

# Consumers' Attitudes Toward Custom Content

A Survey for the Custom Content Council

By Roper Public Affairs & Corporate Communications

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## Background and Methodology

- This summary presents the results of a study conducted by Roper Public Affairs and Corporate Communication for the Custom Content Council (CCC). The CCC, as the leading industry expert on custom content, is interested in furthering insight into how best to meet the needs of consumers through custom media.
- The objective of the research project was to document the attitudes of consumers toward custom content and measure which types of custom content consumers are most familiar with.
- The findings are based on telephone interviews conducted with 1,005 adult Americans, March 11-13, 2011 via Omnitel, a weekly national omnibus service of GfK Roper.

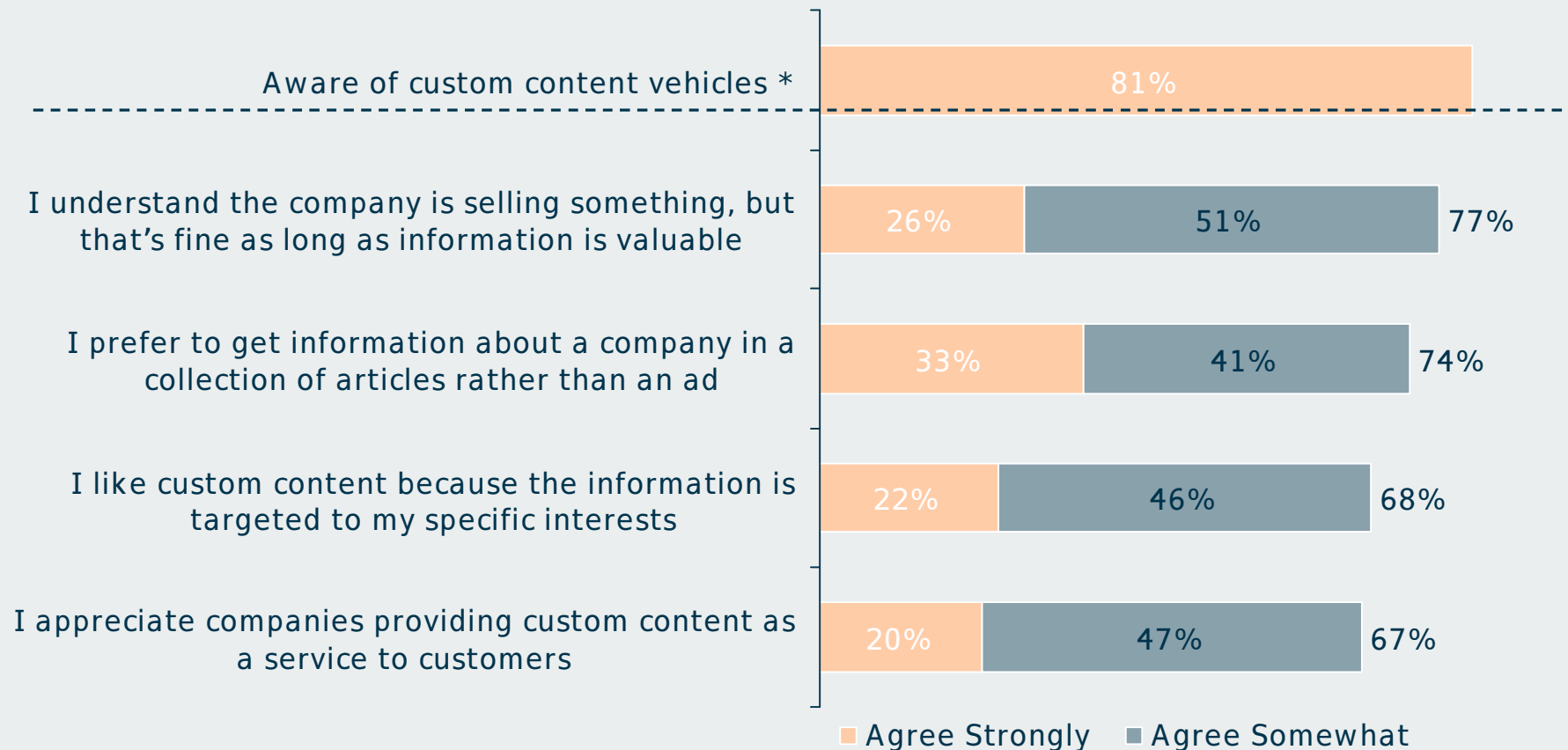


## Consumers Are Aware of Custom Media and Value Custom Content

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- Awareness of custom media is high: eight in ten consumers say they are aware of seeing custom media, either in print form or electronically (81%).
- Consumers value custom media: about seven in ten say that they like custom content because it is tailored to their specific interests (68%).
- Consumers appreciate companies' efforts to provide custom media (67%). More than three-quarters say they understand that these companies are selling something, but feel it is okay, since the information provided is valuable (77%). In fact, seven in ten consumers say they prefer to get information about a company in a collection of articles, rather than in an ad (74%).

# Consumers View Custom Media Positively and Value of Custom Content



Q1. How aware are you of seeing or receiving these types of free publications, either in print or electronically? Would you say you are...

Base: Total Respondent (n=1005)

Q5. Based on the custom content you've received and read, please tell me the extent to which to you, personally, agree with the following statements. Would you say you agree strongly, agree somewhat, disagree somewhat or disagree strongly. How about...?

Base: Aware of complimentary publications (n=818)

\* Top 3 Box rating (very/somewhat/not too aware) applies to the first items listed in the series, which is from Q1.

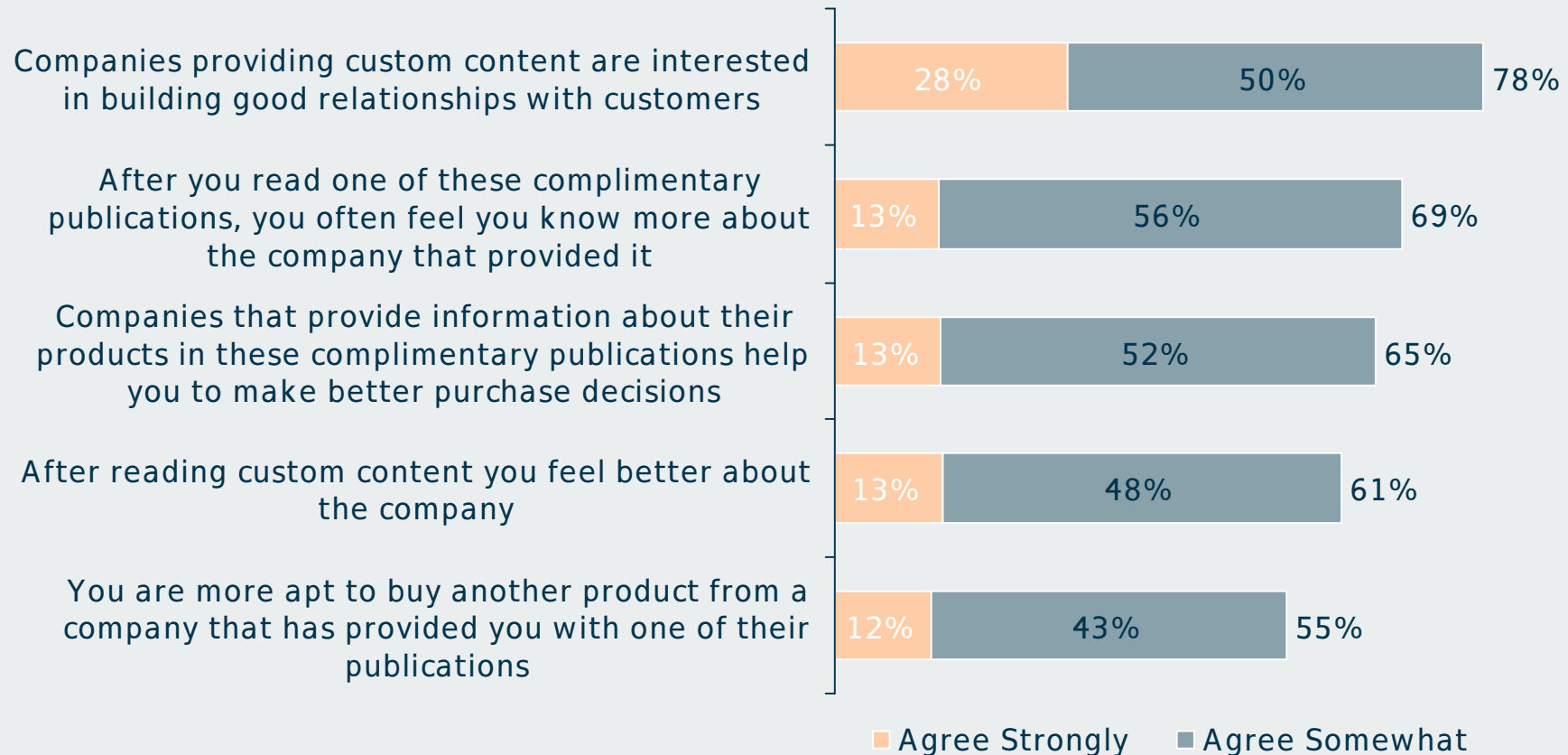


## Custom Media Positively Impacts Corporate Rep and Purchase Decisions

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- Custom media strengthens consumers' bond with companies: close to eight in ten consumers say they are aware that custom content providers are interested in building good relationship with consumers (78%). Six in ten say that after reading one of these publications, they end up feeling like they know more about the company (69%) and feel better about the company (61%).
- Custom media positively impacts purchase decisions: two-thirds (65%) say that the information provided in custom media helps them make better purchase decisions. A majority say they are more apt to buy another product from a company that provides them with custom media (55%).

# Custom Media Positively Impacts Corporate Rep and Purchase Decisions



Q3. Here are some statements people have made about the companies that sponsor these complimentary publications. Please tell me the extent to which you, personally, agree with the statement - whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly.

Base: Aware of complimentary publications (n=818)

Q5. Based on the custom content you've received and read, please tell me the extent to which to you, personally, agree with the following statements. Would you say you agree strongly, agree somewhat, disagree somewhat or disagree strongly. How about...?

Base: Aware of complimentary publications (n=818)

\* Top 3 Box rating (very/somewhat/not too aware) applies to the first items listed in the series, which is from Q1.



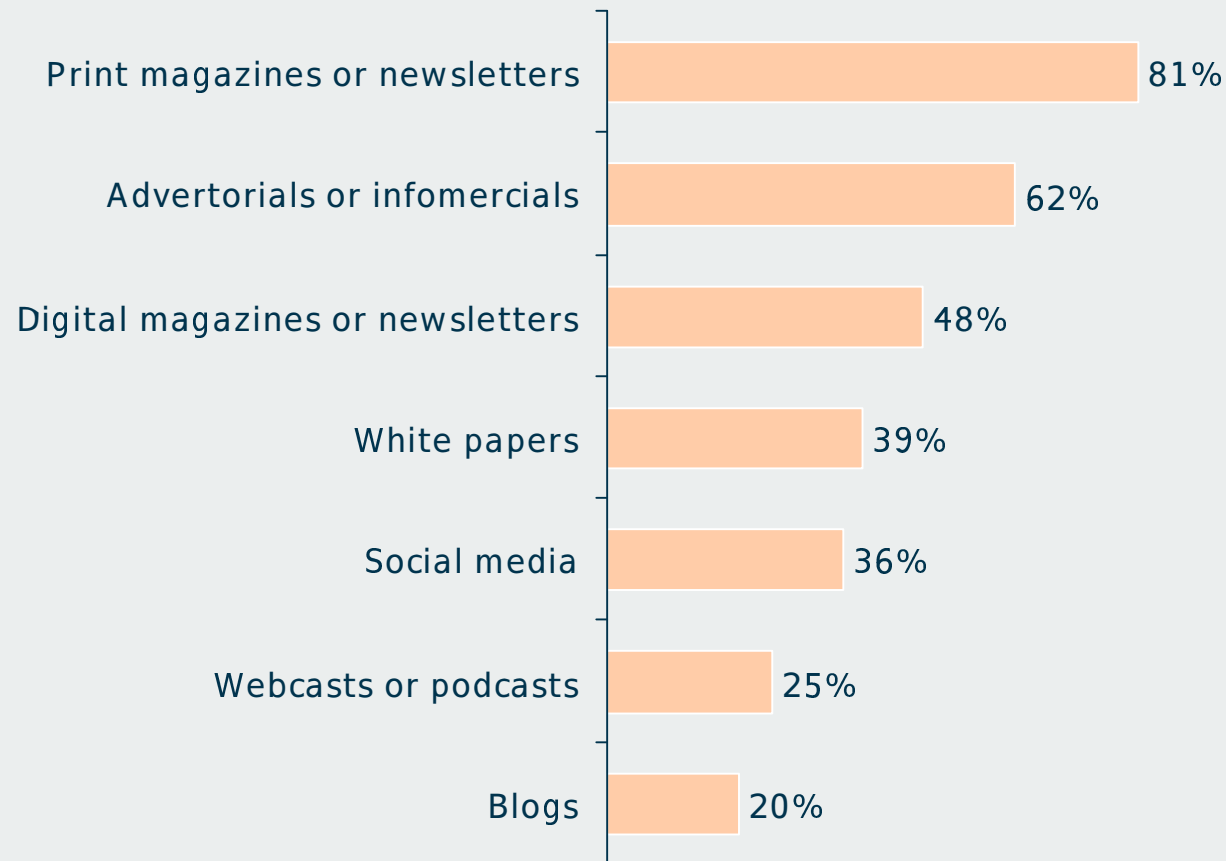
## Consumers Familiar with a Variety of Custom Media

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- Consumers are familiar with a broad range of custom media: eight in ten consumers say they have seen custom content in the form of print magazines or newsletters, (81%) making this the type they are most familiar with. Advertorials or infomercials are the next most familiar, cited by six in ten (62%)
- Newer forms of custom media seen by sizable numbers: compared to traditional print forms of custom content, fewer consumers say they have seen newer custom content forms. Nevertheless, close to half (48%) have seen digital magazines or newsletters, and more than one-third have seen custom content in white papers (39%) and in social media (36%). One-quarter have seen webcasts/podcasts. At least one in five have seen custom content in blogs. These numbers will no doubt grow in the years to come.

# Consumers Familiar with a Variety of Custom Media

% saying "Yes"



Q4. This free information and content is available in a variety of formats. Have you seen this complimentary content in the form of...?

Base: Aware of complimentary publications (n=818)