

# ATTITUDES TOWARDS ONLINE ADVERTISING

**gemiusAdHoc**

**The Czech Republic**

2006



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## METHODOLOGY OF THE RESEARCH

# METHODOLOGY

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- The research was conducted by Gemius & partners in seven European countries: the Czech Republic, Hungary, Lithuania, Poland, Romania, Slovakia and Ukraine.
- In **Czech** Gemius conducted the research in cooperation with **Media Research** and **Centrum.cz**. Data from the Czech research was taken into account in this report.



# METHODOLOGY

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- The aim of the research was to identify attitudes of Internet users towards online advertising.
- Questions involved in the research concerned:
  - general attitudes towards advertising (online & TV)
  - attitudes towards advertisements' formats
  - declared behaviour in response to online advertising
  - the perceived image of the advertised companies.
- The recall of different formats of advertisements was aided by screen shots of advertisements' formats.
- The research was conducted on the Internet in the form of a pop-up survey (random sampling) on 6<sup>th</sup>–14<sup>th</sup> of June 2006.
- The total sample of 2 869 valid cases, used in the study, was re-weighted with the use of an analytic weight computed on the basis of structural data on Internet users in the Czech Republic.

# FORMATS OF ADVERTISEMENTS (international) (1)

**Banner**

Products Company Case Studies gPublishersIndex

**Gemius**  
THINKING BEYOND BORDERS

Log In

Monitor & analyze online behavior  
Analyze Internet audience profiles  
Analyze campaign effectiveness  
Conduct online surveys

**gemiusTraffic**  
helped us to really manage our corporate web sites. We gained a professional research tool.

Krzysztof Pnau,  
Manager Marketing Communication,  
Toyota Motor Poland Co., Ltd.

Freedom of speech in the Ukrainian Internet - what do people think about it?  
20 March 2006

**MEET YOUR ONLINE AUDIENCE**  
You have invested time and money into building your web site. Now, let that web site work for you.

**If you want to:**

- Gain credible data on the usage of your web site
- Understand the socio-demographic profile of your online audience

Since October 2005 Gemius SA has launched its gemiusAudience research study on the Ukrainian market. The first results are already published, to the satisfaction of all participants and open public. At the present there are more than 60 web-sites taking part in the

**Billboard**

Products Company Case Studies gPublishersIndex

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You have invested time and money into building your web site. Now, let that

**Brandmark**

Products Company Case Studies gPublishersIndex

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- Understand the socio-demographic profile of your online audience
- Gain arguments to sell advertising space online

Make use of the **gemiusTraffic** or **gemiusProfile** studies.

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**Button**

Products Company Case Studies gPublishersIndex

**Gemius**  
THINKING BEYOND BORDERS

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**MEET YOUR ONLINE AUDIENCE**  
You have invested time and money into building your web site. Now, let that web site work for you.

**If you want to:**

- Gain credible data on the usage of your web site
- Understand the socio-demographic profile of your online audience
- Gain arguments to sell advertising space online

Make use of the **gemiusTraffic** or **gemiusProfile** studies.

**WATCH YOUR COMPETITION**  
Do you analyze your online performance? Now you can compare your online performance to that of your competitors.

**If you want to learn:**

- How your web site's performance compares to your competitors,
- How web sites rank according to reach or other indicators,
- How selected target groups use the Internet.

Make use of the **gemiusAudience** study.

**CHECK YOUR ONLINE ADVERTISING**  
So you have conducted an online advertising campaign.

**Now you can determine:**

- Whether the money you spent was spent effectively
- Whether your campaign reached its desired goals
- How the campaign impacted on your brand

Make use of the **gemiusEffect** study.

Gemius Hungary and Toyota Motor have started cooperation!  
20 March 2006

Both companies agreed to jointly introduce gemiusAudience study to the Hungarian market under the local

# FORMATS OF ADVERTISEMENTS (international) (2)

The screenshot shows the Gemius website interface. A yellow box with a red border is overlaid on the page, containing the text "Pop-up". The background content includes sections like "Monitor & analyze online behavior", "MEET YOUR ONLINE AUDIENCE", and "WATCH YOUR COMPETITION".

The screenshot shows the Gemius website interface. A yellow box with a red border is overlaid on the page, containing the text "Pop-under". The background content is similar to the previous screenshot, showing website navigation and research-related text.

The screenshot shows the Gemius website interface. A yellow box with a red border is overlaid on the page, containing the text "Interstitial". The background content includes the Gemius logo and various service descriptions.

The screenshot shows the Gemius website interface. A yellow box with a red border is overlaid on the page, containing the text "Skyscraper". The background content includes sections like "MEET YOUR ONLINE AUDIENCE" and "CHECK YOUR ONLINE ADVERTISING".

# FORMATS OF ADVERTISEMENTS (international) (3)

**Toplayer**

**Streaming**

**Gemius**

mailing

**Sponsored link**



## EXECUTIVE SUMMARY

# Executive summary

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## The highlights of the study include the following findings:

- According to the study, 77% of the respondents declared to accept online advertisements as the price for free access to web sites.
- The study shows that in general advertisements (TV and online) are perceived as informative. On the other hand similar share of respondents perceive adverts as irritating.
- According to the opinion of 43% of the respondents, online advertising is efficient.
- The study found that the billboard was the most frequently recognized as a format.
- From all of the presented creatives, the banner was the favourite one.
- 80% of the respondents declared to click on online advertisements.



## SUMMARY

## General attitudes towards internet advertising (1)

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- **Frequency of advertisements' emission:** 44% of the Internet users perceive advertisements as appearing on the Internet too often/much too often.
- **Online advertising as the price for free access to web sites:** 77% of the Internet users accept online advertisements as the price for free access to web sites. 3% would prefer to pay for the access to web sites than watch advertisements on them.
- **Perception of TV and online advertisements:** Advertisements are perceived in general as informative. However at least 45% of the respondents choose advertisements to be irritating and boring. Not more than 7% of the respondents stated that they trust advertisements.

## General attitudes towards online advertising (2)

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- **Characteristics of advertisements which attract Internet users' attention:** The most frequently chosen features of adverts were 'is the advertisement pretty/nice' (46%) and 'which product/service is advertised' (44%). Format of creatives is important for 17% of the respondents.
- **Perceived efficiency of advertising:** According to the opinion of 43% of the respondents, online advertising is efficient.
- **Feeling of being deceived:** 59% of the respondents claimed to feel deceived by online advertisements, but only 3% feel that way 'always', whereas 13% feel deceived 'often', 25% 'from time to time' and 19% 'seldom'.

# Attitudes towards advertisements' formats

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- **Familiarity with different formats of creatives:** In the Czech Republic the respondents were most familiar with the billboard type of creative (70%). 62% of respondents as format they are familiar with mentioned e-mailing. The least frequently chosen was toplayer (33%).
- **Attitudes towards advertisements' formats:** The banner was the most frequently chosen as a favourite one (35%). The lowest percentage of the respondents stated they like brandmark (11%), toplayer (11%), pop-up (10%) and pop-under (8%). It can be noticed that the least liked advertisements are the most imposing ones. Internet users need some additional activities (such as closing windows) to deal with it.
- **Opinion about the sponsored link format:** 52% of the respondents who are familiar with the sponsored link format, declared that they don't mind it and click on it if it's interesting.

# Declared behaviour in response to online advertising

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- **Declared Clickthrough frequency:** 80% of the Internet users declared to click on online advertisements, the biggest share stated to do it 'seldom' (49%). According to the opinion of the respondents, 19% of Internet users never click on adverts.
- **Looking for additional information about the advertised product/service:** 35% of the respondents – after being exposed to an online ad – look for additional information from time to time. 14% stated to do it often, whereas 4% claimed to do it always.
- **Option of purchasing the product:** 46% of the Internet users who took part in the research, would like to have an option of purchasing products straight after clicking the online advertisement and being re-directed to an online store's web site.

## The perceived image of the advertised companies

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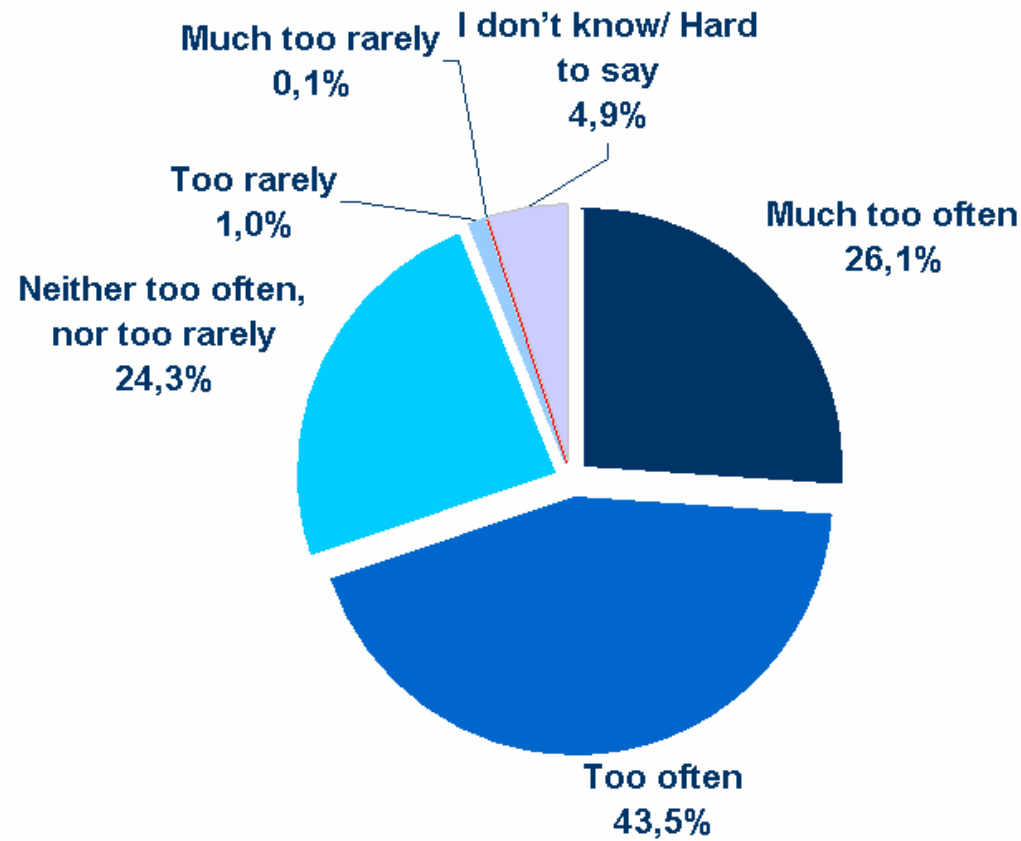
- According to the opinion of 53% of the respondents, companies that are advertising on the Internet, are **modern**. Not less than 20% of the Internet users stated that they are **technologically advanced, dynamic and innovative**.



## General attitudes towards online advertising

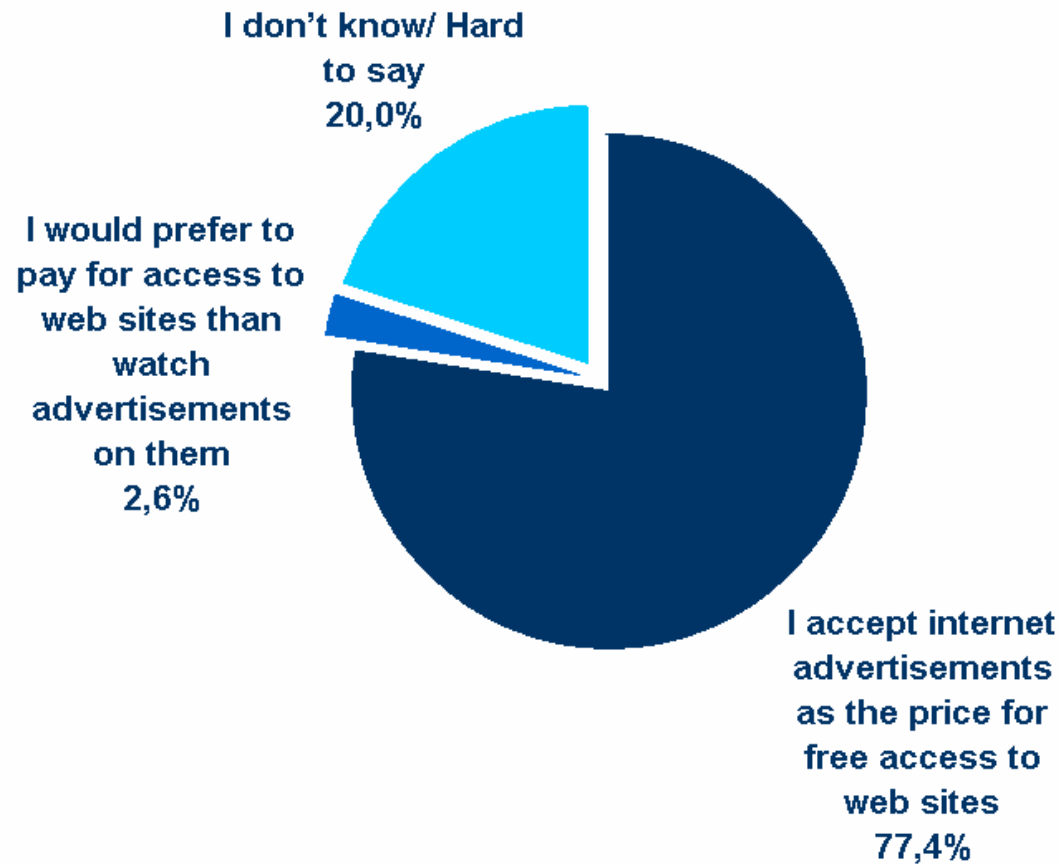
## Frequency of advertisements' emission

'Do you think that advertisements appear on the Internet ...?'



# Online advertising as the price for free access to web sites

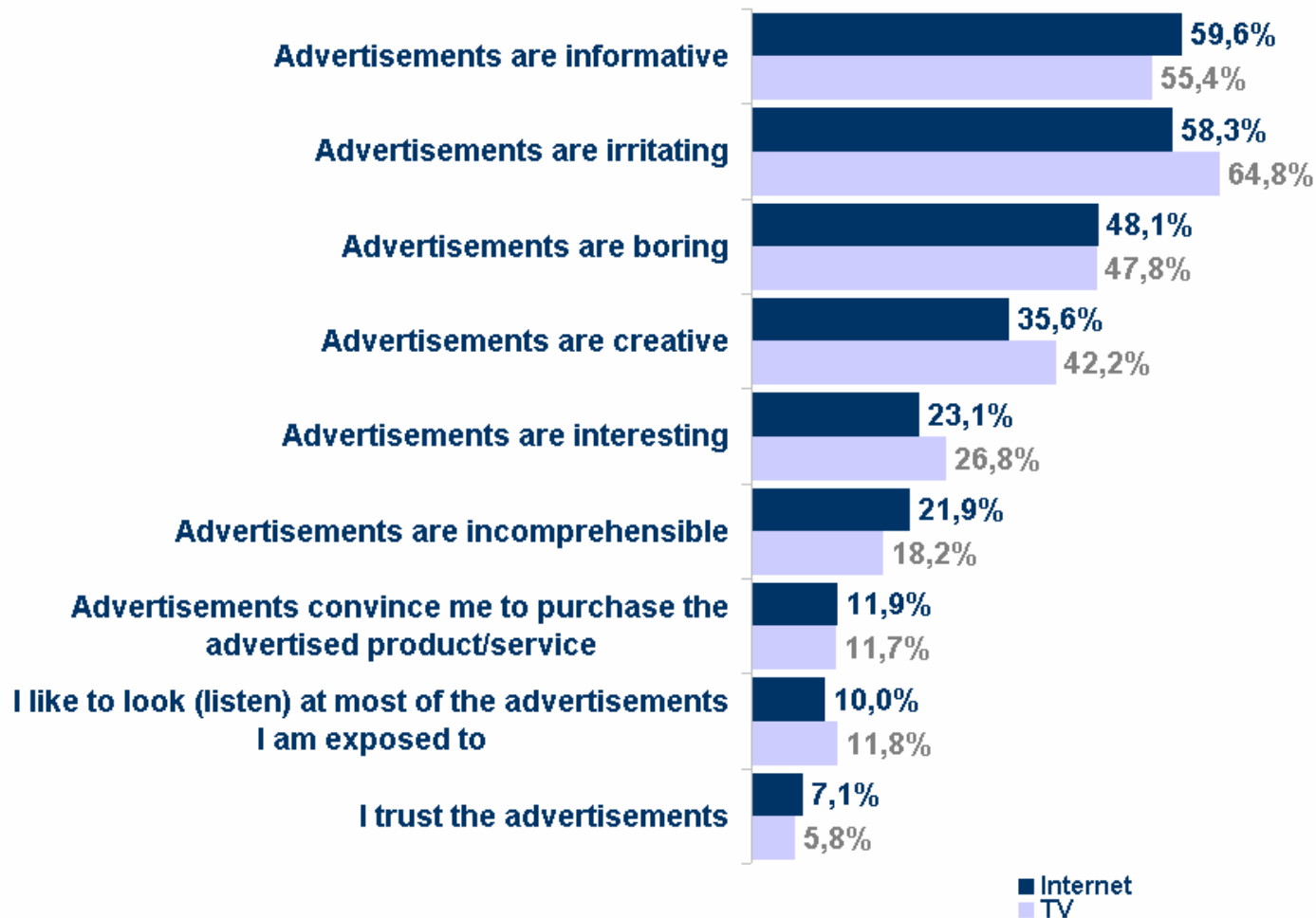
‘With which of the statements below do you agree?’



# Attitudes towards TV and online advertisements

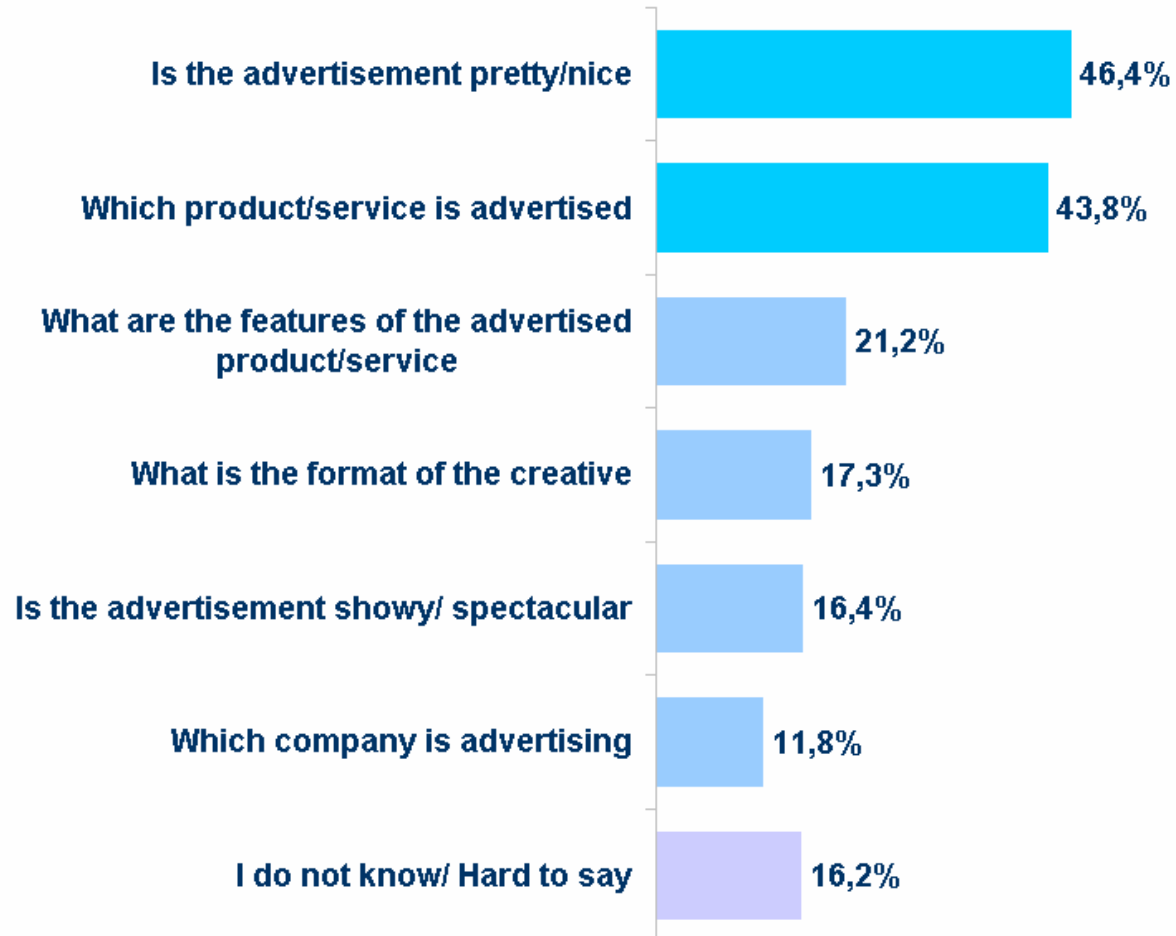
'To what extent do you agree with the following statements?'

The percentage of the 'strongly agree' and 'agree' ratings is presented on a chart.



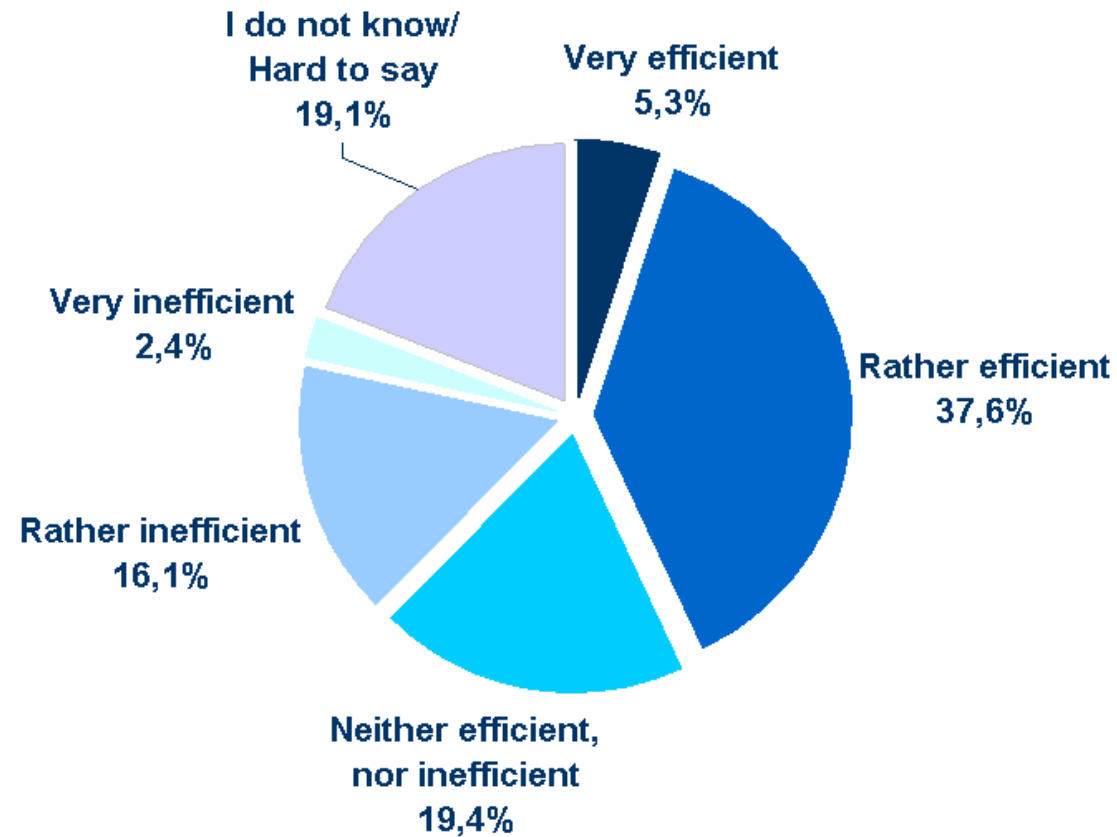
# Features of advertisements which attract attention of Internet users

‘What do you pay the most attention to in online advertisements?’



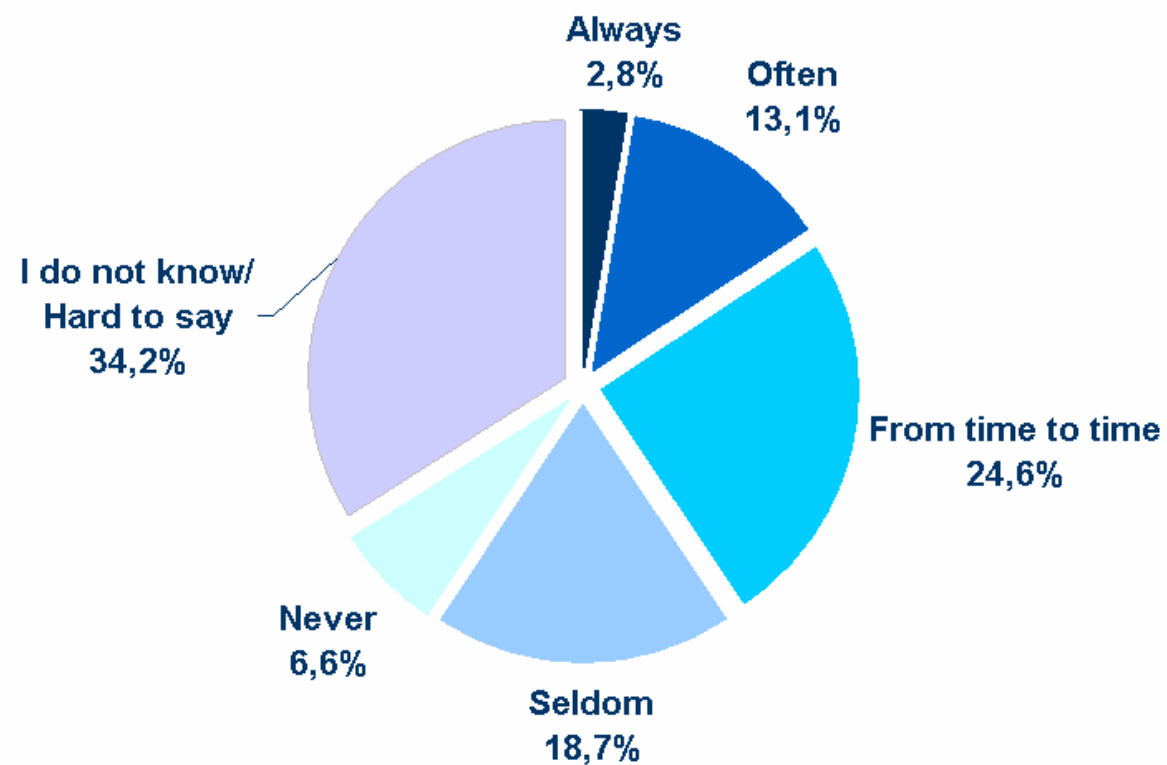
## Efficiency of advertising

'Do you think that online advertisements are efficient?'



## Feeling of being deceived

'How often do you feel deceived by online advertisements?'

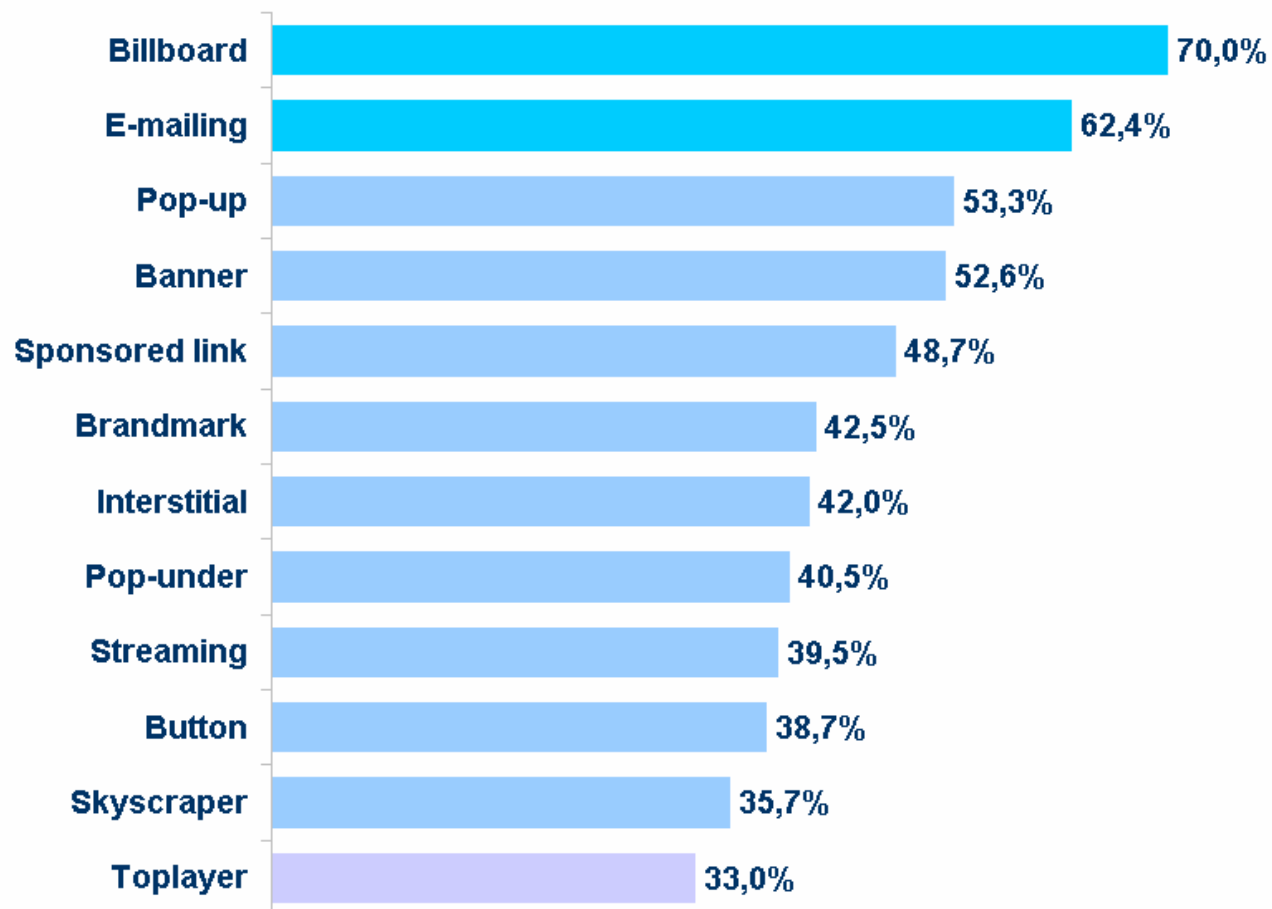




## Attitudes towards formats of advertisements

## Familiarity with different advertisements' formats

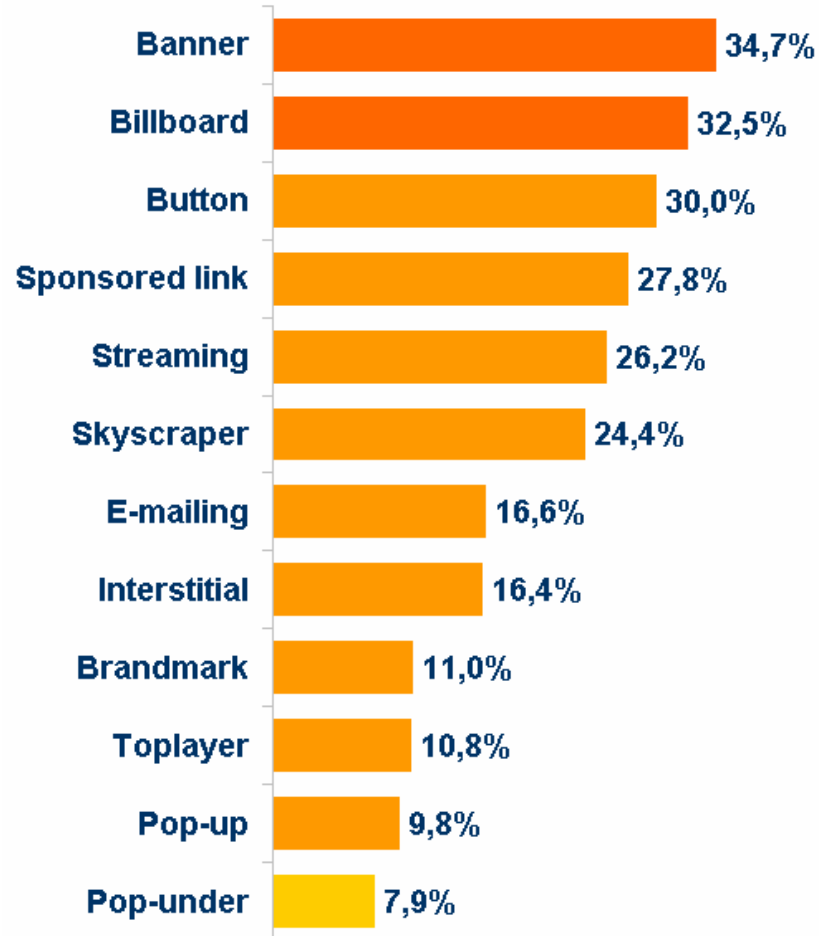
'Which of the listed formats of creatives do you know?'



## Attitudes towards advertisements' formats

'What is your attitude towards the listed formats of creatives?'

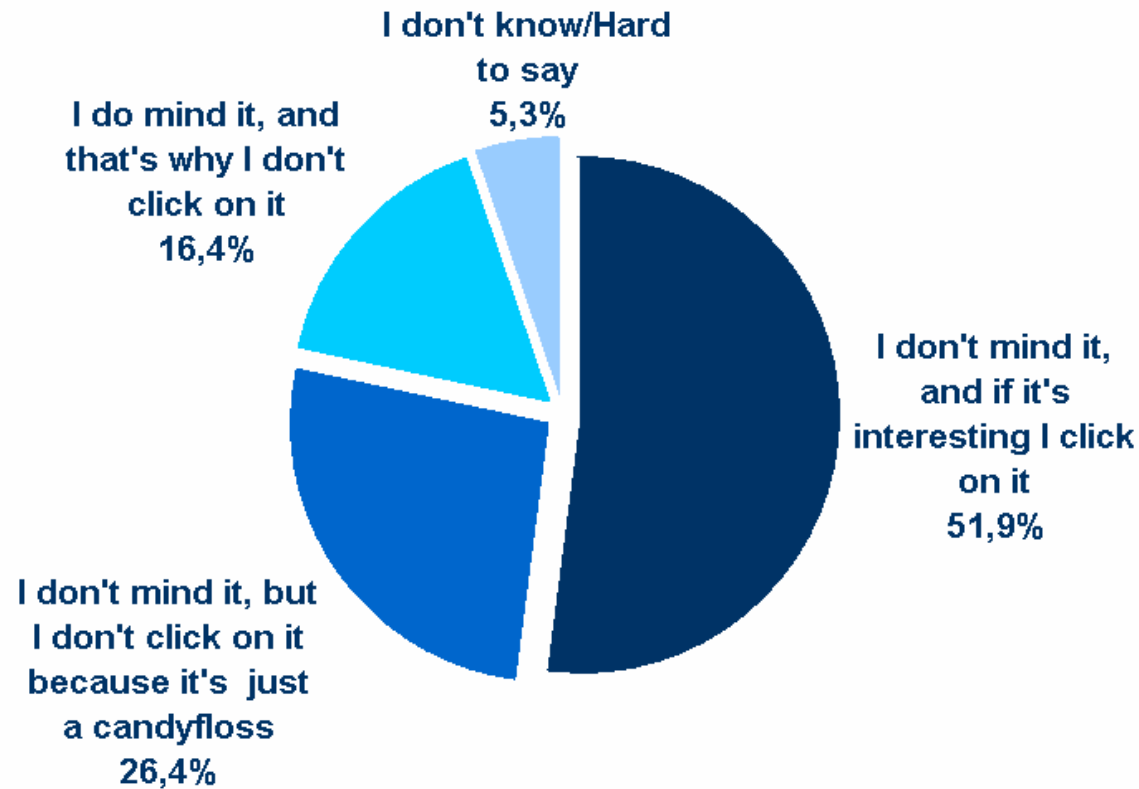
The percentage of the 'definitely like' and 'like' answers is presented on a chart. The respondents familiar with the creative were rating their attitude towards it.



## Opinion about the sponsored link format

'How do you perceive text internet advertising by sponsored links?'

The respondents familiar with the sponsored link format were answering the question.

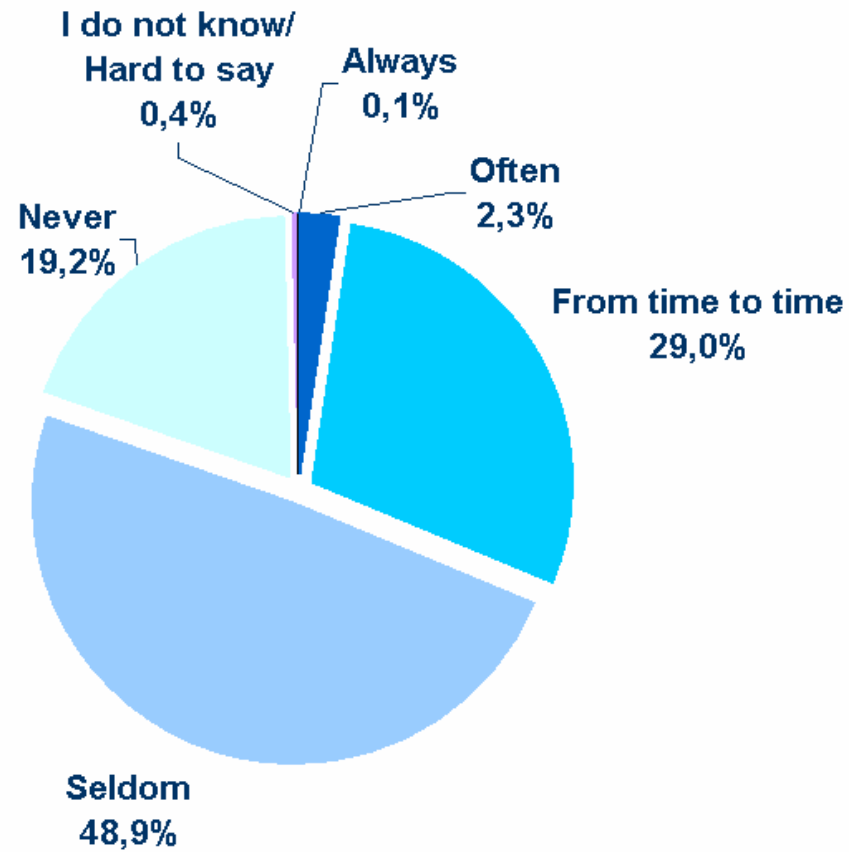




## Declared behaviour in response to online advertising

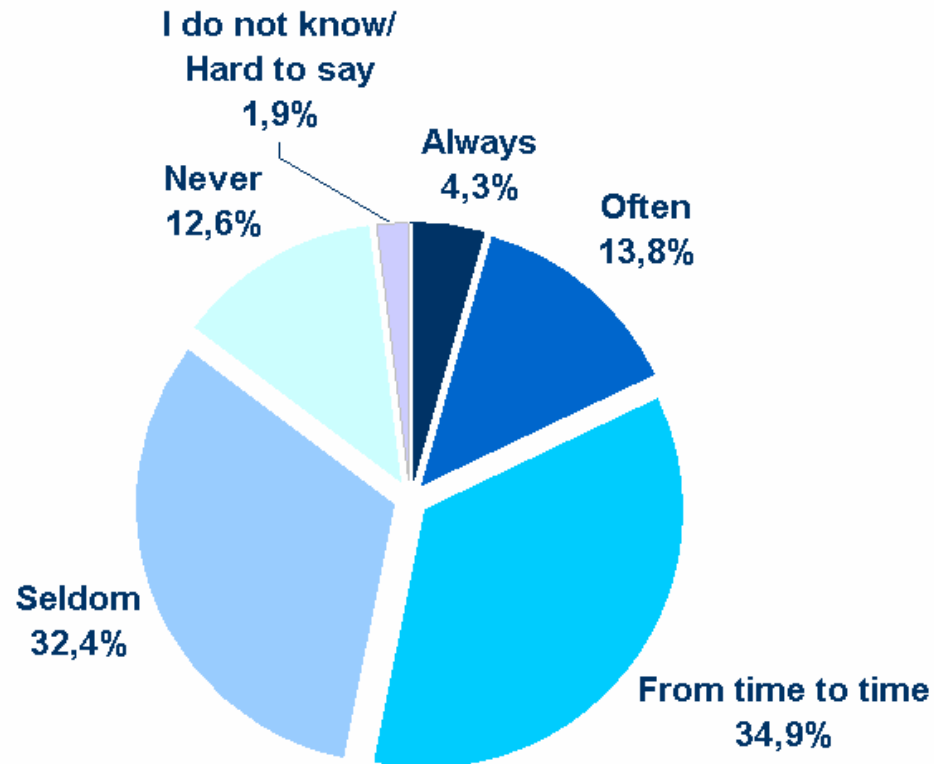
## Declared Clickthrough frequency

'Do you click on online advertisements?'



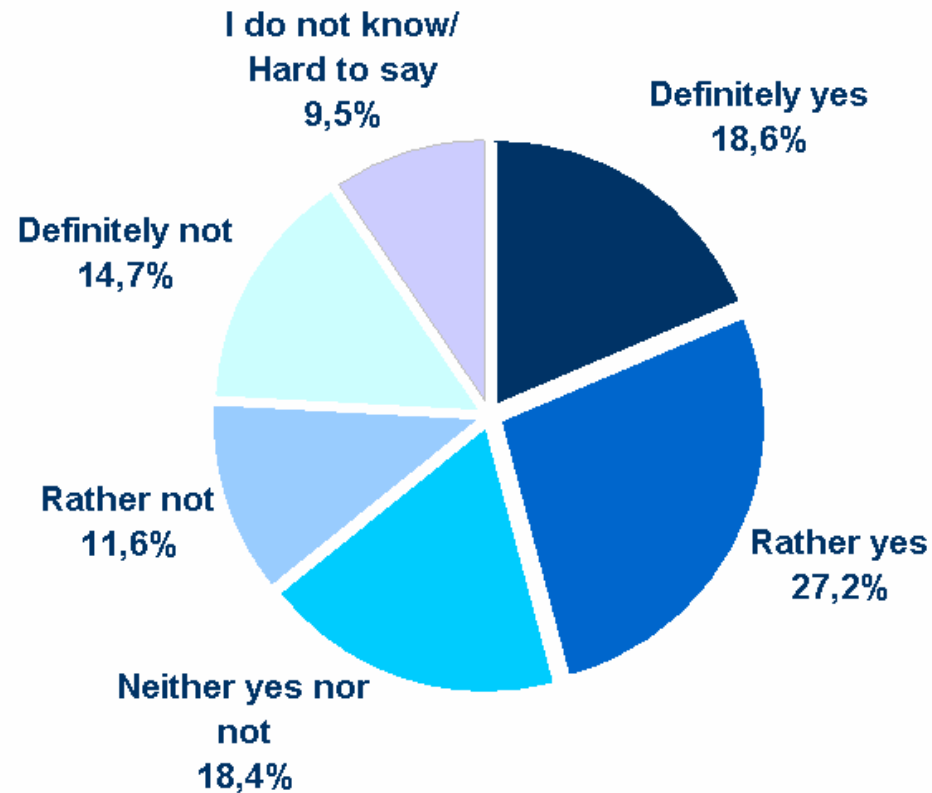
## Looking for additional information

'Do you look for additional information about the advertised products/services on the web sites?'



## Option of purchasing products

'Would you like to have the option of purchasing products straight after clicking the online advertisement and being re-directed to an online store's web site?'

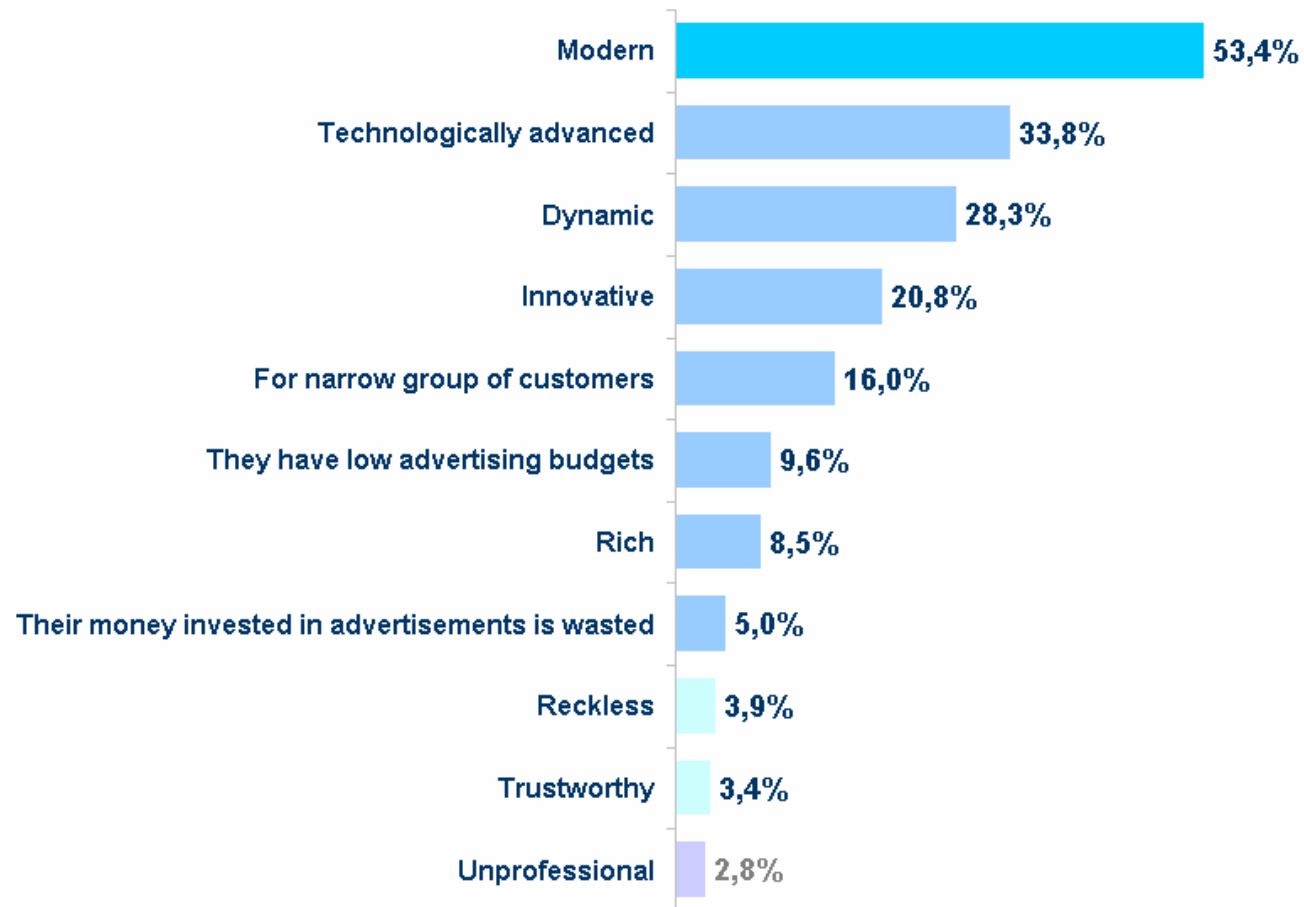




## The perceived image of the advertised companies

## The perceived image of the advertised companies

‘What is your opinion about the companies that advertise on the Internet?’

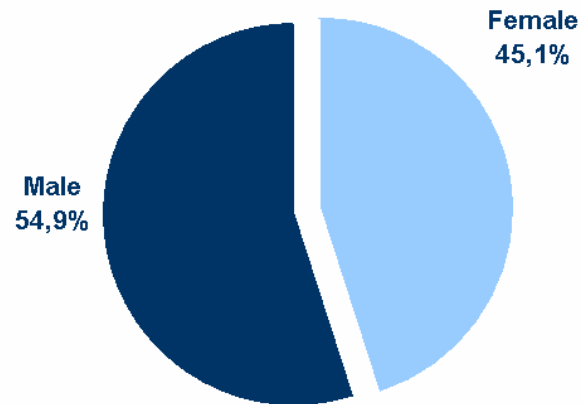




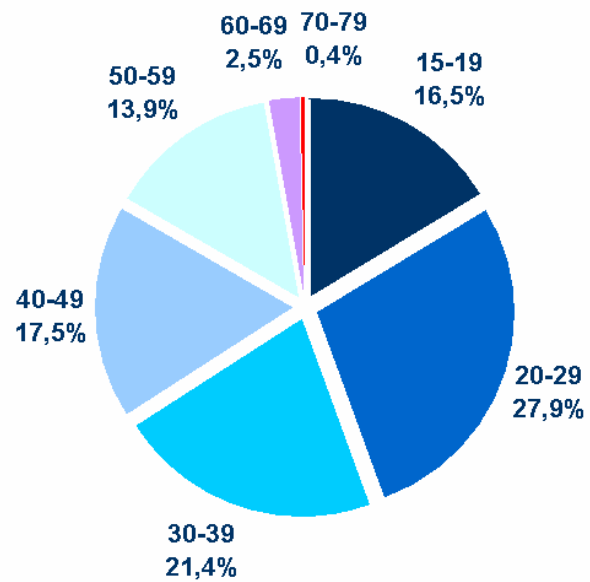
## Demographics

# Basic demographics

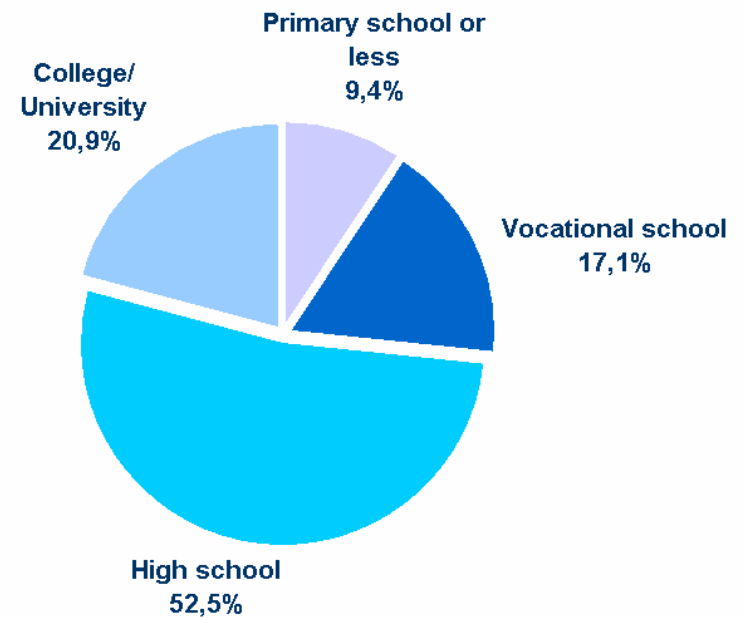
### Gender



### Age

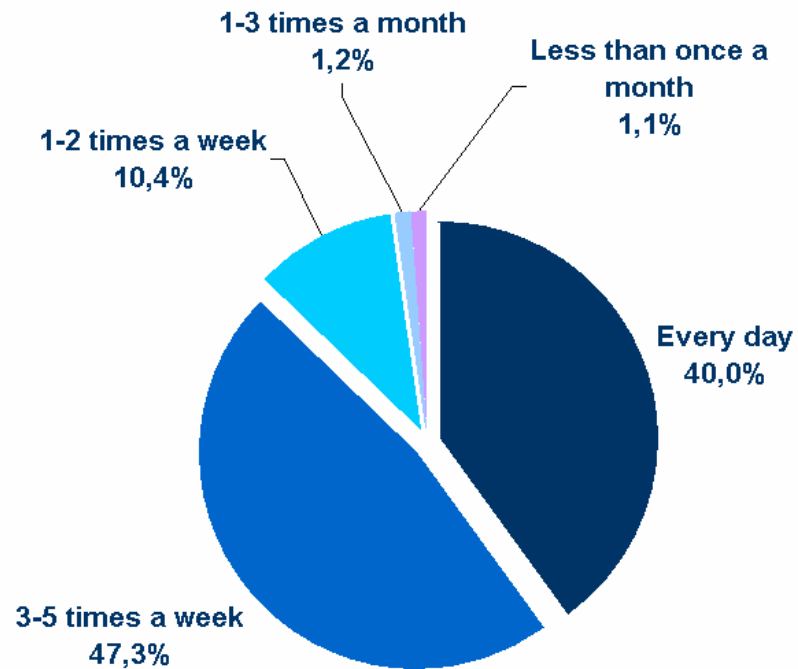


### Education

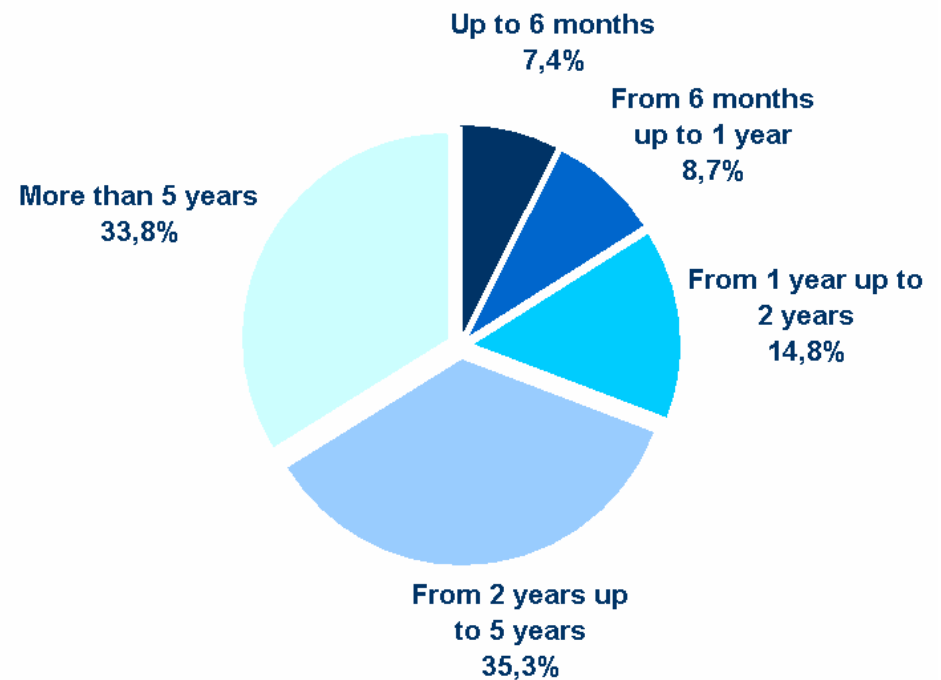


## Declared Internet usage (1)

‘How often do you use Internet?’

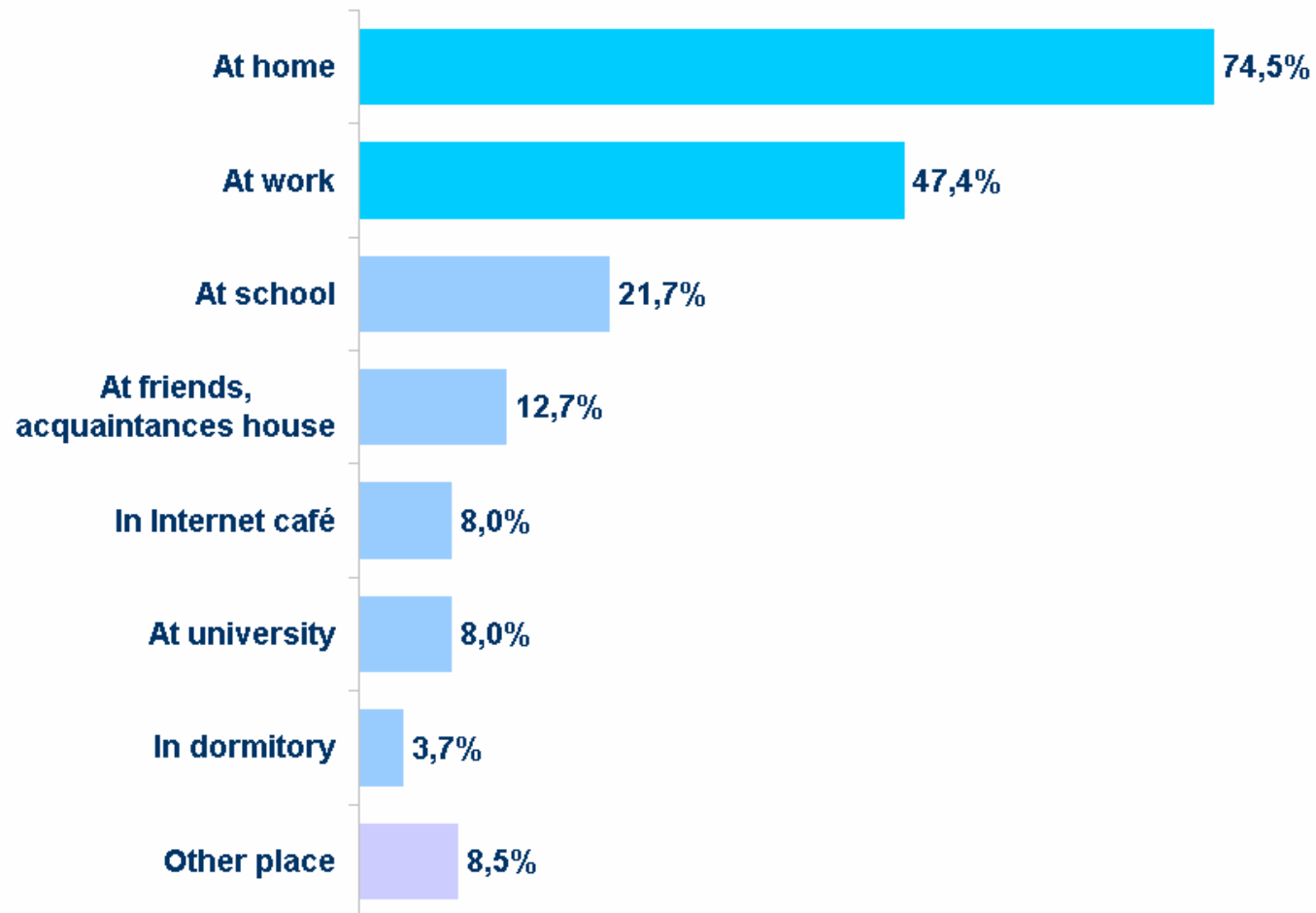


‘How long have you used internet?’



## Declared Internet usage (2)

'Where do you usually use the Internet?'



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## **Gemius s.r.o.**

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