



The MindReading Agency

Chivas Qualitaxi

Global Summary

A Market Research Project by BrainJuicer.

Produced September 08

Global summary

Global Trend Findings



‘Chivalry is a quality valued around the world’

- ◆ Chivalrous qualities are deemed to be universally attractive (95% of men and women have a positive approval at a global level).

‘Both women and men around the world feel strongly about Chivalry’

- ◆ 93% of men & 97% of women feel particularly strongly about Chivalry

Global Trend Findings



‘Live with Chivalry for a better quality of life’

- ◆ 71% of men and women would live a better life if people would behave with chivalry

‘Intelligence, loyalty, confidence, honour: key attributes for ‘Chivalry’s perception of masculinity today’

- ◆ Intelligence (57%), loyalty (43%), confidence (40%), honour (38%)

‘Chivalrous men are more attractive according to women’

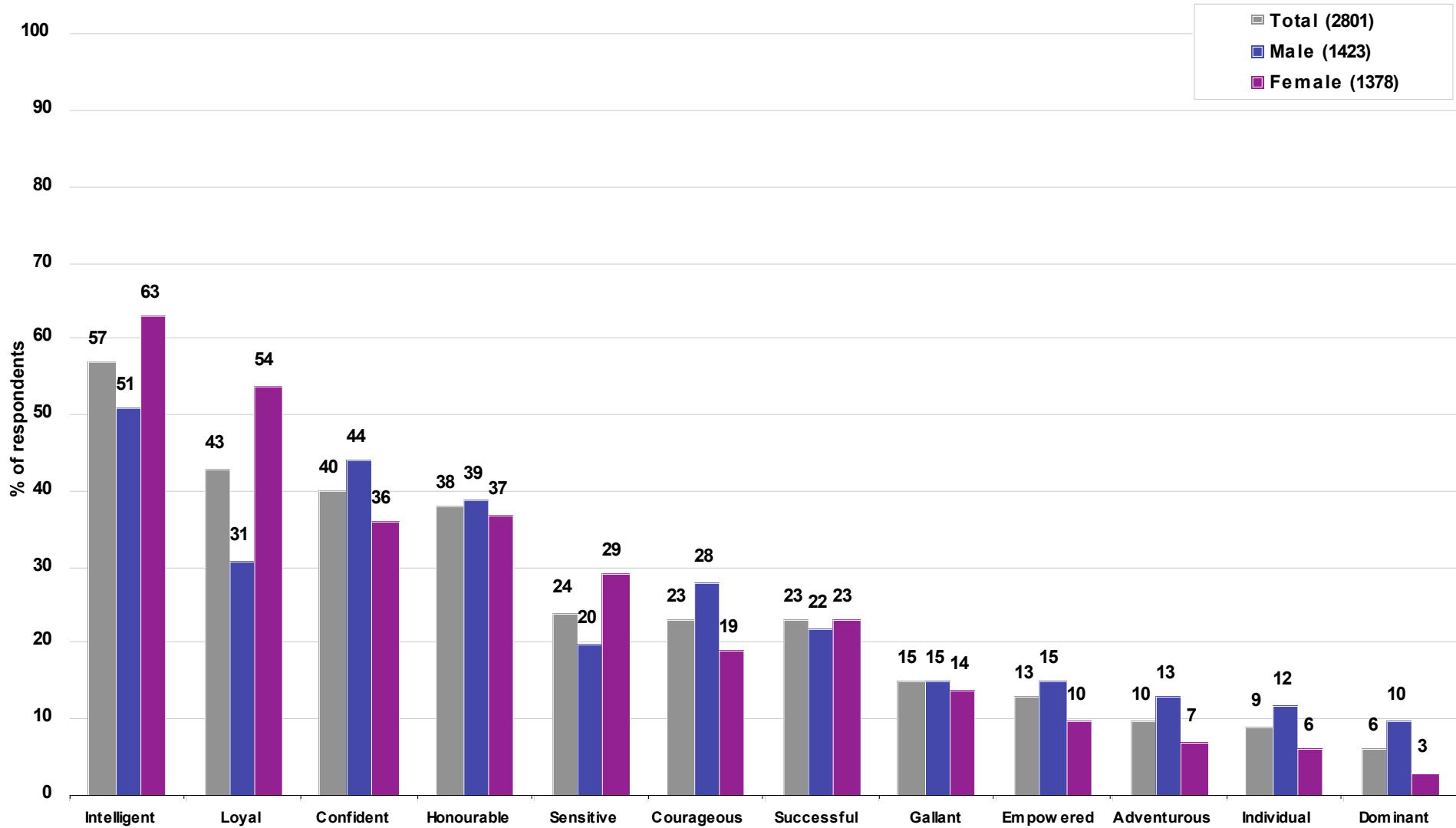
- ◆ 98% of women would find men more attractive if they would be more Chivalrous’

Traits of Chivalry

Traits



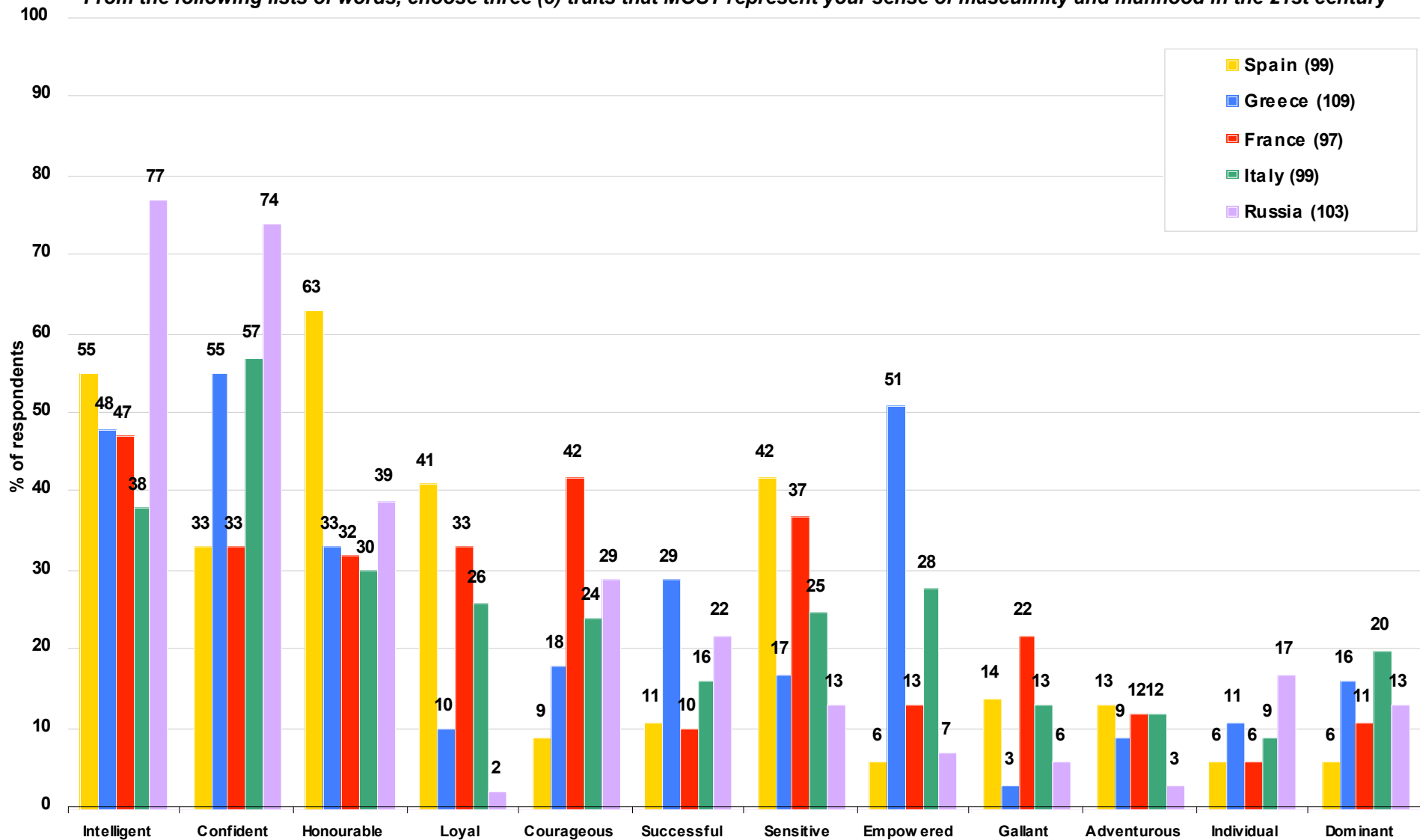
From the following lists of words, choose three (3) traits that MOST represent your sense of masculinity and manhood in the 21st century



Traits – Europe (Males)



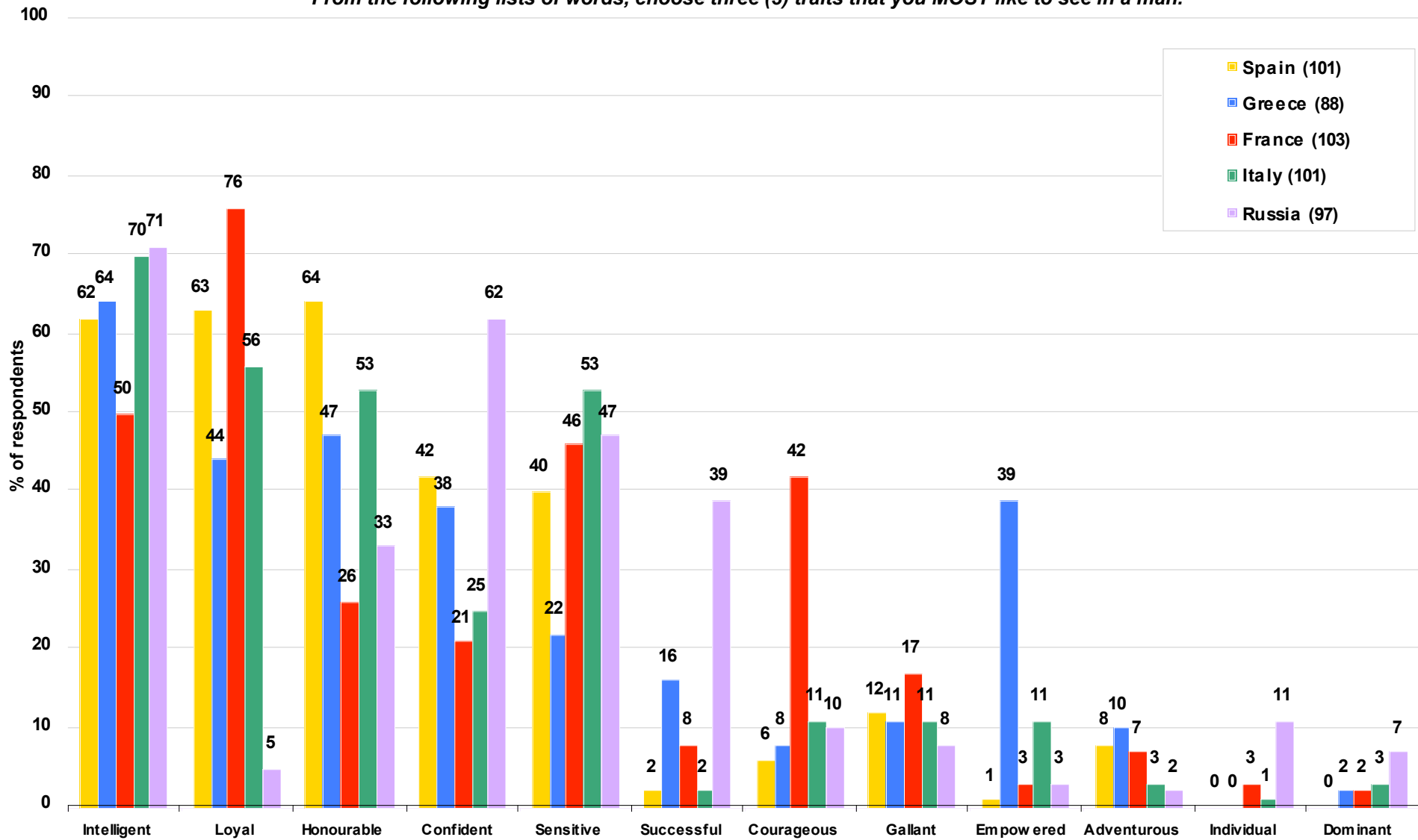
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Traits – Europe (Females)



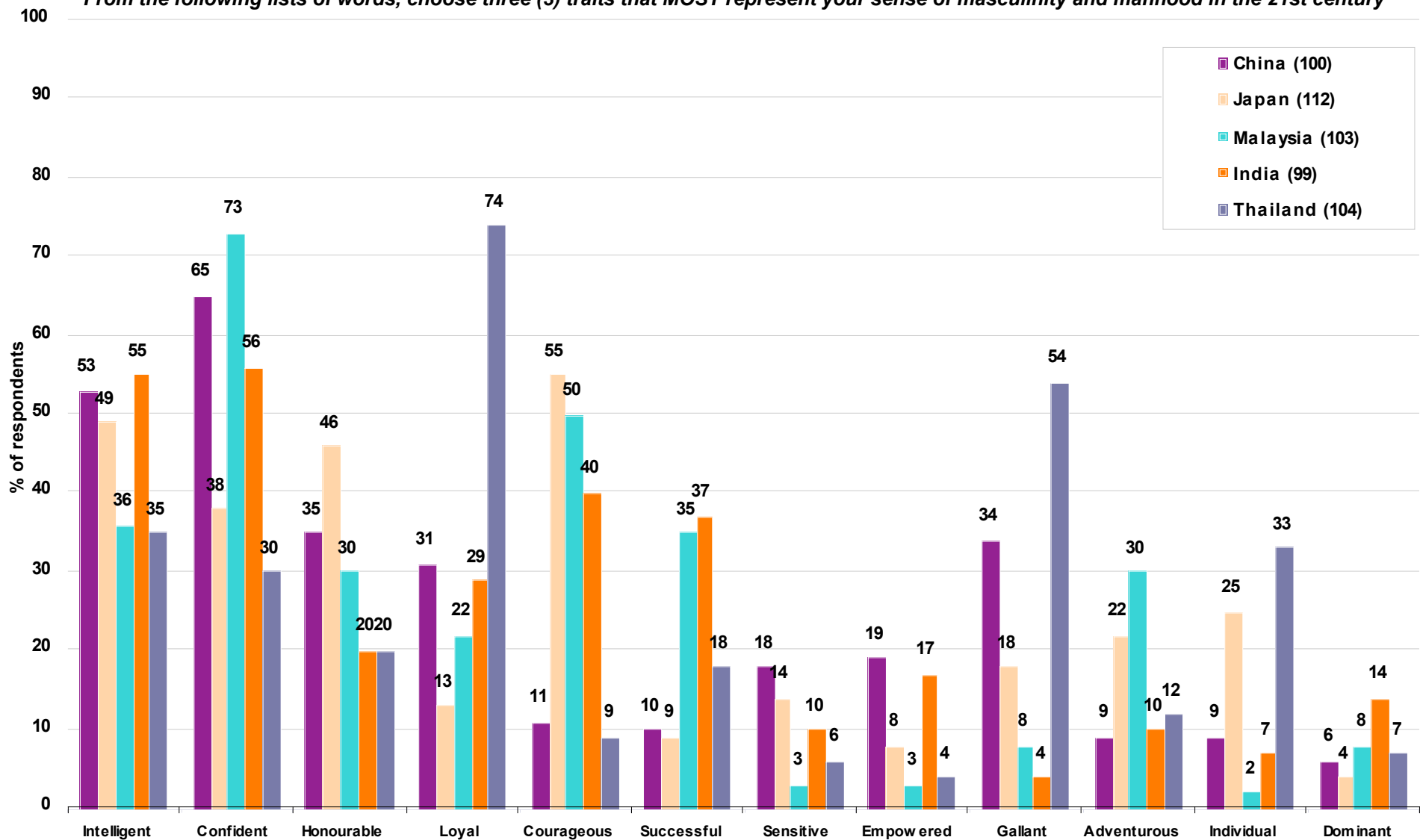
From the following lists of words, choose three (3) traits that you MOST like to see in a man.



Traits – Asia (Males)

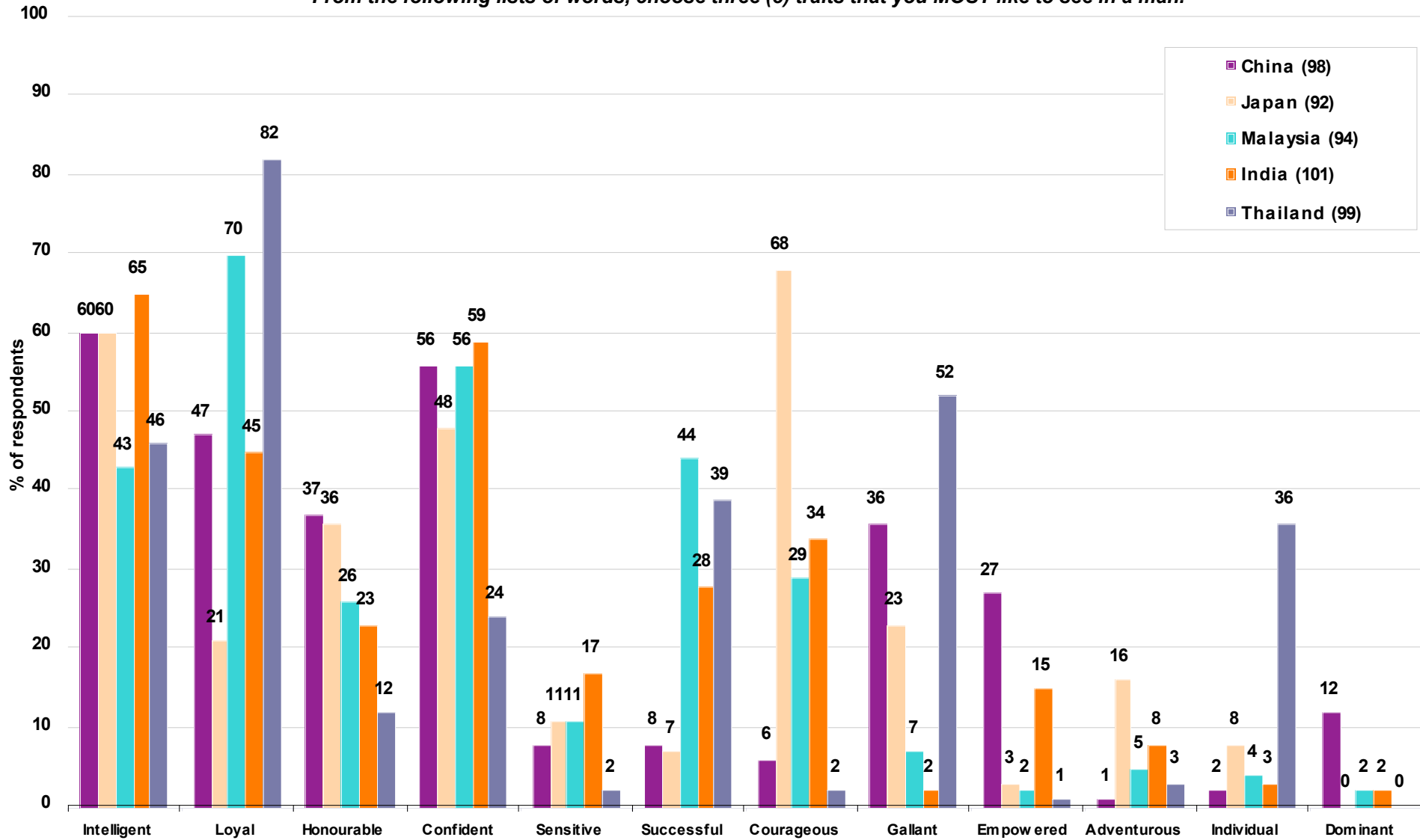


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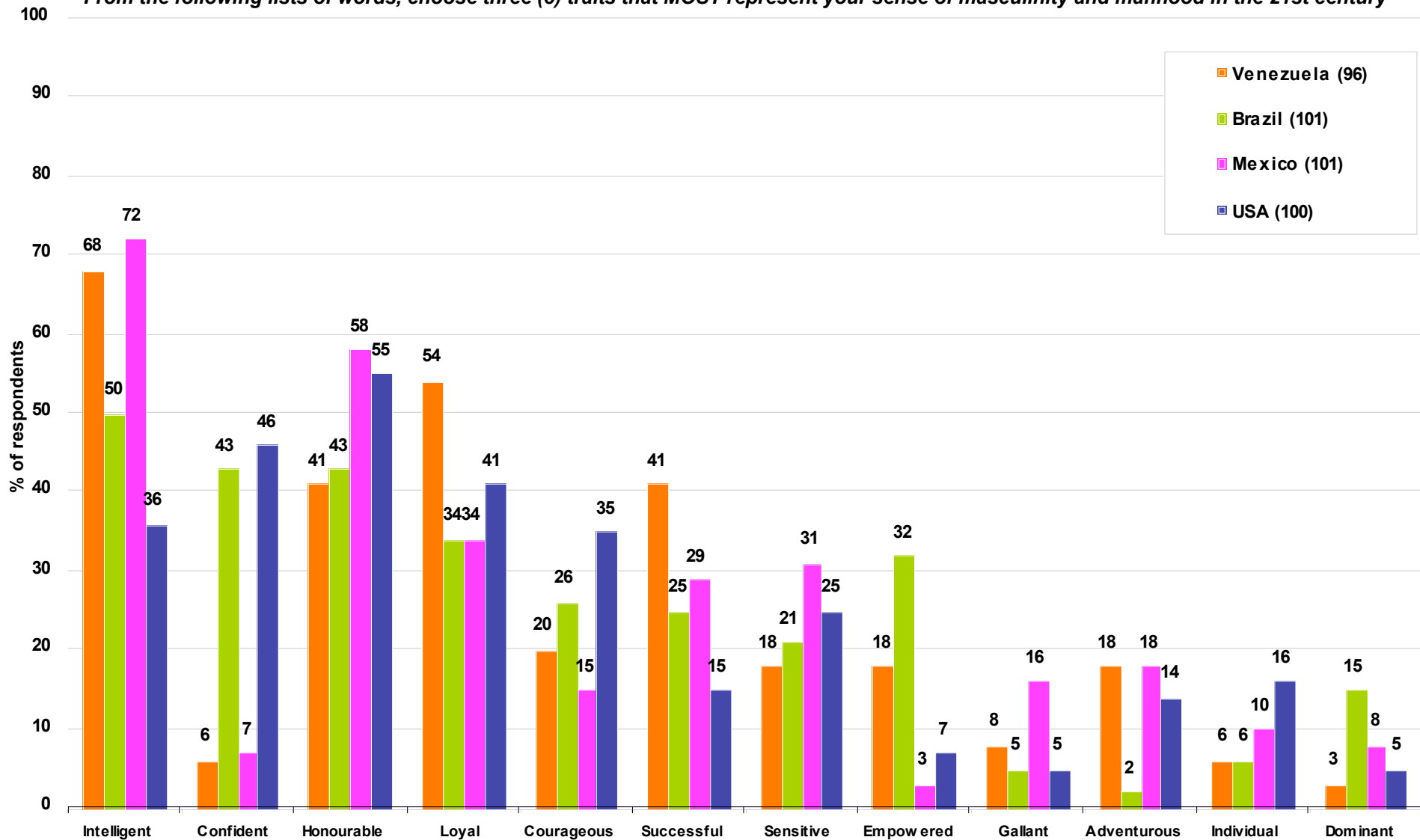
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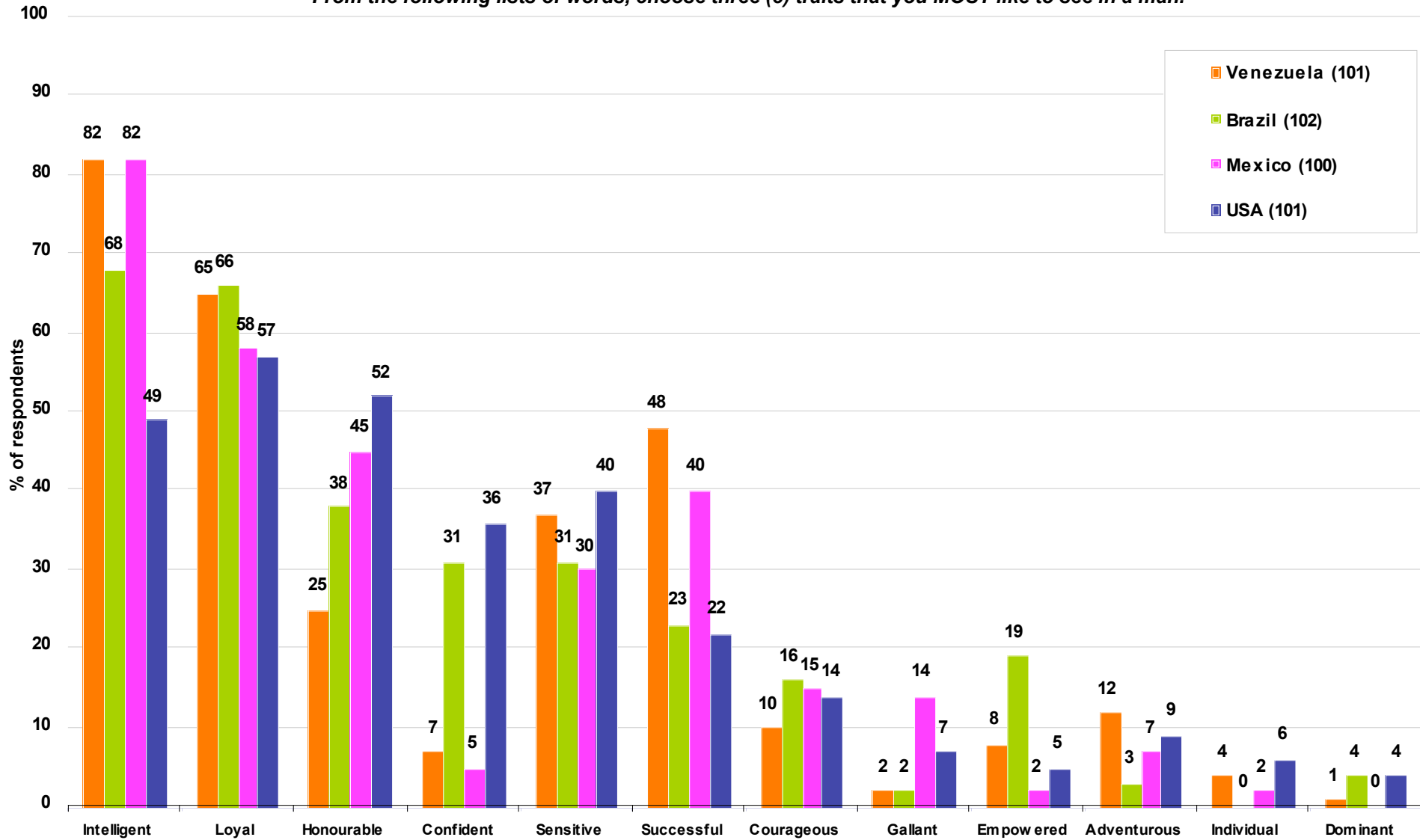
Traits – Americas (Males)

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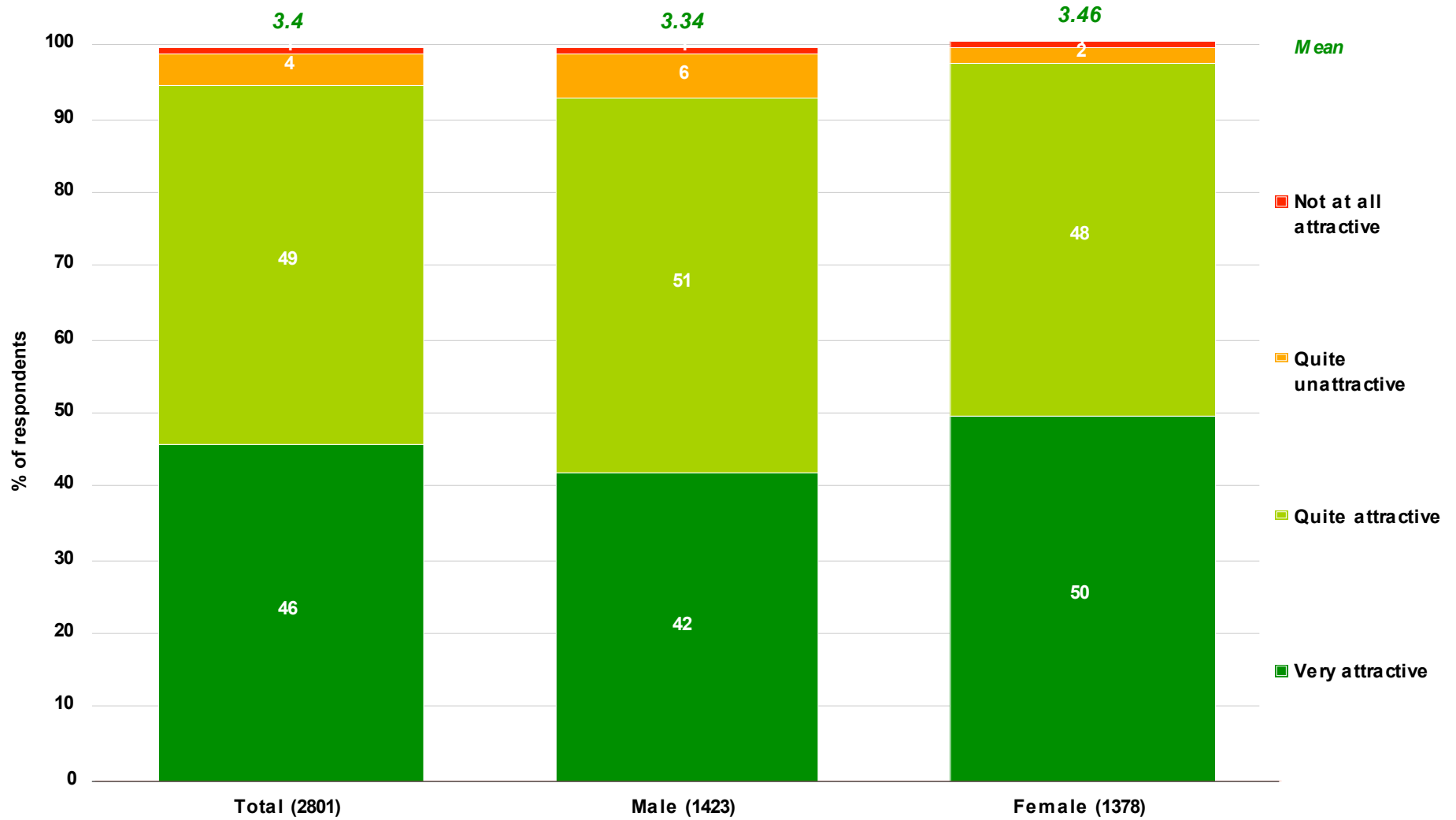
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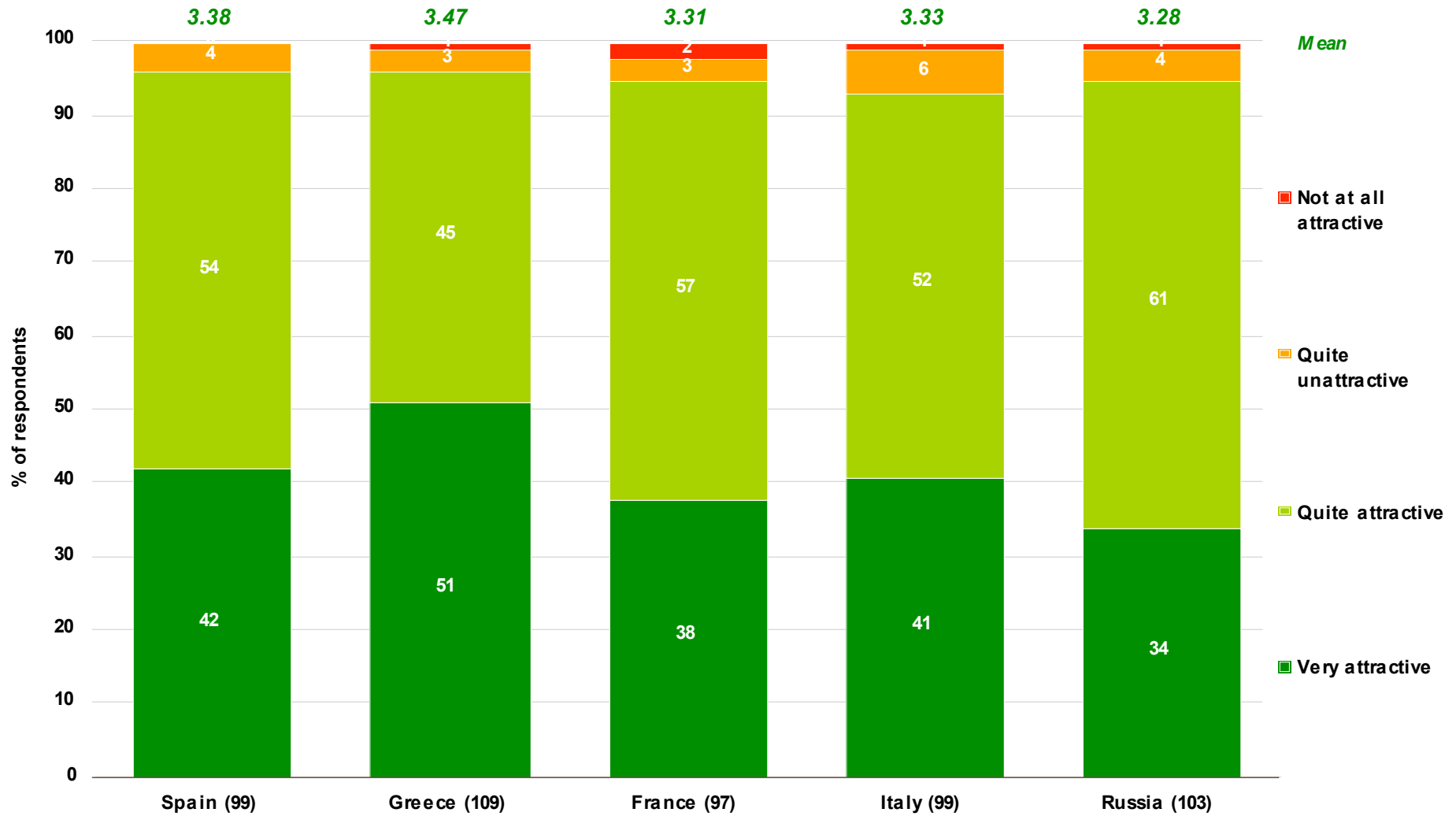
Attractiveness

Thinking about men/women who display chivalrous qualities (loyalty, honour and gallantry), please tell us how attractive you find them.



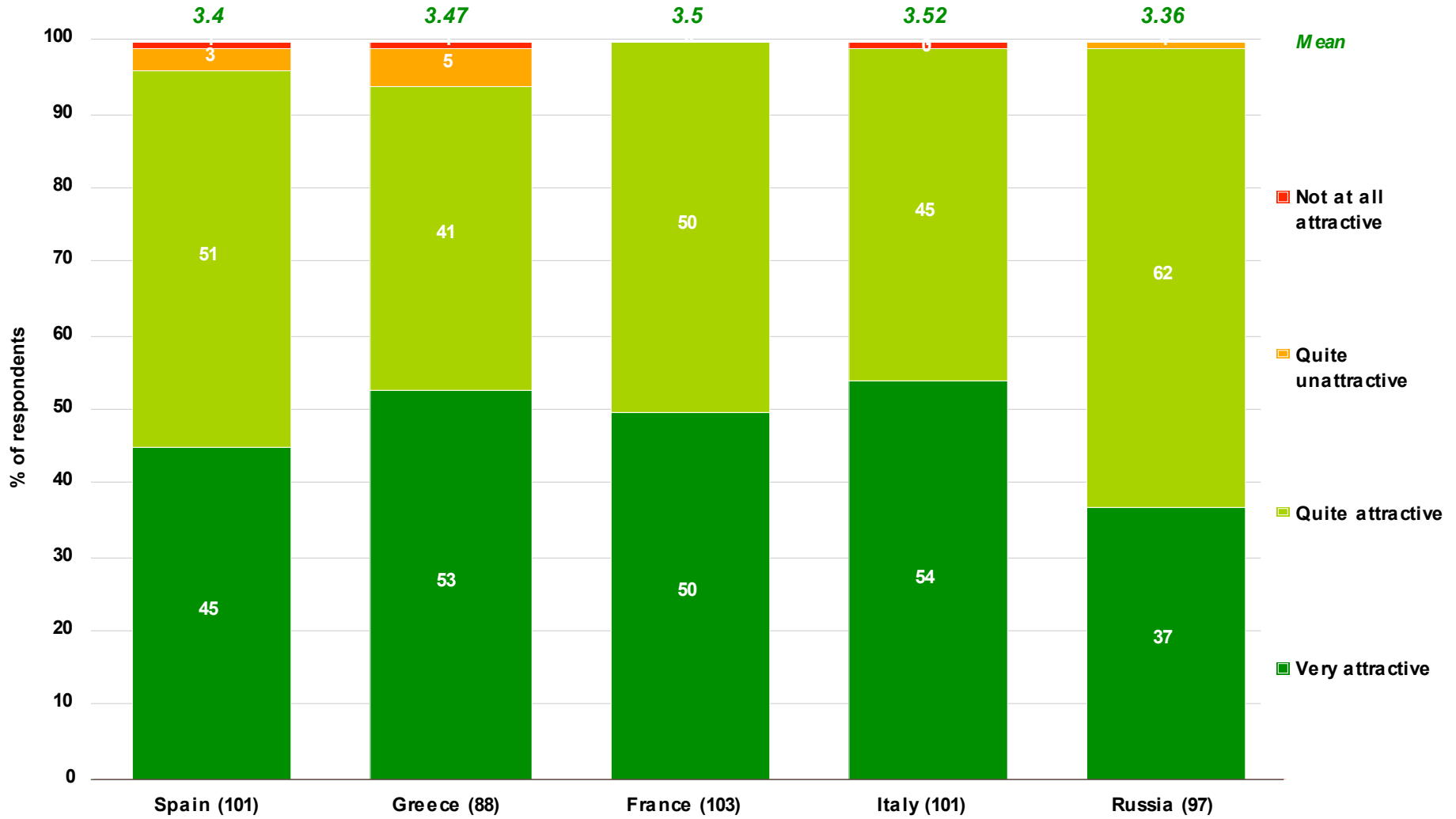
Attractiveness – Europe (Males)

Thinking about women who display chivalrous qualities (loyalty, honour and gallantry), please tell us how attractive you find them.



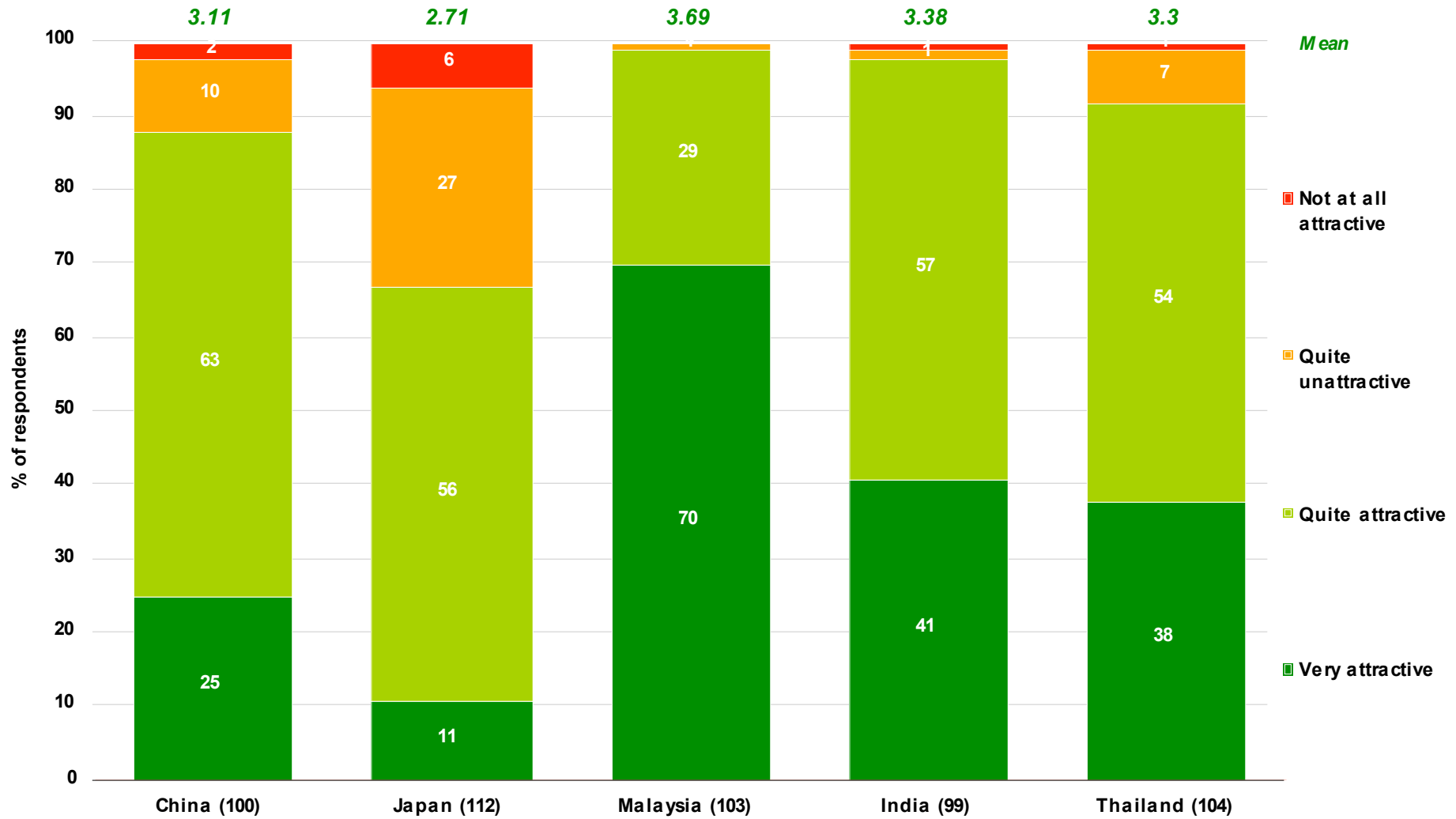
Attractiveness – Europe (Females)

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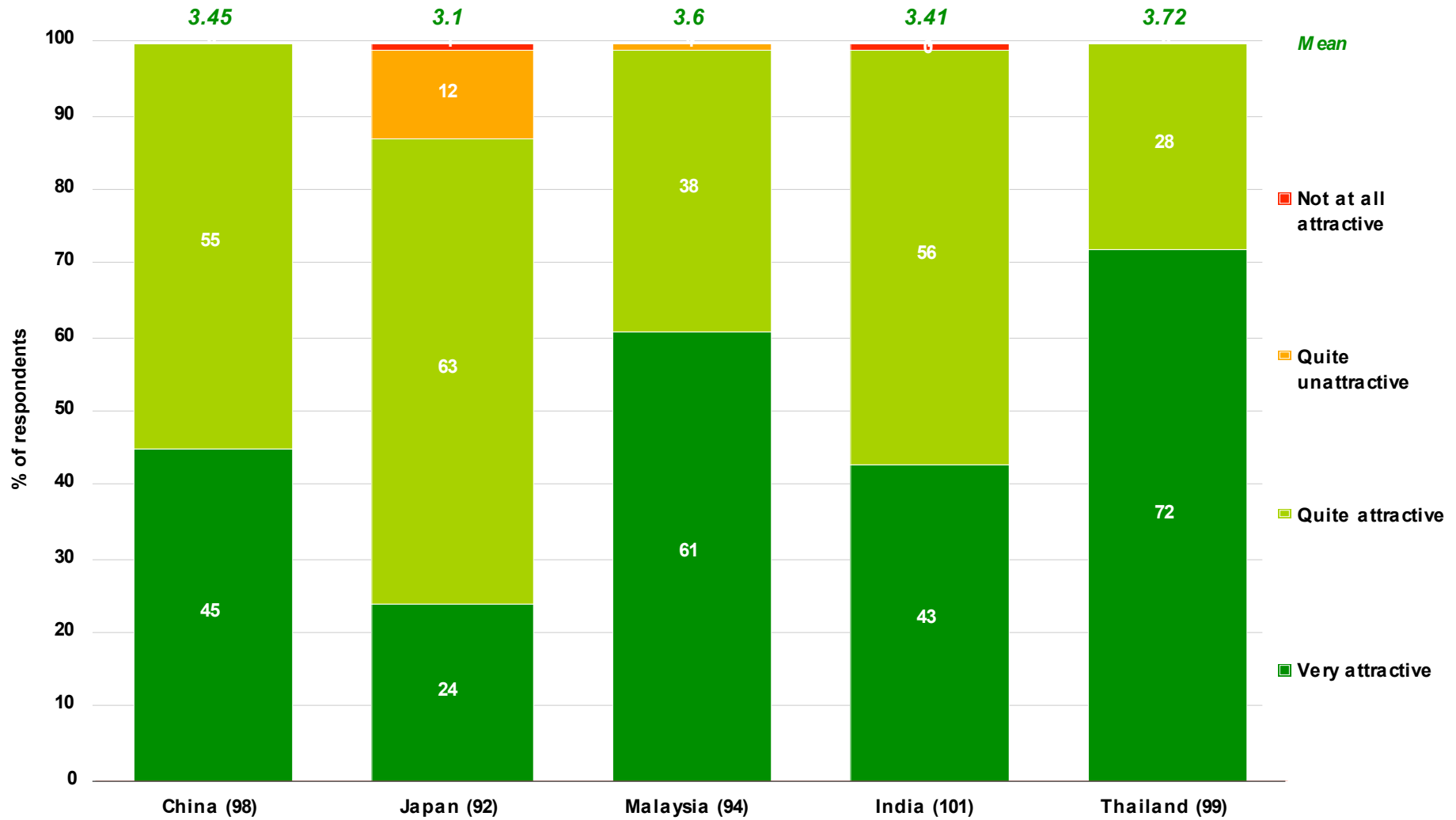
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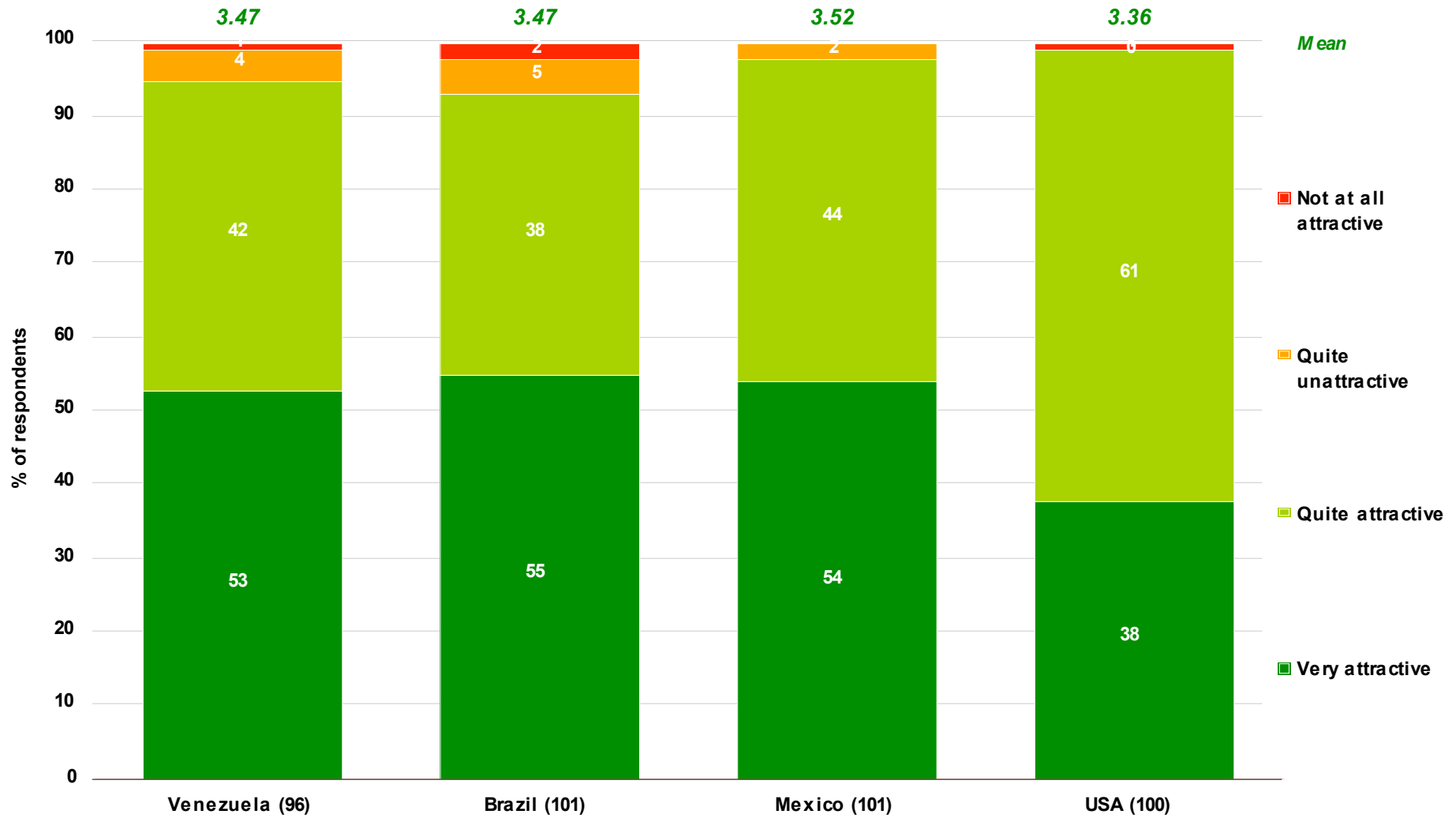
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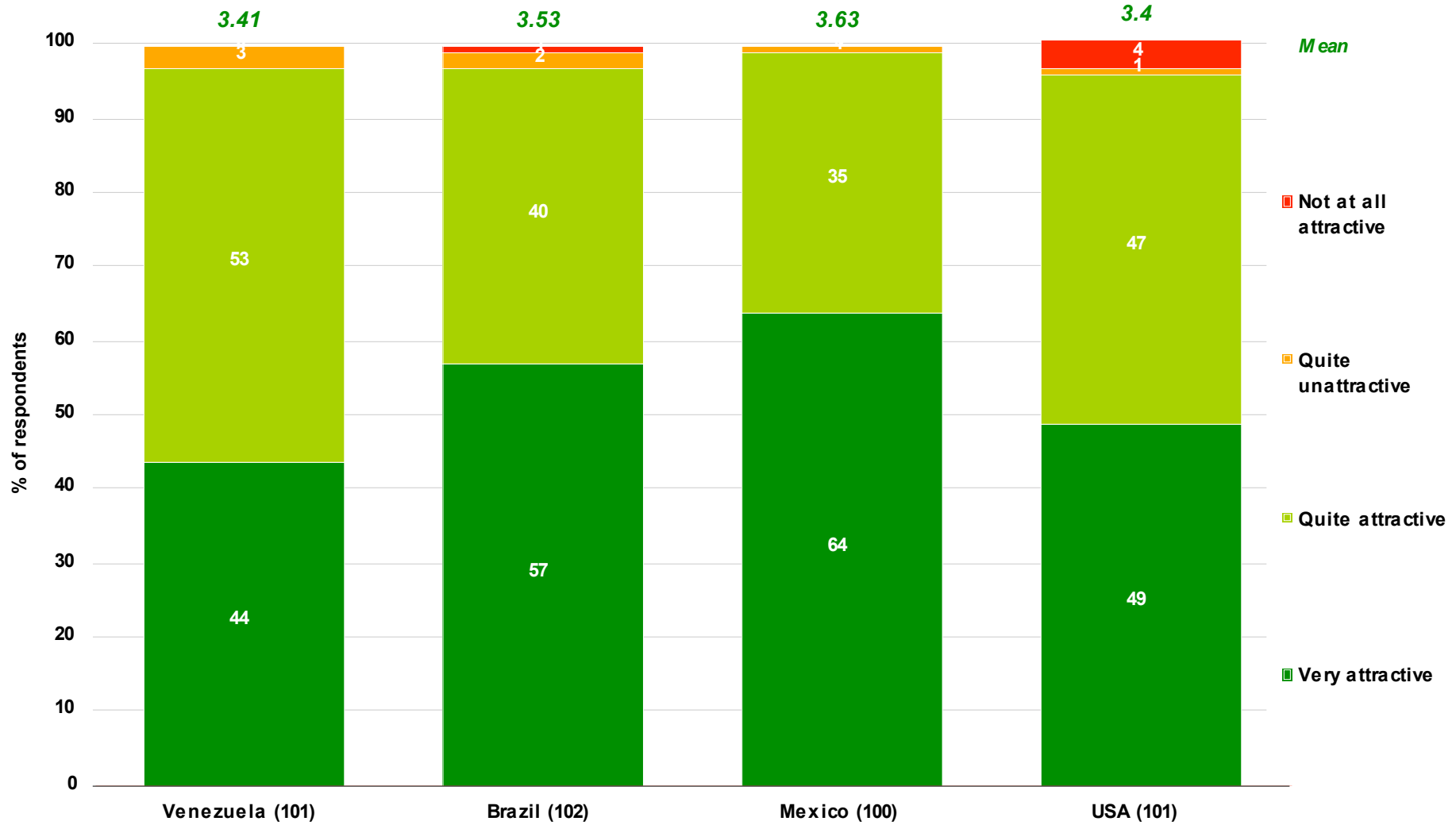
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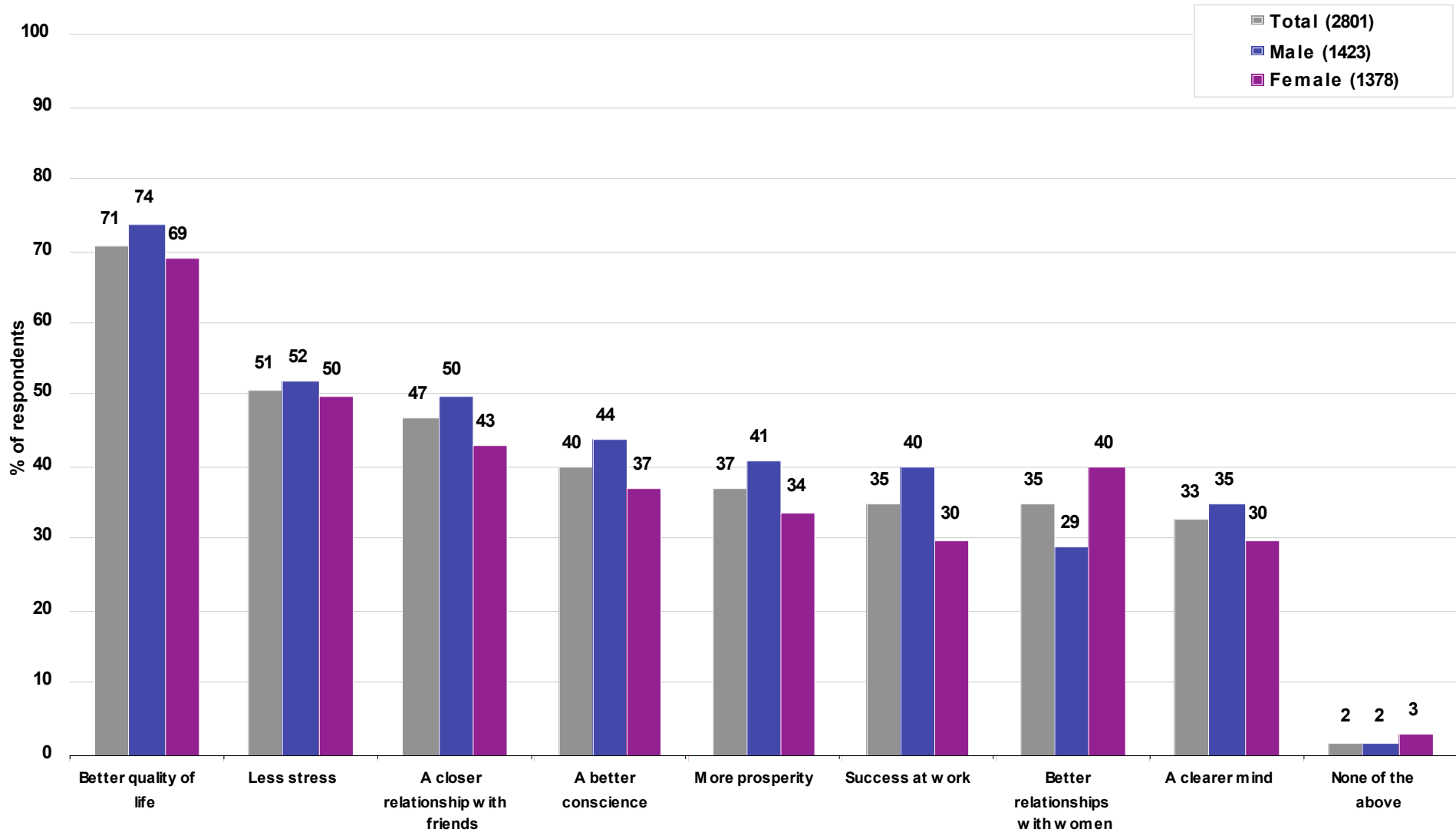
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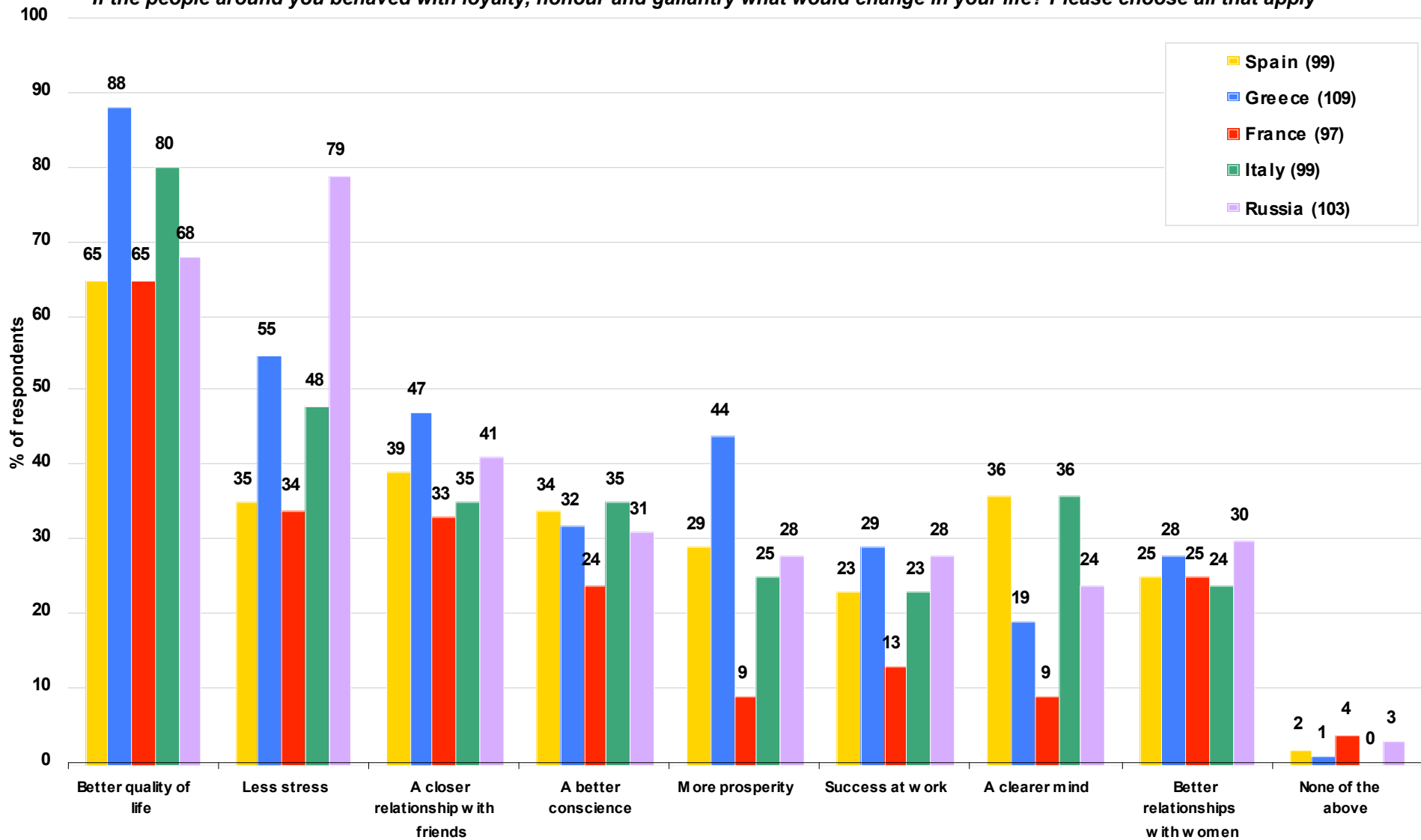
Life Change

If the people around you behaved with loyalty, honour and gallantry what would change in your life? Please choose all that apply



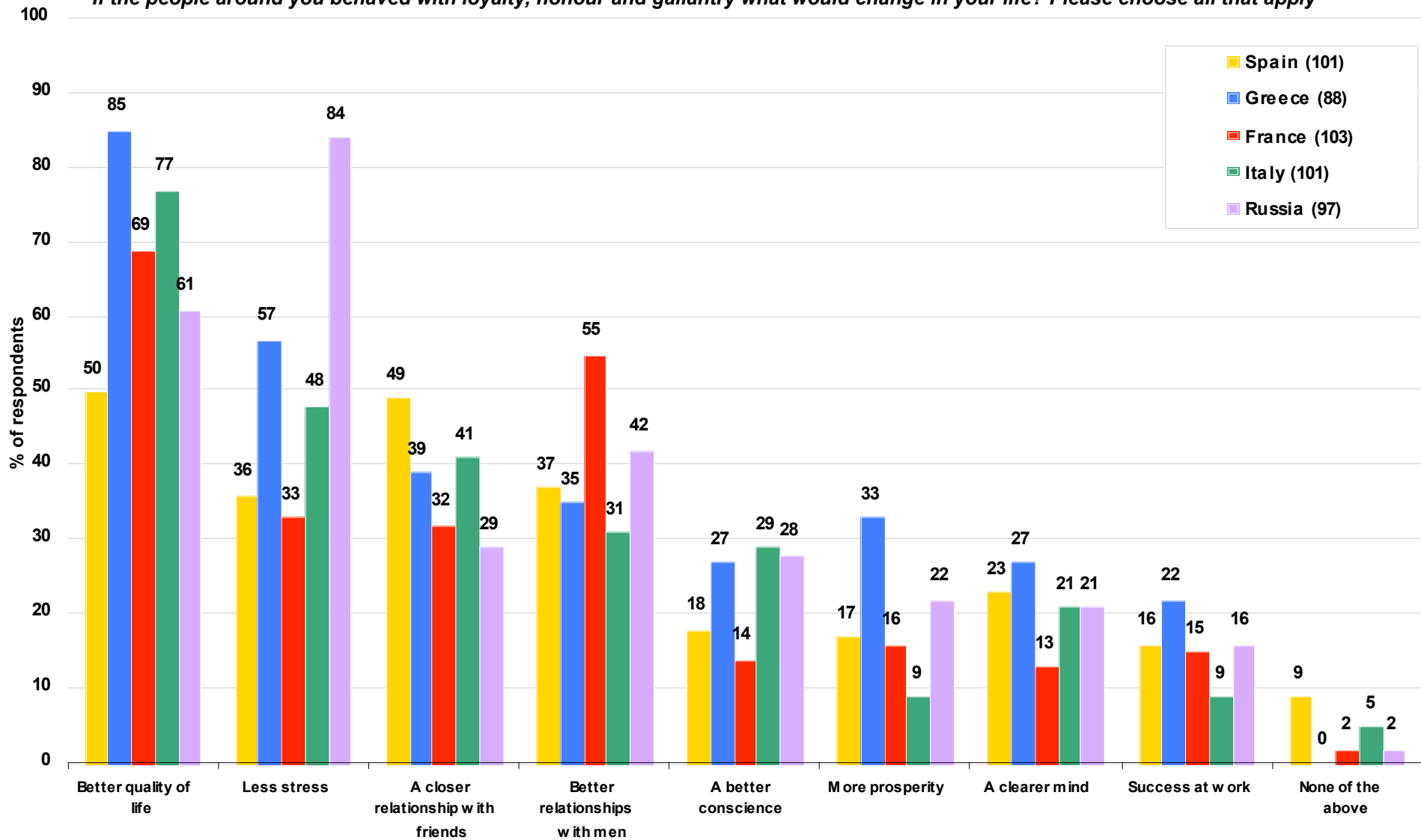
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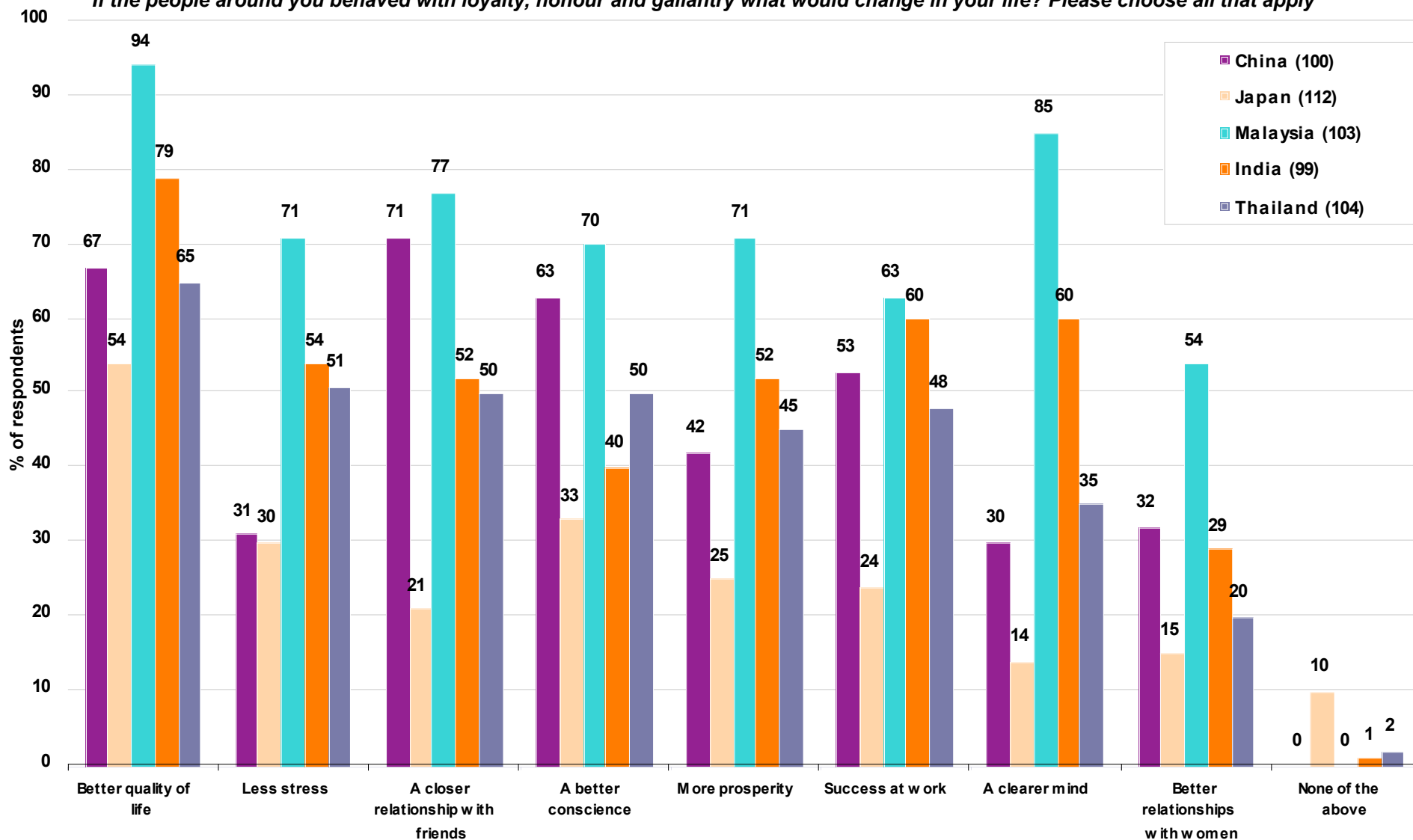
Life Change – Europe (Females)

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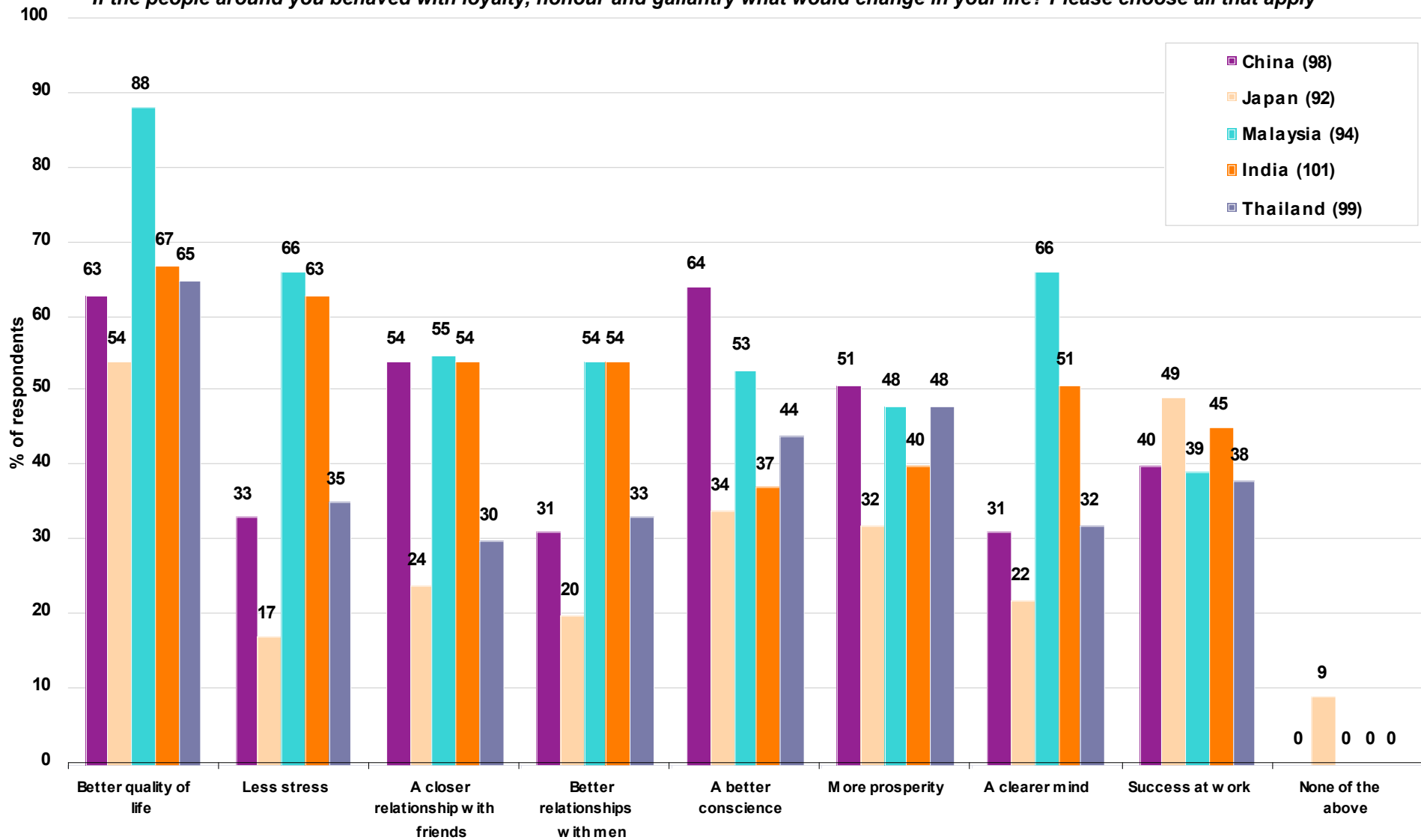
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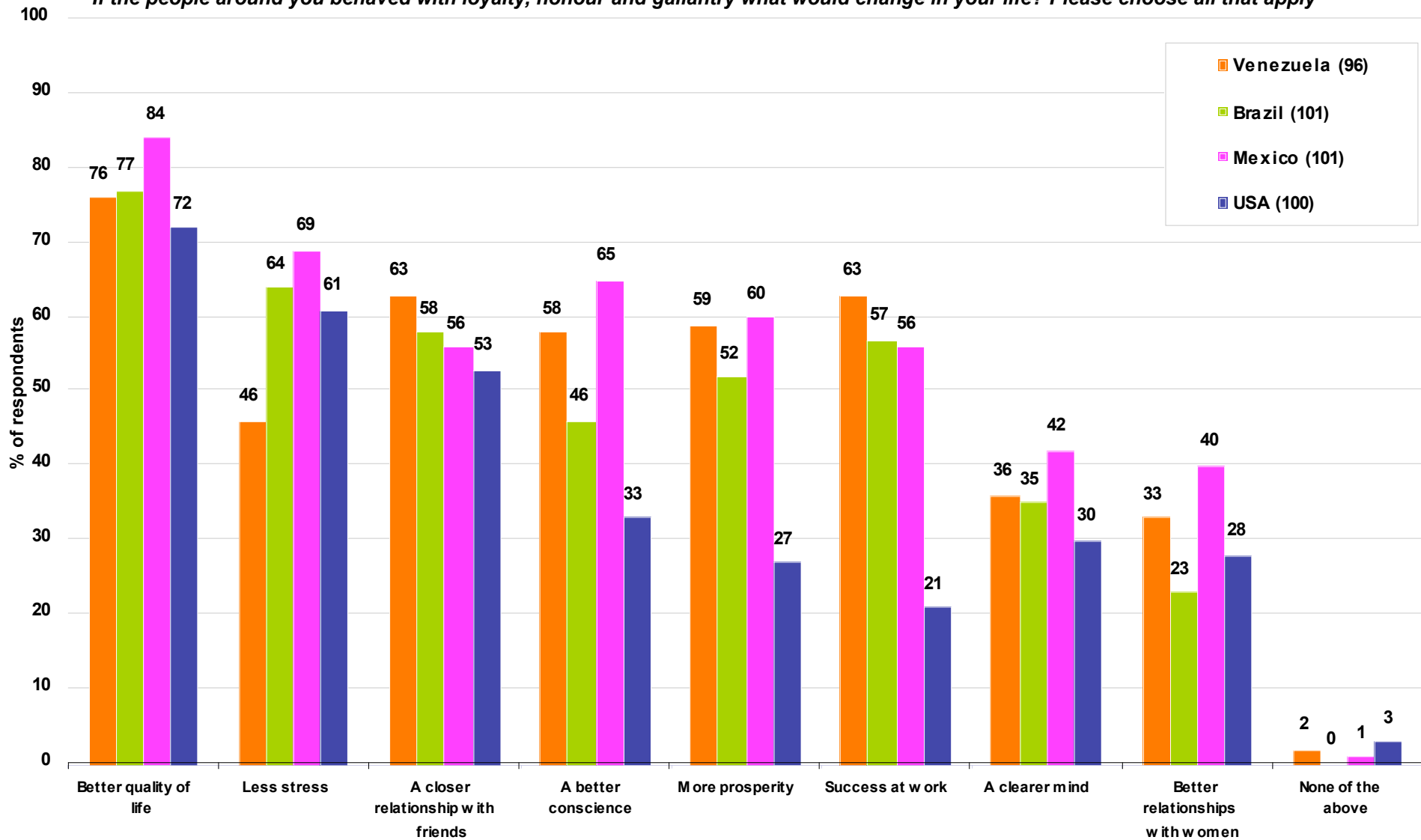
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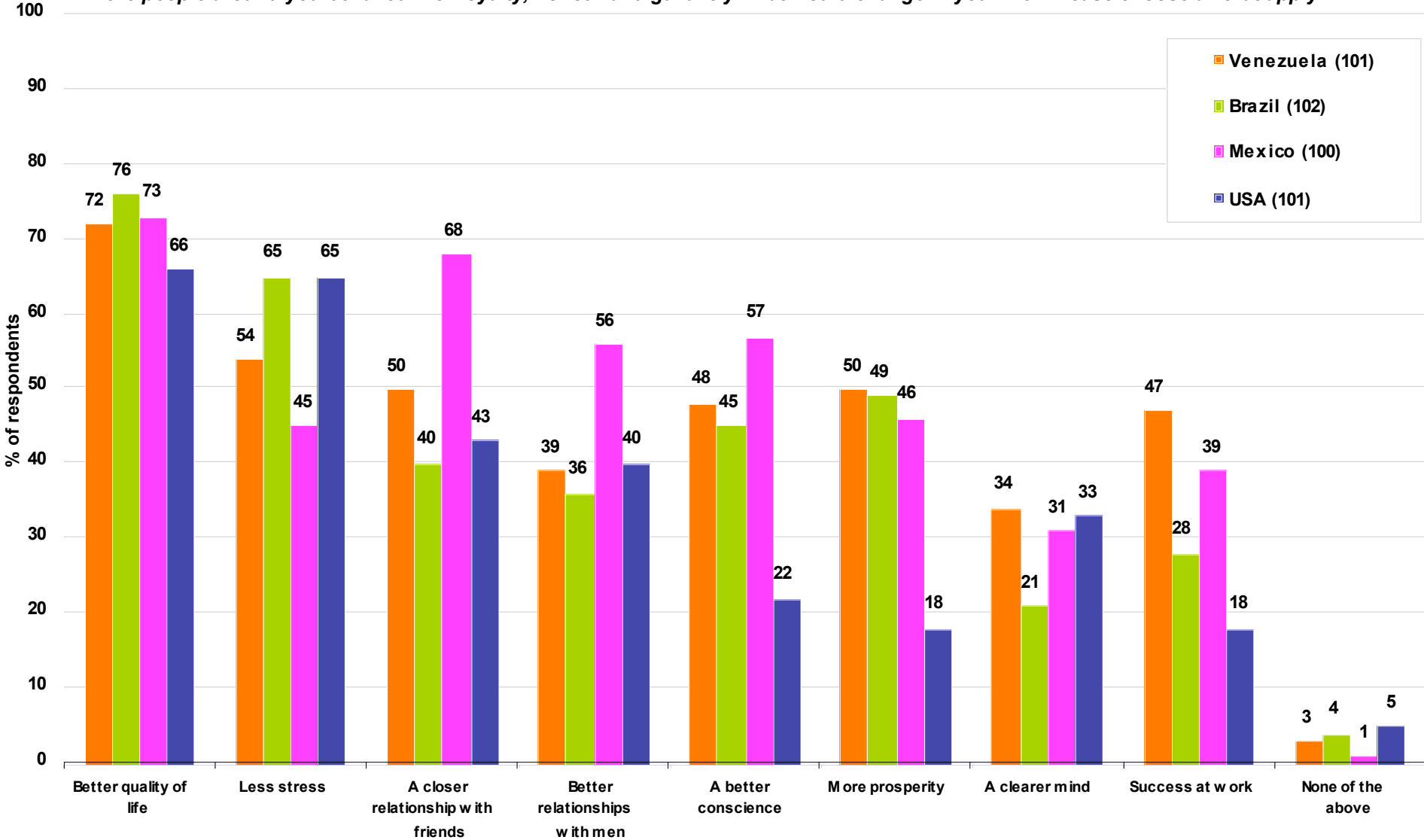
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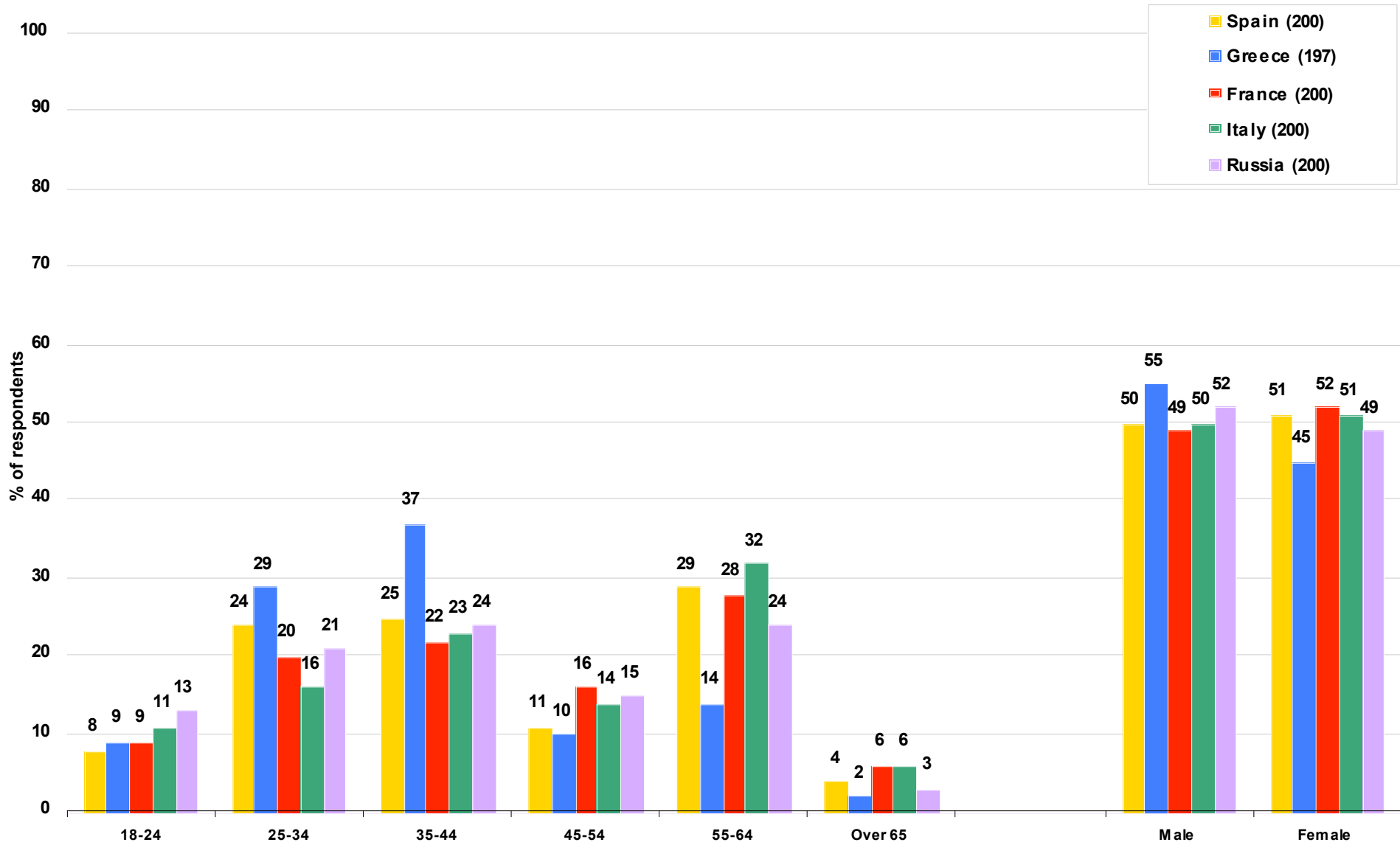
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Profiling

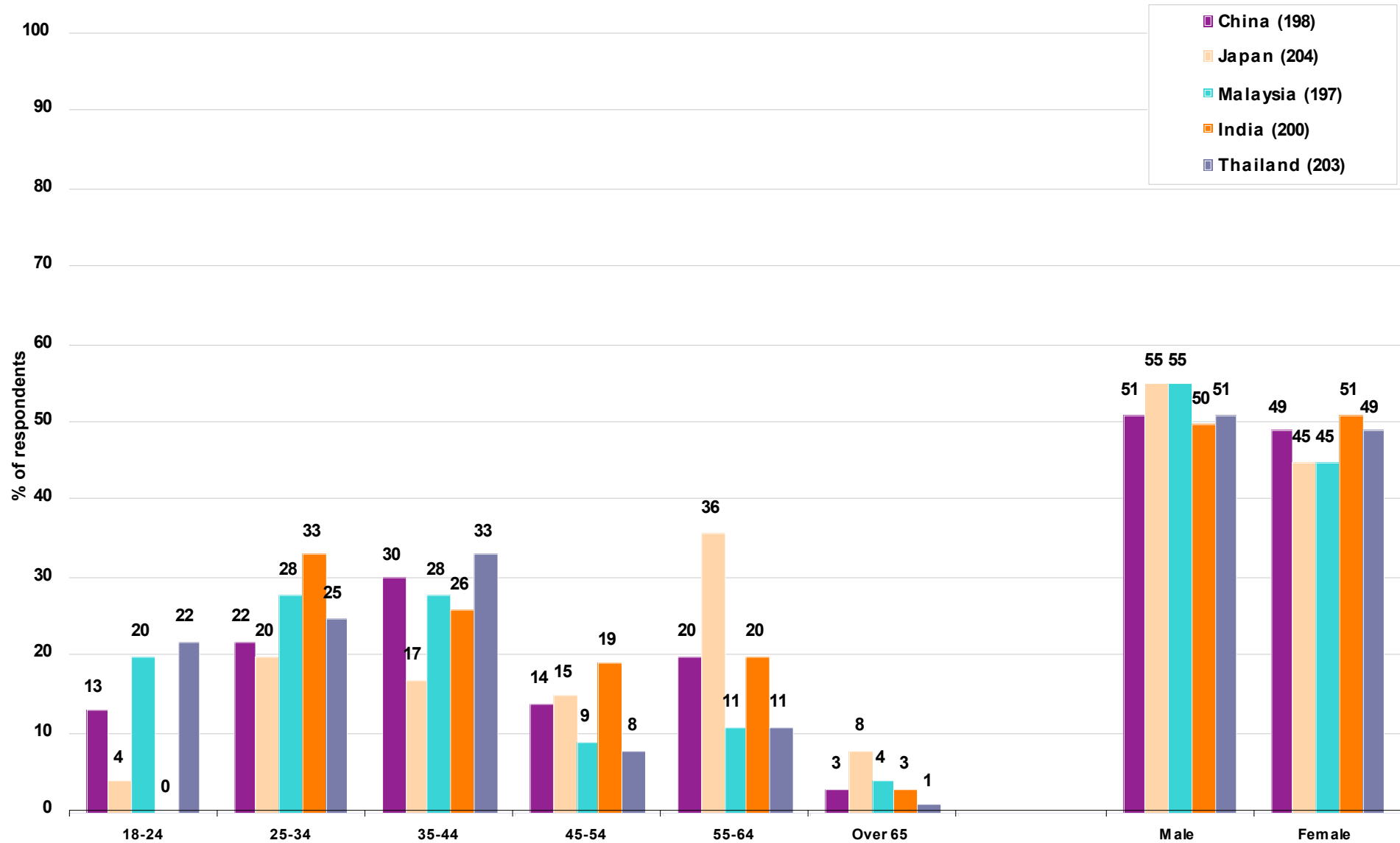
Respondent Profile - Europe

Age / Your gender?



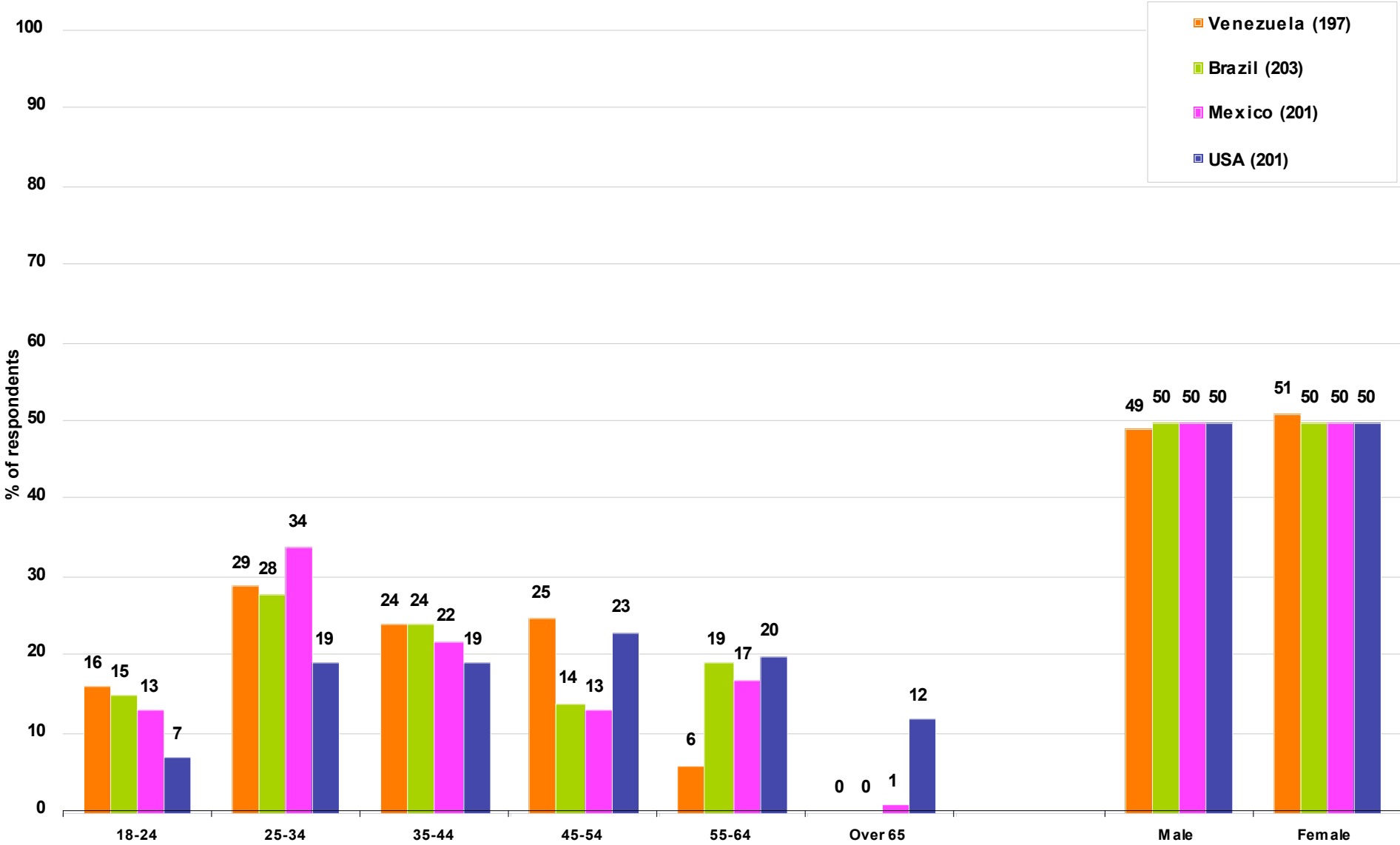
Respondent Profile - Asia

Age / Your gender?



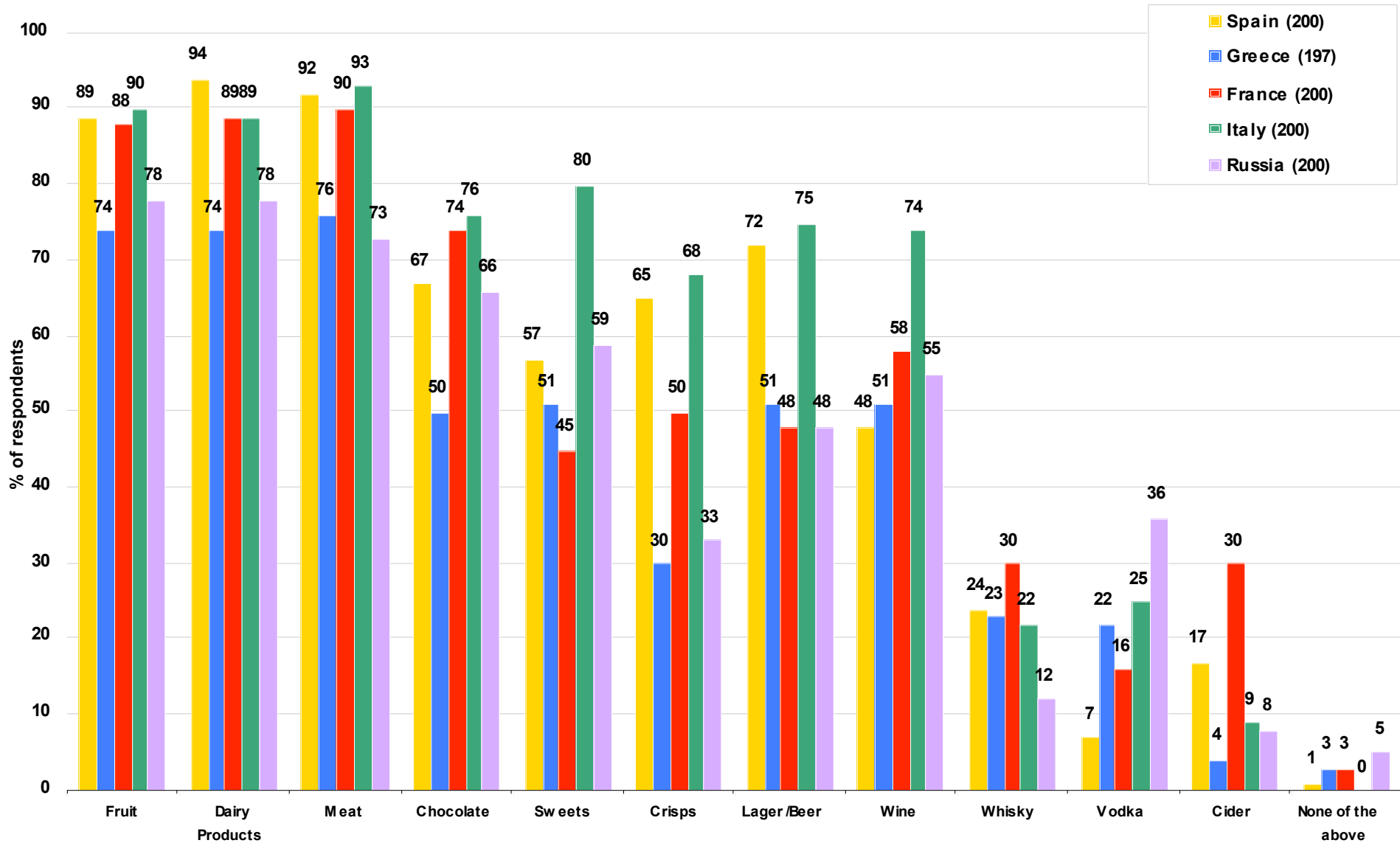
Respondent Profile - Americas

Age / Your gender?



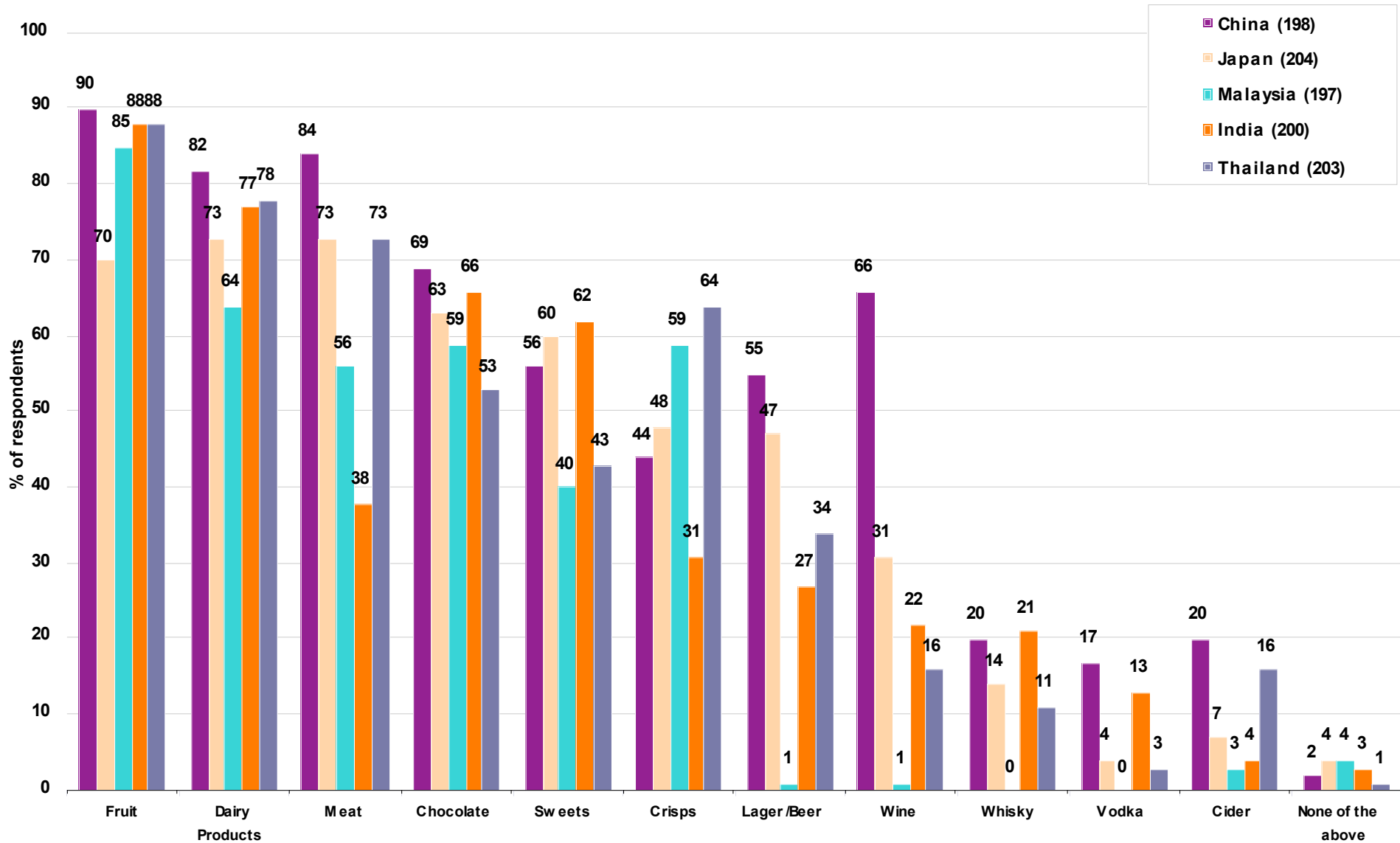
Consumer Habits - Europe

Which of the following do you eat / drink nowadays?



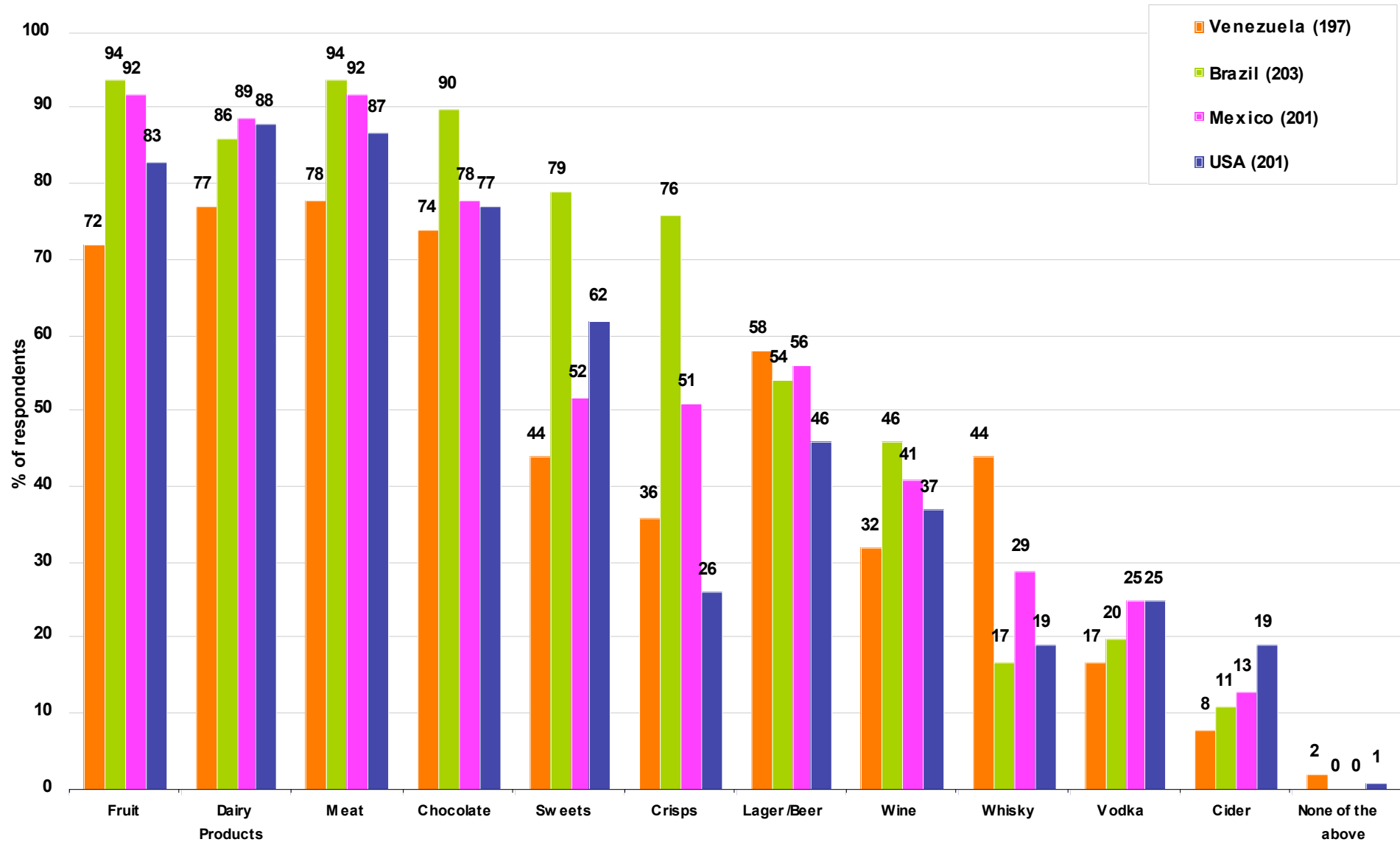
Consumer Habits - Asia

Which of the following do you eat / drink nowadays?



Consumer Habits - Americas

Which of the following do you eat / drink nowadays?



Consumer Habits by Age Break

Which of the following do you eat / drink nowadays?

