

Attitudes Towards Social Media Advertising.



Intro

Once a space for people to connect with friends and family, social media has grown to become one of the biggest players in the advertising industry. With the phenomenon showing no signs of slowing down, we wanted to find out more about the current effect it has on the social media browsing experience of **1,000 social media users**.

Study design:

N=1,000

M/F = 50/50

Age = 18+

Location = U.S.A

Questions

To understand the attitudes towards social media advertising, we asked the following four questions...

1. How often do you respond to ads on social media platforms?
2. Which actions would you be most likely to respond to?
3. How would you describe the effect social media advertising has on your browsing experience?
4. How could social media advertising be made better to enhance your social media browsing experience?

How often do you respond to ads on social media platforms? (Click to website, message page directly, etc.)

	Total	Male	Female
A lot of the time (at least once a day)	14.30%	15.80%	12.80%
Frequently (2-4 times a week)	14.90%	15.20%	14.60%
Sometimes (At least once every 2 weeks)	26.80%	26.00%	27.60%
Rarely (Once every few months)	28.10%	27.60%	28.60%
I have never responded to an add on a social media platform	15.90%	15.40%	16.40%

Which of the following actions would you be most likely to respond to?

	Total	Male	Female
Learn More	28.00%	26.60%	29.40%
Get Offer	20.10%	18.60%	21.60%
Watch More	14.10%	16.00%	12.20%
Play Now	10.10%	13.20%	7.00%
Shop Now	8.70%	6.20%	11.20%
Visit Profile	8.30%	7.60%	9.00%
Sign Up	4.00%	4.00%	4.00%
Book Now	3.50%	3.00%	4.00%
Install Now	3.20%	4.80%	1.60%



From the options below, how would you describe the effect social media advertising has on your browsing experience?

	Total
Very positive	11.90%
Somewhat positive	30.10%
Positive	22.70%
Negative	14.20%
Somewhat negative	15.90%
Very negative	5.20%

	Male	Female
Very positive	13.80%	10.00%
Somewhat positive	27.60%	32.60%
Positive	21.40%	24.00%
Negative	15.80%	12.60%
Somewhat negative	15.80%	16.00%
Very negative	5.60%	4.80%

From the options below, how could social media advertising be made better to enhance your social media browsing experience?

	Total	Male	Female
Honest messaging (e.g. claims on what the product/services offers)	44.00%	42.00%	46.00%
Better ad placement (e.g. only on social feeds, uninterrupted content, etc)	24.80%	24.60%	25.00%
Tailoring ads better to me	19.80%	22.20%	17.40%
Clearer labeling of ads (e.g. #AD, #Gifted etc)	11.40%	11.20%	11.60%

Key Takeaways

65%

of social media users describe the effect of social media advertising as positive on their browsing experience, suggesting an acceptance of advertisements on social media.

84%

of social media users at some point have responded to an ad on social media, with just over a half of social media users asked (56%) responding to an ad at least once every 2 weeks.

28%

of social media users selected 'learn more' as the action they would be most likely to take, with the top three actions requiring less commitment in comparison to the least selected actions.

44%

of social media users believe 'honest messaging' in ads would enhance their browsing experience, which could suggest that just under a half of social media users feel social media ads are deceiving.



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