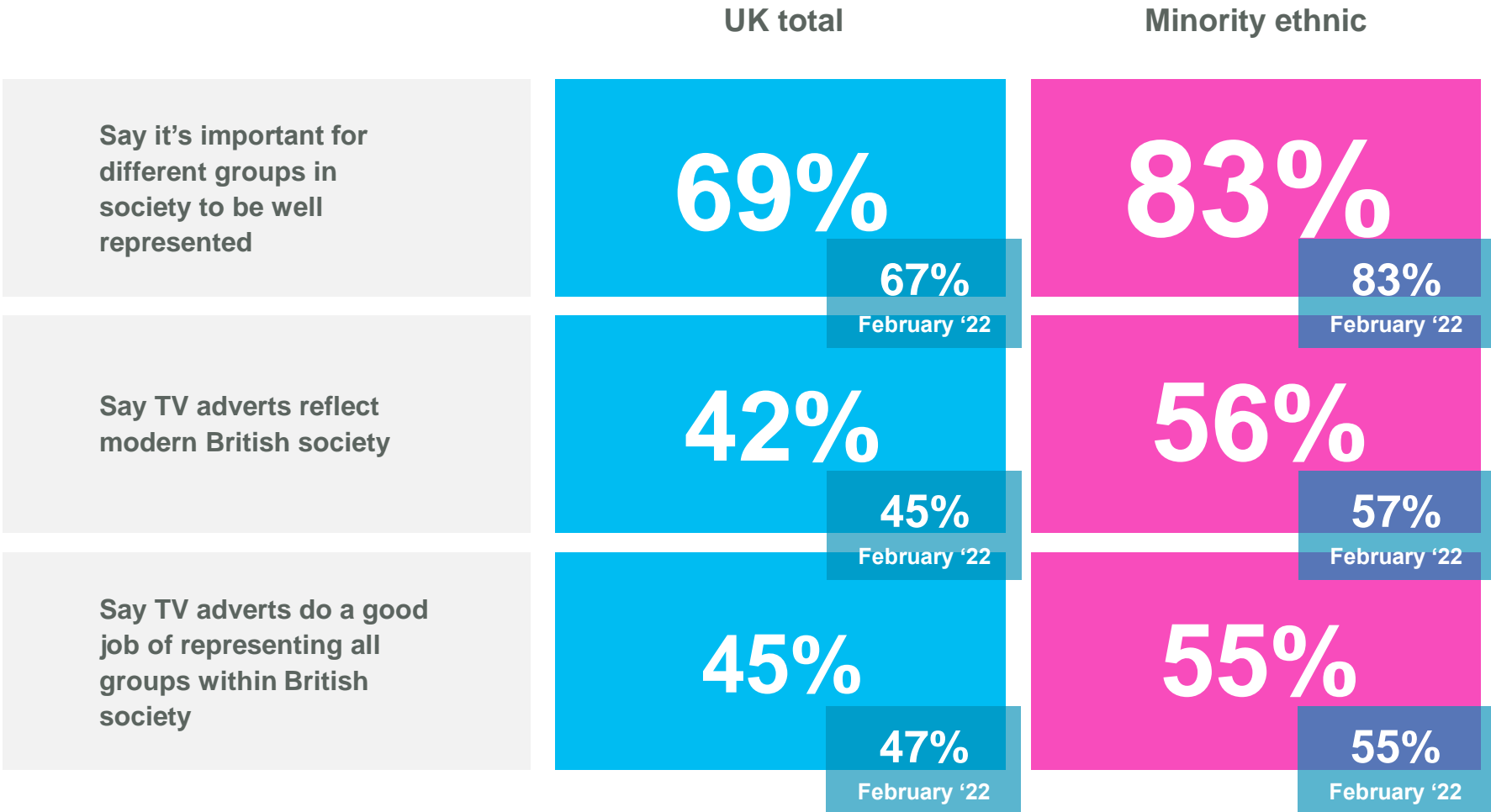
Male, 43, London, White, Straight

“Because of the lack of white, working class participants. Ethnic minorities <..> have a much higher representation than their proportion of the UK population”

Male, 62, West Midlands, White, Straight

▲ Significantly higher/lower than February '22 at 95% confidence ▼

Views on representation have remained similar among minority ethnic people compared to earlier this year



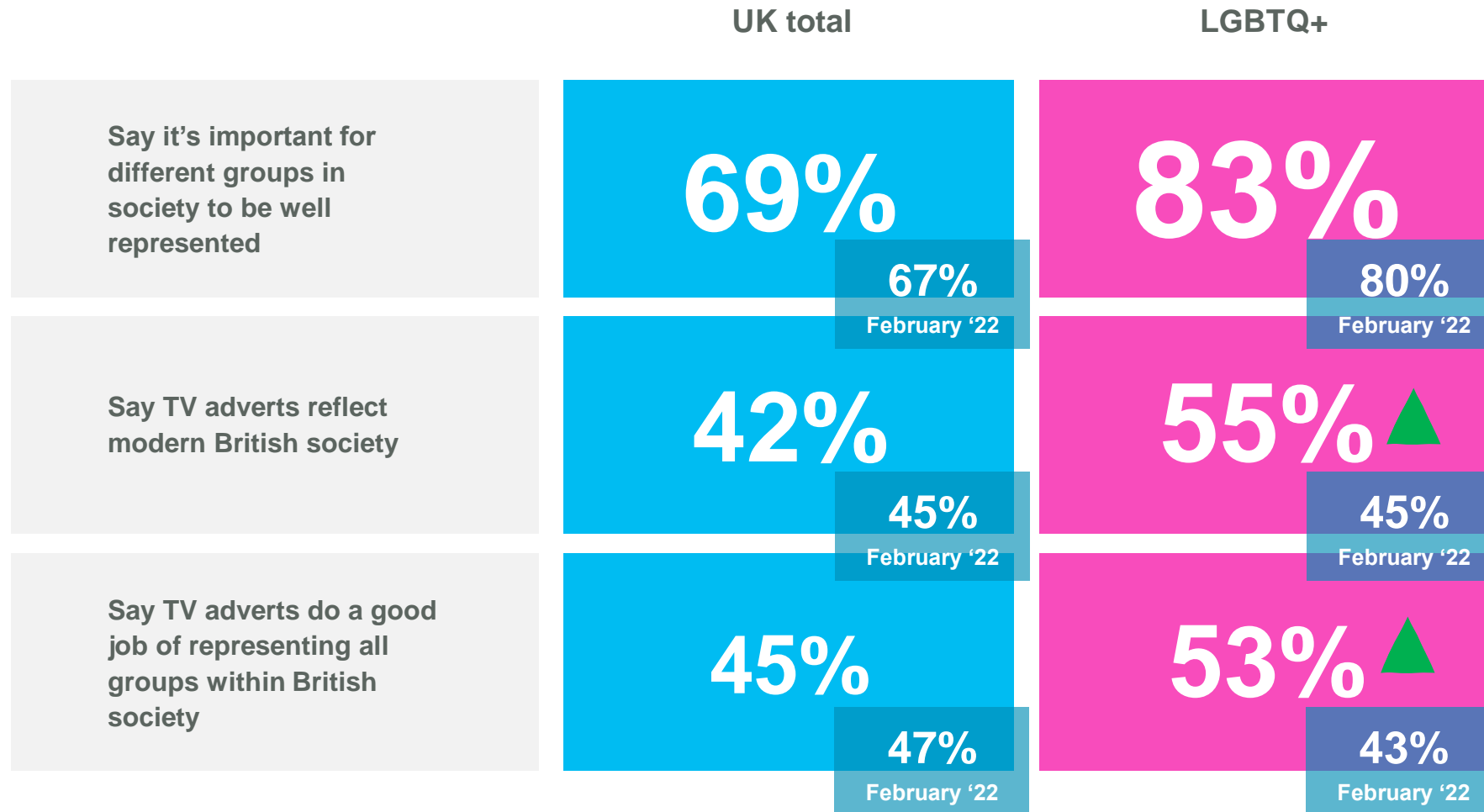
“One person of colour in each ad or one family here and there isn't enough. There's a whole gender fluid community never seen, a whole disabled community never seen etc”
 Female, 30, East Midlands, White and Asian, Bisexual

“Since the advent of George Floyd's death and the subsequent Black Live Matter protest there has been a significant change in TV adverts and they now better represent modern British society”
 Male, 57, London, African, Straight

▲ Significantly higher/lower than February '22 at 95% confidence



LGBTQ+ people are much more positive about representation in TV adverts than earlier this year



“In recent years they tend to include a more varied and realistic representation of different ethnicities and people of different sexual orientations”

Male, 47, London, Asian, Gay

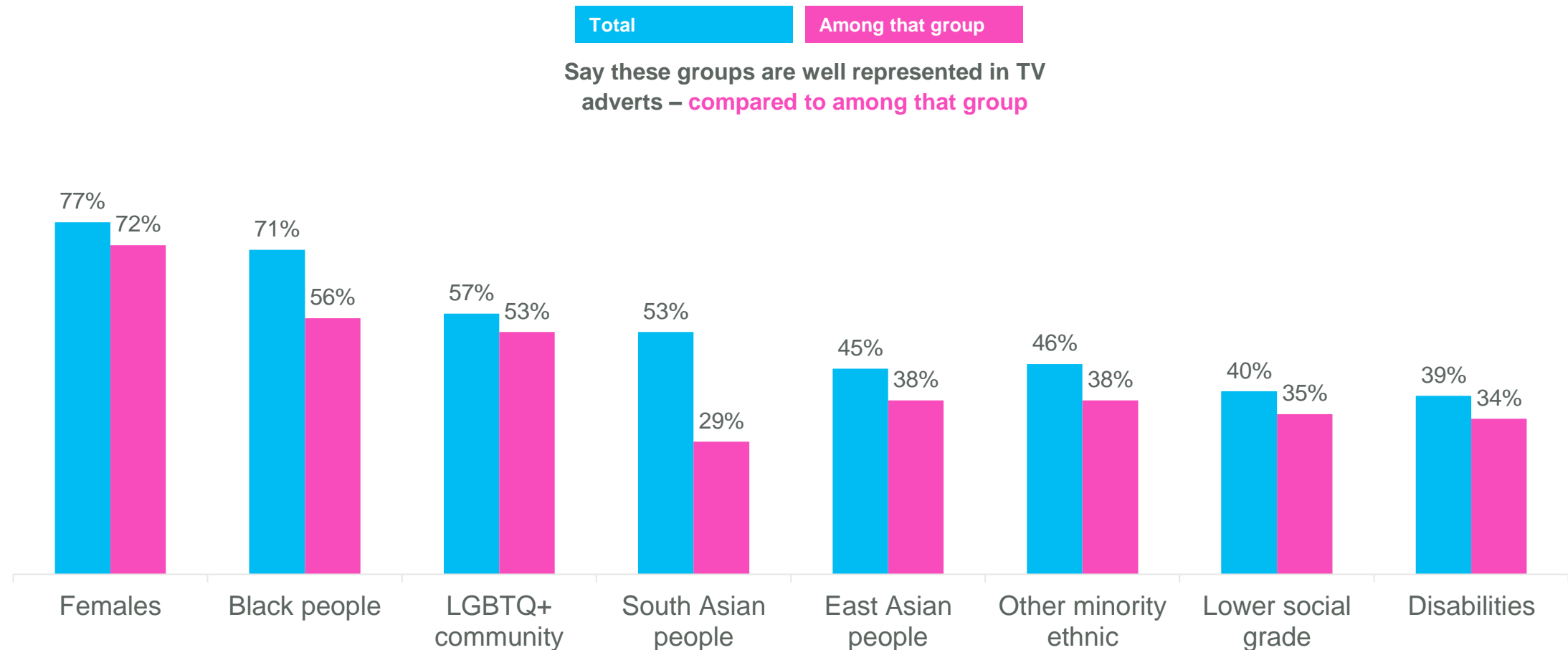
“They properly target their demographics which is the British public and have actors which reflect the country”

Male, 17, Scotland, White, Gay

▲ Significantly higher/lower than February '22 at 95% confidence



UK adults still tend to overestimate the amount of representation in ads, compared to diverse groups



▲ Significantly higher/lower than February '22 at 95% confidence
▼

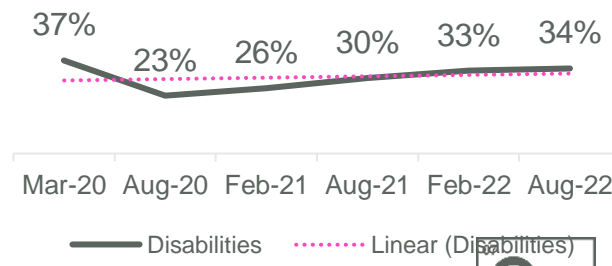
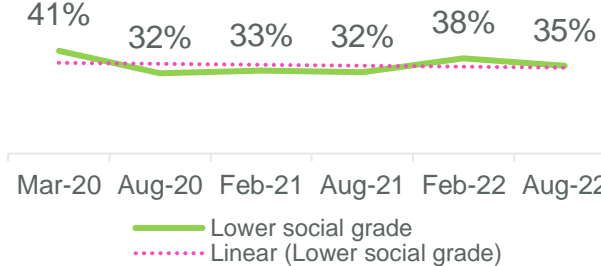
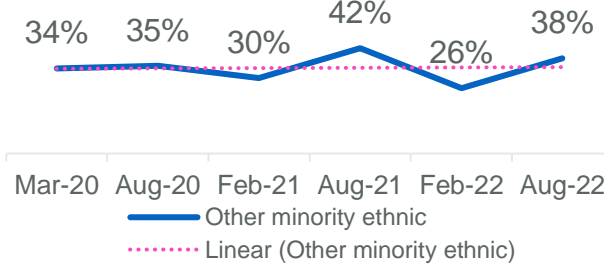
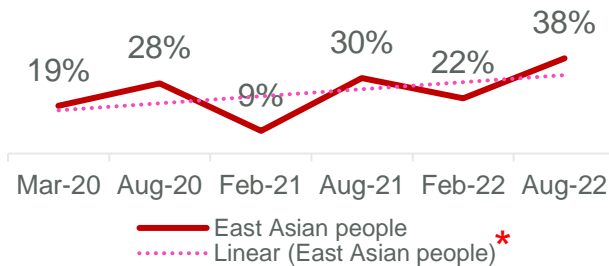
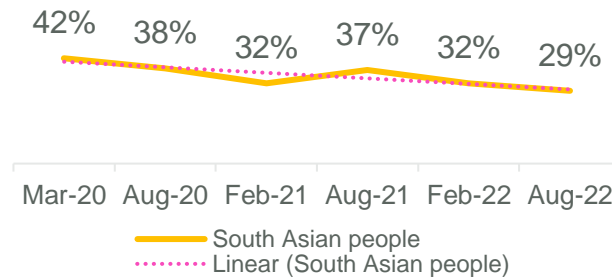
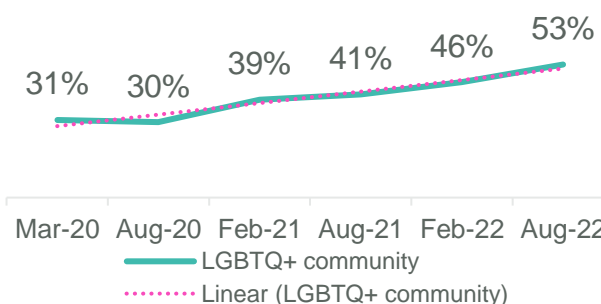
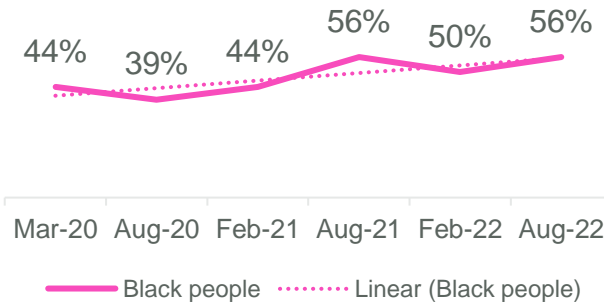
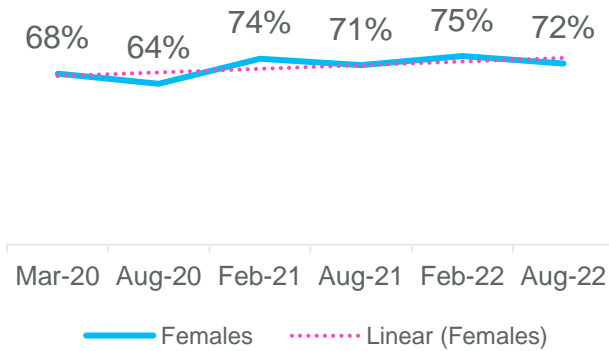


Base: Nat rep (1,000), Females (510), Black (59), LGBTQ+ boost (224), South Asian (75), East Asian (26), Other minority ethnic (80), Lower social grade (285), Disabilities (325)

Black and LGBTQ+ and Disabled groups have seen sustained increases in representation

Among that group

Say these groups are well represented in TV adverts



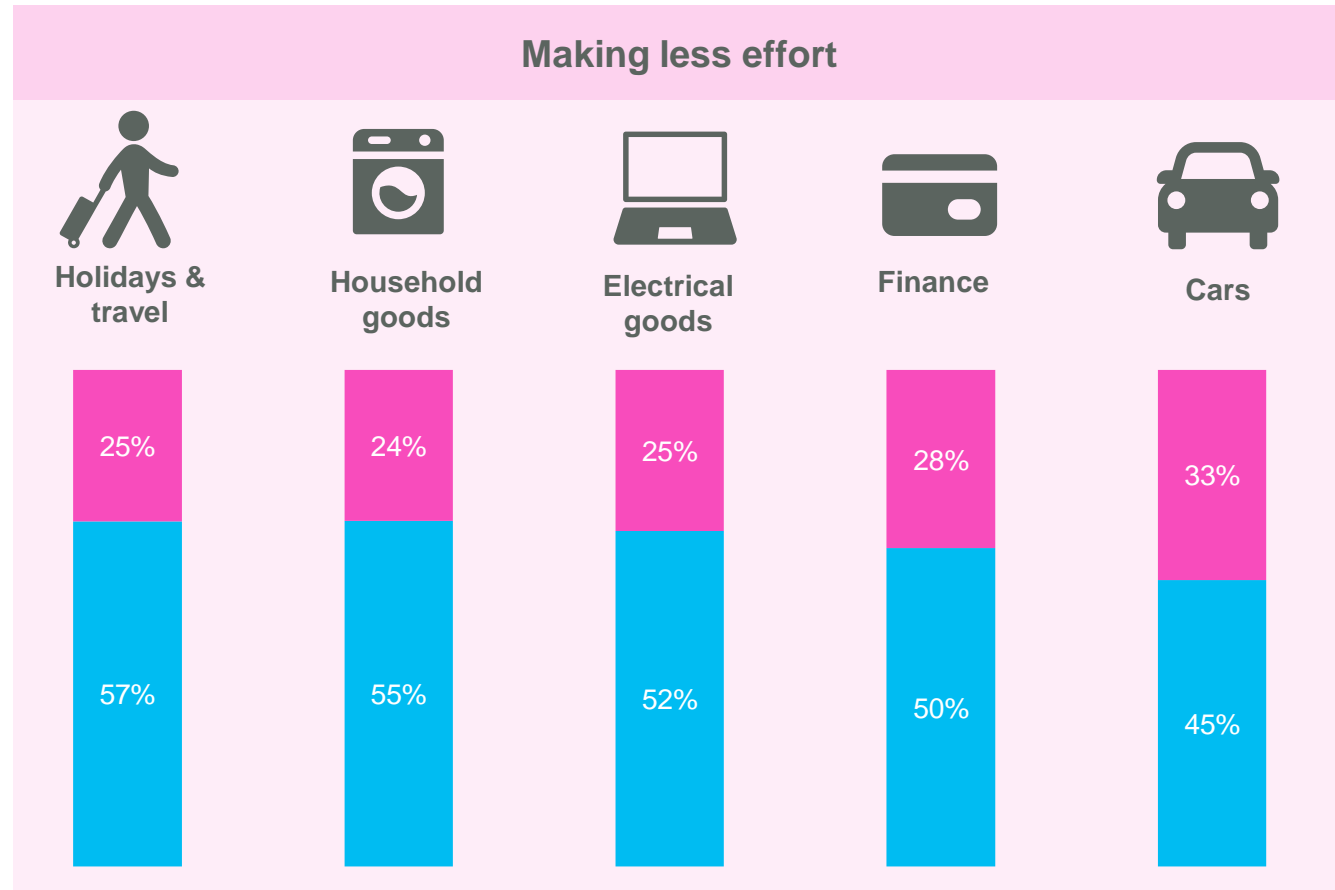
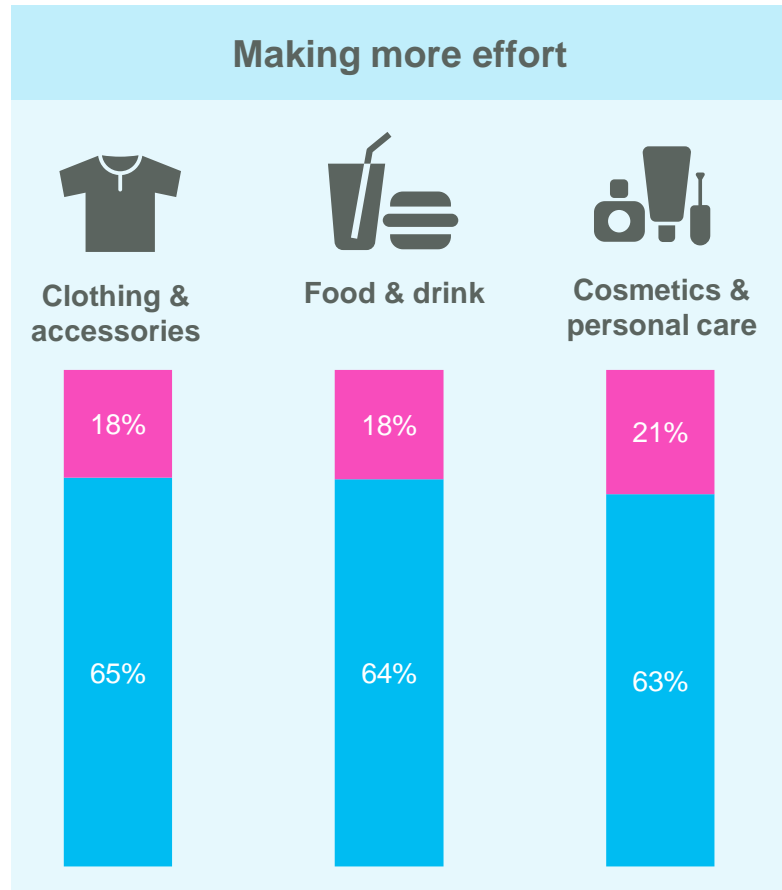
* Low base size



Across industries, most viewers still see effort being made to be inclusive in their advertising

Not much / no effort

A lot / some effort

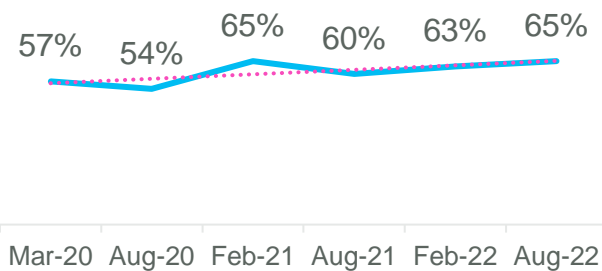


Most industries are seen as increasingly putting in more effort into representation

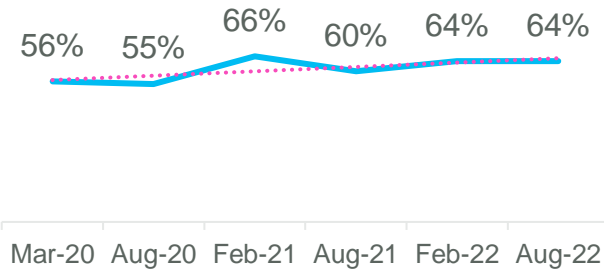
A lot / some effort



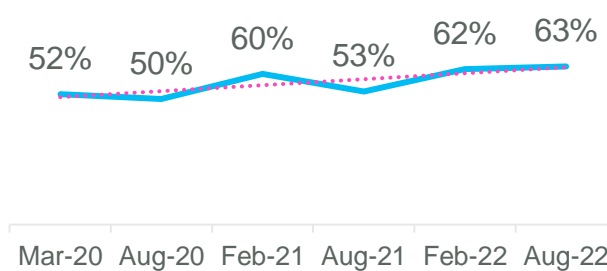
Clothing & accessories



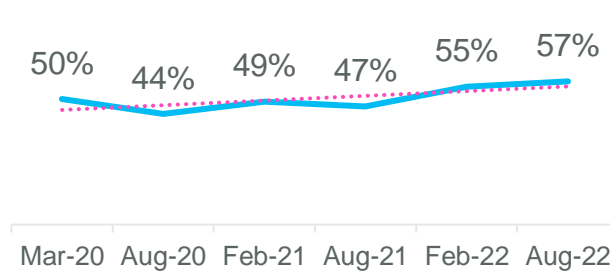
Food & drink



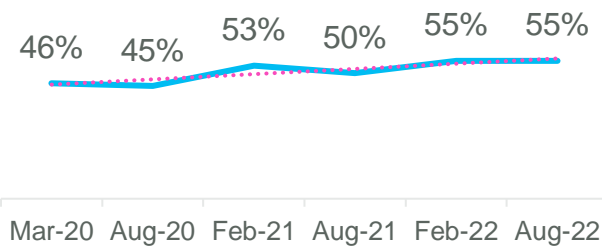
Cosmetics & personal care



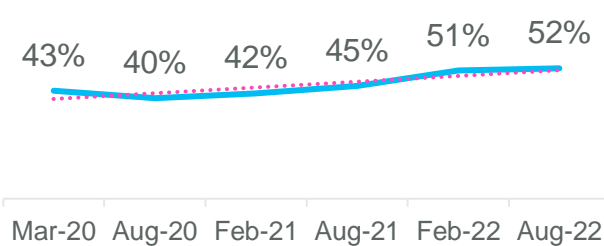
Holidays & travel



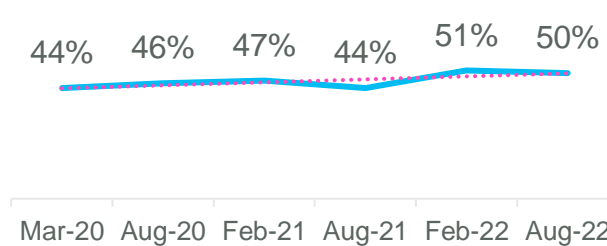
Household goods



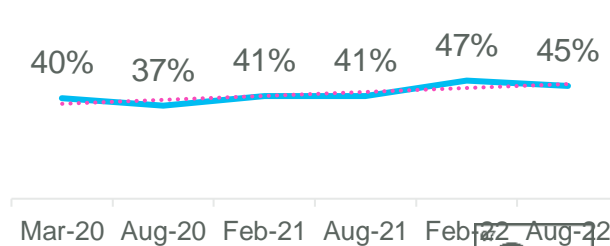
Electrical goods



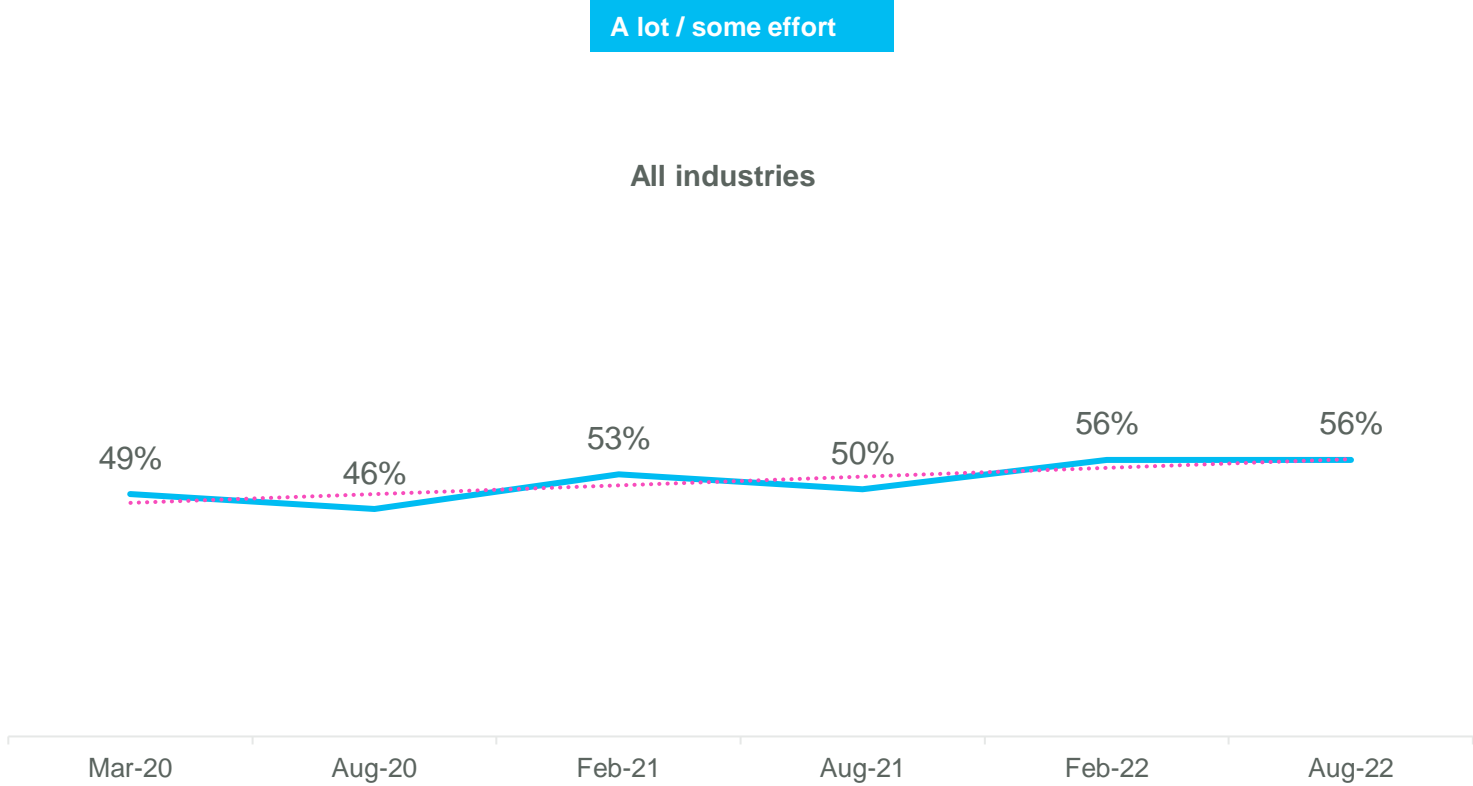
Finance



Cars



There has been a small but sustained upwards trend across all industries



Thank you

For any queries contact:



Wez Eathorne

Research Director

+44(0)20 7566 3191

wezeathorne@opinium.com

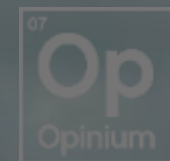


Ande Gilmartin

Senior Research Manager

+44 (0)20 7566 7438

andemilinyte@opinium.com



What people think,
feel and do