
Compared to Last Year, Advertisers Rely Less on Print Ads and More on Internet and Digital

Consumers are frustrated with many characteristics of Internet advertising

ROCHESTER, N.Y. – July 22, 2009 – Advertisers continue to rely on a mix of media types, although print is clearly suffering, partly at the expense of Internet and digital advertising.

These are some of the results of a new *LinkedIn Research Network/Harris Poll*® of 1,015 advertisers from agencies or corporations who are involved in the advertising decision making process surveyed online between June 22 and 30, 2009 and 2,025 U.S. adults surveyed online between June 24 and 26, 2009.

The Media Mix

There is a divide in what types of advertising are being used in media campaigns. On one hand, more than nine in ten advertisers (92%) are typically incorporating Internet advertising into their media campaigns while 88% say they are incorporating print advertising. At the same time, less than half say they typically incorporate radio advertising (46%), television advertising (46%) and digital advertising, such as through cell phones (39%). There is a regional difference here as advertisers in the South are more likely to use radio advertising (57%) and television advertising (56%) while those in the West are least likely to use both (39% each).

Among those advertisers who are using each of these types of media, there is a difference in the level of their usage since last year. Three-quarters of those who use Internet advertising (74%) say they are incorporating it more often while 69% of those who use digital advertising are incorporating that more often when compared to a year ago. Just under half (48%) of those who use television advertising are using it the same amount as last year, but 38% are using television less. Those who use radio advertising are split, 46% are using it the same amount while 43% are using it less often. The largest drop is with print advertising as half (49%) of those who use it are using it less often relative to a year ago while 41% are using it the same amount.

Internet Advertising

Among those who use Internet advertising, just 14% say they only use it as a standalone digital campaign, while over half (54%) say they use it in an integrated campaign with other media and 33% use Internet advertising in both types of campaign equally.

More specifically, Internet advertising is used in a broad number of ways. Four in five advertisers who use Internet advertising use it as a branding device (79%) and two-thirds use it to drive information gathering for an offline transaction (65%). Slightly less than three in five advertisers (58%) use Internet advertising to drive online transactions while 57% say they use it to promote community around their brand, through such things as message boards, memberships and fan clubs.

Consumers, however, find many characteristics of Internet advertising very frustrating. Four in five consumers (80%) say they find ads that expand on the page and cover the content very frustrating while 79% say ads where they can't find the close or skip button are very frustrating. Three-quarters of consumers (76%) find Internet ads that automatically pop up very frustrating while two-thirds (66%) say ads that open if they are "moused over" are very frustrating. Three in five consumers find both animated ads that automatically start playing and ads that play music and/or have loud soundtracks to be very frustrating (60% for both).

So What?

Given that half of all advertisers are using print media less as compared to a year ago, it is not surprising that so many magazines and newspapers are folding. Nor is it surprising that some of the survivors are publishing less frequently or instituting employee furloughs.

Although the trend among advertisers is clearly towards the Internet, advertisers have to walk a fine line. At least three in five consumers are very frustrated with six of the main Internet advertising characteristics, and there is the potential to see a backlash forming. To be successful, those that advertise on the Internet will need to come up with more engaging ways to connect with consumers.

**TABLE 1
TYPE OF MEDIA ADVERTISING USED**

"Do you typically incorporate the following types of advertising in your media campaign(s)?"
Base: Advertisers

	Total	Region			
		East	Midwest	South	West
	%	%	%	%	%
Internet advertising	92	90	90	94	91
Print advertising	88	83	92	91	86
Radio advertising	46	41	46	57	39
Television advertising	46	44	43	56	39
Digital advertising (e.g. through cell phones)	39	43	36	41	35

Note: Multiple responses accepted

TABLE 2
USAGE OF MEDIA ADVERTISING NOW

“How often are you incorporating the following types of advertising in your media campaign(s) relative to a year ago?”

Base: Advertisers who use type of media

	More often	Same amount	Less often
	%	%	%
Internet advertising	74	20	6
Digital advertising (e.g., through cell phones)	69	21	10
Print advertising	10	41	49
Television advertising	14	48	38
Radio advertising	11	46	43

Note: Percentages may not add up to 100% due to rounding

TABLE 3
HOW INTERNET ADVERTISING IS USED

“In what ways do you typically use Internet advertising?”

Base: Advertisers who use Internet advertising

	Total	Time in advertising			
		Less than 5 years	5-10 years	10-15 years	15+ years
		%	%	%	%
In an integrated campaign with other media	54	58	49	48	56
As a standalone digital campaign	14	15	18	18	11
Use both equally	33	28	33	33	33

Note: Percentages may not add up to 100% due to rounding

TABLE 4
USAGE OF INTERNET ADVERTISING

“Which of the following apply to how you typically use Internet advertising?”

Base: Advertisers who use Internet advertising

	Total	Region			
		East	Midwest	South	West
		%	%	%	%
As a branding device	79	78	75	83	81
To drive information gathering for an offline transaction	65	62	70	65	66
To drive online transactions	58	54	61	60	59
To promote community around your brand (i.e., message boards, memberships, fan clubs)	57	57	54	58	58
Other	16	16	18	17	13

Note: Multiple responses accepted

TABLE 5
CONSUMER FRUSTRATIONS OF INTERNET ADVERTISING

“How frustrating it at all, are the following characteristics of Internet advertising?”

Base: All adults

	Very frustrating	Somewhat frustrating	Not that frustrating	Not frustrating at all
	%	%	%	%
Ads that expand on the page and cover the content that you are trying to read	80	12	5	3
Ads where you can't find the close/skip button	79	13	4	4
Ads that automatically pop up	76	17	4	3
Ads that automatically open if you mouse over them	66	21	8	4
Animated ads playing automatically (with or without sound that distract you	60	27	9	4
Ads that play music/have loud soundtracks	60	27	8	5

Note: Percentages may not add up to 100% due to rounding

Methodology

This *LinkedIn Research Network/Harris Poll* was conducted online within the United States between June 24 and 26, 2009 among 2,025 adults (aged 18 and older) and between June 22 and 30, 2009, among 1,015 advertisers (aged 18 and over).

For the adults, figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online. Where appropriate, figures for connection type and Internet usage were also weighted where necessary to bring them into line with their actual proportions in the online population. Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

For the advertisers, figures for company size and type were weighted where necessary. The advertiser respondents for this survey were selected from LinkedIn's members who have agreed to participate in survey research.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

These statements conform to the principles of disclosure of the National Council on Public Polls.

The Harris Poll® #81, July 22, 2009

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