

# Native Advertising Industry Survey

## Conducted by Adblade)))

December 2014

Each of the respondents were asked the same question and given the same answers about each image they were shown. The only differentiator between questions was the images that were featured on each page.

All respondents were instructed to *“Please look at the highlighted images that appear under a news article and answer the question below.”* (Please note this wording varied based upon the location of the ad unit)

There were **236** total responses and 221 complete responses.

**Question:** *What do you think is in the highlighted box?*

**Answers:**

- *Advertisement(s)*
- *Article(s) recommended by the Website’s Editors*
- *Article(s) that paid to be promoted by the Website*
- *I don’t know*

# Q1: Taboola Ad Unit

Please look at the highlighted images that appeared under a news article and answer the question below.

See also

Ray Rice -- Fantasy Football Boom ... Becomes #1 Added Player in Minutes  
Ray Rice Wins Appeal ... NFL Indefinite Suspension OVERTURNED  
Janay Rice -- Finally Speaks Out ... Blasts Ravens, Defends Ray Rice

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See More: Ray Rice , TMZ Sports , Exclusive , 1 More

173  316  10



You Won't Believe What These Reality Stars Are Up to Now  
Essence

Oh My God, Naked Photos of Kate Upton!!!

JLo and Diddy Are Back Together ...



Aretha Franklin's Boobs Make a Break For It!



WWF 80s Superstars: Do You Recognize Them?  
Quizzyzn



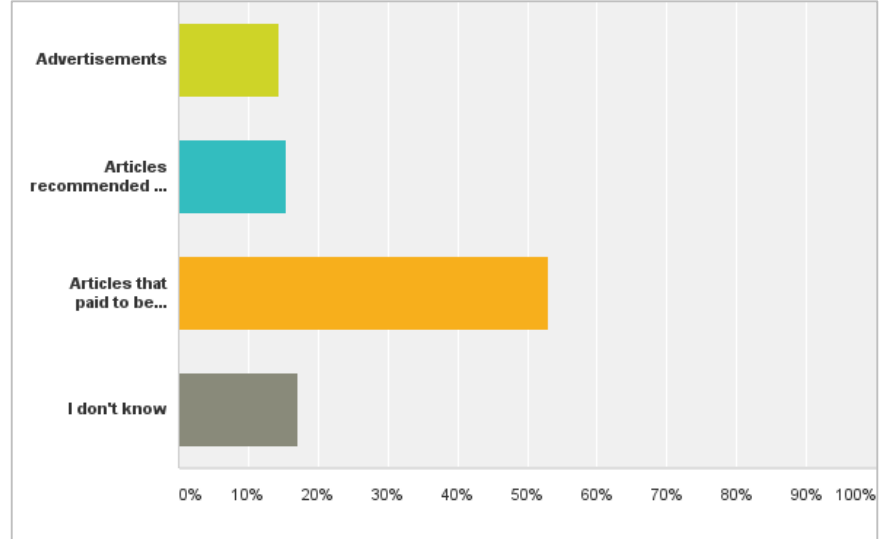
Forget the iPhone 6. Next hit Apple product revealed!  
The Motley Fool

Promoted Links by Taboola

\* 1. What do you think is in the highlighted box?

- Advertisements
- Articles recommended by the Website's Editors
- Articles that paid to be promoted by the Website
- I don't know

Answered: 221 Skipped: 0



Answer Choices	Responses
Advertisements	14.48% 32
Articles recommended by the Website's Editors	15.38% 34
Articles that paid to be promoted by the Website	52.94% 117
I don't know	17.19% 38
<b>Total</b>	<b>221</b>

# Q2: Adblade Ad Unit

Please look at the highlighted images under the following news article and answer the question below.

## Related Stories



**TEST YOUR KNOWLEDGE**  
How much do you know about Egypt? Take this quiz.

- Egypt to hold early presidential election, as loyalists rally at revolutionary landmark (+video)
- Egypt: On anniversary, end to street violence seems nowhere in sight

What'd we miss? Tell us what angles to cover next.

Share this story: [f](#) [t](#) [g+](#) [➔ MORE](#) [✉ EMAIL](#) [🖨 PRINT](#)

### Offers and Articles from the Web!

Ads by Adblade



New York Will this stock explode? Can you turn \$1,000 into \$100,000?



Cordless, Light and High Performance. What's not to love? Try Risk Free!



Calculate Your Net Worth. How Do You Stack Up Next To Your Peers? Download This Guide!



New Rule Leaves Drivers Furious And Shocked. If you drive less than 35 midday you



Make less than \$80,000? You may qualify for a grants up to \$5,730

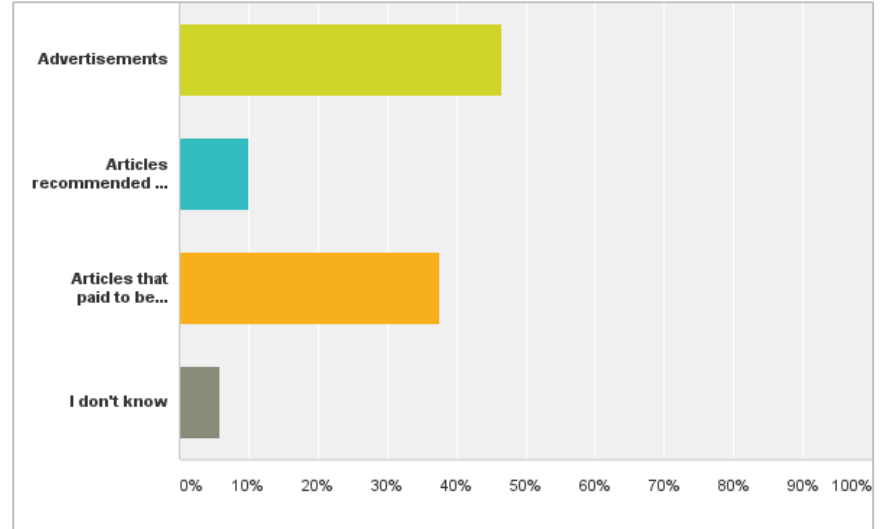


Stop buying junk cars! Photos of the best 5 most reliable cars. Stop getting huge mechanic bills

\* 2. What do you think is in the highlighted box?

- Advertisements
- Articles recommended by the Website's Editors
- Articles that paid to be promoted by the Website
- I don't know

Answered: 221 Skipped: 0



Answer Choices	Responses	Count
Advertisements	46.61%	103
Articles recommended by the Website's Editors	9.95%	22
Articles that paid to be promoted by the Website	37.56%	83
I don't know	5.88%	13
<b>Total</b>		<b>221</b>

# Q3: Outbrain Ad Unit

Please look at the highlighted images under the following news article and answer the question below.

## "Travel is not going to be a lot of fun"

Millions of Americans planning to take to the roads and skies for Thanksgiving were facing travel chaos due to a storm that's forecast to batter the Northeast on Wednesday. Meteorologists said early Tuesday that the nor'easter was likely to hit on a day when **more than 46 million people across the nation** were expected to journey 50 miles or more.

The nor'easter could dump from three to five inches of snow on the New York and Philadelphia metro areas, based on current models, and one to three inches on Boston and Washington, D.C. "Travel is not going to be a lot of fun for people trying to get to grandma's house on Wednesday..."

[Read the rest of the story on from our partners at NBC News](#)



**AROUND THE WEB** Sponsored Links by



**Around the World in 10 Jaw-Dropping Landscape Photos**  
Adventure.com



**35 Pictures Of Shaq Standing Next To Normal Sized Celebrities**  
ViewMood



**Can You Guess What Our Nation's Fattest State Is?**  
ThePostFinance

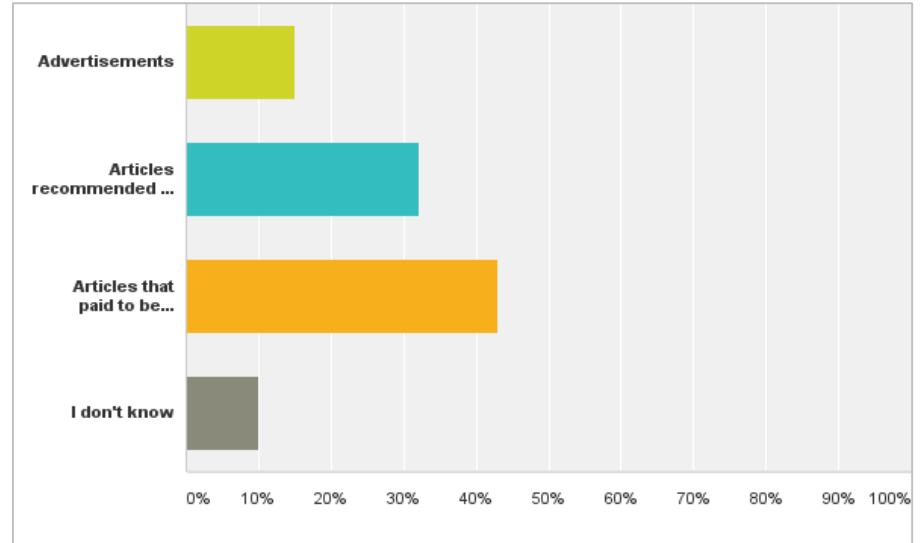


**After Waking From Coma, Girl Reunites With The Dog That Saved...**  
The Dodo

\* 3. What do you think is in the highlighted box?

- Advertisements
- Articles recommended by the Website's Editors
- Articles that paid to be promoted by the Website
- I don't know

Answered: 221 Skipped: 0



Answer Choices	Responses	Count
Advertisements	14.93%	33
Articles recommended by the Website's Editors	32.13%	71
Articles that paid to be promoted by the Website	42.99%	95
I don't know	9.95%	22
<b>Total</b>		<b>221</b>

# Q4: IB Times Recommended Articles Unit

Please look at the highlighted images under the following news article and answer the question below.

"Nevertheless, stretch yourself. Rise to the occasion. Act like being in the White House matters to you," she wrote.

Lauten also criticized the girls' clothing.

"Dress like you deserve respect, not a spot at a bar," wrote Lauten.

Lauten's post was met with a huge backlash including a viral Twitter hashtag

"#FireElizabethLauten. She subsequently deleted the Facebook note and wrote an apology on the site.

"After many hours of prayer, talking to my parents, and re-reading my words online I can see more clearly just how hurtful my words were," Lauten said.

Lauten did not respond to a request for comment from Business Insider on Monday.

## Recommended For You



40 Experiences You Should Have Before You Turn 40



Ferguson Police Officer Darren Wilson Has Resigned



The Most Notorious Gangster Most People Have Never Heard Of



PUTIN: 'Winter Is Coming'

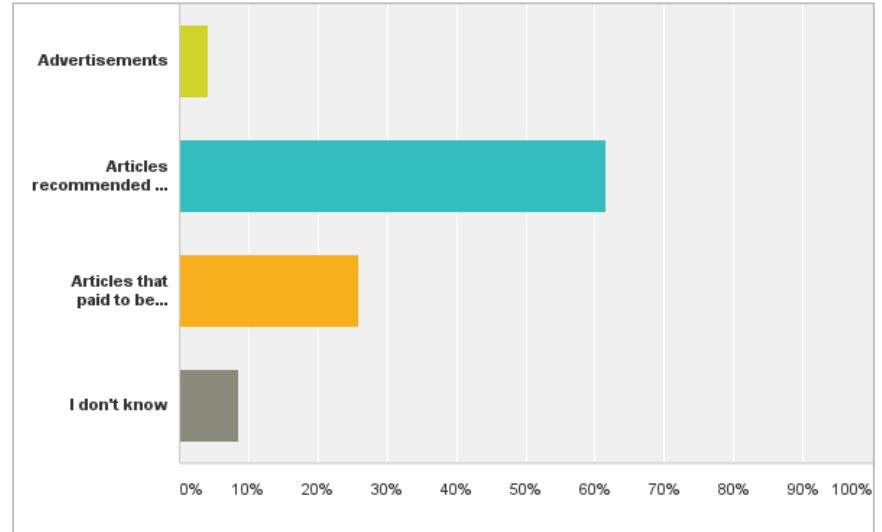


Obama Is Spending His Afternoon Focusing On Ferguson

\* 4. What do you think is in the highlighted box?

- Advertisements
- Articles recommended by the Website's Editors
- Articles that paid to be promoted by the Website
- I don't know

Answered: 221 Skipped: 0




Answer Choices	Responses	Count
Advertisements	4.07%	9
Articles recommended by the Website's Editors	61.54%	136
Articles that paid to be promoted by the Website	25.79%	57
I don't know	8.60%	19
<b>Total</b>		<b>221</b>

# Q5: Taboola Ad Unit


Please look at the highlighted images to the RIGHT of the following weather page and answer the question below.

Almanac			
Dec 1	HIGH	LOW	PRECIP.
Average	47° F	32°	--
Record	63° (1962)	18° (1989)	--
Reported Conditions			
Yesterday	54°	43°	0.00 in
Last 7 Days	68°	28°	1.61
Month to Date	63°	51°	0.00
Historical Monthly Avg			
December	42°	28°	3.86
January	36°	23°	3.69
February	40°	24°	3.06
Sun & Moon			


Recommended for You




The 5 Best Credit Cards with No...  
News Advisor



14 Benefits Most Seniors Didn't...  
Newsman



Temps to take a dive



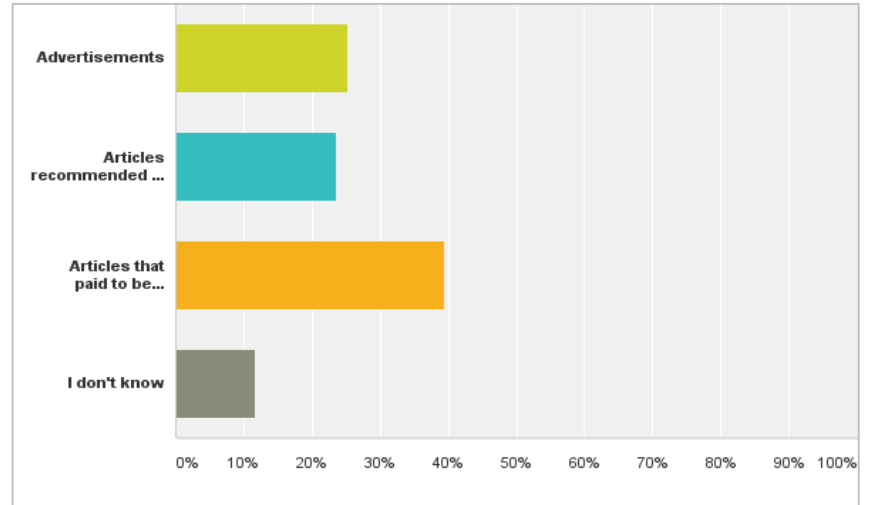
Freaky Lightning!

Promoted Links by Taboola

\* 5. What do you think is in the highlighted box?

- Advertisements
- Articles recommended by the Website's Editors
- Articles that paid to be promoted by the Website
- I don't know

Answered: 221 Skipped: 0



Answer Choices	Responses
Advertisements	25.34% 56
Articles recommended by the Website's Editors	23.53% 52
Articles that paid to be promoted by the Website	39.37% 87
I don't know	11.76% 26
<b>Total</b>	<b>221</b>

# Q6: Google Ad Unit

Please look at the highlighted text under the following news article and answer the question below.

As a recap of the hardware, the Fire Phone includes a 4.7-inch IPS screen with a 1280 x 720 resolution. Powering this screen is a Qualcomm Snapdragon 800 processor clocked at 2.2 GHz, and the phone has 2 GB of RAM. There's also a 13 MP camera on the back, a 2.1 MP camera on the front, Wireless AC and Bluetooth 3.0 connectivity, a handful of sensors, and a camera in each corner for tracking the user's face.

Will this new promotion reel in additional customers, or will the Fire Phone keep collecting dust? This deal doesn't seem to be related to [Black Friday](#), but a move to push the phone off the shelf. The Fire Phone for \$199 seems like a great deal, especially for customers subscribed to Prime. Order today, and Prime users can get this phone on Friday.

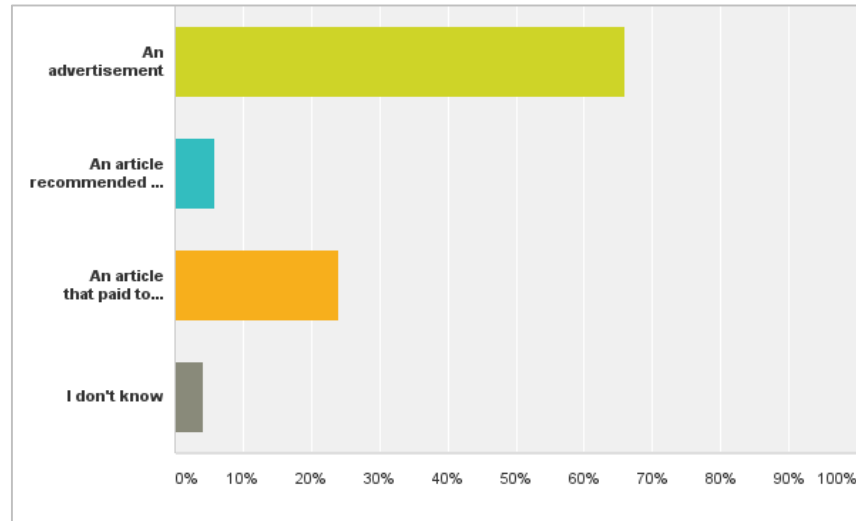
Follow Kevin Parrish @exfileme. Follow us @tomshardware, on Facebook and on Google+.

The screenshot shows a website navigation bar with a red dashed box highlighting a section. The navigation bar includes 'PREVIOUS Rumor: AMD R9 390X 'C...' and 'NEXT Octagon-Shaped Linshof i8 Sm...'. The highlighted section is titled 'Top 7 Cell Phone Plans' and contains the text '2014 Top Cell Phone Plans. Compare Latest Deals & Save Big!' and a blue arrow button. Below the highlighted section, there are two small circles.

\* 6. What do you think is in the highlighted box?

- An advertisement
- An article recommended by the Website's Editors
- An article that paid to be promoted by the Website
- I don't know

Answered: 221 Skipped: 0



Answer Choices	Responses
An advertisement	66.06% 146
An article recommended by the Website's Editors	5.88% 13
An article that paid to be promoted by the Website	23.98% 53
I don't know	4.07% 9
<b>Total</b>	<b>221</b>




# Q7: Outbrain Ad Unit

Please look at the highlighted images under the following news article and answer the question below.


## SUMMARY

- 1. Best Gaming CPUs: November Updates
- 2. Entry-Level: \$115 And Under
- 3. Mid-Range: \$115 To \$200
- 4. High-End: \$210 And Up
- 5. Hierarchy Chart
- 6. Performance Per Dollar




Partners

Comparing Moka5 LivePC Vs. VMware Horizon Flex (Moka5)




Partners

7 Super-Scary Wiring Scenarios (Commercial Integrat...)




Partners

Oops! Kate Upton's Wardrobe Malfunction in GQ Shoot (GQ)



Partners

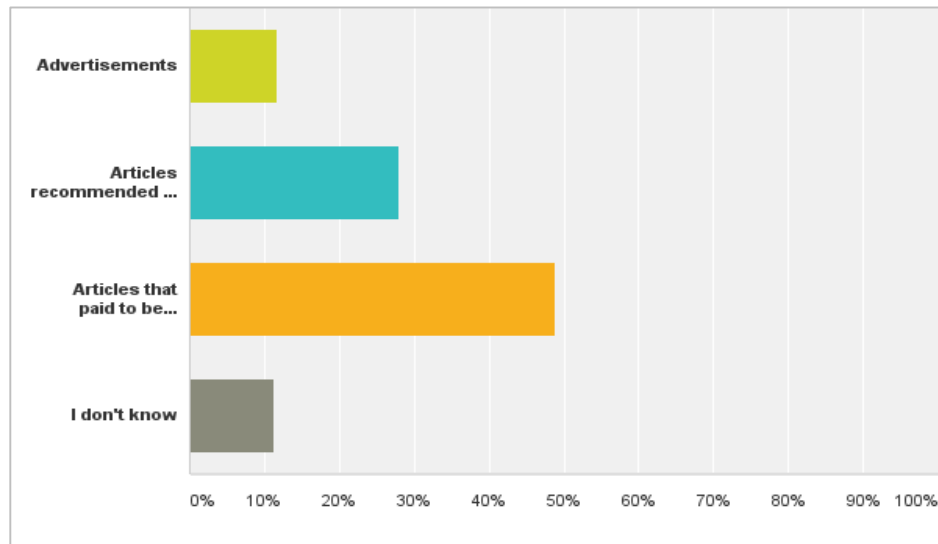
29 Prom Pictures That, Um...Just Take A Look (ViewMixed)

Recommended by 

\* 7. What do you think is in the highlighted box?

- Advertisements
- Articles recommended by the Website's Editors
- Articles that paid to be promoted by the Website
- I don't know

Answered: 221 Skipped: 0



Answer Choices	Responses	Count
Advertisements	11.76%	26
Articles recommended by the Website's Editors	28.05%	62
Articles that paid to be promoted by the Website	48.87%	108
I don't know	11.31%	25
<b>Total</b>		<b>221</b>

# Q8: Gravity Ad Unit

Please look at the highlighted images under the following news article and answer the question below.

So when the SEC finally gets its act together on the JOBS Act, and promulgates the details of equity crowd-funding for non-qualified investors, that will be just the beginning of what I think will be an inevitable cascade of change. Things happen slowly till they happen fast. It was back in 1998, believe it or not, when Spring Street Brewing was brought public by Wit Capital in the first Internet IPO. The giants of financial service haven't seen the telluric shifts that travel, media, entertainment and home thermostats have. They will. Depending on who you are, the Ben Franklin generation is composed of 80 million Benedict Arnolds.

*I have not, or do not, consulted for any of the companies referenced in this piece, and have no equity position in them.*

Follow Adam Hanft on Twitter: [www.twitter.com/hanft](http://www.twitter.com/hanft)

MORE: Millennials, Financial Services, Personal Finance

YOU MAY LIKE

By Gravity



**FiveFingers Maker Will Pay Millions To Suckers Who Bought...**



**Bra Commercial Banned After Claims Of Being 'Degrading And...**



**The Worst Companies To Work For In The US**



**The 25 Most Powerful People in the World**  
Promoted by Forbes



**10 Celebs With Wickedly Weird Deformities**  
Promoted by E! Online

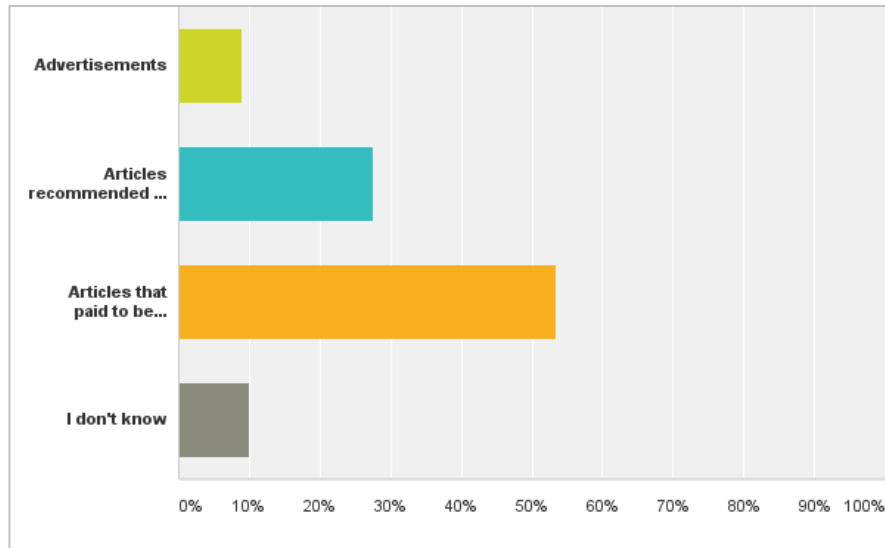


**CIA Insider's Tell-All Interview Will Scare The Hell Out of You**  
Promoted by Money Morning

\* 9. What do you think is in the highlighted box?

- Advertisements
- Articles recommended by the Website's Editors
- Articles that paid to be promoted by the Website
- I don't know

Answered: 221 Skipped: 0



Answer Choices	Responses
Advertisements	9.05% 20
Articles recommended by the Website's Editors	27.60% 61
Articles that paid to be promoted by the Website	53.39% 118
I don't know	9.95% 22
<b>Total</b>	<b>221</b>

# Q9: Yahoo Ad Unit

Please look at the highlighted text and image under the following news articles and answer the question below.

**YAHOO! NEWS**

Search News Search Web

Holiday Searches Tablets on sale Best laptops 2014 Flat-screen TVs sale Profit Christmas trees

**News Home**  
U.S.  
World  
Politics  
Tech  
Science  
Health  
Odd News  
Local  
Dear Abby  
Comics  
ABC News  
Yahoo Originals  
Photos

**Recommended Games**  
More games >

**Johnson: Immigration changes 'simple common sense'**  
President Obama's Homeland Security secretary confronts GOP critics. [Read More](#)

**Congressional aide to resign after criticizing Obama daughters**

**President Obama to order more training, oversight for military gear to cops**

All News Yahoo Originals News AP Reuters

**Why Charles Barkley supports the Ferguson grand jury decision**  
Former NBA star Charles Barkley recently called Ferguson looters "scumbags," praised police officers who work in black neighborhoods, and said he supports the decision.  
*Christina Schmitt/Media*

**MD Advice: How to Remove Dark Spots**  
See What Leading Beverly Hills Plastic Surgeon Dr. John Layke Recommends to Remove Dark Spots Without Surgery.  
Beverly Hills MD Sponsored

**Children playing on Australian beach find baby's body**  
Children playing at a Sydney beach Sunday stumbled across the body of a baby buried under the sand, Australian investigators said, just a week after a newborn was found crying at the bottom of a roadside drain. New South Wales police said they had found the body.  
AFP

**Stars of Broadway's 'Doctor Zhivago' revealed**  
NEW YORK (AP) — The upcoming Broadway musical "Doctor Zhivago" will star a Broadway newbie, two Broadway veterans who were in "Jesus Christ Superstar" together and an actress from "Wicked" who just got married.  
Associated Press

\* 10. What do you think is in the highlighted box?

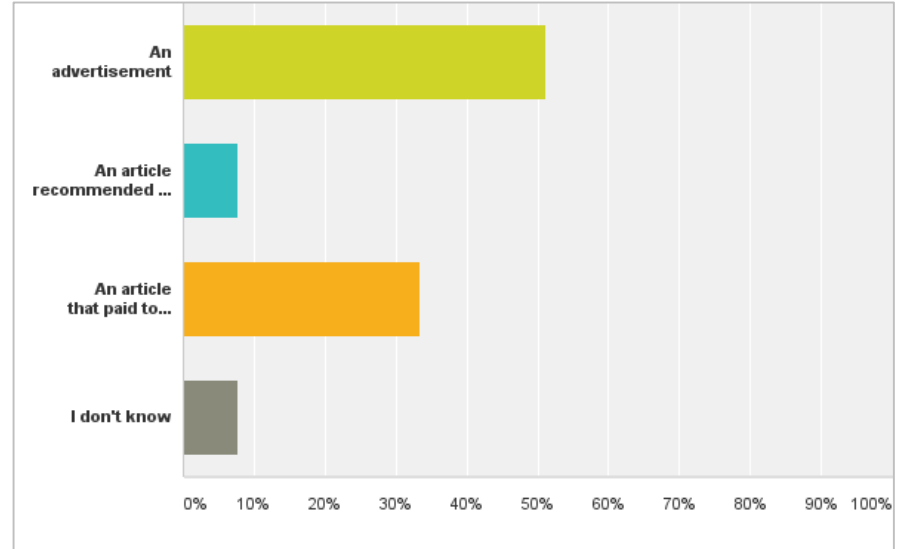
An advertisement

An article recommended by the Website's Editors

An article that paid to be promoted by the Website

I don't know

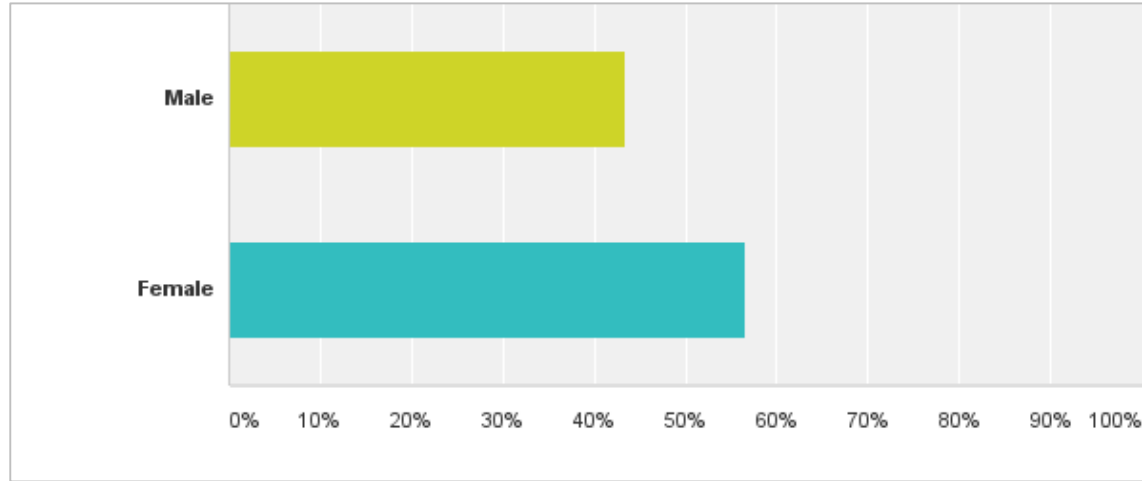
Answered: 220 Skipped: 0



Answer Choices	Responses	Count
An advertisement	51.13%	113
An article recommended by the Website's Editors	7.69%	17
An article that paid to be promoted by the Website	33.48%	74
I don't know	7.69%	17
<b>Total</b>		<b>221</b>

# Q10: Gender

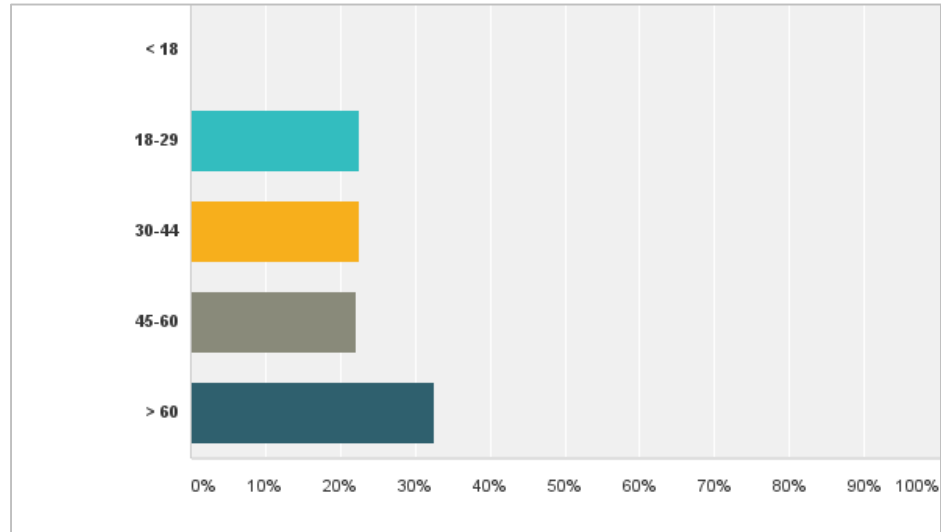
Answered: 221 Skipped: 0



Answer Choices	Responses
Male	43.44% 96
Female	56.56% 125
<b>Total</b>	<b>221</b>

# Q11: Age

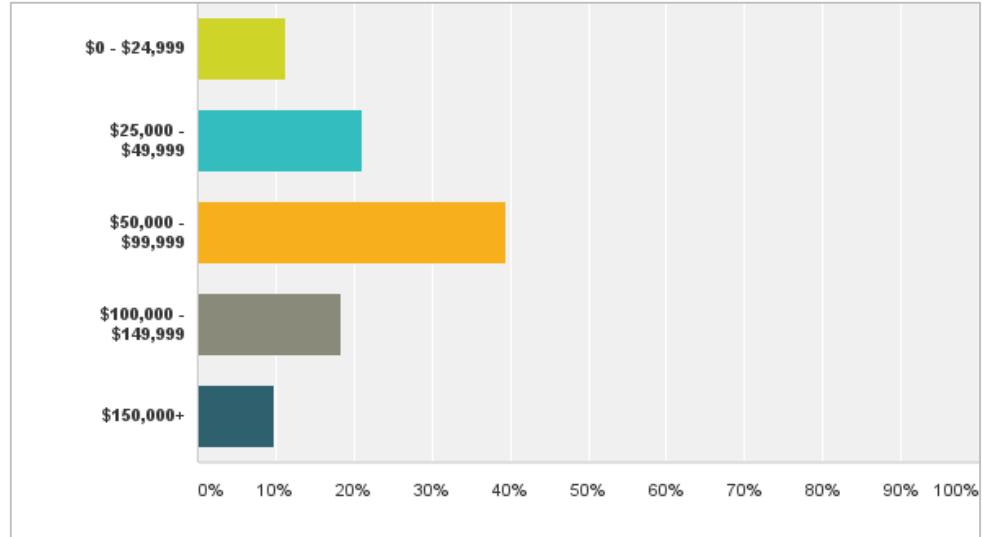
Answered: 221 Skipped: 0



Answer Choices	Responses
< 18	0.00% 0
18-29	22.62% 50
30-44	22.62% 50
45-60	22.17% 49
> 60	32.58% 72
<b>Total</b>	<b>221</b>

# Q12: Household Income

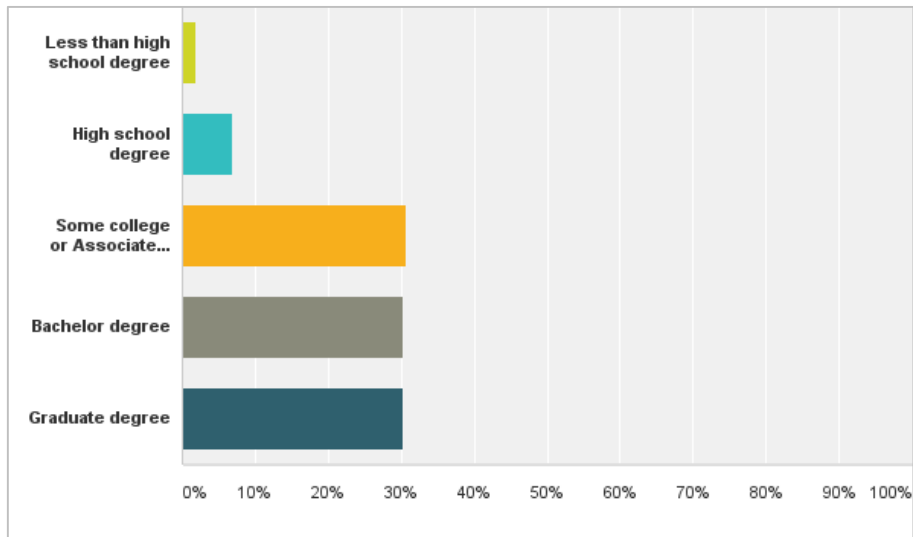
Answered: 185 Skipped: 36



Answer Choices	Responses
\$0 - \$24,999	11.35% 21
\$25,000 - \$49,999	21.08% 39
\$50,000 - \$99,999	39.46% 73
\$100,000 - \$149,999	18.38% 34
\$150,000+	9.73% 18
<b>Total</b>	<b>185</b>

# Q13: Education

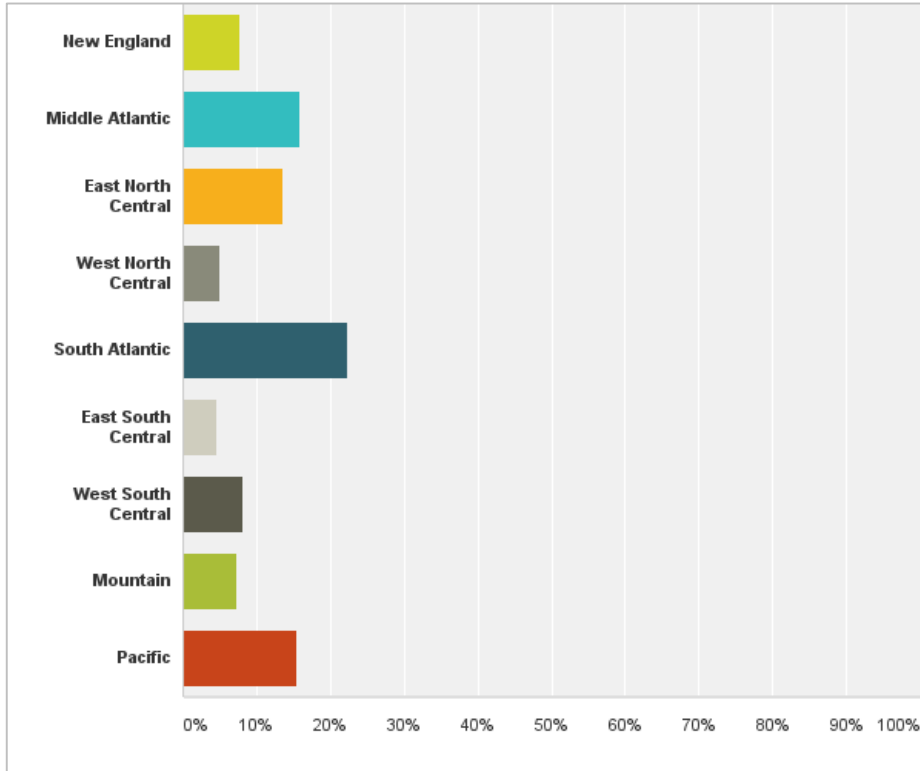
Answered: 205 Skipped: 16



Answer Choices	Responses
Less than high school degree	1.95% 4
High school degree	6.83% 14
Some college or Associate degree	30.73% 63
Bachelor degree	30.24% 62
Graduate degree	30.24% 62
<b>Total</b>	<b>205</b>

# Q14: Location (Census Region)

Answered: 220 Skipped: 1



Answer Choices	Responses
New England	7.73% 17
Middle Atlantic	15.91% 35
East North Central	13.64% 30
West North Central	5.00% 11
South Atlantic	22.27% 49
East South Central	4.55% 10
West South Central	8.18% 18
Mountain	7.27% 16
Pacific	15.45% 34
<b>Total</b>	<b>220</b>