

The Year when they were born is:

- 92.7% of the students were born between 2000-2004.
- parents: 54.4% were born 1970-1979, 26.3% were born 1960-1969, 12.3% were born 1980-1989, 7% were born 1990 or after
- grandparents: 40.4% were born 1940-1949, 30.8% were born 1950-1959, 17.3% were born 1960-1969, 11.5% were born 1970 or after

Their gender is:

- students: not given
- parents: 66.7% are female, 33.3% are male
- grandparents: 73.1% are female, 26.9% are male

Which is their homeland:

- students: 29.3% are from Italy, 17.9% are from Turkey and Greece, 11.4% are from Portugal, 9.8% are from Spain, 8.9% are from Germany, 3.1% are from Latvia
- parents: 35.1% are from Turkey, 21.1% are from Greece, 10.5% are from Portugal and Italy, 8.8% are from Spain, 7% are from Latvia, 6% are from Germany, 1% homeland is not in this list
- grandparents: 28.8% are from Turkey, 23.1% are from Greece, 11.5% are from Italy and Germany, 9.6% are from Portugal, 7.7% homeland is not in this list, 4% are from Spain and Latvia

The product that the Ad shows is related to:

- 95.9% of the students answer that the Ad is related to Food products.
- 63.2% of the parents answer that the Ad shows is related to Industrial products.
- 63.5% of the grandparents answer that the Ad shows is related to Personal belongings.

Most of the students saw an ad for Food products while most of the parents saw an ad for Industrial products and most of the grandparents saw an ad for personal belongings.

Did they know the brand/company that appears in the Ad?

- 74.5% of the students already knew the brand/company while 25.2% of them did not.
- 73.7% of the parents already knew the brand/company while 26.3% of them did not.
- 57.7% of the grandparents already knew the brand/company while 42.3% of them did not.

Nearly all students and parents knew the brand while only the half of the grandparents knew the brand.

When was this Ad made?

- 56.1% of the students said that the Ad was made some years before the date of their birth.
- 36.8% of the parents said that it was during their childhood.
- 67.3% of the grandparents said that the Ad was made some years ago.

The most people said that the Ad was made some years ago.

What was the first impression?

- 38.2% of the students thought that the product makes them happier.
- 33.3% of parents thought that the product could make their lives easier.
- 23.1% of grandparents thought that the product wasn't for them.

The most of the people thought that product makes them happier.

Which idea creators had in their minds when they developed the Ad?

- There was a mistake
- 42.1% of the parents thought that they think about the high quality of the product.
- 40.4% of the grandparents thought that they think about the brand/company trust and the feelings you could have when you consume the product.

The most of the people thought that they think about the high quality of the product.

Which sentence fits better to their opinion? (same or similar)

- 39.8% of the students thought that the Ads from nowadays present better the product.
- 33.3% of the parents and 30.8% of the grandparents thought that this Ad is more stimulating than the others that they remember.

The most of the people thought that the Ads from nowadays present better the product.

Do they think that those Ads from the past focused on the same idea than the Ads they have just watched?

- 71.5% of the students and 61.5% of the grandparents thought that those Ads from the past focused on the same idea than the Ads they have just watched.
- 64.9% of the parents thought that those Ads from the past don't focused on the same idea than the Ads they have just watched.

The most people thought that those Ads from the past focused on the same idea than the Ads they have just watched

Which idea do they think that those Ads from the past showed?

- 51.2% of the students thought that those Ads showed the feelings they could have when they consume the product.
- 35.1% of the parents and 36.5% of the grandparents thought that those Ads showed the feelings they could have when they consume the product and the brand/company trust.

The most of the people thought that those Ads showed the feelings they could have when they consume the product and the brand/company trust.

How probable would be that they buy this product by watching this Ads?

- 38.2% of the students and 38.6% of the parents answer that it would be quite probable if they had the necessity of buying a product like this one.
- 28.8% of the grandparents answer that it would be very probable because they like how the product is shown here and it would be quite probable if they had the necessity of buying a product like this one.

The most of the people answer that it would be quite probable if they had the necessity of buying a product like this one.