



**SPECIAL
REPORT**

ADVERTISING'S IMPACT IN A SOFT ECONOMY

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METHODOLOGY

Ad-ology Research surveyed an online consumer panel of 1,225 adults in a manner that is 98% representative of the adult population of the United States from April 24-29, 2009. The margin of error for this survey is +/- 2.2 percentage points.

Respondents were qualified before being surveyed to determine they were: 1.) the primary decision maker when it comes to shopping at least half the time in their household; 2.) not employed, nor living in the same household with anyone employed, in the Marketing, Advertising, Research or Media industries.

Definitions

For the results displayed from this survey, the following definitions were used:

Higher Income is defined as annual household income of \$100,000 and up.

Middle Income is defined as annual household income between \$35,000 and \$100,000.

Lower Income is defined as annual household income of \$35,000 and under.

Television includes all information or advertisements provided by broadcast TV, cable TV or other forms of TV that is NOT watched online.

Radio includes all information or advertisements provided by broadcast radio, satellite radio or other forms of radio that is NOT listened to online.

Magazines include all information or advertisements provided by national magazines, city/local magazines or other magazines.

Newspapers include all information or advertisements provided by daily newspapers, Sunday newspapers, suburban newspapers or other types of newspapers that are NOT read online.

Out-of-Home was defined for survey participants as "advertisements seen outside your home including billboards, bus/taxi signs, ads seen at movie theaters or airports."

Direct Mail was defined for survey participants as "advertisements mailed to you" and includes all forms of advertising received in one's mailbox including catalogs, circulars and billing stuffers.

Ad-ology Research

Ad-ology Research was founded to analyze key marketing trends in more than 400 industries including what motivates end-customers to make decisions about which products they buy and where they buy them. These insights allow marketers to craft and deliver an effective value proposition, drive channel optimization and increase market share, as well as to obtain and consult clients more efficiently.

Over 2,000 advertising agencies, product marketing departments, and media properties use Ad-ology Research across the United States. More information is available on the Internet at: www.Ad-ology.net.

Ad-ology Research was created as a division of Sales Development Services (SDS), Inc. in December 2005. Ad-ology's parent company is based in Westerville, Ohio and was founded in October 1989. Ad-ology is a registered trademark of SDS.

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