

東京メトロ広告効果調査〈駅メディア〉

「東京メトロ広告効果調査」とは？

東京メトロの「駅メディア」を対象とした広告効果指標策定を目的に、「調査対象媒体前を通過した人」に対して直接駅頭で面接聴取を行い、「広告注目率」「広告到達率」をメトロアドエージェンシーが独自に調査したもの（調査実施は株式会社市場開発研究所に依頼）。

「広告注目率」とは？

調査対象の広告を提示し、「今、通過した」東京メトロ駅構内で「細かい文字まで見た」「写真・絵（映像）・大きな文字だけ見た」「見たような気がする」と回答した人の割合。

「広告到達率」とは？

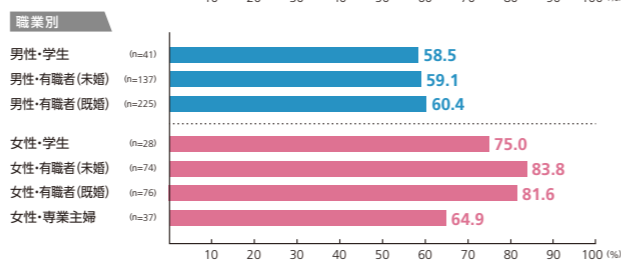
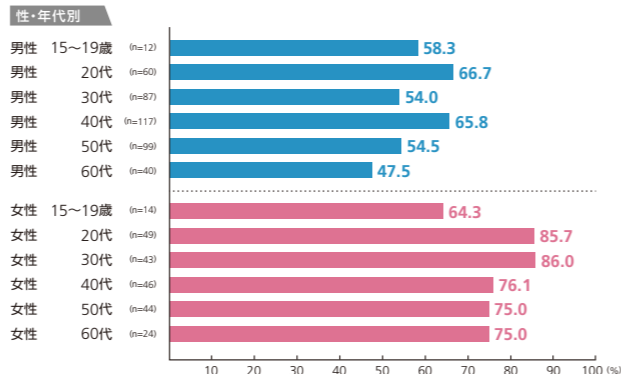
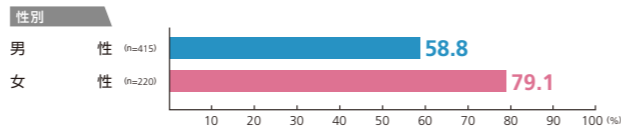
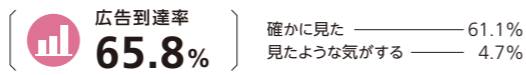
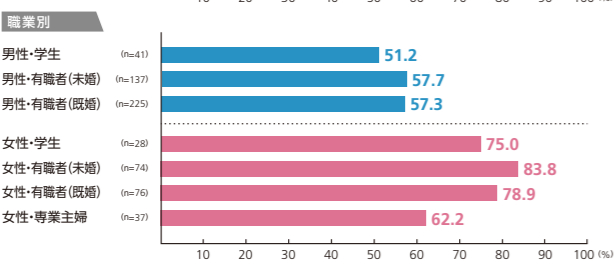
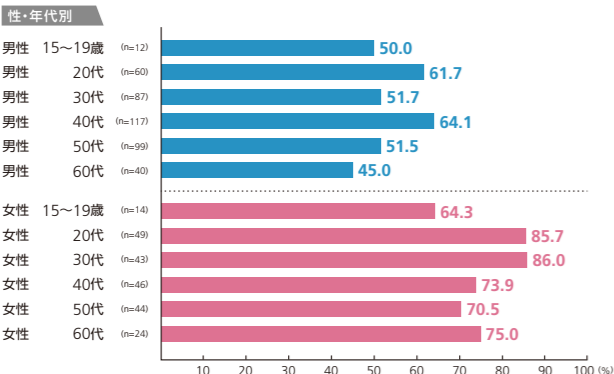
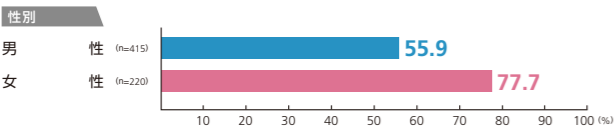
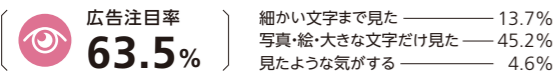
調査対象の広告を提示し、「掲出期間内」に東京メトロの駅構内で「確かに見た」「見たような気がする」と回答した人の割合。

調査概要

- 調査対象者：15歳～69歳の男女（高校生以上）で、駅構内における調査対象媒体前を通過した人
- 対象者抽出方法：東京メトロ全線の利用者構成比に合わせて性・年代を割付
- 調査方法：調査員による東京メトロ駅構内での面接聴取
- 調査数：1素材あたり100人
- 調査期間：2005、2007～2022年度

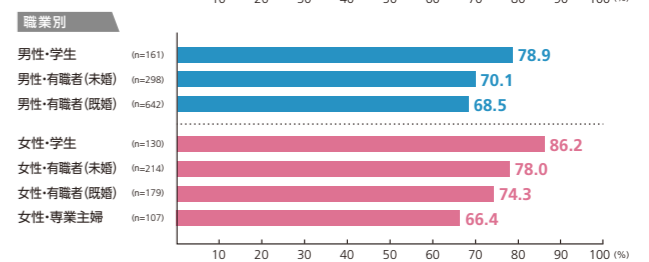
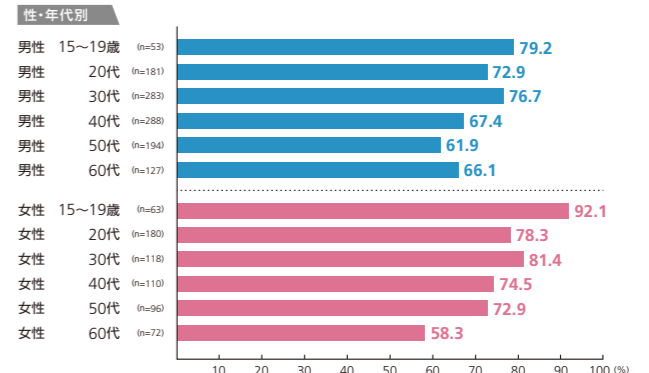
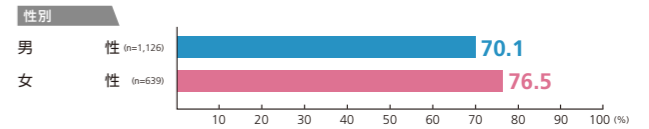
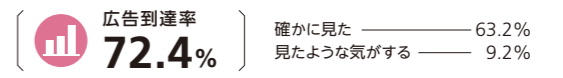
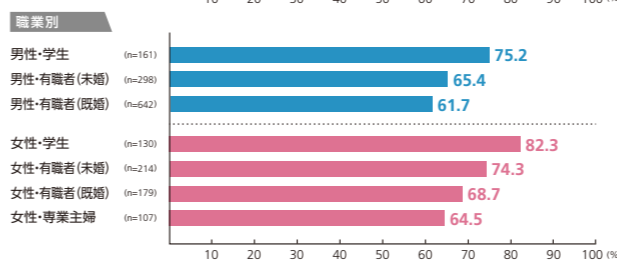
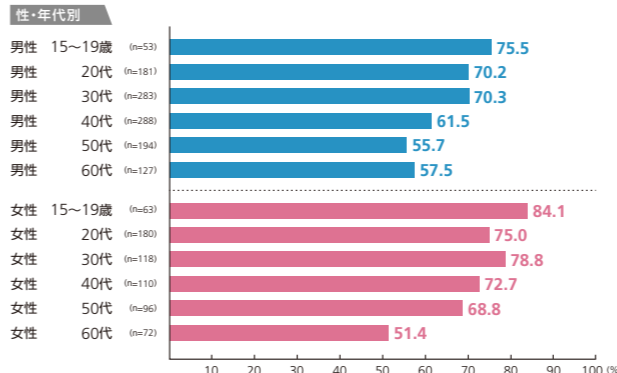
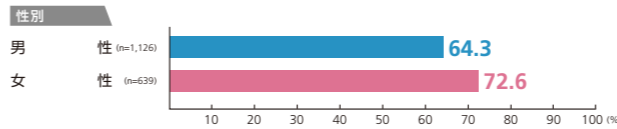
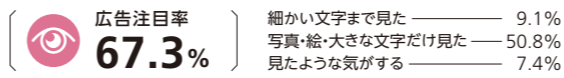
駅メディア 銀座駅集中展開

素材数:6
サンプル数:635



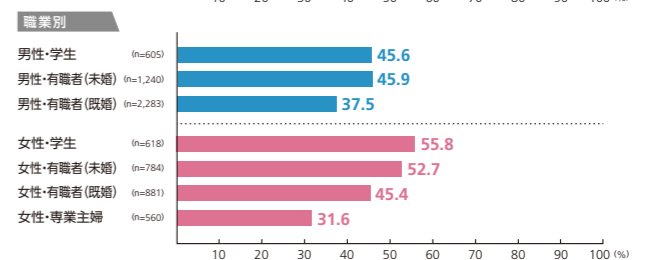
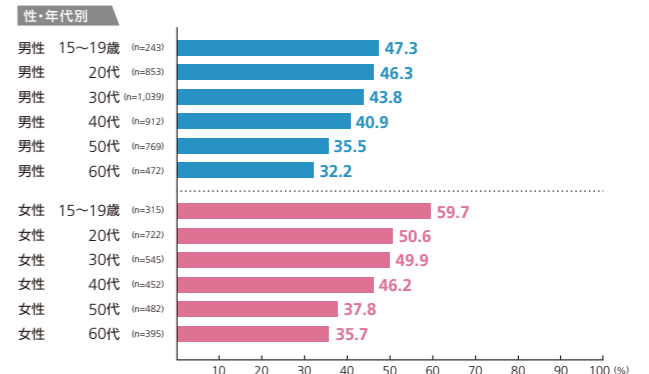
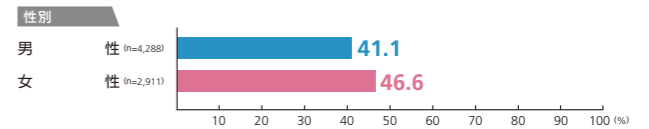
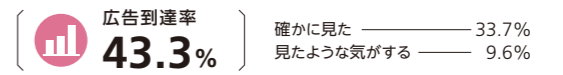
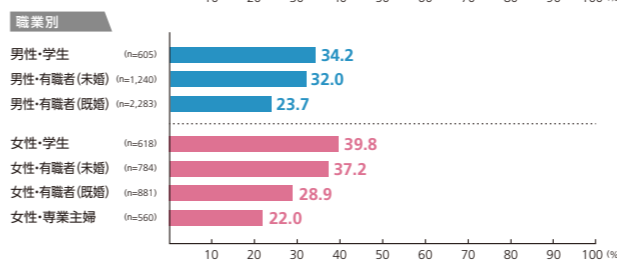
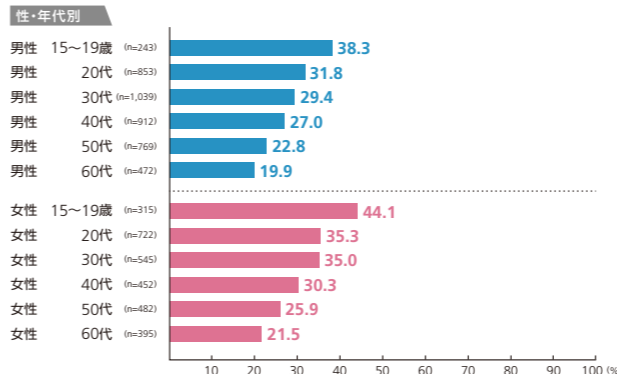
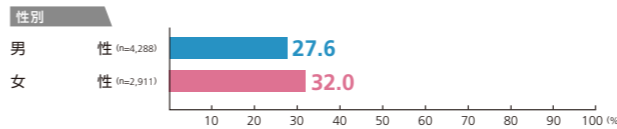
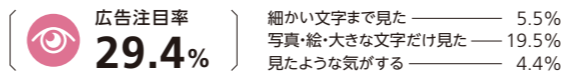
駅メディア 表参道駅集中展開

※「表参道プレミアムセット2」を除く
素材数:17
サンプル数:1,765



駅メディア 駅ばりポスター

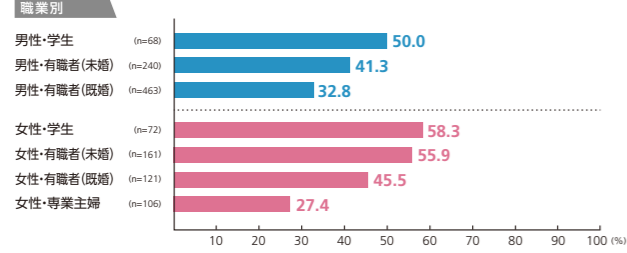
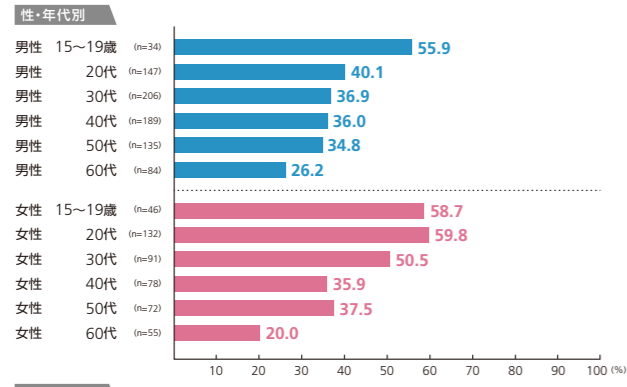
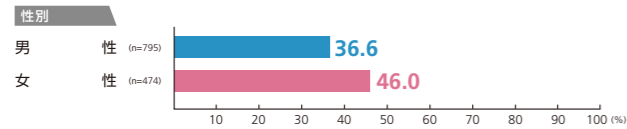
素材数:50
サンプル数:7,199



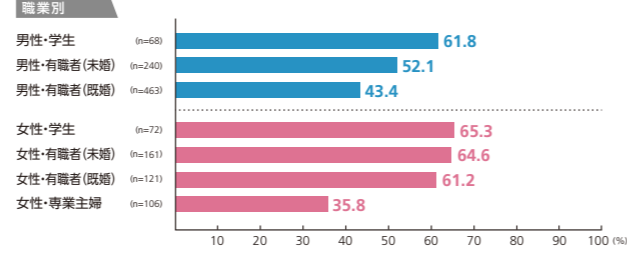
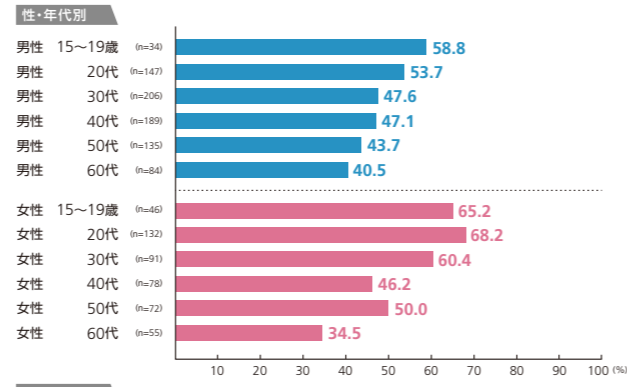
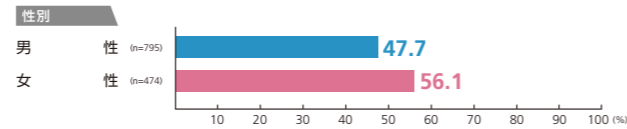
駅メディア / 銀座プレミアムセット

素材数:12
サンプル数:1,269

広告注目率 **40.1%**
細かい文字まで見た 5.8%
写真・絵・大きな文字だけ見た 29.9%
見たような気がする 4.4%



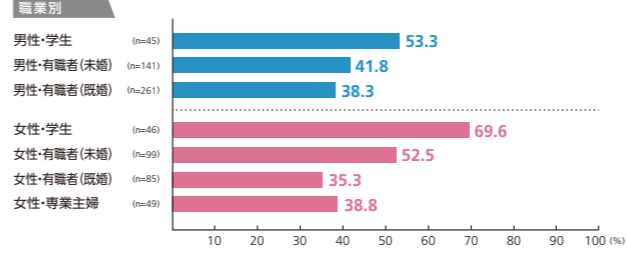
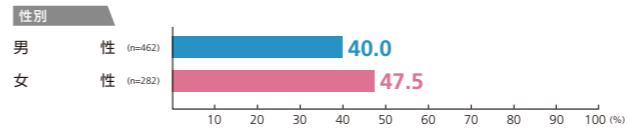
広告到達率 **50.8%**
確かに見た 42.2%
見たような気がする 8.6%



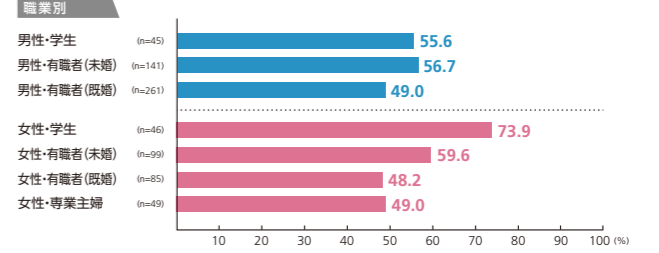
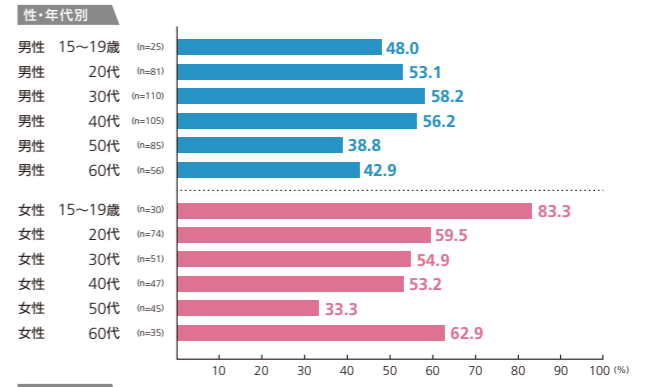
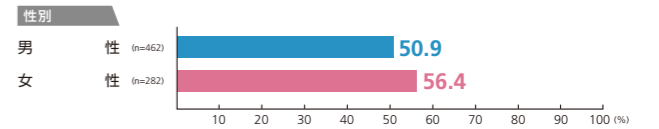
駅メディア / 六本木プレミアムセット

素材数:7
サンプル数:744

広告注目率 **42.9%**
細かい文字まで見た 4.2%
写真・絵・大きな文字だけ見た 34.0%
見たような気がする 4.7%



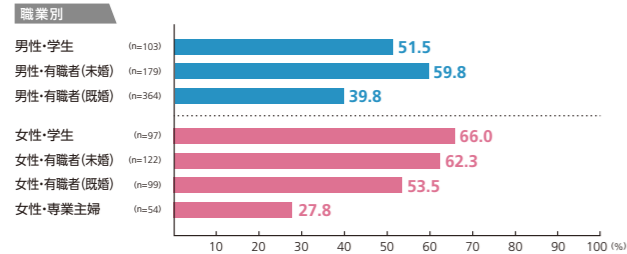
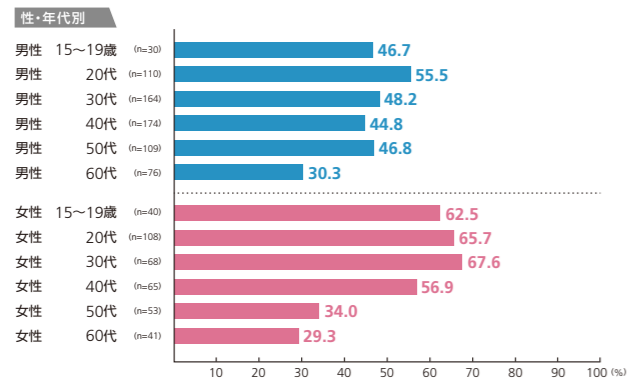
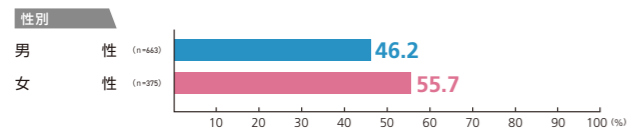
広告到達率 **53.0%**
確かに見た 45.6%
見たような気がする 7.4%



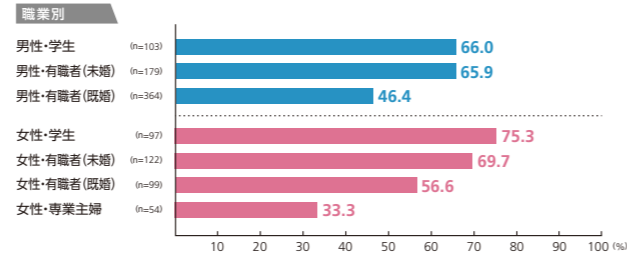
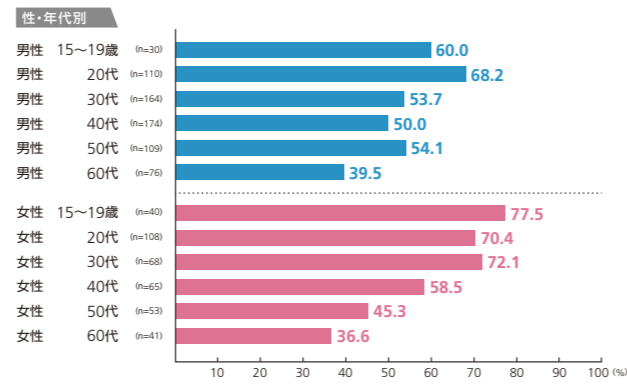
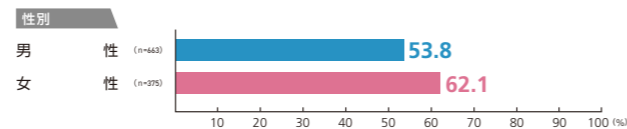
駅メディア / 表参道プレミアムセット

素材数:10
サンプル数:1,038

広告注目率 **49.6%**
細かい文字まで見た 4.9%
写真・絵・大きな文字だけ見た 37.6%
見たような気がする 7.1%



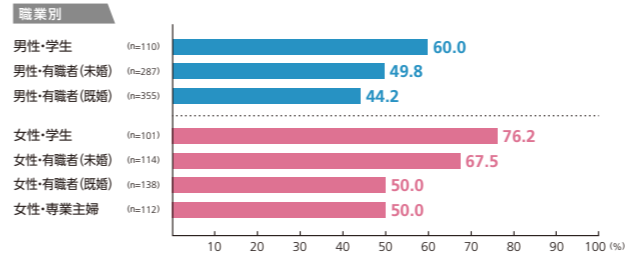
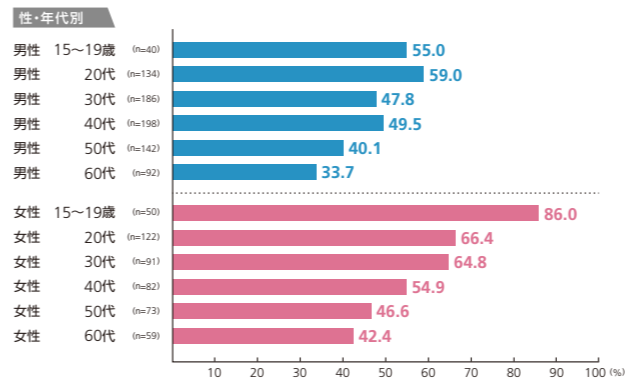
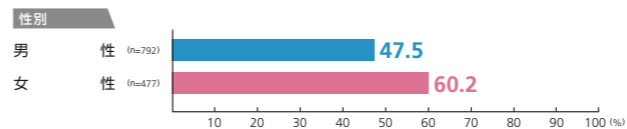
広告到達率 **56.8%**
確かに見た 46.5%
見たような気がする 10.3%



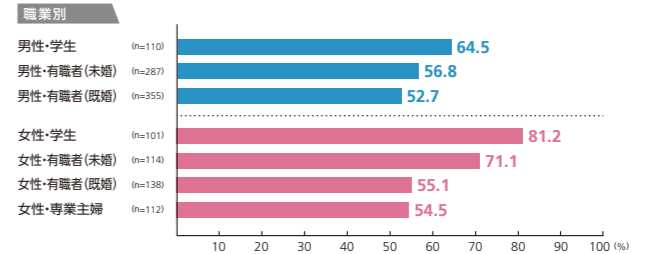
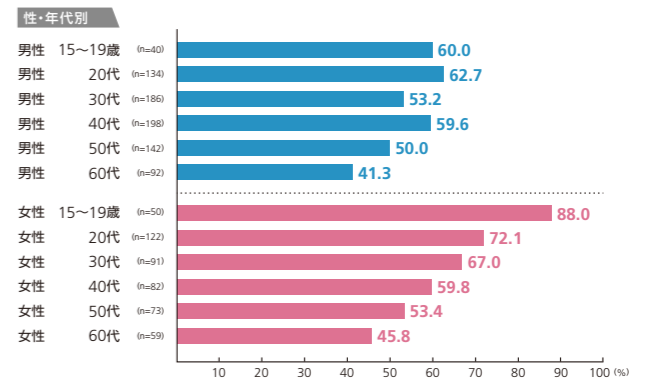
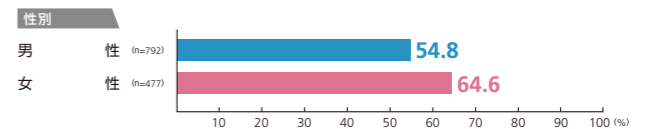
駅メディア / 池袋プレミアムセット

素材数:12
サンプル数:1,269

広告注目率 **52.2%**
細かい文字まで見た 4.6%
写真・絵・大きな文字だけ見た 41.1%
見たような気がする 6.5%



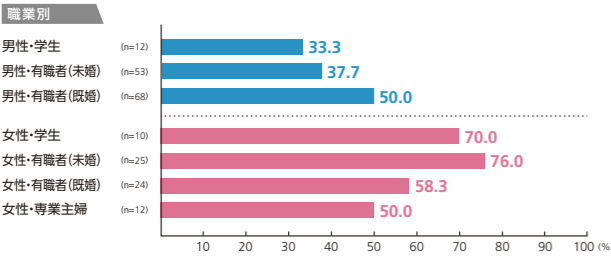
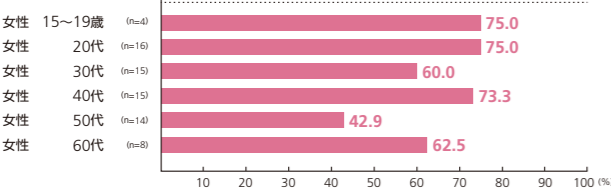
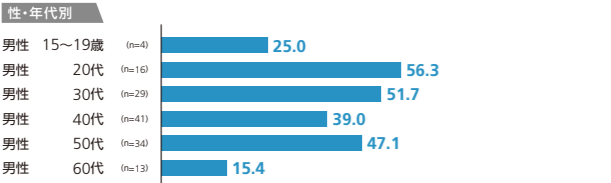
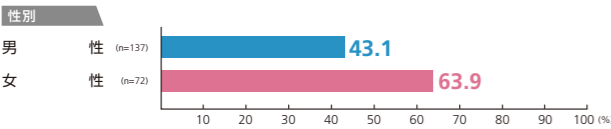
広告到達率 **58.5%**
確かに見た 48.6%
見たような気がする 9.9%



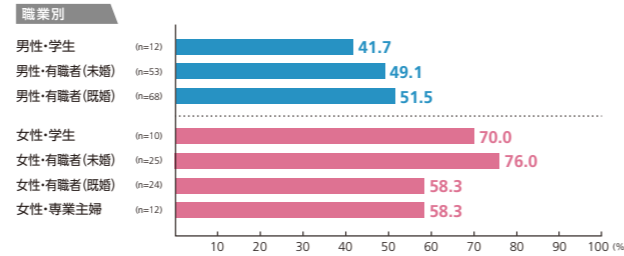
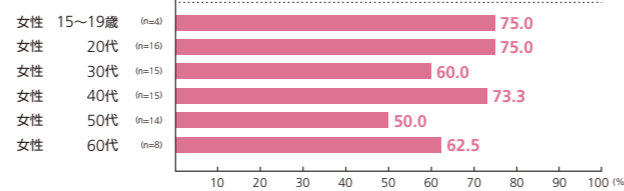
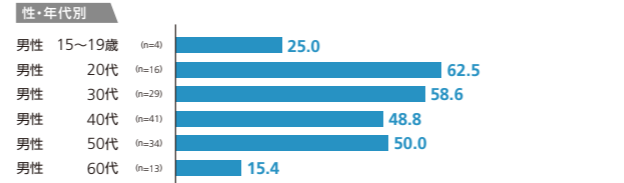
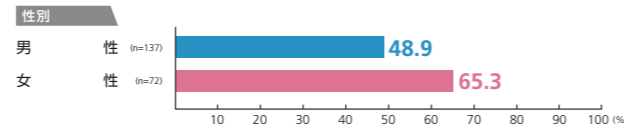
駅メディア / 新宿三丁目プレミアムセット

素材数:2
サンプル数:209

広告注目率 **50.2%**
細かい文字まで見た 18.7%
写真・絵・大きな文字だけ見た 25.8%
見たような気がする 5.7%



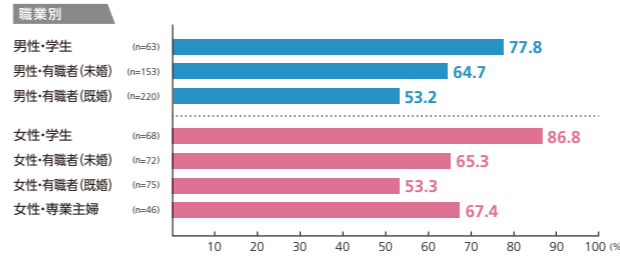
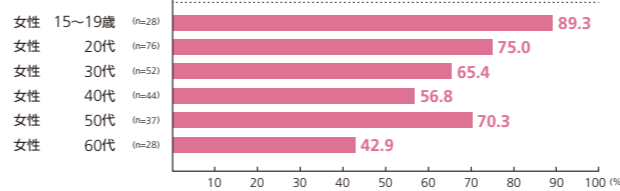
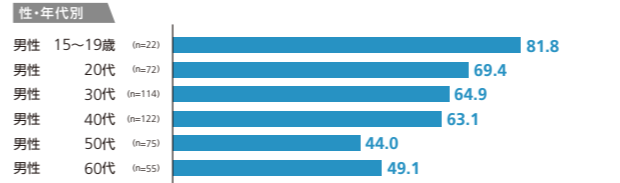
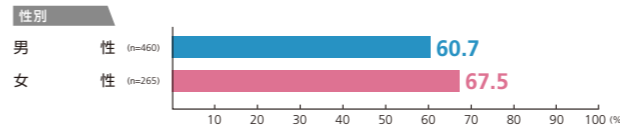
広告到達率 **54.5%**
確かに見た 46.4%
見たような気がする 8.1%



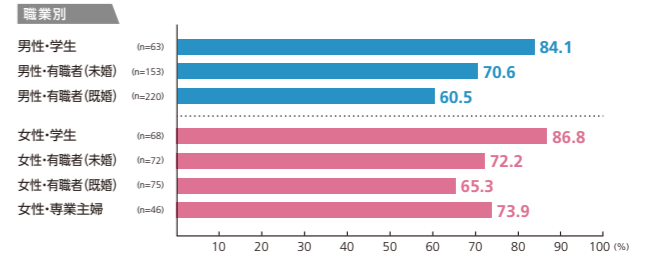
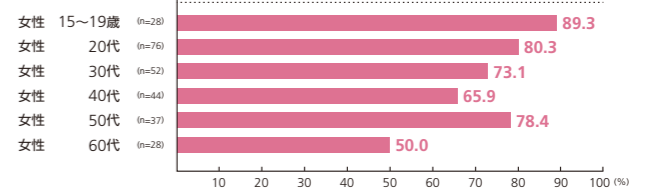
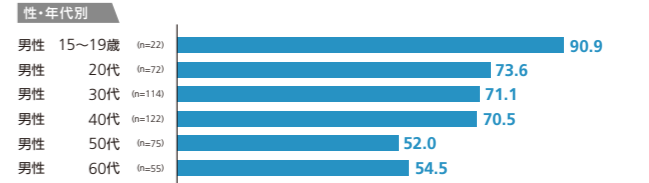
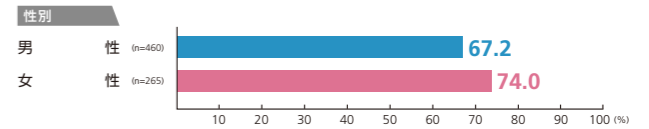
駅メディア / (半)渋谷プレミアムセット(フルセット)

素材数:7
サンプル数:725

広告注目率 **63.2%**
細かい文字まで見た 10.2%
写真・絵・大きな文字だけ見た 46.6%
見たような気がする 6.3%



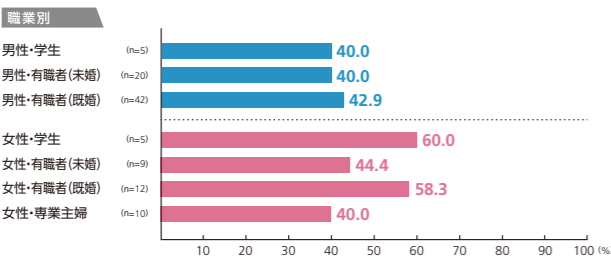
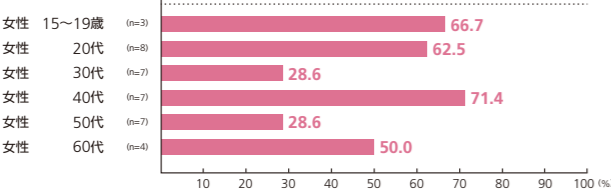
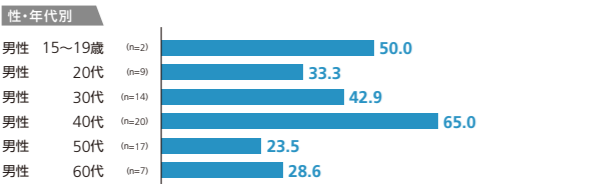
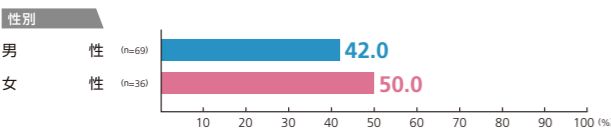
広告到達率 **69.7%**
確かに見た 62.1%
見たような気がする 7.6%



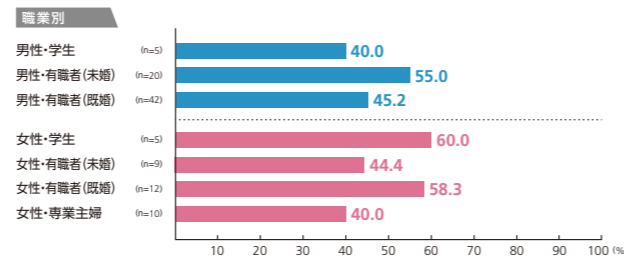
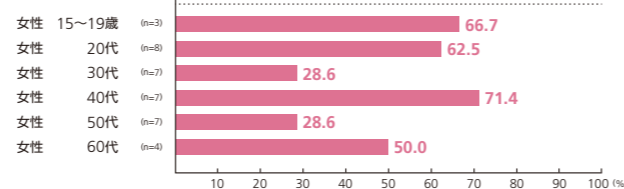
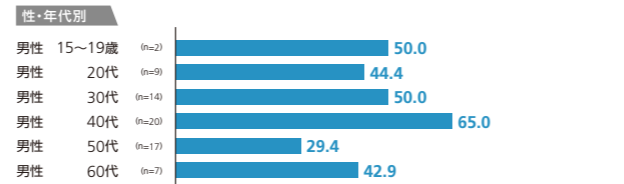
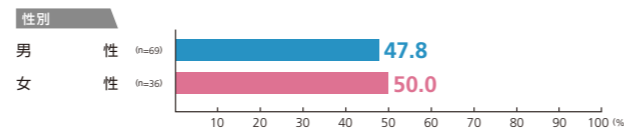
駅メディア / 有楽町ロードプレミアムセット

素材数:1
サンプル数:105

広告注目率 **44.8%**
細かい文字まで見た 10.5%
写真・絵・大きな文字だけ見た 30.5%
見たような気がする 3.8%



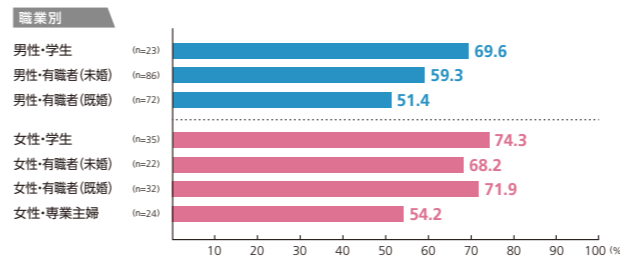
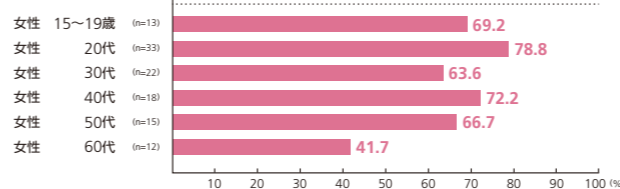
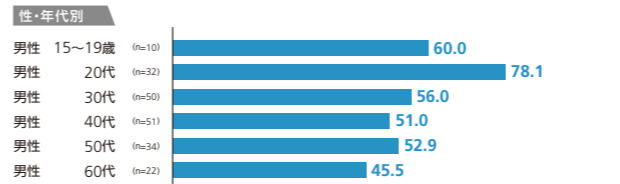
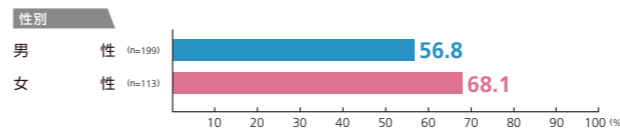
広告到達率 **48.6%**
確かに見た 41.9%
見たような気がする 6.7%



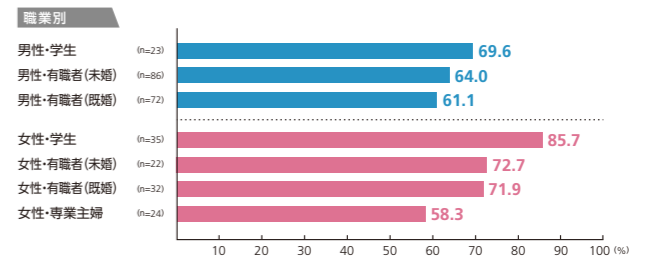
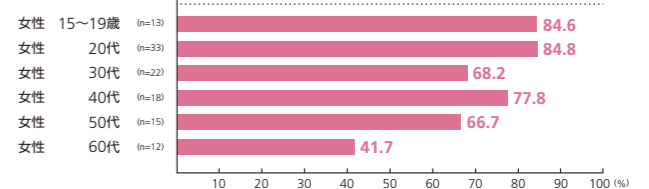
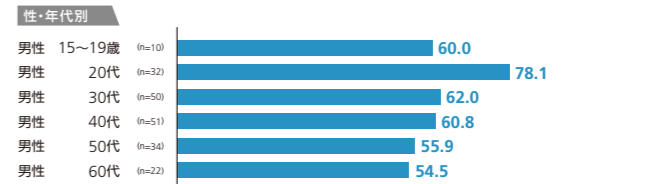
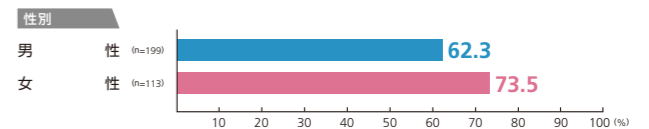
駅メディア / (半)渋谷プレミアムセット(ハーフセット)

素材数:3
サンプル数:112

広告注目率 **60.9%**
細かい文字まで見た 4.5%
写真・絵・大きな文字だけ見た 52.9%
見たような気がする 3.5%

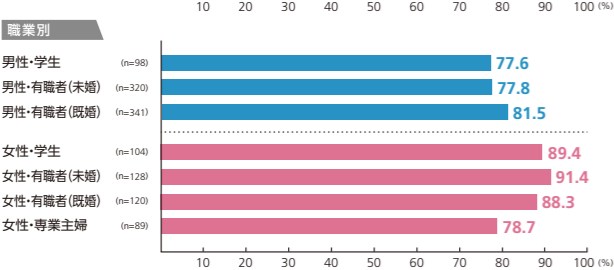
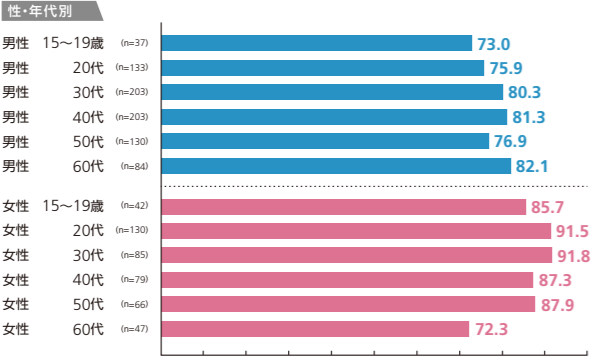
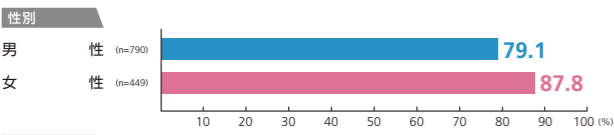


広告到達率 **66.3%**
確かに見た 61.5%
見たような気がする 4.8%

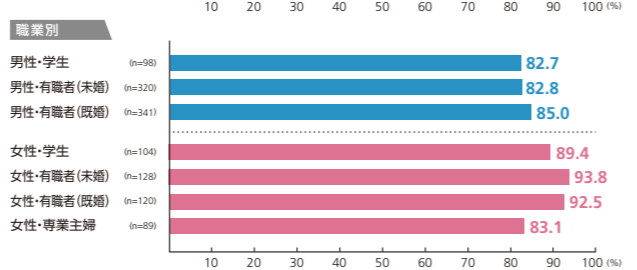
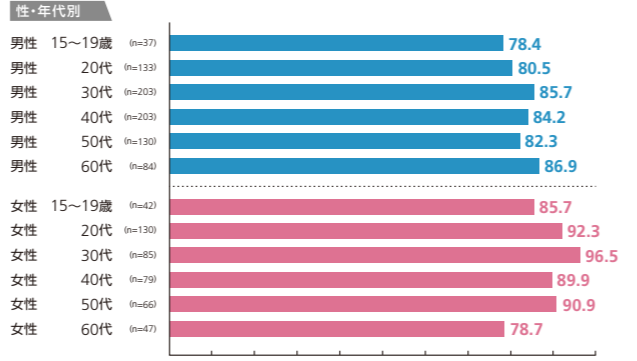
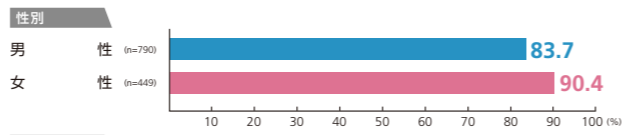


駅メディア / 新宿メトロスーパープレミアムセット(4面セット) 素材数:12 サンプル数:1,239

広告注目率 **82.2%**
 細かい文字まで見た 13.9%
 写真・絵・大きな文字だけ見た 62.5%
 見たような気がする 5.9%

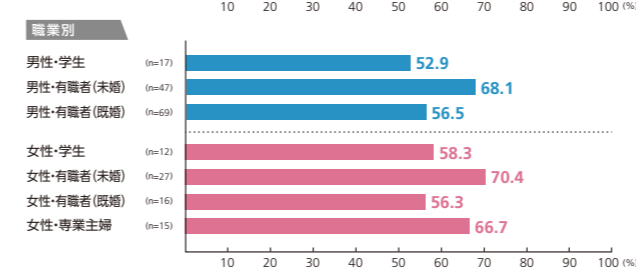
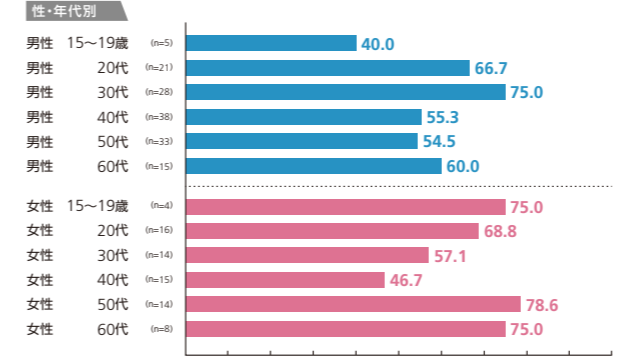
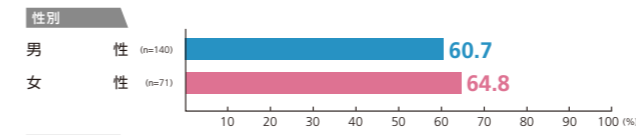


広告到達率 **86.1%**
 確かに見た 78.6%
 見たような気がする 7.5%

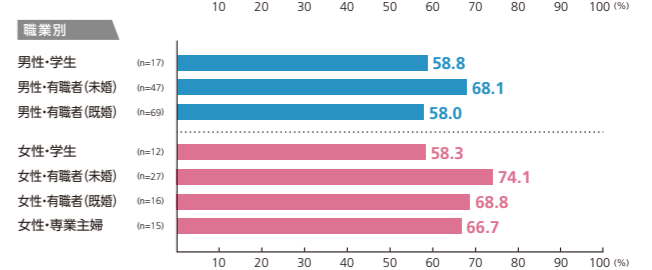
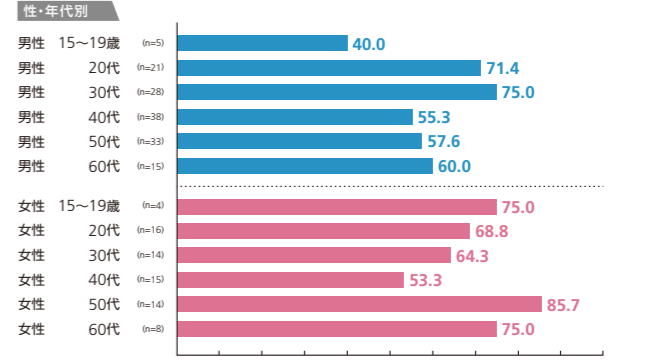
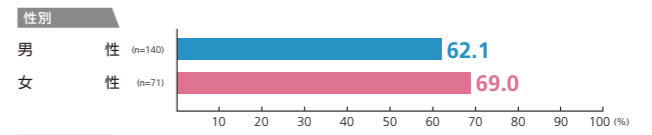


駅メディア / 新宿メトロツインプレミアムセット 素材数:2 サンプル数:211

広告注目率 **62.1%**
 細かい文字まで見た 7.6%
 写真・絵・大きな文字だけ見た 46.4%
 見たような気がする 8.1%

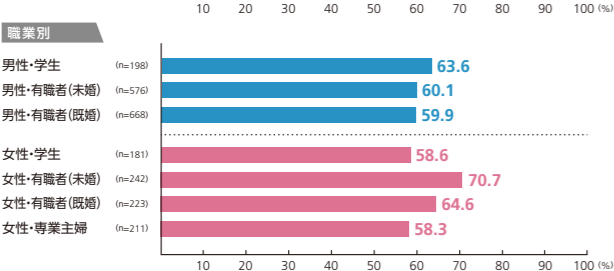
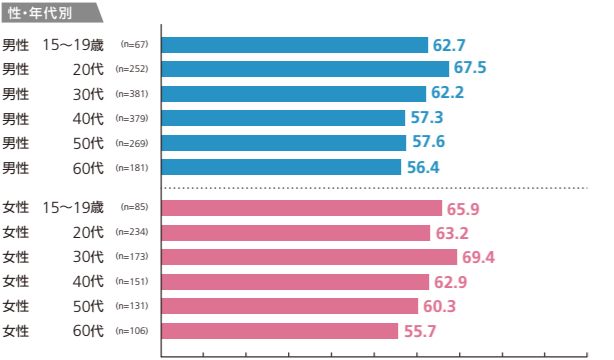
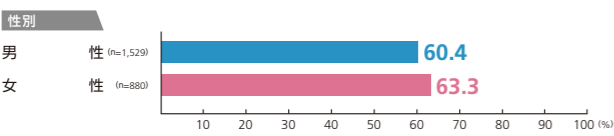


広告到達率 **64.5%**
 確かに見た 56.4%
 見たような気がする 8.1%

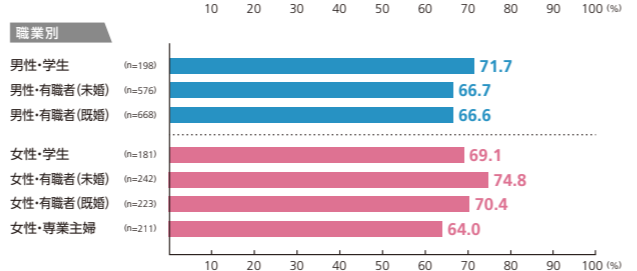
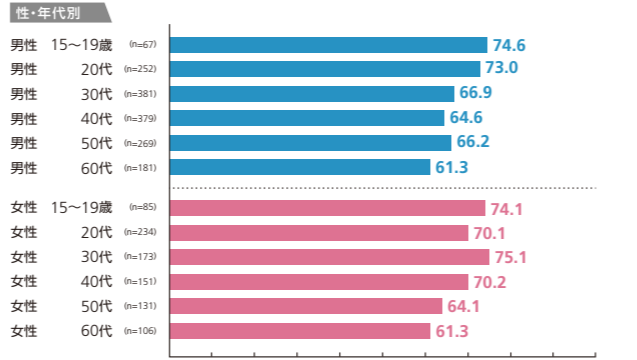
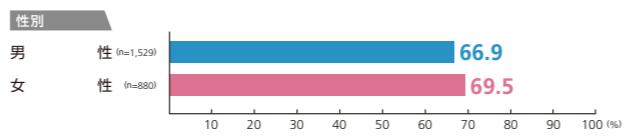


駅メディア / 新宿メトロスーパープレミアムセット(1面セット) 素材数:23 サンプル数:2,409

広告注目率 **61.4%**
 細かい文字まで見た 9.0%
 写真・絵・大きな文字だけ見た 46.0%
 見たような気がする 6.5%

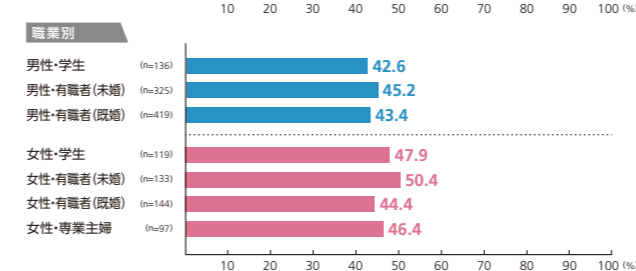
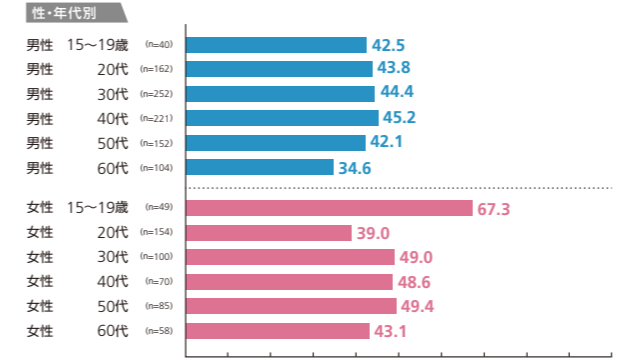
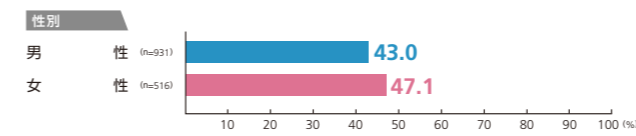


広告到達率 **67.9%**
 確かに見た 58.5%
 見たような気がする 9.4%

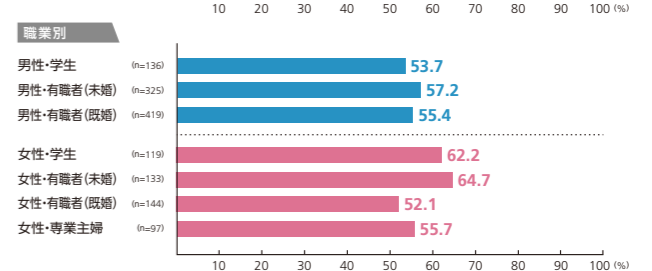
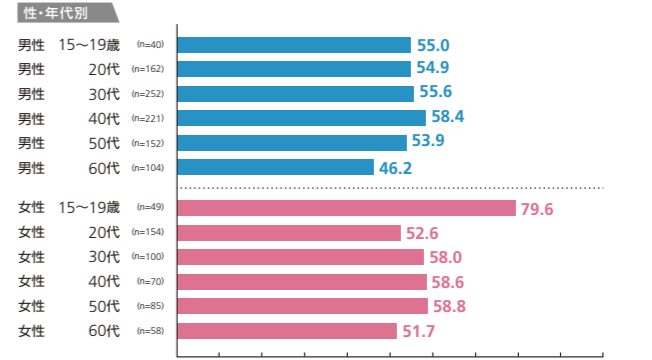


駅メディア / Uボード 素材数:14 サンプル数:1,447

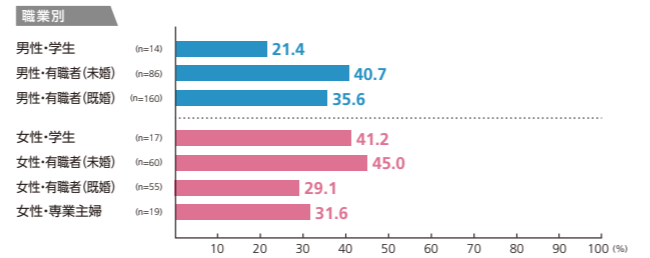
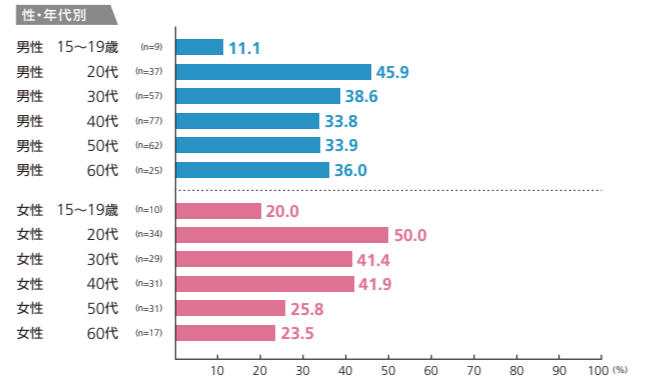
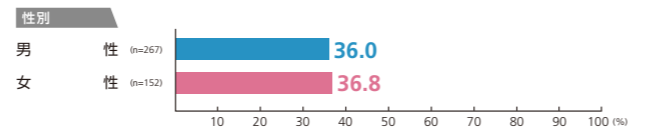
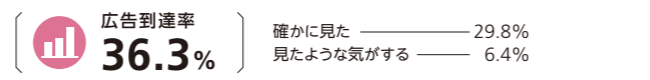
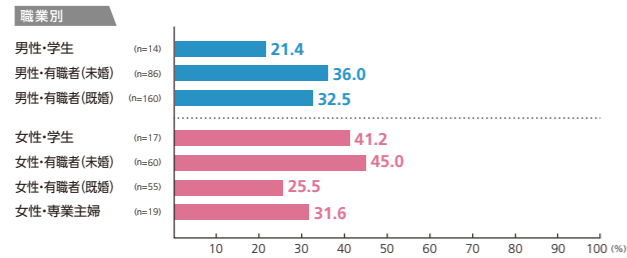
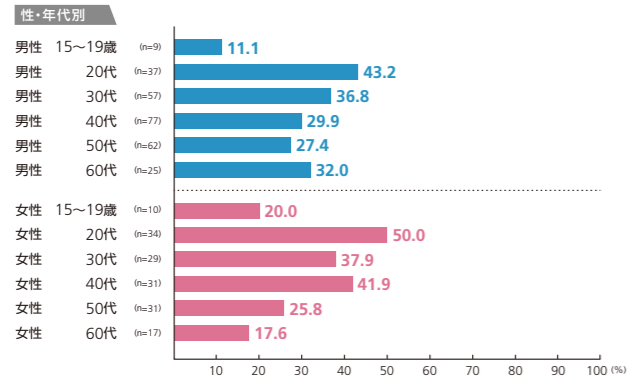
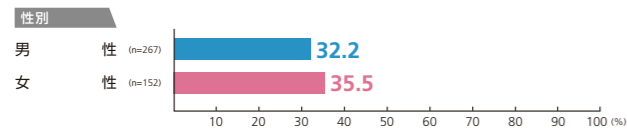
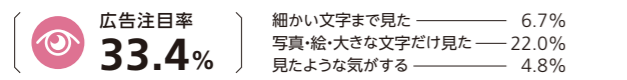
広告注目率 **44.4%**
 細かい文字まで見た 5.6%
 写真・絵・大きな文字だけ見た 33.4%
 見たような気がする 5.5%



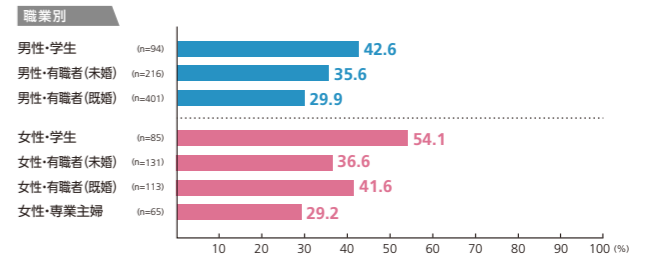
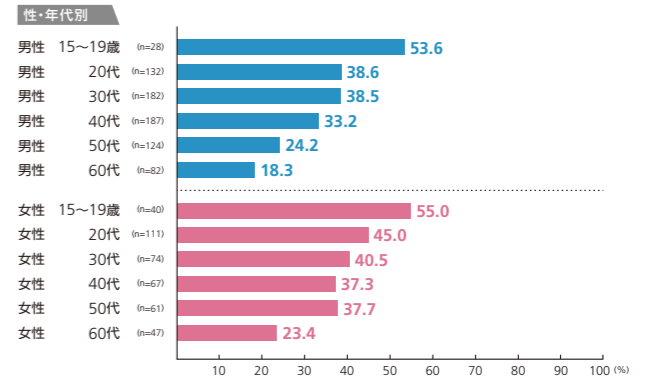
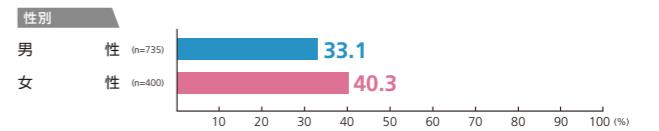
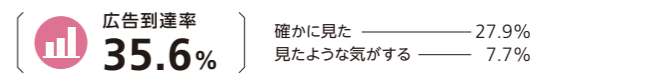
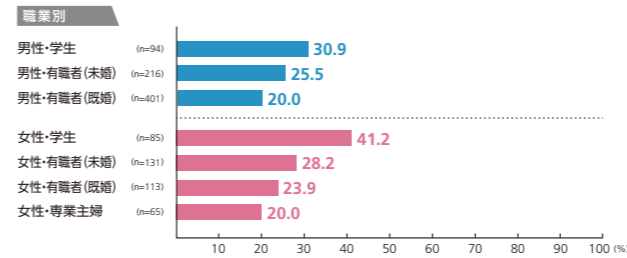
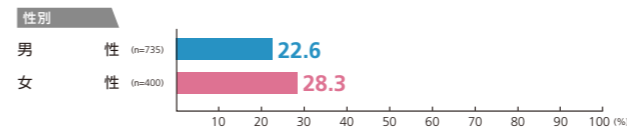
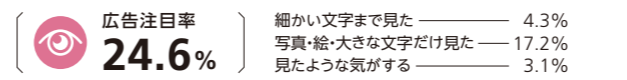
広告到達率 **55.9%**
 確かに見た 45.3%
 見たような気がする 10.6%



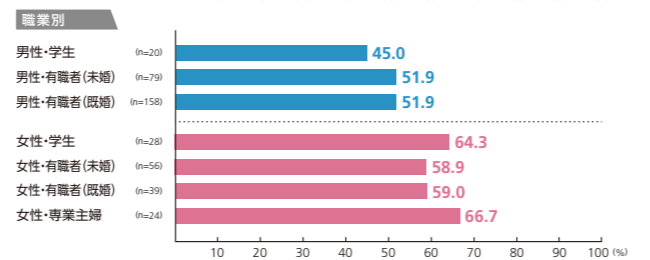
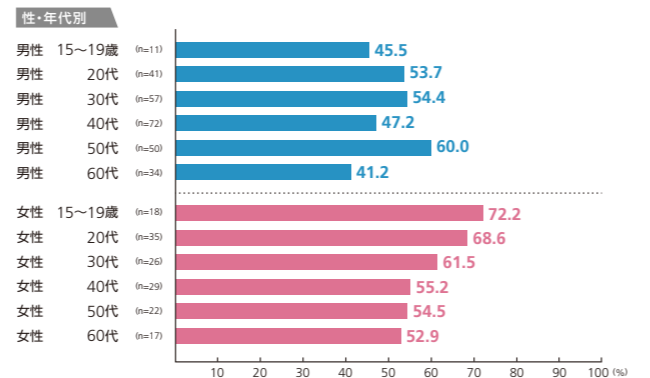
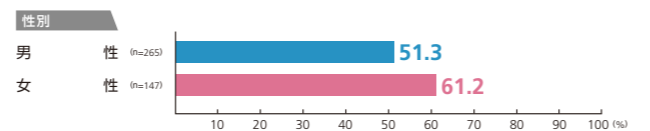
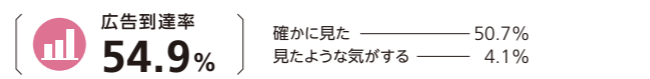
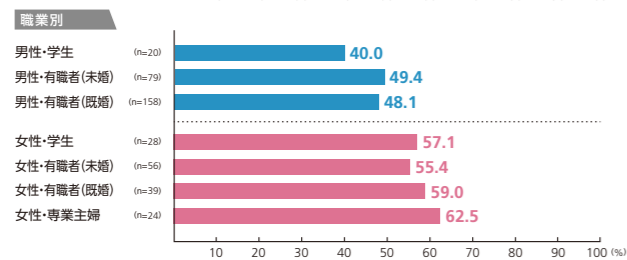
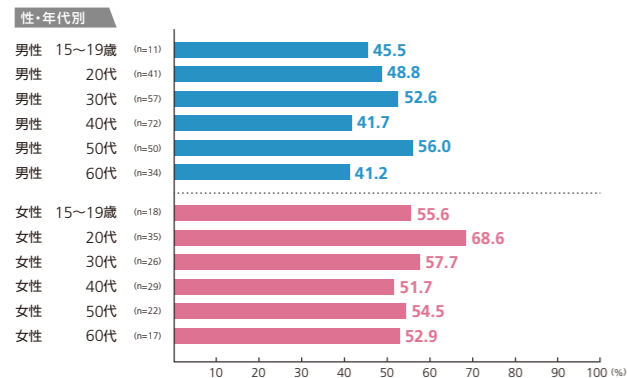
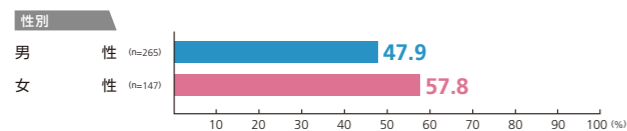
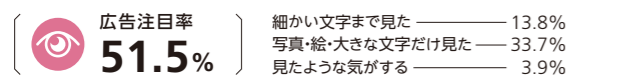
駅メディア / 銀座ツインウォール 素材数:4
サンプル数:419



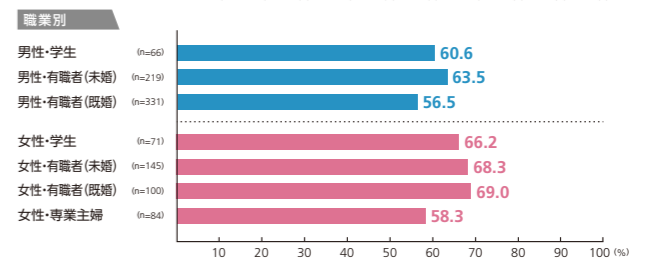
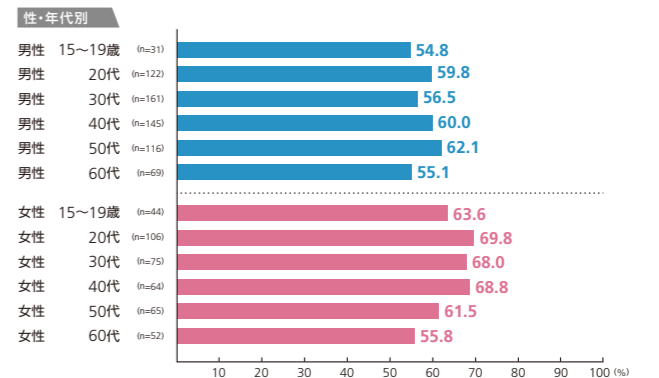
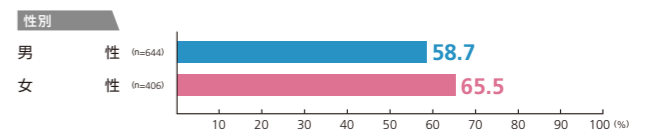
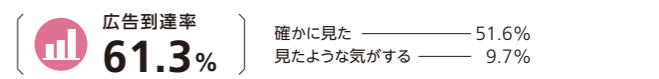
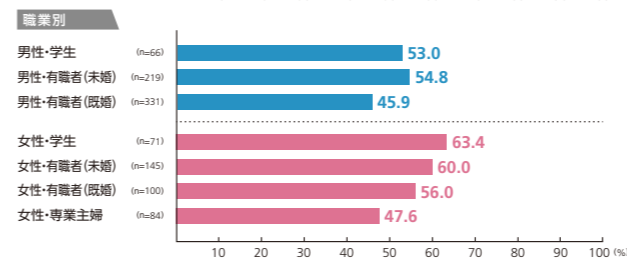
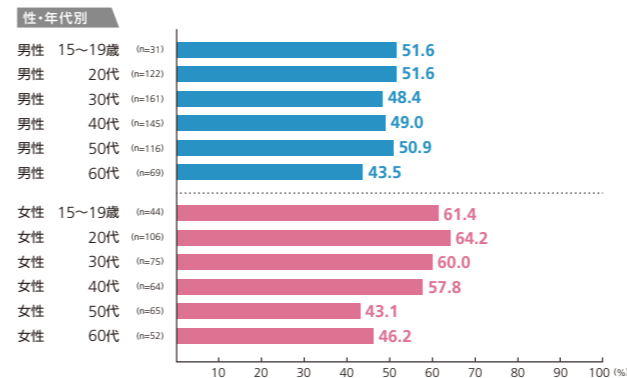
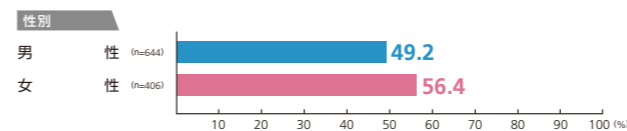
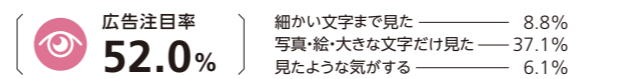
駅メディア / ホームドアシート 素材数:11
サンプル数:1,135



駅メディア / 六本木ツインウォール 素材数:4
サンプル数:412

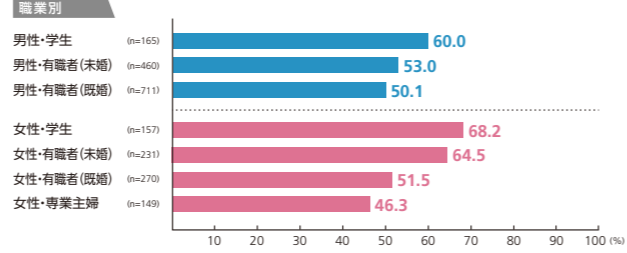
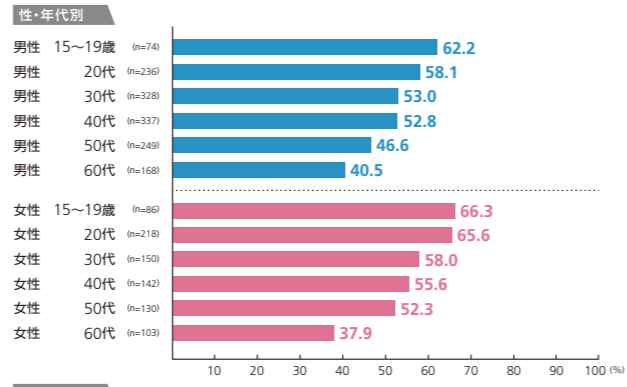
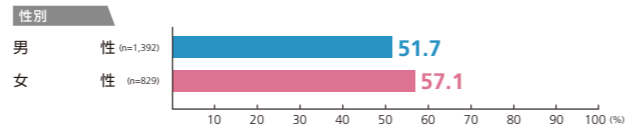
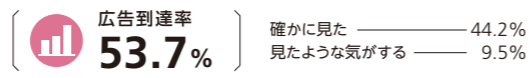
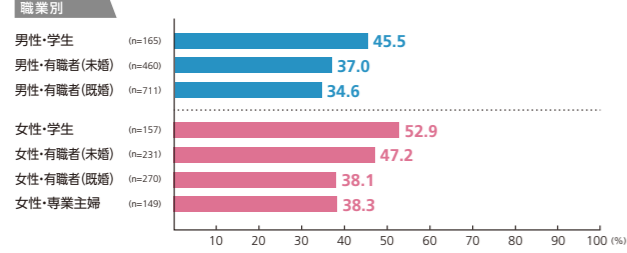
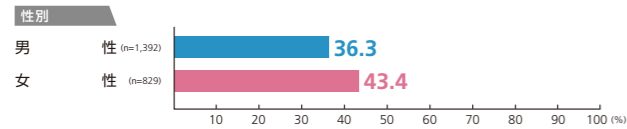
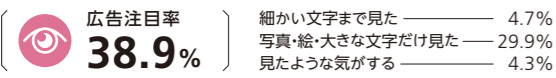


駅メディア / 柱巻広告 素材数:10
サンプル数:1,050



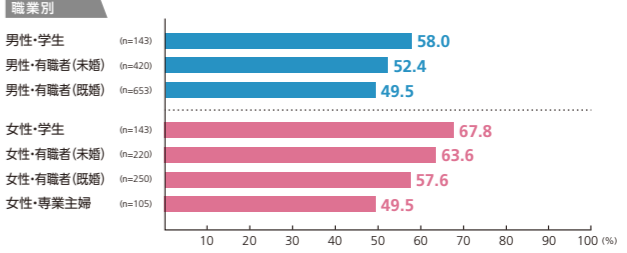
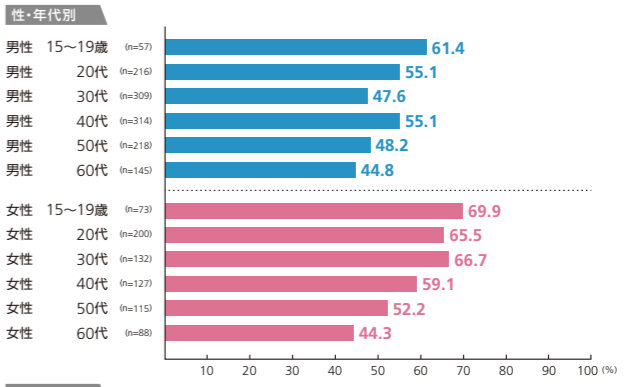
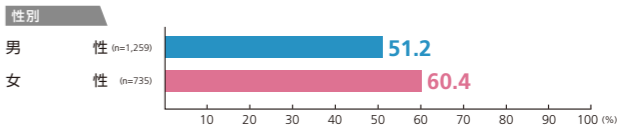
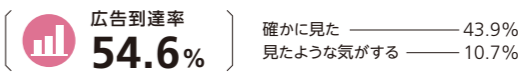
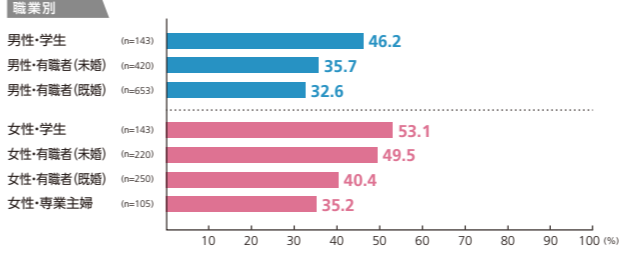
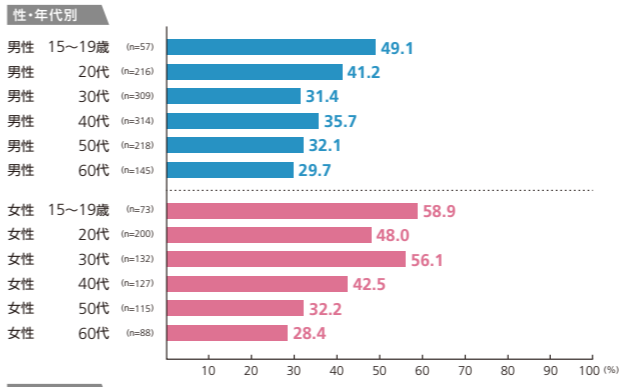
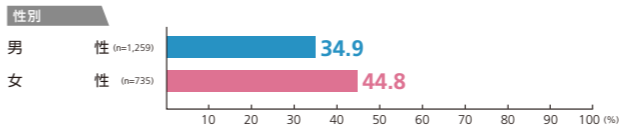
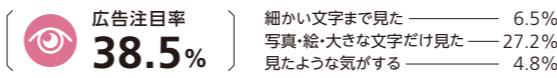
駅メディア / メトロボード

素材数:19
サンプル数:2,221



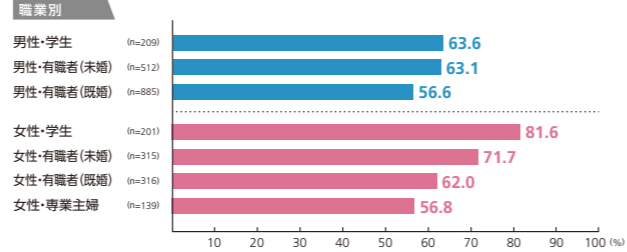
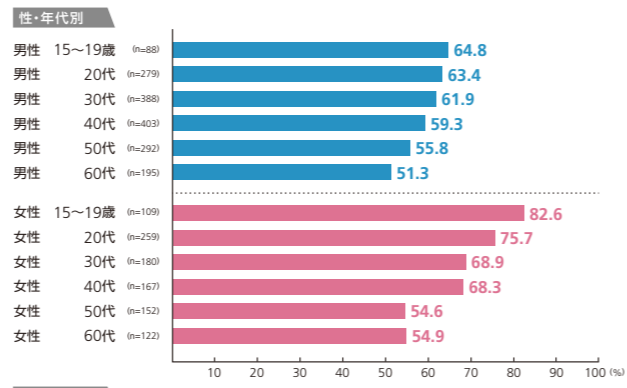
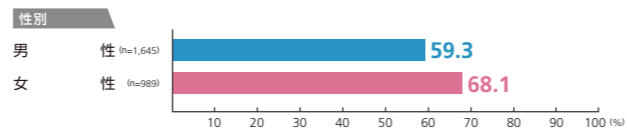
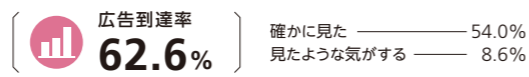
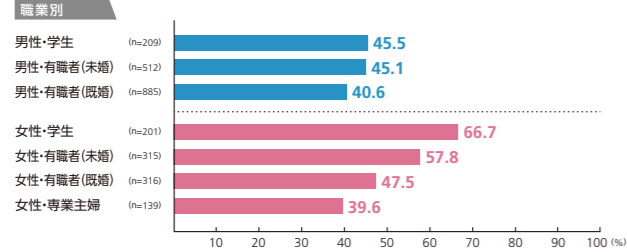
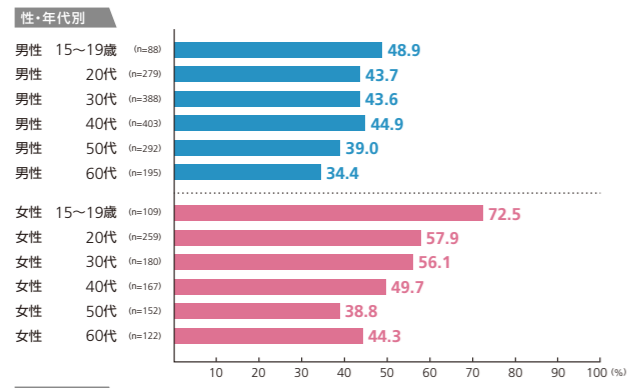
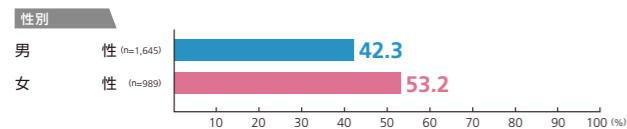
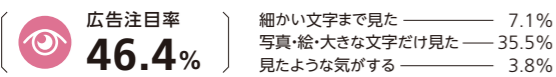
駅メディア / メトロプラチナボード

素材数:19
サンプル数:1,994



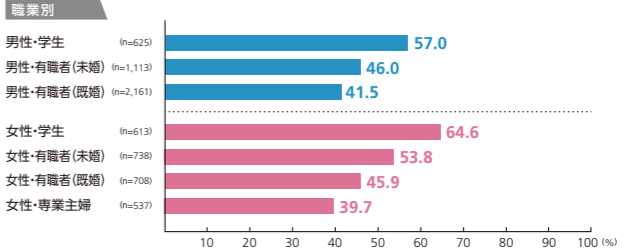
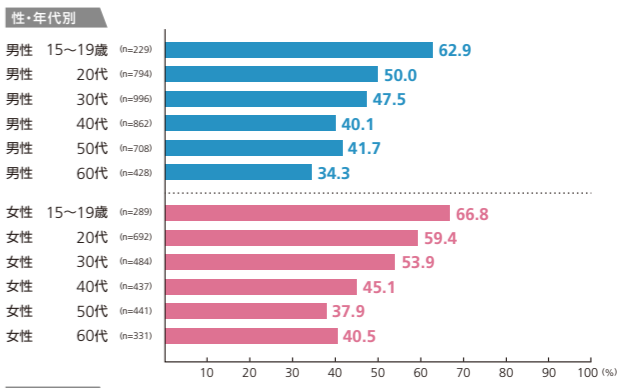
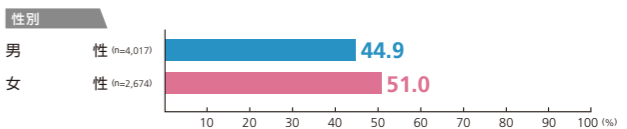
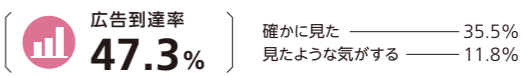
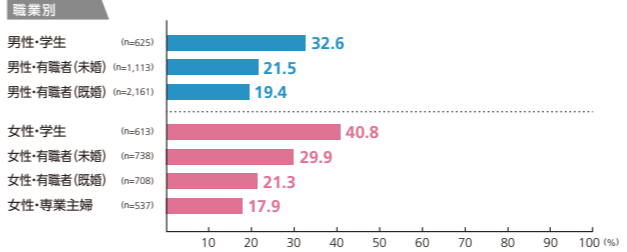
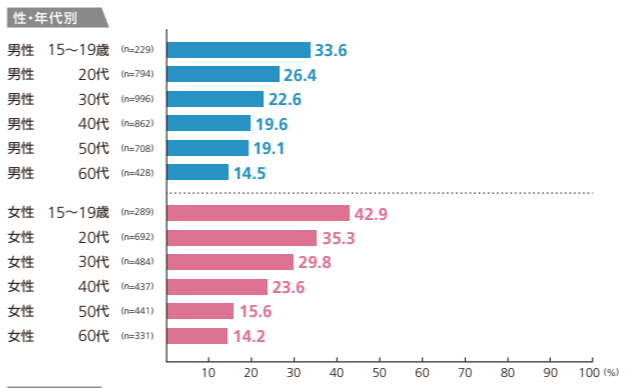
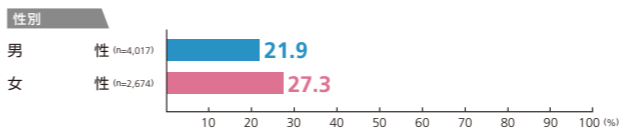
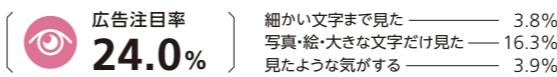
駅メディア / Uボード・ゴールド

素材数:21
サンプル数:2,634



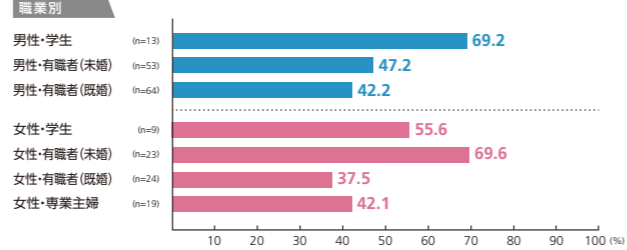
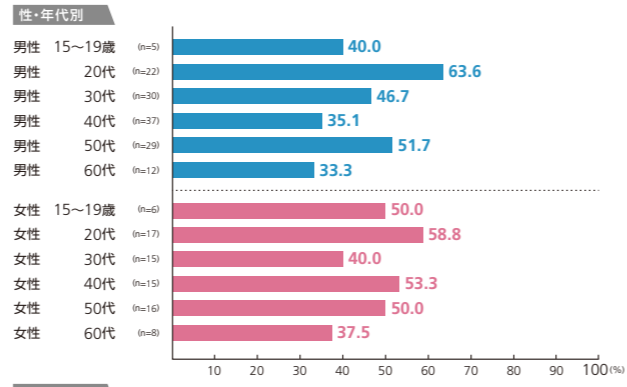
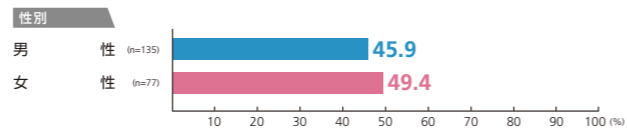
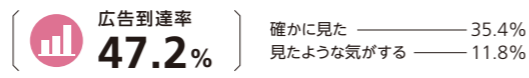
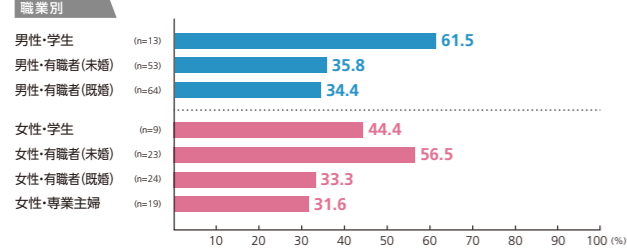
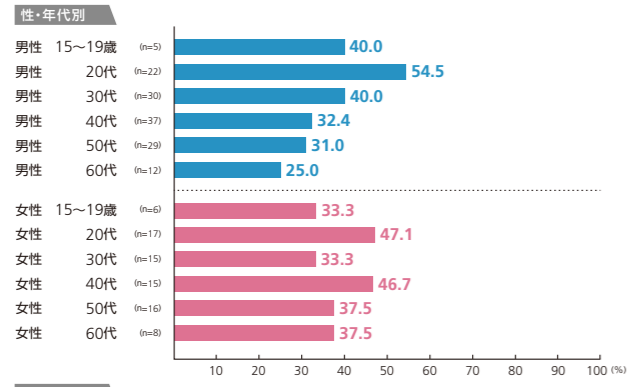
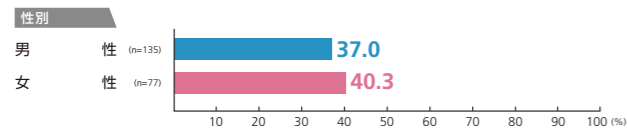
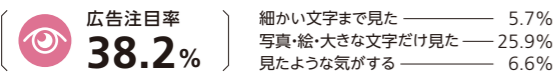
駅メディア / 駅看板

素材数:62
サンプル数:6,691



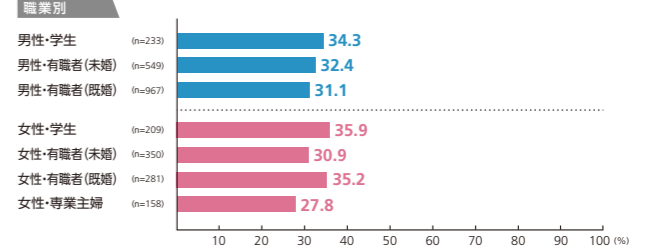
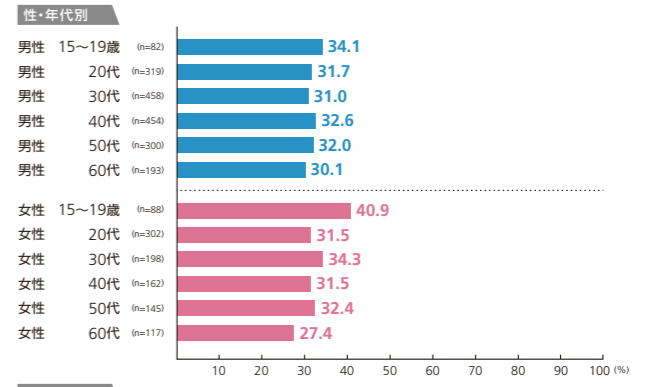
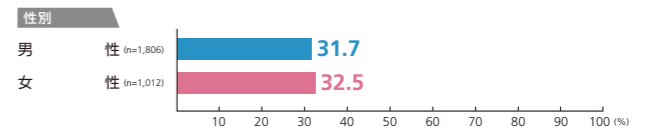
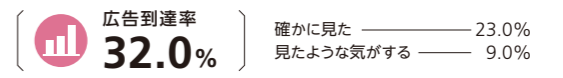
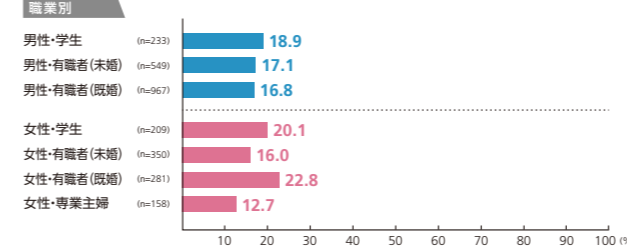
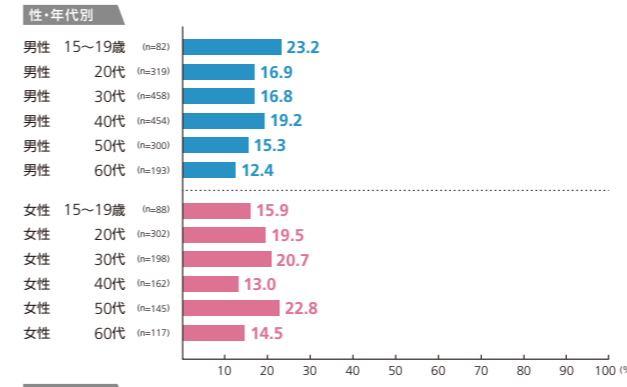
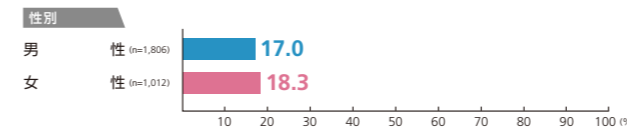
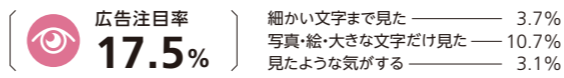
デジタルメディア / 銀座ノーブルビジョン

素材数:2
サンプル数:212



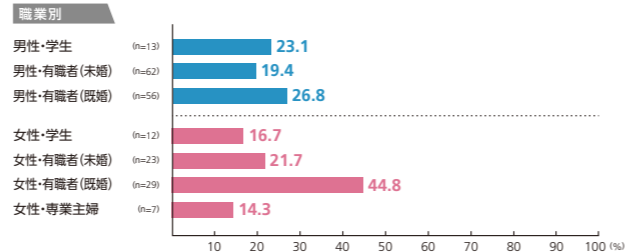
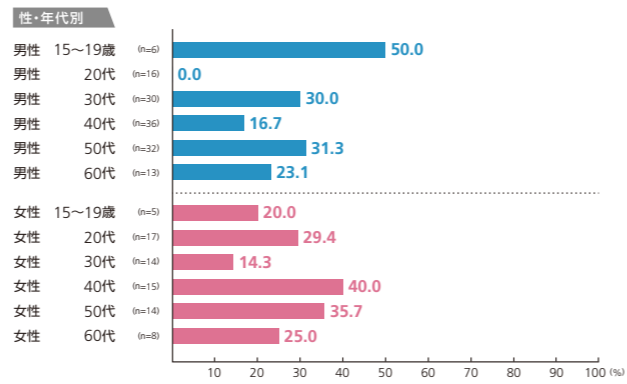
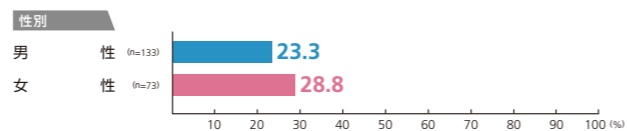
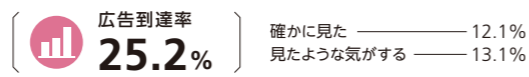
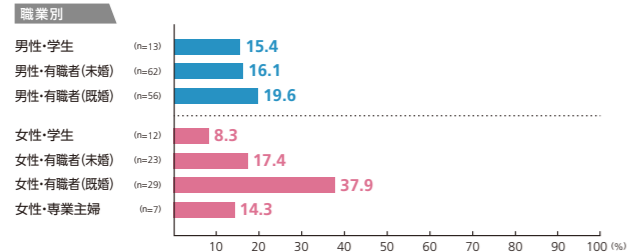
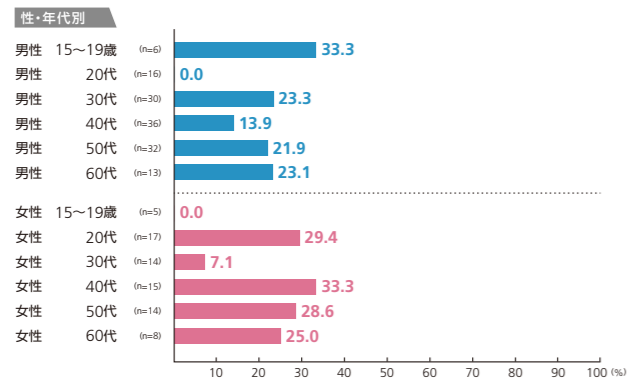
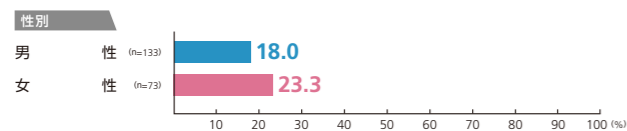
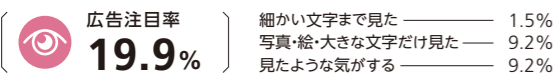
デジタルメディア / MSV

素材数:28
サンプル数:2,818



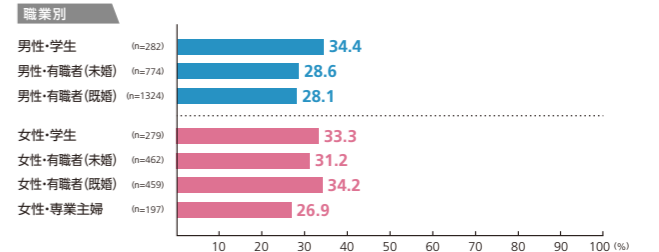
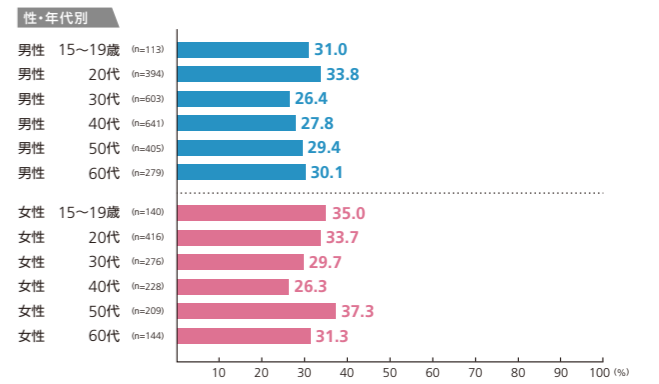
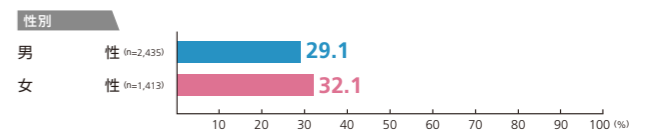
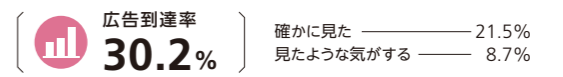
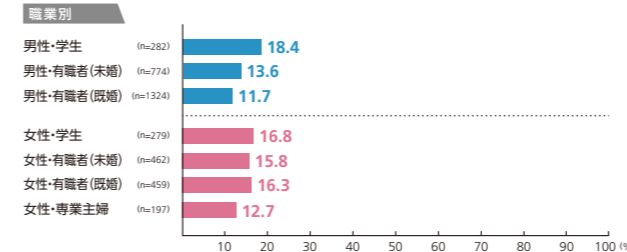
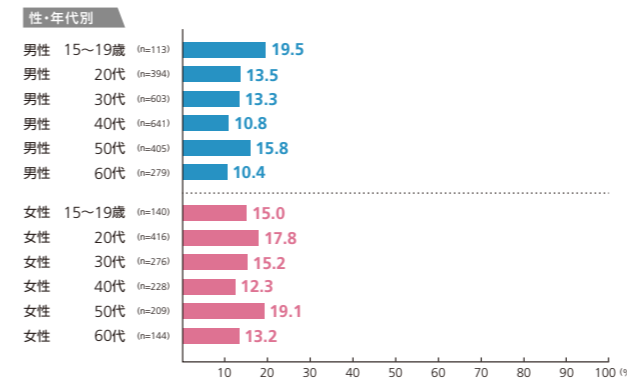
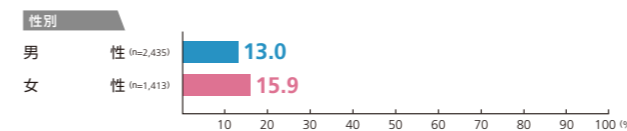
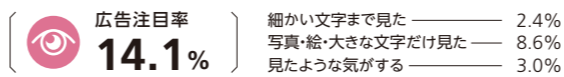
デジタルメディア / MWV 1weekジャック新宿

素材数:2
サンプル数:206



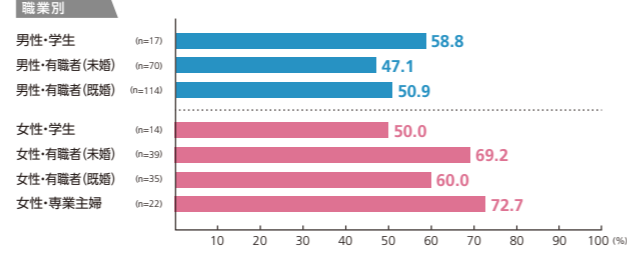
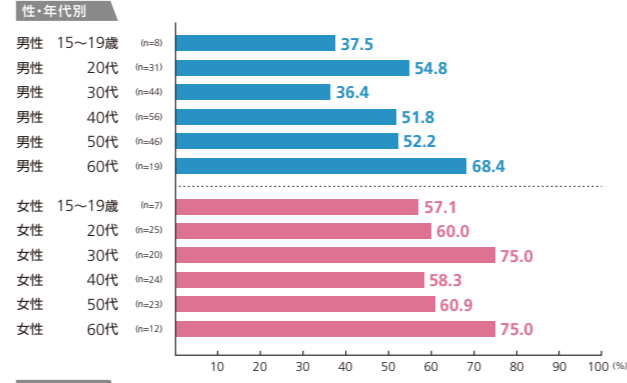
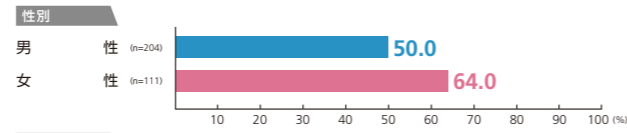
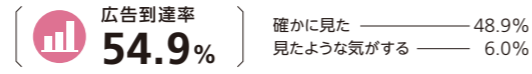
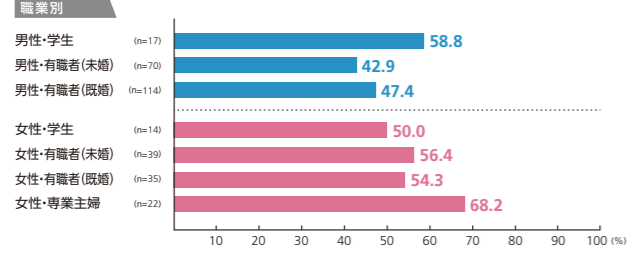
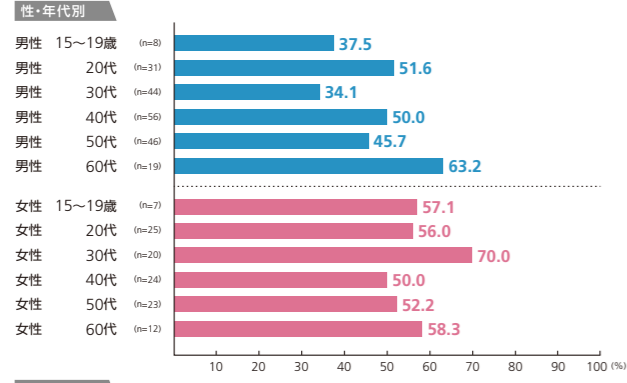
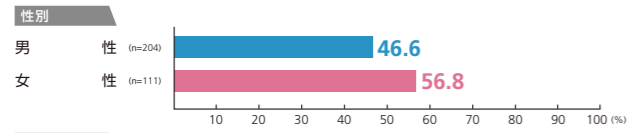
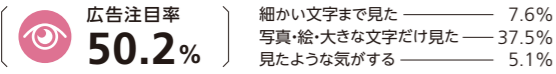
デジタルメディア / MCV 1weekスポット

素材数:37
サンプル数:3,848



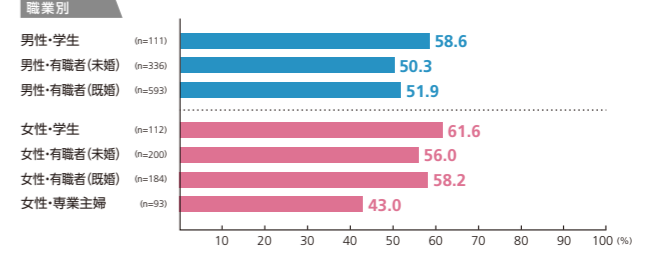
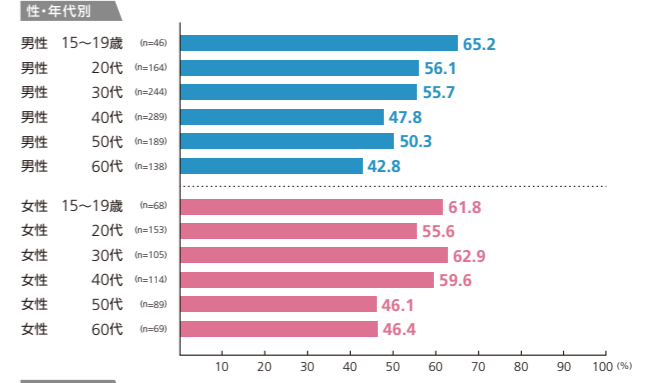
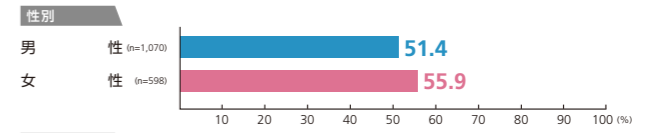
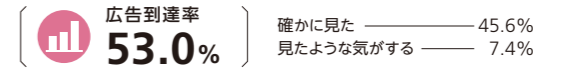
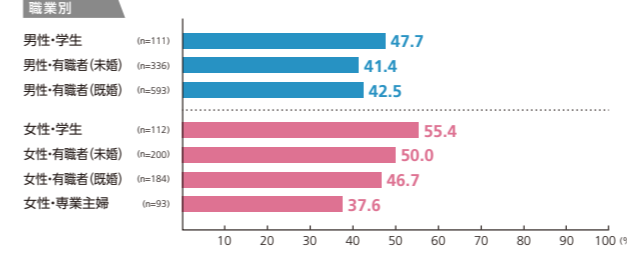
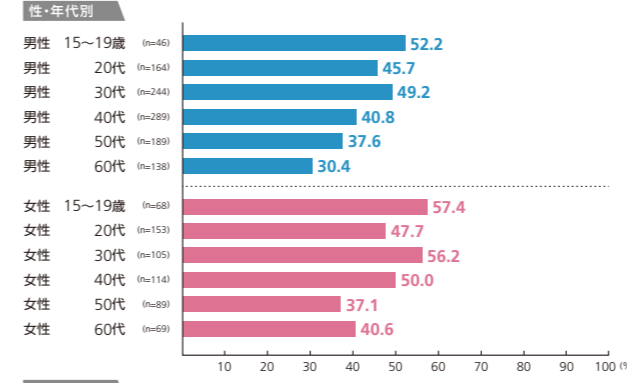
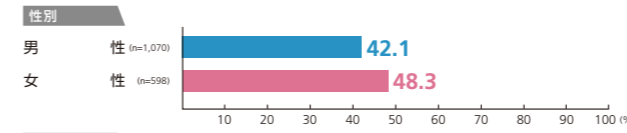
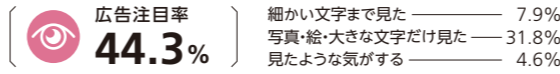
デジタルメディア / MCV 単駅ジャック銀座

素材数:3
サンプル数:315



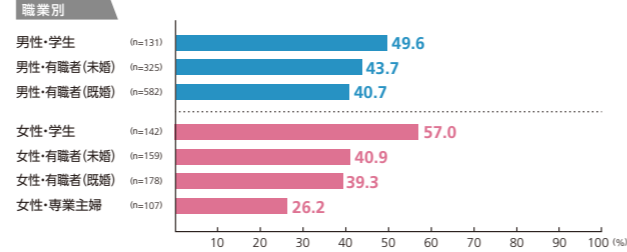
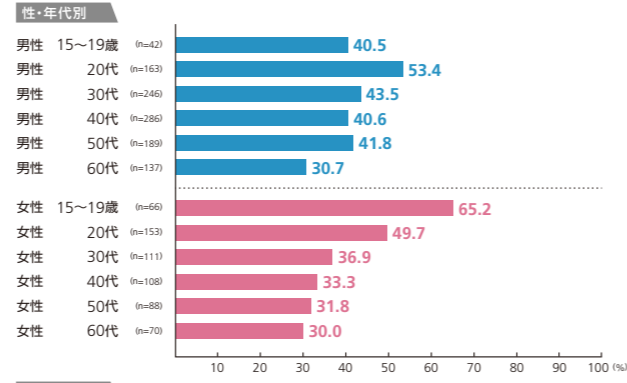
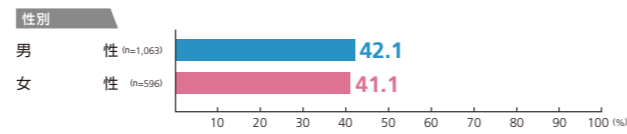
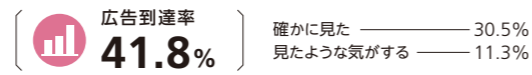
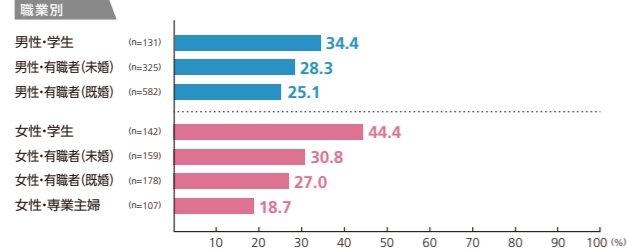
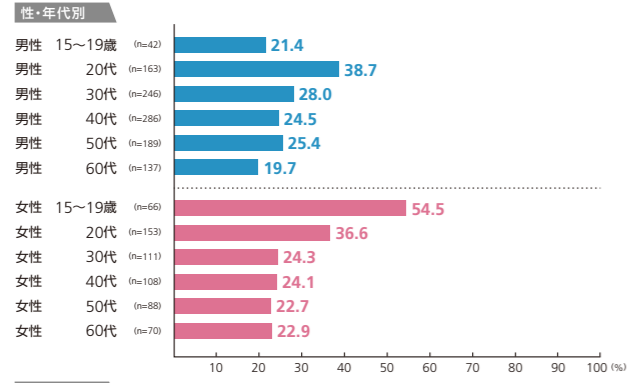
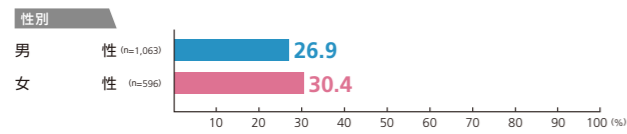
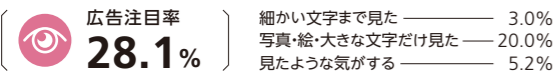
デジタルメディア / MCV 単駅ジャック六本木

素材数:16
サンプル数:1,668



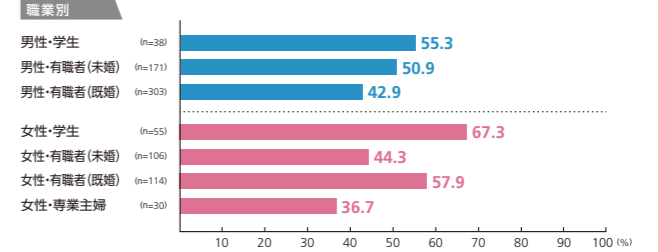
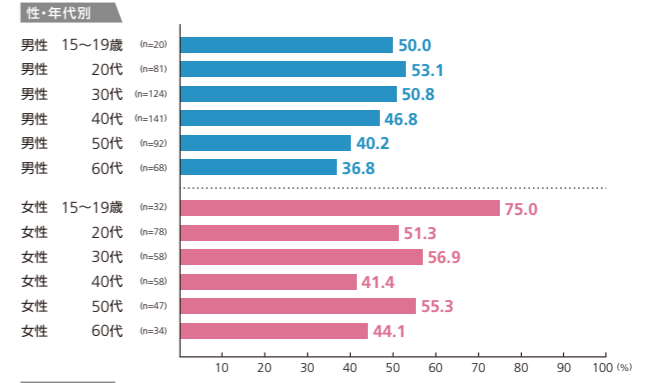
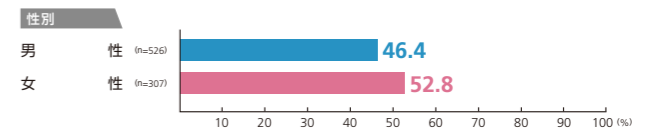
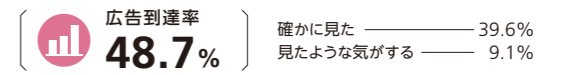
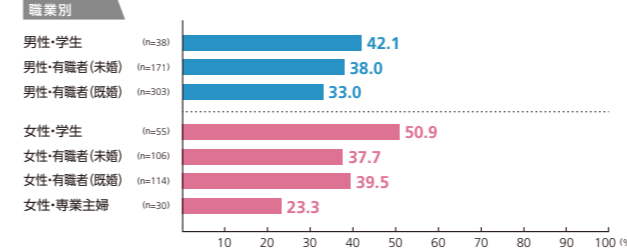
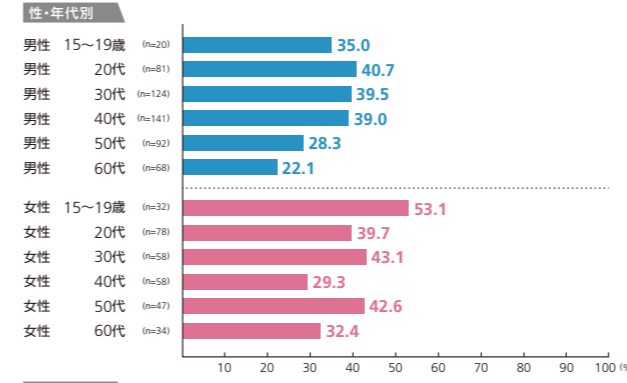
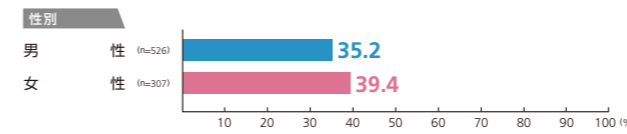
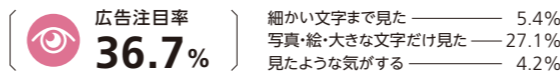
デジタルメディア / MCV 単駅ジャック表参道

素材数:16
サンプル数:1,659



デジタルメディア / MCV 単駅ジャック新橋

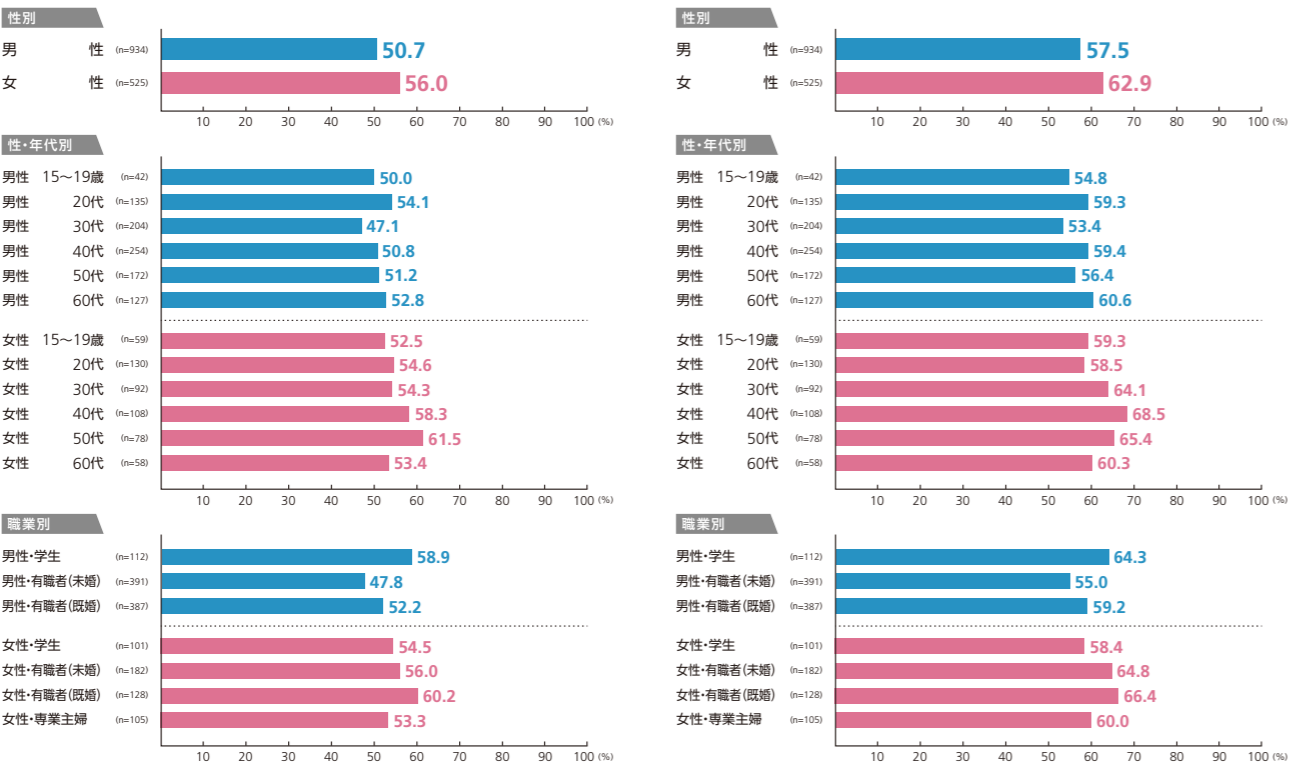
素材数:8
サンプル数:833



デジタルメディア / MCV 単駅ジャック新宿(定期券うりば前) 素材数:14 サンプル数:1,459

広告注目率 **52.6%** 細かい文字まで見た 9.2%
写真・絵・大きな文字だけ見た 37.1%
見たような気がする 6.3%

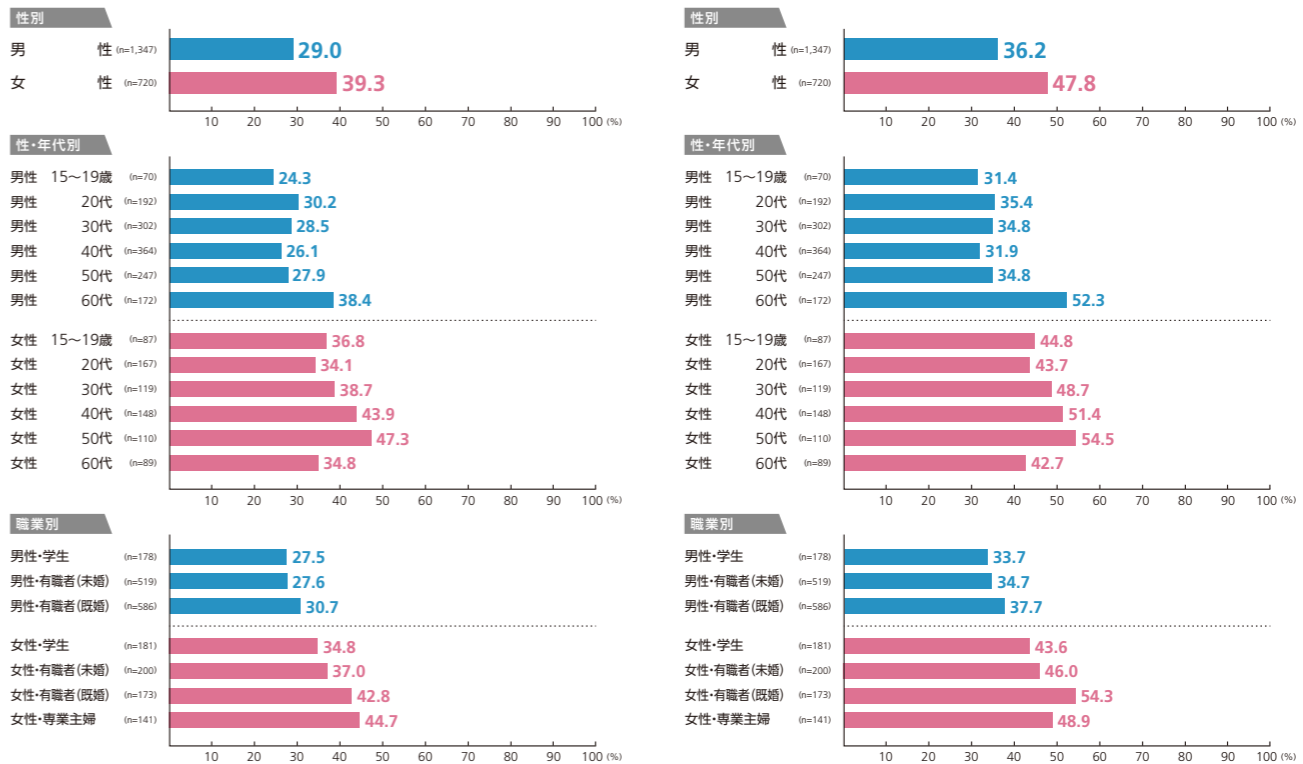
広告到達率 **59.4%** 確かに見た 50.0%
見たような気がする 9.4%



デジタルメディア / MCV 単駅ロール1week新宿三丁目 素材数:20 サンプル数:2,067

広告注目率 **32.6%** 細かい文字まで見た 5.0%
写真・絵・大きな文字だけ見た 23.3%
見たような気がする 4.3%

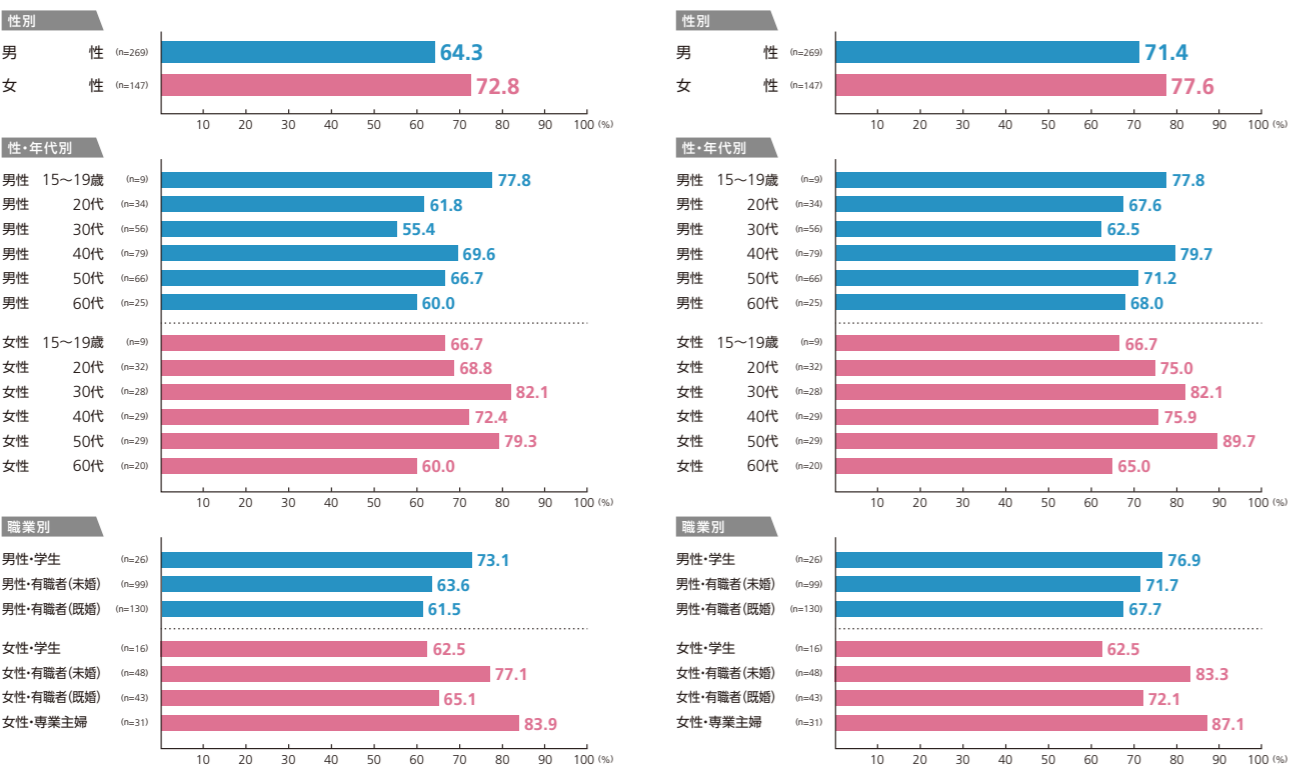
広告到達率 **40.2%** 確かに見た 32.6%
見たような気がする 7.6%



デジタルメディア / MCV 単駅ジャック新宿(プロムナード) 素材数:4 サンプル数:416

広告注目率 **67.3%** 細かい文字まで見た 12.7%
写真・絵・大きな文字だけ見た 50.7%
見たような気がする 3.8%

広告到達率 **73.6%** 確かに見た 66.8%
見たような気がする 6.7%



デジタルメディア / MCV 単駅ロール1week大手町 素材数:10 サンプル数:1,062

広告注目率 **18.4%** 細かい文字まで見た 2.7%
写真・絵・大きな文字だけ見た 12.7%
見たような気がする 2.9%

広告到達率 **25.6%** 確かに見た 19.4%
見たような気がする 6.2%

