METHODOLOGY & RESPONDENT PROFILE

- INTERVIEWS CONDUCTED: 302
- SURVEY FIELDED: May 4th – 11th, 2020
- EXPRESSING OPINIONS FROM:

  - SAMPLE: Marketer and agency contacts from The Advertiser Perceptions Ad Pros proprietary community and trusted third-party partners as needed

  - RANGING IN TITLE:

    | Percentage | Title |
    |------------|-------|
    | 40%        | MARKETER |
    | 40%        | AGENCY   |
    | 43%        | SENIOR   |
    | 17%        | JUNIOR   |
    | 40%        | MID-LEVEL |
    |            | Director/Supervisor |

- 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
Qmp1. Over the past month, how has your personal health been affected by COVID-19?
Base: Total Respondents
Which types of media are you replacing canceled face-to-face events with during the COVID-19 pandemic?

Types of Media Being Used to Replace Canceled Face-to-Face Events during COVID-19 Pandemic

- Digital advertising: 40%
- Digital events, concerts, conferences, festivals, etc.: 33% *
- Social media promotions: 32% *
- TV advertising: 21%
- Print advertising: 11%
- Radio advertising: 10%
- Out of home advertising: 8%
- Not applicable/Don't use face-to-face events: 32% *
May 2020
Omnibus Report

Level of Agreement: Statements about Target Audience during the COVID-19 Pandemic
(Sorted by “Completely Agree”)

- I understand the right tone to take in our advertising.
  - Completely agree: 18%
  - Somewhat agree: 51%
  - Neither agree nor disagree: 22%
  - Somewhat disagree: 8%
  - Completely disagree: 2%

- They have a high interest in online events.
  - Completely agree: 12%
  - Somewhat agree: 41%
  - Neither agree nor disagree: 33%
  - Somewhat disagree: 11%
  - Completely disagree: 3%

- They have become more interested in watching ads.
  - Completely agree: 8%
  - Somewhat agree: 30%
  - Neither agree nor disagree: 44%
  - Somewhat disagree: 13%
  - Completely disagree: 4%

- They will respond more to a good joke in advertising.
  - Completely agree: 8%
  - Somewhat agree: 20%
  - Neither agree nor disagree: 41%
  - Somewhat disagree: 22%
  - Completely disagree: 9%

Qmp3. How much do you agree with the following statements about your target audience during the COVID-19 pandemic?
Base: Total Respondents
THANK YOU

Have Confidence in Every Business Decision You Make