

# Consumer attitudes towards advertising in media in Europe

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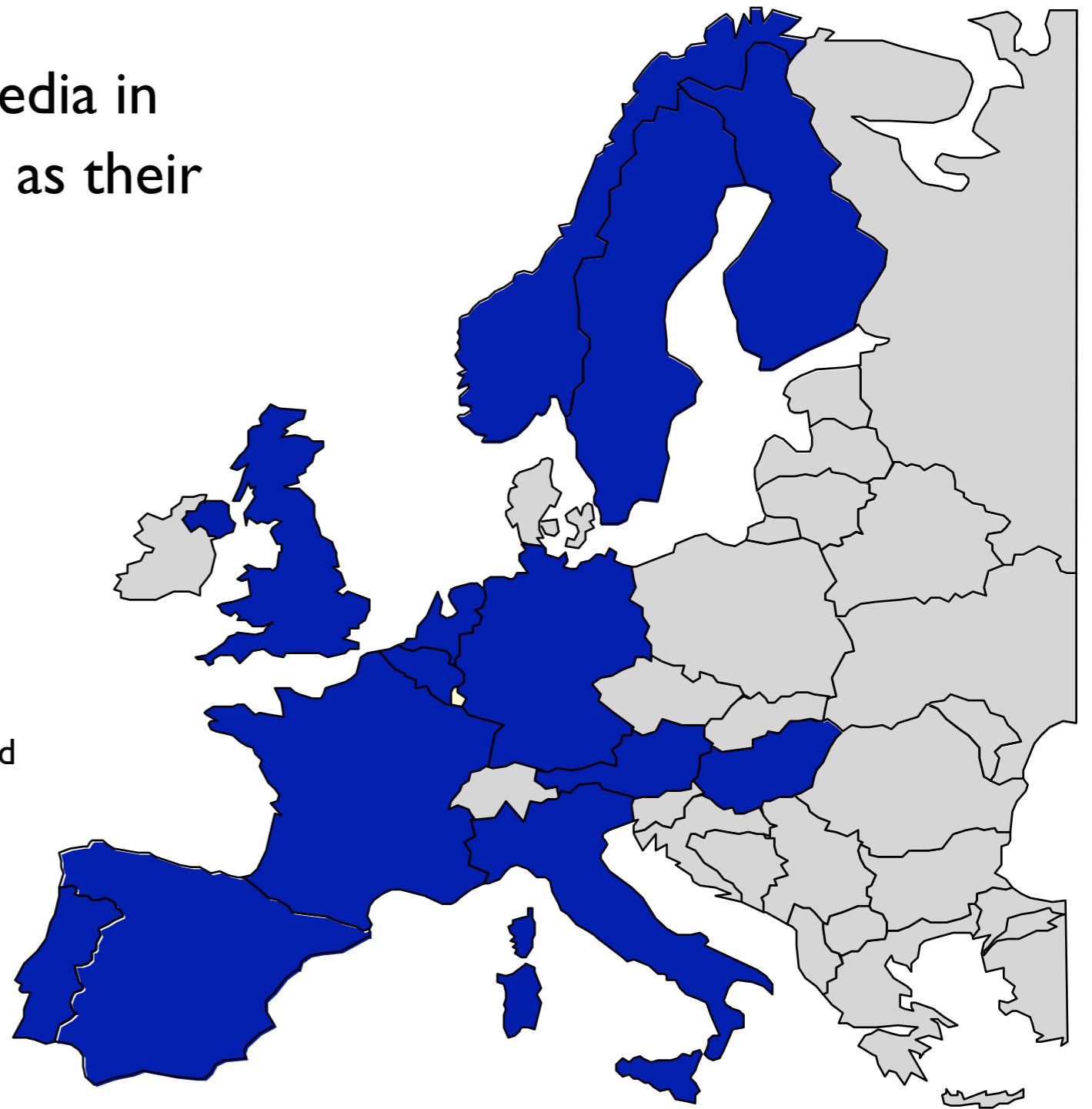
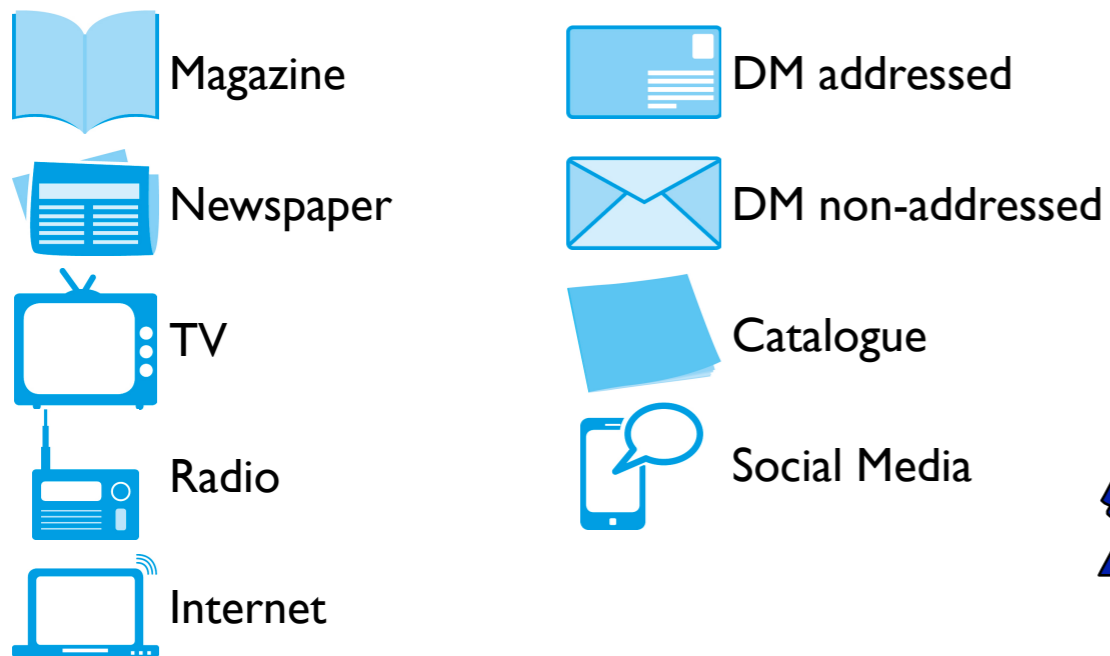
Brussels, March 2013



# Aim of Survey

To evaluate the role of printed media in consumers' everyday lives as well as their attitudes towards advertising in different channels

## Media covered



# Four consumer segments

**Slow Bons Vivants** - print users, digital media are associated with hectic working life, print ads are very trustworthy and useful

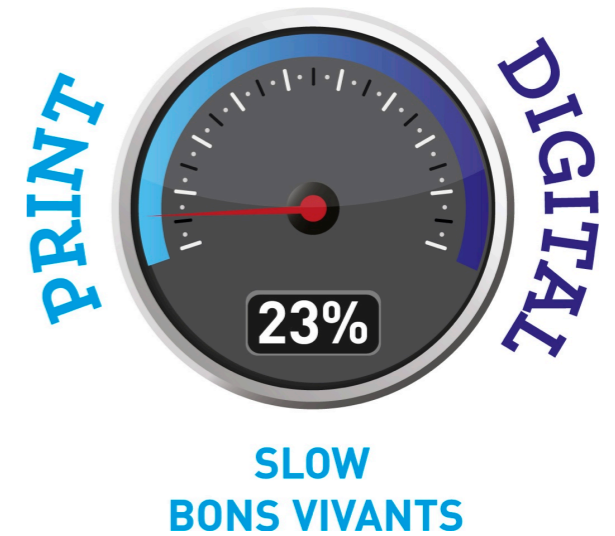
**Busy Mix-and-Matchers** - easily shift between digital and print media, appreciate print media, trust the advertising in newspapers and magazines

**Tolerant Surfers** - more digital media users, positive attitude towards print media, do not trust advertising on the Internet and in social media as much as printed ads

**Youthful Digilovers** - digital users, see no benefits in the use of print media, put more trust in ads in magazines and newspapers than the ones on the Internet and TV

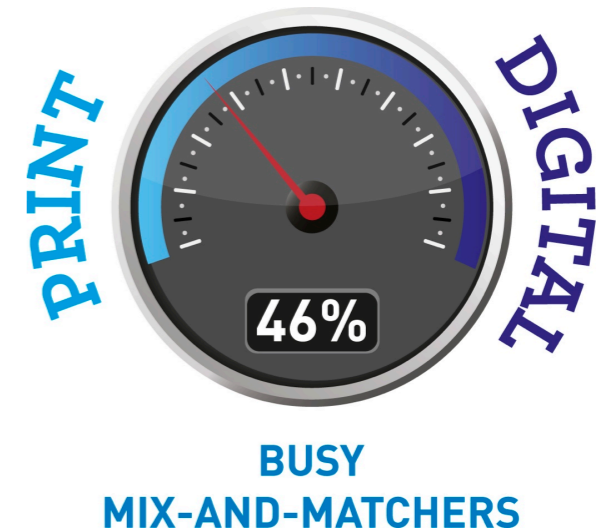
*“I only use digital media for targeted search. I prefer magazines and newspapers for leisure reading and find them also easier on the eyes.”*

# Slow Bons Vivants



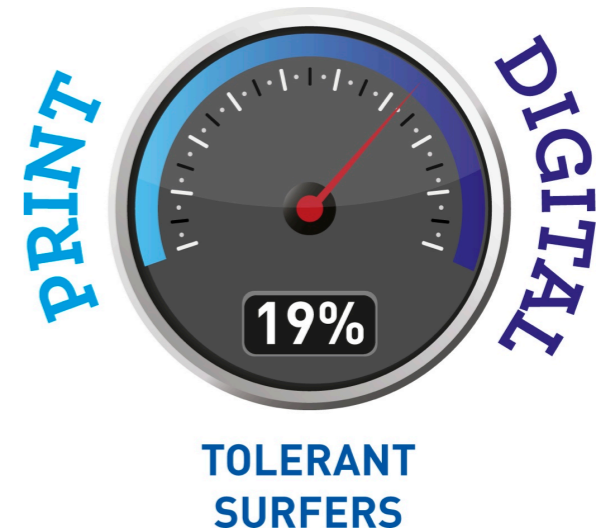
- Higher proportion of older people than in other segments
- Printed media most important channel
- Advertising in print media is judged as useful
- Advertising in print media is used to support purchasing decisions

# Busy Mix-and-Matchers



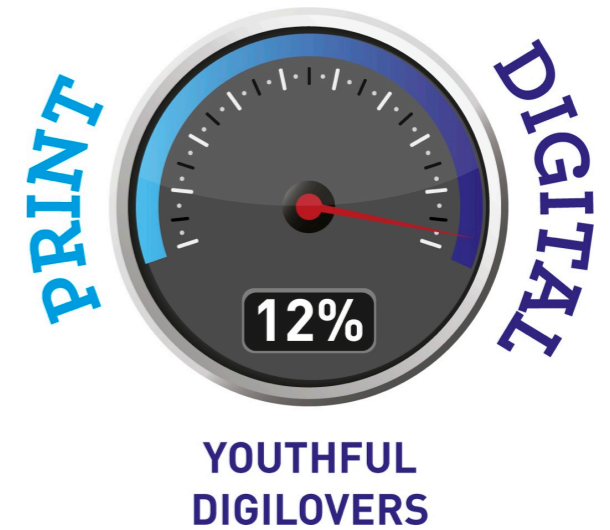
- Largest and wealthiest consumer segment
- Larger family size with more children (<18y)
- Very attached to print media
- Digital media is part of their everyday life
- Advertising in various channels is judged useful, with print media on top
- Magazines and Internet first sources of information supporting purchasing decisions

# Tolerant Surfers



- Younger people, less money to spend
- Like being able to choose from a variety of media
- More positive attitude towards digital media
- Find advertising in a variety of media useful, with magazines and newspapers on top
- Although advertising on Internet first source of information for purchase decisions, print media remain important

# Youthful Digilovers

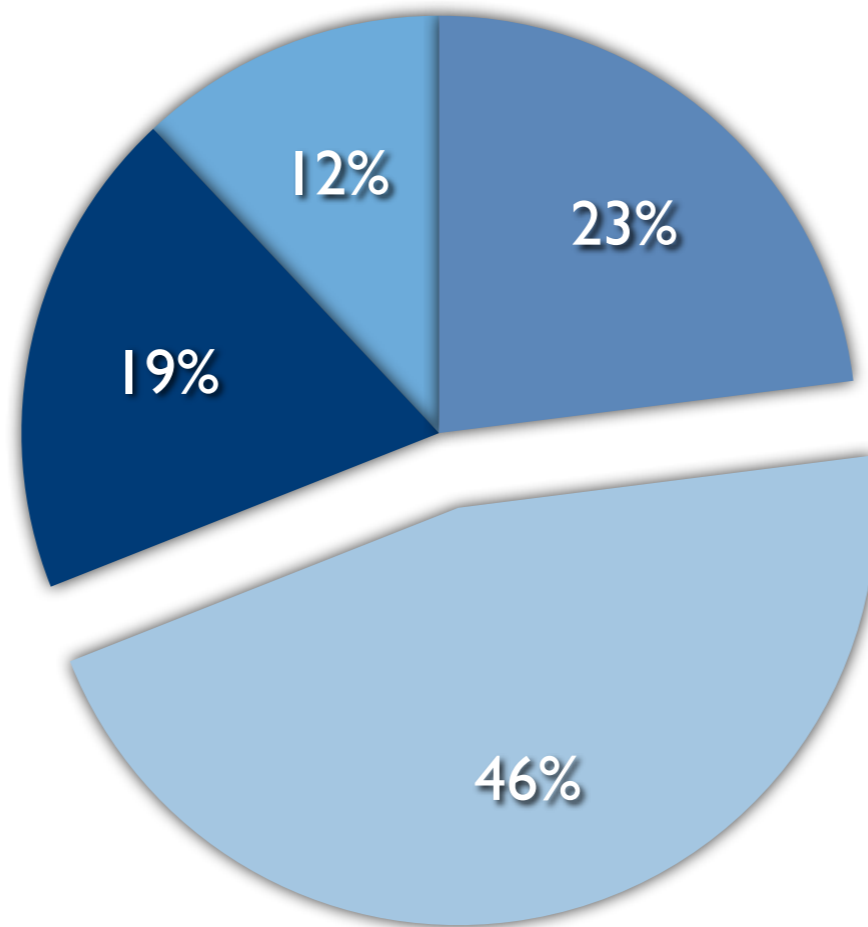


- Younger people, mostly from the cities
- Internet is dominant channel
- Advertising on Internet is judged as most useful. Magazines, newspapers and catalogues are more useful than social media
- Print media is most trustworthy advertising channel



*“As I use the computer a lot at work, I very much value free time without it. I like reading newspapers and printed magazines because they tend to have longer and more profound stories in them.”*

# Proportions of the different consumer segments in Print Power countries



● Slow Bons Vivants

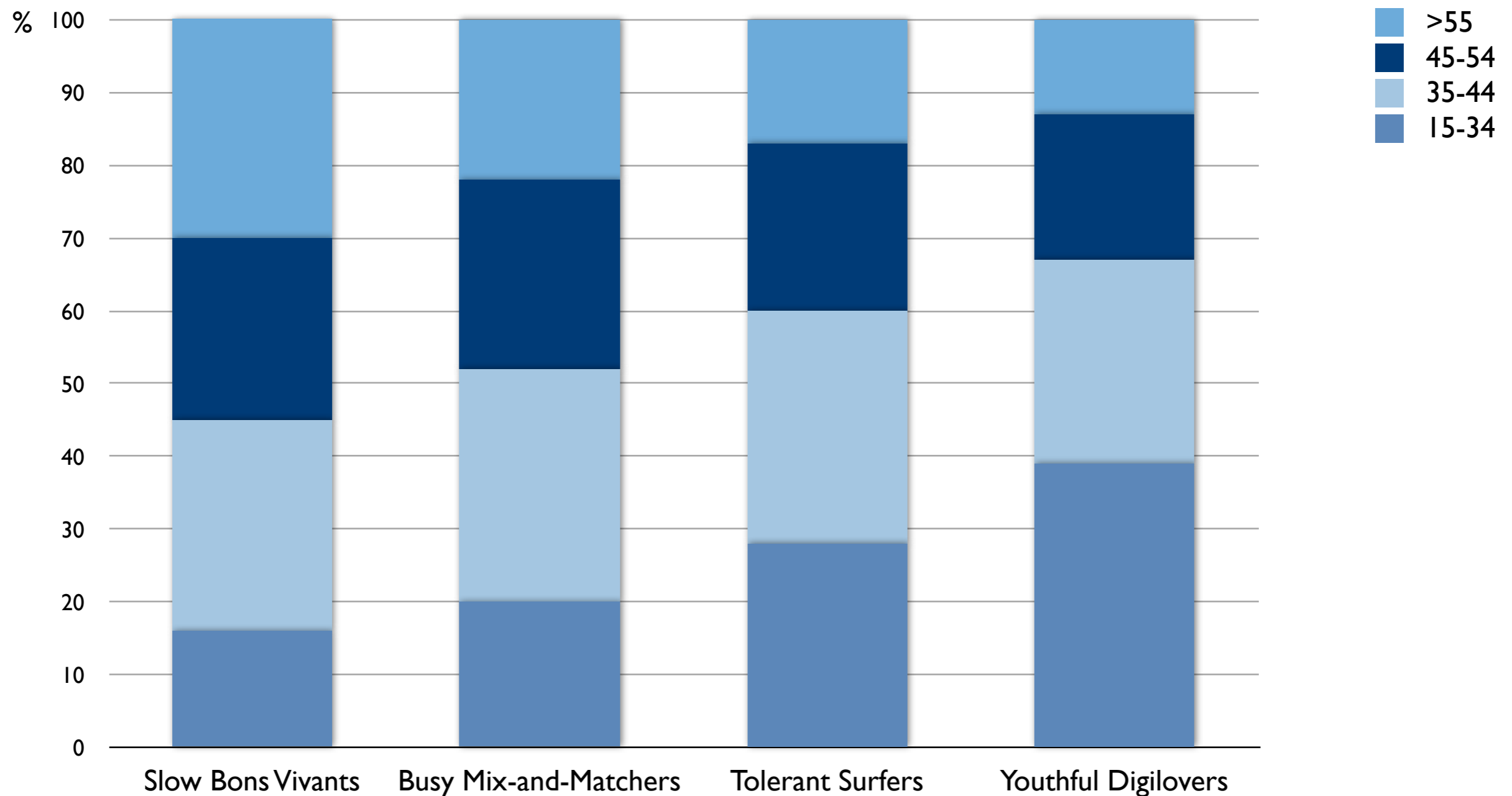
● Busy Mix-and-Matchers

● Tolerant Surfers

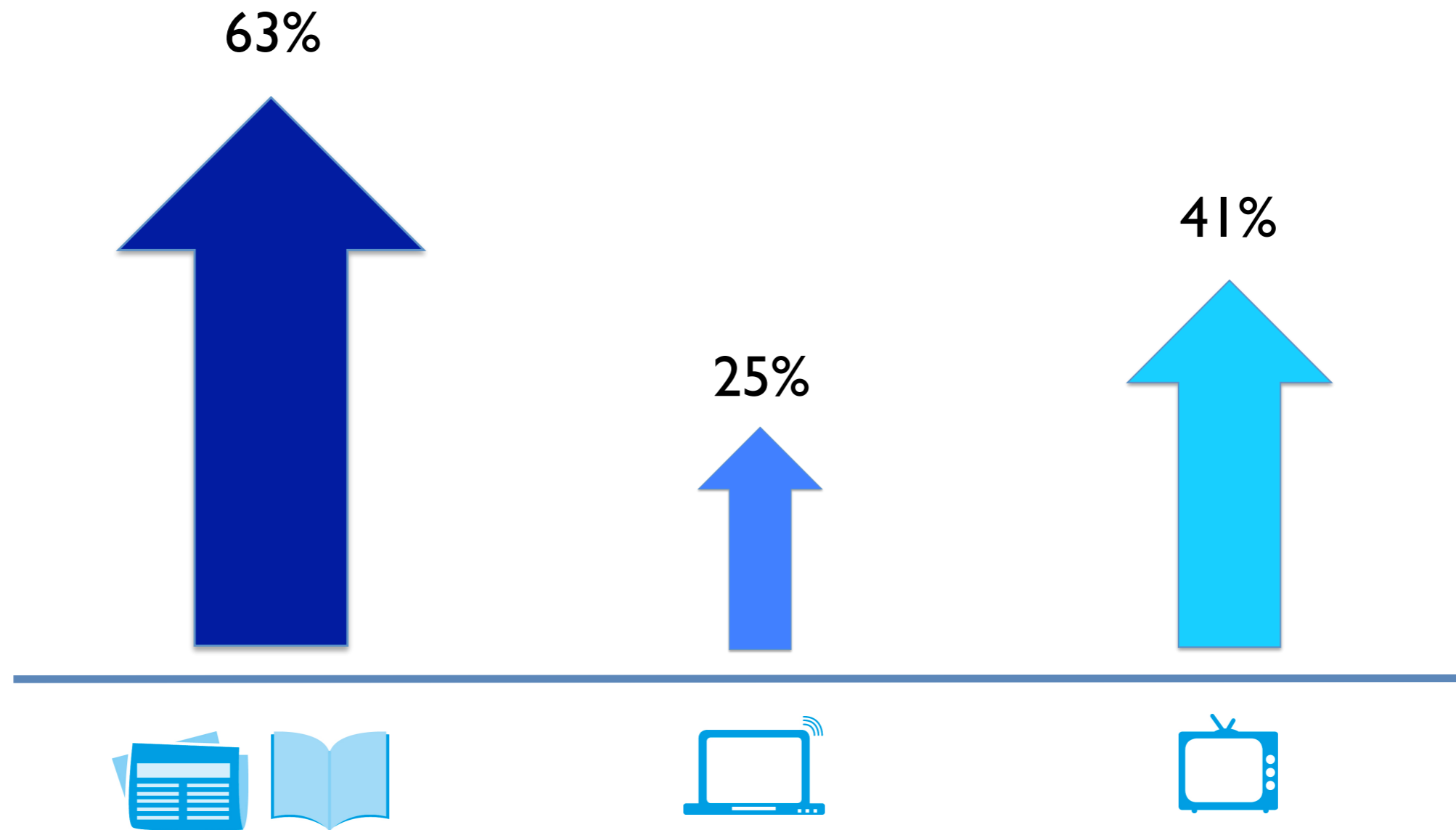
● Youthful Digilovers



# Proportions of different age groups in consumer segments



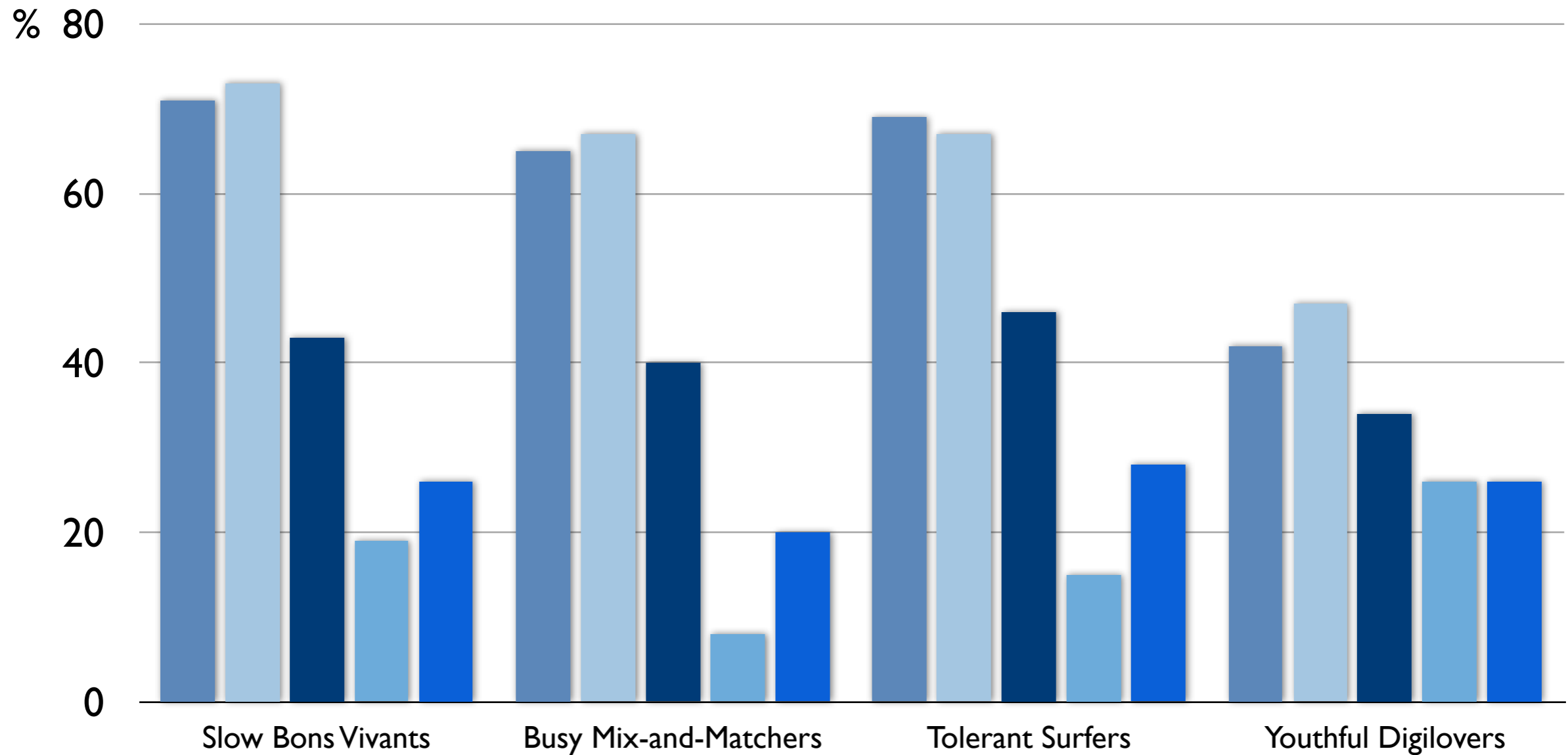
# Trust in advertising



*“I want to have my printed newspaper full stop!”*

*“I’m basically a paper person ... it touches many senses the best.”*

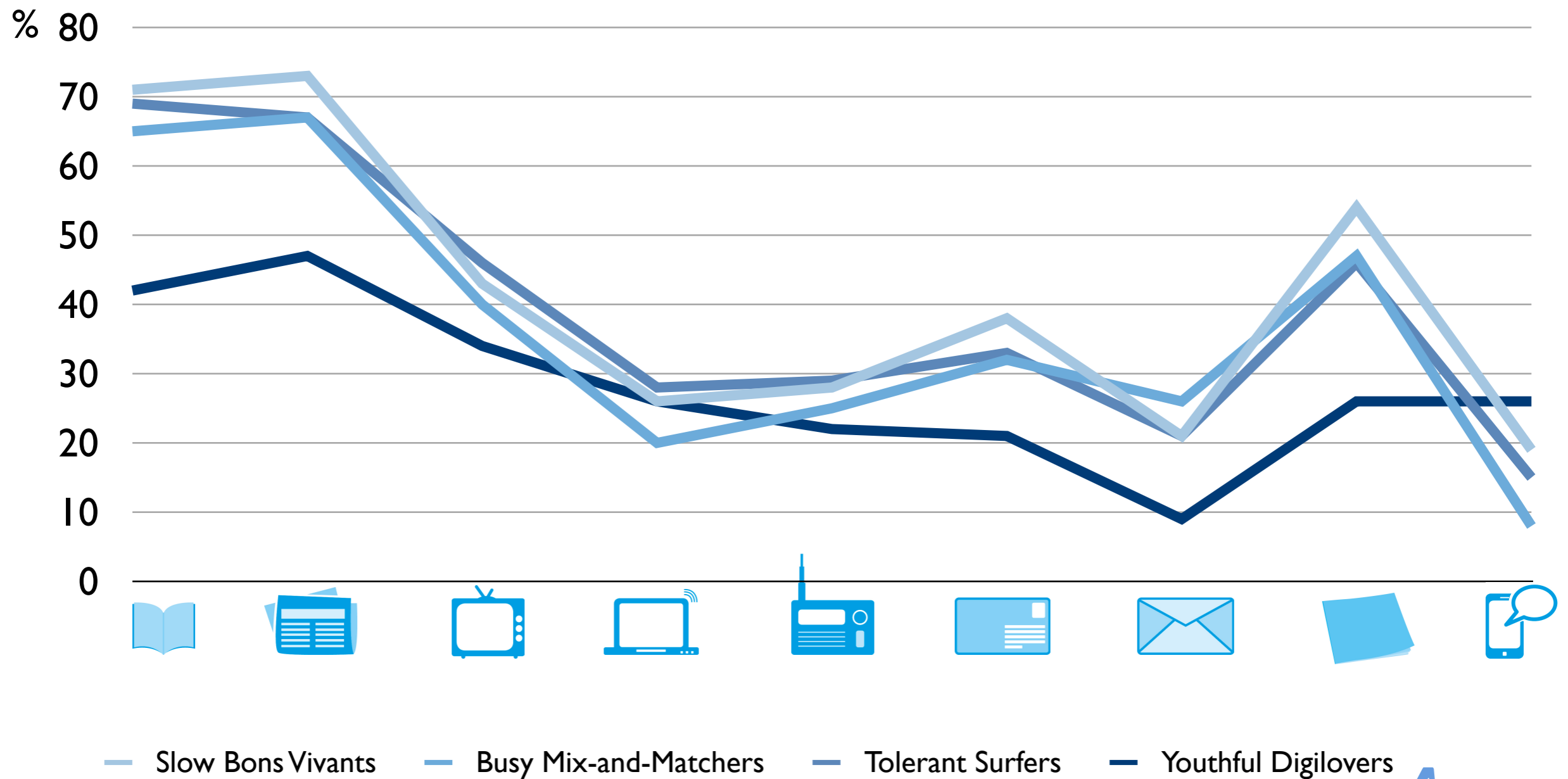
# Print media are most trusted advertising media



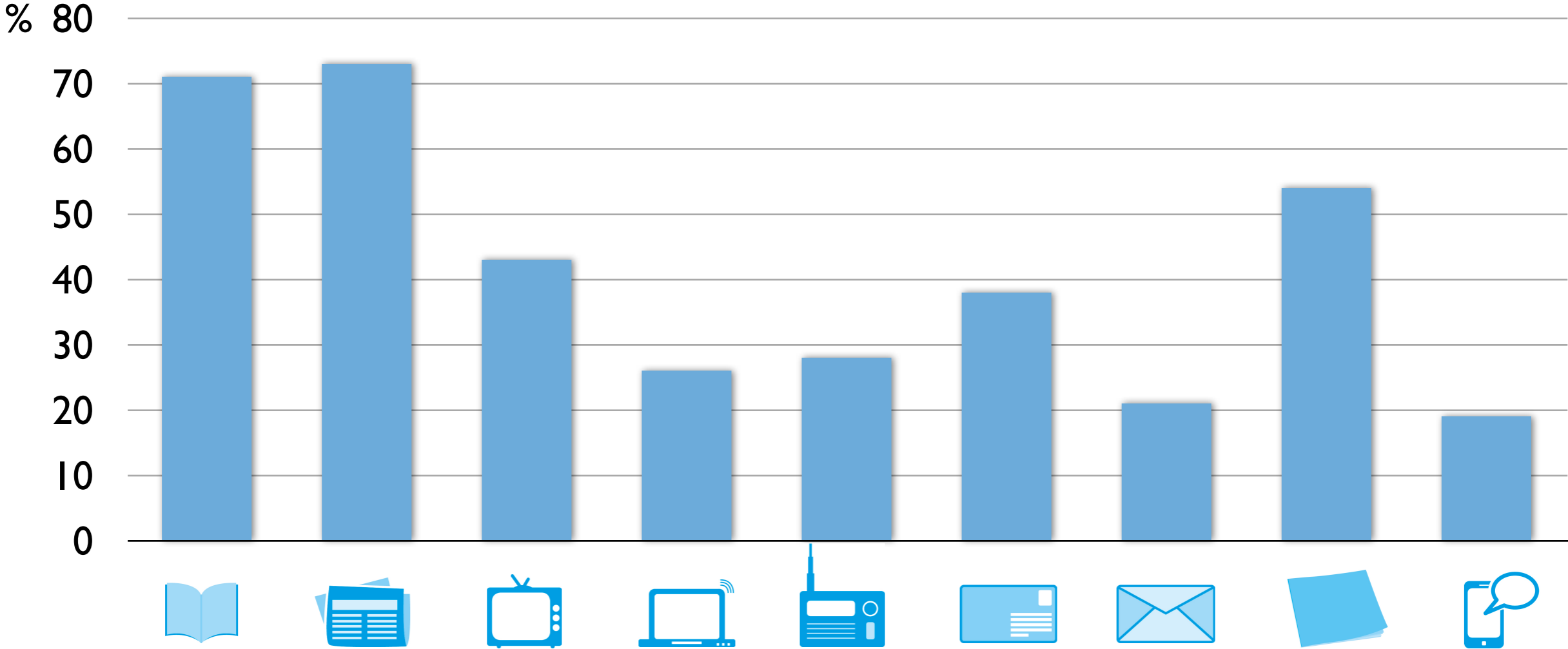
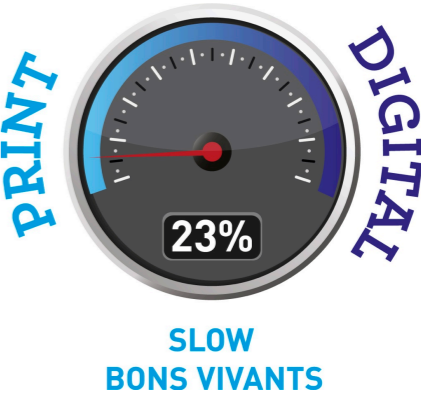
Magazine Newspaper TV Social Media Internet



# Advertising in print media most trusted

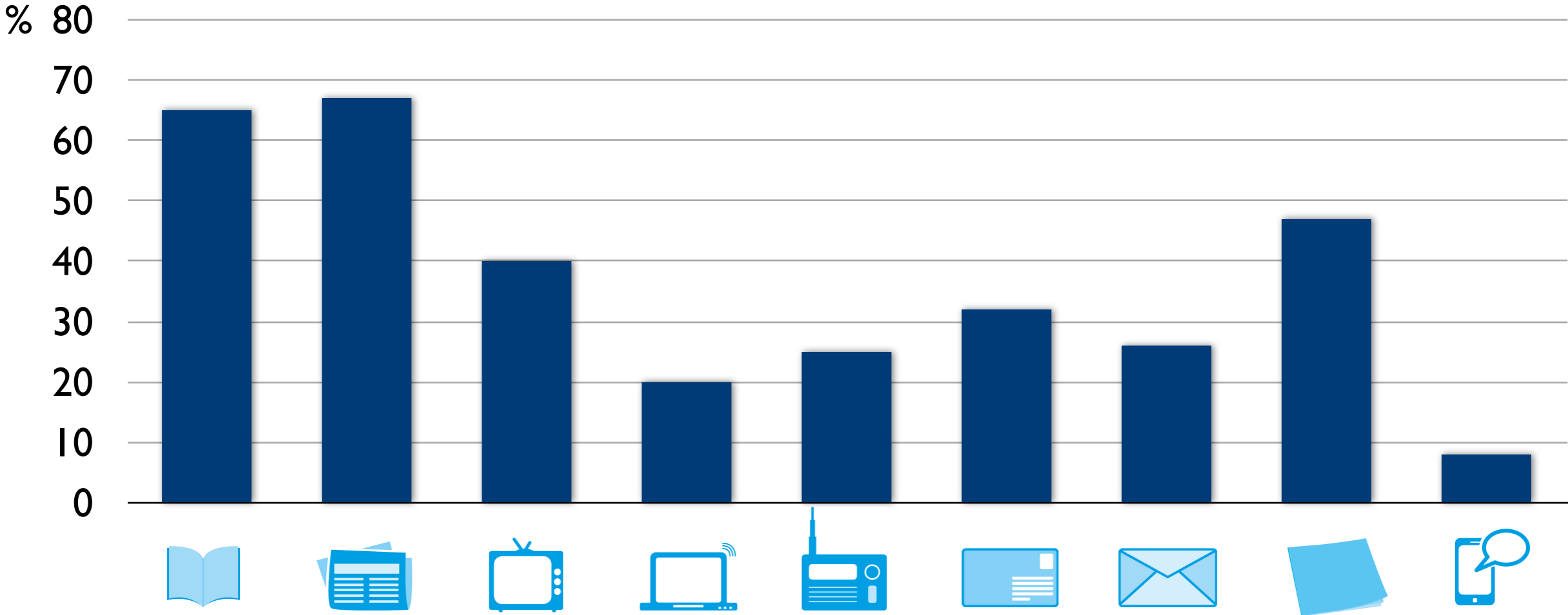
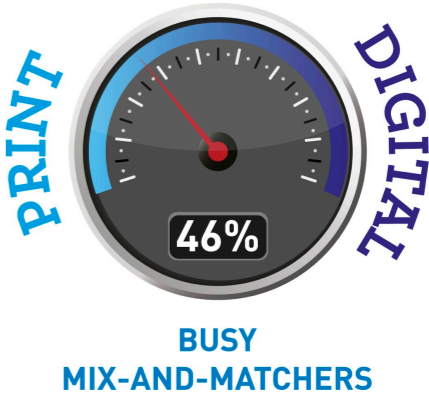


# Slow Bons Vivants and their trust in advertising

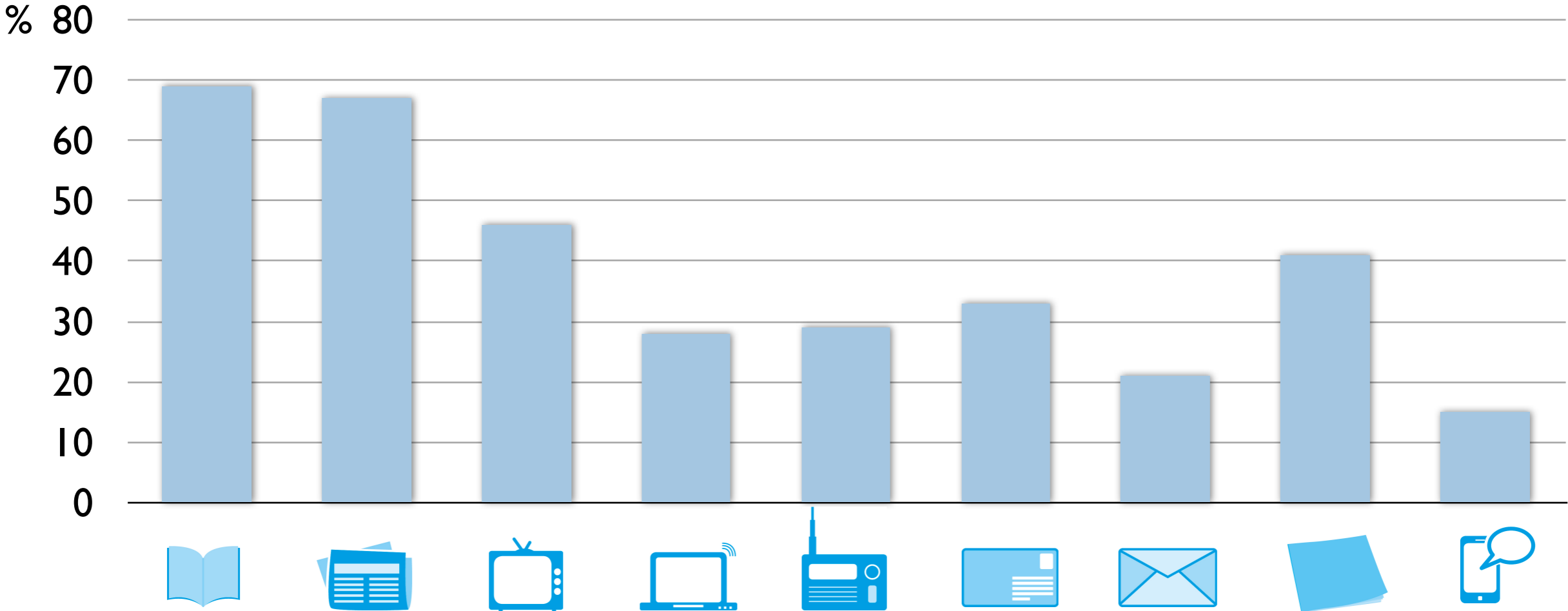
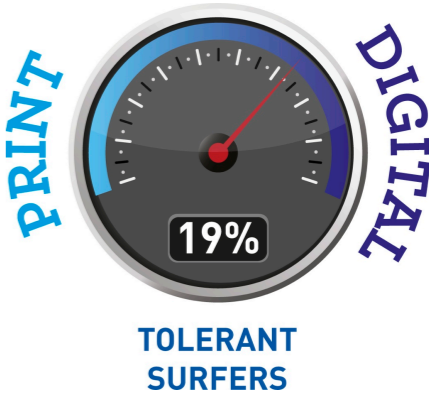




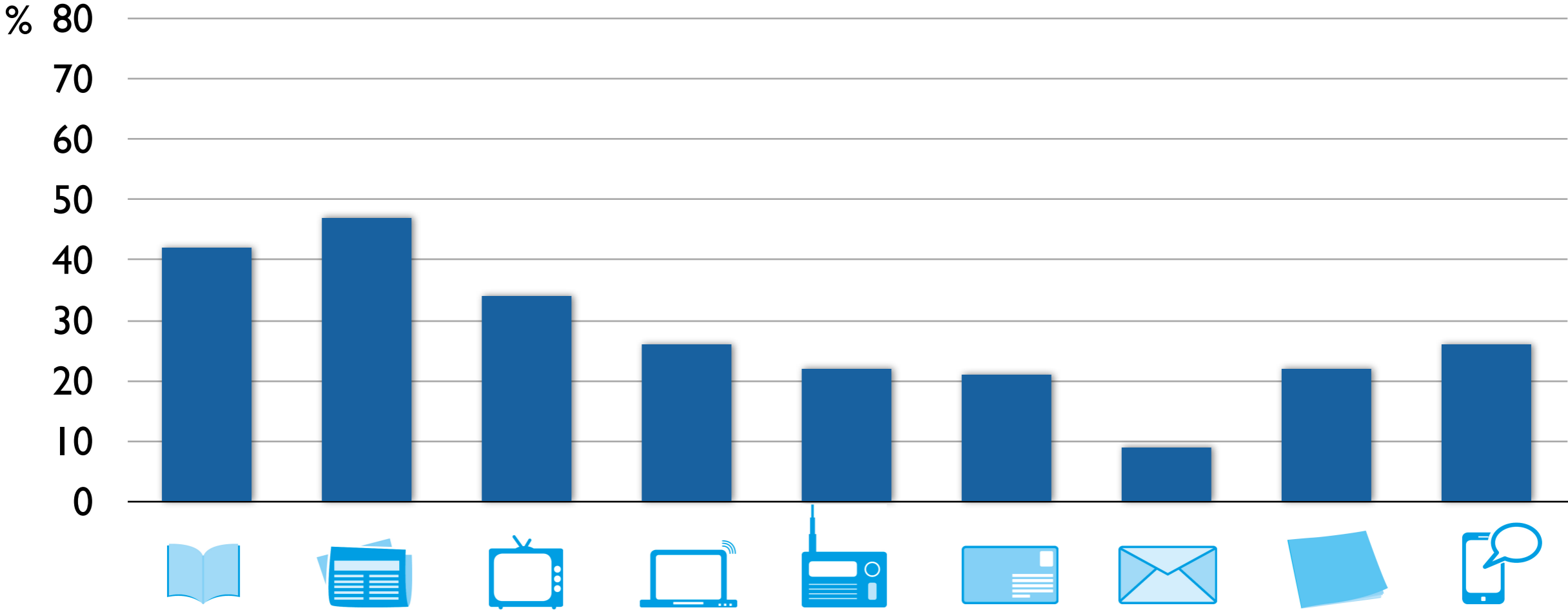
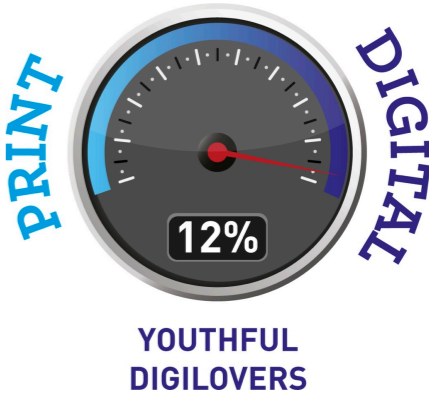
# Busy Mix-and-Matchers and their trust in advertising



# Tolerant Surfers and their trust in advertising

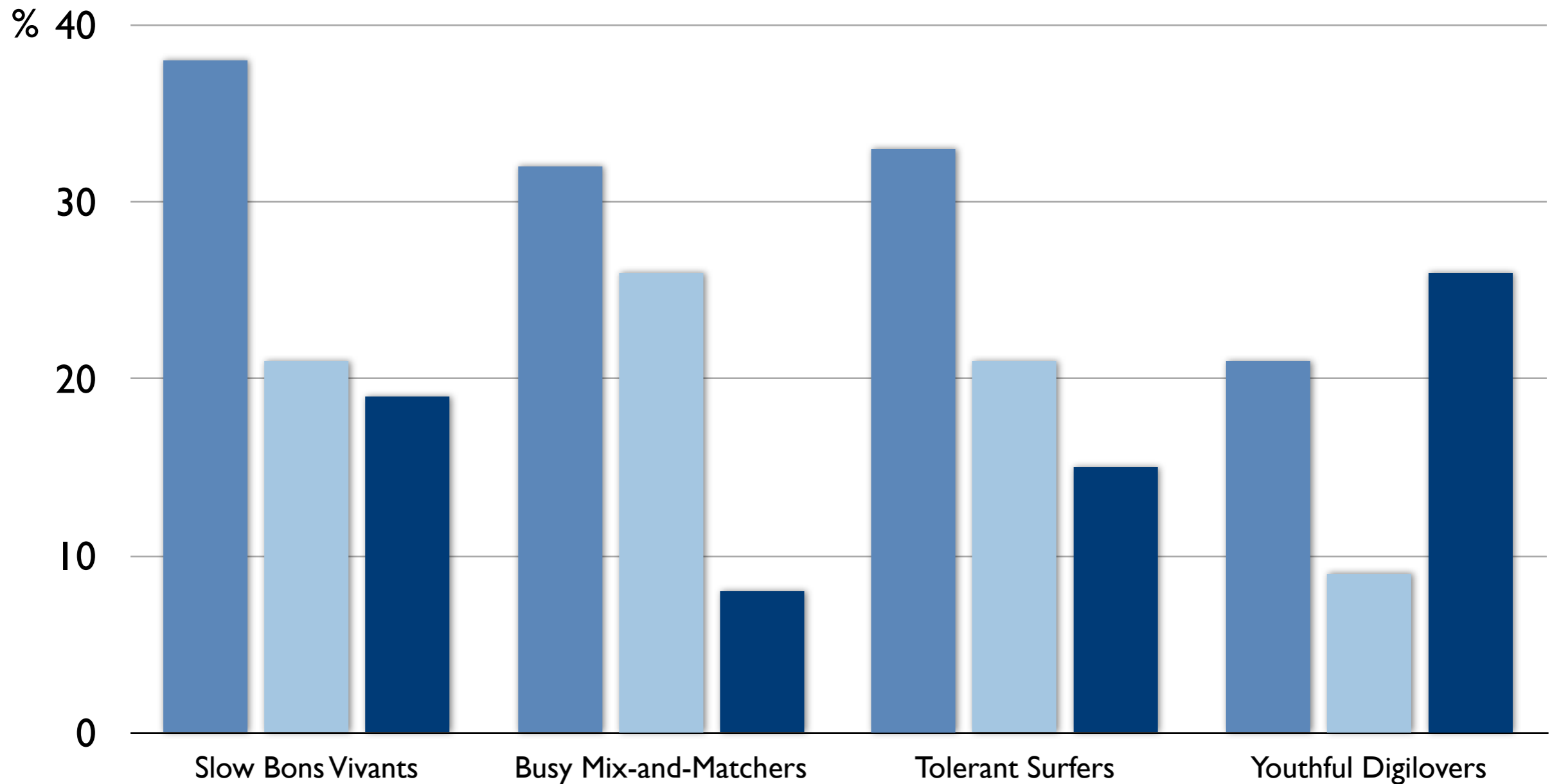


# Youthful Digilovers and their trust in advertising



*“I use my iPad and smartphone pretty much but at the same time I purchase good magazines every now and then.”*

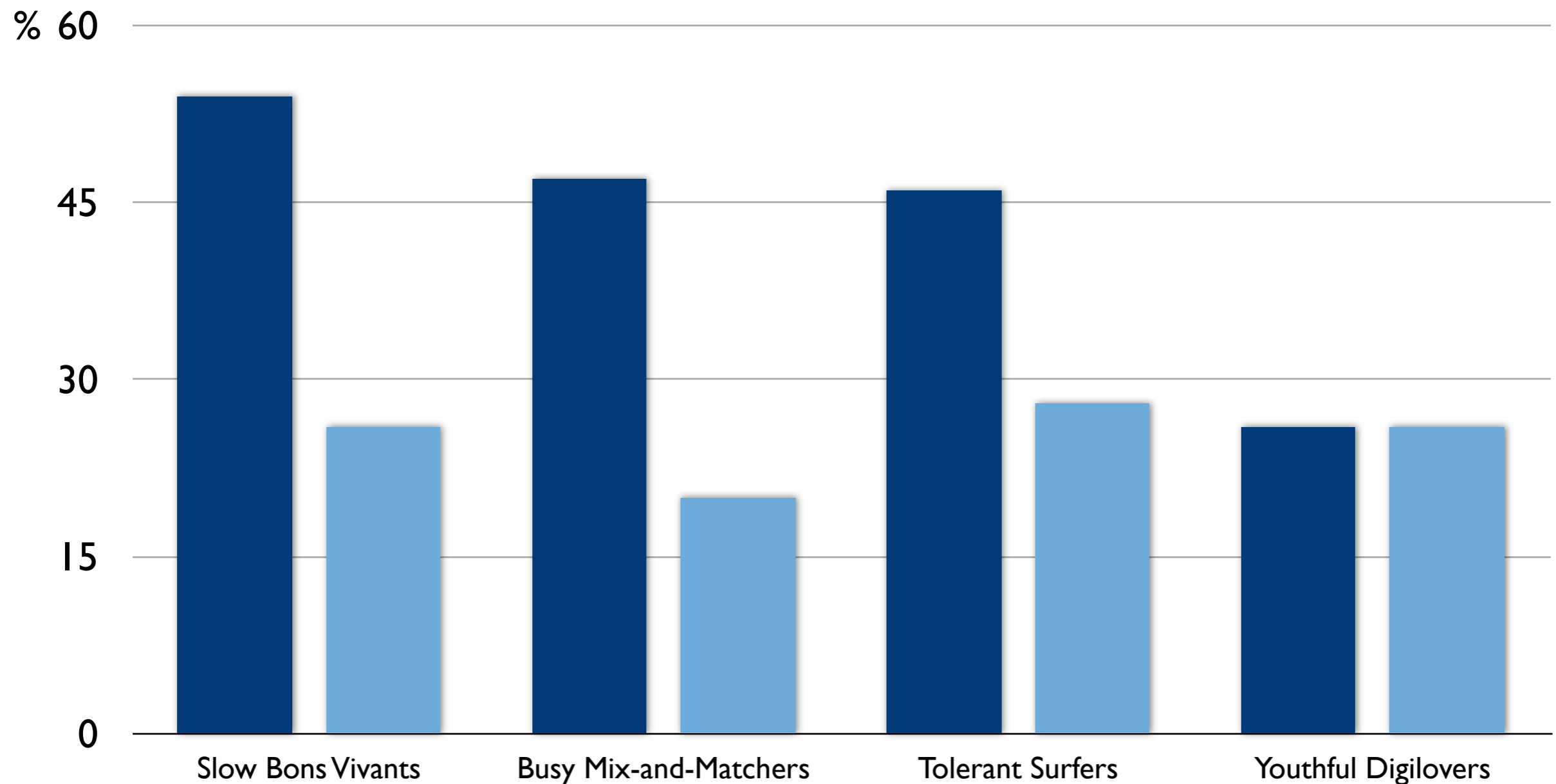
# Trust in advertising: direct mail vs social media



■ DM addressed    ■ DM non-addressed    ■ Social Media



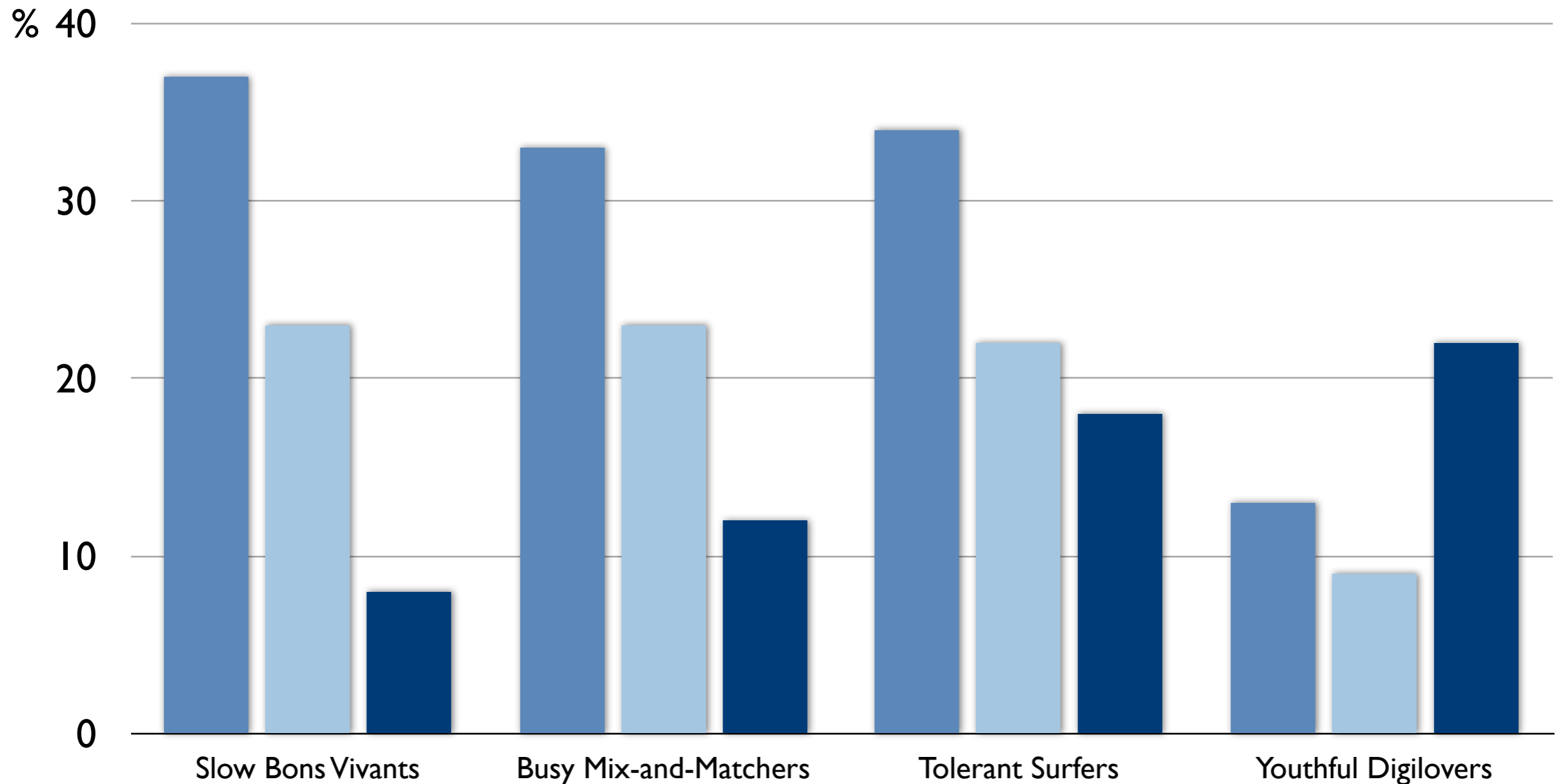
# Trust in advertising: catalogues vs Internet



■ Catalogue    ■ Internet



# Supporting Purchase Decision: **direct mail** vs **social media**



■ DM addressed    ■ DM non-addressed    ■ Social Media



*“Reading from paper enables me to concentrate without distraction; I can put it to one side and then pick it up again later..”*



# Print media in European consumers' lives

- Print advertising continues to play an important role
- Lifestyle and living situation influence choice of and attitude towards media
- Almost seven out of ten consumers find advertising in newspapers, magazines and catalogues most trustworthy and useful
- Almost nine out of ten consumers have more trust in advertising in catalogues than on Internet
- Twelve percent trust catalogues and the Internet equally

# Print media in European consumers' lives

- Almost seven out of ten consumers find advertising in magazines the most important medium to support purchase decisions
- Almost nine out of ten consumers believe addressed and non-addressed DM supports their purchase decisions more than social media
- Advertising on TV does not score high for Trust, Useful and Support Purchase Decision which runs in contradiction to extensive use in Europe (TV probably serves as a background medium to many consumers)

# Research Key Facts

Research conducted by	VTT
Commissioned by	Print Power Europe
Fieldwork (web questionnaire)	April - August 2012
Countries	13
Sample size	747
Gender	men: 57% women: 43%
Age	<35: 20% 35-44: 30% 45-54: 26% >55: 23%
Family	with children: 48% single HH: 13%
Education	Higher than average
Urban residence	74%

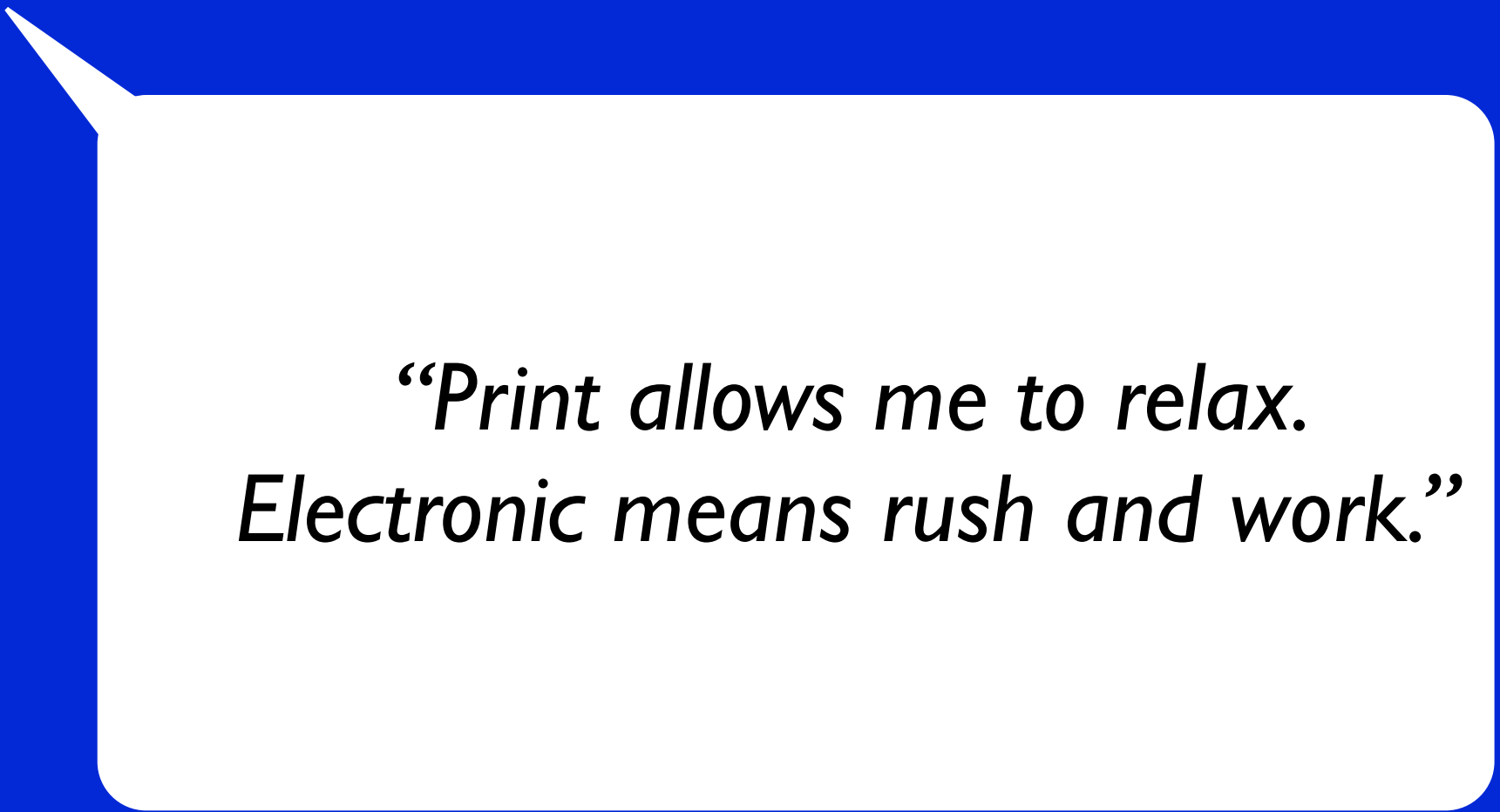
# VTT

- VTT Technical Research Centre of Finland is the biggest multi-technological applied research organisation in Northern Europe
- From its wide knowledge base, VTT can combine different technologies, create new innovations and a substantial range of world class technologies and applied research services thus improving its clients' competitiveness and competence
- Through its international scientific and technology network, VTT can produce information, upgrade technology knowledge, create business intelligence and value added to its stakeholders
- VTT is a part of the Finnish innovation system under the domain of the Ministry of Employment and the Economy. VTT is a not-for-profit organisation
- VTT has a turnover of €278 million (31.12.2011), 2,818 staff and was established in 1942 ([www.vtt.fi](http://www.vtt.fi))

# Print Power

- Print Power is a European initiative with the aim to promote print media
- Members of Print Power represent the entire value chain starting upstream with pulp and paper manufacturers, to paper merchants, printers, print equipment makers, envelope manufacturers, newspaper and magazine publishers and postal operators downstream
- Print Power's key messages, in 13 countries, are about Sustainability and Effectiveness of print media
- The Sustainability campaign, under the name of Two Sides addresses consumers and aims to dispel misconceptions about the environmental impact of paper and print
- The Print Power Effectiveness campaign promotes the use of advertising in newspapers and magazines, direct mail, customer magazines, door drops and catalogues
- Print Power's European office is based in Brussels ([www.printpower.eu](http://www.printpower.eu))





*“Print allows me to relax.  
Electronic means rush and work.”*