

# ATTITUDES TOWARDS ONLINE ADVERTISING

gemiusAdHoc

Hungary

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 **Hungary** Gemius conducted the research in cooperation with **Sanoma Budapest**. Data from the Hungarian 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 25<sup>th</sup> of May 2006.
- The total sample of 4 201 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 taken from the gemiusAudience research in Hungary.

# FORMATS OF ADVERTISEMENTS (international) (1)

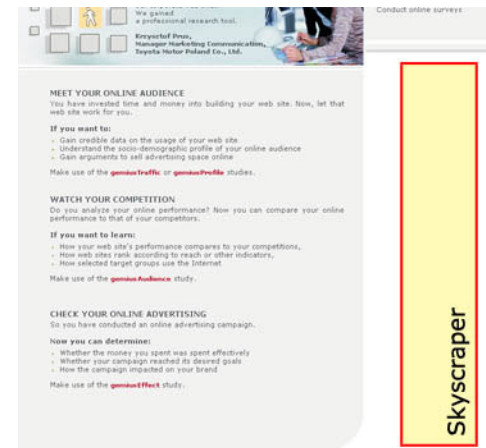
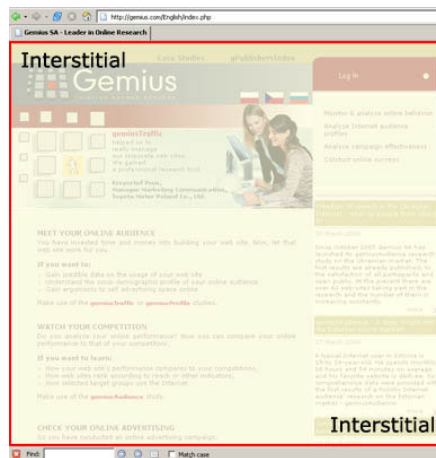
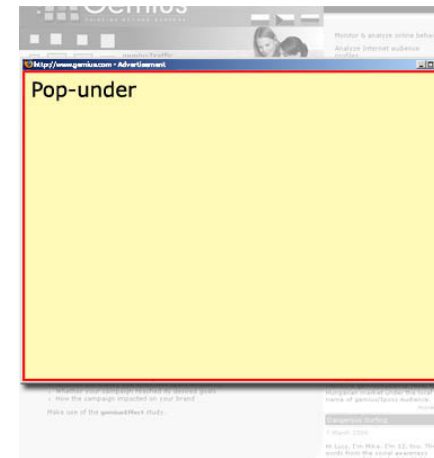
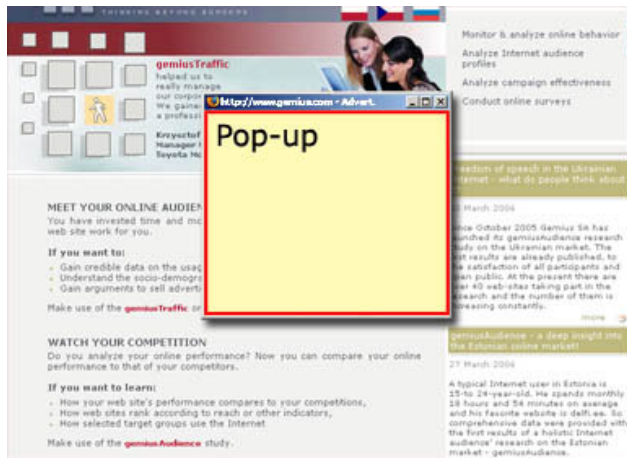
**Banner**

**Billboard**

**Brandmark**

**Button**

# FORMATS OF ADVERTISEMENTS (international) (2)



# FORMATS OF ADVERTISEMENTS (international) (3)

**Toplayer**

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the Internet  
Estonian

more

**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

**Gemius Hungary and Ipsos have started cooperation!**  
20 March 2006

Both companies agreed to jointly introduce gemiusAudience study to the Hungarian market under the local name of gemiusIpsos Audience.

**Streaming**

Conduct online surveys

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

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 over 40 web-sites taking part in the research and the number of them is increasing constantly.

more

**gemiusAudience - a jump straight into the Estonian online market!**  
27 March 2006

A typical Internet user in Estonia is 15- to 24-year-old, he spends monthly 18 hours and 54 minutes on average and his favorite website is delfi.ee. So comprehensive data were provided with the first results of a holistic Internet audience' research on the Estonian market - gemiusAudience.

more

**Gemius Hungary and Ipsos have started cooperation!**  
20 March 2006

Both companies agreed to jointly introduce gemiusAudience study to the Hungarian market under the local name of gemiusIpsos Audience.

**CHECK YOUR ONLINE ADVERTISING**  
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File Edit View Go Message Tools Help

Write Address Book Reply Reply All Forward Get Mail Delete Junk Print Stop

Upgrade to gemiusTraffic professional

Life Edit View Go Message Tools Help

Get Mail Write Address Book Reply Reply All Forward Delete Junk Print Stop

Subject: Upgrade to gemiusTraffic professional From: Gemius.com 2006-04-13 16:09

**Gemius Insider**

mailing

Check your site performance with a professional research tool - a unique feature - a valuable benefit together.

**Gemius SA - regularly updates**  
Gemius SA - regularly updates  
Gemius SA - regularly updates  
Gemius SA - regularly updates  
Gemius SA - regularly updates

more information

by following the link: [http://www.gemius.com](#)

our corporate web sites. We gained a professional research tool.

Conduct online surveys

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more

**gemiusTraffic**  
Gain an independent, accurate assessment of the traffic & usage of your web site  
[www.gemius.com/gemiusTraffic](http://www.gemius.com/gemiusTraffic)

**gemiusProfile**  
gemiusProfile is a research study designed to provide you with the socio-demographic profile  
[www.gemius.com/gemiusProfile](http://www.gemius.com/gemiusProfile)

**gemiusEffect**  
gemiusEffect provides you with the most complete set of data to measure the effectiveness  
[www.gemius.com/gemiusEffect](http://www.gemius.com/gemiusEffect)

**gemiusAdHoc**  
you can rapidly receive answers to critical questions regarding your web site  
[www.gemius.com/gemiusAdHoc](http://www.gemius.com/gemiusAdHoc)

**gemiusAccessibility**  
Are you losing some portion of your online audience to your competition?  
[www.gemius.com/gemiusAccess](http://www.gemius.com/gemiusAccess)

**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** study.

**WATCH YOUR COMPETITORS**  
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



## EXECUTIVE SUMMARY

# Executive summary

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

- According to the study, 67% of the Internet users accept treating 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. However the similar share of the respondents claimed that adverts are irritating.
- According to the opinion of 23% of the respondents, online advertising is efficient.
- The study found that the pop-up was the most frequently recognized as a format.
- From all of the presented creatives, the banner was the favourite one.
- 84% of the respondents declared to click on online advertisements.



## SUMMARY

## General attitudes towards internet advertising (1)

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- **Frequency of advertisements' emission:** 91% 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:** 67% of the Internet users accept treating online advertisements as the price for free access to web sites. 4% of them 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 similar proportion of the respondents claimed that adverts are irritating. Only 2% of Internet users stated that they trust TV advertisements, whereas 5% trust Internet adverts.

## General attitudes towards online advertising (2)

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- **Characteristics of advertisements which attract Internet users' attention:** The most frequently chosen (48%) feature of adverts was 'which product/service is advertised'. 'Is the advertisement showy/spectacular' was the other frequently chosen attribute (41%). 'Format of the creative', as well as 'which company is advertising', were perceived as less important.
- **Perceived efficiency of advertising:** According to the opinion of 23% of the respondents, online advertising is efficient.
- **Feeling of being deceived:** 62% of the respondents claimed to feel deceived by online advertisements, but only 4% of them feel that way 'always', whereas 21% feel deceived 'often' and 36% 'from time to time'.

## Attitudes towards advertisements' formats

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- **Familiarity with different formats of creatives:** In Hungary the respondents were most familiar with the pop-up type of creative (68%). The sponsored link as format respondents are familiar with was mentioned by 60%. The least frequently chosen was interstitial (34%).
- **Attitudes towards advertisements' formats:** The banner was the most frequently chosen as a favourite one (37%). The lowest percentage of the respondents stated they like pop-under (10%), pop-up (11%), toplayer (11%) and interstitial (12%). It can be noticed that the least liked advertisements are the most imposing ones. Internet users need some additional activities (such as closing windows or deleting e-mails) to deal with it.

## Declared behaviour in response to online advertising

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- **Declared Clickthrough frequency:** 84% of the Internet users declared to click on online advertisements, the biggest share of respondents stated to do it 'from time to time' (35%). According to the opinion of the respondents, 16% of the Internet users never click on adverts.
- **Looking for additional information about the advertised product/service:** 39% 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 3% claimed to do it always.
- **Option of purchasing the product:** 31% 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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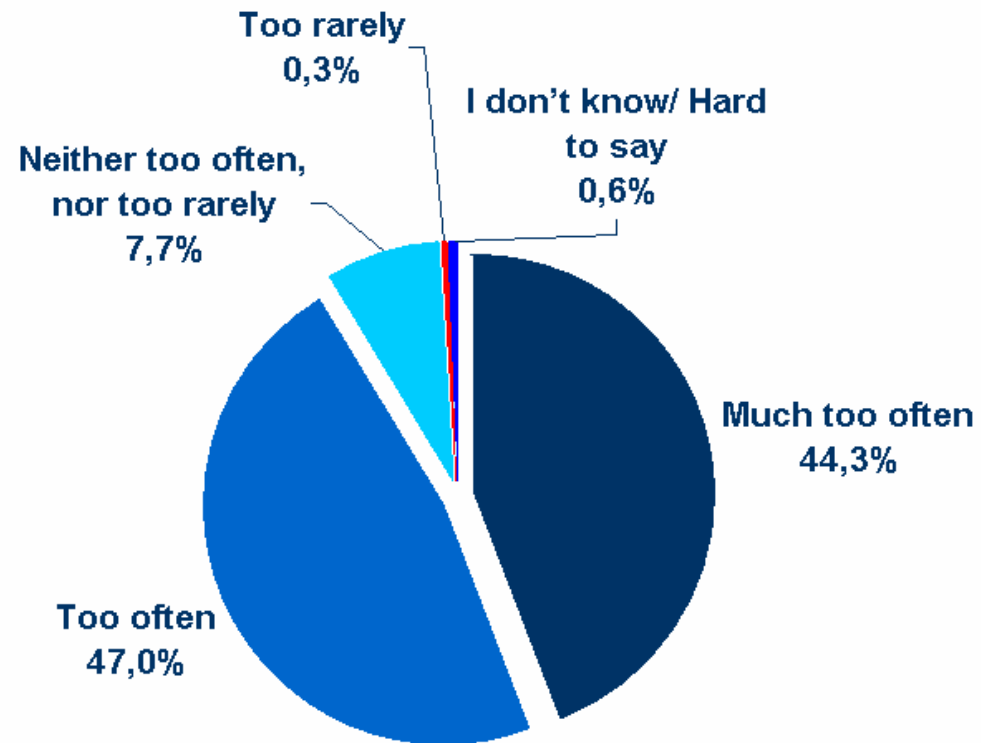
- According to the opinion of 53% of the respondents, companies that are advertising on the Internet, are **modern**. Not less than 27% of the Internet users stated that they are **innovative, technologically advanced** and **dynamic**.



## General attitudes towards online advertising

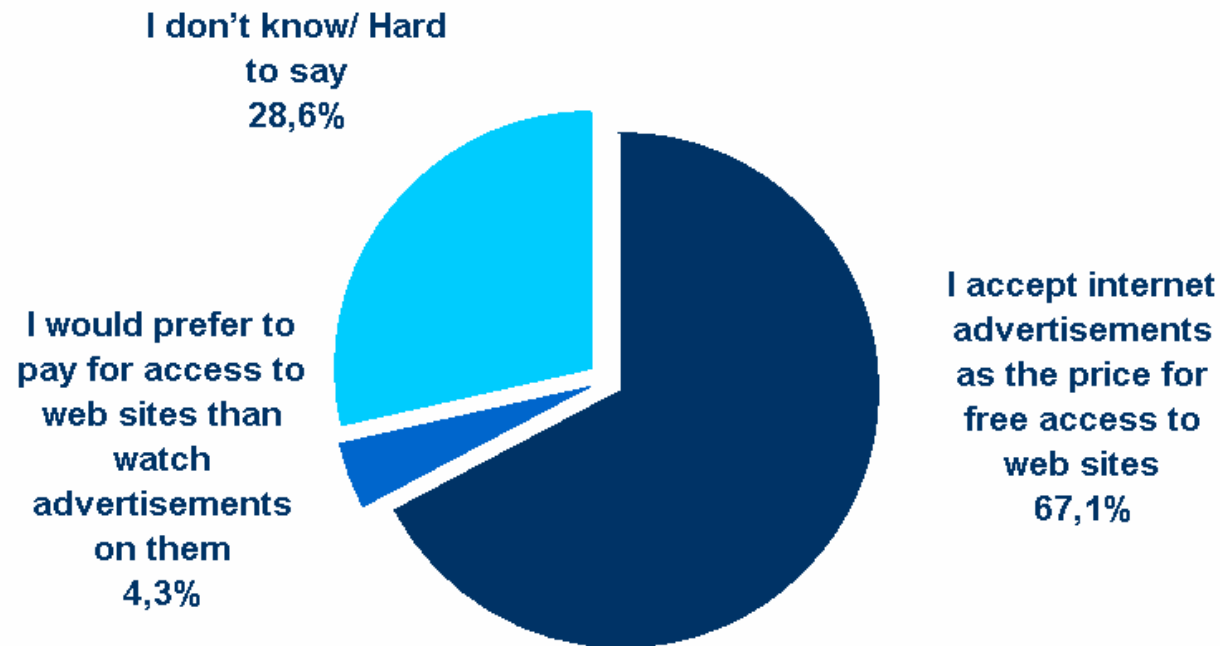
## Frequency of advertisements' emission

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



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

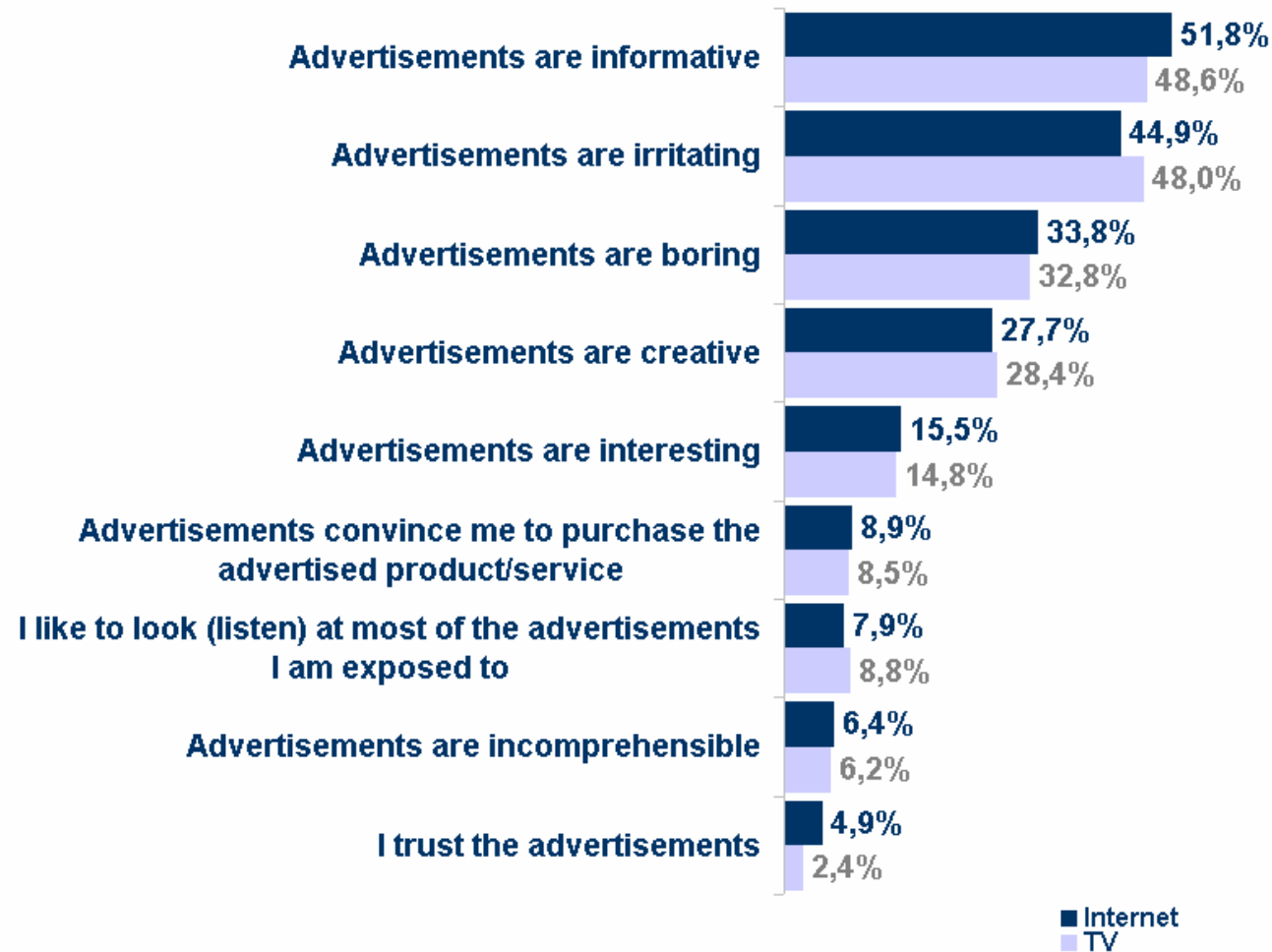
‘With which of the statements below do you agree?’



## Attitudes towards TV and online advertisements

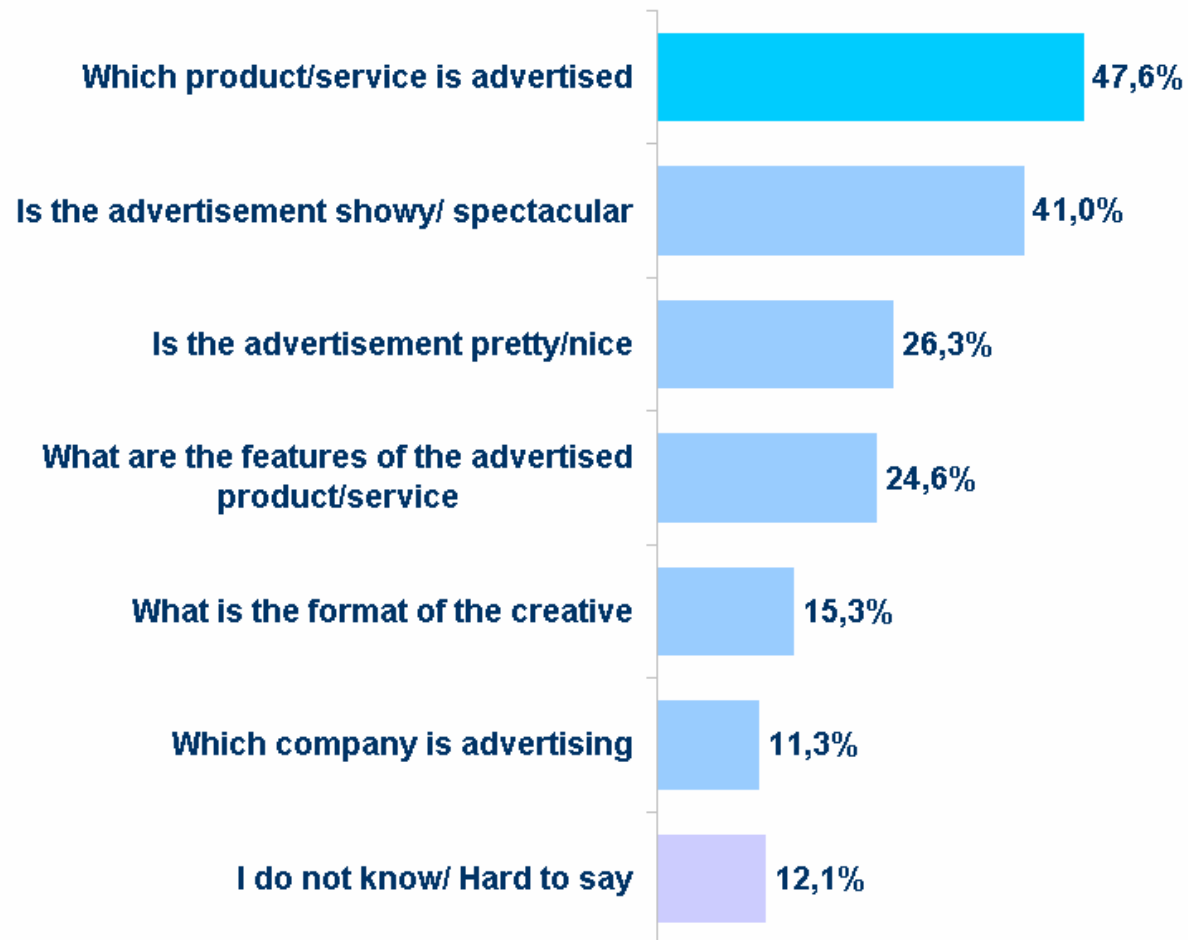
'To what extent do you agree with the following statements?'

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



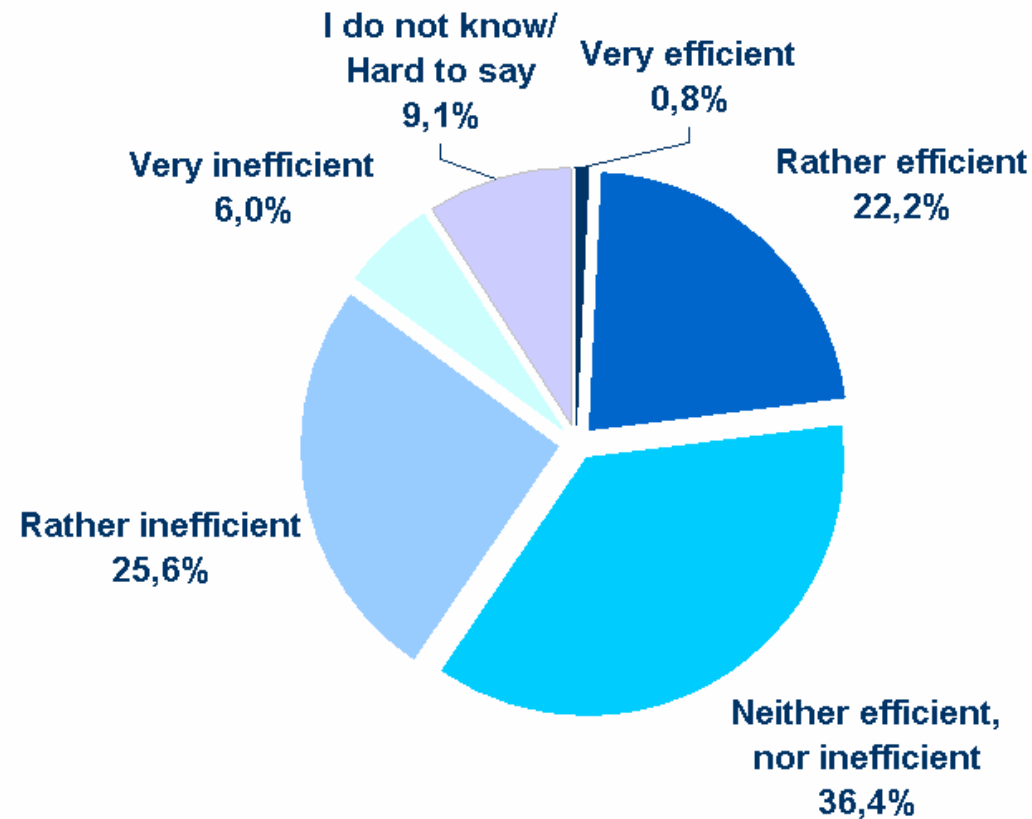
## Features of advertisements which attract attention of internauts

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



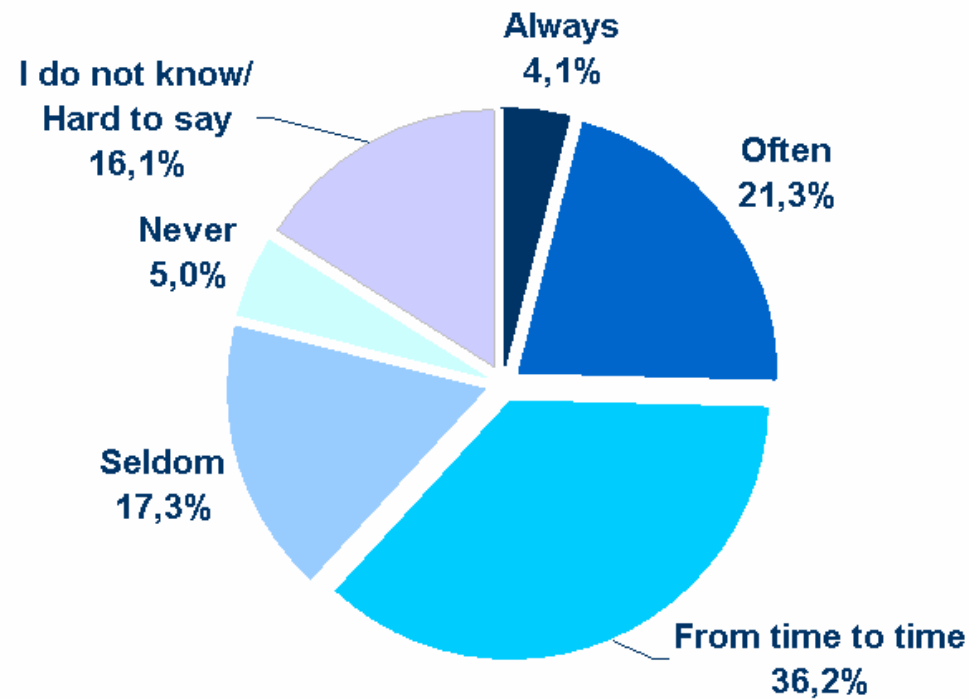
## Efficiency of advertising

'Do you think that online advertisements are efficient?'



## Feeling of being deceived

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

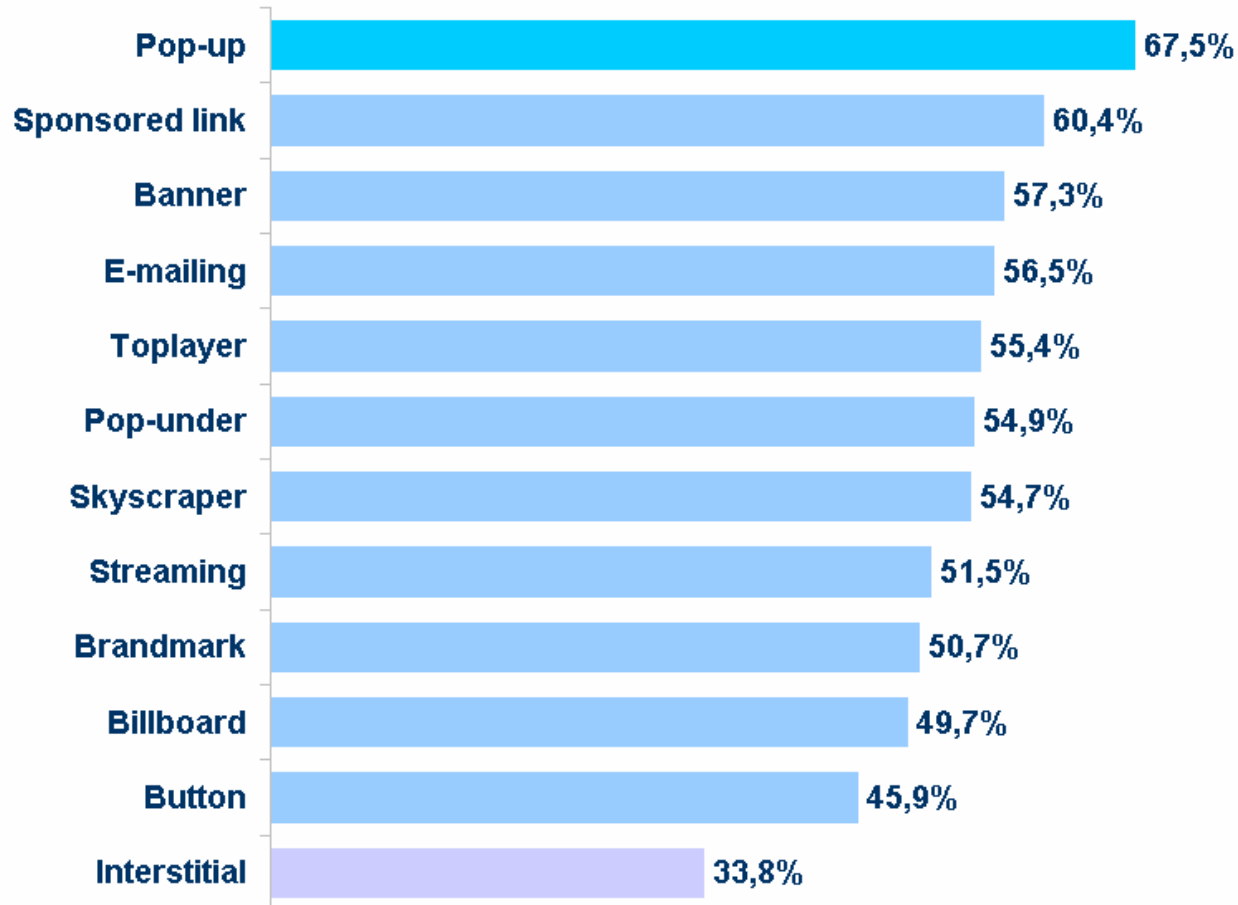




## Attitudes towards formats of advertisements

## Familiarity with different advertisements' formats

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

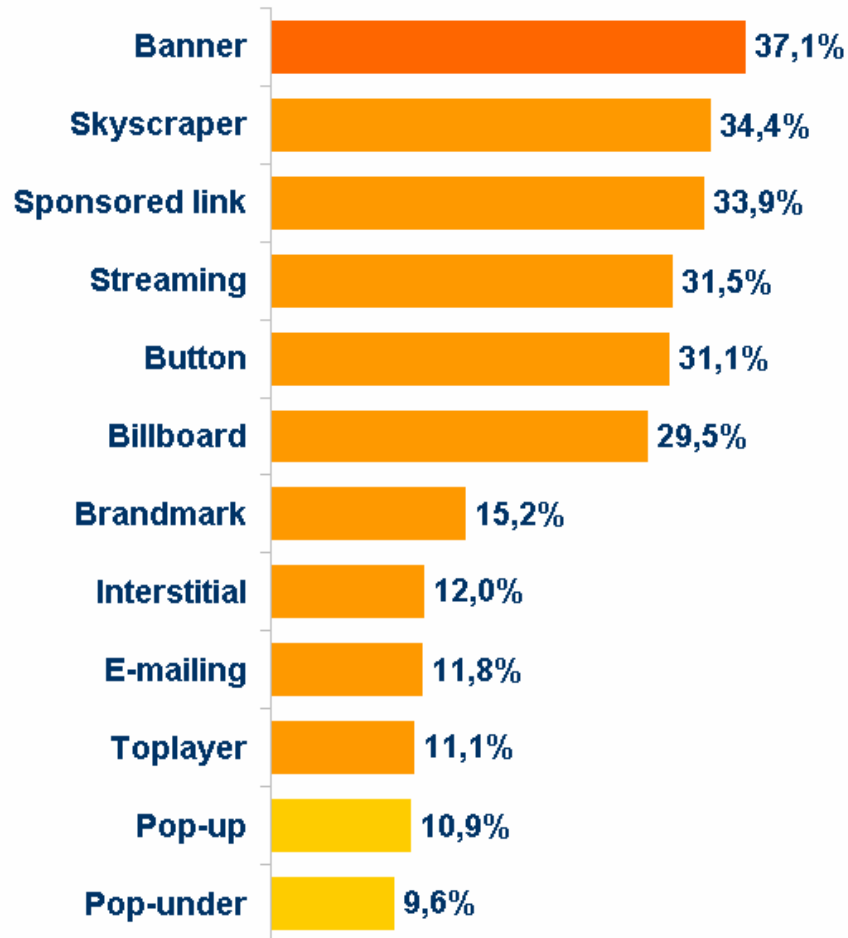


## Attitudes towards advertisements' formats

'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.

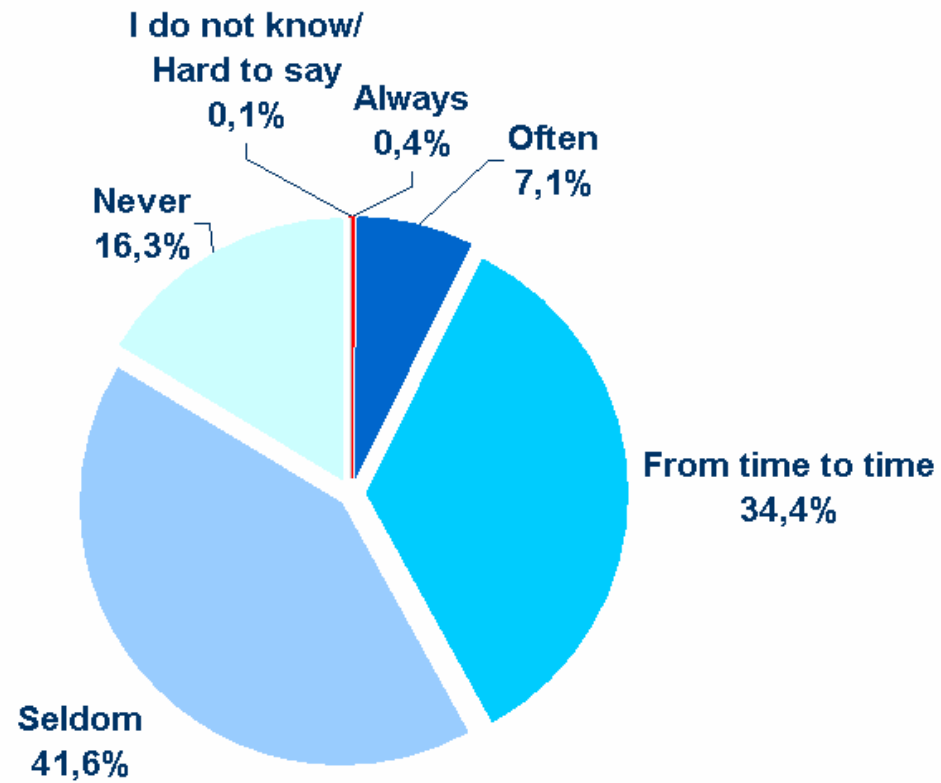




## Declared behaviour in response to online advertising

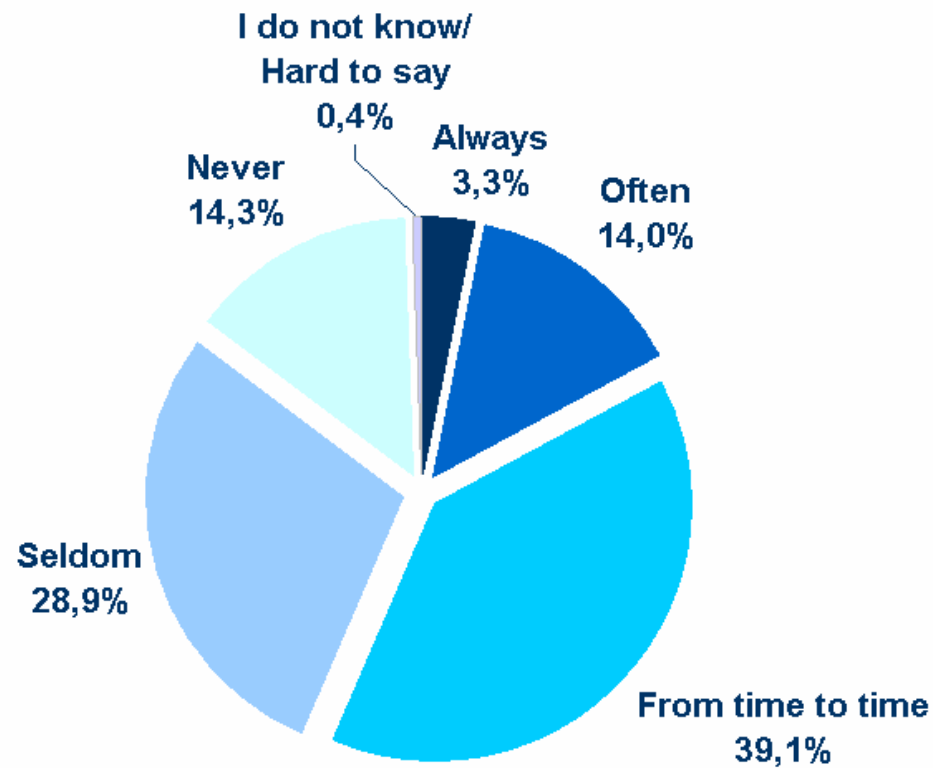
## Declared Clickthrough frequency

'Do you click on online advertisements?'



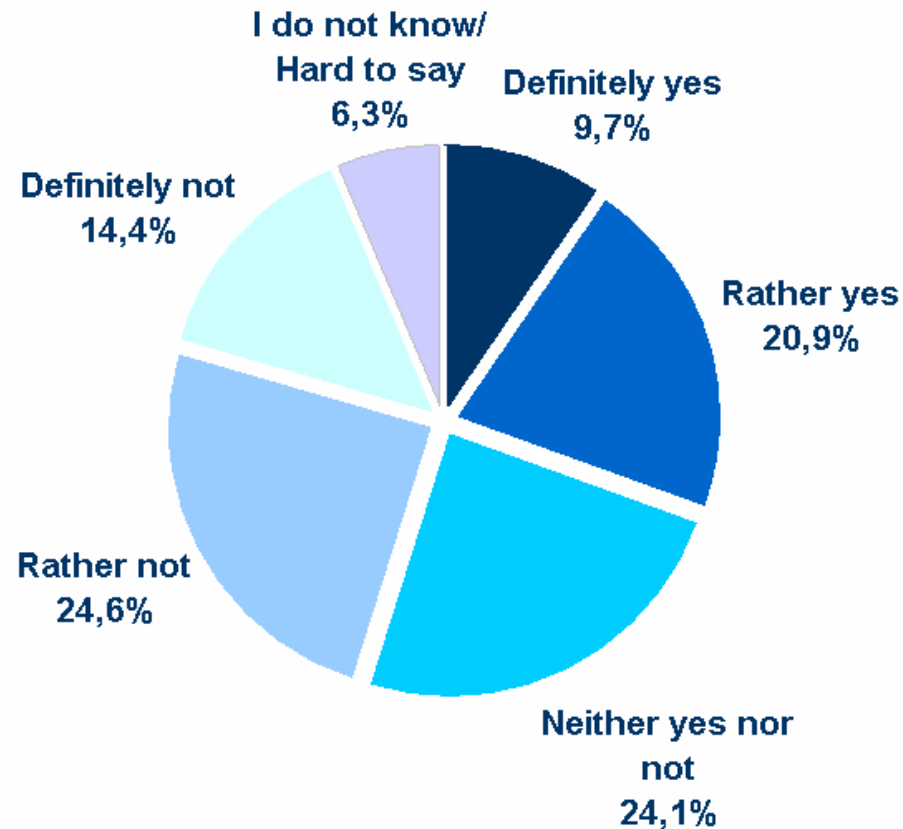
## Looking for additional information

'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?'



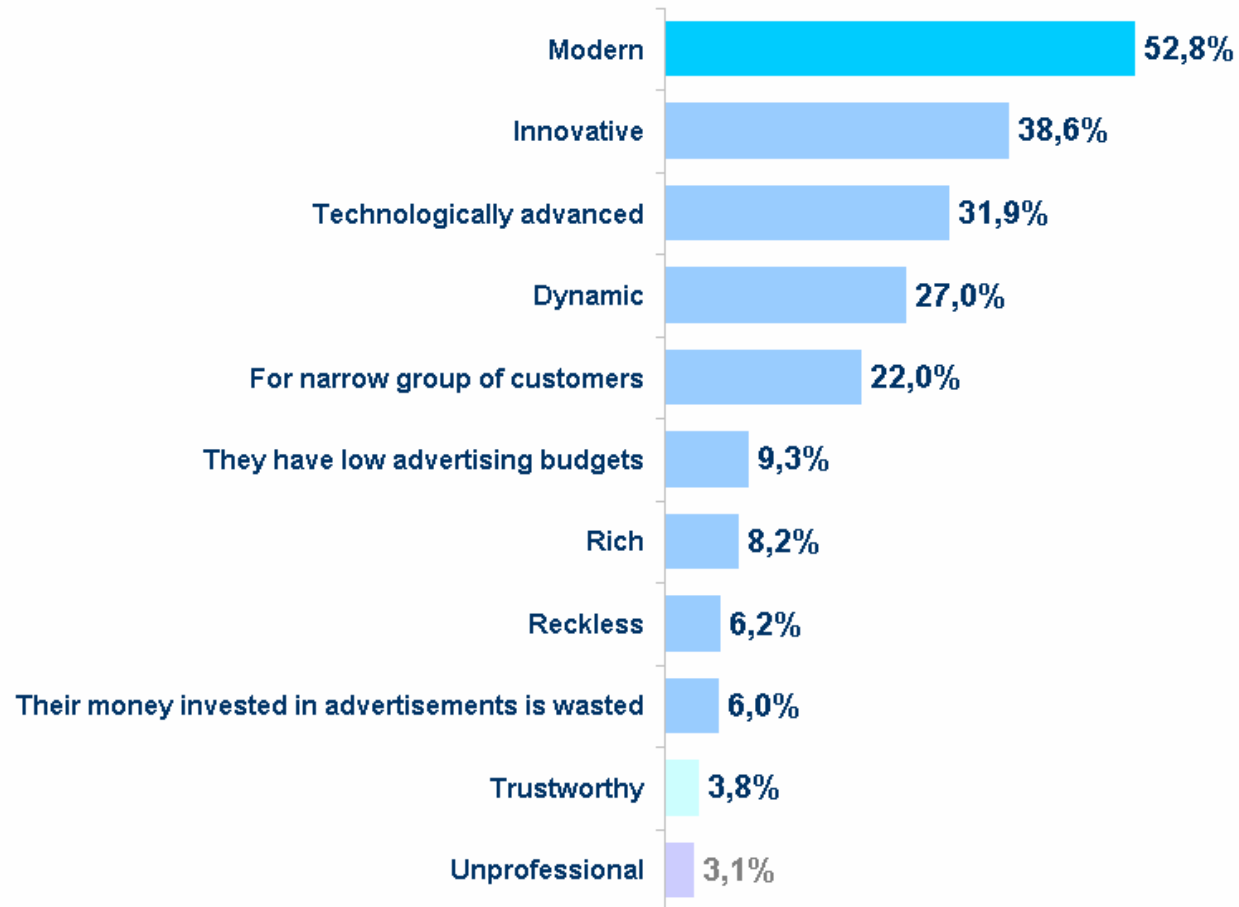


**The perceived image of the advertised companies**



## The perceived image of the advertised companies

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

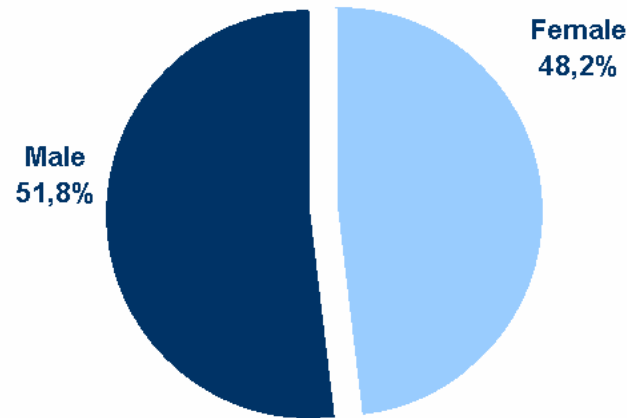




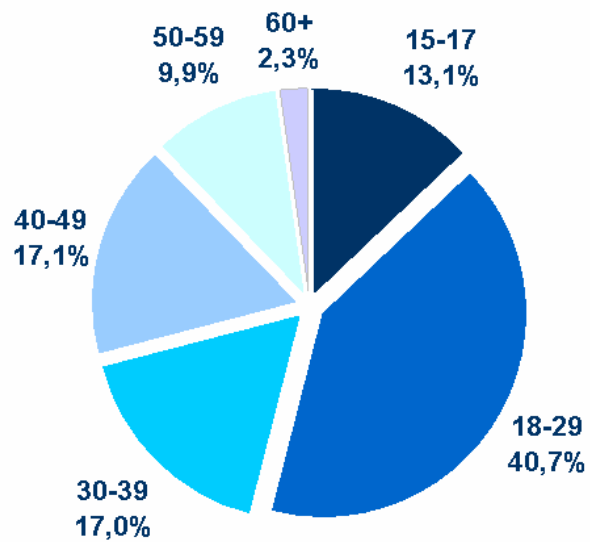
## Demographics

# Basic demographics

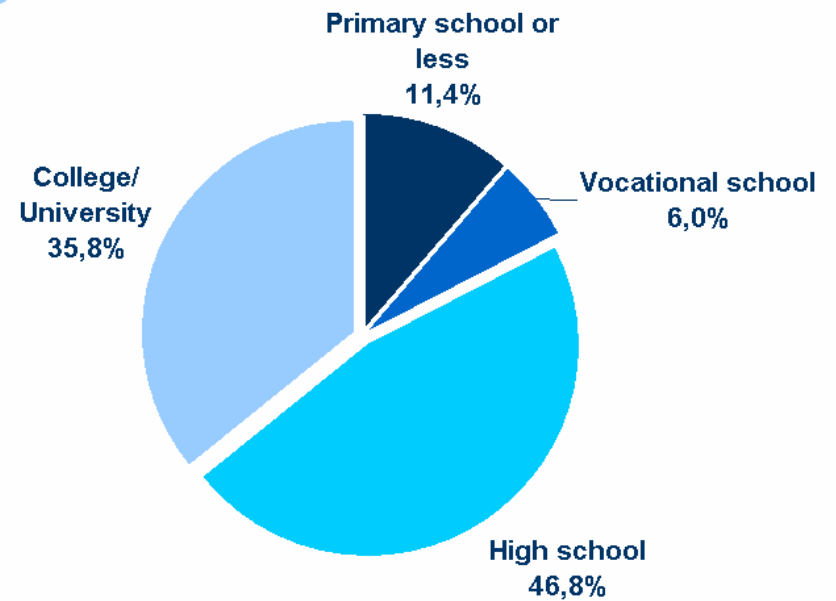
### Gender



### Age

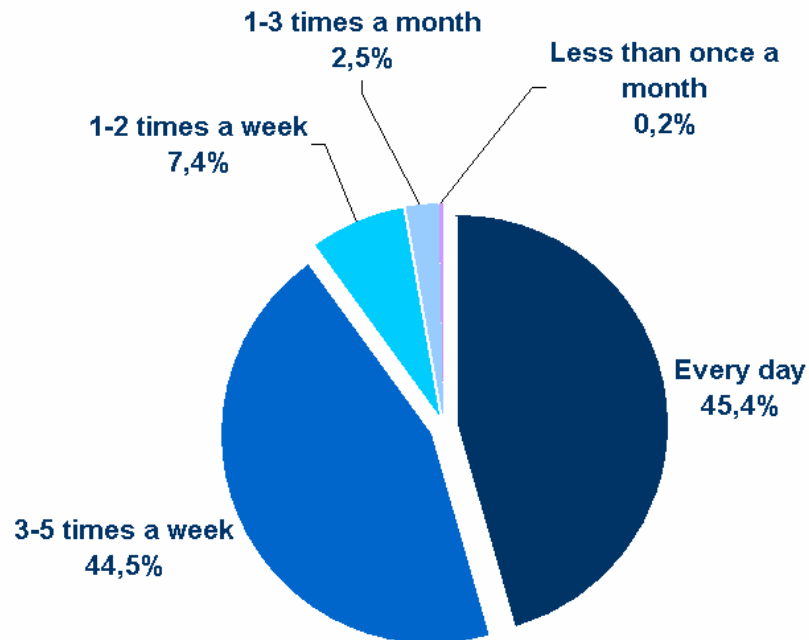


### Education

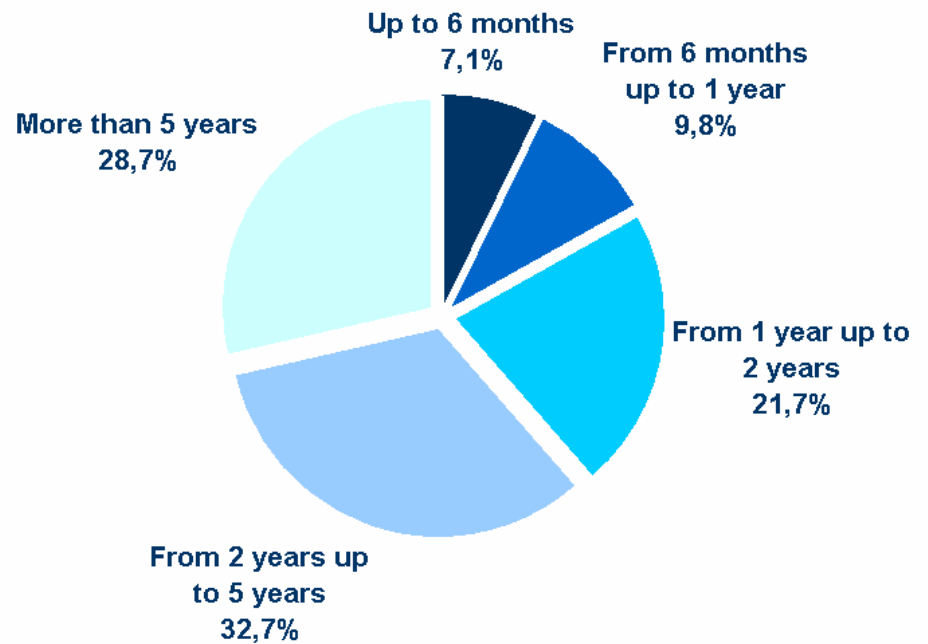


## Declared Internet usage (1)

'How often do you use Internet?'



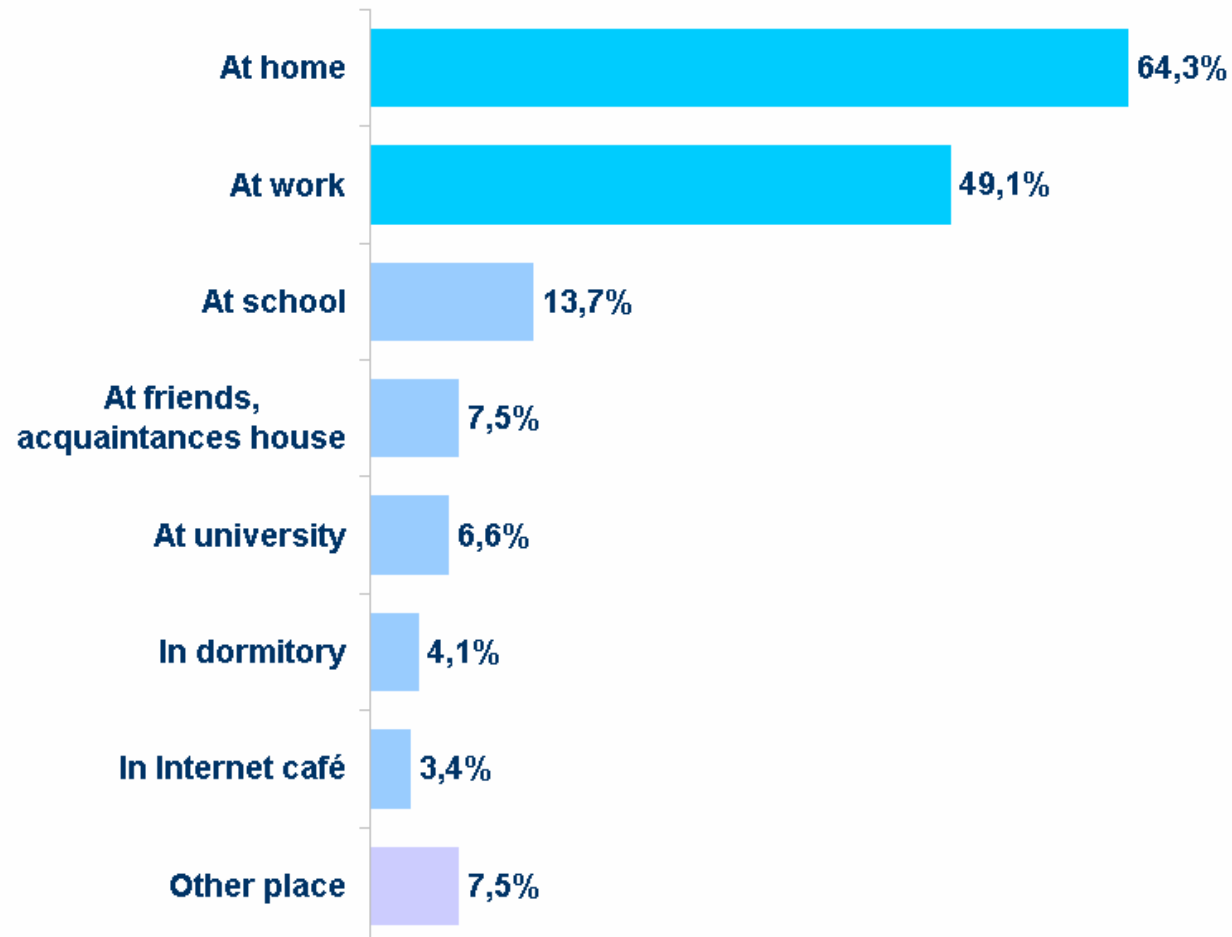
'How long have you used internet?'



## Declared Internet usage (2)

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‘Where do you usually use the Internet?’



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## **Gemius Hungary Kft.**

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