

# StarchMetrix Canada

2014 Adnorms Report

April 2013 – March 2014

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## StarchMetrix 2014 Adnorms Summary April 2013 – March 2014

	# of Ads	Noted	Brand Association	Read Any	Took Any Action
		%	%	%	%
<b>All Ads</b>	<b>4,817</b>	<b>45</b>	<b>40</b>	<b>38</b>	<b>63</b>
<b>Product Categories with 5 or more ads</b>					
CLOTHING, READY-TO-WEAR, MEN'S & WOMEN'S	134	39	32	37	58
UNDERCLOTHING, HOSIERY & SLEEPWEAR	18	36	26	30	57
FOOTWEAR	45	41	35	35	65
ACCESSORIES	51	48	42	33	60
JEWELLERY & WATCHES	100	43	36	38	59
FINANCIAL	60	41	38	33	54
COMMUNICATIONS	33	47	44	39	54
GOVERNMENT, POLITICS, ORGANIZATIONS	53	41	33	35	61
INSURANCE & REAL ESTATE	6	37	30	32	64
ADVERTISING & MEDIA	48	40	33	33	62
MANUFACTURING MATERIALS,EQUIPMENT,TRANSPORTATION MISCELLANEOUS,	6	46	42	42	6
BUSINESS & CONSUMER SERVICES & TECHNOLOGY MISCELLANEOUS	13	38	34	31	51
COSMETICS, BEAUTY AIDS & PRODUCTS	1,366	48	44	41	65
PERSONAL HYGIENE & HEALTH	424	46	43	39	66
PERSONAL CARE & GROOMING APPLIANCES	22	43	40	38	68
HAIR CARE PRODUCTS & APPLIANCES, EQUIPMENT	476	45	41	38	63
DRUGS & REMEDIES	303	37	30	31	59
MISCELLANEOUS OTC PRODUCTS, MEDICAL EQUIPMENT & SUPPLIES	40	35	29	26	51
PHARMACEUTICAL COMPANIES	15	32	23	28	57
DRUGS, TOILETRIES, PERSONAL WELL-BEING/FITNESS NEC	6	33	22	28	54
COOKING INGREDIENTS, SEASONINGS & MIXES	91	55	51	48	70
PREPARED FOODS	101	48	44	41	69
DAIRY PRODUCTS, SUBSTITUTES & PRODUCE	208	47	41	41	68
MEAT, POULTRY, FISH & BAKERY PRODUCTS	37	51	47	45	74
BEVERAGES	95	48	43	40	65
CONFECTIONERY & SNACKS	63	48	44	42	68
BEER & WINE	21	38	31	33	68
LIQUOR & COOLERS	6	55	50	50	73

	# of Ads	Noted	Brand Association	Read Any	Took Any Action
		%	%	%	%
GENERAL/MISCELLANEOUS PRODUCTS & SERVICES	17	40	35	36	64
RESTAURANTS	10	57	54	51	72
TOYS, GAMES, HOBBIES	7	39	32	34	66
PET FOOD, PET SUPPLIES	61	39	35	30	52
GARDENING EQUIPMENT, SUPPLIES & AGRICULTURE	13	37	26	30	58
HOME FURNISHINGS & ACCESSORIES	69	35	28	28	57
HOUSEHOLD APPLIANCES, EQUIPMENT & UTENSILS	65	45	39	38	61
HOUSEHOLD SUPPLIES	72	48	43	40	65
HOUSEHOLD CLEANERS, SOAP & POLISH	142	47	43	40	66
ELECTRONIC (AUDIO & VIDEO) EQUIPMENT & SUPPLIES	7	44	36	38	66
BUILDING MATERIALS, FIXTURES, EQUIPMENT	76	41	34	33	58
AUTOMOTIVE - PASSENGER CARS	30	42	38	35	54
AUTOMOTIVE - LIGHT TRUCKS & VANS	48	40	35	31	49
TRANSPORTATION, HOTELS & RESORTS	33	46	40	40	65
MISCELLANEOUS SERVICES & LEISURE ACTIVITIES	30	34	25	28	51
RETAIL	275	45	39	39	61

## StarchMetrix 2014 Adnorms

	# of Ads	Noted %	Brand Association %	Read Any %
<b>All Ads</b>	<b>4,817</b>	<b>45</b>	<b>40</b>	<b>38</b>
<b>Size/Colour &amp; Cover Position</b>				
Spread Four Colour	529	49	45	42
One Page Four Colour	3,222	44	40	38
One-Third & One Page Four Colour	121	45	40	38
Vertical One-Third Page Four Colour	109	38	34	32
2 <sup>nd</sup> Cover Spread Four Colour	57	60	55	52
2 <sup>nd</sup> Cover One Page Four Colour	17	51	44	43
3 <sup>rd</sup> Cover One Page Four Colour	76	52	46	44
4 <sup>th</sup> Cover One Page Four Colour	76	55	49	46

# StarchMetrix Canada

## Readership & Actions Taken Adnorms By Category

April 2013 – March 2014

## Clothing & Accessories

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Clothing &amp; Accessories</b>	<b>13,375</b>	<b>348</b>	<b>41</b>	<b>35</b>	<b>36</b>
<b>By Category</b>					
<b>Clothing – Men’s &amp; Women’s</b>	<b>8,275</b>	<b>134</b>	<b>39</b>	<b>32</b>	<b>37</b>
<b>Underclothing, Hosiery &amp; Sleepwear</b>	<b>2,039</b>	<b>18</b>	<b>36</b>	<b>26</b>	<b>30</b>
<b>Footwear</b>	<b>4,589</b>	<b>45</b>	<b>41</b>	<b>35</b>	<b>35</b>
<b>Accessories</b>	<b>4,325</b>	<b>56</b>	<b>47</b>	<b>41</b>	<b>33</b>
<b>Jewellery &amp; Watches</b>	<b>7,900</b>	<b>100</b>	<b>43</b>	<b>36</b>	<b>38</b>

<b>Actions Taken*</b>	
<b>Total Clothing &amp; Accessories</b>	%
Took Any Action	59
Have a more favourable opinion about the advertiser	20
Recommended the product/service	13
<b>Net Impact Actions</b>	<b>29</b>
Visited their website	14
Looked for more information about the product/service	16
Clipped/saved the ad	7
<b>Net Reference Actions</b>	<b>29</b>
Consider purchasing the product/service	21
Purchased the product/service	7
<b>Net Purchase Actions</b>	<b>26</b>
Visited/joined the company’s social network	5
Took picture of QR code/snap tag with cell phone	4
Used/plan to use coupon/promotion	7
LIKED Advertiser’s Facebook Page	5
<i>*Actions are based on respondents who Noted ad.</i>	

## Business & Consumer Services & Technology

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Business &amp; Consumer Services/Technology</b>	<b>14,046</b>	<b>225</b>	<b>41</b>	<b>36</b>	<b>35</b>
<b>By Category</b>					
<b>Financial</b>	<b>5,246</b>	<b>60</b>	<b>41</b>	<b>38</b>	<b>33</b>
<b>Communications</b>	<b>3,572</b>	<b>33</b>	<b>47</b>	<b>44</b>	<b>39</b>
<b>Government, Politics, Organizations</b>	<b>5,248</b>	<b>53</b>	<b>41</b>	<b>33</b>	<b>35</b>
<b>Insurance &amp; Real Estate</b>	<b>760</b>	<b>6</b>	<b>37</b>	<b>30</b>	<b>32</b>
<b>Advertising &amp; Media</b>	<b>5,089</b>	<b>48</b>	<b>40</b>	<b>33</b>	<b>33</b>
<b>Miscellaneous Business/Consumer Services &amp; Technology; Computers; Office Equipment; Manufacturing Materials, Equipment, Etc...</b>	<b>2,555</b>	<b>25</b>	<b>41</b>	<b>37</b>	<b>35</b>

<b>Actions Taken*</b>		
<b>Total Business &amp; Consumer Services/Technology</b>		<b>%</b>
Took Any Action		58
Have a more favourable opinion about the advertiser		21
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>29</b>
Visited their website		14
Looked for more information about the product/service		17
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>28</b>
Consider purchasing the product/service		15
Purchased the product/service		7
<b>Net Purchase Actions</b>		<b>20</b>

\*Actions are based on respondents who Noted ad.

## Financial

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Financial</b>	<b>5,246</b>	<b>60</b>	<b>41</b>	<b>38</b>	<b>33</b>

<b>Actions Taken*</b>	%
Took Any Action	54
Have a more favourable opinion about the advertiser	21
Recommended the product/service	13
<b>Net Impact Actions</b>	<b>28</b>
Visited their website	14
Looked for more information about the product/service	17
Clipped/saved the ad	6
<b>Net Reference Actions</b>	<b>26</b>
Consider purchasing the product/service	14
Purchased the product/service	8
<b>Net Purchase Actions</b>	<b>20</b>
Spoke with/Plan to speak with financial advisor	7

*\*Actions are based on respondents who Noted ad.*

## Cosmetics & Toiletries

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Cosmetics &amp; Toiletries</b>	<b>22,828</b>	<b>2,291</b>	<b>47</b>	<b>43</b>	<b>40</b>
<b>By Category</b>					
<b>Skin Care</b>	<b>20,783</b>	<b>642</b>	<b>46</b>	<b>43</b>	<b>40</b>
<b>Cosmetics &amp; Beauty Aids</b>	<b>15,925</b>	<b>500</b>	<b>49</b>	<b>45</b>	<b>43</b>
<b>Fragrances, Perfumes &amp; Scents</b>	<b>9,813</b>	<b>224</b>	<b>47</b>	<b>43</b>	<b>39</b>
<b>Personal Hygiene &amp; Health</b>	<b>18,994</b>	<b>424</b>	<b>46</b>	<b>43</b>	<b>39</b>
<b>Personal Care &amp; Grooming</b>	<b>2,418</b>	<b>22</b>	<b>43</b>	<b>40</b>	<b>38</b>
<b>Hair Care Products</b>	<b>18,352</b>	<b>476</b>	<b>45</b>	<b>41</b>	<b>38</b>

<b>Actions Taken*</b>		
<b>Total Cosmetics &amp; Toiletries</b>		%
Took Any Action		65
Have a more favourable opinion about the advertiser		18
Recommended the product/service		14
<b>Net Impact Actions</b>		<b>28</b>
Visited their website		10
Looked for more information about the product/service		15
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>24</b>
Consider purchasing the product/service		27
Purchased the product/service		14
<b>Net Purchase Actions</b>		<b>38</b>
Visited/joined the company's social network		4
Took picture of QR code/snap tag with cell phone		4
Watched a YouTube video		5
LIKED Advertisers Facebook Page		8
*Actions are based on respondents who Noted ad.		

## Skin Care

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Skin Care</b>	<b>20,783</b>	<b>642</b>	<b>46</b>	<b>43</b>	<b>40</b>

<b>Actions Taken*</b>		
<b>Total Cosmetics &amp; Toiletries</b>		%
Took Any Action		66
Have a more favourable opinion about the advertiser		19
Recommended the product/service		14
<b>Net Impact Actions</b>		<b>28</b>
Visited their website		10
Looked for more information about the product/service		17
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>26</b>
Consider purchasing the product/service		29
Purchased the product/service		12
<b>Net Purchase Actions</b>		<b>38</b>
Visited/joined the company's social network		4
Took picture of QR code/snap tag with cell phone		4
Watched a YouTube video		4
LIKED Advertisers Facebook Page		8
*Actions are based on respondents who Noted ad.		

## Cosmetics & Beauty Aids

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Cosmetics &amp; Beauty Aids</b>	<b>15,925</b>	<b>500</b>	<b>49</b>	<b>45</b>	<b>43</b>

<b>Actions Taken*</b>		%
<b>Total Cosmetics &amp; Toiletries</b>		<b>66</b>
Took Any Action		66
Have a more favourable opinion about the advertiser		18
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>27</b>
Visited their website		11
Looked for more information about the product/service		16
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>25</b>
Consider purchasing the product/service		31
Purchased the product/service		13
<b>Net Purchase Actions</b>		<b>41</b>
Visited/joined the company's social network		4
Took picture of QR code/snap tag with cell phone		5
Watched a YouTube video		5
*Actions are based on respondents who Noted ad.		

## Fragrances, Perfumes & Scents

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Fragrances, Perfumes &amp; Scents</b>	<b>9,813</b>	<b>224</b>	<b>47</b>	<b>43</b>	<b>39</b>

<b>Actions Taken*</b>		
<b>Total Cosmetics &amp; Toiletries</b>		%
Took Any Action		59
Have a more favourable opinion about the advertiser		19
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>28</b>
Visited their website		10
Looked for more information about the product/service		15
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>25</b>
Consider purchasing the product/service		23
Purchased the product/service		7
<b>Net Purchase Actions</b>		<b>27</b>
Visited/joined the company's social network		5
Tried Scent Strip		18
Watched a YouTube video		7
*Actions are based on respondents who Noted ad.		

## Drugs & Remedies

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Drugs &amp; Remedies</b>	<b>16,832</b>	<b>364</b>	<b>37</b>	<b>30</b>	<b>30</b>
<b>By Category</b>					
<b>Drugs &amp; Remedies</b>	<b>14,283</b>	<b>303</b>	<b>37</b>	<b>30</b>	<b>31</b>
<b>Miscellaneous OTC Products, Medical Equipment &amp; Supplies</b>	<b>5,113</b>	<b>40</b>	<b>35</b>	<b>29</b>	<b>26</b>
<b>Pharmaceutical Companies (Prescription Drugs)</b>	<b>1,781</b>	<b>15</b>	<b>32</b>	<b>23</b>	<b>28</b>
<b>Miscellaneous Drugs, Toiletries, Personal Well-Being, Fitness</b>	<b>775</b>	<b>6</b>	<b>33</b>	<b>22</b>	<b>28</b>

<b>Actions Taken*</b>		%
<b>Total Drugs &amp; Remedies</b>		<b>37</b>
Took Any Action		58
Have a more favourable opinion about the advertiser		17
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>27</b>
Visited their website		10
Looked for more information about the product/service		16
Clipped/saved the ad		8
<b>Net Reference Actions</b>		<b>26</b>
Consider purchasing the product/service		20
Purchased the product/service		9
<b>Net Purchase Actions</b>		<b>27</b>
Visited/joined the company's social network		4
Took picture of QR code/snap tag with cell phone		4
Used/Plan to use coupon/promotion		7
Talked to a doctor**		8
Watched a YouTube video		5

*\*Actions are based on respondents who Noted ad.*

*\*\* Based on respondents who Noted a Prescription Drug ad*

## Drugs & Remedies (General OTC Products)

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Drugs &amp; Remedies</b>	<b>14,283</b>	<b>303</b>	<b>37</b>	<b>30</b>	<b>31</b>

Actions Taken*	%
Took Any Action	58
Have a more favourable opinion about the advertiser	17
Recommended the product/service	13
<b>Net Impact Actions</b>	<b>26</b>
Visited their website	10
Looked for more information about the product/service	16
Clipped/saved the ad	8
<b>Net Reference Actions</b>	<b>26</b>
Consider purchasing the product/service	21
Purchased the product/service	10
<b>Net Purchase Actions</b>	<b>29</b>
Visited/joined the company's social network	4
Took picture of QR code/snap tag with cell phone	4

*\*Actions are based on respondents who Noted ad.*

## Food

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Food</b>	<b>18,503</b>	<b>622</b>	<b>49</b>	<b>43</b>	<b>42</b>
<b>By Category</b>					
<b>Cooking Ingredients, Seasonings, Mixes</b>	<b>8,174</b>	<b>91</b>	<b>55</b>	<b>51</b>	<b>48</b>
<b>Prepared Foods</b>	<b>8,329</b>	<b>101</b>	<b>48</b>	<b>44</b>	<b>41</b>
<b>Dairy Products, Substitutes &amp; Produce</b>	<b>9,462</b>	<b>208</b>	<b>47</b>	<b>41</b>	<b>41</b>
<b>Meat, Poultry, Fish &amp; Bakery Products</b>	<b>4,215</b>	<b>37</b>	<b>51</b>	<b>47</b>	<b>45</b>
<b>Beverages</b>	<b>8,658</b>	<b>95</b>	<b>48</b>	<b>43</b>	<b>40</b>
<b>Confectionery &amp; Snacks</b>	<b>6,890</b>	<b>63</b>	<b>48</b>	<b>44</b>	<b>42</b>

<b>Actions Taken*</b>		
<b>Total Food</b>		<b>%</b>
Took Any Action		69
Have a more favourable opinion about the advertiser		19
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>27</b>
Visited their website		10
Looked for more information about the product/service		14
Clipped/saved the ad		8
<b>Net Reference Actions</b>		<b>23</b>
Consider purchasing the product/service		27
Purchased the product/service		20
<b>Net Purchase Actions</b>		<b>43</b>
Visited/joined the company's social network		4
Took picture of QR code/snap tag with cell phone		3
Used/Plan to use coupon/promotion		10
Watched a YouTube Video		7
LIKED Advertiser Facebook Page		11
<i>*Actions are based on respondents who Noted ad.</i>		

## Beverage Alcohol

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Beverage Alcohol</b>	<b>8,658</b>	<b>95</b>	<b>48</b>	<b>43</b>	<b>40</b>
<b>By Category</b>					
<b>Beer &amp; Wine</b>	<b>1,408</b>	<b>21</b>	<b>38</b>	<b>31</b>	<b>33</b>
<b>Liquor &amp; Coolers</b>	<b>761</b>	<b>6</b>	<b>55</b>	<b>50</b>	<b>50</b>

<b>Actions Taken*</b>		
<b>Total Beverage Alcohol</b>		%
Took Any Action		65
Have a more favourable opinion about the advertiser		19
Recommended the product/service		14
<b>Net Impact Actions</b>		<b>28</b>
Visited their website		10
Looked for more information about the product/service		15
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>24</b>
Consider purchasing the product/service		26
Purchased the product/service		18
<b>Net Purchase Actions</b>		<b>40</b>
Visited/joined the company's social network		5

*\*Actions are based on respondents who Noted ad.*

## Restaurants

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Restaurants</b>	<b>1,275</b>	<b>10</b>	<b>57</b>	<b>54</b>	<b>51</b>

<b>Actions Taken*</b>		%
Took Any Action		72
Have a more favourable opinion about the advertiser		15
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>24</b>
Visited their website		8
Looked for more information about the product/service		12
Clipped/saved the ad		5
<b>Net Reference Actions</b>		<b>19</b>
Consider purchasing the product/service		38
Purchased the product/service		20
<b>Net Purchase Actions</b>		<b>55</b>

*\*Actions are based on respondents who Noted ad.*

## Pet Food, Pet Supplies

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Pet Food, Pet Supplies</b>	<b>5,495</b>	<b>61</b>	<b>39</b>	<b>35</b>	<b>30</b>

<b>Actions Taken*</b>	%
Took Any Action	52
Have a more favourable opinion about the advertiser	19
Recommended the product/service	13
<b>Net Impact Actions</b>	<b>27</b>
Visited their website	9
Looked for more information about the product/service	11
Clipped/saved the ad	7
<b>Net Reference Actions</b>	<b>19</b>
Consider purchasing the product/service	18
Purchased the product/service	12
<b>Net Purchase Actions</b>	<b>27</b>
Used/Plan to use coupon/promotion	4
Visited/joined the company's social network	4
*Actions are based on respondents who Noted ad.	

## Household Supplies

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Household Supplies &amp; Cleaners</b>	<b>14,046</b>	<b>214</b>	<b>47</b>	<b>43</b>	<b>40</b>
<b>By Category</b>					
<b>Household Supplies</b>	<b>6,907</b>	<b>72</b>	<b>48</b>	<b>43</b>	<b>40</b>
<b>Household Cleaners, Soap &amp; Polish</b>	<b>11,871</b>	<b>142</b>	<b>47</b>	<b>43</b>	<b>40</b>

<b>Actions Taken*</b>		%
<b>Total Household Supplies &amp; Cleaners</b>		<b>%</b>
Took Any Action		66
Have a more favourable opinion about the advertiser		18
Recommended the product/service		14
<b>Net Impact Actions</b>		<b>26</b>
Visited their website		9
Looked for more information about the product/service		12
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>20</b>
Consider purchasing the product/service		26
Purchased the product/service		23
<b>Net Purchase Actions</b>		<b>45</b>
Visited/joined the company's social network		4
Took picture of QR code/snap tag with cell phone		5
<i>*Actions are based on respondents who Noted ad.</i>		

## Household Furnishings, Appliances, Electronics & Building Supplies

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Household Furnishings, Appliances, etc.</b>	<b>9,319</b>	<b>217</b>	<b>40</b>	<b>33</b>	<b>33</b>
<b>By Category</b>					
<b>Home Furnishings &amp; Accessories</b>	<b>3,582</b>	<b>69</b>	<b>35</b>	<b>28</b>	<b>28</b>
<b>Household Appliances, Equipment &amp; Utensils</b>	<b>6,631</b>	<b>65</b>	<b>45</b>	<b>39</b>	<b>38</b>
<b>Electronic (Audio &amp; Video) Equipment &amp; Supplies</b>	<b>638</b>	<b>7</b>	<b>44</b>	<b>36</b>	<b>38</b>
<b>Building Materials, Fixtures, Equipment</b>	<b>4,605</b>	<b>76</b>	<b>41</b>	<b>34</b>	<b>33</b>

<b>Actions Taken*</b>		%
<b>Total Household Furnishings, Appliances, Electronics, etc.</b>		<b>%</b>
Took Any Action		59
Have a more favourable opinion about the advertiser		21
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>29</b>
Visited their website		14
Looked for more information about the product/service		17
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>27</b>
Consider purchasing the product/service		21
Purchased the product/service		8
<b>Net Purchase Actions</b>		<b>26</b>
Visited/joined the company's social network		3
Took picture of QR code/snap tag with cell phone		4
Tried Scent Strip		7
Watched YouTube Video		5
*Actions are based on respondents who Noted ad.		

## Automotive

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total Automotive Advertising Including Passenger Cars, Light Trucks &amp; Vans &amp; Automotive Accessories</b>	<b>7,037</b>	<b>79</b>	<b>41</b>	<b>36</b>	<b>33</b>
<b>Passenger Cars, Light Trucks &amp; Vans</b>	<b>6,911</b>	<b>78</b>	<b>41</b>	<b>36</b>	<b>33</b>
<b>Passenger Cars</b>	<b>2,813</b>	<b>30</b>	<b>43</b>	<b>38</b>	<b>35</b>
<b>Light Trucks &amp; Vans</b>	<b>4,865</b>	<b>48</b>	<b>41</b>	<b>36</b>	<b>33</b>

<b>Actions Taken*</b>		%
<b>Passenger Cars, Light Trucks &amp; Vans</b>		<b>%</b>
Took Any Action		51
Have a more favourable opinion about the advertiser		19
Recommended the product/service		12
<b>Net Impact Actions</b>		<b>27</b>
Visited their website		14
Looked for more information about the product/service		16
Clipped/saved the ad		6
<b>Net Reference Actions</b>		<b>27</b>
Consider purchasing the product/service		13
Purchased the product/service		5
<b>Net Purchase Actions</b>		<b>16</b>
<b>Visited/plan to visit dealership</b>		<b>6</b>
Visited/joined the company's social network		4
Took picture of QR code/snap tag with cell phone		6
<i>*Actions are based on respondents who Noted ad.</i>		

## Transportation & Travel

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Transportation &amp; Travel</b>	<b>3,701</b>	<b>33</b>	<b>46</b>	<b>40</b>	<b>40</b>

<b>Actions Taken*</b>	%
Took Any Action	65
Have a more favourable opinion about the advertiser	24
Recommended the product/service	14
<b>Net Impact Actions</b>	<b>32</b>
Visited their website	19
Looked for more information about the product/service	19
Clipped/saved the ad	8
<b>Net Reference Actions</b>	<b>33</b>
Consider purchasing the product/service	24
Purchased the product/service	6
<b>Net Purchase Actions</b>	<b>28</b>
Visited/joined the company's social network	7
Took picture of QR code/snap tag with cell phone	6
Used/Plan to use coupon/promotion	6

*\*Actions are based on respondents who Noted ad.*

## Retail

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total</b>	<b>16,451</b>	<b>275</b>	<b>45</b>	<b>39</b>	<b>39</b>

<b>Actions Taken*</b>		
<b>Total Miscellaneous</b>		%
Took Any Action		61
Have a more favourable opinion about the advertiser		20
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>28</b>
Visited their website		15
Looked for more information about the product/service		16
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>29</b>
Consider purchasing the product/service		22
Purchased the product/service		8
<b>Net Purchase Actions</b>		<b>28</b>
Visited/joined the company's social network		5
Took picture of QR code/snap tag with cell phone		4
Used/planned to use coupon/promotion		9
Watched a YouTube Video		4
LIKED Advertiser Facebook Page		8

## Miscellaneous Categories

	# of Respondents	# of Ads	Noted %	Brand Association %	Read Any %
<b>Total</b>	<b>6,876</b>	<b>67</b>	<b>37</b>	<b>29</b>	<b>31</b>
<b>By Category</b>					
<b>Miscellaneous</b>	<b>2,028</b>	<b>17</b>	<b>40</b>	<b>35</b>	<b>36</b>
<b>Toys, Games &amp; Hobbies</b>	<b>639</b>	<b>7</b>	<b>39</b>	<b>32</b>	<b>34</b>
<b>Gardening Equipment, Supplies</b>	<b>1,404</b>	<b>13</b>	<b>37</b>	<b>26</b>	<b>30</b>
<b>Miscellaneous Services &amp; Leisure Activities</b>	<b>3,443</b>	<b>30</b>	<b>34</b>	<b>25</b>	<b>28</b>

<b>Actions Taken*</b>		
<b>Total Miscellaneous</b>		<b>%</b>
Took Any Action		57
Have a more favourable opinion about the advertiser		18
Recommended the product/service		13
<b>Net Impact Actions</b>		<b>27</b>
Visited their website		14
Looked for more information about the product/service		18
Clipped/saved the ad		7
<b>Net Reference Actions</b>		<b>29</b>
Consider purchasing the product/service		21
Purchased the product/service		7
<b>Net Purchase Actions</b>		<b>26</b>
Visited/joined the company's social network		3
Took picture of QR code/snap tag with cell phone		5
*Actions are based on respondents who Noted ad.		