

# Billboard Survey November 2023

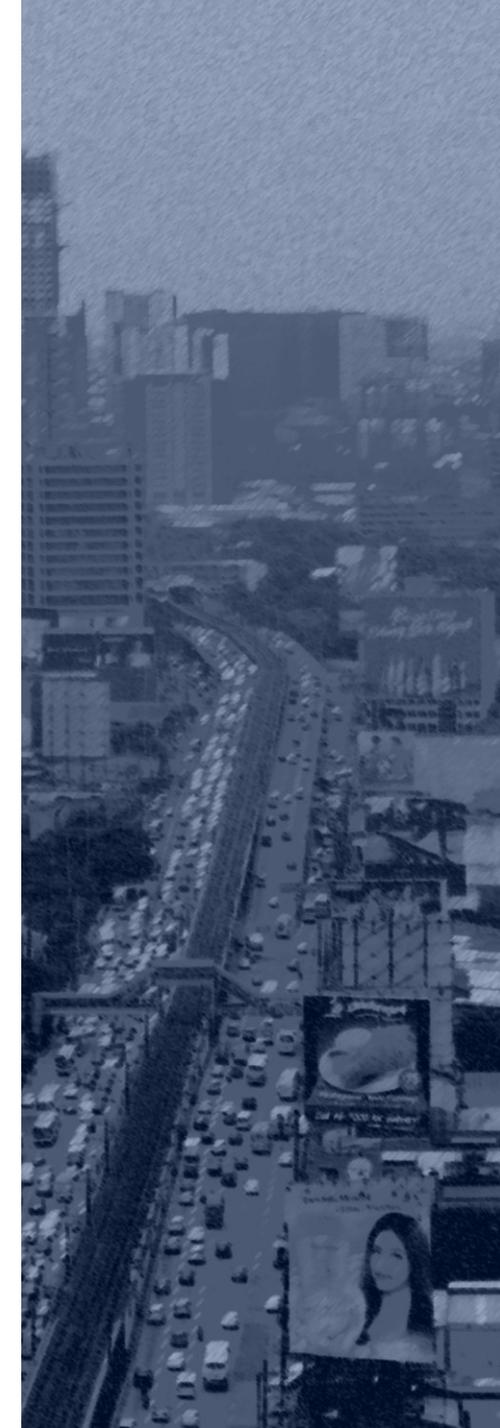
Survey Period: November 2023

Prepared by:



# Survey Methodology

<b>Methodology</b>	Self-accomplished online survey via <b>Tangere app</b> using a structured questionnaire and visual aids
<b>Target respondents</b> <i>(Qualifications)</i>	<ul style="list-style-type: none"><li>• 18 years old and above</li><li>• Males and females</li><li>• SEC CDE households</li></ul>
<b>Sample Size</b> <i>(Base)</i>	<b>n=1,500 interviews</b> among qualified respondents were completed
<b>Margin of Error</b>	+/-2.5% at the 95% confidence level
<b>Survey Area</b>	Nationwide
<b>Sampling Design</b>	Convenience sampling via Tangere panel
<b>Survey Period</b>	November 2023



n=1,500

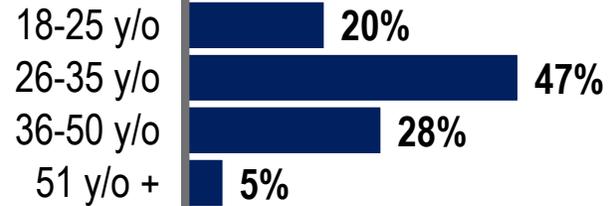
# Profile of Respondents



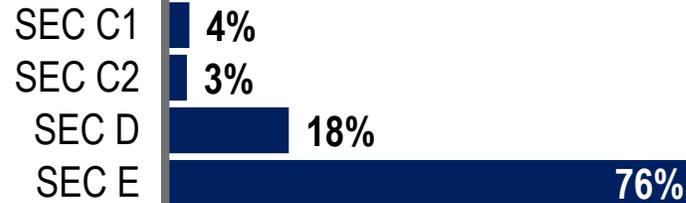
## SEX



## AGE



## SEC



*By household monthly income:*

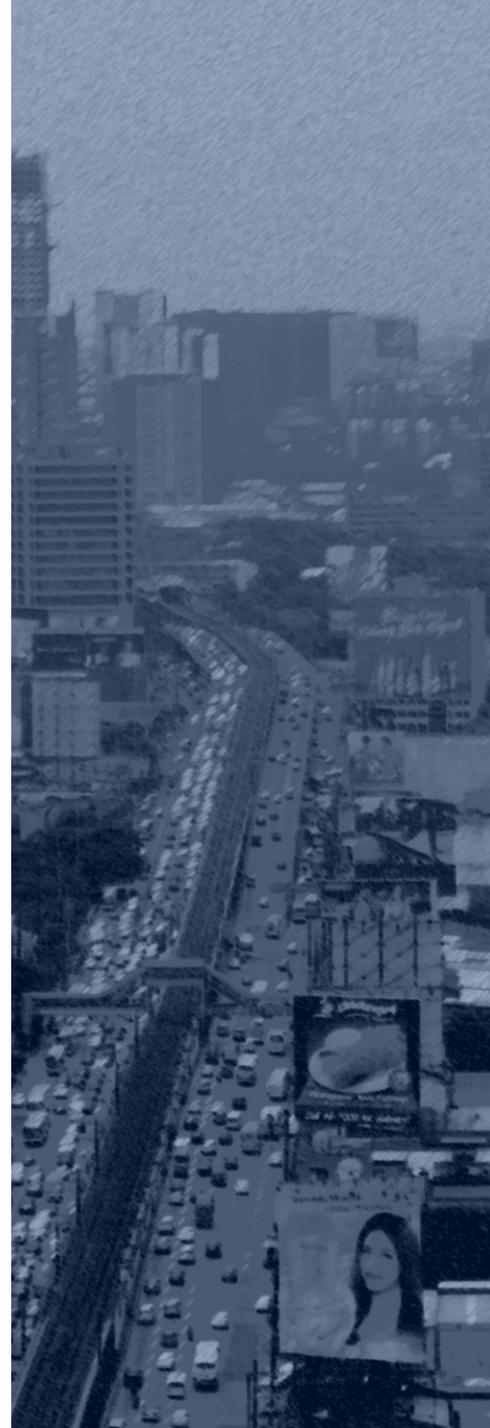
Php 76,699-131,484

Php 43,828-76,699

Php 21,914.00 – PhP 43,828

Below Php 21,914.00

## AREA

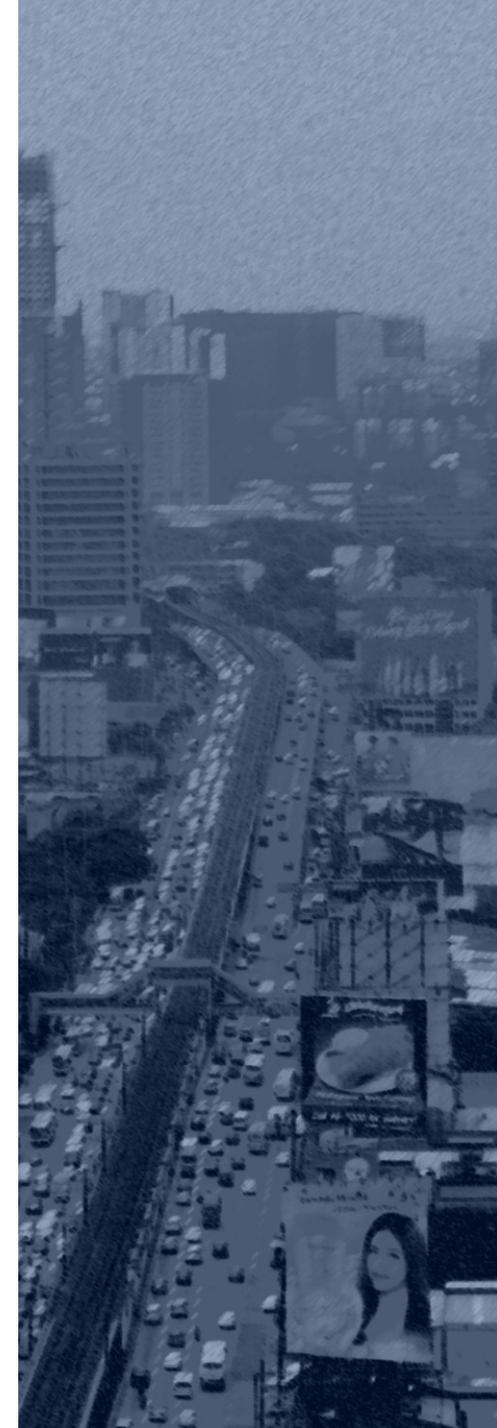


*Note: All demographics are as it falls.*

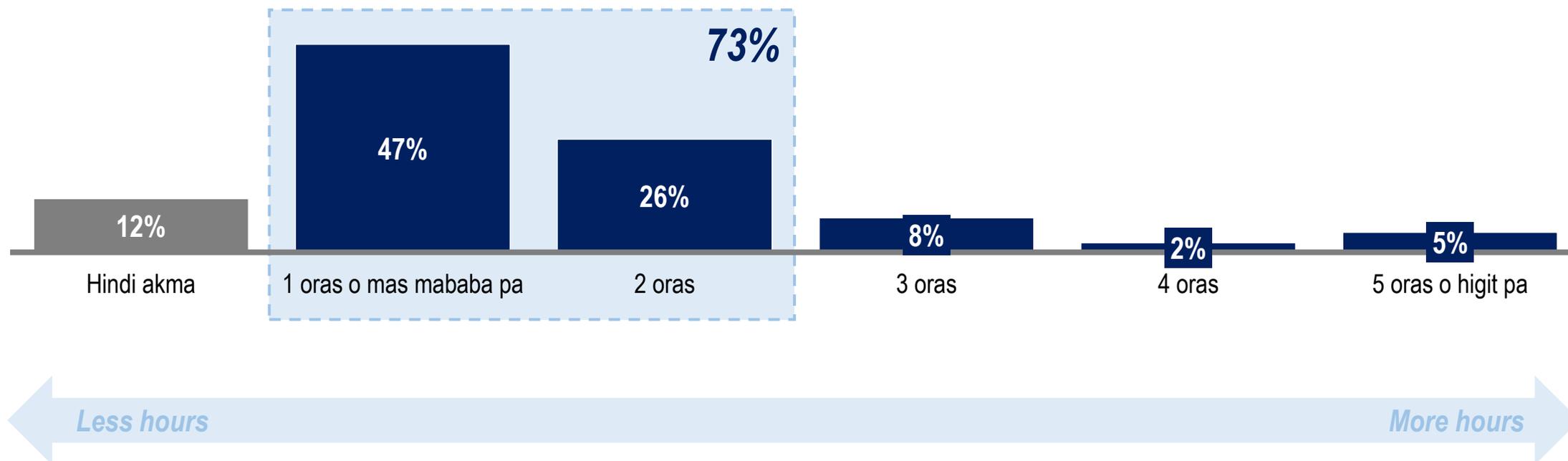
# Notes in reading the report

- All figures shown in tables and/or charts are in percentages (%).
- Base figures shown are unweighted and are the actual number of interviews. The study employed non-probability sampling, specifically convenience sampling.\*
- A minimum base of 30 is considered statistically stable to draw conclusions.
- For bases that are less than 30, a notation is made that results must be read with caution due to high margin of error. Results for bases less than 30 shall be indicative only.
- Significance testing in data tables is denoted by **green** (as significantly higher vs. total) and **red** (as significantly lower vs. total).
- No significance testing shall be applied for segments with bases less than 30.
- Any minor discrepancies are due to rounding off. Exact figures (e.g., counts, or with decimals) are to be provided in the raw data / Tableau dashboard by request.

*\*Respondents are from Tangere's existing user base who are willing to answer the survey. As such, the number of respondents may not be proportional to the population of specific geographic locations. Further, due to the nature of the mobile application, questions were short and simple as were the options for the responses. While this study may not be a full representation of the Philippine population, it nevertheless shows a snapshot of the general consciousness of Filipinos belonging to the mentioned qualifications. As such, Client can refer to these findings as a guide in answering their research objectives.*



## Almost 3 out of 4 of the target market usually spends 1-2 hours on the road



## About half are on the road for 1 hour or less, most prominent in Mindanao

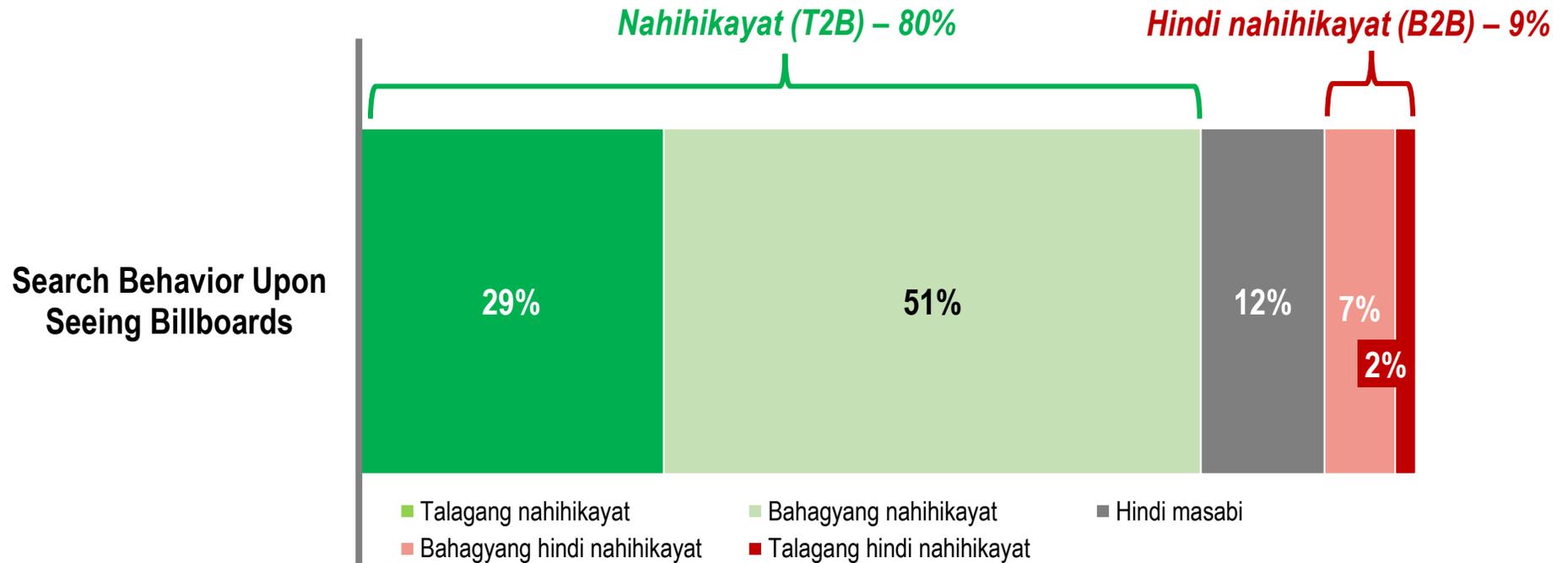
DRIVING/COMMUTE TIME	Grand Total	SEX		AGE				SEC				AREA				
		Male	Female	18-25 y/o	26-35 y/o	36-50 y/o	51 y/o +	SEC C1	SEC C2	SEC D	SEC E	NCR	NCL	SLB	VIS	MIN
<b>BASE - Total Interviews</b>	<b>1500</b>	<b>622</b>	<b>878</b>	<b>296</b>	<b>707</b>	<b>416</b>	<b>81</b>	<b>53</b>	<b>48</b>	<b>264</b>	<b>1135</b>	<b>382</b>	<b>290</b>	<b>490</b>	<b>190</b>	<b>148</b>
<b>1 oras o mas mababa pa</b>	<b>47%</b>	44%	50%	50%	49%	45%	38%	47%	42%	46%	48%	45%	48%	46%	49%	<b>57%</b>
<b>2 oras</b>	<b>26%</b>	28%	24%	30%	25%	24%	27%	26%	35%	29%	25%	31%	23%	25%	26%	20%
<b>3 oras</b>	<b>8%</b>	8%	8%	7%	8%	9%	9%	8%	15%	8%	8%	7%	7%	9%	8%	9%
<b>4 oras</b>	<b>2%</b>	2%	2%	2%	3%	1%	0%	2%	0%	2%	2%	3%	2%	3%	1%	1%
<b>5 oras o higit pa</b>	<b>5%</b>	5%	4%	3%	4%	7%	6%	8%	4%	6%	4%	5%	6%	3%	5%	5%
<b>Hindi akma</b>	<b>12%</b>	13%	12%	<b>8%</b>	12%	14%	20%	9%	<b>4%</b>	9%	13%	10%	14%	14%	11%	9%

Q1. Gaano katagal ka karaniwang nagkokomyut o nagmamaneho sa isang araw?

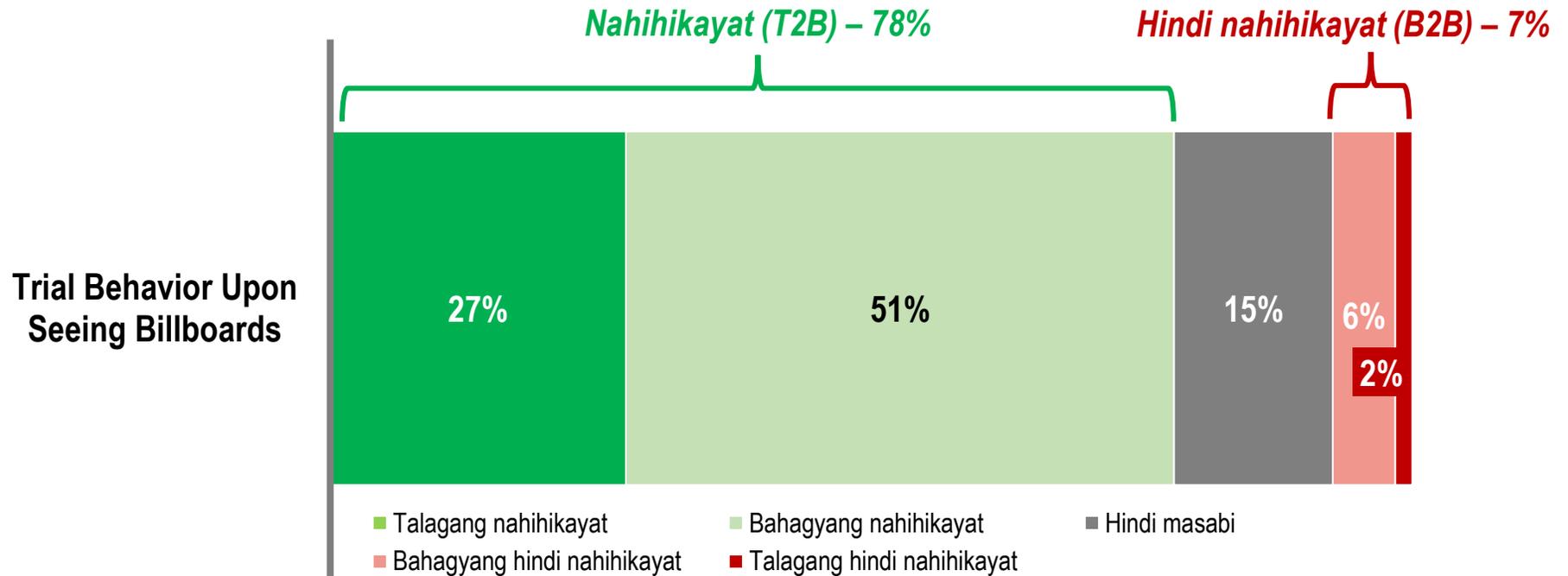
BASE – Total interviews (1,500)

■ ■ – Significantly higher/lower vs. the total

# 8 out of 10 are encouraged to search online further about products/services they see in billboards



# And similarly, billboards also impact potential trial of products/services advertised



## Persuasion of billboards are most evident among SEC C1 as well as in Visayas

BEHAVIORS UPON SEEING BILLBOARDS	Grand Total	SEX		AGE				SEC				AREA				
		Male	Female	18-25 y/o	26-35 y/o	36-50 y/o	51 y/o +	SEC C1	SEC C2	SEC D	SEC E	NCR	NCL	SLB	VIS	MIN
<b>BASE - Total Interviews</b>	<b>1500</b>	<b>622</b>	<b>878</b>	<b>296</b>	<b>707</b>	<b>416</b>	<b>81</b>	<b>53</b>	<b>48</b>	<b>264</b>	<b>1135</b>	<b>382</b>	<b>290</b>	<b>490</b>	<b>190</b>	<b>148</b>
<b>SEARCH ONLINE</b>																
<b>TOP 2 BOX</b>	<b>80%</b>	80%	79%	81%	79%	80%	75%	81%	83%	83%	79%	80%	75%	80%	85%	80%
<b>Talagang nahihikayat</b>	<b>29%</b>	27%	30%	32%	29%	26%	28%	50%	35%	30%	27%	29%	27%	28%	35%	27%
<b>Bahagyang nahihikayat</b>	<b>51%</b>	52%	50%	49%	50%	54%	48%	31%	48%	53%	51%	51%	48%	52%	50%	53%
<b>Hindi masabi</b>	<b>12%</b>	12%	11%	11%	11%	13%	17%	8%	9%	6%	13%	12%	14%	11%	11%	13%
<b>Bahagyang hindi nahihikayat</b>	<b>7%</b>	6%	7%	7%	8%	4%	5%	8%	7%	10%	6%	6%	8%	7%	4%	7%
<b>Talagang hindi nahihikayat</b>	<b>2%</b>	2%	2%	2%	1%	3%	3%	2%	2%	1%	2%	2%	4%	2%	0%	1%
<b>BOTTOM 2 BOX</b>	<b>9%</b>	8%	9%	9%	10%	7%	8%	10%	9%	11%	8%	8%	11%	10%	4%	7%
<b>TRIAL</b>																
<b>TOP 2 BOX</b>	<b>78%</b>	77%	79%	79%	78%	79%	69%	83%	78%	79%	77%	77%	75%	78%	84%	77%
<b>Talagang nahihikayat</b>	<b>27%</b>	28%	27%	31%	27%	27%	22%	44%	33%	28%	26%	27%	25%	28%	33%	26%
<b>Bahagyang nahihikayat</b>	<b>51%</b>	49%	51%	48%	51%	52%	48%	40%	46%	51%	51%	51%	50%	51%	51%	51%
<b>Hindi masabi</b>	<b>15%</b>	16%	14%	12%	15%	16%	18%	10%	13%	11%	16%	15%	15%	14%	14%	17%
<b>Bahagyang hindi nahihikayat</b>	<b>6%</b>	5%	6%	7%	6%	4%	6%	2%	9%	9%	5%	6%	8%	6%	2%	5%
<b>Talagang hindi nahihikayat</b>	<b>2%</b>	2%	1%	2%	1%	1%	6%	4%	0%	1%	2%	1%	3%	2%	0%	1%
<b>BOTTOM 2 BOX</b>	<b>7%</b>	7%	8%	9%	7%	5%	12%	6%	9%	10%	7%	7%	10%	8%	2%	6%

Q2. Gaano ka nahihikayat o hindi nahihikayat na i-search ang produkto/serbisyo ng isang brand online kapag makita mo ito sa isang billboard?

Q3. Gaano ka nahihikayat na subukan ang produkto/serbisyo ng isang brand kapag makita mo ito sa billboard?

BASE – Total interviews (1,500)

■ ■ – Significantly higher/lower vs. the total

# Effectivity of OOH Billboards

- There is opportunity in investing in OOH billboards due to the target market usually spending 1-2 hours on the road.
- OOH billboards are effective in inciting consumer behaviors, such as searching online about further information about products/services they see, and even potentially eliciting trial of such products and services.

# Thank you!

