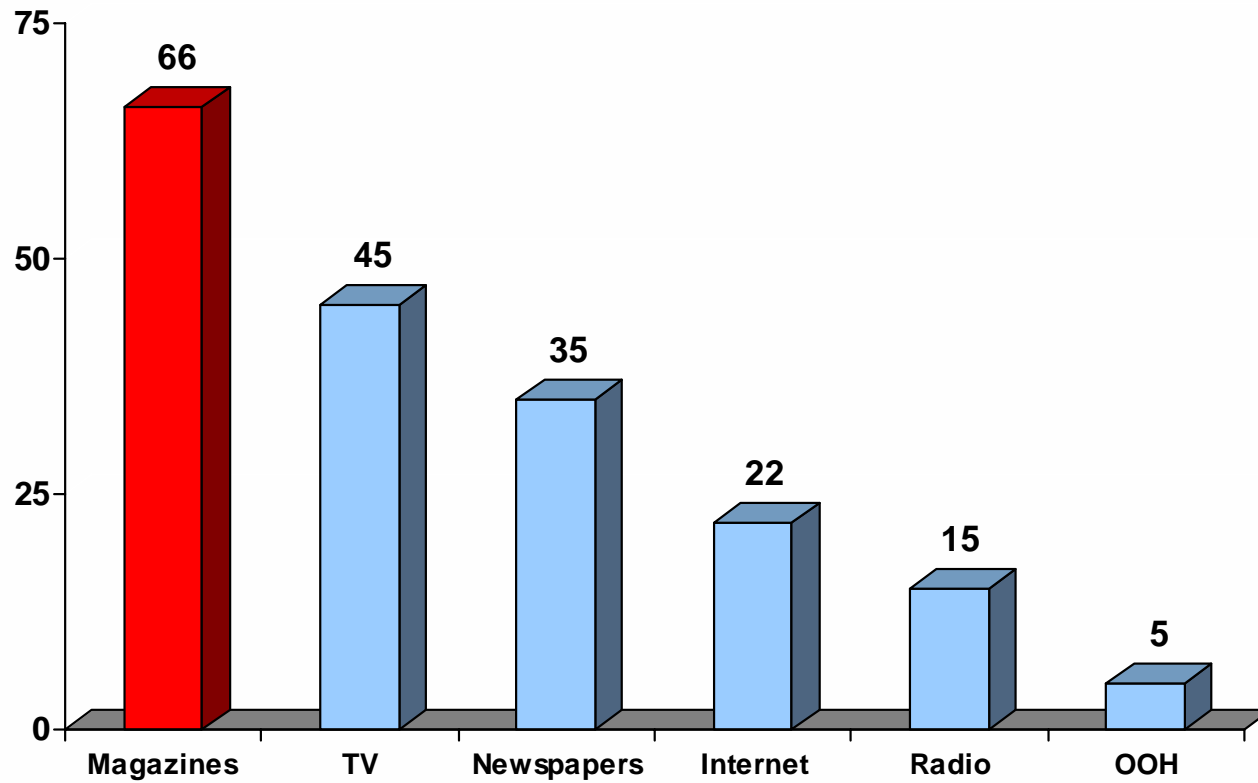


Media Preferences

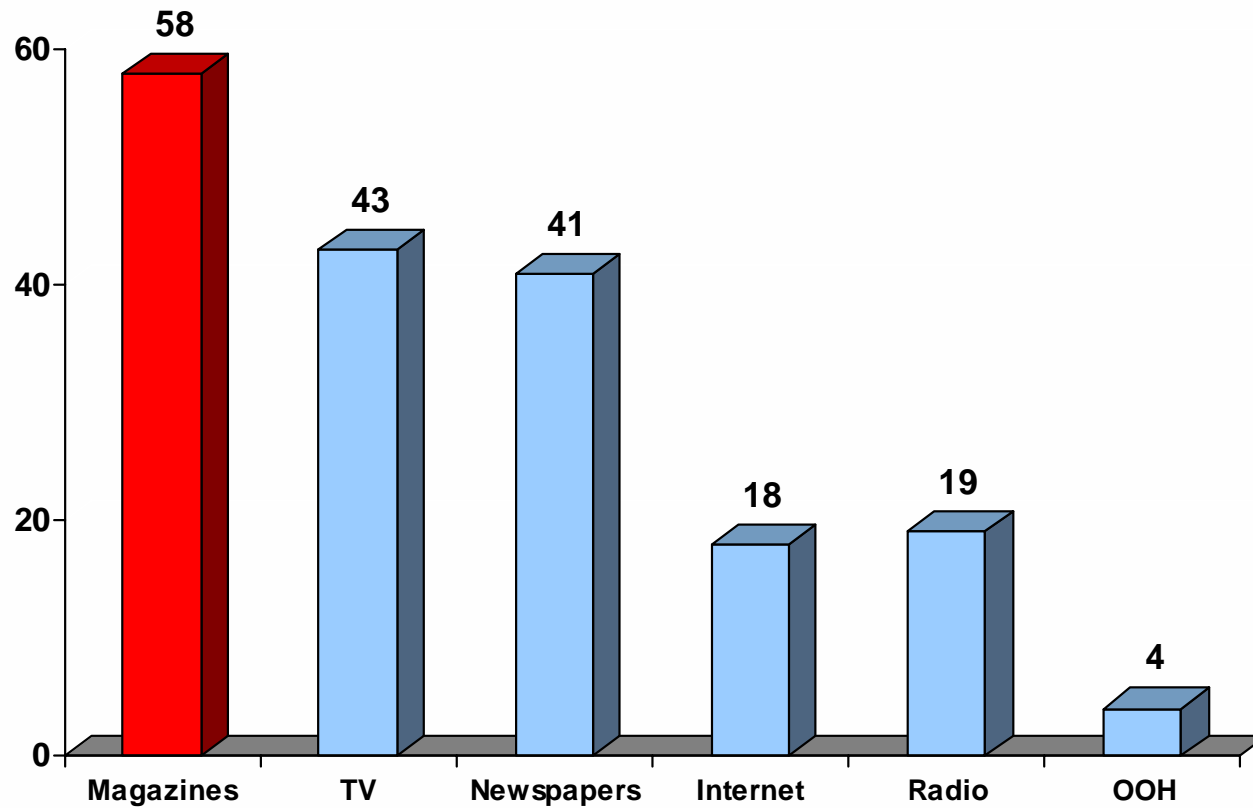
Starch Research 2009



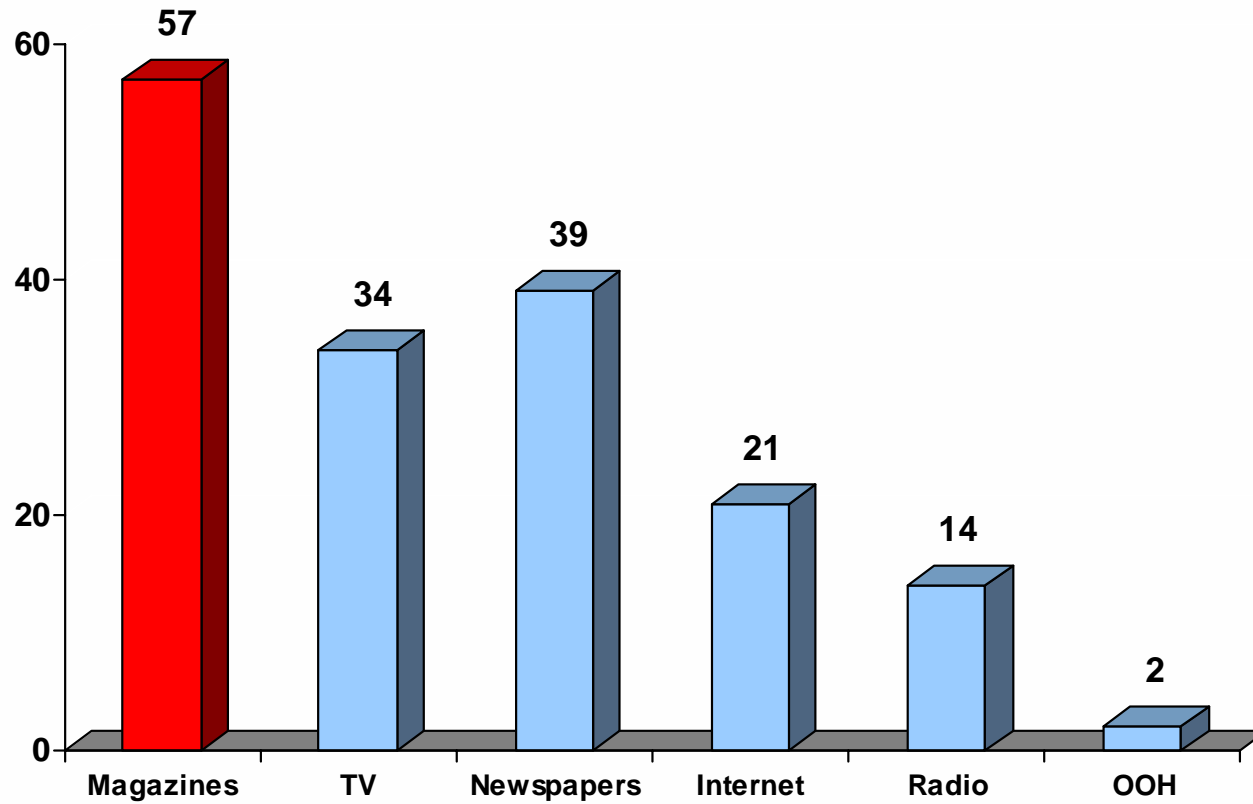
Ads in/on (*medium*) provide ideas (%)



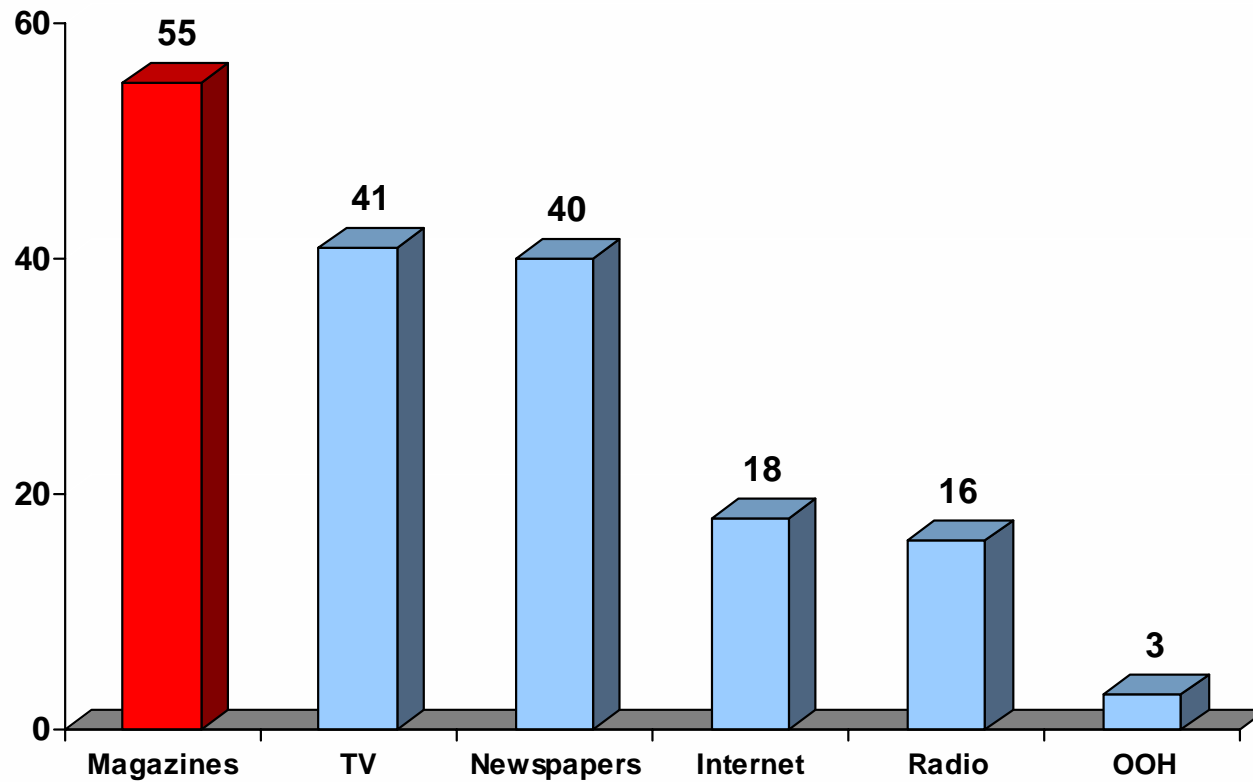
Ads in/on (*medium*) are generally informative (%)



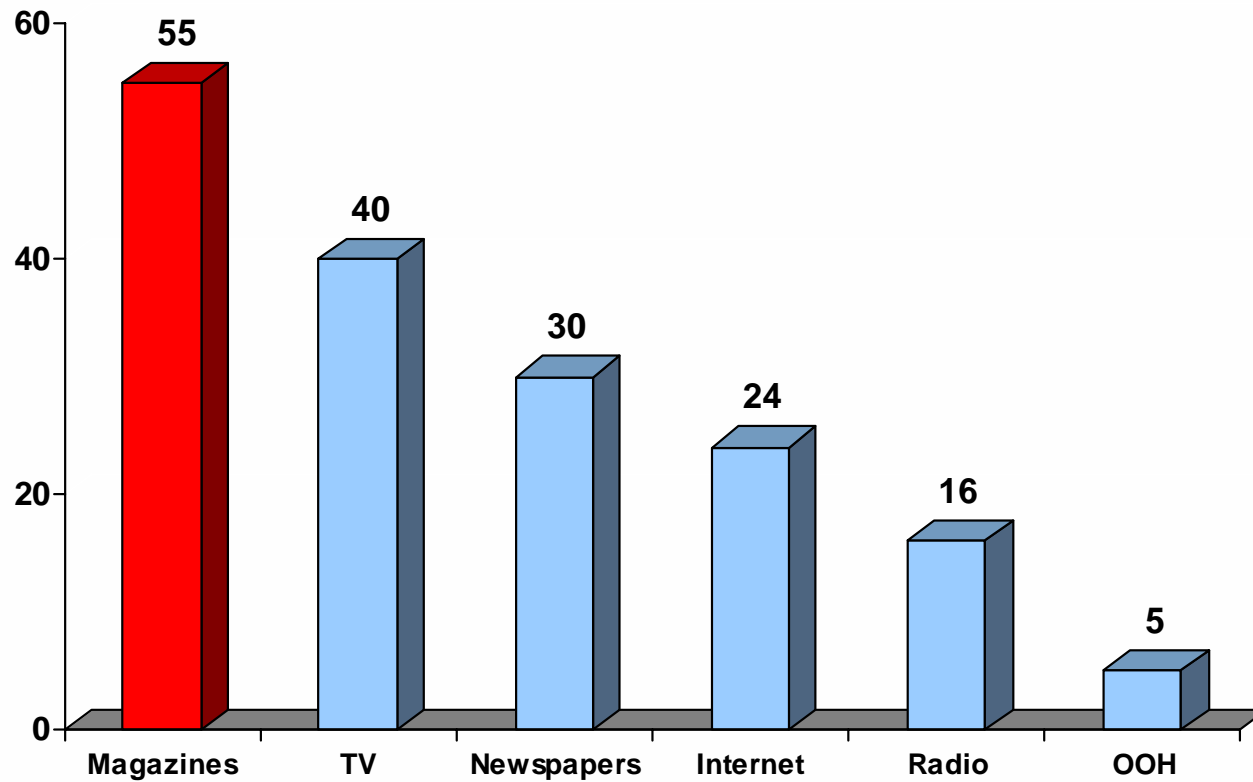
Ads in/on (*medium*) contain important details (%)



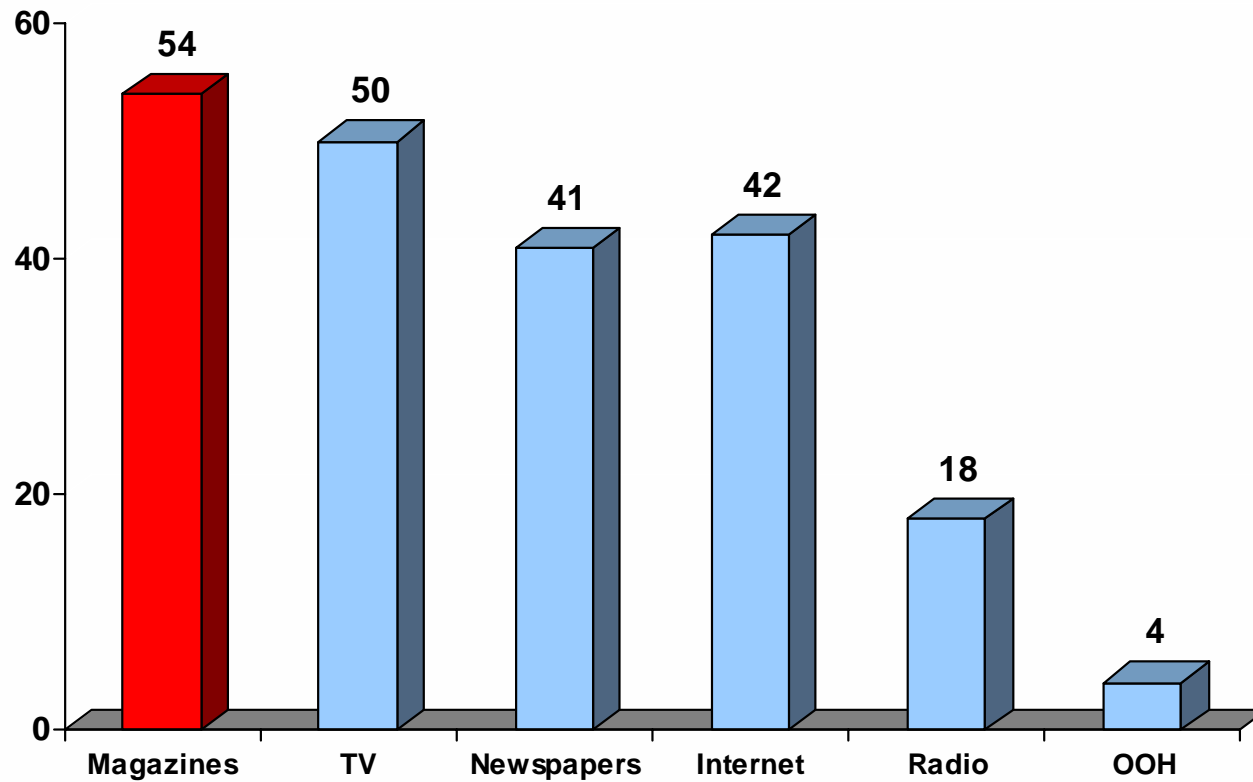
Ads in/on (*medium*) are generally helpful (%)



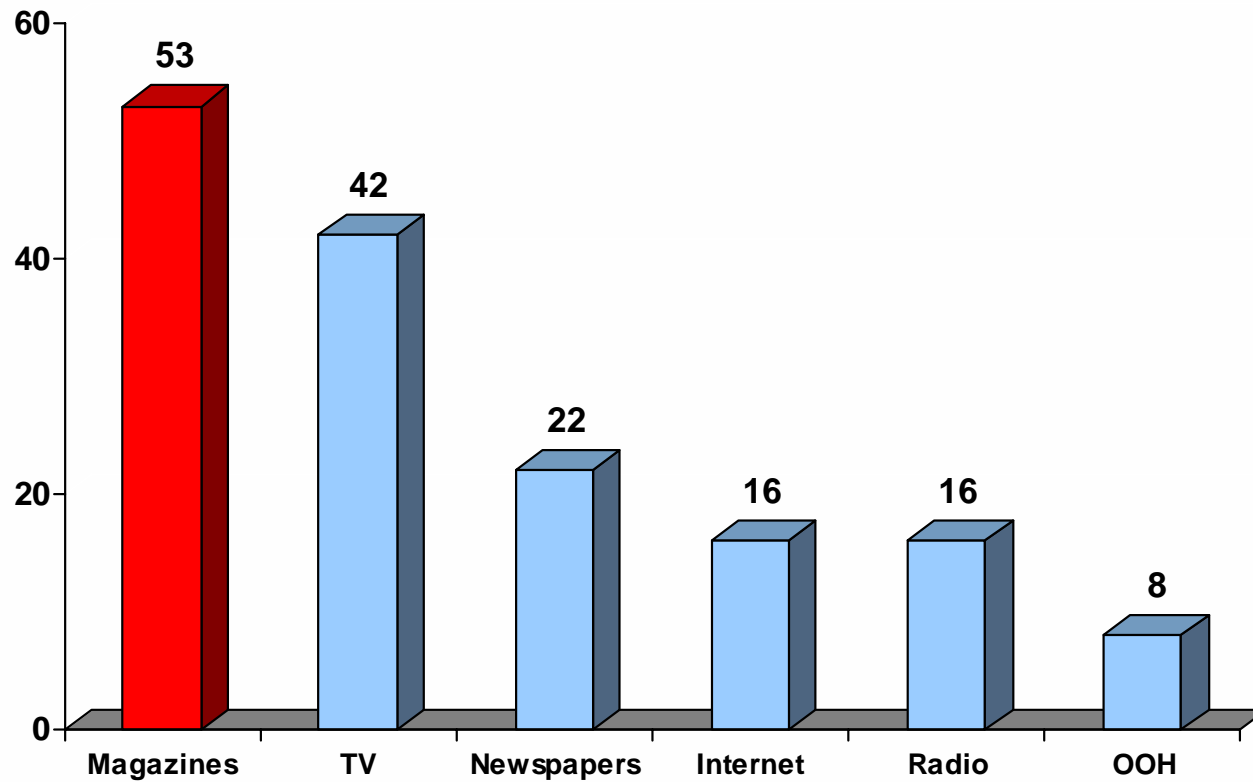
The advertising in/on (*medium*) is most relevant to my interests (%)



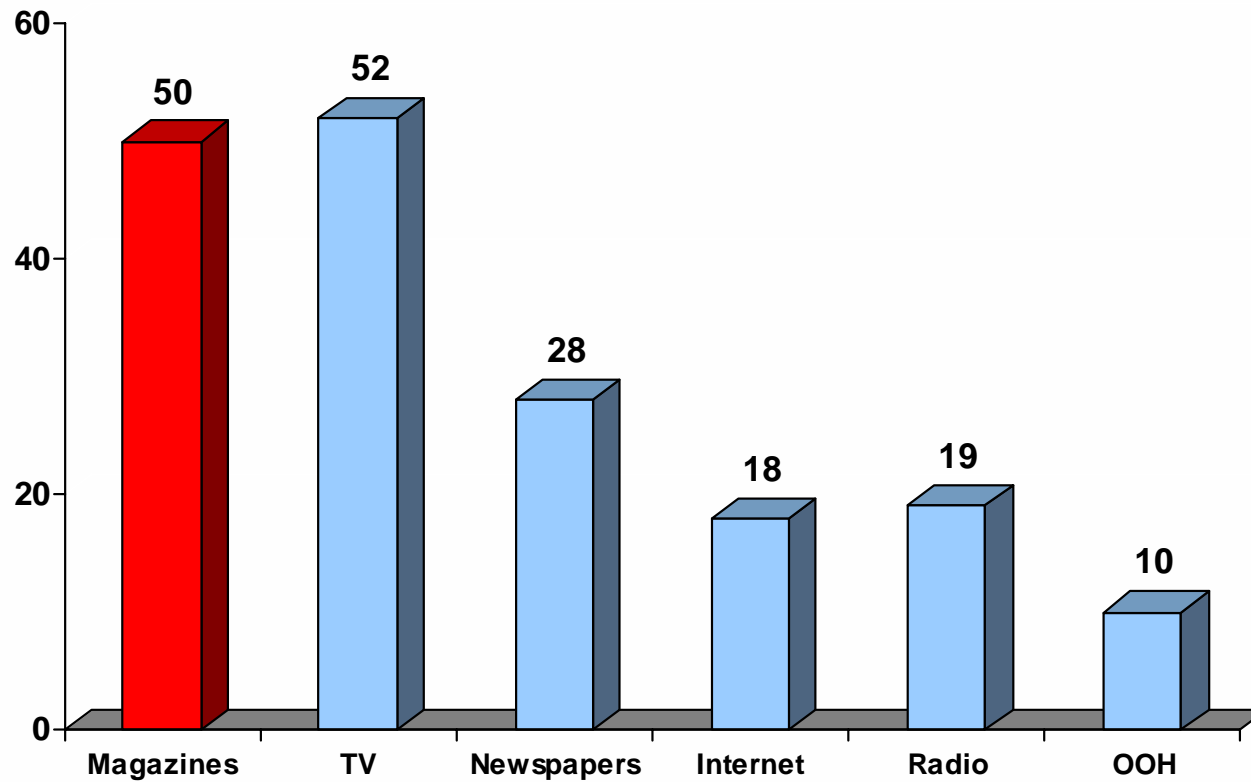
The media that provide knowledgeable and usable ideas are (*media*) (%)



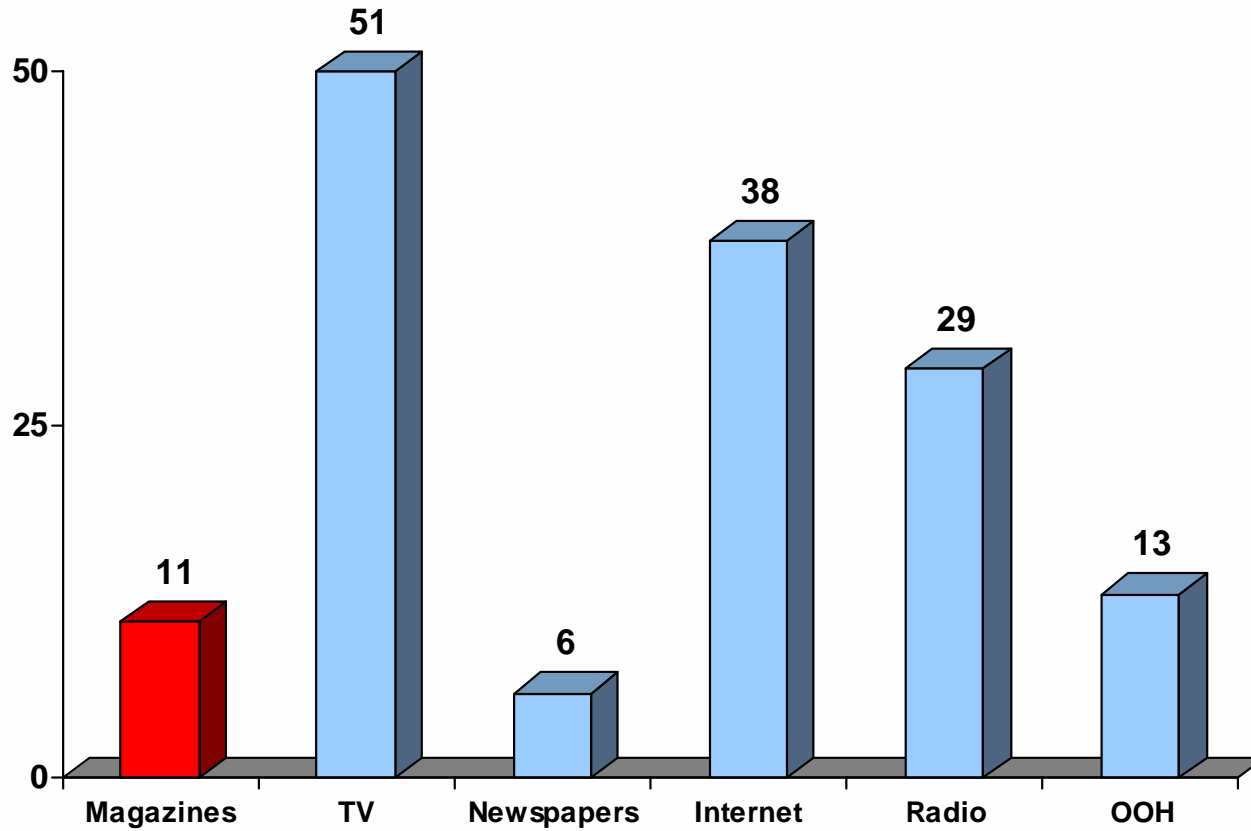
I generally enjoy the advertising in/on (*medium*) (%)



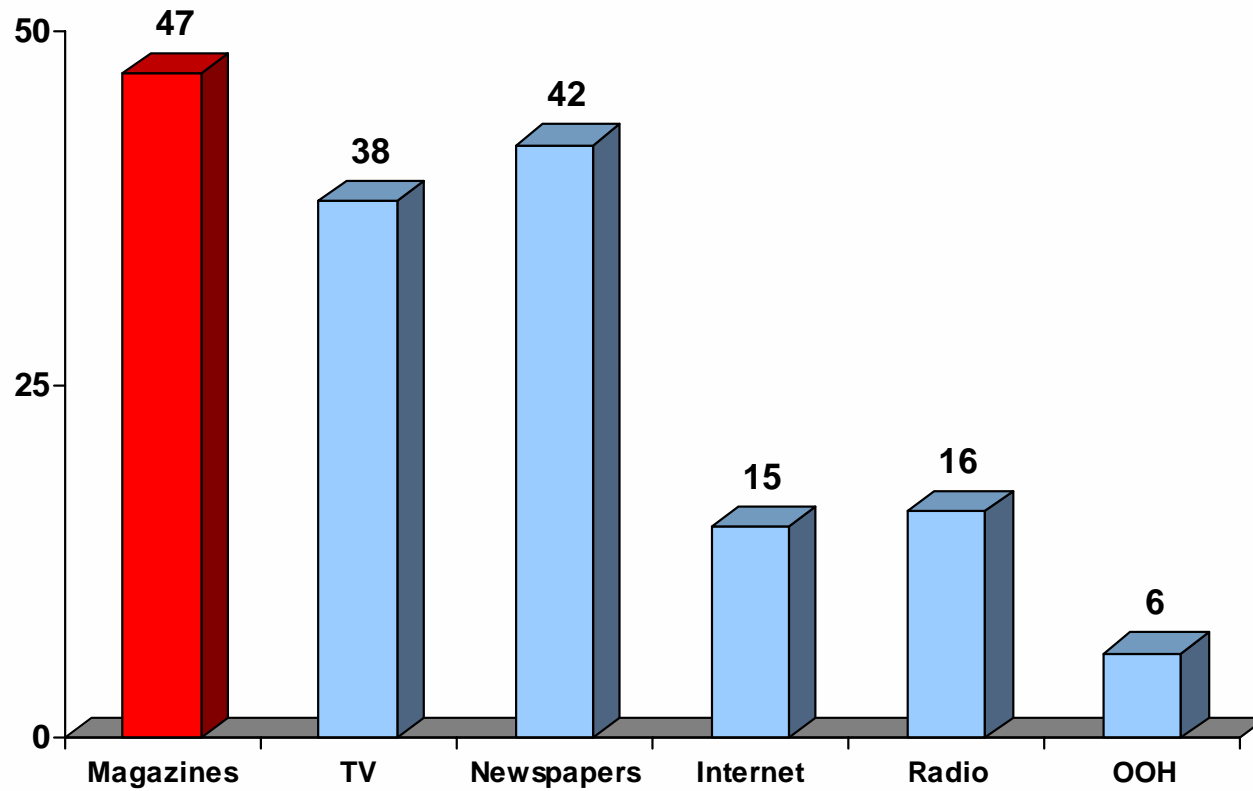
I'm likely to pay attention to an advertisement if it appears in/on (*medium*) (%)



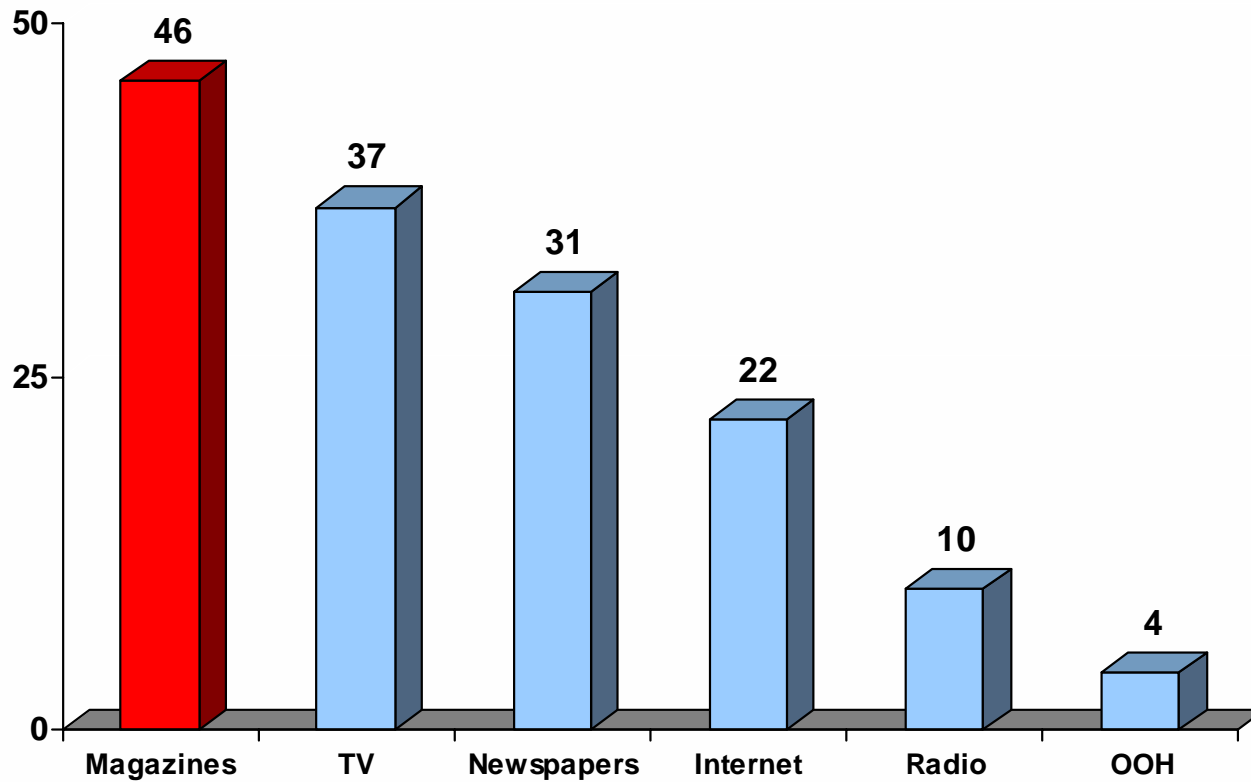
I find advertising in/on (*medium*) most annoying (%)



I trust and believe the advertising in/on (*medium*) (%)



I have saved or made note of an advertisement for future reference that I saw in/on (*medium*) (%)



I ignore the ad messages appearing in/on (*medium*) (%)

