

British Marketing Survey

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Best December for Response to Marketing Since Records Began!

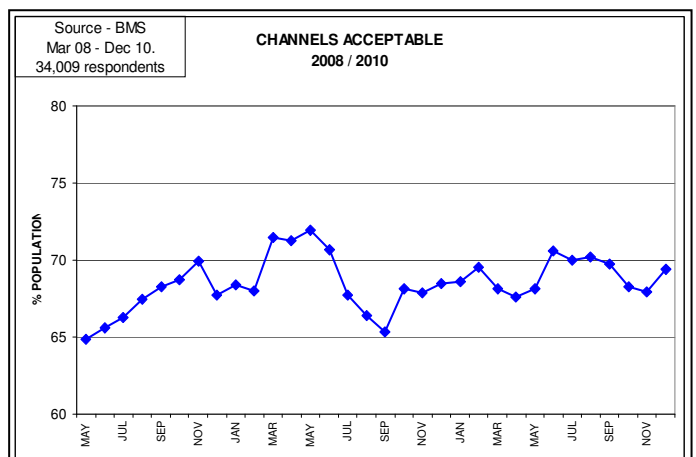
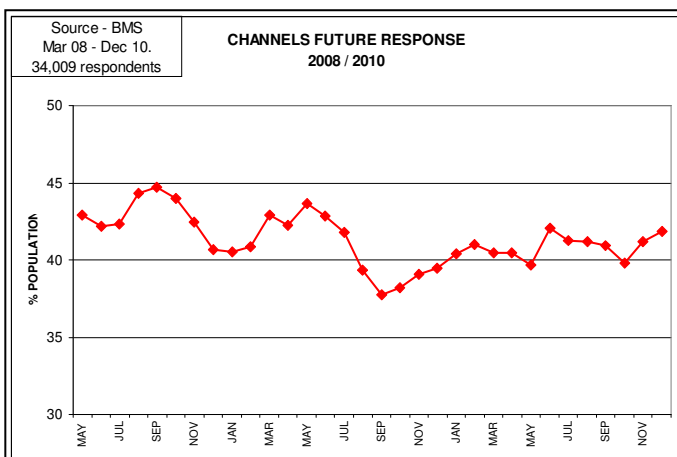
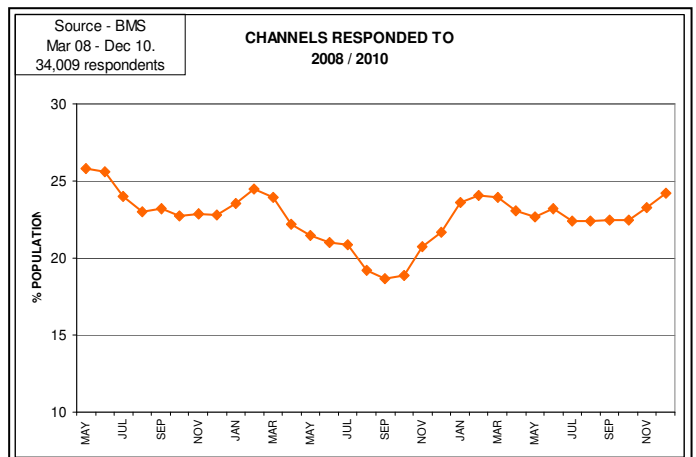
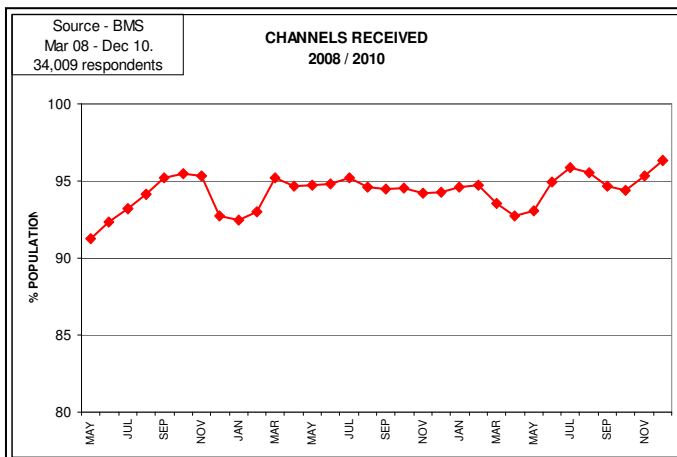
The British Marketing Survey started collecting data on the number of people who responded to marketing back in 2008. Since then things have tended to be fairly bleak - as luck would have it we started just before the global meltdown! The charts below show the way in which the economic situation has affected people's relationships with marketing - Their recognition of having received messages; Their recent response; Their willingness to respond; and Their acceptance of marketing - all via 17 different channels.

The clear picture is that things bottomed out in about September 2009, and have been generally showing signs of improvement ever since.

So, what of 2011? These charts only show the overall picture. In these days of increasingly complex multi channel communication it is only by looking at the individual channels and channel combinations, for particular target segments, that the answers can be found. Some channels are in the ascendancy, and some on the decline. But it's not 'across the board', different groups are changing at different rates.

The British Marketing Survey will continue to monitor this every month to provide marketers with robust and up to date information on which to base even more informed decisions.

2011 will be nothing if not interesting!

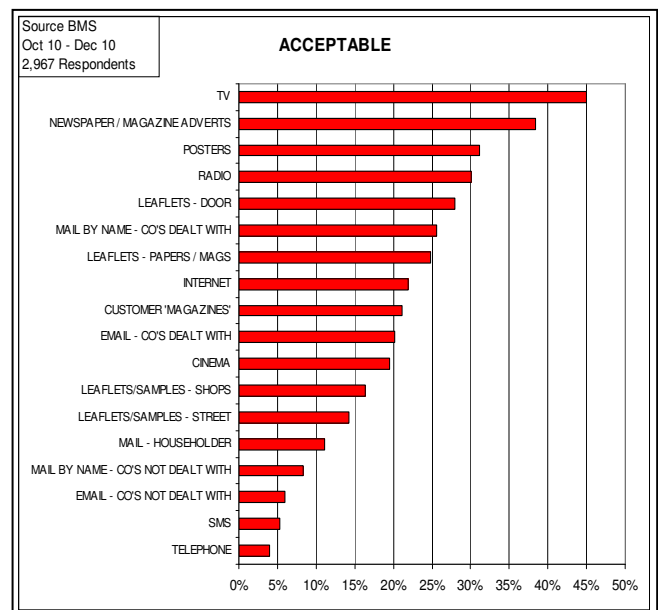
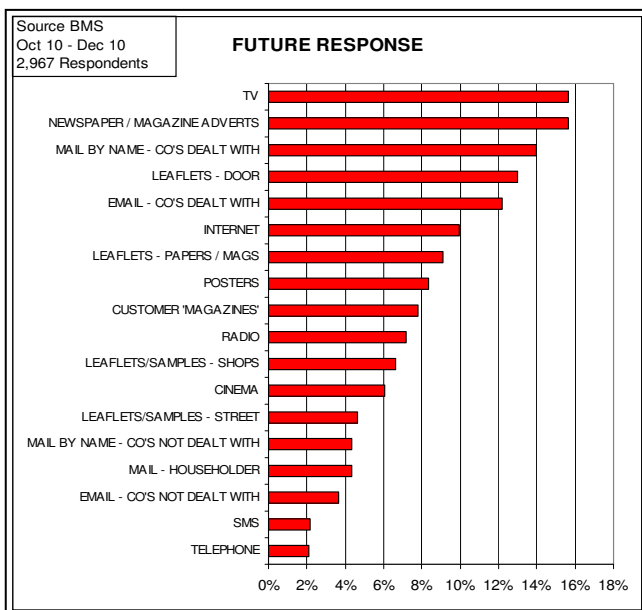
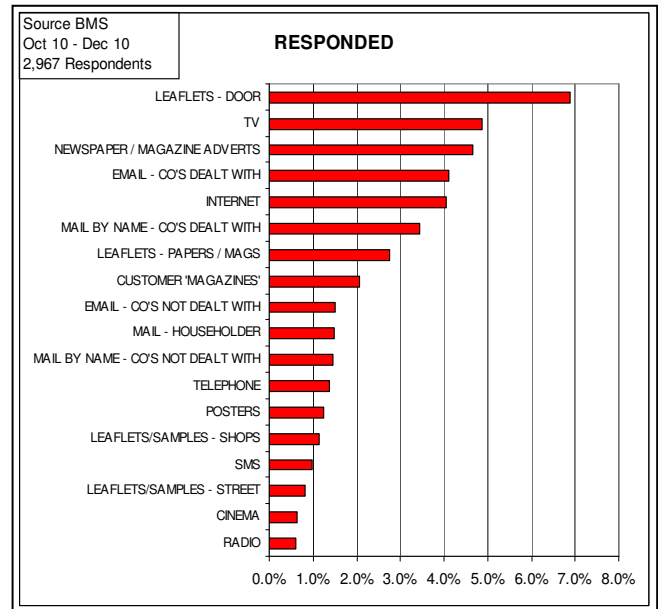
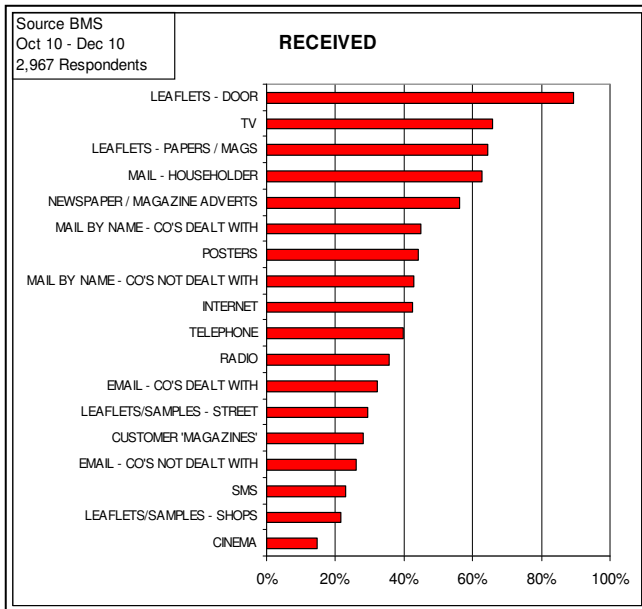


The four charts above show the % of the population who have Received or Responded to one or more of the channels monitored recently and the % of the population who find it Acceptable to receive marketing or would Respond via one or more of the channels.

The charts show the 3 month rolling averages in each case.

Channel League Tables

The charts below show the % of the population who Received a channel, Responded to a channel recently, find it Acceptable to receive marketing via a channel and would Respond to a channel. They are all based on the last three months combined totals.



The British Marketing Survey conducts 1,000 face-to-face interviews per month with a nationally representative sample of the adult population, it is conducted as part of The British Population Survey.

For full details of the survey go to www.thebps.co.uk

The survey can be accessed in a fully analysable format, complete with comprehensive demographics and ACORN, MOSAIC, CENSATION and OAC classifications.

Free access to the analysis software complete with the complete database for the whole of 2008 is available from www.thebps.co.uk Updates to the latest data (including all back data are available for £250)