

## YouGov / Deloitte Survey Results

Fieldwork dates: 9th - 12th July 2010

	TOTAL	Gender		Age					Region							Social grade		
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	ABC1	C2DE
Unweighted Base	2027	1018	1009	269	374	370	398	616	478	335	186	201	463	95	216	53	959	1068
All UK adults	2024	974	1050	235	334	352	379	725	481	325	175	250	463	90	182	57	1117	907

Which of the following types of advertising do you think have the greatest impact on YOU PERSONALLY? Please select up to three answers.

Television advertising	56%	51%	61%	63%	67%	60%	56%	48%	54%	56%	55%	61%	56%	58%	55%	63%	54%	59%
Newspapers	30%	30%	31%	24%	21%	26%	32%	38%	27%	26%	27%	36%	30%	36%	33%	48%	28%	32%
Magazines	17%	13%	20%	18%	13%	16%	15%	19%	15%	15%	17%	15%	19%	26%	15%	17%	18%	15%
Radio	15%	15%	15%	18%	18%	17%	16%	10%	14%	14%	16%	16%	15%	14%	14%	19%	14%	16%
Outdoor, e.g. posters	15%	14%	15%	24%	20%	14%	17%	8%	12%	17%	9%	26%	11%	11%	17%	17%	15%	14%
Leaflet	9%	7%	10%	9%	7%	9%	9%	9%	9%	10%	8%	5%	9%	8%	10%	8%	9%	8%
Cinema	5%	5%	5%	17%	9%	5%	2%	1%	4%	6%	4%	7%	5%	6%	7%	2%	4%	7%
Banner adverts on websites you have visited	4%	4%	4%	7%	7%	4%	3%	2%	4%	4%	4%	4%	4%	2%	3%	1%	4%	4%
Online video adverts	3%	4%	2%	6%	3%	3%	3%	2%	3%	4%	1%	2%	3%	1%	5%	2%	2%	4%
iPhone/iPad/iPod Touch adverts within applications	1%	1%	1%	4%	2%	2%	*	-	1%	1%	1%	3%	2%	-	1%	-	1%	1%
None of them	26%	31%	21%	13%	17%	25%	28%	33%	29%	24%	29%	21%	26%	25%	25%	19%	26%	24%
Not sure	3%	3%	4%	5%	5%	2%	3%	3%	5%	3%	2%	2%	3%	5%	3%	2%	3%	4%

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Please think of the advertisement/advertising campaign you consider to have been most memorable since the start of 2010.

Television	52%	50%	54%	58%	58%	51%	53%	48%	54%	52%	52%	59%	48%	44%	58%	35%	54%	51%
Online video on the Internet	2%	3%	2%	6%	4%	2%	2%	*	2%	2%	4%	2%	2%	*	3%	2%	2%	2%
Banner adverts on a website I visited	1%	1%	1%	5%	1%	1%	*	1%	1%	1%	2%	2%	*	-	3%	1%	1%	2%
Radio	3%	3%	3%	4%	4%	5%	3%	2%	3%	3%	3%	3%	4%	3%	2%	13%	4%	3%
Outdoor, e.g. posters	5%	6%	5%	10%	7%	4%	5%	4%	3%	6%	5%	9%	4%	2%	6%	10%	6%	5%
Cinema	3%	3%	2%	7%	4%	4%	2%	*	1%	2%	3%	7%	2%	2%	3%	6%	2%	3%
Newspapers	10%	10%	10%	8%	7%	7%	12%	11%	10%	10%	7%	12%	10%	4%	10%	14%	10%	10%
Magazines	3%	3%	4%	7%	3%	3%	2%	3%	3%	2%	4%	3%	4%	1%	2%	7%	3%	3%
Leaflet	1%	2%	1%	3%	1%	2%	1%	1%	2%	3%	1%	-	1%	*	1%	1%	1%	2%
iPhone/iPad/iPod Touch adverts within applications	1%	1%	1%	4%	*	*	*	*	1%	-	1%	3%	*	-	1%	-	*	1%
None of them	17%	20%	15%	7%	7%	17%	18%	25%	18%	16%	13%	12%	20%	25%	16%	20%	17%	18%
Don't know	16%	14%	18%	14%	19%	20%	15%	15%	15%	16%	19%	14%	17%	23%	14%	20%	16%	17%

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**Please think of video-based adverts (on any screen: television, computer, mobile, cinema). Which ONE of these do you think you are most likely to pay attention to?**

A video advert shown just before you start watching an online video clip or programme	3%	3%	2%	7%	2%	2%	2%	2%	2%	4%	4%	1%	2%	1%	2%	4%	3%	3%
A video advert shown in the middle of an online video clip or programme	*	*	*	1%	1%	*	*	*	*	*	*	1%	*	1%	1%	-	*	*
A video advert shown just after an online video clip or programme	1%	1%	1%	3%	-	*	*	*	1%	*	-	1%	1%	-	-	-	1%	1%
A video advert that plays on a part of the web page that you're browsing	1%	1%	1%	2%	*	*	*	1%	1%	1%	-	1%	1%	-	1%	-	1%	1%
A video advert shown on a mobile phone	*	*	*	-	*	1%	-	*	*	-	-	*	-	-	1%	-	*	*
A 30 second advert (standard length) shown on television	36%	33%	39%	29%	35%	37%	36%	37%	38%	28%	39%	37%	34%	44%	39%	41%	37%	34%
An extra-long advert (less than 30 seconds) shown on television	11%	13%	10%	13%	12%	13%	13%	9%	10%	15%	12%	12%	12%	6%	8%	5%	11%	12%
A high definition (HD) advert shown on television	6%	7%	5%	5%	8%	4%	5%	7%	7%	5%	4%	7%	7%	1%	7%	3%	5%	7%
A standard 30 second advert shown at the cinema	8%	7%	8%	15%	12%	8%	5%	4%	4%	10%	5%	10%	6%	13%	10%	13%	8%	7%
A 3D advert shown at the cinema	5%	6%	4%	11%	7%	7%	5%	1%	5%	4%	8%	5%	5%	1%	4%	6%	5%	5%
Don't know	30%	29%	31%	14%	22%	28%	33%	38%	30%	33%	28%	24%	32%	34%	27%	28%	29%	31%

**Over the past 12 months do you feel the number of adverts you have watched on television has changed?**

Yes, I am watching many more adverts	15%	13%	17%	15%	14%	14%	16%	17%	18%	12%	16%	18%	15%	20%	10%	17%	14%	18%
Yes, I am watching a few more adverts	7%	8%	7%	14%	8%	7%	4%	7%	5%	8%	8%	7%	8%	11%	7%	6%	6%	9%
I am watching the same amount of adverts	33%	32%	33%	32%	36%	36%	37%	28%	32%	38%	30%	35%	29%	32%	34%	29%	33%	32%
Yes, I am watching fewer adverts	15%	15%	15%	17%	14%	13%	14%	16%	15%	14%	17%	12%	19%	9%	12%	17%	16%	14%
Yes, I am watching significantly fewer adverts	18%	18%	18%	9%	12%	17%	17%	25%	20%	17%	17%	18%	16%	19%	21%	19%	19%	16%
Don't know	12%	14%	10%	12%	16%	14%	13%	8%	10%	11%	13%	11%	13%	10%	17%	12%	12%	12%

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In general, what would make you more likely to watch ALL advertisements in a break? Please select up to three answers.

Shorter advertising breaks	48%	45%	50%	51%	49%	49%	48%	45%	48%	43%	48%	52%	47%	53%	46%	51%	48%	47%
Shorter advertisements (the standard length is 30 seconds)	17%	15%	18%	22%	16%	15%	17%	17%	18%	19%	17%	15%	17%	14%	14%	24%	15%	19%
Longer advertisements (the standard length is 30 seconds)	2%	2%	2%	4%	4%	2%	1%	1%	1%	2%	2%	3%	2%	1%	3%	1%	2%	2%
More memorable advertisements	32%	32%	31%	39%	35%	30%	35%	27%	27%	30%	35%	41%	31%	29%	36%	29%	30%	33%
Themed advertisement breaks (e.g. all advertisements in a break focus on one theme, such as cars, food)	8%	9%	7%	11%	10%	7%	7%	7%	9%	9%	7%	6%	9%	3%	10%	4%	7%	10%
Personalised advertisements (advertisements which are relevant to me, given my age, gender, social group etc..)	14%	16%	13%	24%	20%	12%	11%	12%	15%	14%	16%	16%	12%	15%	14%	19%	14%	16%
I don't watch advertisements	22%	26%	19%	15%	16%	23%	21%	27%	23%	25%	21%	13%	25%	21%	21%	23%	24%	20%

You said you'd be more likely to watch all adverts in a break if they were personalised for you. Which factors would like to be taken into consideration?

	Unweighted Base	298	157	141	64	70	46	47	71	70	48	32	30	62	13	34	9	133	165
All those who would be more likely to watch an Ad break if ads were personalised		293	154	140	56	67	43	42	85	74	47	27	40	57	13	25	11	152	141
My age	70%	66%	73%	93%	75%	42%	50%	73%	66%	75%	68%	71%	66%	67%	70%	88%	70%	69%	
My gender	44%	43%	45%	68%	45%	42%	33%	34%	33%	54%	36%	47%	49%	35%	50%	59%	44%	45%	
My profession	19%	20%	17%	34%	35%	13%	11%	3%	18%	20%	22%	28%	25%	1%	7%	-	24%	13%	
My hobbies	55%	58%	52%	64%	61%	72%	56%	35%	53%	52%	75%	54%	61%	44%	46%	33%	57%	52%	
My partner's preferences	12%	15%	10%	12%	21%	22%	5%	5%	9%	19%	10%	20%	11%	1%	15%	-	16%	9%	
My existing purchases	35%	37%	33%	30%	38%	39%	29%	37%	29%	42%	39%	42%	39%	12%	16%	61%	34%	36%	
Region I live in (e.g. North East England)	45%	44%	47%	33%	50%	45%	45%	50%	54%	39%	50%	52%	36%	30%	36%	66%	55%	35%	
The city I live in (e.g. Edinburgh)	36%	40%	32%	46%	41%	29%	33%	31%	34%	37%	24%	47%	28%	36%	63%	12%	38%	34%	
Other	3%	4%	1%	2%	5%	4%	6%	-	2%	3%	4%	6%	1%	6%	-	-	3%	2%	

All figures, unless otherwise stated, are from YouGov Plc.