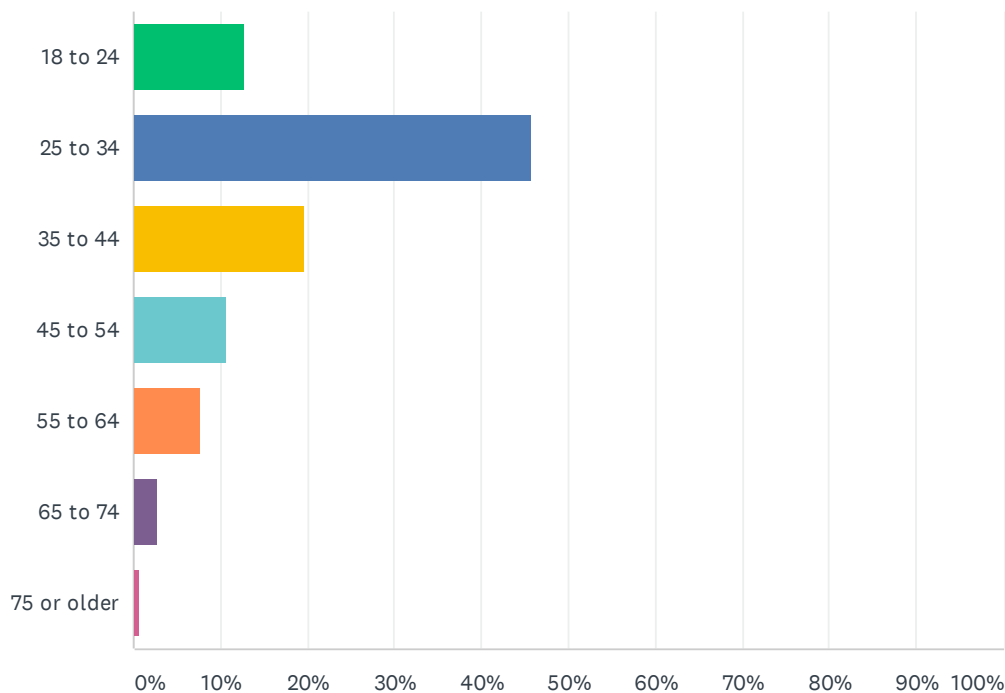


# Q1 What is your age?

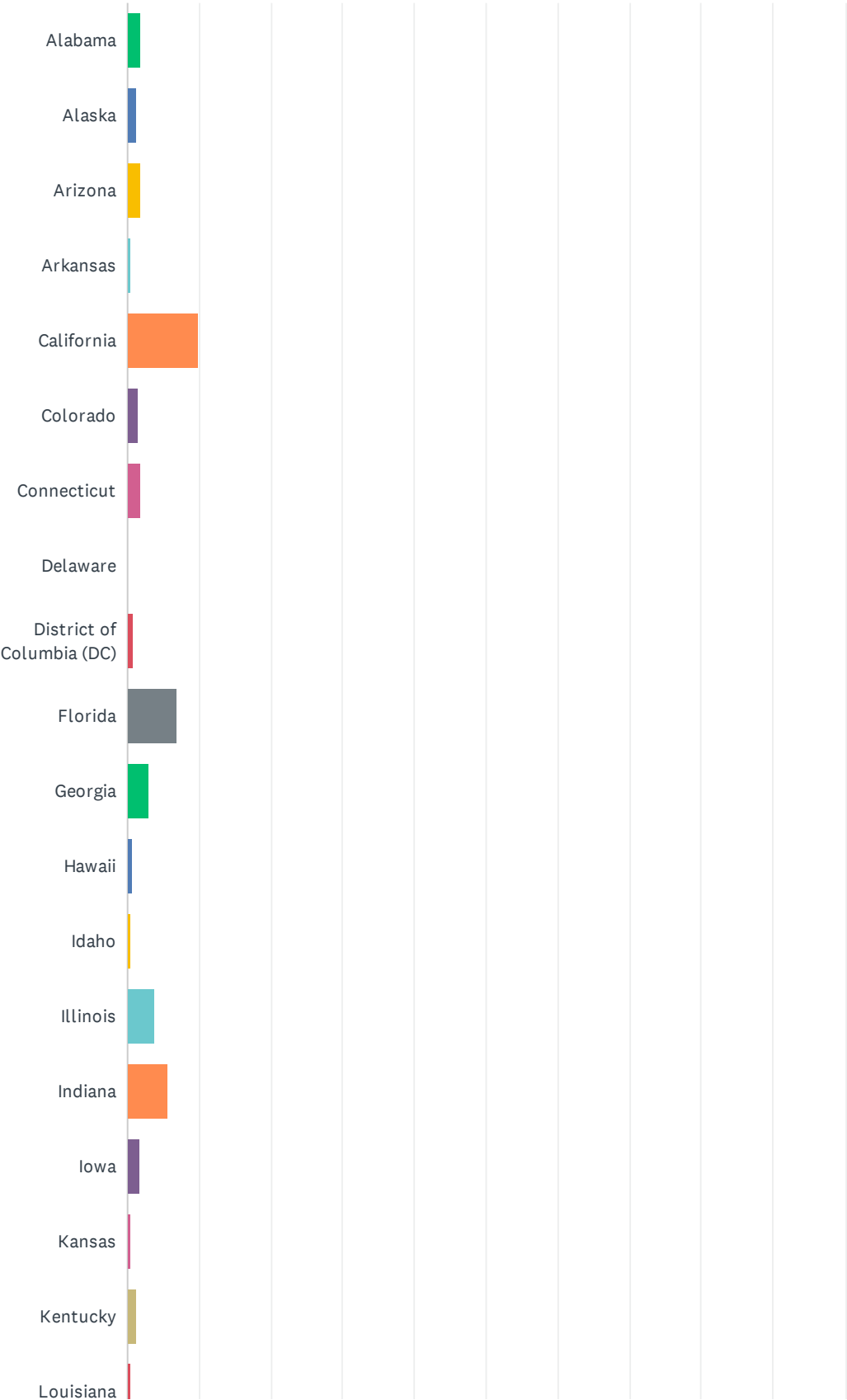
Answered: 1,135    Skipped: 0

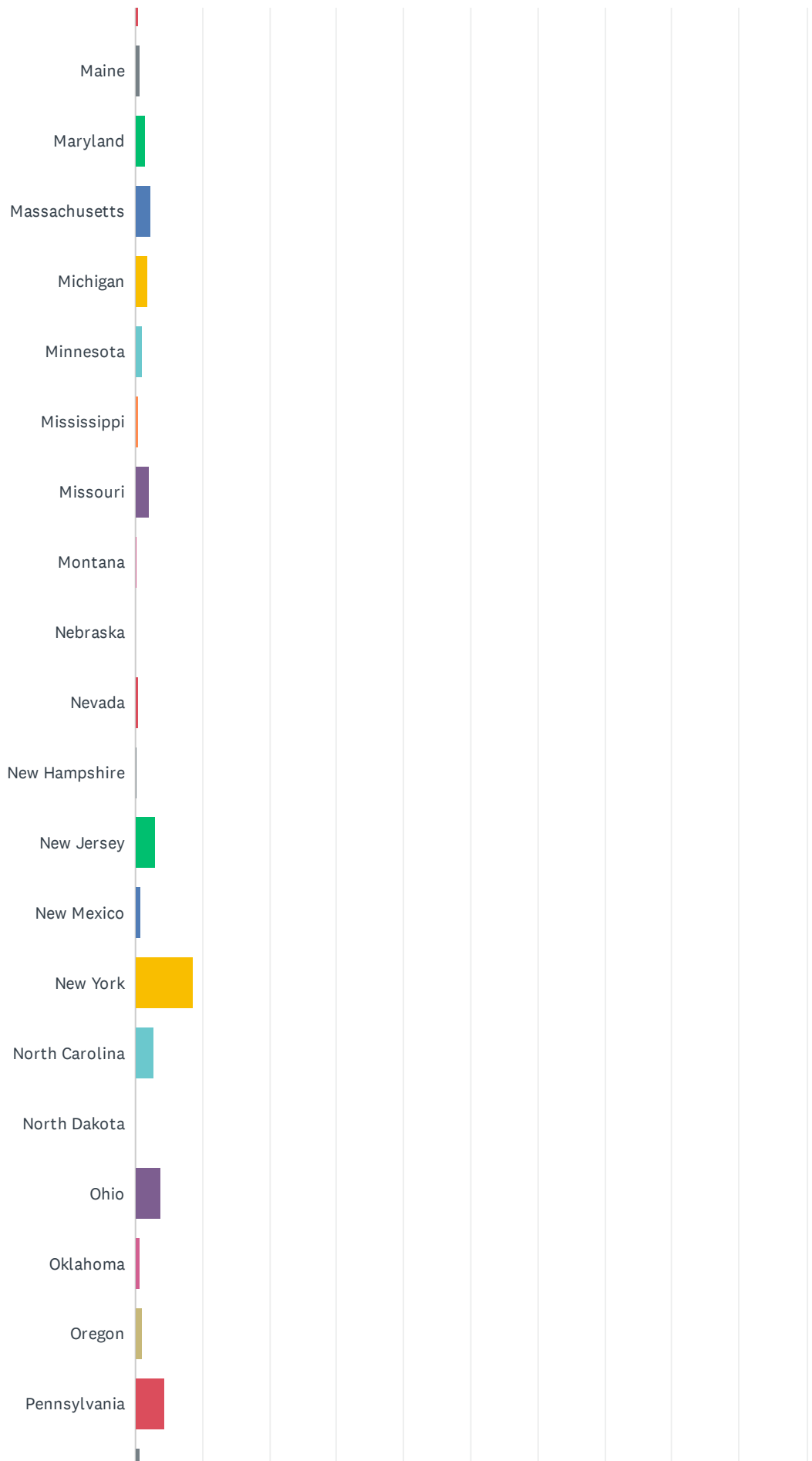


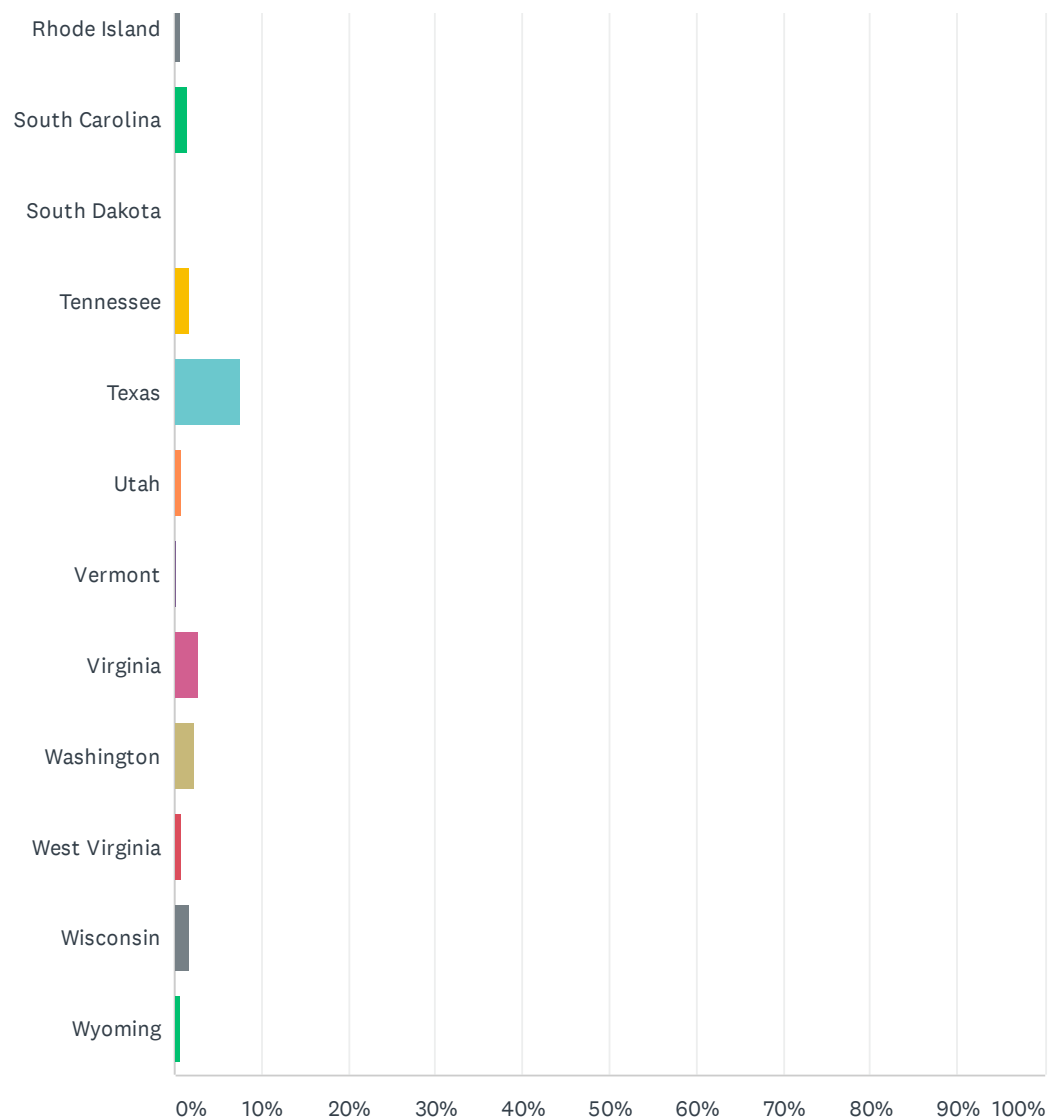
ANSWER CHOICES	RESPONSES	
18 to 24	12.69%	144
25 to 34	45.90%	521
35 to 44	19.65%	223
45 to 54	10.75%	122
55 to 64	7.84%	89
65 to 74	2.64%	30
75 or older	0.53%	6
TOTAL		1,135

# Q2 What state do you live in?

Answered: 1,046    Skipped: 89





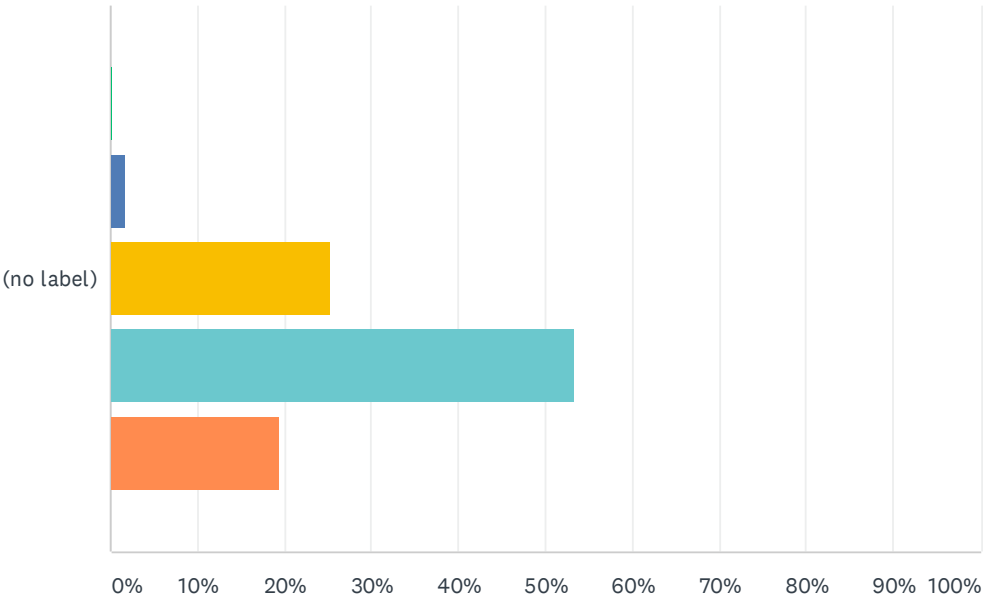


ANSWER CHOICES	RESPONSES	
Alabama	1.91%	20
Alaska	1.24%	13
Arizona	1.91%	20
Arkansas	0.48%	5
California	9.75%	102
Colorado	1.43%	15
Connecticut	1.82%	19
Delaware	0.10%	1
District of Columbia (DC)	0.76%	8
Florida	6.98%	73
Georgia	2.87%	30
Hawaii	0.57%	6
Idaho	0.48%	5
Illinois	3.73%	39
Indiana	5.64%	59
Iowa	1.72%	18
Kansas	0.48%	5
Kentucky	1.34%	14
Louisiana	0.48%	5
Maine	0.67%	7
Maryland	1.53%	16
Massachusetts	2.20%	23
Michigan	1.82%	19
Minnesota	1.15%	12
Mississippi	0.48%	5
Missouri	2.01%	21
Montana	0.29%	3
Nebraska	0.10%	1
Nevada	0.48%	5
New Hampshire	0.29%	3
New Jersey	2.87%	30
New Mexico	0.86%	9

New York	8.51%	89
North Carolina	2.77%	29
North Dakota	0.00%	0
Ohio	3.73%	39
Oklahoma	0.57%	6
Oregon	0.96%	10
Pennsylvania	4.30%	45
Rhode Island	0.67%	7
South Carolina	1.43%	15
South Dakota	0.10%	1
Tennessee	1.63%	17
Texas	7.55%	79
Utah	0.86%	9
Vermont	0.29%	3
Virginia	2.77%	29
Washington	2.39%	25
West Virginia	0.86%	9
Wisconsin	1.63%	17
Wyoming	0.57%	6
TOTAL		1,046

### Q3 How often do you shop online?

Answered: 1,041    Skipped: 94

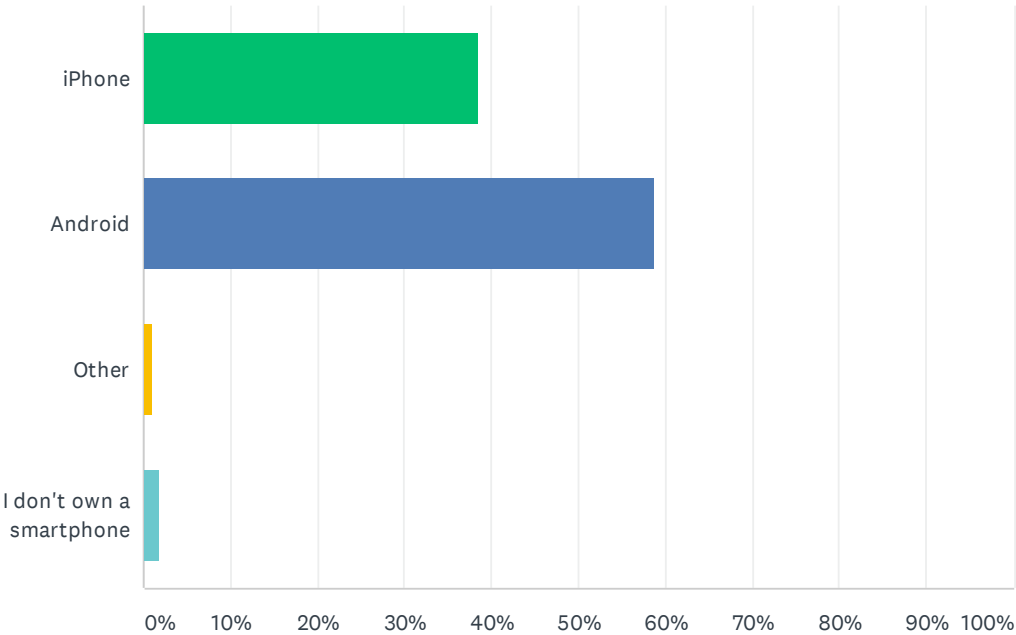


Never    Not Often at All    Sometimes    Often    All the Time

	NEVER	NOT OFTEN AT ALL	SOMETIMES	OFTEN	ALL THE TIME	TOTAL	WEIGHTED AVERAGE
(no label)	0.19%	1.73%	25.26%	53.31%	19.50%	1,041	3.90
	2	18	263	555	203		

# Q4 What type of smartphone do you use?

Answered: 1,035    Skipped: 100

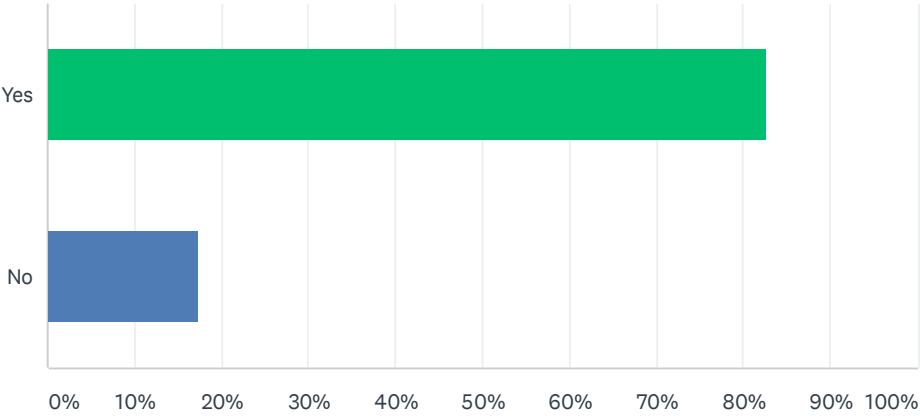


ANSWER CHOICES	RESPONSES	
iPhone	38.45%	398
Android	58.74%	608
Other	0.97%	10
I don't own a smartphone	1.84%	19
TOTAL		1,035



# Q5 Do you purchase items online with your smartphone?

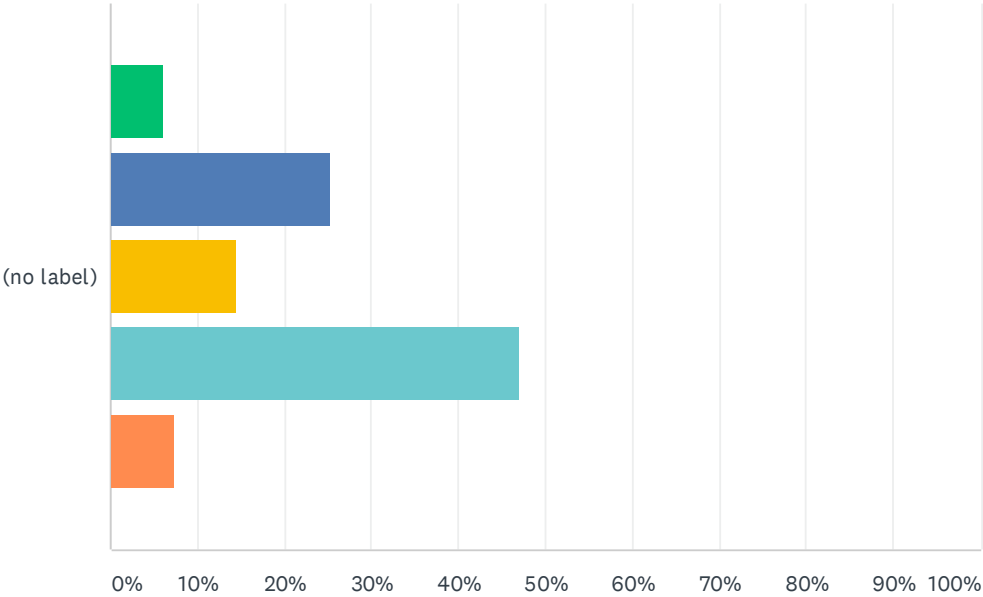
Answered: 1,034    Skipped: 101



ANSWER CHOICES		RESPONSES	
Yes		82.59%	854
No		17.41%	180
TOTAL			1,034

# Q6 Do you find that advertisements you see online are relevant to your interests?

Answered: 1,032    Skipped: 103

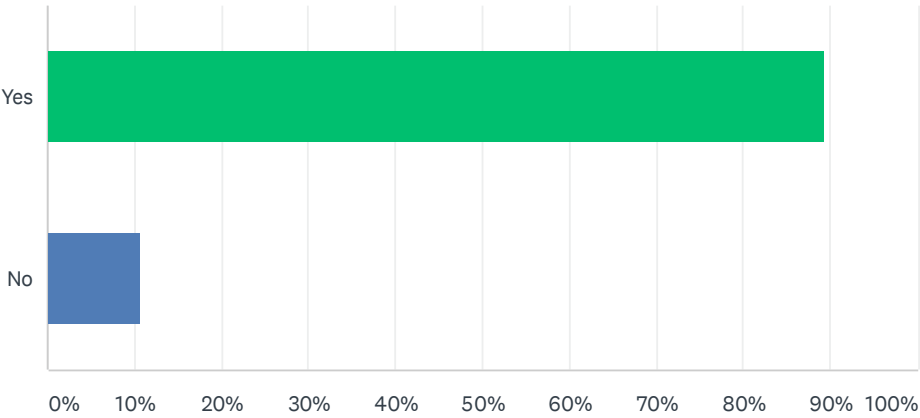


Not at all relevant    Somewhat relevant    Neither relevant nor irrelevant  
Usually Relevant    Completely Relevant

	NOT AT ALL RELEVANT	SOMEWHAT RELEVANT	NEITHER RELEVANT NOR IRRELEVANT	USUALLY RELEVANT	COMPLETELY RELEVANT	TOTAL	WEIGHTED AVERAGE
(no label)	6.10% 63	25.29% 261	14.34% 148	47.00% 485	7.27% 75	1,032	2.70

# Q7 Do you find that advertisements you see online are repetitive?

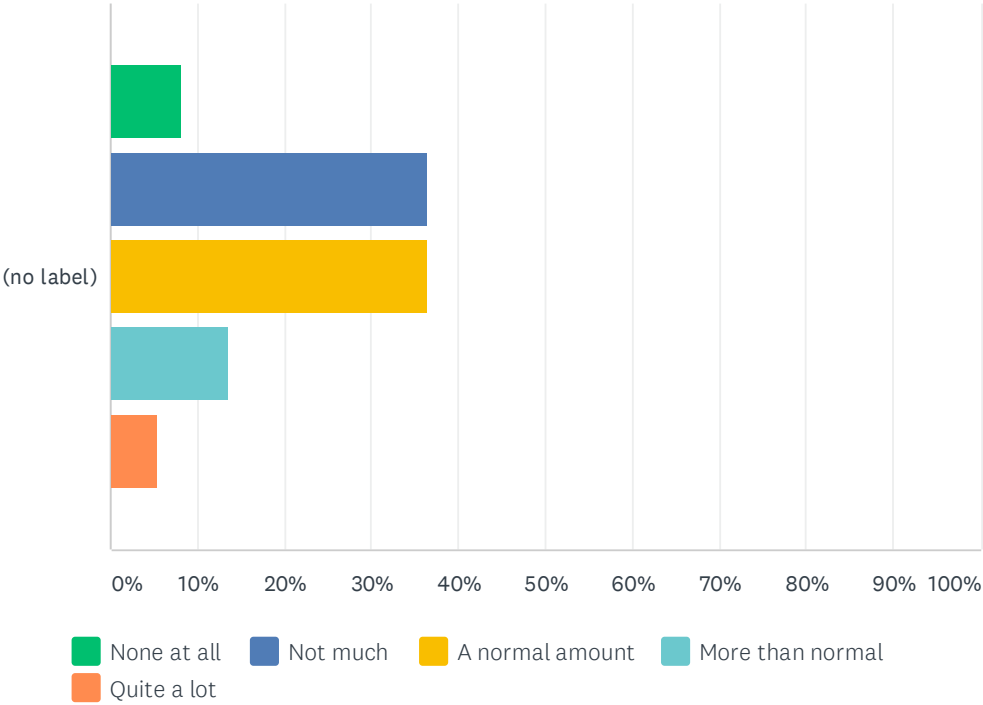
Answered: 1,031    Skipped: 104



ANSWER CHOICES	RESPONSES	
Yes	89.23%	920
No	10.77%	111
TOTAL		1,031

Q8 When browsing the web, how much attention do you pay to advertisements?

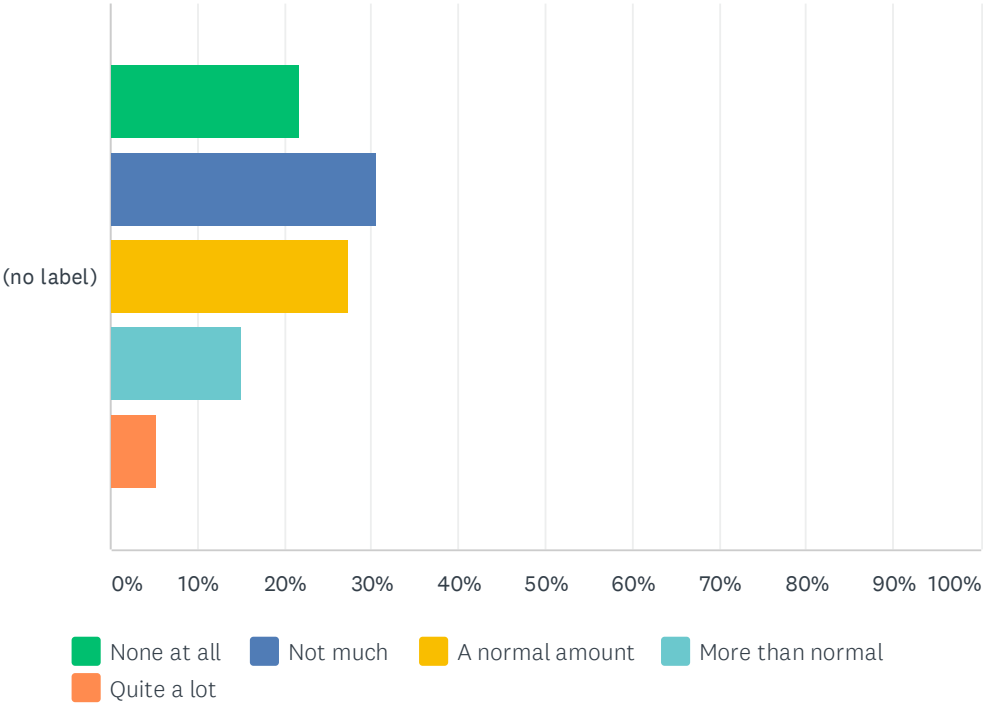
Answered: 1,030    Skipped: 105



	NONE AT ALL	NOT MUCH	A NORMAL AMOUNT	MORE THAN NORMAL	QUITE A LOT	TOTAL	WEIGHTED AVERAGE
(no label)	8.06% 83	36.50% 376	36.41% 375	13.59% 140	5.44% 56	1,030	2.72

# Q9 When using Facebook, how much attention do you pay to advertisements?

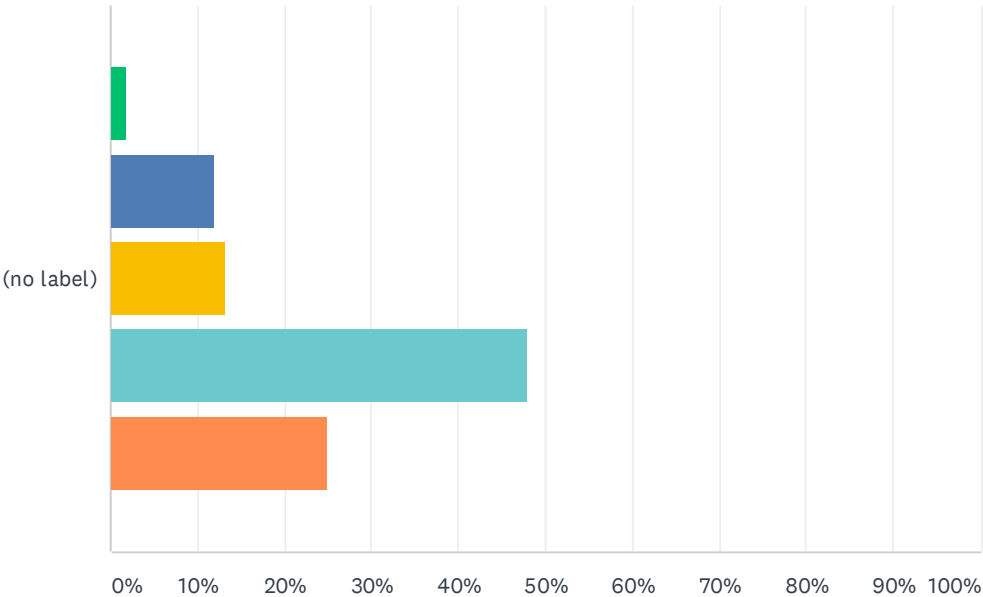
Answered: 1,029    Skipped: 106



	NONE AT ALL	NOT MUCH	A NORMAL AMOUNT	MORE THAN NORMAL	QUITE A LOT	TOTAL	WEIGHTED AVERAGE
(no label)	21.67% 223	30.61% 315	27.41% 282	15.06% 155	5.25% 54	1,029	2.52

Q10 How concerned are you about privacy when shopping online?

Answered: 1,025    Skipped: 110

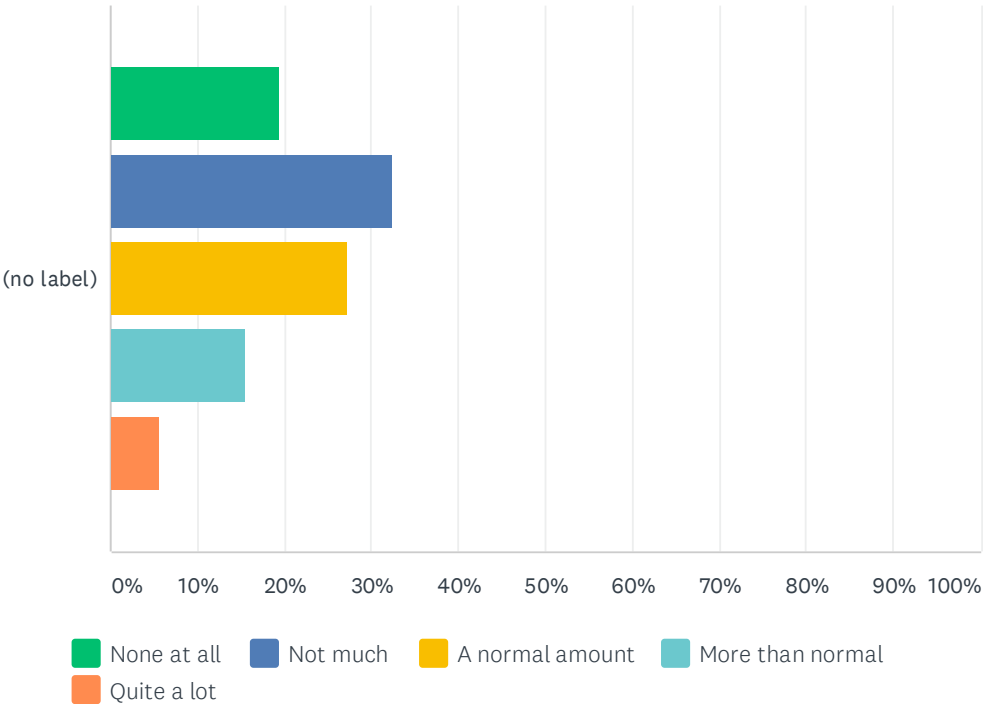


Not concerned at all    Not very concerned    Neither concerned nor unconcerned    Somewhat concerned    Very concerned

	NOT CONCERNED AT ALL	NOT VERY CONCERNED	NEITHER CONCERNED NOR UNCONCERNED	SOMEWHAT CONCERNED	VERY CONCERNED	TOTAL	WEIGHTED AVERAGE
(no label)	1.95% 20	12.00% 123	13.17% 135	47.90% 491	24.98% 256	1,025	3.82

# Q11 When using Youtube, how much attention do you pay to video advertisements?

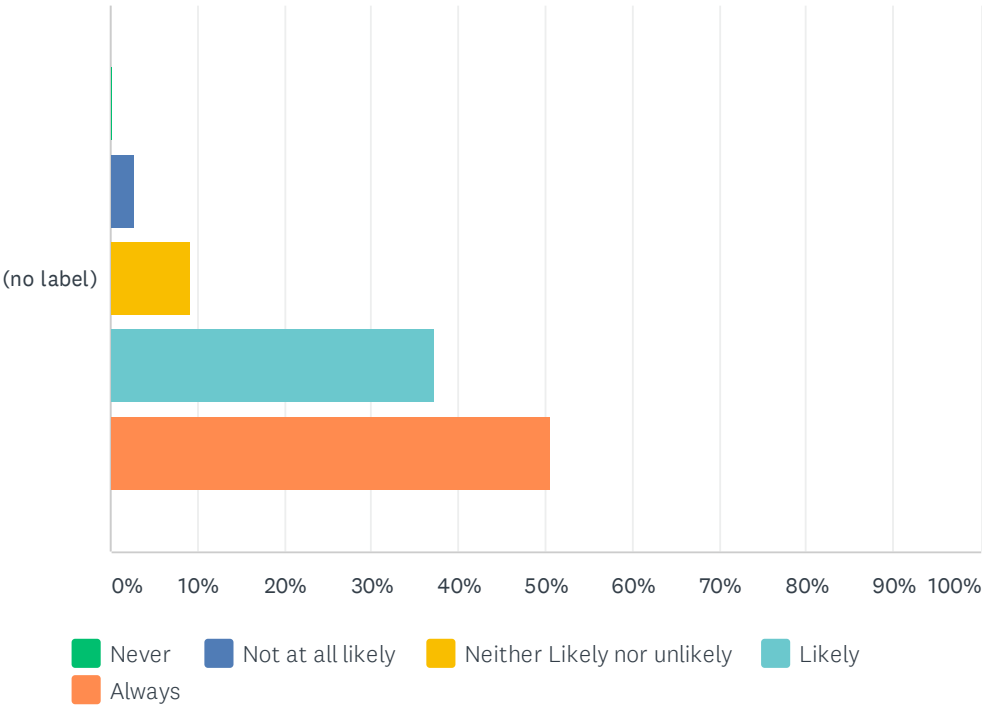
Answered: 1,025    Skipped: 110



	NONE AT ALL	NOT MUCH	A NORMAL AMOUNT	MORE THAN NORMAL	QUITE A LOT	TOTAL	WEIGHTED AVERAGE
(no label)	19.41% 199	32.39% 332	27.12% 278	15.41% 158	5.66% 58	1,025	2.56

Q12 How likely are you to skip video ads when given the opportunity?

Answered: 1,025    Skipped: 110

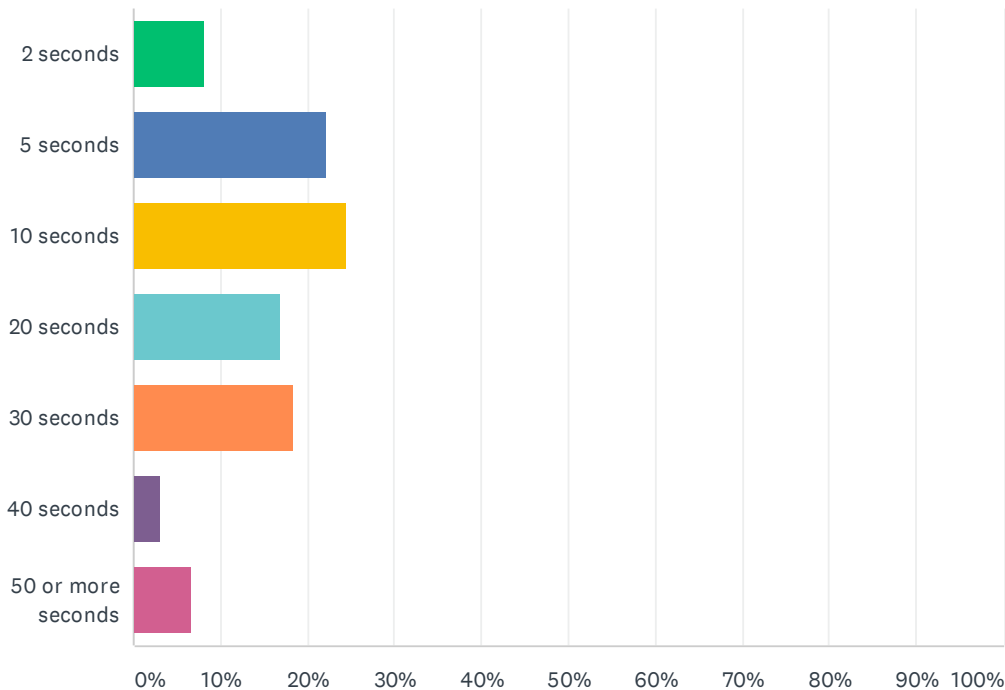


	NEVER	NOT AT ALL LIKELY	NEITHER LIKELY NOR UNLIKELY	LIKELY	ALWAYS	TOTAL	WEIGHTED AVERAGE
(no label)	0.29% 3	2.73% 28	9.17% 94	37.17% 381	50.63% 519	1,025	4.35



Q13 If you can't skip a video ad, how long are you willing to watch the ad before giving up and leaving the video you intended to watch?

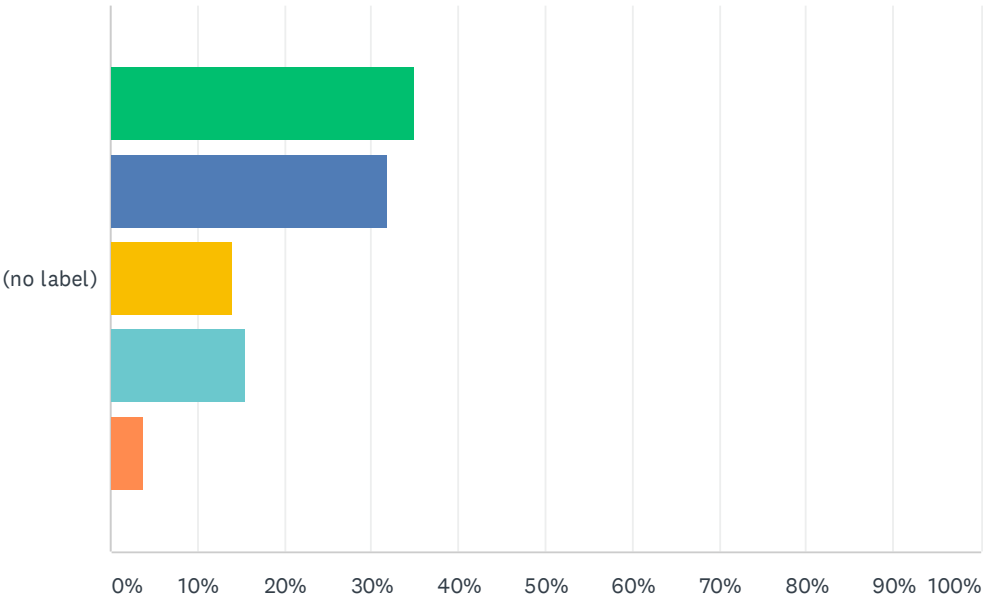
Answered: 1,023    Skipped: 112



ANSWER CHOICES	RESPONSES	
2 seconds	8.21%	84
5 seconds	22.09%	226
10 seconds	24.54%	251
20 seconds	17.01%	174
30 seconds	18.38%	188
40 seconds	3.13%	32
50 or more seconds	6.65%	68
TOTAL		1,023

# Q14 What do you think about video ads that automatically play?

Answered: 1,022    Skipped: 113

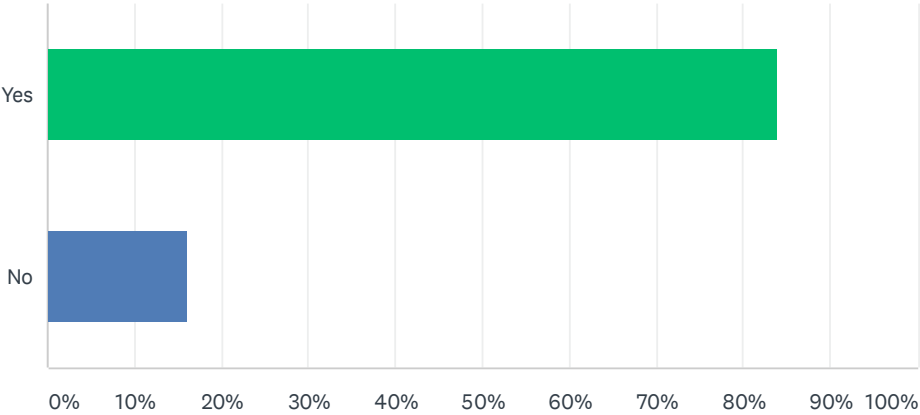


Strongly dislike    Dislike    No opinion    Like    Strongly like

	STRONGLY DISLIKE	DISLIKE	NO OPINION	LIKE	STRONGLY LIKE	TOTAL	WEIGHTED AVERAGE
(no label)	34.83%	31.70%	14.09%	15.56%	3.82%	1,022	2.02
	356	324	144	159	39		

Q15 Have you shopped online for an item and then noticed advertisements for that item on other websites?

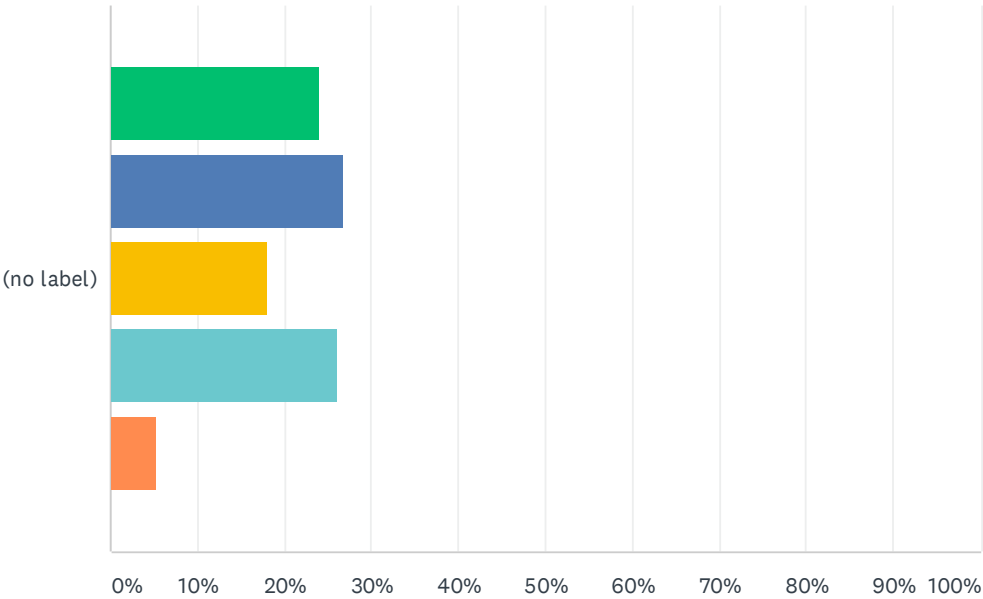
Answered: 1,022    Skipped: 113



ANSWER CHOICES	RESPONSES	
Yes	83.95%	858
No	16.05%	164
TOTAL		1,022

Q16 Do you find ads that promote products you previously shopped for helpful?

Answered: 858    Skipped: 277

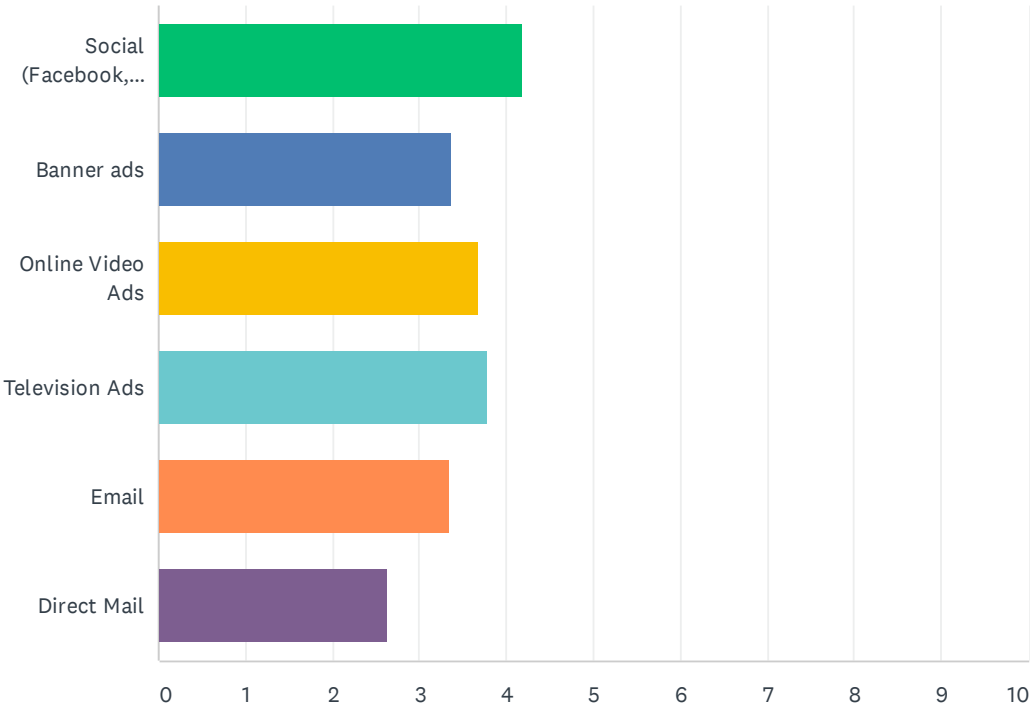


Not at all helpful    Sometimes helpful    Neither helpful nor unhelpful  
Usually helpful    Always helpful

	NOT AT ALL HELPFUL	SOMETIMES HELPFUL	NEITHER HELPFUL NOR UNHELPFUL	USUALLY HELPFUL	ALWAYS HELPFUL	TOTAL	WEIGHTED AVERAGE
(no label)	24.01% 206	26.81% 230	17.95% 154	26.11% 224	5.13% 44	858	2.30

Q17 Rank below the types of advertisements most likely to get you to take action: (1=most likely to act, 6=least likely to act)

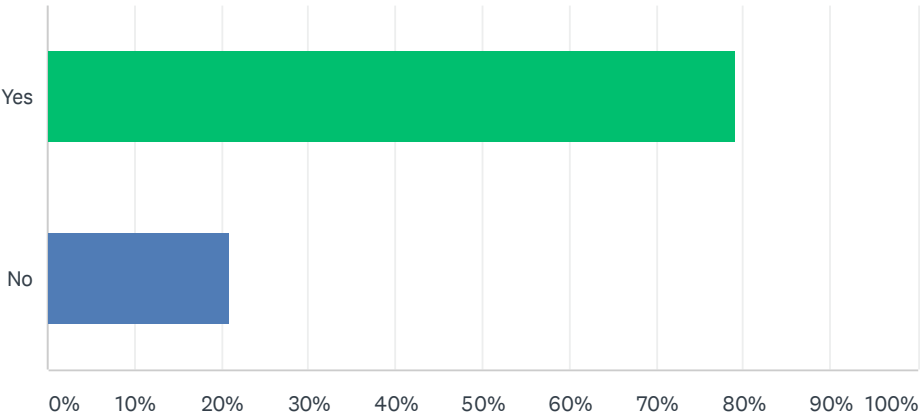
Answered: 1,015    Skipped: 120



	1	2	3	4	5	6	TOTAL	SCORE
Social (Facebook, Twitter..etc)	34.78% 353	18.72% 190	12.71% 129	11.13% 113	9.06% 92	13.60% 138	1,015	4.18
Banner ads	9.16% 93	16.65% 169	20.20% 205	22.17% 225	18.33% 186	13.50% 137	1,015	3.36
Online Video Ads	10.44% 106	21.87% 222	22.86% 232	23.84% 242	12.71% 129	8.28% 84	1,015	3.69
Television Ads	19.11% 194	16.75% 170	20.89% 212	18.92% 192	15.96% 162	8.37% 85	1,015	3.79
Email	16.85% 171	14.98% 152	12.22% 124	13.60% 138	27.09% 275	15.27% 155	1,015	3.35
Direct Mail	9.66% 98	11.03% 112	11.13% 113	10.34% 105	16.85% 171	40.99% 416	1,015	2.63

# Q18 Should companies be changing their advertising messages to reflect the realities of COVID-19?

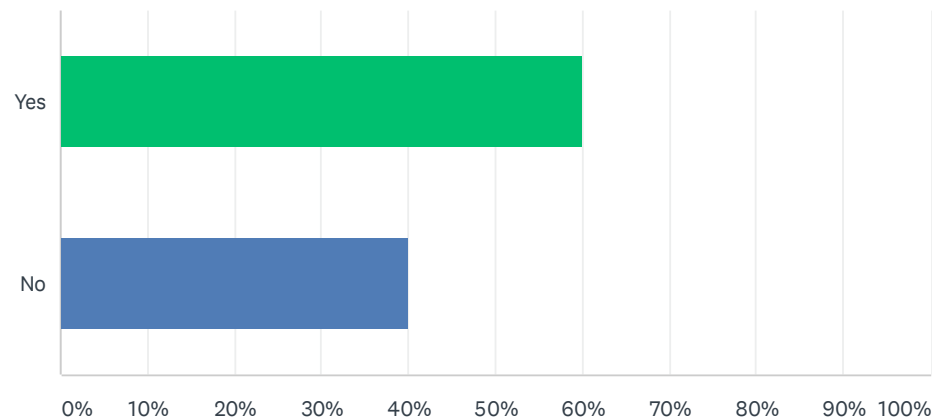
Answered: 1,011 Skipped: 124



ANSWER CHOICES	RESPONSES	
Yes	79.03%	799
No	20.97%	212
TOTAL		1,011

Q19 Have you noticed a change in online advertising since the COVID-19 pandemic has come to the US?

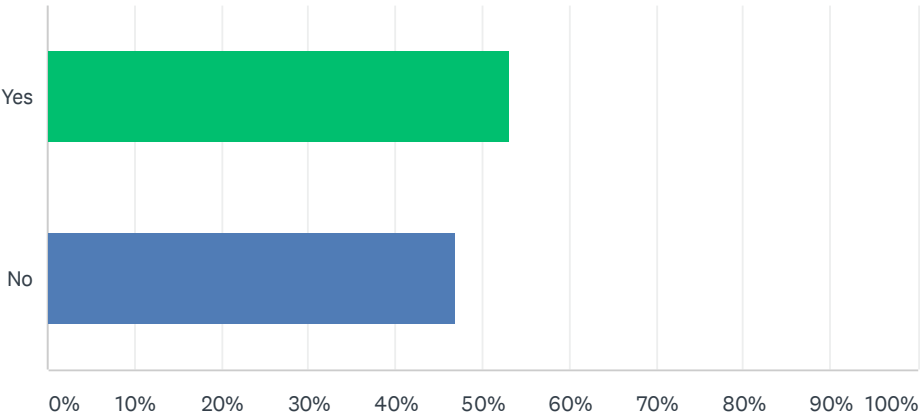
Answered: 1,011    Skipped: 124



ANSWER CHOICES		RESPONSES	
Yes		60.14%	608
No		39.86%	403
TOTAL			1,011

Q20 Have you seen any advertisements that have been helpful since the COVID-19 pandemic has come to the US?

Answered: 1,011    Skipped: 124

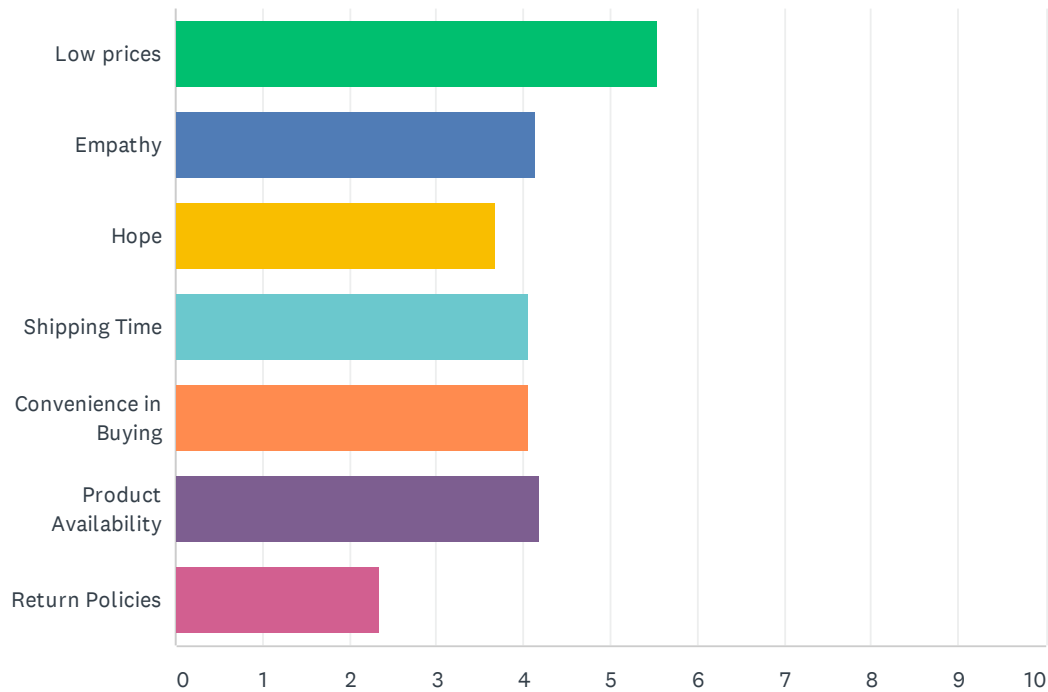


ANSWER CHOICES		RESPONSES	
Yes		53.21%	538
No		46.79%	473
TOTAL			1,011



## Q21 Rank the following attributes you think companies should emphasize in the advertising:

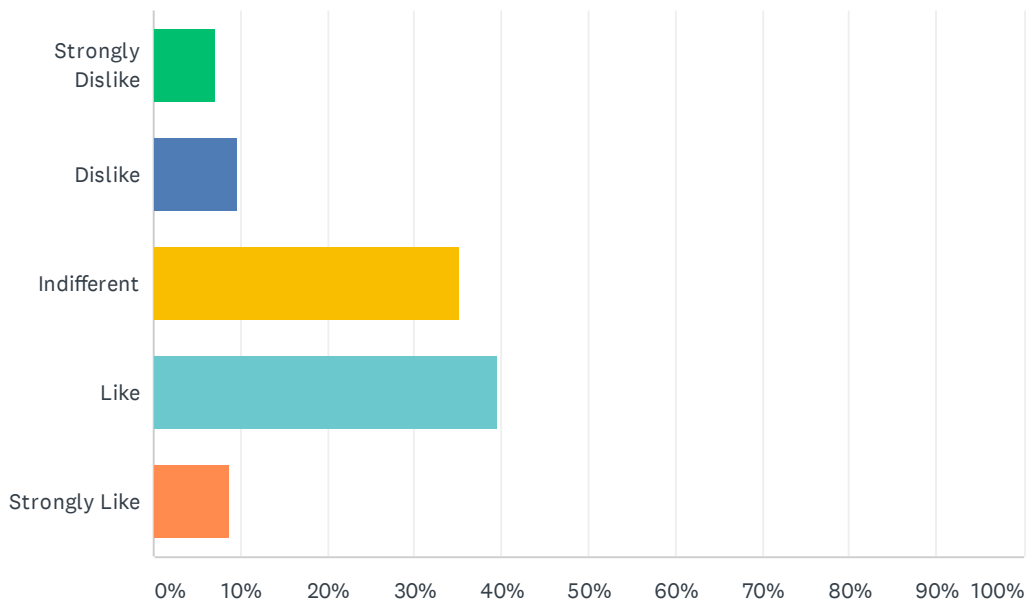
Answered: 1,011 Skipped: 124



	1	2	3	4	5	6	7	TOTAL	SCORE
Low prices	44.02% 445	17.21% 174	13.25% 134	10.98% 111	7.42% 75	3.86% 39	3.26% 33	1,011	5.55
Empathy	15.83% 160	18.79% 190	12.86% 130	9.00% 91	14.34% 145	17.51% 177	11.67% 118	1,011	4.14
Hope	11.28% 114	12.56% 127	14.05% 142	12.27% 124	12.66% 128	20.08% 203	17.11% 173	1,011	3.69
Shipping Time	4.06% 41	17.71% 179	18.89% 191	21.96% 222	18.30% 185	14.14% 143	4.95% 50	1,011	4.05
Convenience in Buying	7.81% 79	15.03% 152	17.31% 175	19.09% 193	21.86% 221	13.06% 132	5.84% 59	1,011	4.05
Product Availability	15.23% 154	15.33% 155	16.22% 164	15.13% 153	10.29% 104	18.89% 191	8.90% 90	1,011	4.18
Return Policies	1.78% 18	3.36% 34	7.42% 75	11.57% 117	15.13% 153	12.46% 126	48.27% 488	1,011	2.35

Q22 When browsing online, how do you feel toward a company when you see an ad that is relevant to your interests or situation (e.g., rain boots when it's raining)?

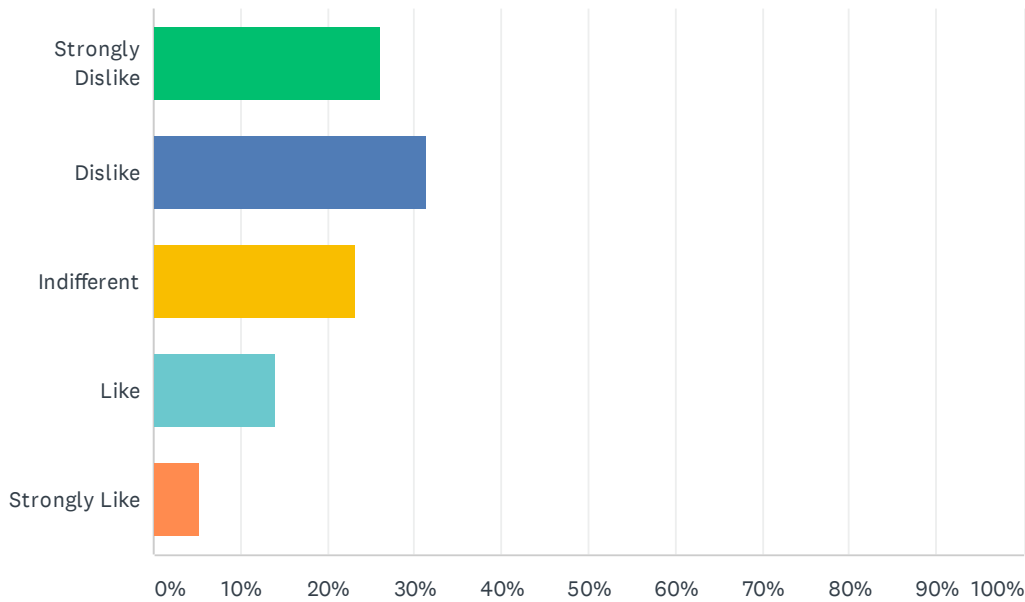
Answered: 1,010    Skipped: 125



ANSWER CHOICES		RESPONSES	
Strongly Dislike		7.03%	71
Dislike		9.60%	97
Indifferent		35.05%	354
Like		39.50%	399
Strongly Like		8.81%	89
TOTAL			1,010

# Q23 When browsing online, how do you feel toward a company when you see an ad that is repetitive or not aligned with your interests?

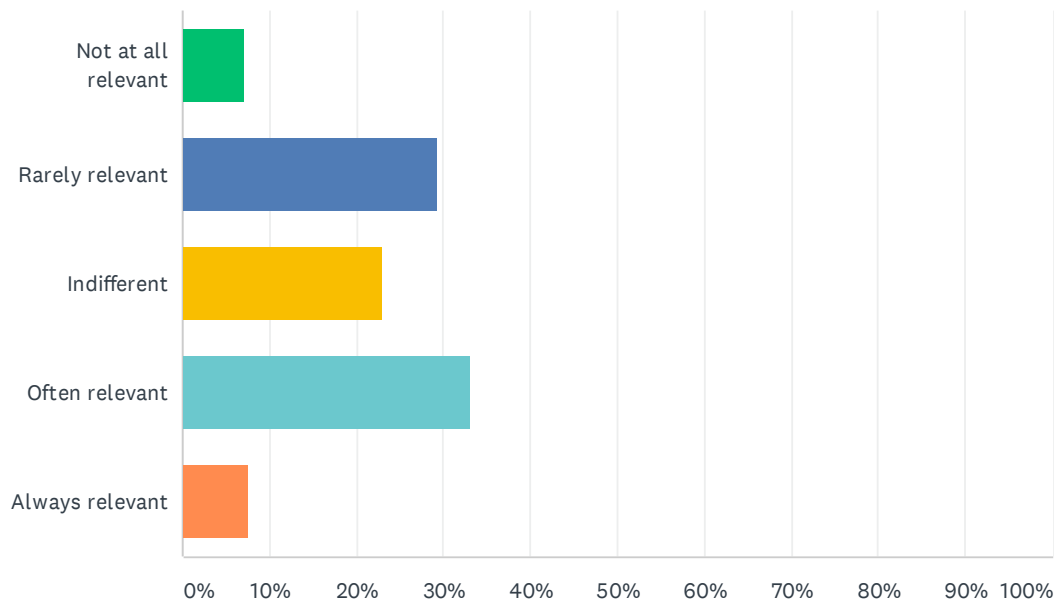
Answered: 1,010    Skipped: 125



ANSWER CHOICES	RESPONSES	
Strongly Dislike	26.24%	265
Dislike	31.29%	316
Indifferent	23.17%	234
Like	14.06%	142
Strongly Like	5.25%	53
TOTAL		1,010

Q24 Considering all digital advertng that you receive (laptop, mobile, streaming TV), how relevant are the ads to your needs and situation?

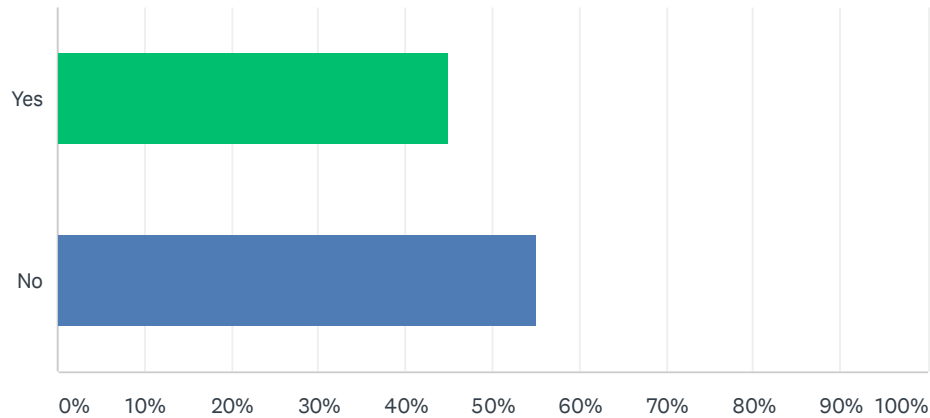
Answered: 1,010    Skipped: 125



ANSWER CHOICES	RESPONSES	
Not at all relevant	7.13%	72
Rarely relevant	29.31%	296
Indifferent	22.97%	232
Often relevant	32.97%	333
Always relevant	7.62%	77
TOTAL		1,010

## Q25 Are you Ok with websites collecting your online browsing data (excluding personal information) in exchange for free access to their content?

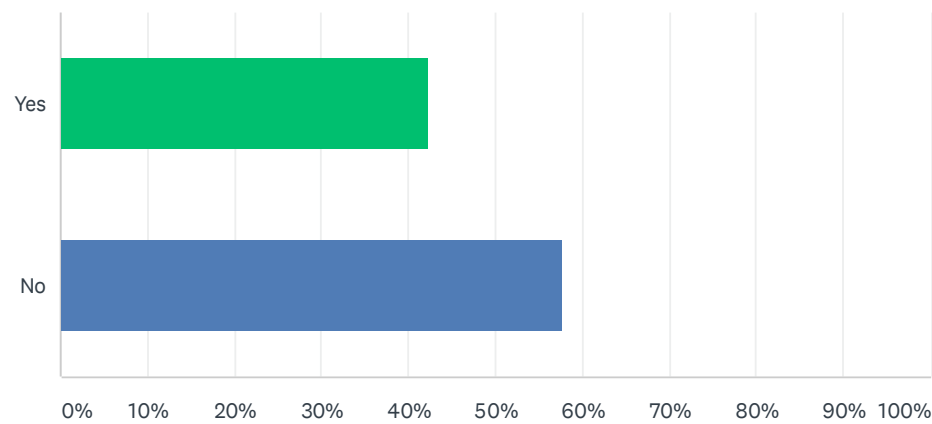
Answered: 1,010 Skipped: 125



ANSWER CHOICES	RESPONSES	
Yes	44.95%	454
No	55.05%	556
TOTAL		1,010

Q26 Are you Ok with websites collecting your online browsing data (excluding personal information) in order to provide relevant advertising?

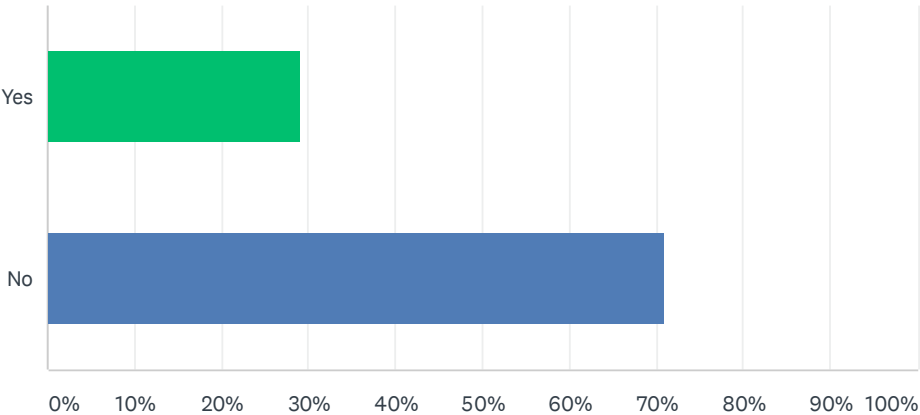
Answered: 1,010    Skipped: 125



ANSWER CHOICES		RESPONSES	
Yes		42.18%	426
No		57.82%	584
TOTAL			1,010

Q27 Are you willing to pay a fee to a website every time you want to access their content in exchange for no advertising on the website?

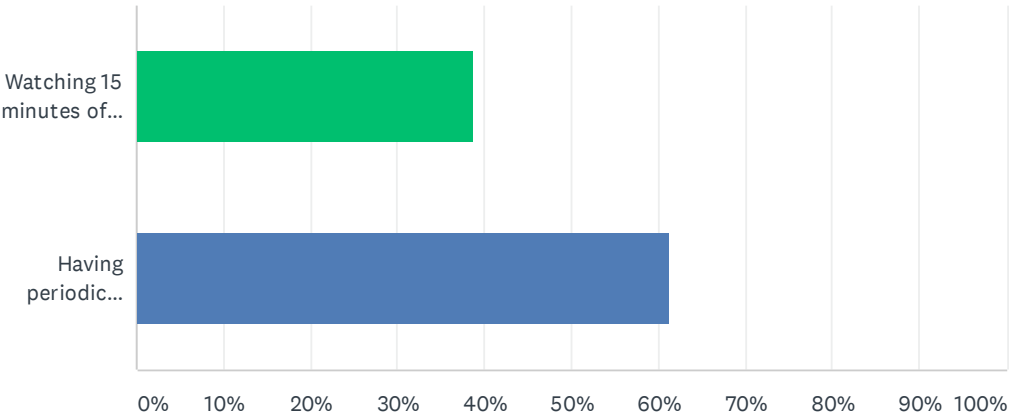
Answered: 1,010    Skipped: 125



ANSWER CHOICES	RESPONSES	
Yes	29.11%	294
No	70.89%	716
TOTAL		1,010

# Q28 Which would be a better advertising experience?

Answered: 1,010    Skipped: 125



ANSWER CHOICES	RESPONSES	
Watching 15 minutes of video ads, then no commercial interruptions for 45 minutes of content	38.71%	391
Having periodic commercial breaks throughout a video program for a total of 15 minutes (the current model of TV programming)	61.29%	619
TOTAL	1,010	