

YouGov / GolinHarris Survey Results

Sample Size: 2171

Fieldwork: 30th March 2010 - 1st April 2010

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2171	1022	1149	193	333	349	364	932	1339	832	474	334	187	296	457	91	278	54
Base: All UK adults	2171	1044	1127	242	361	381	393	794	1194	977	519	350	202	269	480	106	182	63

Generally, which ONE of the following BEST describes banner advertising that you see online? ("Banner advertising" refers to visual display advertising appearing on a website that promote a product or service)

Exciting	1%	1%	1%	2%	1%	0%	0%	0%	1%	1%	1%	-	-	2%	-	-	1%	2%
Interesting	14%	14%	15%	15%	17%	15%	15%	13%	14%	15%	15%	16%	12%	15%	14%	9%	15%	12%
Boring	74%	76%	73%	75%	70%	70%	75%	77%	75%	73%	74%	72%	79%	69%	73%	84%	72%	83%
Don't know	11%	9%	12%	8%	12%	15%	9%	10%	10%	12%	10%	12%	9%	13%	12%	7%	12%	2%

Generally, do interesting pictures and illustrations in online banner advertising make you more likely to notice the advert?

Much more likely to notice the ad	7%	8%	6%	12%	10%	7%	7%	5%	7%	7%	7%	8%	8%	8%	8%	5%	6%	6%
Somewhat more likely to notice the ad	20%	20%	21%	24%	26%	21%	20%	16%	21%	19%	20%	17%	20%	24%	19%	20%	22%	22%
A little more likely to notice the ad	26%	24%	27%	25%	25%	27%	28%	25%	26%	26%	24%	28%	24%	25%	28%	21%	26%	31%
No more likely to notice the ad	42%	43%	41%	31%	31%	39%	44%	51%	42%	42%	44%	40%	43%	36%	42%	49%	44%	38%
Don't know	5%	5%	4%	8%	8%	6%	1%	4%	4%	6%	5%	7%	5%	7%	4%	5%	2%	3%

If a website banner advertisement was offering something that may be relevant to you, would interesting photos or illustrations as part of the advertisement make you more likely to click on it?

Yes, much more likely to click on the ad	7%	6%	7%	9%	7%	8%	7%	5%	7%	6%	6%	6%	6%	9%	6%	7%	7%	5%
Yes, somewhat more likely to click on the ad	18%	18%	17%	21%	21%	17%	20%	15%	19%	17%	16%	15%	13%	23%	20%	18%	20%	22%
Yes, a little more likely to click on the ad	28%	26%	30%	23%	26%	27%	27%	30%	26%	30%	30%	33%	27%	24%	27%	21%	25%	29%
No, it would make no difference if I click on the ad	42%	44%	41%	41%	36%	40%	43%	46%	44%	40%	43%	41%	44%	36%	43%	50%	45%	42%
Don't know	6%	6%	5%	7%	10%	7%	3%	4%	4%	8%	6%	6%	9%	8%	4%	4%	3%	2%

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Fieldwork: 30th March 2010 - 1st April 2010

	Total	Work Status						Marital status					Children in household			
	Base	Working full time	Working part time	Student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never married	0	1	2	3+
Unweighted Base	2171	1062	304	107	464	64	170	1165	267	201	72	439	1537	284	219	72
Base: All UK adults	2171	1090	300	124	389	75	193	1103	285	201	68	489	1466	318	247	81

Generally, which ONE of the following BEST describes banner advertising that you see online? ("Banner advertising" refers to visual display advertising appearing on a website that promote a product or service)

	Exciting	Interesting	Boring	Don't know
	1%	14%	74%	11%
	1%	15%	74%	10%
	1%	16%	70%	13%
	1%	12%	79%	7%
	1%	13%	77%	9%
	-	11%	78%	11%
	0%	13%	71%	15%
	1%	14%	75%	11%
	0%	16%	70%	14%
	-	15%	75%	11%
	2%	10%	77%	10%
	1%	16%	74%	10%
	1%	14%	75%	10%
	1%	13%	72%	13%
	-	20%	67%	13%

Generally, do interesting pictures and illustrations in online banner advertising make you more likely to notice the advert?

	Much more likely to notice the ad	Somewhat more likely to notice the ad	A little more likely to notice the ad	No more likely to notice the ad	Don't know
	7%	20%	26%	42%	5%
	8%	23%	26%	38%	5%
	7%	17%	28%	43%	6%
	15%	23%	25%	31%	6%
	5%	18%	21%	55%	2%
	3%	18%	23%	52%	4%
	5%	12%	32%	42%	9%
	6%	19%	27%	44%	4%
	9%	21%	23%	39%	7%
	4%	18%	27%	45%	5%
	7%	10%	25%	52%	6%
	11%	24%	24%	36%	5%
	6%	21%	25%	43%	4%
	8%	20%	27%	39%	7%
	11%	18%	26%	38%	8%
	9%	22%	29%	34%	7%

If a website banner advertisement was offering something that may be relevant to you, would interesting photos or illustrations as part of the advertisement make you more likely to click on it?

	Yes, much more likely to click on the ad	Yes, somewhat more likely to click on the ad	Yes, a little more likely to click on the ad	No, it would make no difference if I click on the ad	Don't know
	7%	18%	28%	42%	6%
	7%	20%	27%	41%	5%
	5%	16%	30%	42%	6%
	11%	25%	16%	42%	6%
	5%	16%	30%	45%	3%
	3%	12%	29%	47%	10%
	8%	11%	29%	42%	9%
	6%	18%	29%	42%	5%
	7%	19%	25%	39%	9%
	5%	15%	32%	44%	5%
	3%	10%	33%	48%	6%
	7%	20%	24%	43%	5%
	6%	17%	28%	44%	4%
	5%	21%	28%	37%	8%
	10%	19%	23%	37%	11%
	7%	19%	34%	31%	9%