

METHODOLOGY



ONLINE SURVEY



FEBRUARY 2019



2.312 RESPONDENTS
REPRESENTATIVE SAMPLE
OF BELGIANS 18-64 Y.O.



REALIZED BY AQRATE
AND BPOST MEDIA

ATTITUDE TOWARDS ADVERTISING

PERCEPTION OF CONSUMERS TOWARDS ADVERTISING IN BELGIUM

NEGATIVE ATTITUDE

88%
INTERRUPTIVE

84%
OVERABUNDANT

92%
NOT ADAPTED
TO MY NEEDS

POSITIVE ATTITUDE

69%
INFORM ON
NEW PRODUCT

65%
FIND ADS
CONVINCING

35%
FIND ADS
ENJOYABLE

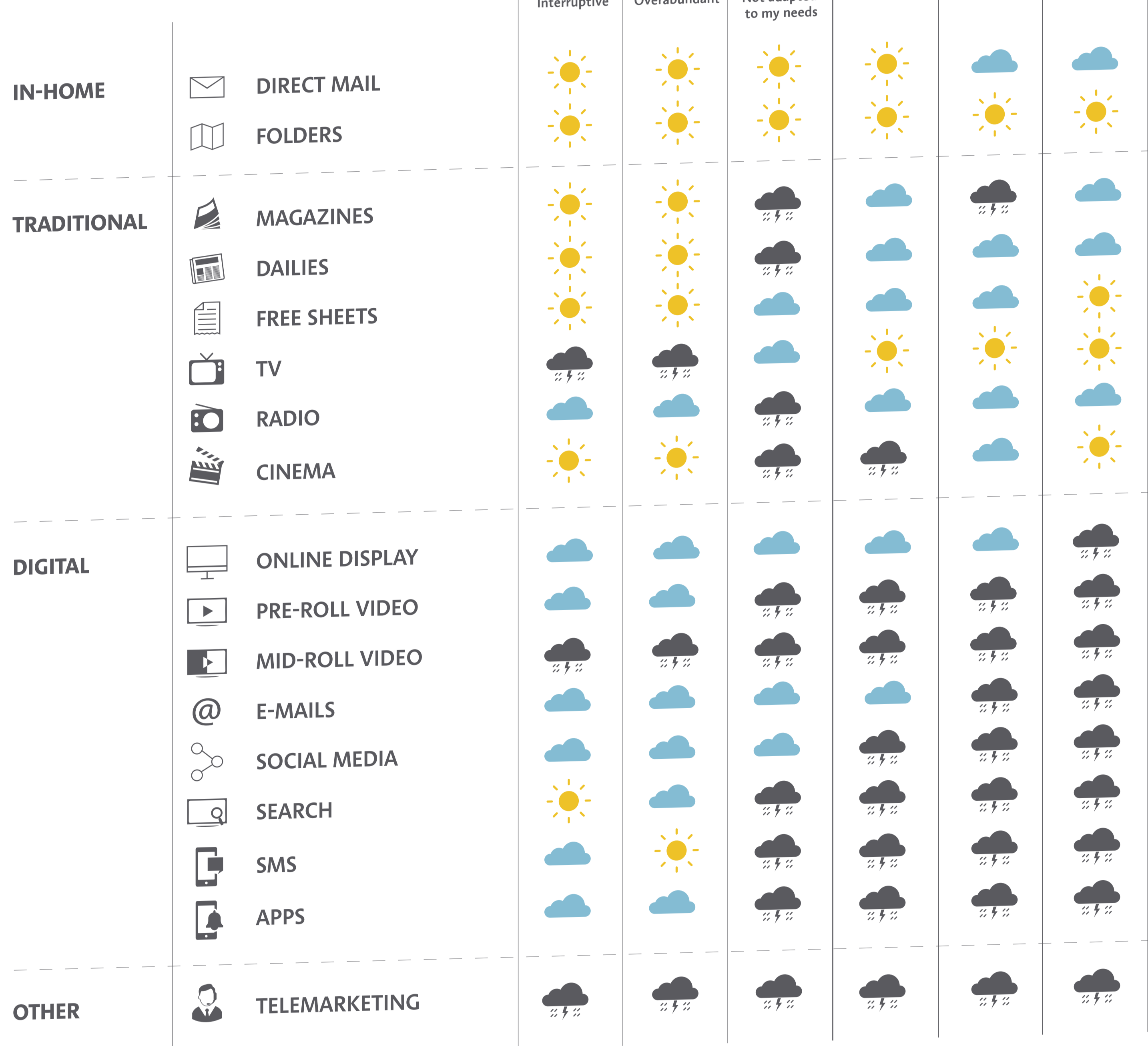
ATTITUDE BY MEDIA CATEGORY

PERCEPTION OF CONSUMERS TOWARDS ADVERTISING BY MEDIA CATEGORY

	INTERRUPTIVE	OVERABUNDANT	NOT ADAPTED TO MY NEEDS	INFORM ON NEW PRODUCT	CONVINCING	ENJOYABLE
IN-HOME	5,0%	19,0%	80,0%	33,0%	19,0%	18,0%
MASS	17,0%	23,0%	93,0%	23,0%	11,0%	17,0%
DIGITAL	27,0%	32,0%	93,0%	12,0%	5,0%	4,0%

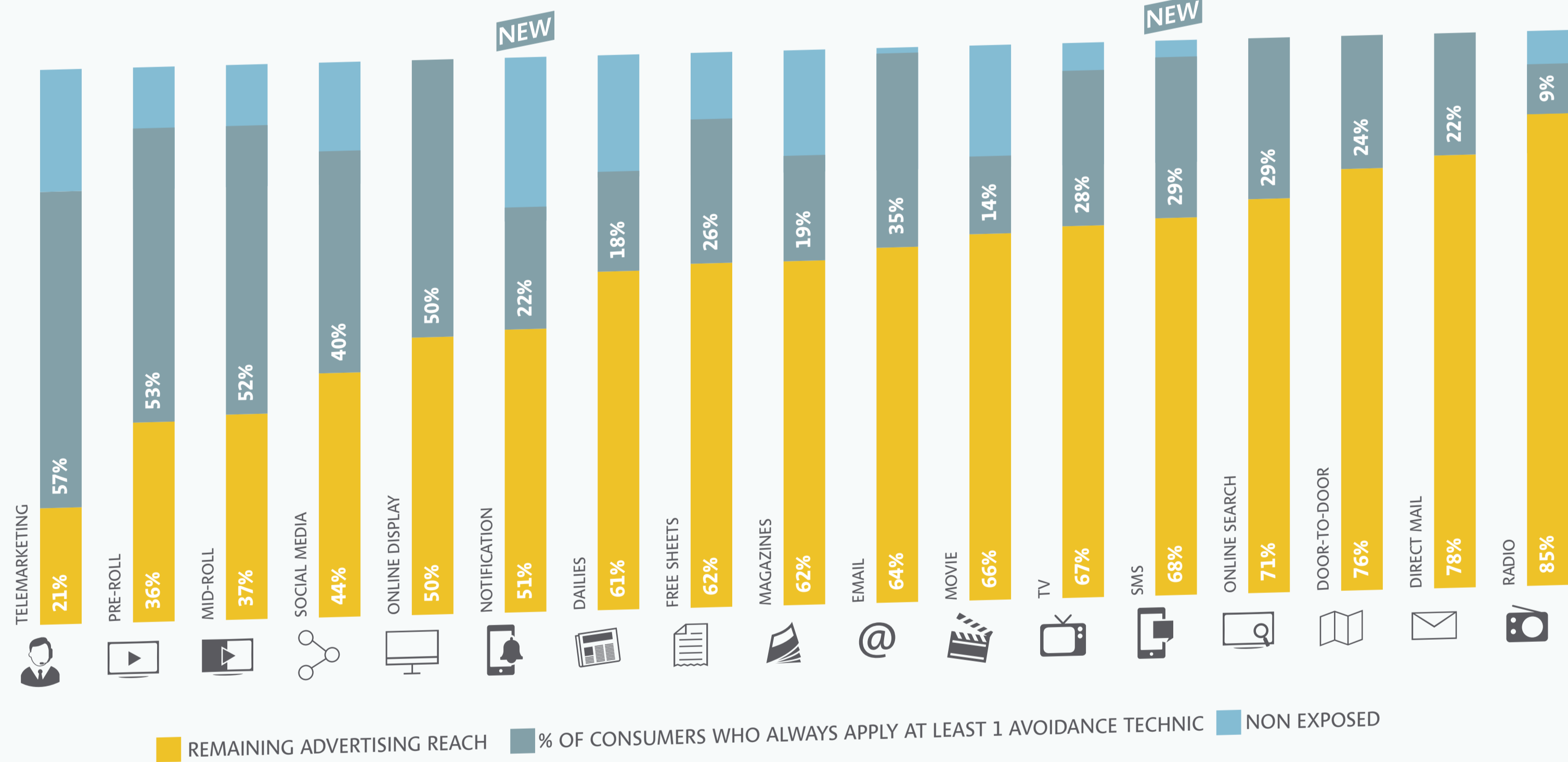
ATTITUDE BY MEDIA

PERCEPTION OF CONSUMERS TOWARDS ADVERTISING BY MEDIA



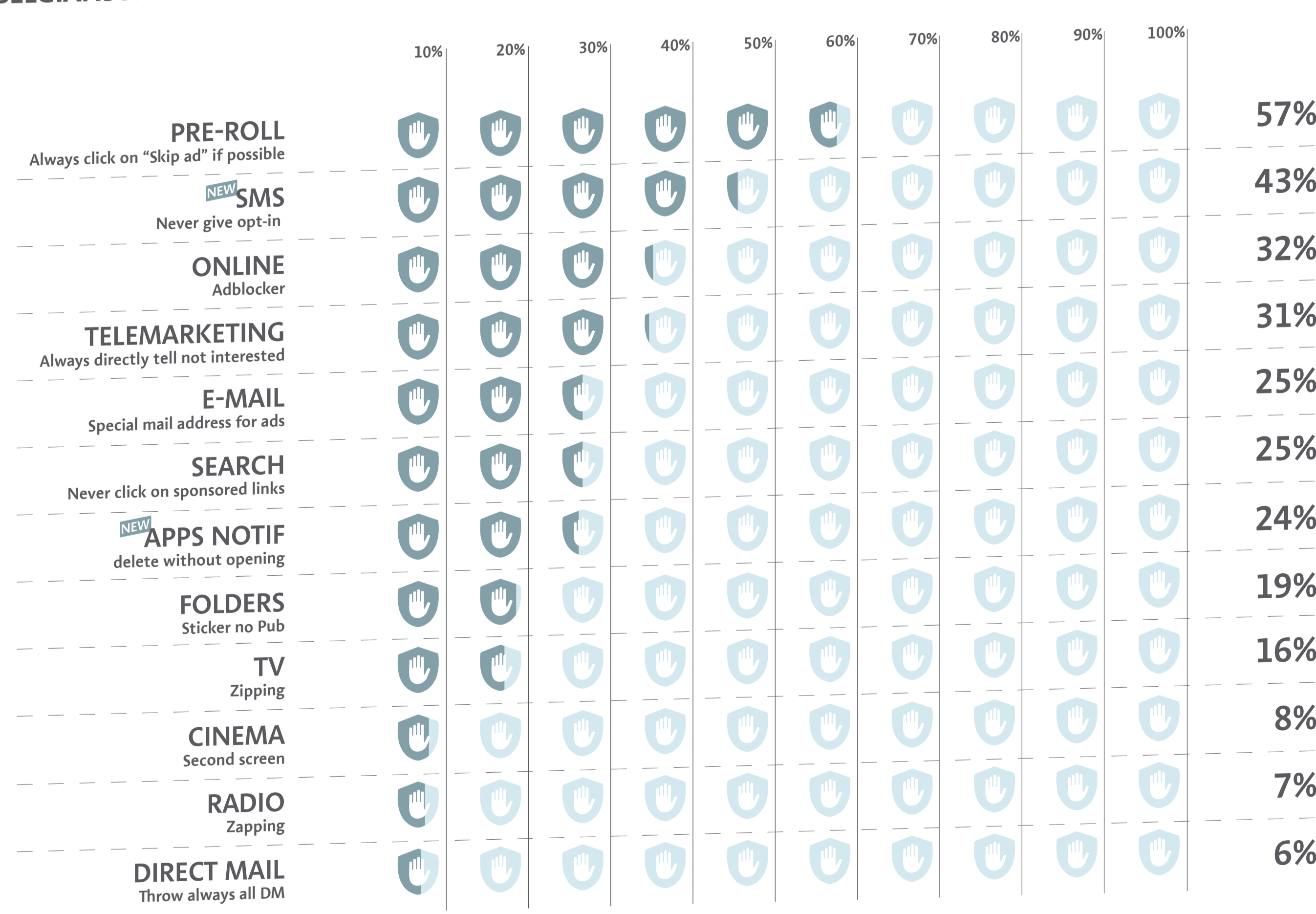
DEFINITION OF THE 3 PERFORMANCE GROUPS BASED ON DISTRIBUTION OF ALL MEDIA SCORES INTO 3 THIRDS IDENTICALLY SCALED. FOR POSITIVE ATTITUDE, BETTER PERFORMANCE ARE RELATED TO HIGHER SCORES. FOR NEGATIVE ATTITUDE, BETTER PERFORMANCE ARE RELATED TO LOWER SCORE.

ADVERTISING AVOIDANCE BY MEDIA

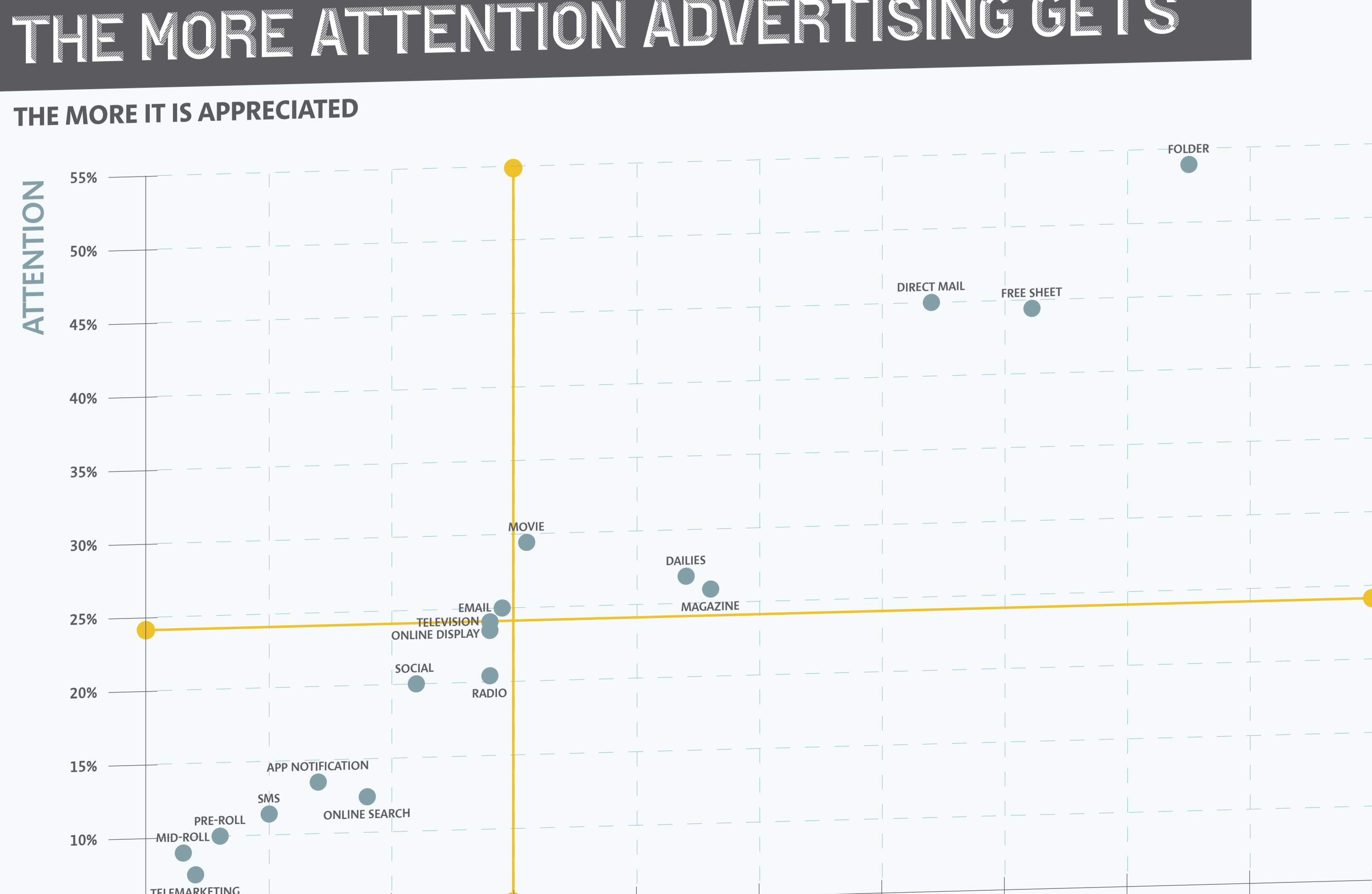


MAJOR AVOIDANCE TECHNIQUES

(% BELGIANS ALWAYS USING THIS TECHNIC)



THE MORE ATTENTION ADVERTISING GETS THE MORE IT IS APPRECIATED



FOR MORE INFORMATION, CONTACT [BPOSTMEDIA@BPOST.BE](mailto:bpostmedia@bpost.be)