Omnibus Study

MEDIAPORT QUESTIONS - July 2019

What Advertisers Think™
The More You Know
The Stronger Your Brand
The More You’ll Sell™
Methodology and Respondent Profiles

Only Advertiser Perceptions talks to people who are actively making decisions about media brand selection.

**Sample:** Marketer and Agency contacts from The Advertiser Perceptions Media Decision Maker Database and third-party databases as needed.

**Qualification:** 100% involved in media brand selection decisions.

**Weighting:** Data has been sample balanced and weighted to reflect relative agency/marketer influence.

Incentives include cash and information.

**Ranging in Title:**

- **Senior**
  - VP+
  - 41%

- **Mid-Level**
  - Dir/Supervisor
  - 42%

- **Junior**
  - Mgr/Plnr/Buyer
  - 17%

**Expressing Opinions From:**

- **40%** Marketer
- **60%** Agency
Qmp1. Have you ever used cryptocurrency to buy/trade media?

Qmp2. How does Facebook entering cryptocurrency affect your plans to use cryptocurrency to buy/trade media?

Base: Total Respondents

Ever Used Cryptocurrency to Buy/Trade Media

- Yes, regularly: 4%
- Yes, occasionally: 9%
- Yes, but not continuing: 7%
- No, but considering it: 10%
- No and not considering it: 70%

Cryptocurrency

How Facebook Entering Cryptocurrency Affects Your Plans to Use It to Buy/Trade Media

- Planning to start: 9%
- Increases interest: 12%
- Planning to increase: 4%
- Decreases interest: 6%
- No impact: 68%