Roy Morgan
Research

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FOR IMMEDIATE RELEASE

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Smartphones connecting with Outdoor Advertising

Turns out New Zealand's 1.5 million smartphone owners (14+) sometimes do lift their heads and notice the world around them! In fact, they are more likely to notice all forms of out-of-home advertising than those without a smartphone, the latest research from Roy Morgan shows.

In the six months to October 2013, 54% of smartphone owners noticed big billboards in an average four weeks, compared with only 43% of others.

Only 35% of people without a smartphone noticed ads on bus shelters—but 50% of smartphone owners did. Whether at a shopping centre, on a supermarket trolley, on a bus, tram, taxi or even trailing behind a moped, smartphone users are more likely to notice these outdoor ads.

Smartphone Owners and Non-Smartphone Owners who have seen Outdoor Advertising
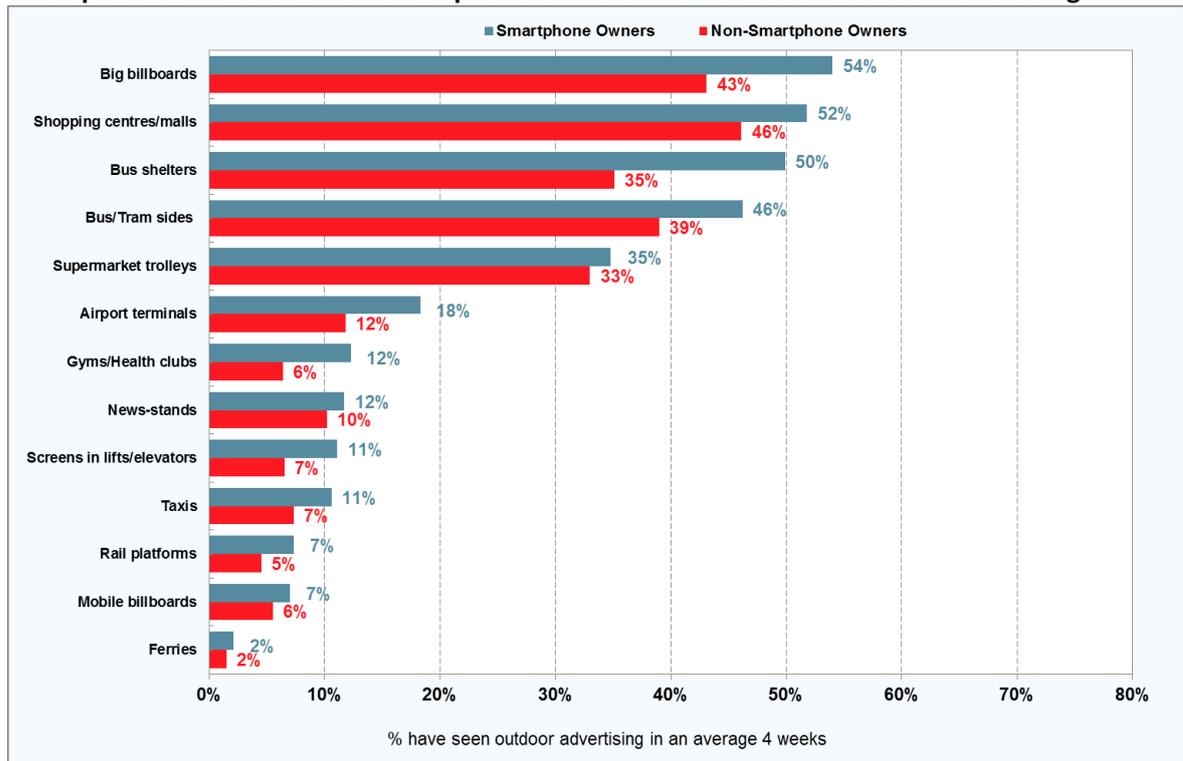
Source: Roy Morgan Single Source (New Zealand), May 2013-October 2013 n=6,360. Smartphone Owners n=2236, Non-Smartphone owners n=4124. Base: New Zealanders 14+

Pip Elliott, General Manager, Roy Morgan Research NZ, says:

> *"It turns out smartphone owners aren't just walking around with their heads down, peering at screens. Smartphone owners notice more outdoor advertising than others, suggesting that the integration of Outdoor and Digital in marketing campaigns could indeed provide a promising advantage for marketers. New 'geo-tagging' or location-specific targeted campaigns are examples of these.*

"Outdoor advertising continues to grow, with some media companies thinking outside the box, with new innovations such as digital billboards that change with the weather.

"Compared with Australians, New Zealanders with or without a smartphone are more likely to notice big billboard advertising but less likely to report seeing most other varieties. However on both sides of the Tasman, the biggest percentage point difference between the groups is in the number who've seen bus shelter advertising."

For comments or more information please contact:

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Related Research

View our extensive range of media reports, including Smartphone User Profile, Mobile Phones, Advertising & Media Attitudes and more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in New Zealand.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Roy Morgan Research New Zealand

Roy Morgan Research was set up in New Zealand in the 1990s and has been collecting information across a wide range of industries in New Zealand ever since. Roy Morgan currently has over 10 years of trended data on a geographically and demographically representative sample of over 12,000 New Zealanders aged 14+.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3