

Advertising Recall, Actions and Preferences by Media Type and Community

How do people in different sizes of communities respond to the advertising placed in specific media was a focal point of this study. Are ads more accepted in some media in certain areas than others and where do people tend to look for advertising messages? In what sources are ads seen as annoying and in which media are they most likely to be ignored?

Statements Relating to Advertising Appearing in Specific Media	City/Town Website	Printed Local Community Newspaper	Daily Newspaper or Website	Radio	Television	Store Website	Social Media
Statement applies to:							
Most Likely to Notice Ads in This Source	2%	52%	32%	23%	36%	7%	6%
Generally Ignore Ads in This Source	10%	11%	14%	18%	25%	10%	19%
Best Place to Find Advertising on Local Stores/Services	3%	54%	26%	17%	9%	10%	4%
The Ads it Contains Make Me More Likely to Purchase	70%	30%	18%	8%	12%	8%	3%
The Source Contains Annoying Ads	3%	7%	9%	22%	44%	5%	16%
Rather the Source Contained No Ads	8%	5%	5%	17%	34%	4%	13%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=1,015

Statement Applies to Source: USUALLY NOTICE THE ADS IN THIS SOURCE	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	2.1%	0.8%	1.4%	4.1%	2.7%	2.0%	1.3%	3.0%	1.9%	5.6%	2.3%	2.4%	1.3%
Printed Local Community Newspaper	52.3%	64.2%	71.0%	62.1%	34.6%	33.4%	50.7%	54.0%	43.9%	47.9%	53.2%	50.6%	54.7%
Daily Newspaper or its Website	31.8%	19.9%	12.4%	29.2%	41.9%	47.6%	35.7%	27.9%	24.1%	25.1%	32.0%	35.0%	31.8%
Radio	22.9%	19.7%	20.3%	22.7%	29.9%	25.6%	25.7%	20.1%	38.8%	39.4%	30.4%	26.1%	13.4%
TV	36.0%	32.9%	32.8%	31.4%	33.2%	41.0%	38.2%	33.7%	44.9%	39.2%	36.6%	41.8%	30.7%
Store website	6.7%	2.3%	5.1%	6.5%	7.3%	9.4%	6.3%	7.2%	14.4%	12.6%	9.6%	9.3%	2.2%
Social Media	6.1%	6.6%	5.2%	4.9%	11.1%	6.9%	4.8%	7.3%	22.8%	21.4%	9.6%	5.2%	0.8%
None of them	14.4%	14.1%	11.7%	14.4%	18.7%	15.8%	14.9%	13.9%	6.9%	10.8%	12.8%	13.4%	17.0%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=1,015

Statement Applies to Source: I GENERALLY IGNORE ADS	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	10.2%	9.5%	9.2%	9.1%	11.9%	11.4%	12.1%	8.2%	17.6%	15.5%	11.1%	11.0%	7.6%
Printed Local Community Newspaper	11.0%	12.5%	10.0%	12.5%	8.6%	10.1%	12.5%	9.5%	20.5%	20.0%	11.6%	9.6%	8.9%
Daily Newspaper or its Website	14.0%	13.5%	9.8%	8.9%	19.1%	18.8%	14.5%	13.5%	19.5%	17.8%	15.7%	17.7%	9.9%
Radio	17.8%	17.3%	15.2%	16.5%	19.0%	19.8%	22.0%	13.5%	34.3%	16.2%	18.9%	19.4%	14.9%
TV	24.5%	29.3%	18.5%	23.9%	25.9%	25.8%	27.2%	21.8%	20.4%	17.5%	22.6%	23.5%	27.5%
Store website	10.2%	10.5%	11.1%	6.7%	8.7%	11.2%	12.1%	8.3%	16.4%	13.5%	13.6%	11.0%	7.1%
Social Media	19.3%	16.6%	24.5%	16.9%	15.8%	19.0%	21.8%	16.9%	39.3%	32.3%	26.9%	20.9%	11.0%
None of them	41.1%	41.5%	43.9%	44.0%	39.7%	38.1%	36.4%	45.7%	18.0%	27.7%	34.7%	39.8%	49.1%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=1,015

Statement Applies to Source: BEST PLACE TO FIND ADVERTISING FOR LOCAL STORES AND SERVICES	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	3.0%	2.8%	2.9%	4.0%	2.2%	2.6%	2.9%	3.0%	6.5%	3.4%	6.3%	3.6%	0.8%
Printed Local Community Newspaper	54.1%	61.5%	72.3%	66.3%	37.1%	36.1%	52.5%	55.7%	46.5%	51.5%	54.3%	51.9%	56.6%
Daily Newspaper or its Website	25.6%	12.7%	7.9%	16.3%	42.4%	44.3%	27.9%	23.4%	20.7%	15.4%	27.4%	28.4%	25.6%
Radio	17.3%	13.5%	20.8%	22.0%	21.7%	14.8%	20.4%	14.1%	26.9%	19.6%	25.2%	19.0%	11.7%
TV	9.3%	9.1%	6.6%	6.8%	8.5%	12.0%	10.1%	8.5%	10.6%	11.6%	7.9%	13.8%	6.6%
Store website	10.2%	4.9%	6.5%	7.0%	15.0%	15.8%	9.0%	11.4%	19.4%	19.6%	11.2%	15.0%	4.4%
Social Media	4.3%	4.4%	3.6%	4.7%	6.8%	4.3%	4.1%	4.5%	22.0%	11.1%	6.3%	2.7%	1.3%
None of them	13.7%	19.0%	12.1%	10.1%	14.6%	13.9%	14.5%	12.9%	5.1%	10.0%	12.3%	12.3%	16.6%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=1,015

Statement Applies to Source: THE ADS IT CONTAINS MAKE ME MORE LIKELY TO PURCHASE	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	0.7%	0.0%	1.2%	0.0%	0.9%	1.0%	1.1%	0.3%	0.0%	0.0%	1.6%	0.9%	0.3%
Printed Local Community Newspaper	29.5%	32.7%	36.7%	44.2%	19.4%	17.6%	27.7%	31.3%	13.3%	34.4%	29.9%	34.5%	27.2%
Daily Newspaper or its Website	17.7%	11.5%	5.8%	9.4%	23.2%	30.1%	20.7%	14.6%	10.0%	10.7%	20.9%	18.2%	18.1%
Radio	8.3%	8.3%	7.4%	9.2%	9.6%	8.3%	10.1%	6.5%	10.9%	12.5%	11.0%	10.4%	5.0%
TV	11.6%	9.3%	8.6%	9.4%	13.3%	15.1%	11.8%	11.4%	22.0%	17.5%	12.7%	14.6%	7.2%
Store website	7.7%	3.6%	5.9%	6.3%	10.4%	10.9%	6.5%	8.9%	13.4%	13.0%	13.2%	8.3%	3.6%
Social Media	3.1%	6.2%	2.8%	3.1%	3.0%	2.1%	3.1%	3.2%	20.3%	6.8%	4.6%	1.7%	1.0%
None of them	43.2%	44.5%	47.8%	38.9%	43.4%	42.3%	43.9%	42.4%	37.5%	37.2%	35.6%	39.5%	49.9%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=1,015

Statement Applies to Source: USUALLY NOTICE THE ADS IN THIS SOURCE	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	3.3%	4.7%	2.8%	1.2%	4.0%	4.1%	3.9%	2.7%	6.4%	6.7%	4.9%	2.1%	2.5%
Printed Local Community Newspaper	6.5%	8.2%	6.1%	6.2%	7.3%	6.1%	7.9%	5.1%	13.6%	7.3%	10.3%	6.5%	4.1%
Daily Newspaper or its Website	9.4%	7.0%	10.4%	5.6%	9.3%	11.7%	12.1%	6.7%	13.2%	10.3%	13.4%	10.0%	6.9%
Radio	22.1%	22.9%	22.5%	17.3%	19.1%	23.9%	24.9%	19.4%	49.8%	29.3%	26.5%	26.7%	13.6%
TV	43.5%	42.0%	43.8%	39.5%	40.9%	45.9%	46.5%	40.5%	42.7%	33.6%	42.1%	43.2%	46.1%
Store website	4.9%	3.0%	4.9%	2.7%	4.6%	6.8%	6.2%	3.7%	8.1%	7.7%	9.1%	4.5%	2.8%
Social Media	15.9%	15.0%	16.2%	13.3%	14.8%	17.3%	15.9%	15.9%	34.7%	31.6%	24.6%	19.0%	5.8%
None of them	37.4%	42.3%	37.6%	41.8%	40.2%	33.2%	34.4%	40.4%	17.4%	29.9%	28.1%	35.2%	45.8%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=1,015

Statement Applies to Source: I'D RATHER IT CONTAINED NO ADS AT ALL	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	8.0%	5.0%	6.1%	8.2%	10.0%	10.1%	10.9%	5.1%	5.0%	9.6%	14.3%	10.5%	4.0%
Printed Local Community Newspaper	5.0%	6.1%	5.6%	4.6%	2.8%	4.4%	6.6%	3.3%	8.9%	3.7%	7.6%	3.6%	4.5%
Daily Newspaper or its Website	5.4%	4.2%	3.6%	3.5%	6.0%	7.7%	6.5%	4.3%	8.4%	2.7%	6.0%	4.8%	5.7%
Radio	17.4%	14.2%	12.8%	18.0%	15.7%	20.8%	20.0%	14.8%	30.7%	22.9%	17.3%	20.2%	13.5%
TV	33.6%	29.2%	34.3%	30.4%	35.7%	36.5%	36.0%	31.1%	31.9%	26.9%	28.5%	34.5%	36.3%
Store website	3.5%	3.5%	3.6%	1.3%	4.8%	4.6%	4.5%	2.5%	3.4%	7.1%	4.3%	4.4%	2.1%
Social Media	13.4%	13.3%	14.1%	11.4%	13.1%	14.0%	14.0%	12.8%	28.3%	22.1%	19.4%	17.7%	5.4%
None of them	46.4%	52.1%	46.7%	50.0%	46.8%	42.2%	41.2%	51.6%	34.9%	43.2%	43.4%	42.8%	51.5%

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