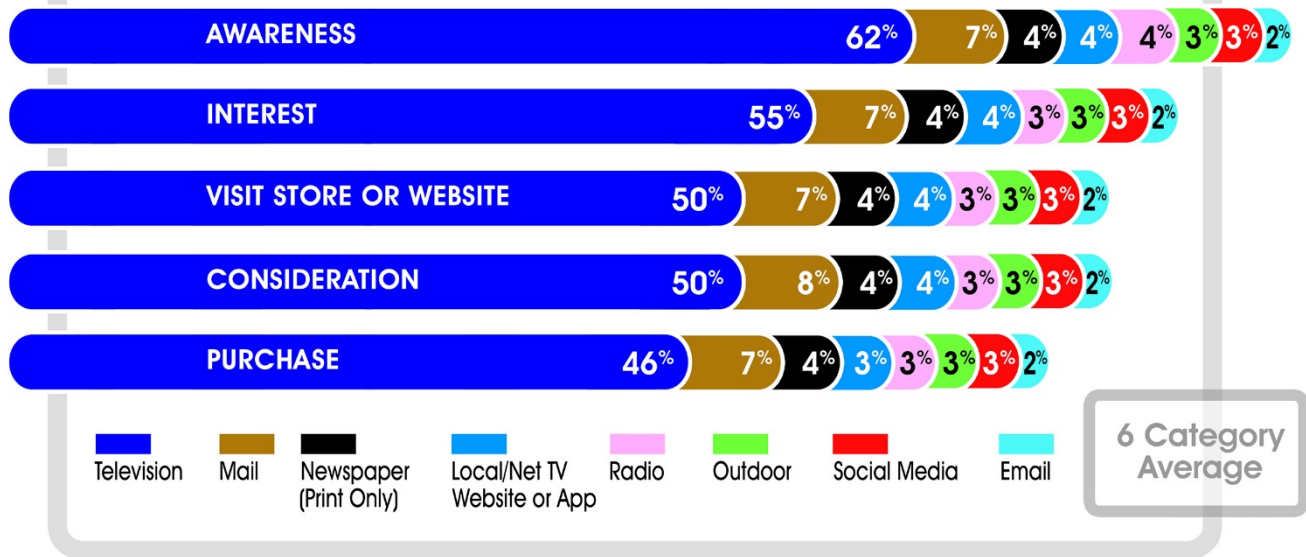


What Medium Influences Consumers Most?



- TV is the most important influencer at all stages of the purchase funnel, greater than all other media platforms combined.** 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 62% 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:** 81% of consumers consider local broadcast news to be the most trusted news source, and 68% trust news from local broadcast TV websites and apps. Social media was the least trusted at 40%.
- TV ads influence search selections:** 65% of consumers said TV ads have influenced their online searches.
- TV ads motivate opinion leaders:** 71% of opinion leaders said they took an action after seeing/hearing ads on TV.
- More exposures mean more action:** 54% of consumers who saw 1-3 TV ads took some kind of action, while 62% of consumers who saw 4 or more TV ads took some kind of action.

Source: GfK TVB Purchase Funnel 2017

6 categories = Automotive, Banking Services, Furniture, Bedding & Carpet, Legal, Medical and QSR/Casual Dining.
Opinion leaders = My friends/family ask and trust my advice