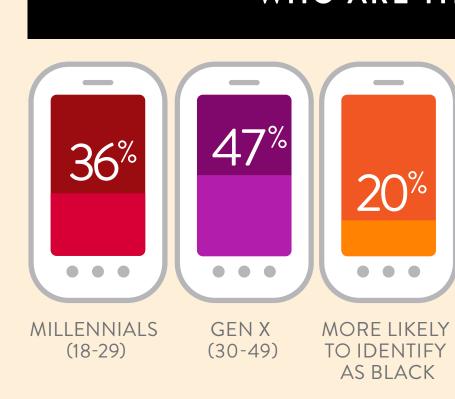


REACHING THE MOBILE AD-FRIENDLY SHOPPER.

Today brands and agencies can reach their audiences even more directly than ever through mobile outreach. But how do you know if your consumer base is open to mobile advertising? In this new infographic, local consumer insights firm, Scarborough, highlights Mobile Ad-Friendly Shoppers* - who they are, what changes they're anticipating in the coming year, how you can

reach them via social and traditional media, and how their local









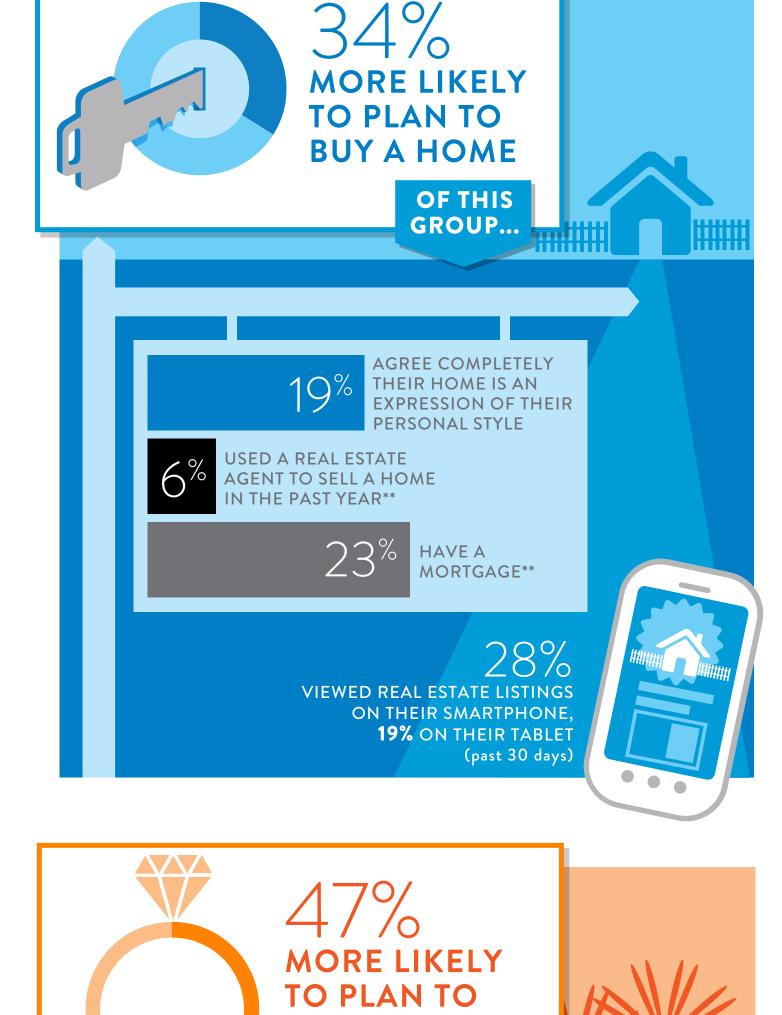


WHAT ARE THEY GEARING UP FOR

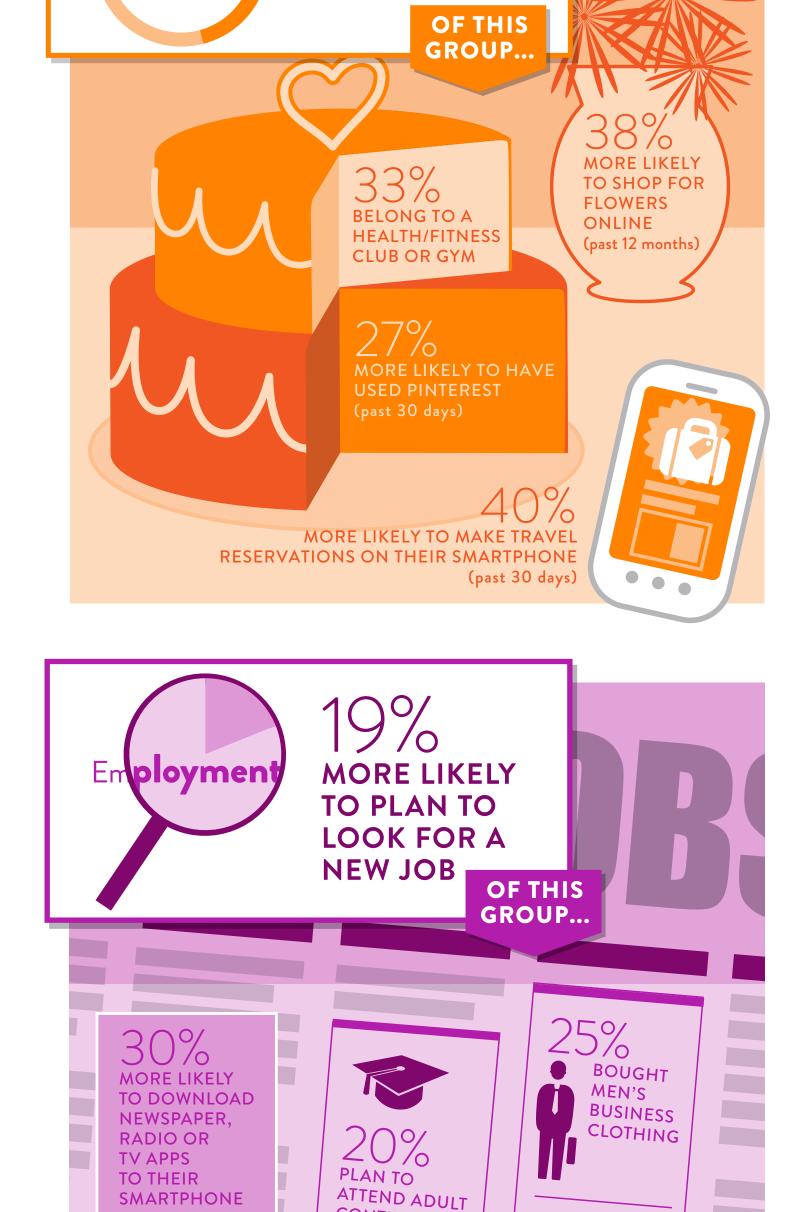
IN THE COMING YEAR?

33%





GET MARRIED



CONTINUING

(next 12 months)

HOW CAN YOU REACH THEM

THROUGH SOCIAL MEDIA?

35%

BOUGHT

WOMEN'S BUSINESS CLOTHING

(past 12 months)

26%

MORE LIKELY TO

SPEND 5+ HOURS

PER DAY SOCIAL

NETWORKING

EDUCATION CLASSES

(past 30 days)

28%

DO SOCIAL

NETWORKING

ON THEIR

TABLET



TOP 5

DO SOCIAL

NETWORKING

ON THEIR

SMARTPHONE



MORE LIKELY TO HAVE CLICKED

ON AN ADVERTISEMENT



MORE LIKELY TO SAY

SOCIAL MEDIA IS

VERY IMPORTANT

NEWSPAPER DAILY SECTIONS: 1. Main News/Front Page Section (51%) 2. Local News Section (47%)

WHERE CAN YOU REACH THEM

VIA TRADITIONAL MEDIA?

1. Pop Contemporary Hit (39%) **2.** Country (26%) 3. Adult Contemporary (25%) **4.** Hot AC (25%)

RADIO FORMATS:



TOP 5

5. Mystery/Suspense/Crime (46%)

TYPES OF TV PROGRAMS TYPICALLY WATCH:

1. Movies (74%)

2. Comedies (73%)

3. Dramas (49%)

4. Sports (47%)

5. Rhythmic Contemporary Hit (18%)

THE MOBILE DIVIDE OF SMARTPHONE/TABLET MARKETS ARE MOBILE **AD-FRIENDLY SHOPPERS**

OROANOKE, VA

KNOXVILLE, TN and ROANOKE, VA are demographically

and behaviorally similar markets, so why does Knoxville have so

OWNERS IN THESE







ADULTS ARE

30%

33%

** Household measurement

BASE: Mobile Americans - Own a smartphone or tablet

MORE LIKELY TO SAY

SOCIAL NETWORKING IS

VERY IMPORTANT FOR

FINDING OUT ABOUT

MORE LIKELY TO SAY

IT'S VERY IMPORTANT

FOR FINDING LOCAL

INFORMATION.

AGREE SOMEWHAT THAT **ADVERTISEMENTS ON CELL PHONES ARE** PRODUCTS AND SERVICES **ANNOYING**

> THEY JUST WANT TO USE THEIR CELL PHONE TO MAKE AND RECEIVE CALLS AND DON'T CARE ABOUT ANY OTHER FEATURES.

18%

17%

MORE LIKELY TO

MORE LIKELY TO AGREE

ROANOKE

ADULTS ARE

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FOLLOW US ON 🍑 & 🕇

phone in exchange for lower monthly costs, live TV or text messaging or disagree that ads on phones are annoying.

*Mobile Ad-Friendly Shoppers – Used smartphone or tablet in the past 30 days for shopping and agree they'd be willing to receive ads on their

Scarborough."

SOURCE: Scarborough USA+ Study, Release 2, 2013 - GfK MRI Attitudinal Insights Data.