

TV ads draw more attention than any other format

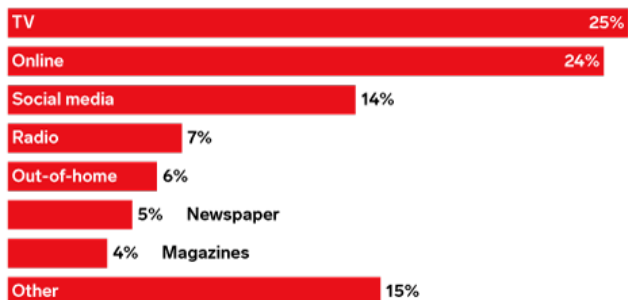
Article

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A quarter of US adults pay the most attention to TV commercials, making them the top ad format, followed closely by online ads, per CivicScience. Magazine and newspaper ads rank near the bottom, with only 4% and 5% paying them the most attention, respectively.

Types of Advertising to Which US Adults Pay the Most Attention, Sep 2022

% of respondents



Note: ages 18+

Source: CivicScience as cited in company blog, Sep 21, 2022

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Beyond the chart: We expect US linear TV ad spending to reach \$62.42 billion this year, a 7.7% decrease from 2022. While the linear TV market will see a net drop over the next few years, ad spending on connected TV (CTV) will grow annually by double-digit rates. By the end of 2026, CTV ad outlays will equal more than 70% of the traditional TV total.

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Methodology: Data is from a CivicScience survey as cited in a September 2022 company blog post. 4,280 responses from US adults 18+ were obtained online during September 14-21, 2022. Data is weighted according to the US Census. CivicScience is an online polling company that polls consumers on their favorite websites and social networks.