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			Interruptive	Overabundant	Not adapted to my needs	Informative	Convincing	Enjoyable
IN-HOME	 DIRECT MAIL	 6%	 16%	 80%	 23%	 14%	 12%	
	 FOLDERS	 4%	 21%	 80%	 43%	 24%	 24%	
TRADITIONAL	 MAGAZINES	 4%	 12%	 92%	 21%	 8%	 15%	
	 DAILIES	 4%	 11%	 93%	 22%	 10%	 14%	
	 FREE SHEETS	 5%	 18%	 89%	 26%	 12%	 18%	
	 TV	 52%	 54%	 92%	 37%	 19%	 21%	
	 RADIO	 22%	 29%	 95%	 17%	 9%	 16%	
	 CINEMA	 15%	 12%	 96%	 14%	 10%	 19%	
DIGITAL	 ONLINE DISPLAY	 22%	 32%	 87%	 23%	 9%	 8%	
	 PRE-ROLL VIDEO	 36%	 39%	 97%	 10%	 4%	 4%	
	 MID-ROLL VIDEO	 49%	 40%	 97%	 7%	 3%	 2%	
	 E-MAILS	 21%	 36%	 87%	 20%	 7%	 7%	
	 SOCIAL MEDIA	 21%	 33%	 88%	 16%	 7%	 7%	
	 SEARCH	 19%	 30%	 94%	 9%	 3%	 2%	
	 SMS	 25%	 20%	 96%	 4%	 1%	 1%	
	 APPS	 26%	 27%	 96%	 6%	 3%	 1%	
OTHER	 TELEMARKETING	 47%	 40%	 98%	 4%	 2%	 1%	