

ATTITUDES TOWARDS ONLINE ADVERTISING

gemiusAdHoc

Slovakia

2006



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METHODOLOGY OF THE RESEARCH

METHODOLOGY

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



METHODOLOGY

- 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 5th–13th of June 2006.
- 3 045 filled questionnaires were collected.

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

Billboard

Products Company Case Studies gPublishersIndex

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Brandmark

Products Company Case Studies gPublishersIndex

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- 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.

Button

Products Company Case Studies gPublishersIndex

Gemius
THINKING BEYOND BORDERS

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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.

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:

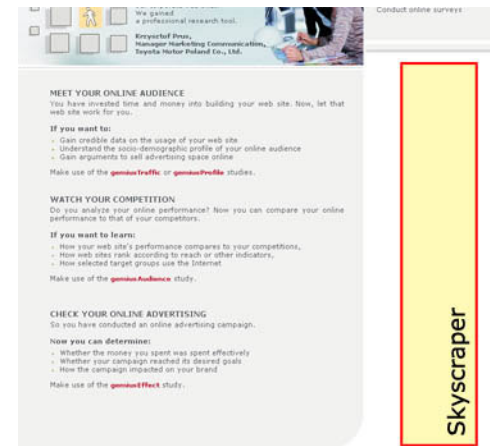
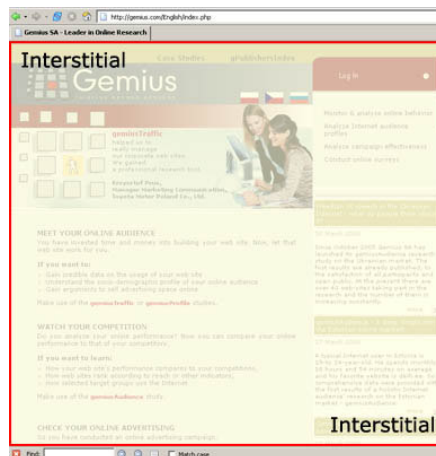
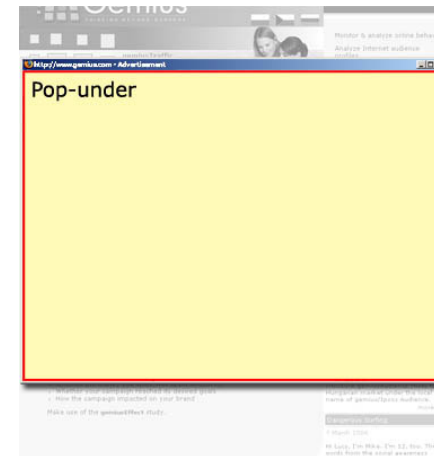
- Whether the money you spent was spent effectively
- Whether your campaign reached its desired goals
- How the campaign impacted on your brand

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)



FORMATS OF ADVERTISEMENTS (international) (3)

Toplayer

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

Streaming

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 Insider

mailing

Upgrade to gemiusTraffic professional

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

Sponsored link

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

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

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

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

[gemiusAdhoc](http://www.gemius.com/gemiusAdhoc)
me you losing some portion of your online audience to your competition



EXECUTIVE SUMMARY

Executive summary

The highlights of the study include the following findings:

- According to the study, 69% 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 41% of the respondents, online advertising is efficient.
- The study found that the billboard was the most frequently recognized as a format, as well it was a favourite one.
- 85% of the respondents declared to click on online advertisements.



SUMMARY

General attitudes towards internet advertising (1)

- **Frequency of advertisements' emission:** 43% 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:** 69% of the Internet users accept online advertisements as the price for free access to web sites. 4% 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. Moreover for every second respondent on average, adverts are creative. TV adverts are chosen to be creative more frequently than Internet ones. On the other hand at least 38% of the respondents chose advertisements to be irritating and boring. Not more than 8% of the respondents stated that they trust advertisements.

General attitudes towards online advertising (2)

- **Characteristics of advertisements which attract Internet users' attention:** The most frequently chosen features of adverts were 'is the advertisement pretty/nice' (61%) and 'which product/service is advertised' (45%). Format of creatives is important for 20% of the respondents.
- **Perceived efficiency of advertising:** According to the opinion of 41% of the respondents, online advertising is efficient.
- **Feeling of being deceived:** 57% of the respondents claimed to feel deceived by online advertisements, but only 2% feel that way 'always', whereas 12% feel deceived 'often', 25% 'from time to time' and 18% 'seldom'.

Attitudes towards advertisements' formats

- **Familiarity with different formats of creatives:** In Slovakia the respondents were most familiar with the billboard type of creative (73%). 69% of respondents as format they are familiar with mentioned e-mailing. The least frequently chosen was toplayer (31%).
- **Attitudes towards advertisements' formats:** The billboard was the most frequently chosen as a favourite one (47%). The lowest percentage of the respondents stated they like landmark (15%), toplayer (14%), pop-up (13%) and pop-under (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) to deal with it.
- **Opinion about the sponsored link format:** 58% 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

- **Declared Clickthrough frequency:** 85% of the Internet users declared to click on online advertisements, the biggest share stated to do it 'seldom' (45%). According to the opinion of the respondents, 14% of Internet users never click on adverts.
- **Looking for additional information about the advertised product/service:** 37% of the respondents – after being exposed to an online ad – look for additional information from time to time. 13% stated to do it often, whereas 3% 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

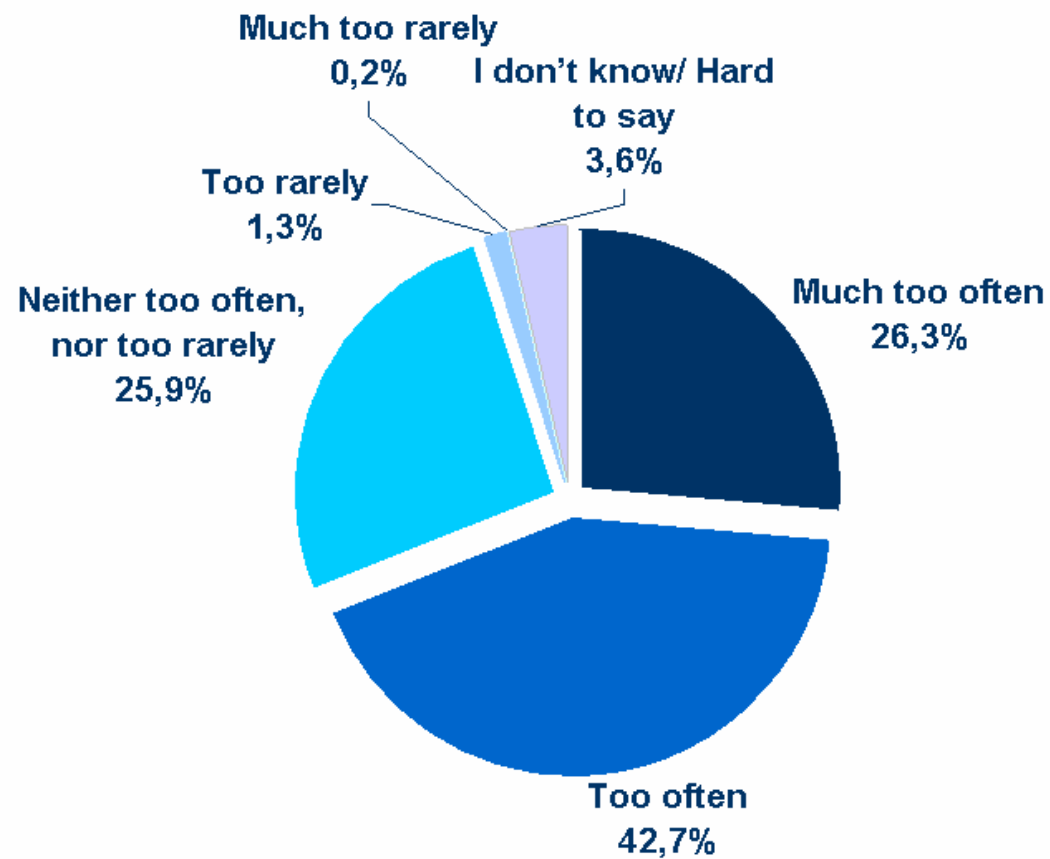
- According to the opinion of 57% of the respondents, companies that are advertising on the Internet, are **modern**. Not less than 27% of the Internet users stated that companies of this kind are **technologically advanced**, **dynamic** and **innovative**.



General attitudes towards online advertising

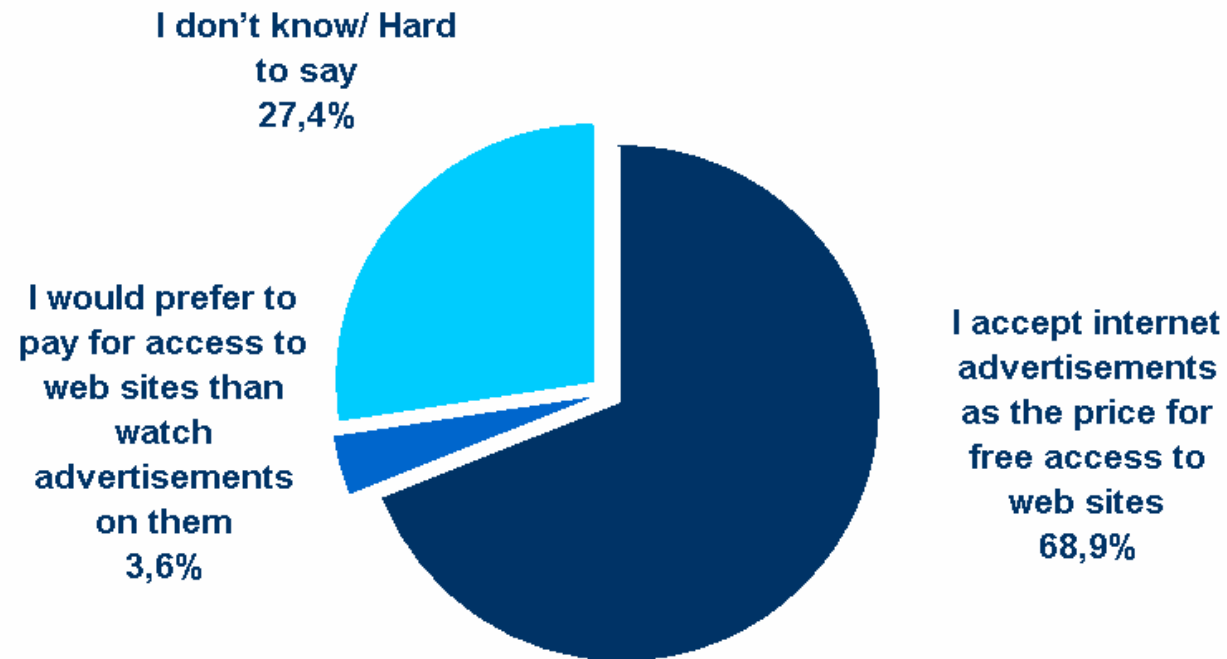
Frequency of advertisements' emission

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



Online advertising as the price for free access to web sites

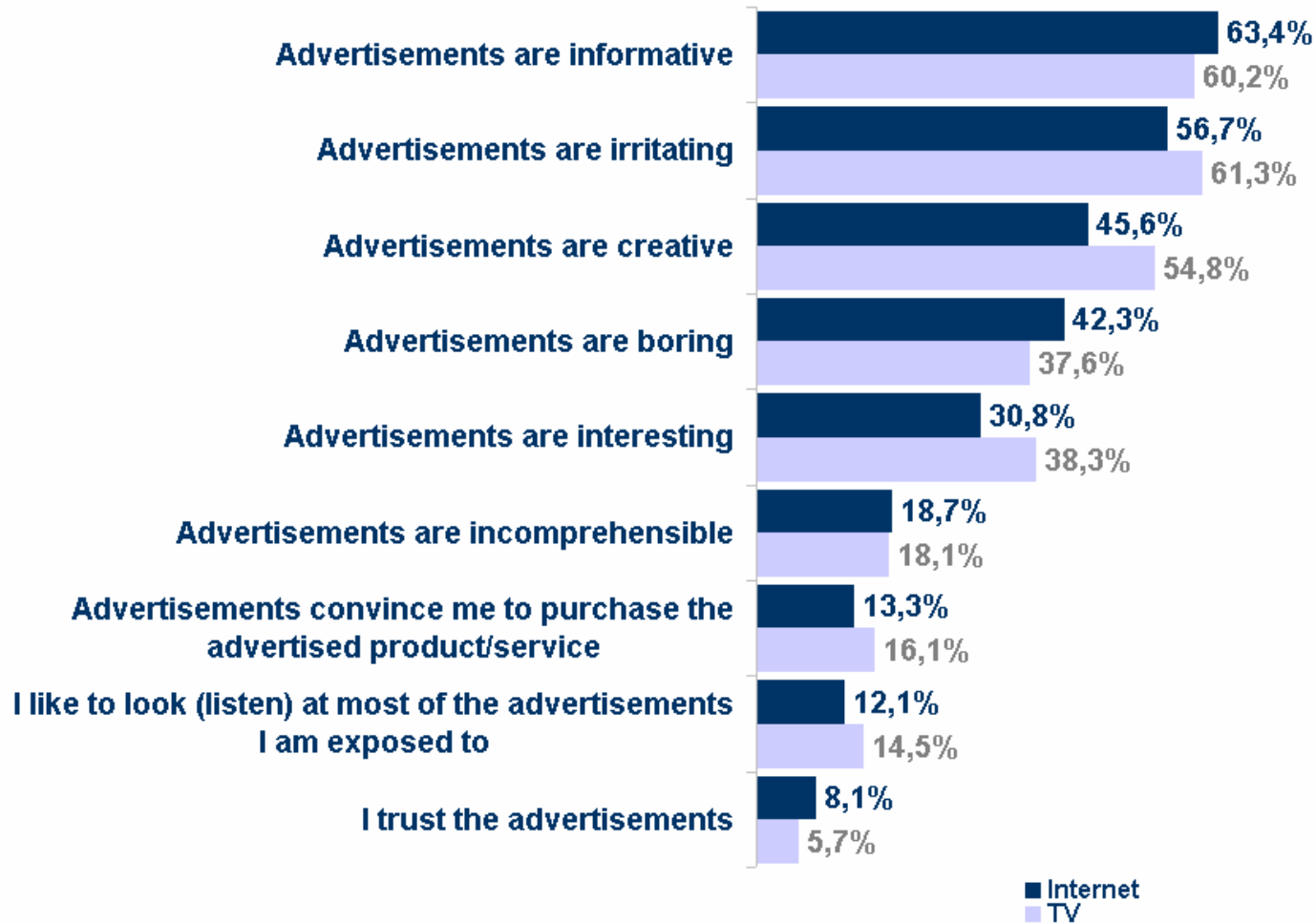
‘With which of the statements below do you agree?’



Attitudes towards TV and online advertisements

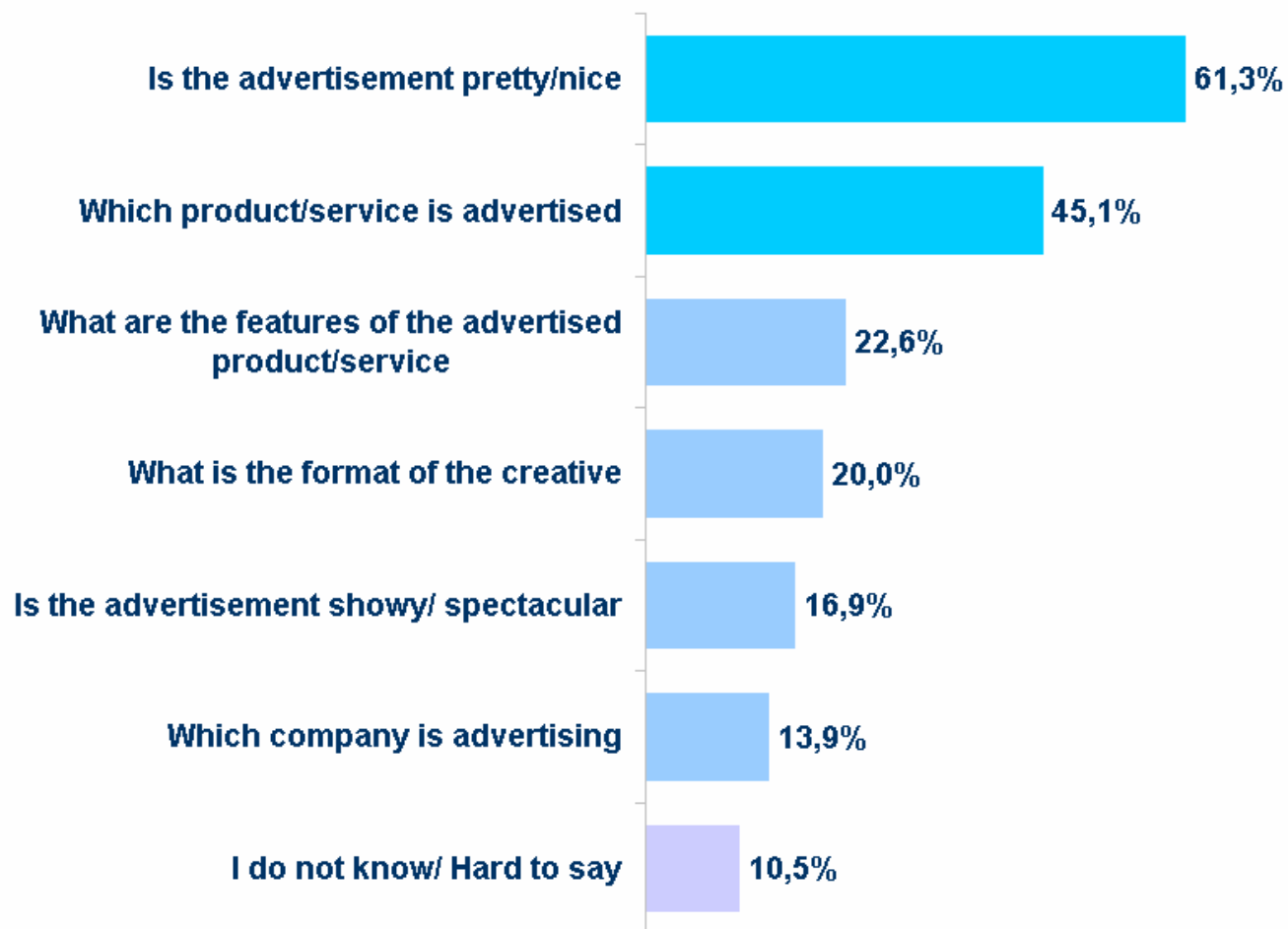
'To what extent do you agree with the following statements?'

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



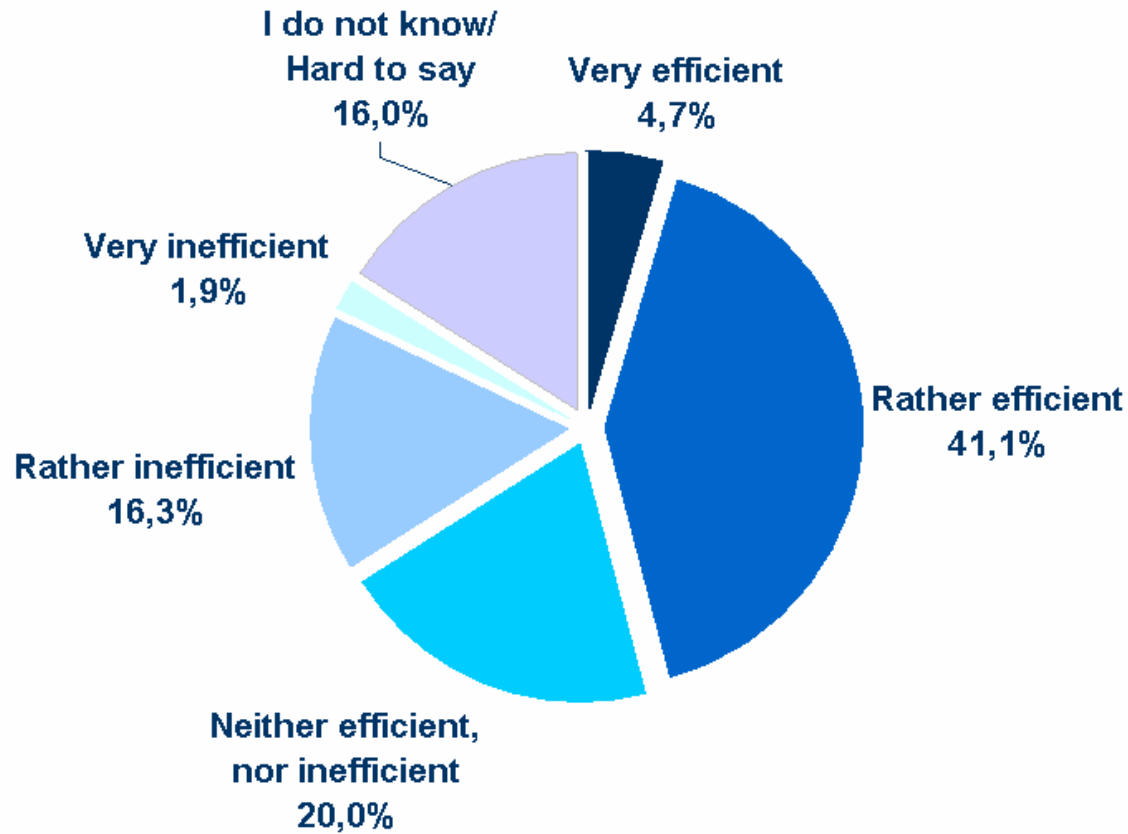
Features of advertisements which attract attention of Internet users

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



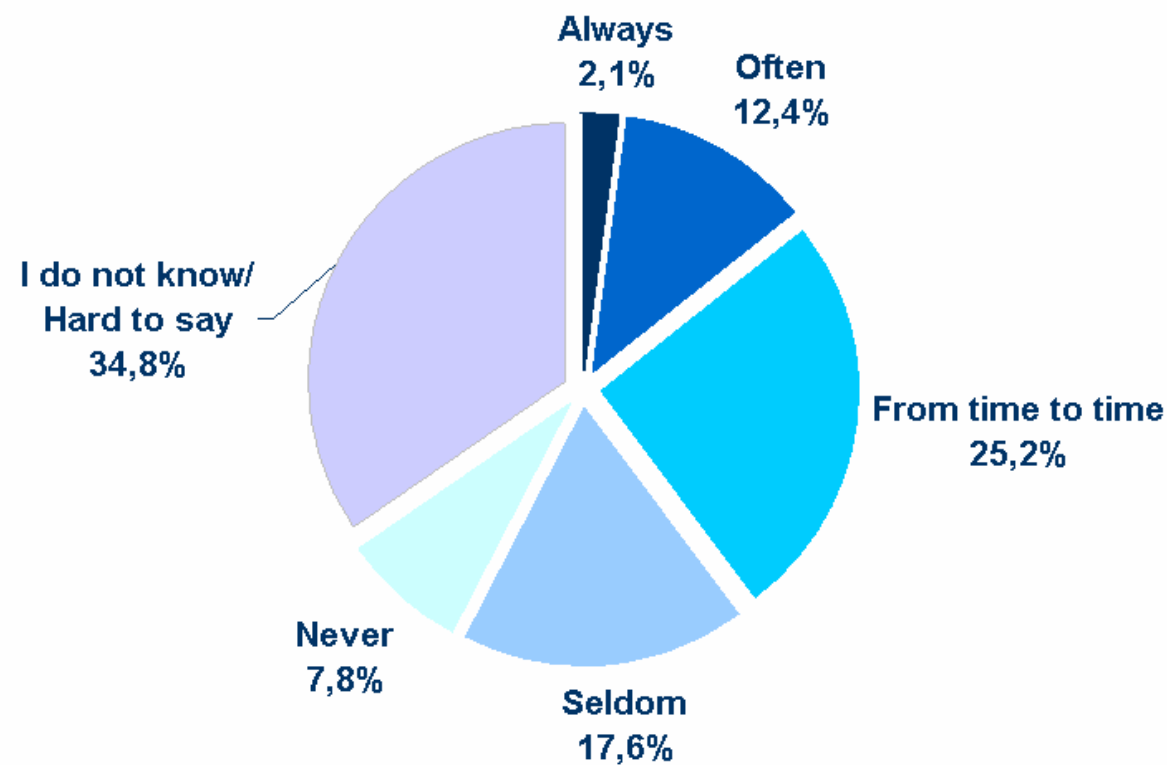
Efficiency of advertising

‘Do you think that online advertisements are efficient?’



Feeling of being deceived

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

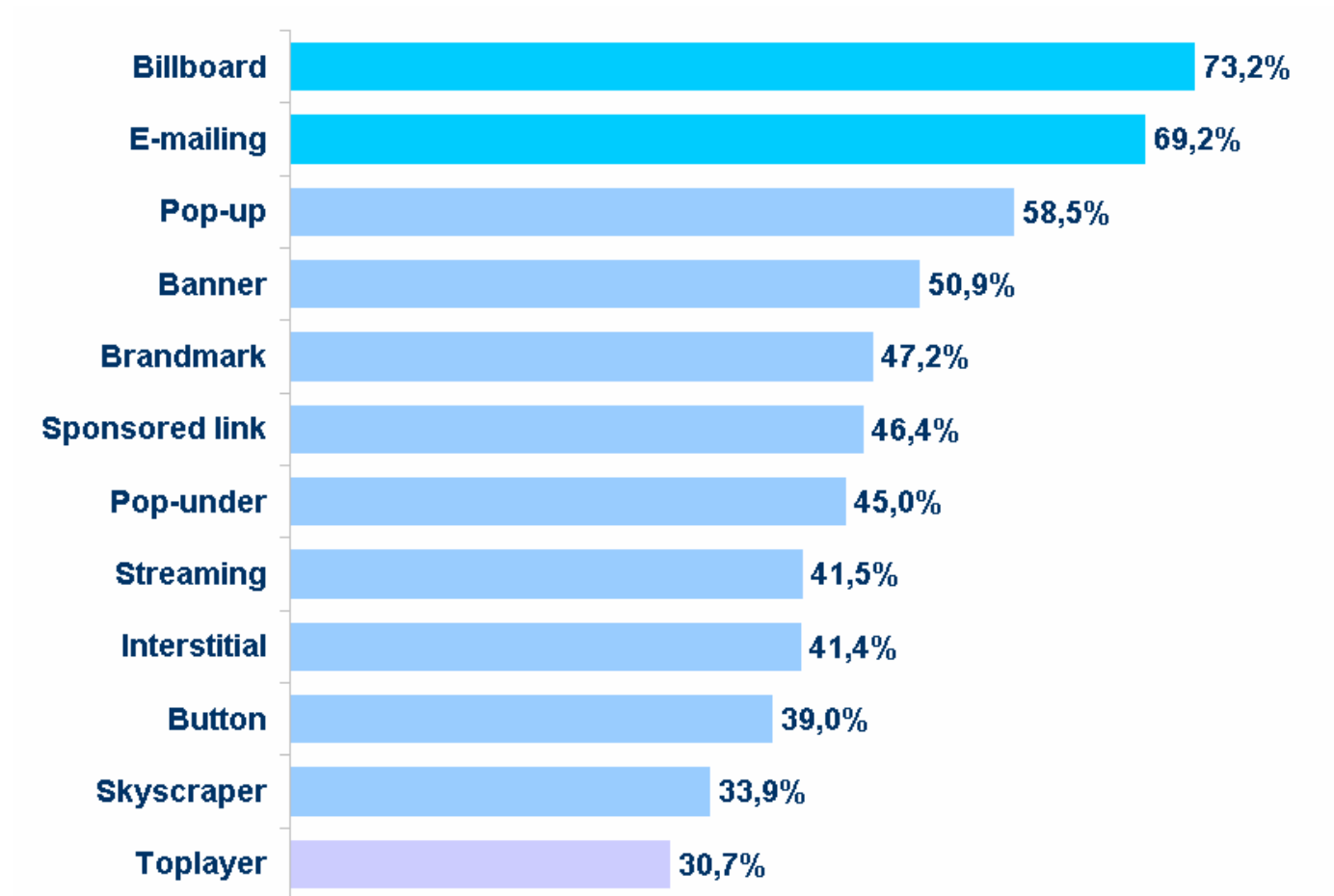




Attitudes towards formats of advertisements

Familiarity with different advertisements' formats

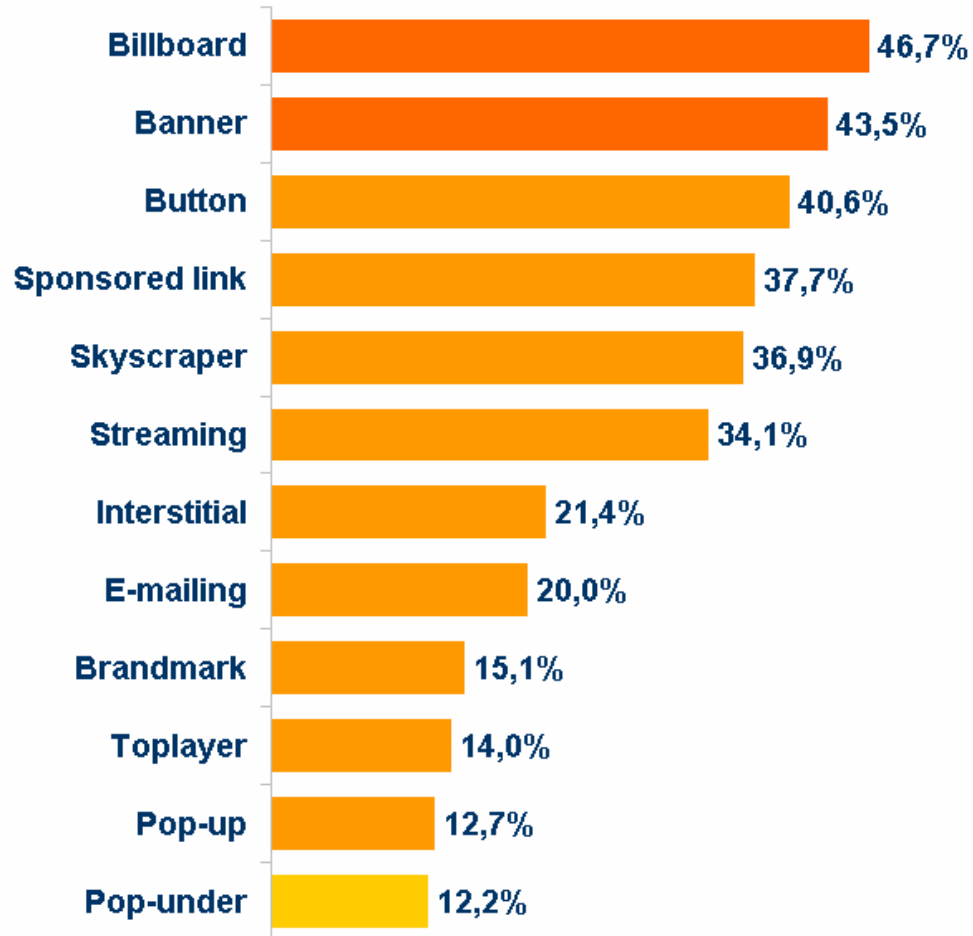
'Which of the listed formats of creatives do you know?'



Attitudes towards advertisements' formats

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

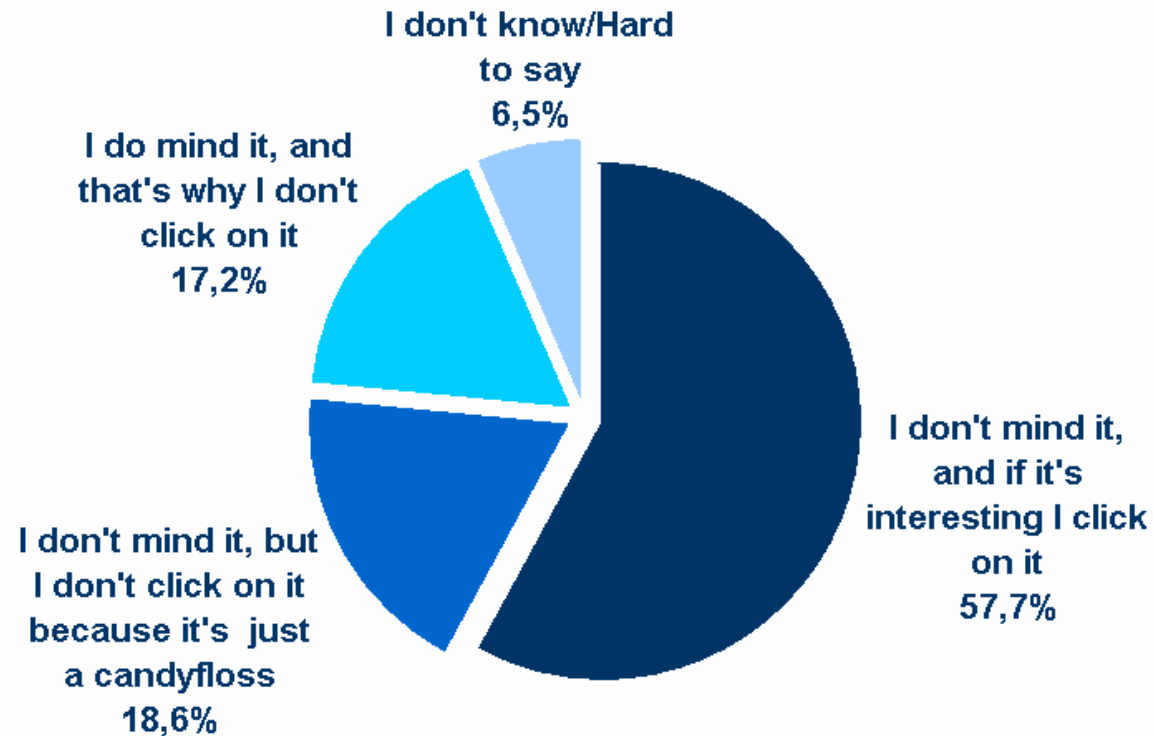
The percentage of the 'definitely like' and 'like' answers is presented on a chart. The respondents familiar with the creative were rating their attitude towards it.



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.

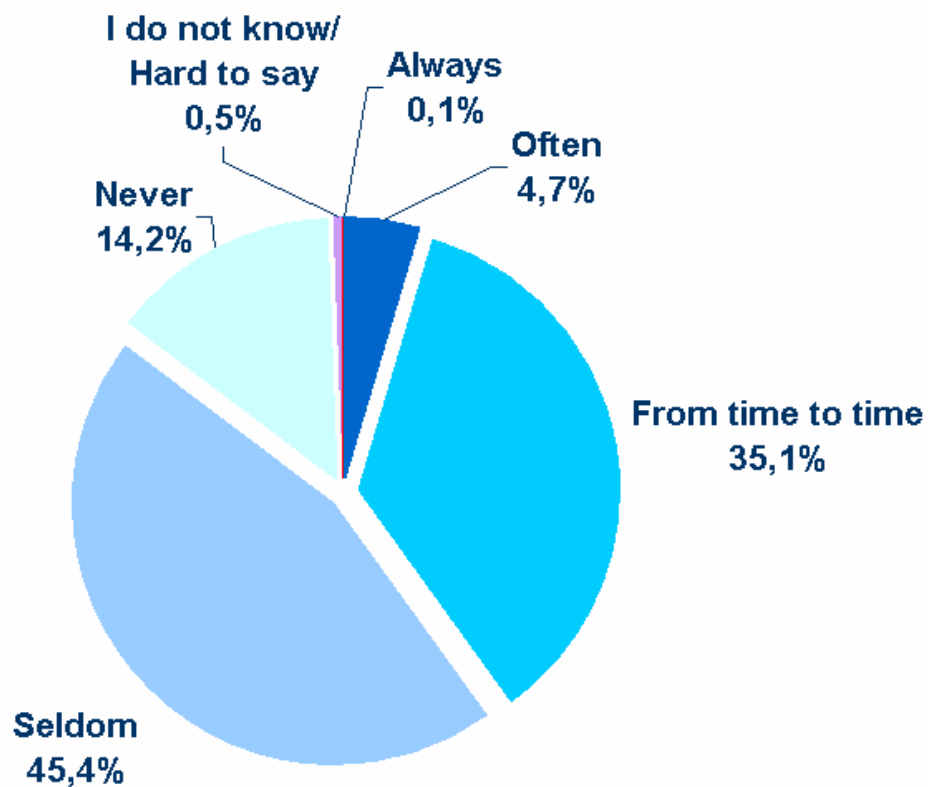




Declared behaviour in response to online advertising

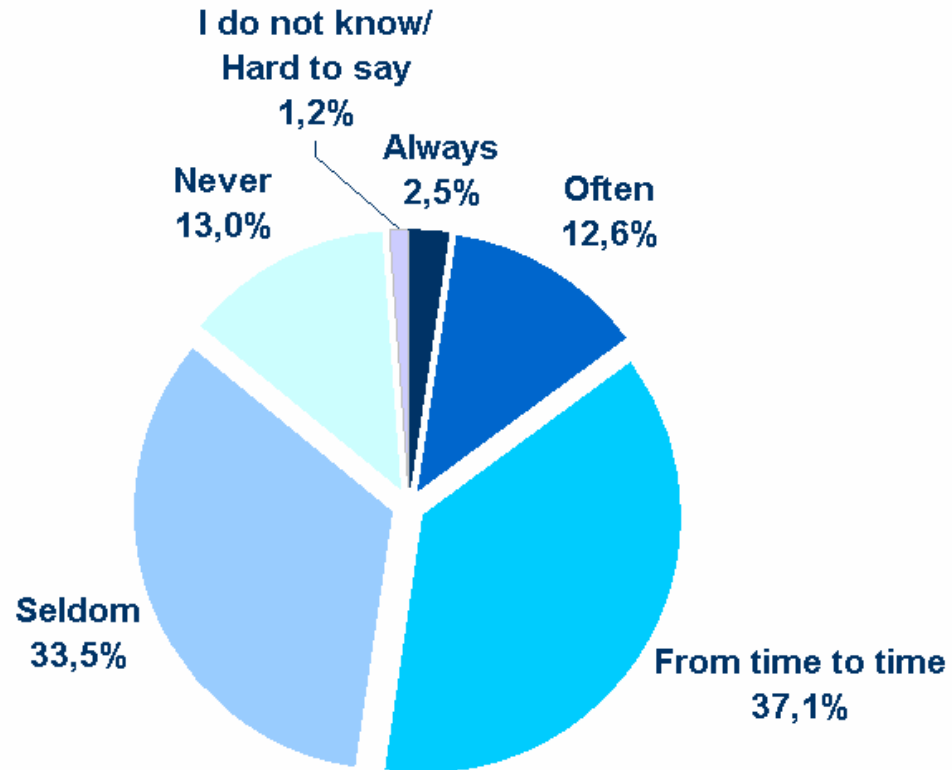
Declared Clickthrough frequency

'Do you click on online advertisements?'



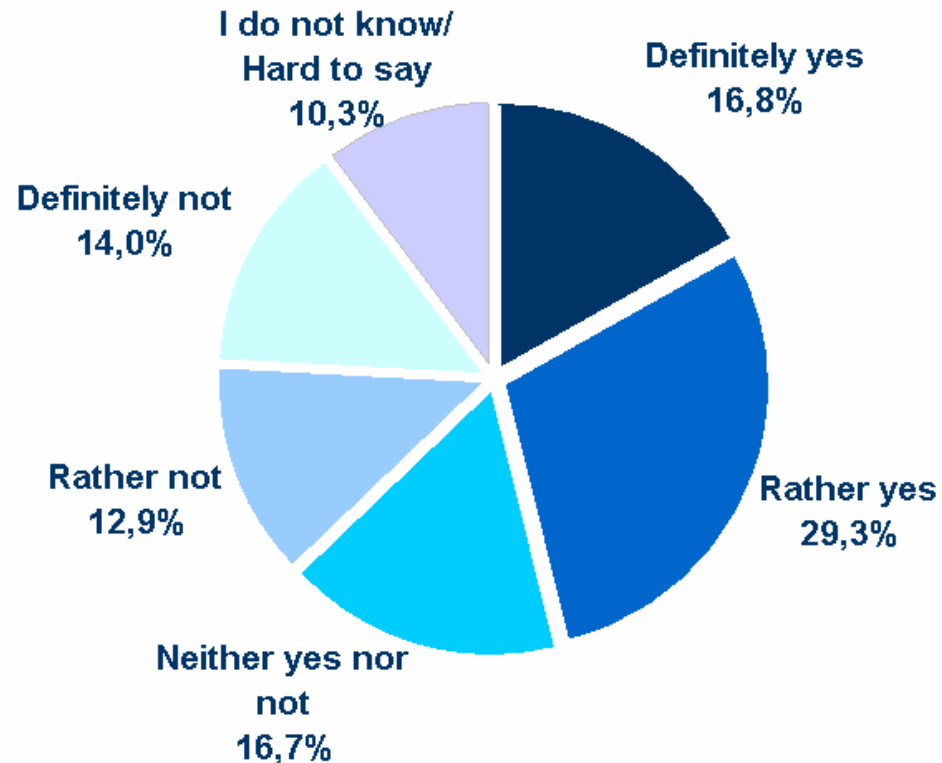
Looking for additional information

'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?'

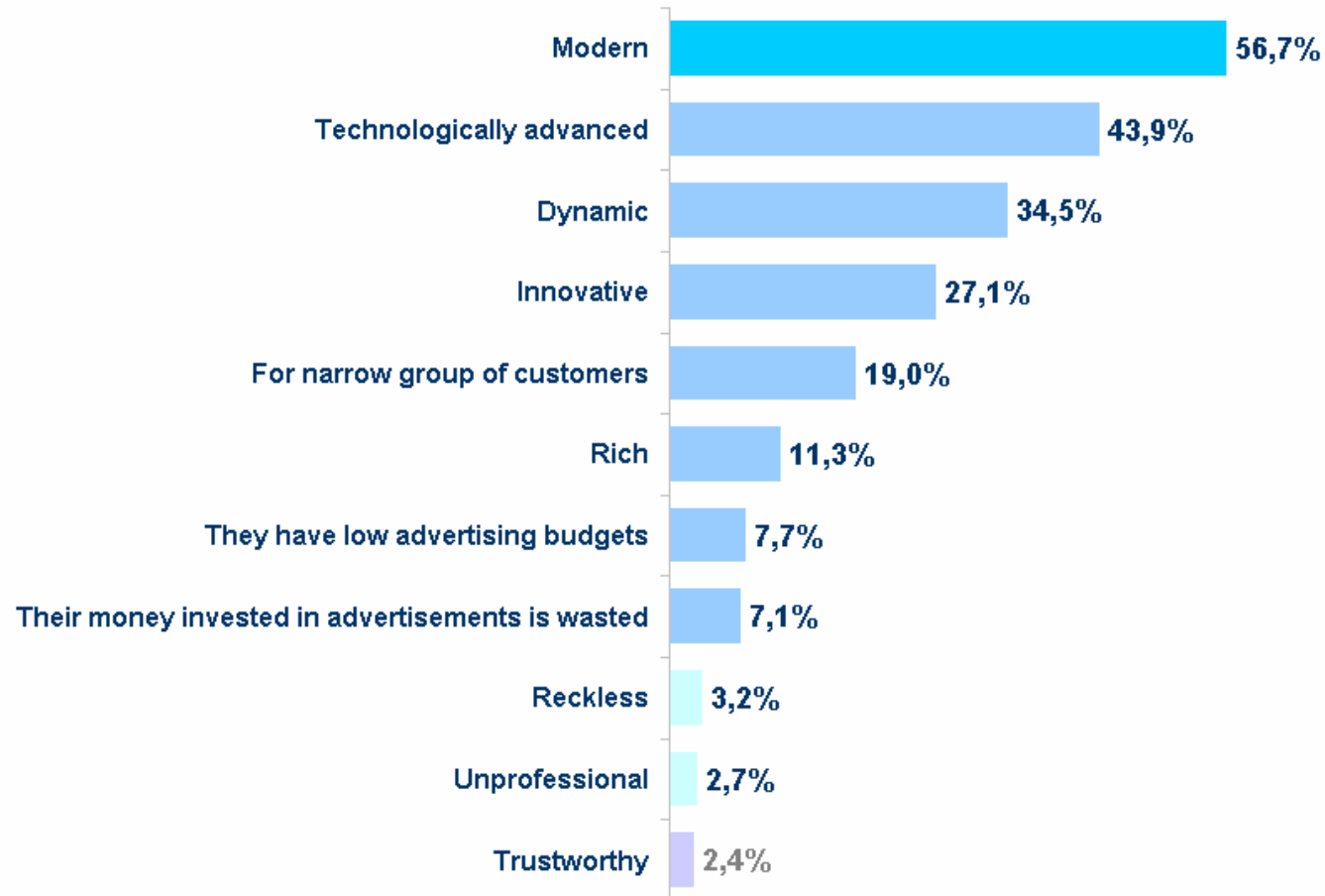




The perceived image of the advertised companies

The perceived image of the advertised companies

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

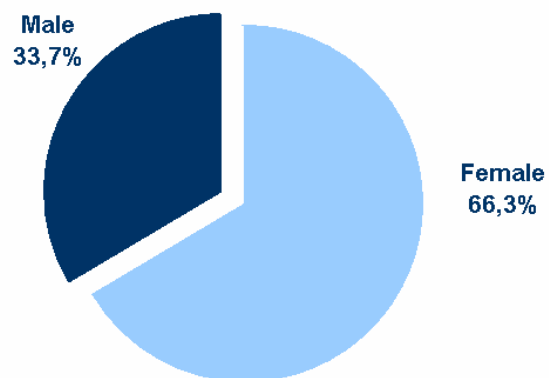




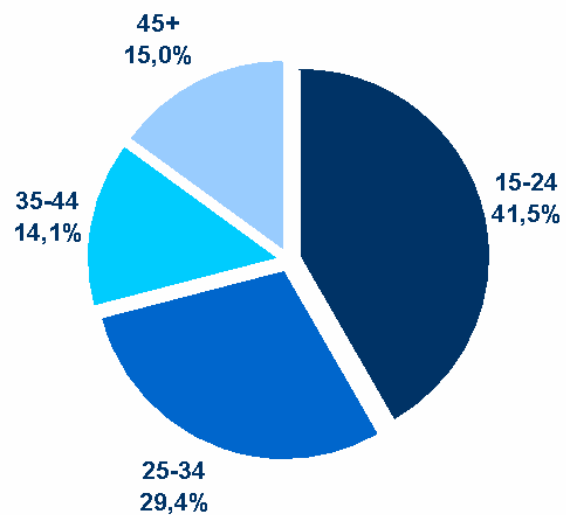
Demographics

Basic demographics

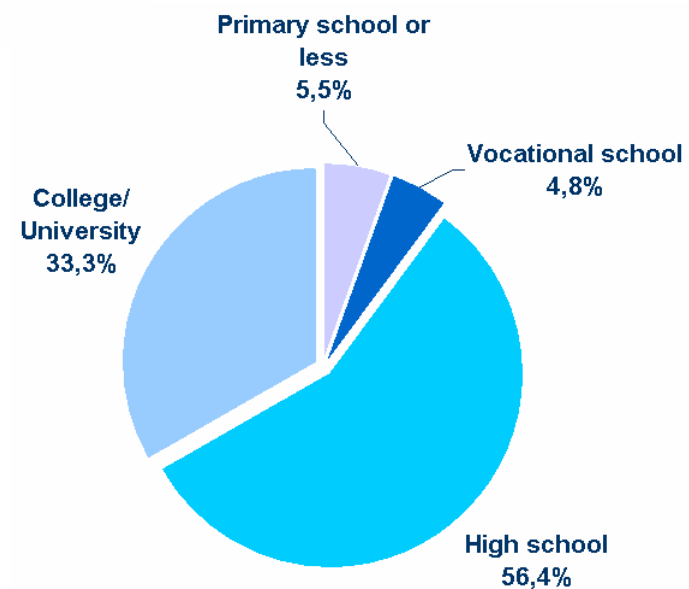
Gender



Age

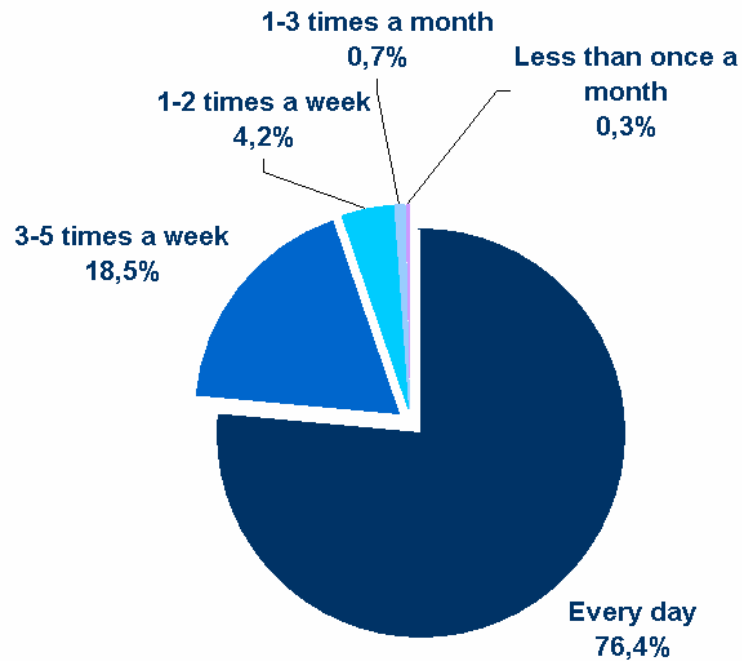


Education

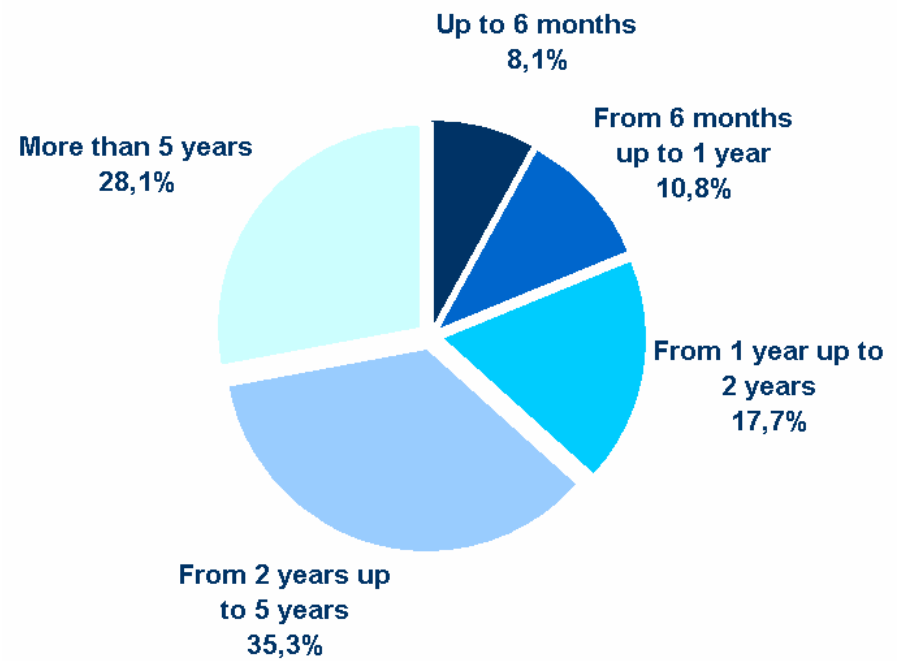


Declared Internet usage (1)

‘How often do you use Internet?’

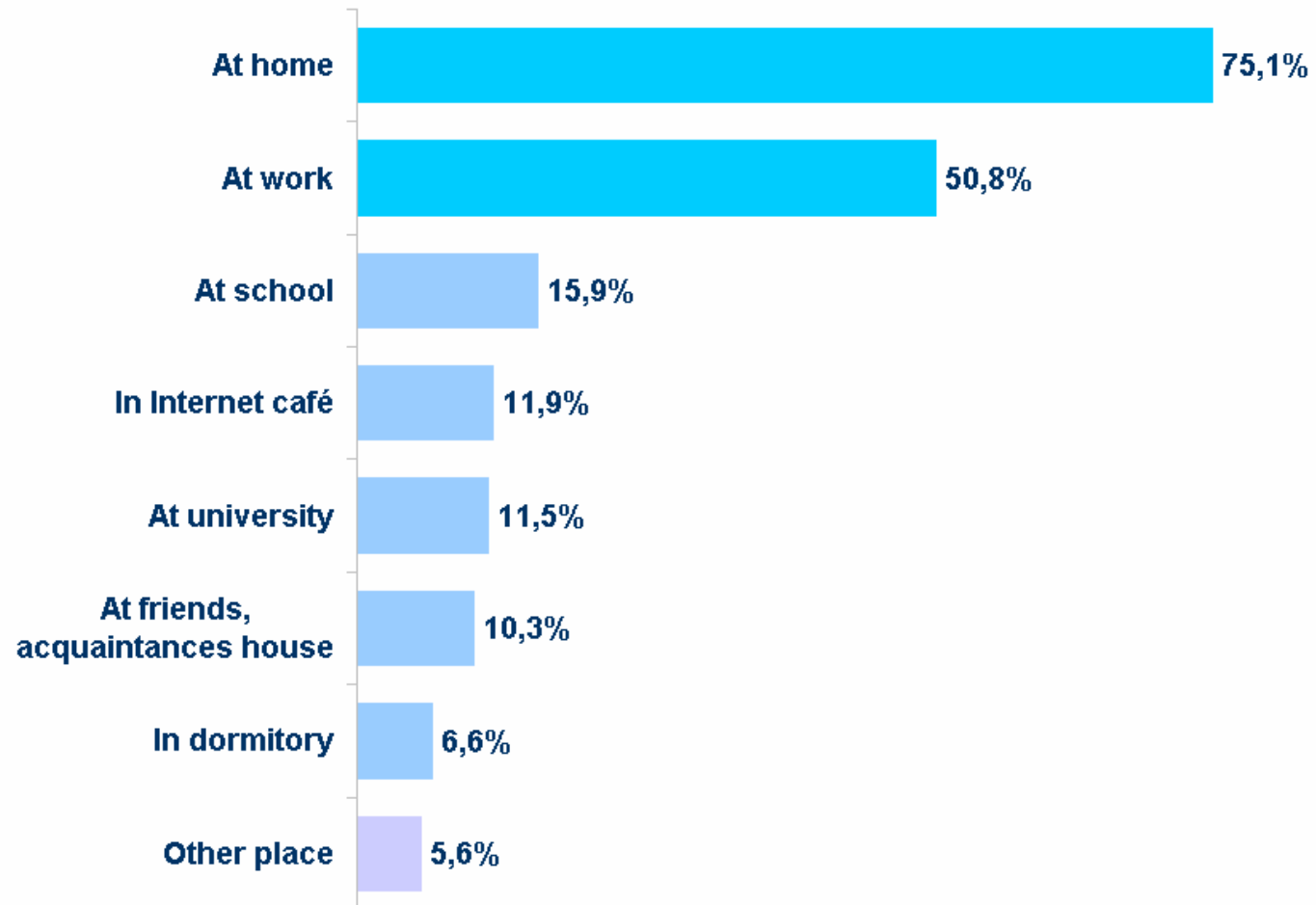


‘How long have you used internet?’



Declared Internet usage (2)

'Where do you usually use the Internet?'



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The Czech Republic

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