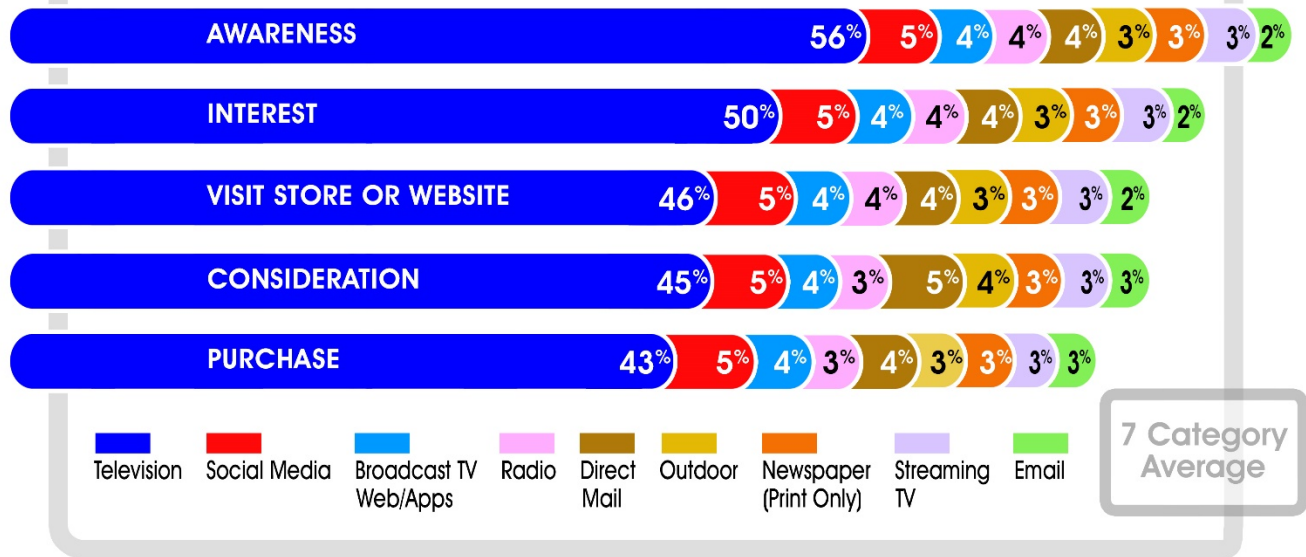


What Medium Influences Consumers Most?



- **TV is the most important influencer at all stages of the purchase funnel.** This is true for all ethnic and age groups studied, even 18-34 year olds.
- **TV drives consumer awareness:** 77% of consumers saw a TV ad, and 56% of them listed TV as the most important influence in the awareness stage of the purchase funnel.
- **Local broadcast TV news is the most trusted; social media the least:** 83% of consumers consider local broadcast news to be the most trusted news source, and 69% trust local news from local broadcast TV websites and apps. Social media was the least trusted at 45%.
- **TV ads influence search selections:** Among those who do online searches, 85% of consumers said TV ads influenced their online searches.
- **TV ads motivate opinion leaders:** 78% of opinion leaders said they took an action after seeing/hearing ads on TV.
- **More exposures mean more action:** 63% of consumers who saw 1-3 TV ads took some kind of action, while 69% of consumers who saw 4 or more TV ads took some kind of action.

Source: GfK TVB Purchase Funnel 2019

7 categories = Automotive, Banking Services, Furniture-Bedding-Carpet, Legal, Medical, QSR-Casual Dining and Travel.

Opinion leaders = My friends/family ask and trust my advice.