

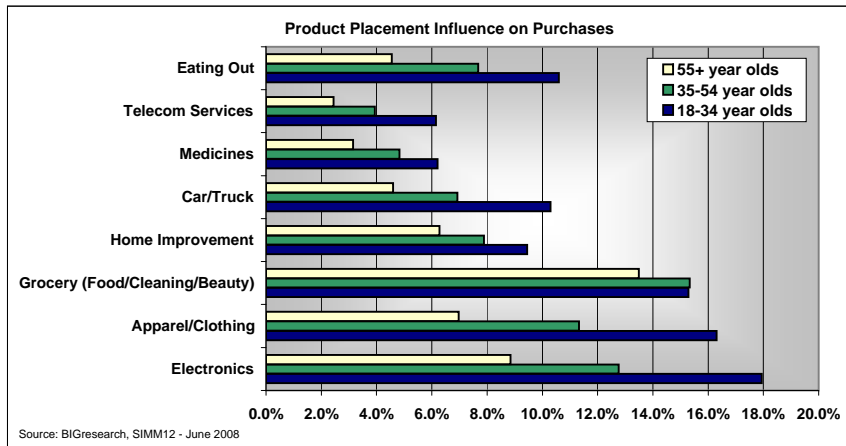
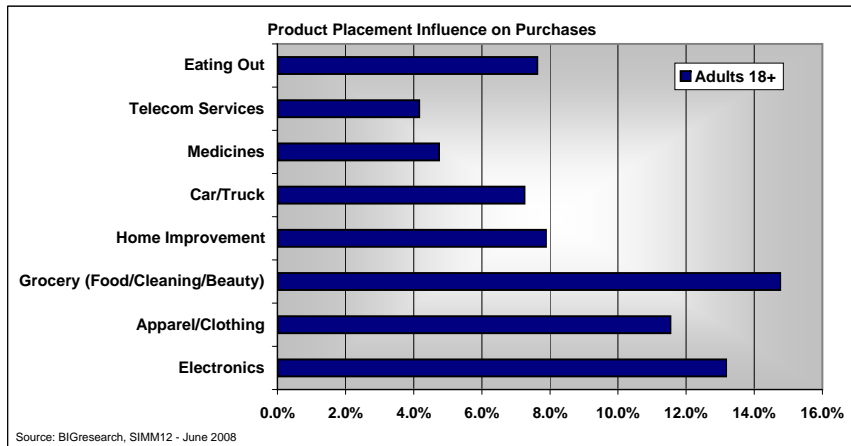


**BIGresearch Simultaneous Media Survey (SIMM12), June 2008**

Source: BIGresearch SIMM12 Survey, June 2008  
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	Adults 18+	Hispanic Consumers	African American Consumers	Asian Consumers	Multi-Racial Consumers	Native American Consumers	White/Caucasian Consumers	18-34 year olds	35-54 year olds	55+ year olds
<b>Product Placement Influence on Purchases:</b>										
Electronics	13.2%	18.3%	20.2%	18.0%	18.2%	13.9%	11.5%	17.9%	12.8%	8.8%
Apparel/Clothing	11.5%	16.9%	15.0%	17.0%	15.4%	17.4%	10.4%	16.3%	11.3%	7.0%
Grocery (Food/Cleaning/Beauty)	14.8%	16.7%	16.9%	15.3%	16.6%	16.2%	14.6%	15.3%	15.3%	13.5%
Home Improvement	7.9%	9.9%	11.2%	10.2%	9.0%	11.2%	7.1%	9.4%	7.9%	6.3%
Car/Truck	7.3%	10.5%	9.8%	9.7%	10.1%	5.3%	6.5%	10.3%	6.9%	4.6%
Medicines	4.7%	6.8%	7.1%	8.6%	5.6%	3.8%	4.1%	6.2%	4.8%	3.1%
Telecom Services	4.2%	7.5%	7.6%	6.4%	5.3%	2.9%	3.3%	6.1%	3.9%	2.4%
Eating Out	7.6%	10.3%	10.3%	10.0%	12.1%	9.9%	6.8%	10.6%	7.7%	4.6%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

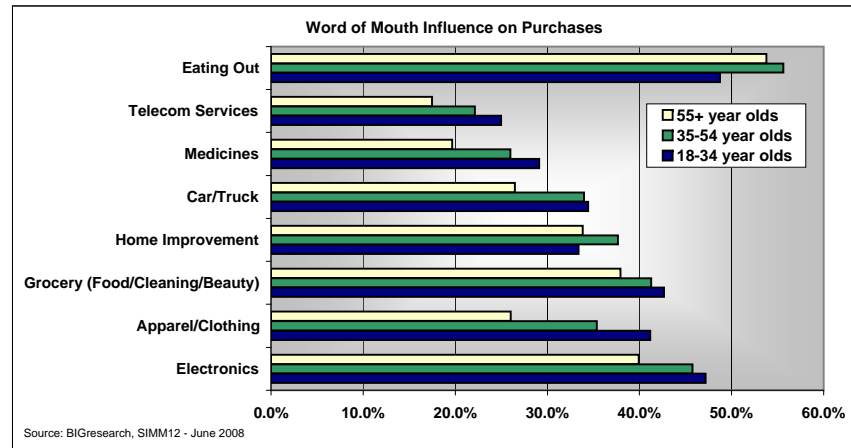
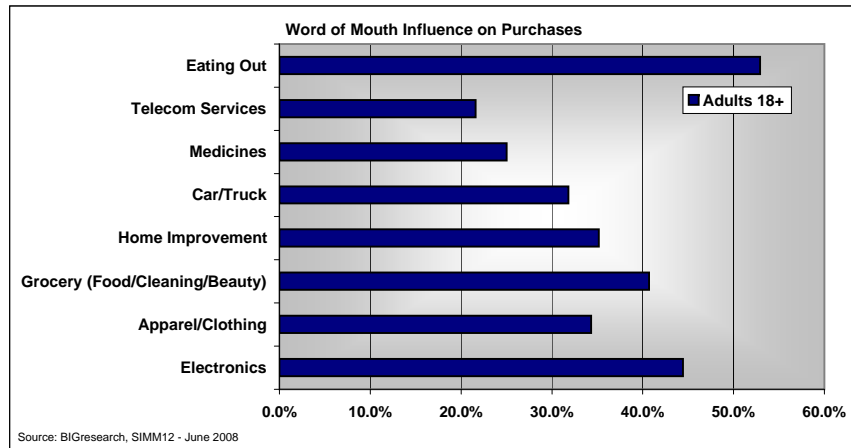


Source: BIGresearch, SIMM12 - June 2008

Source: BIGresearch, SIMM12 - June 2008

	Adults 18+	Hispanic Consumers	African American Consumers	Asian Consumers	Multi-Racial Consumers	Native American Consumers	White/Caucasian Consumers	18-34 year olds	35-54 year olds	55+ year olds
<b>Word of Mouth Influence on Purchases:</b>										
Electronics	44.4%	40.6%	42.2%	44.0%	45.9%	37.4%	45.8%	47.2%	45.8%	39.9%
Apparel/Clothing	34.3%	37.5%	38.6%	37.2%	43.7%	25.0%	33.3%	41.2%	35.4%	26.0%
Grocery (Food/Cleaning/Beauty)	40.7%	39.1%	41.1%	37.0%	44.3%	33.4%	41.5%	42.7%	41.3%	37.9%
Home Improvement	35.2%	31.6%	29.3%	31.8%	36.2%	27.9%	37.2%	33.4%	37.6%	33.9%
Car/Truck	31.8%	29.5%	27.8%	29.3%	33.3%	21.2%	33.3%	34.4%	34.0%	26.5%
Medicines	25.0%	26.5%	26.0%	24.5%	30.8%	17.8%	25.1%	29.1%	26.0%	19.7%
Telecom Services	21.6%	20.9%	21.5%	21.2%	25.2%	11.0%	22.2%	25.0%	22.1%	17.5%
Eating Out	52.9%	44.1%	45.8%	43.5%	50.0%	35.8%	56.2%	48.7%	55.6%	53.8%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.



The entire SIMM12 database is available for license.  
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