



The Future of Digital Advertising: Designs for Mobile Screens May Be More Effective

**Conducted by the Media Insight Project
An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research**

*Interviews: 11/9-12/6/2016
1,489 adults*

Margin of error: +/- 3.5 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Q1. How often do you watch, read, or hear news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other topic, that you may get in print, on television, radio, social media, or through word of mouth. Do you generally watch, read, or hear news...?

	AP-NORC 11/9-12/6/2016
Several times an hour	7
Several times a day	61
Once a day	18
Several times a week	8
Weekly	2
Less often	4
Never	*
SKIPPED ON WEB	*

N= 1,489

Q2. Thinking of the technology platform, not the news organization doing the reporting, in which of the following formats do you receive your news and information in a typical week?

AP-NORC 11/9-12/6/2016	Yes	No	SKP.
In a digital format, such as a website, app, or email	79	16	5
In print, such as a print newspaper or magazine	39	53	9
On television, radio, or from podcasts	88	10	2

N=1,489

Q3. Choose the statement that best describes you, even if it is not exactly right. In general,

	AP-NORC 11/9-12/6/2016
I actively seek out news and information	64
I mostly bump into news and information as I do other things or hear about it from others	36
SKIPPED ON WEB	*

N= 1,489

Q4. When it comes to news and information, in a typical week do you do any of the following?

AP-NORC 11/9-12/6/2016	Yes	No	SKP.
Use a smartphone or tablet computer to get news, either through apps, text alerts, push notifications, or some other way	76	22	2
Get news from an email newsletter or email alerts from a news organization	42	54	4
Get news on social media	64	32	3
Regularly share news content with others	49	46	5
Pay for news through any type of print or digital news purchases	22	73	4

N=1,489

Q5. Thinking about when you get news on digital platforms like the web, how important is it to you that...

[ITEMS RANDOMIZED]

AP-NORC 11/9-12/6/2016	Not at all/ not very important NET	Not at all important	Not very important	Somewhat important	Very/ Extremely important NET	Very important	Extremely important	SKP.
There is good use of visuals such as photos, interactive features, videos, lists, or charts	20	7	14	40	39	29	10	1
The site or app loads fast	11	6	5	26	61	40	21	1
It works well on your mobile device	17	12	6	21	60	38	22	1
The ads do not interfere with getting news and information	13	5	8	22	64	33	31	1

N=1,489

Q6. How interested are you personally in the following topics?

[ITEMS RANDOMIZED]

AP-NORC 11/9-12/6/2016	Extremely/ Very interested NET	Extremely interested	Very interested	Moderately interested	Only a little/ Not at all interested NET	Only a little interested	Not at all interested	SKP.
Sports	30	14	16	25	45	22	23	*
Cooking	37	13	24	32	30	19	11	*
Health and well-being	57	20	37	33	10	8	2	*
Cars	18	6	12	26	55	27	28	1

N=1,489

Q7. When it comes to talking about news and information about health and well-being, how trustworthy do you find each of the following people?

[ITEMS RANDOMIZED]

AP-NORC 11/9-12/6/2016	Very/ Somewhat trust- worthy	Very trust- worthy	Somewhat trust- worthy	Very/ Somewhat untrust- worthy	Somewhat untrust- worthy	Very untrust- worthy	I am not familiar with this person	SKP.
Oprah	54	13	41	40	25	15	6	1
Jillian Michaels	38	6	33	19	13	7	41	1
Lester Holt	38	12	26	19	13	6	42	1
Surgeon General Vivek H. Murthy	34	13	20	12	8	3	54	1
Dr. Sanjay Gupta	44	15	28	12	8	4	43	1
Dr. Oz	53	15	38	37	23	14	10	1
Gwyneth Paltrow	25	3	22	45	26	19	30	1
Kayla Itsines	7	2	6	12	8	4	80	1

N=1,489

Q7_1. When it comes to reporting news and information about health and well-being, how trustworthy do you find...?

[ITEMS RANDOMIZED]

	Very/ Somewhat trust- worthy	Very trust- worthy	Somewhat trust- worthy	Very/ Somewhat untrust- worthy	Somewhat untrust- worthy	Very untrust- worthy	I am not familiar with this source	SKP.
AP-NORC 11/9-12/6/2016								
The Associated Press	62	16	46	24	19	5	14	*
The New York Times	62	20	42	27	17	10	11	1
CBS News	71	18	53	25	17	8	4	1
Buzzfeed	24	2	22	40	27	13	36	*

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START OF AD EXPERIMENT

All respondents were shown an article titled, “Bright spot: Antarctica’s ozone hole is starting to heal.” The banner at the top of the article indicated the article came from TIME. The article was accompanied by an advertisement for Williams-Sonoma cookware. The advertisement was identical in appearance for all respondents but was displayed in three different ways: 1) a static ad tucked to the side of the article text, 2) an ad that scrolled down from the top of the page as the respondent scrolled down the page, or 3) a pop-up ad that the respondent had to click off of before viewing the article. The contents of the article itself were identical across all three ad conditions. Examples of the conditions displayed can be found in the appendix.

Q8. Now that you have read the article, do you think you would do any of the following, or do you think you would not do these things?

[ITEMS RANDOMIZED]

Share this article with friends, family, or coworkers

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes	39	36	37	44
No	61	64	63	56
SKIPPED ON WEB	*	*	*	*

N=1,489

Sign up for news alerts from TIME

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes	15	14	11	19
No	84	85	88	80
SKIPPED ON WEB	1	1	*	1

N=1,489

Follow TIME on social media

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes	24	23	22	26
No	76	77	78	74
SKIPPED ON WEB	*	*	*	1

N=1,489

Recommend TIME to friends, family, or coworkers

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes	32	31	29	35
No	68	69	70	65
SKIPPED ON WEB	*	*	*	1

N=1,489

Visit TIME again in the future to read more of its news

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes	52	49	51	55
No	48	51	49	45
SKIPPED ON WEB	*	*	*	1

N=1,489

Q9. How well does each of the following statements describe this article?

[ITEMS RANDOMIZED]

It got the facts right

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Extremely/Very well NET	32	31	32	34
Extremely well	8	8	7	8
Very well	25	23	25	26
Moderately well	48	48	45	49
Not very well/Not at all well NET	18	19	20	14
Not very well	11	13	12	10
Not at all well	6	6	8	5
SKIPPED ON WEB	3	2	3	3

N=1,489

THE FUTURE OF DIGITAL ADVERTISING: DESIGNS FOR MOBILE SCREENS MAY BE MORE EFFECTIVE

It provided diverse points of view

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Extremely/Very well NET	22	20	22	24
Extremely well	3	2	4	4
Very well	19	18	18	20
Moderately well	38	38	41	35
Not very well/Not at all well NET	38	40	36	39
Not very well	29	31	25	31
Not at all well	9	9	11	8
SKIPPED ON WEB	2	2	1	2

N=1,489

It was entertaining

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Extremely/Very well NET	28	26	27	30
Extremely well	6	4	8	5
Very well	22	22	20	25
Moderately well	43	47	40	42
Not very well/Not at all well NET	27	25	32	26
Not very well	18	17	19	17
Not at all well	10	8	12	9
SKIPPED ON WEB	1	1	1	2

N=1,489

It had a professional appearance

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Extremely/Very well NET	56	53	57	57
Extremely well	14	12	16	14
Very well	42	41	41	44
Moderately well	33	35	33	32
Not very well/Not at all well NET	10	11	9	9
Not very well	6	8	5	6
Not at all well	3	3	5	3
SKIPPED ON WEB	1	2	1	2

N=1,489

THE FUTURE OF DIGITAL ADVERTISING: DESIGNS FOR MOBILE SCREENS MAY BE MORE EFFECTIVE

It was easy to find the important information

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Extremely/Very well NET	49	45	50	52
Extremely well	12	12	12	13
Very well	37	33	38	40
Moderately well	38	42	38	35
Not very well/Not at all well NET	11	12	11	11
Not very well	9	10	9	8
Not at all well	3	2	3	3
SKIPPED ON WEB	1	1	1	1

N=1,489

The information was trustworthy

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Extremely/Very well NET	34	29	37	35
Extremely well	8	8	8	8
Very well	26	21	29	27
Moderately well	45	47	41	46
Not very well/Not at all well NET	20	22	21	17
Not very well	14	16	14	13
Not at all well	6	6	7	4
SKIPPED ON WEB	1	1	1	1

N=1,489

Q10. Did you notice any advertisements accompanying the article or didn't you notice any?

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
I did notice advertisements	57	48	62	61
I did not notice advertisements	43	51	38	39
SKIPPED ON WEB	*	*	*	*

N=1,489

If noticed advertisements in Q10

Q11. What product was the advertisement promoting?

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Recalled correctly	49	53	55	41
Did not recall correctly	51	47	45	59

N=872

If noticed advertisements in Q10

Q12. What brand was the advertisement promoting?

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Recalled correctly	18	21	21	15
Did not recall correctly	82	79	79	85

N=872

If noticed advertisements in Q10

Q13. Did the advertisements have any of the following impacts or didn't they?

[ITEMS RANDOMIZED]

They made it difficult for you to read the article

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes, the advertisements had this impact	42	19	37	61
No, the advertisements did not have this impact	58	81	63	38
SKIPPED ON WEB	*	-	*	*

N=872

They annoyed you

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes, the advertisements had this impact	60	40	55	78
No, the advertisements did not have this impact	40	60	45	22
SKIPPED ON WEB	*	-	-	*

N=872

You stopped reading because of the ad

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes, the advertisements had this impact	23	17	19	30
No, the advertisements did not have this impact	76	83	81	68
SKIPPED ON WEB	1	*	*	2

N=872

You were interested in the ad

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes, the advertisements had this impact	8	10	6	9
No, the advertisements did not have this impact	91	90	92	90
SKIPPED ON WEB	1	-	1	1

N=872

You wanted to click on the ad to learn more

AP-NORC 11/9-12/6/2016	All adults	Static ad condition	Scroll ad condition	Pop-up ad condition
Yes, the advertisements had this impact	7	6	6	8
No, the advertisements did not have this impact	92	94	94	90
SKIPPED ON WEB	1	-	1	2

N=872

PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC 11/9-12/6/2016
Democrat	34
Republican	26
Independent	24
None of these	15
SKIPPED ON WEB	*

N= 1,489

If Independent, none of these, or skipped on web in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 11/9-12/6/2016
Lean Democrat	28
Lean Republican	31
Don't lean	41
SKIPPED ON WEB	1

N= 560

If Democrat in PID1

PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?

	AP-NORC 11/9-12/6/2016
Strong Democrat	42
Moderate Democrat	57
SKIPPED ON WEB	1

N= 628

If Republican in PID1

PIDb. Do you consider yourself a strong Republican or a moderate Republican?

	AP-NORC 11/9-12/6/2016
Strong Republican	37
Moderate Republican	63
SKIPPED ON WEB	*

N= 302

POLITICS. Combines PID1, PIDI, PIDa, and PIDb.

	AP-NORC 11/9-12/6/2016
Democrat NET	45
Strong Democrat	14
Moderate Democrat	19
Lean Democrat	11
Independent/None – Don't lean	16
Republican NET	38
Lean Republican	12
Moderate Republican	16
Strong Republican	10
Unknown	*

N= 1,489

GENDER

	AP-NORC 11/9-12/6/2016
Male	48
Female	52

N= 1,489

EDUCATION

	AP-NORC 11/9-12/6/2016
No high school diploma	12
High school graduate or equivalent	29
Some college	28
Bachelor's degree or above	32

N= 1,489

AGE

	AP-NORC 11/9-12/6/2016
18-24	12
25-34	18
35-49	25
50-64	26
65 and older	19

N= 1,489

INCOME

	AP-NORC 11/9-12/6/2016
Under \$10,000	5
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	17
\$150,000 or more	8

N= 1,489

RACE/ETHNICITY

	AP-NORC 11/9-12/6/2016
White	67
African American	12
Hispanic	16
Other	5

N= 1,489

Media Insight Project Poll

Experiment Methodology

This survey experiment was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press NORC Center for Public Affairs Research. The survey was conducted from November 9 through December 6, 2016. The survey was funded by API. Staff from API, NORC at the University of Chicago, and AP collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Panel, which is NORC's probability based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, nonzero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

The experiment randomly assigned respondents to one of three ad conditions—a static ad tucked to the right of the article's text, a scroll that lowers down from the top of the article as the reader scans down the article, or a pop-up ad that the reader has to click off of to see the article. Each respondent then saw an ad with an article originally from AP titled, "Bright spot: Antarctica's ozone hole is starting to heal," under a banner using the logo for TIME. The content and display of the article was identical across all three conditions aside from the type of ad displayed. The advertisement itself was for Williams-Sonoma cookware. Examples of how each of these ad types appeared on the screen can be seen in the Appendix.

Interviews for this survey were conducted with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from the AmeriSpeak Panel, and 1,489 completed the survey, all via the web. The final stage completion rate is 34.8 percent, the weighted household panel response rate is 32.4 percent, and the weighted household panel retention rate is 95.5 percent, for a cumulative response rate of 10.8 percent.

The overall margin of sampling error is +/- 3.5 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Respondents were offered a small monetary incentive for completing the survey (\$2 or \$4 depending on their initial panel recruitment). All interviews were conducted in English by professional interviewers who were carefully trained on the specific survey for this study.

Once the sample was selected and fielded, and all the study data had been collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under and over sampling resulting from the study specific sample design. Poststratification variables included age, gender, Census region, race/ethnicity, and education. Weighting variables were obtained from the 2016 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

Details about the Media Insight Project can be found at: www.mediainsight.org.

Appendix

Static ad

Please review this article:



Bright spot: Antarctica's ozone hole is starting to heal

By SETH BORENSTEIN Jun. 30, 2016 2:11 PM EDT

WASHINGTON (AP) — Antarctica's ozone hole finally is starting to heal, a new study finds.

In a triumph of international cooperation over a man-made environmental problem, research from the United States and the United Kingdom shows that the September-October ozone hole is getting smaller and forming later in the year. And the study in Thursday's journal *Science* also shows other indications that the ozone layer is improving after it was being eaten away by chemicals in aerosols and refrigerants. Ozone is a combination of three oxygen atoms; high in the atmosphere, it shields Earth from ultraviolet rays.

The hole has shrunk by about 1.7 million square miles (4.5 million square kilometers) in the key month of September since the year 2000 — a decline of about one-fifth, the study found. That difference is more than six times larger than the state of Texas. It also is taking about 10 days longer to reach its largest size, according to the study.

The hole won't be completely closed until mid-century, but the healing is appearing earlier than scientists expected, said study lead author Susan Solomon of MIT.

"It isn't just that the patient is in remission," Solomon said. "He's actually starting to get better. The patient got very sick in the '80s when we were pumping all that chlorine" into the atmosphere.

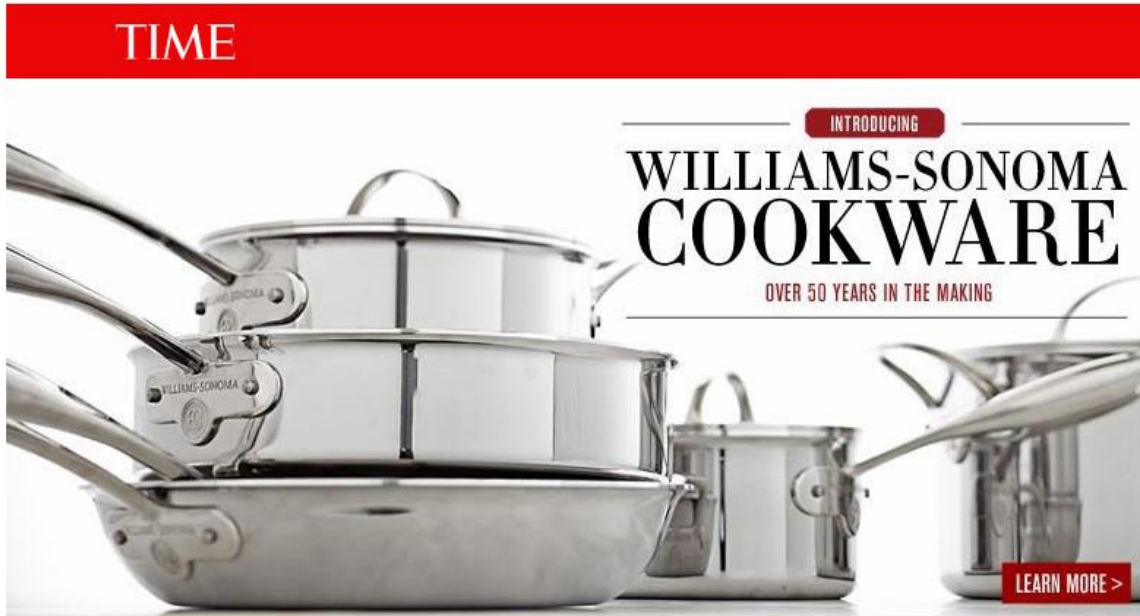
"I think it's a tremendous cause for hope" for fixing other environment problems, such as man-made climate change, said Solomon, who led two U.S. Antarctic expeditions to measure the ozone layer in the 1980s and has also been a leader in studying global warming.



[PREVIOUS](#) [CONTINUE](#)

Scroll ad

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Pop-up ad, before:

Please review this article:

TIME

Bright spot: Antarctica's ozone hole is



INTRODUCING
**WILLIAMS-SONOMA
COOKWARE**
OVER 50 YEARS IN THE MAKING

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"It isn't just that the patient is in remission," Solomon said. "He's actually starting to get better. The patient got very sick in the '80s when we were pumping all that chlorine" into the atmosphere.

"I think it's a tremendous cause for hope" for fixing other environment problems, such as man-made climate change, said Solomon, who led two U.S. Antarctic expeditions to measure the ozone layer in the 1980s and has also been a leader in studying global warming.

PREVIOUS CONTINUE

Pop-up ad, after:

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