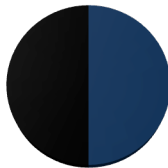

Media Influence Insights

Who do consumers trust in media? Can media influence their decisions? Is the Internet a trusted source? These and other questions were asked in a study of over 24,000 media users via Triton Digital's Immediate Insights research platform. The study found that consumer trust in traditional media is much higher than digital media. The most-trusted medium was television (45%), followed by newspapers (20%) and then radio (18%). Digital media lagged far behind. This trust translated into a powerful advertising influence for traditional media: Nearly 64% of consumers admitted to buying a product after seeing it advertised via TV, radio, or newspapers. Again, Internet advertising lagged. Where the Internet shines is with engaged consumers: The single biggest influencer of direct purchases was research on the Internet.

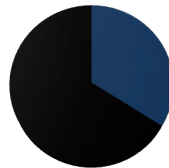
24K+

U.S. Respondents Polled



46%

Respondents who named TV as most trusted news source



64%

Respondents who've made a purchase due to traditional media ads

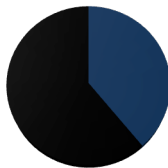
“While digital media continues to explode in popularity and affect traditional media usage, the underlying trust of media consumers toward digital when compared to traditional media are far different. It is clear that consumers trust traditional media more than digital sources, even including social media. Similarly, traditional media advertising continues to prove effective, with users not just recommendations but advertisements influential to their purchasing decisions.”

-Jim Kerr, VP/Business Strategy
Triton Digital



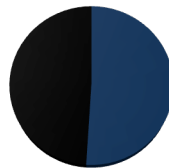
25%

Respondents who posted a question to traditional media via the Internet



61%

Respondents with purchases influenced by Internet research



46%

Respondents who give greater consideration to products recommended by media



Full Survey Results | Media Influence

24041 Respondents

9752 Males

14248 Females

Which media source do you trust the most for news and information?

Total	Percent	M	F	Answer
4260	17.70%	19.80%	16.30%	Radio
10879	45.20%	38.40%	49.90%	TV
4921	20.40%	21.90%	19.50%	Newspapers
976	4.10%	4%	4.10%	Social media updates
3005	12.50%	15.90%	10.20%	Internet-only news sources

Have you ever posted a question to a radio station, TV station, or newspaper via their website or social media?

Total	Percent	M	F	Answer
6031	25.10%	26.90%	23.80%	Yes
18010	74.80%	73.10%	76.20%	No

Have you ever received a reply to a question you posted to a radio station, TV station, or newspaper website?

Total	Percent	M	F	Answer
4600	19.10%	20.50%	18.20%	Yes
6703	27.80%	29.80%	26.60%	No
12738	52.90%	49.70%	55.20%	Not applicable

Have you ever purchased a product or service due to an advertisement you've heard on the radio, seen on TV, or seen in a newspaper?

Total	Percent	M	F	Answer
15317	63.60%	60.60%	65.80%	Yes
8724	36.20%	39.40%	34.20%	No

If you've communicate your opinion to your local TV station, radio station, or newspaper, do you feel they will consider your concerns/comments?

Total	Percent	M	F	Answer
6443	26.80%	26.40%	27.10%	Yes
6332	26.30%	29.80%	24%	No
11266	46.80%	43.70%	49%	I don't communicate with them

If a local newspaper, TV station, or radio station recommends a product or service, do you give it greater consideration?

Total	Percent	M	F	Answer
10954	45.50%	41.30%	48.50%	Yes
13087	54.40%	58.70%	51.50%	No

When you have decided on buying a product but haven't decided on which brand, which of the following could influence your brand-buying decision? (Please check all that apply.)

Total	Percent	M	F	Answer
5019	20.90%	21.20%	20.70%	A radio commercial
6803	28.30%	26%	29.90%	A television commercial



3766	15.60%	16.40%	15.20%	A newspaper advertisement
4022	16.70%	14.50%	18.30%	A testimonial from a local TV, radio, or newspaper personality
14708	61.10%	59.50%	62.30%	Research you did on the internet
4140	17.20%	17.10%	17.30%	Recommendation from an "if you like this, you'll also like this" source (e.g. Amazon.com)

Margin of error: +/- .4%