

Simultaneous Media Usage® SIMM® XV—Survey Contents



BIGresearch

Media Influence on Spending

Electronics
Apparel/Clothing
Groceries
Home Improvement
Automobile
Medicines
Telecom Services
Eating Out
Financial Services/Insurance

Media Covered

Direct Mail
Email Advertising
Coupons
Magazines
Newspaper
Advertising Inserts
Internet Advertising
Yellow Pages
Outdoor Billboards
Radio
Satellite Radio
Web Radio
TV/Broadcast
Cable
Word of Mouth
Read article on product
In-store Promotion
Video on Cell Phone
Instant Messaging (Computer)
Text Messaging (Cell Phone)
Blogging
Product Placement
Online Video Game Advertising
In-Store Television
In-Store Radio
Shelf Coupons
Product Samples
Coupons on Register Tape
Parking Lot/Sidewalk Events
In-store Events/Contests
Floor Graphics
Store Loyalty Cards
In-Store Signage
Special Displays
Product Labels
Ads on Shelves
Ads on Shopping Carts
Check-Out Lane Ads
Product Sample In-store
Products Samples Delivered to Home
Product Samples Ordered Online
TV at Gas Pumps
Coupons on Cell Phones
Online Coupons

Media Consumption

Radio
Satellite Radio
Web Radio
TV
Internet/Email
Magazines
Newspaper
Mail
Instant Message
Blogs
Video Gaming

Activities Engaged in While Using Media

Engage in Other Activities - SIMM

When Online
While Reading Newspaper
While Reading Magazines
When Listening to Radio
While Watching TV
While Reading Mail
When Using Cell Phone

Advertising on Cell Phone

Frequency of Online Search

Auto/Trucks
Clothing/Shoes
Financial
Maps/Directions
Medical
Movies
Online Entertainment
Product Info/Comparative Shop
Real Estate
Restaurants
Sports
Travel

Online Search

Influence of sponsored links on purchase
Online Search Triggers
Communication after search
Frequency of search before buy in-store
Product categories searched- last 90 days
Activities for Entertainment

Online Purchase Frequency

Percent of Time Spent

Cable vs. Broadcast

Cable Network Watched Regularly

60+ Cable Networks by Brand

Video Game Platforms in the Home

Social Networking Websites

Frequency of Use

Website used most often for

Buying Products
Fun/Entertainment
Download Video/Music Content
Researching Products Online

Radio Formats

Alternative
Blues
Classical
Country
Hip-Hop
Jazz
Latin/Hispanic
New Age
News
Talk
Oldies
Religious
R&B
Rock
Sports
Top 40/Pop

Type of TV Shows

Cartoons
Cooking
Documentaries
Drama Series
Game Shows
Home Improvement
Movies
Music Video
NASCAR
News Shows
Police/Detective Shows
Reality TV
Religious Shows
Situation Comedy
Soap Opera
Sports
Talk Shows
Wrestling

Behavior When a TV Commercial Comes On

Magazine Read Most Often

Newspapers Read Most Often

New Media Use

Cell Phone
IM (Instant Message)
iPod/MP3 Player
PDA
Text Message
TiVo/Replay TV
Video Gaming
Web Radio
Satellite Radio
iPhone
Watch Video/TV Online
Take Picture/Video on Cell Phone

Service Subscriptions

Cable TV
High Speed Internet
Satellite TV
Satellite Radio
Streaming Video – Cell Phone
Voice Over IP
Fiber Optic TV/Internet Access
AT&T Uverse
Verizon FiOS

Advertising Avoidance

Frequency of Giving & Seeking Advice About Purchases

Spanish Media

Car Buyers
Current Brand
Brand considering to purchase

Store Shopped at Most Often

Women's Clothing
Men's Clothing
Children's Clothing
Children's Toys
Shoes
Electronics (TV, DVD, etc)
Sporting Goods
Home Improvement/Hardware
Linens/Bedding/Draperies
Groceries
Health & Beauty Aids
Prescription Drugs

Shop at First for

Furniture
Appliances

Fast Food Restaurants

Store Type Shopped Most Often

Discount Store
Department Store
Specialty Store
Warehouse Club
Grocery Store
Online
Catalog

Major Purchase Plans

Computer
Furniture
Home Appliances
House
Jewelry/Watch
Major Home Improvement/Repair
RV/Boat
Stereo Equipment
TV
DVD/VCR
Digital Camera
Vacation Travel

Frequency of Purchase

Apparel/Clothing
Baby Products
Breakfast Cereals
Food Storage Bags, Wraps and/or Storage Containers
Deli Meats
Frozen Food
Hair Care
Health & Beauty Aids
Household Cleaning Products
Laundry Detergents/Fabric Care
Non Prescription Drugs
Oral & Personal Cleansing
Personal Care & Hygiene
Skin Care & Cosmetics
Snack Foods
Dairy/Milk Products
Soft Drinks/Juices
Beer/Wine/Alcohol
Organic Products

Other

Financial Services/Investments
Leisure Time Activity
Health Conditions
Pet (Type of Pet)
Credit Cards
Voting/Elections
Life Events

Demographics

Gender
Marital Status
Age
Education
Occupation
Income
Persons in Household
Person under 18 in Household
Year Born
Household Status
Ethnicity
Purchase Influence on Job
Warehouse Member