

# Simultaneous Media Usage SIMM XIII—Survey Contents



**BIG**research

## Media Influence on Spending

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

## 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  
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  
Online Video Game Advertising  
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

## Media Behavior

### Time Spent Weekday & Weekend

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  
Other

### Behavior When a TV Commercial Comes On

### Magazine Read Most Often

### Newspapers Read Most Often

### New Media Use

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

### Service Subscriptions

Cable TV  
High Speed Internet  
Satellite TV  
Satellite Radio  
Streaming Video – Cell Phone  
Voice Over IP

### Car Buyers

Current Brand  
Brand considering to purchase

### Advertising Avoidance

### Frequency of Giving & Seeking Advice About Purchases

### 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

## 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

## Life Events

Next 6 months

## Other

Leisure Time Activity  
Health Conditions  
Pet (Type of Pet)  
Credit Cards  
Voting/Elections

## 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