

Marketing Survey Results

Compass Marketing & Advertising Partners

SEPTEMBER
2024

About the Respondents



Survey Open Dates: **September 4-16, 2024**
Survey Submits: **582**

MULTIPLE CHOICE

What is your age group?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Under 18			1	0%
18-24			99	16%
25-34			308	52%
35-44			118	20%
45-54			35	6%
55-64			14	2%
65+			8	1%
Total Responses			583	100%

About the Respondents

MULTIPLE CHOICE

What is your gender?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Male	<div><div></div></div>		243	41%
Female	<div><div></div></div>		327	56%
Non-binary	<div><div></div></div>		12	2%
Prefer not to say	<div><div></div></div>		1	0%
Total Responses			583	100%

MULTIPLE CHOICE

What is your highest level of education?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
High school or less	<div><div></div></div>		30	5%
Some college	<div><div></div></div>		110	19%
Bachelor's degree	<div><div></div></div>		253	43%
Master's degree	<div><div></div></div>		166	28%
Doctorate	<div><div></div></div>		17	2%
Other	<div><div></div></div>		1	0%
Total Responses			577	100%

Results



What social media platforms do you spend time on daily? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Facebook	<div><div></div></div>		294	51%
Instagram	<div><div></div></div>		297	51%
LinkedIn	<div><div></div></div>		183	31%
SnapChat	<div><div></div></div>		125	21%
TikTok	<div><div></div></div>		183	31%
X	<div><div></div></div>		94	16%
YouTube	<div><div></div></div>		119	20%
Other	<div><div></div></div>		2	0%
Total Responses			576	100%

How do you watch your favorite shows and movies? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Antenna	<div><div></div></div>		86	14%
Cable TV	<div><div></div></div>		210	36%
Satellite TV	<div><div></div></div>		244	41%
Streaming Services (Hulu, Amazon Prime, YouTube TV, Netflix, Apple TV+, etc.)	<div><div></div></div>		289	49%
Other	<div><div></div></div>		3	0%
Total Responses			581	100%

Results



What streaming services do you have? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Amazon Prime Video	<div></div>		257	44%
Apple TV	<div></div>		179	30%
Disney Plus	<div></div>		211	36%
Hulu	<div></div>		176	30%
Max	<div></div>		120	20%
Netflix	<div></div>		167	28%
Peacock	<div></div>		114	19%
Sling TV	<div></div>		62	10%
YouTube TV	<div></div>		163	27%
Other	<div></div>		10	1%
Total Responses			583	100%

Results



What streaming services do you have? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Amazon Prime Video	<div></div>		257	44%
Apple TV	<div></div>		179	30%
Disney Plus	<div></div>		211	36%
Hulu	<div></div>		176	30%
Max	<div></div>		120	20%
Netflix	<div></div>		167	28%
Peacock	<div></div>		114	19%
Sling TV	<div></div>		62	10%
YouTube TV	<div></div>		163	27%
Other	<div></div>		10	1%
Total Responses			583	100%

How do you listen to music? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Streaming Audio (Pandora, Spotify, iHeart, etc)	<div></div>		294	50%
Radio	<div></div>		177	30%
Satellite Radio	<div></div>		224	38%
Downloaded music (Apple Music, Amazon Music, Deezer, SoundCloud, etc)	<div></div>		212	36%
Other	<div></div>		4	0%
Total Responses			581	100%

Results



How do you consume LOCAL news? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Local news website/app	<div><div></div></div>		214	36%
Social media	<div><div></div></div>		275	47%
Streaming service	<div><div></div></div>		291	50%
TV	<div><div></div></div>		205	35%
Radio	<div><div></div></div>		119	20%
Print	<div><div></div></div>		21	3%
Other	<div><div></div></div>		6	1%
Total Responses			582	100%

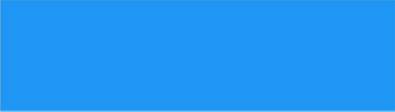
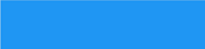
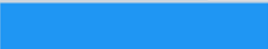


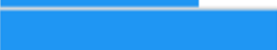

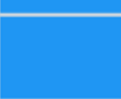

How do you consume NATIONAL news? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
News website/app	<div><div></div></div>		215	37%
Social media	<div><div></div></div>		287	49%
Streaming service	<div><div></div></div>		268	46%
TV	<div><div></div></div>		205	35%
Radio	<div><div></div></div>		93	16%
Print	<div><div></div></div>		28	4%
Other	<div><div></div></div>		5	0%
Total Responses			581	100%

Results



How do you consume SPORTS? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Streaming Services (ESPN+, Bally Sports, YouTube TV, etc.)			259	44%
Cable TV			139	23%
Satellite TV			178	30%
Radio			118	20%
Streaming Audio (Pandora, Spotify, iHeart, etc)			130	22%
Social Media			180	31%
Podcast			88	15%
Sports News Websites and Apps			86	14%
Other			14	2%
Total Responses			580	100%

Results



How do you typically respond to ads that interest you? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Click on them	<div><div></div></div>		226	39%
Search for more information about the product or service	<div><div></div></div>		372	65%
Make a purchase	<div><div></div></div>		180	31%
Ignore them	<div><div></div></div>		56	9%
Other			0	0%
Total Responses			571	100%

How do you feel about advertisements in general?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Very positive	<div><div></div></div>		137	23%
Somewhat positive	<div><div></div></div>		183	31%
Neutral	<div><div></div></div>		162	28%
Somewhat negative	<div><div></div></div>		83	14%
Very negative	<div><div></div></div>		13	2%
Total Responses			578	100%

Results



11. What do you find most appealing about advertisements? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Creativity and humor	<div><div></div></div>		221	37%
Informative content	<div><div></div></div>		260	44%
Relevance to personal interests	<div><div></div></div>		278	47%
Special offers or discounts	<div><div></div></div>		237	40%
High production quality	<div><div></div></div>		81	13%
Other	<div><div></div></div>		2	0%
Total Responses			584	100%

What do you find most annoying about advertisements? (Select all that apply)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Interruptions in content	<div><div></div></div>		239	41%
Repetition of the same ads	<div><div></div></div>		319	55%
Irrelevance to personal interests	<div><div></div></div>		246	42%
Length of ad	<div><div></div></div>		148	25%
Other	<div><div></div></div>		8	1%
Total Responses			576	100%

Learn more about marketing to your target audience.



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