

**Fig. 5b: Consumer Marketing Tactics**

(n=202)

	% Using Channel		% Users Reporting Budget Shift in 2014	
	2014	2013	Increase	Decrease
Websites	74.3%	67.8%	55.9%	9.2%
Social Media	55.4%	46.5%	69.2%	7.7%
Research/Data/Analytics	51.5%	53.0%	42.1%	14.0%
Public Relations	51.0%	44.6%	42.1%	11.2%
Advocacy Programs	50.0%	44.1%	53.3%	15.0%
Digital Ads	46.0%	37.6%	63.6%	11.1%
Print Ads	44.6%	42.6%	33.3%	27.5%
Direct Marketing	42.6%	38.1%	40.4%	24.5%
Mobile/Tablet Apps	31.7%	22.8%	71.0%	13.0%
TV	20.8%	20.8%	42.3%	34.6%
Radio	14.9%	11.9%	48.6%	32.4%
Outdoors	8.4%	6.9%	42.9%	23.8%