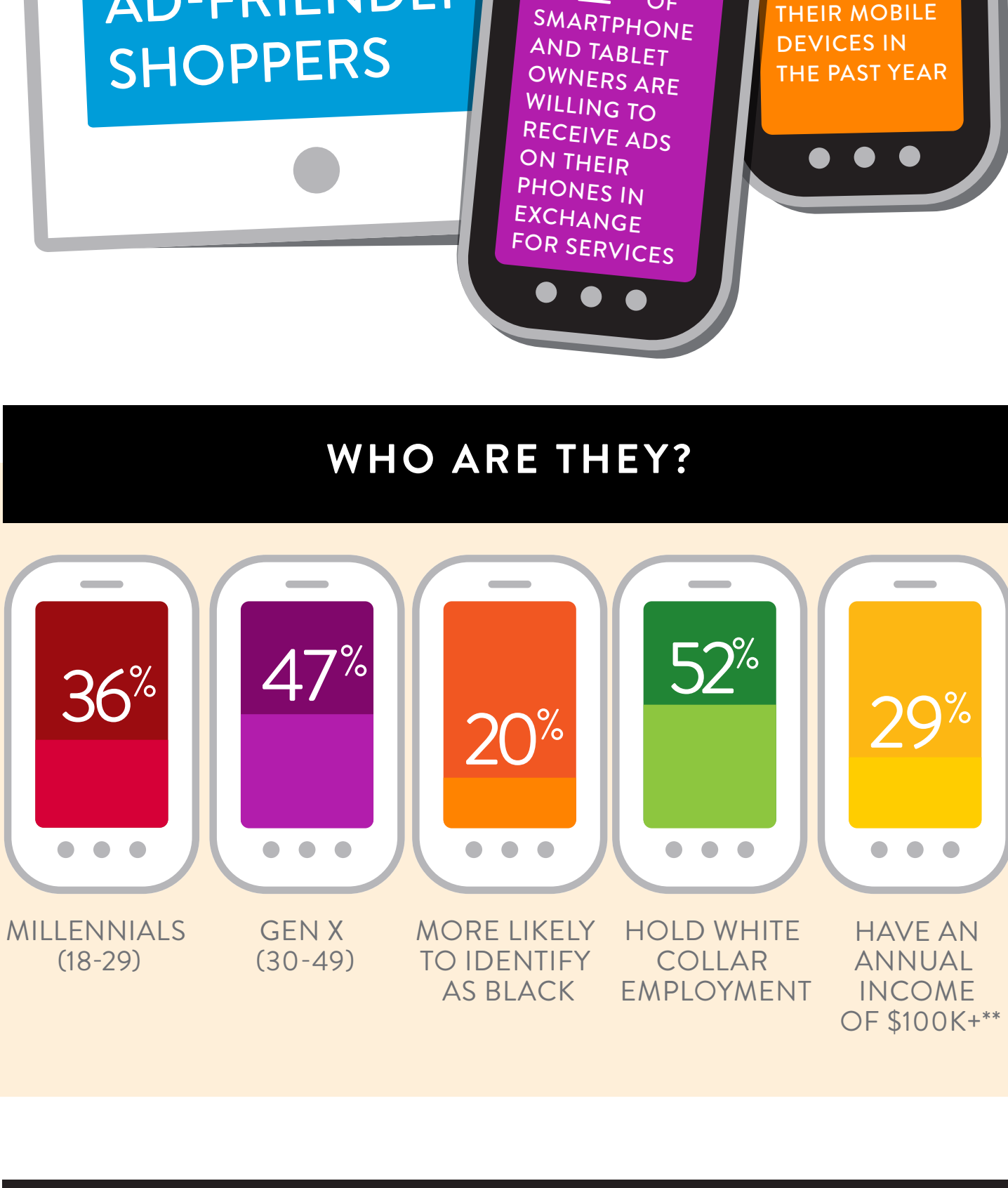
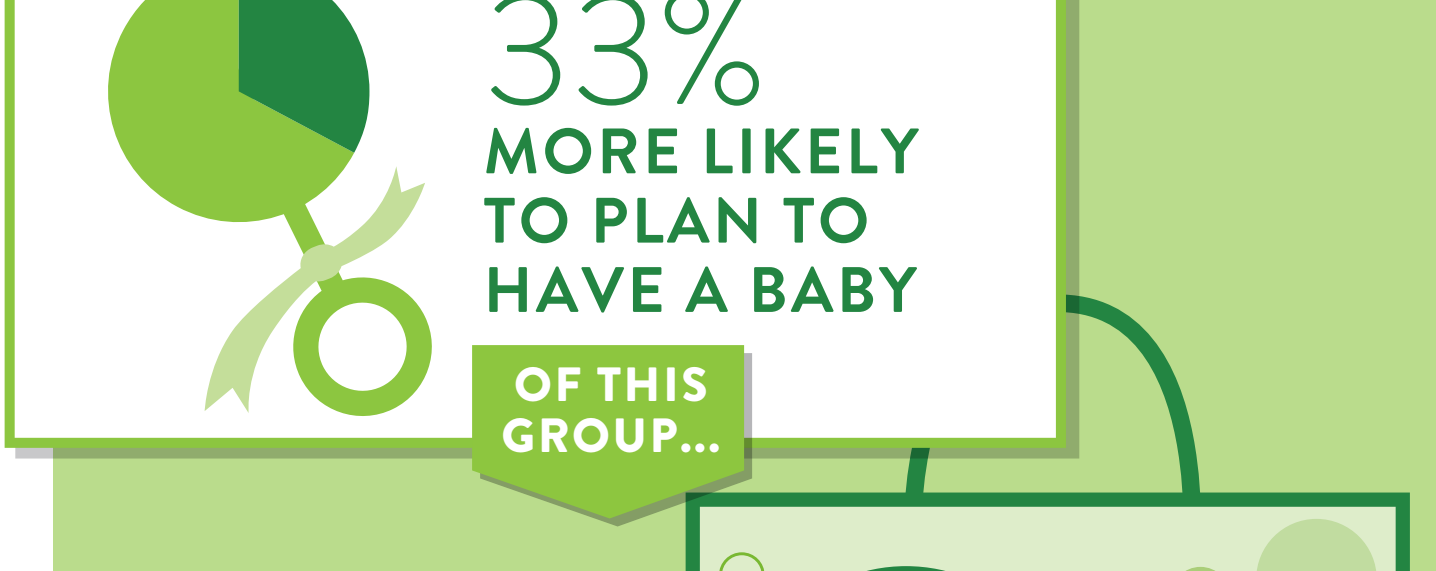


# REACHING THE MOBILE AD-FRIENDLY SHOPPER.

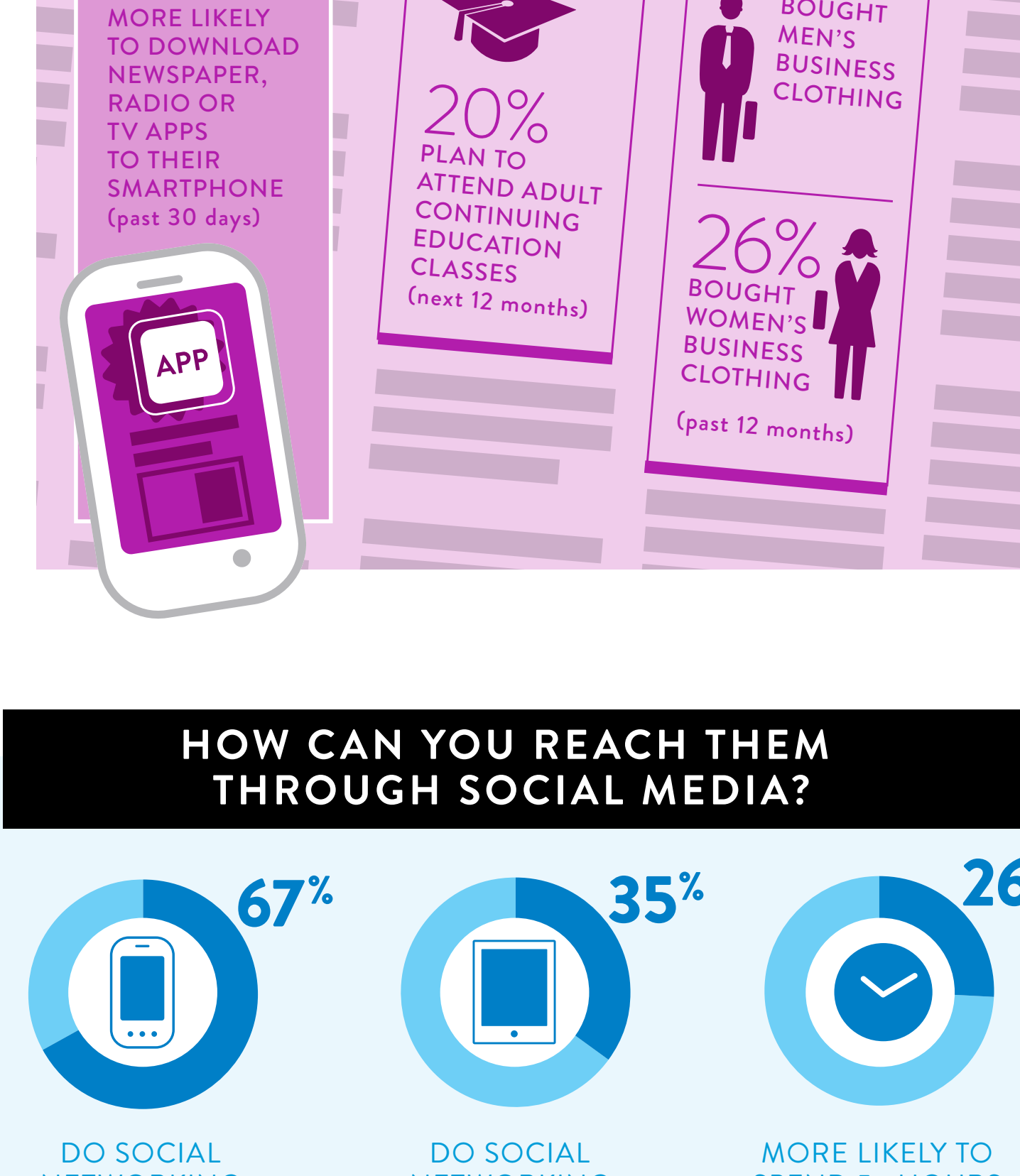
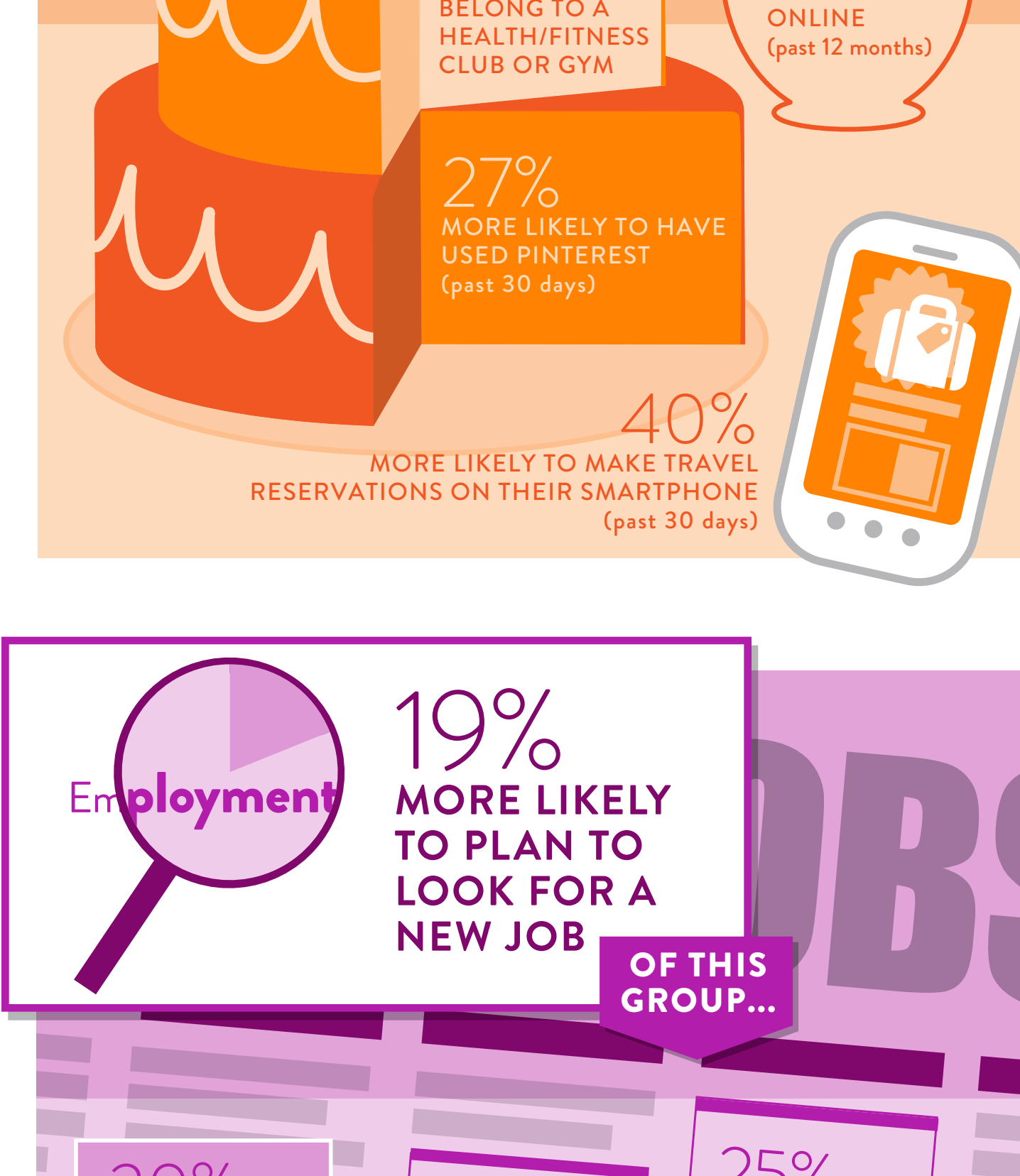
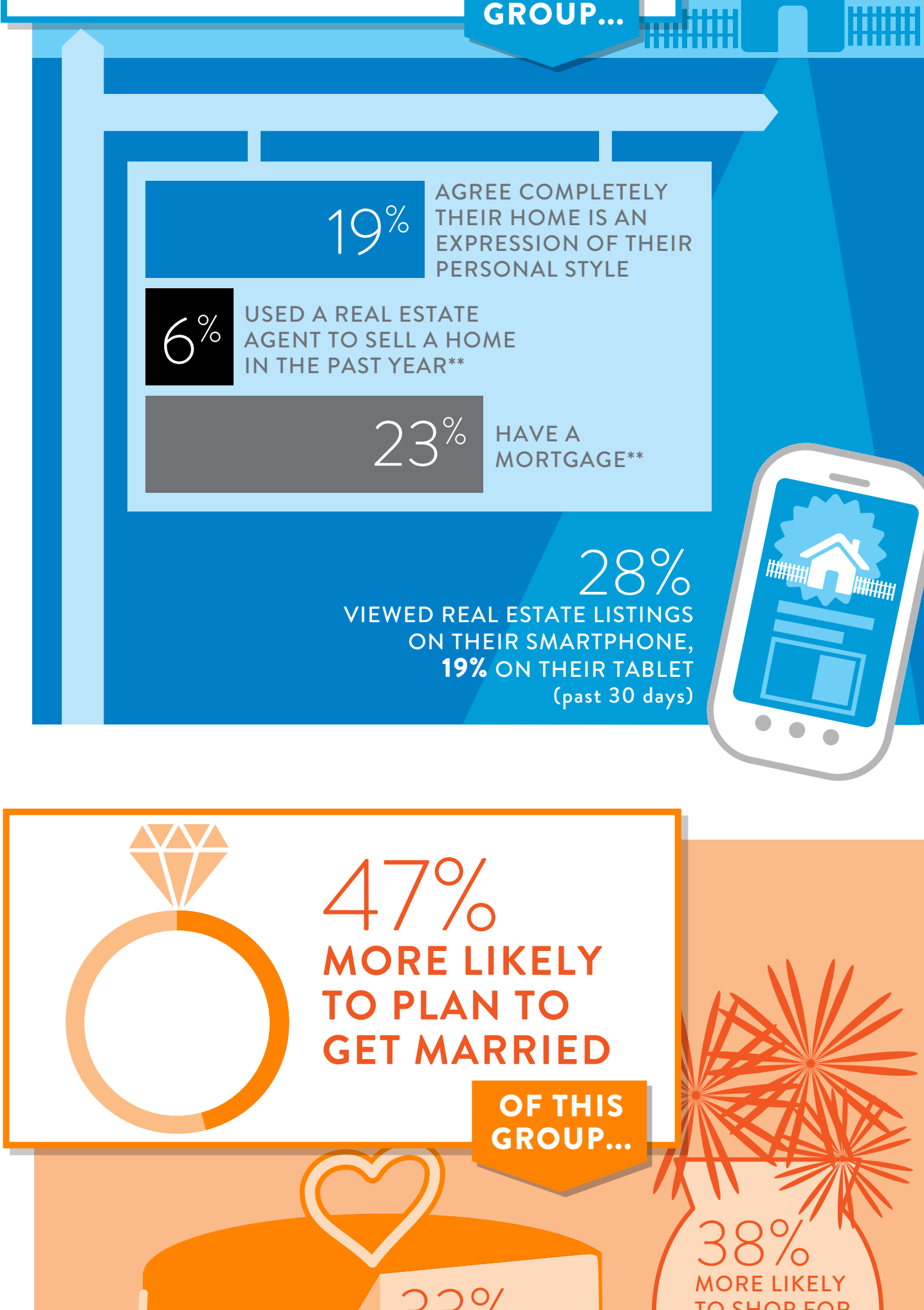
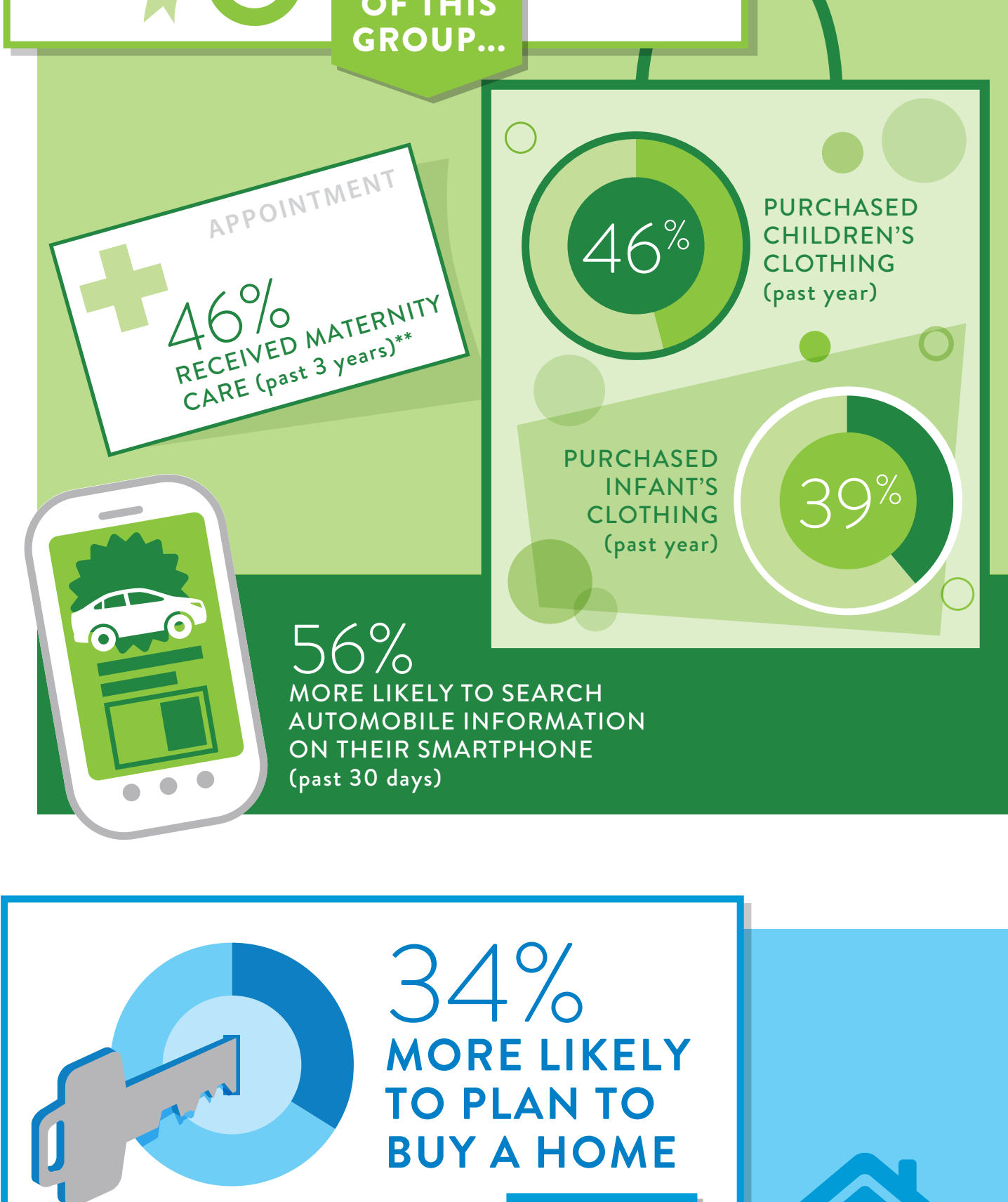
Today brands and agencies can reach their audiences even more directly than ever through mobile outreach. But how do you know if your consumer base is open to mobile advertising? In this new infographic, local consumer insights firm, Scarborough, highlights Mobile Ad-Friendly Shoppers\* - who they are,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



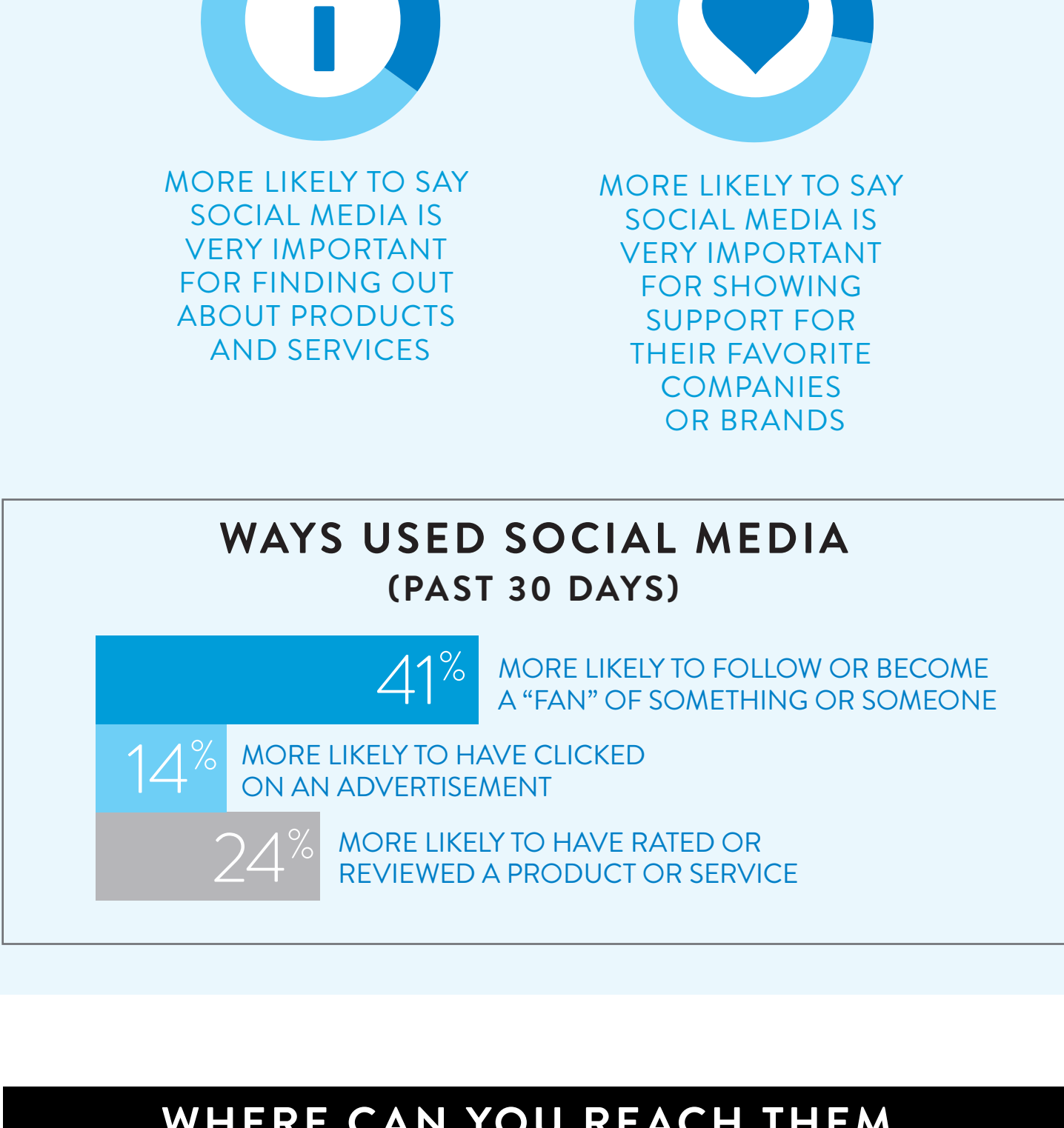
## WHO ARE THEY?



## WHAT ARE THEY GEARING UP FOR IN THE COMING YEAR?



## HOW CAN YOU REACH THEM THROUGH SOCIAL MEDIA?



## WAYS USED SOCIAL MEDIA (PAST 30 DAYS)



## WHERE CAN YOU REACH THEM VIA TRADITIONAL MEDIA?

### TOP 5 NEWSPAPER DAILY SECTIONS:

1. Main News/Front Page Section (51%)
2. Local News Section (47%)
3. Advertising Circulars/Inserts/Flyers (35%)
4. Entertainment/Lifestyle Pages (33%)
5. Comics (32%)

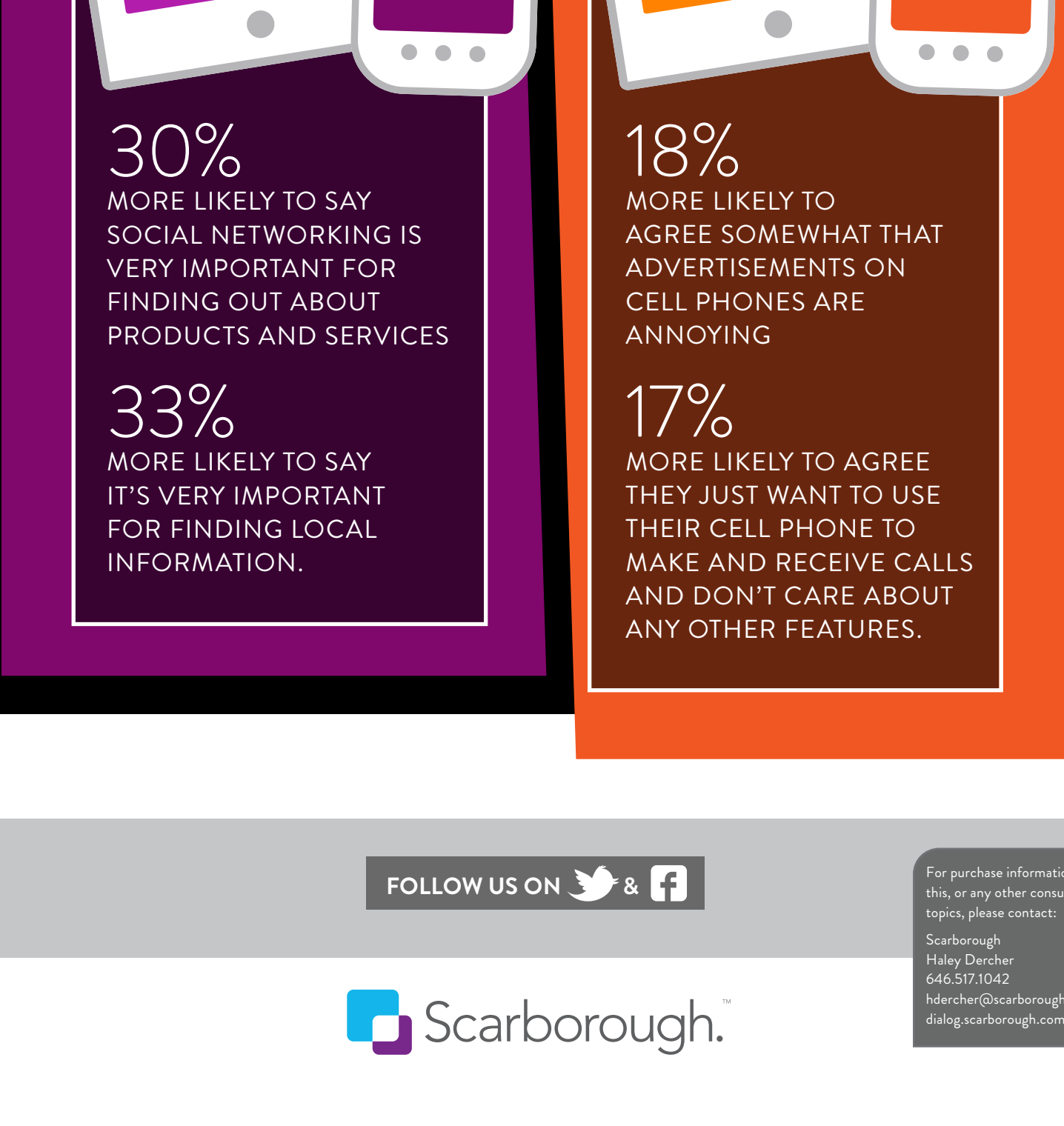
### TOP 5 RADIO FORMATS:

1. Pop Contemporary Hit (39%)
2. Country (26%)
3. Adult Contemporary (25%)
4. Hot AC (25%)
5. Rhythmic Contemporary Hit (18%)

### TOP 5 TYPES OF TV PROGRAMS TYPICALLY WATCH:

1. Movies (74%)
2. Comedies (73%)
3. Dramas (49%)
4. Sports (47%)
5. Mystery/Suspense/Crime (46%)

## THE MOBILE DIVIDE



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

\*\* Household measurement

BASE: Mobile Americans - Own a smartphone or tablet

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