

Nearly One-Third Of Consumers Viewed A Place-Based Video Ad In Last 30 Days

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Young men more likely than young women to view this kind of advertising

According to new data from GfK MRI, 29.6% of U.S. adults have seen a place-based video ad in the last 30 days.

This translates to a total of 67.4 million adults who viewed video ads in stores, shopping malls, restaurants, medical offices, bars, airports or health clubs in the last 30 days.

Age seems to be a factor in noticing this type of advertising, since both young men and young women, in general, are more likely than the population as a whole to report they viewed place-based video ads.

However, young men aged 18-34 are considerably more likely than similar-aged women to have viewed a place-based video ad: young men are 28% more likely than the population as a whole to have viewed a place-based video ad in the last 30 days, while young women are 13% more likely than the general population to have noticed these kinds of ads.

"These consumers are particularly difficult to reach via traditional media options given their extremely active lifestyles. Marketers are embracing the digital place-based opportunities to intercept these active, young consumers where they work and play all day long," said Susan Danaher, President of the Digital Place-based Advertising Association (DPAA).

Video advertising in stores and shopping malls garnered the largest audience, at nearly 19% and 15% of the U.S. adult population, respectively. This was followed by nearly 11% of U.S. adults who saw a video ad in the last 30 days in a restaurant or medical office, nearly 9% who saw a video ad in a bar/pub or at an airport, and 7% who saw a video ad while at the gym or health club.

About GfK MRI

GfK MRI has a singular goal: to provide the clearest and most detailed view of American consumers--who they are, what they buy, how they think, and the best ways to reach them.

Founded in 1979, GfK MRI is the country's leading provider of magazine audience ratings, multimedia research data and penetrating insights into consumers' behavior and motivations.

When conducting its national Survey of the American Consumer, GfK MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of more than 6,000 products in 550 categories, their lifestyles and their attitudes.

Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population. The Survey also serves as a foundation for an array of innovative GfK MRI research products that answer the market's need for granular, cross-media and consumer-focused information.

GfK MRI is part of The GfK Group, based in Nuremberg, Germany.

For further information on GfK MRI, visit our Web site: www.gfkmri.com and follow us on Twitter: [www.twitter.com/GfKMRINews](https://twitter.com/GfKMRINews).

The GfK Group

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