



Cell Phone Influence to Purchase

Source: BIGresearch SIMM 11, Dec 07, N=15,727

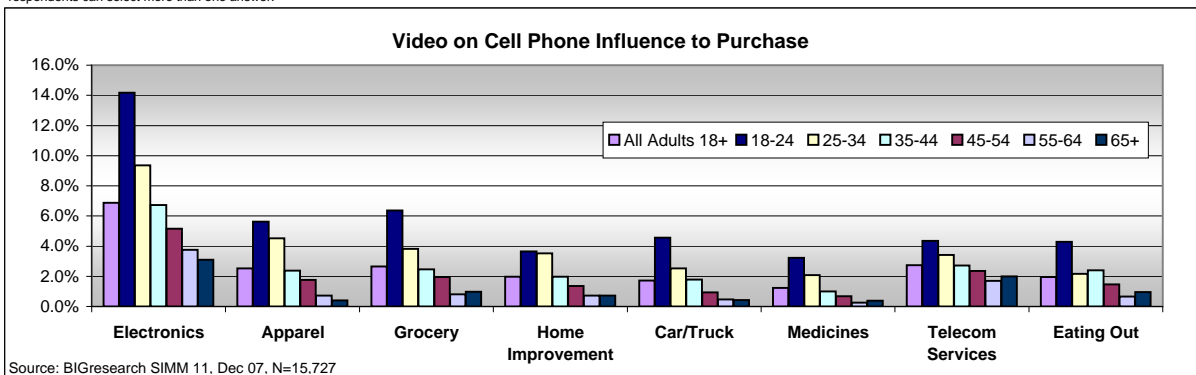
INFLUENCE TO PURCHASE

For each of the following retail categories, please tell us which of the following media influences your purchases. (Check all that apply)

Video on Cell Phone

	All Adults						
	18+	18-24	25-34	35-44	45-54	55-64	65+
Electronics	6.9%	14.2%	9.4%	6.7%	5.2%	3.8%	3.1%
Apparel	2.5%	5.6%	4.5%	2.4%	1.8%	0.7%	0.4%
Grocery	2.7%	6.4%	3.8%	2.5%	1.9%	0.8%	1.0%
Home Improvement	2.0%	3.6%	3.5%	2.0%	1.4%	0.7%	0.7%
Car/Truck	1.7%	4.6%	2.5%	1.8%	0.9%	0.5%	0.4%
Medicines	1.2%	3.2%	2.1%	1.0%	0.7%	0.3%	0.4%
Telecom Services	2.7%	4.3%	3.4%	2.7%	2.4%	1.7%	2.0%
Eating Out	2.0%	4.3%	2.2%	2.4%	1.5%	0.7%	1.0%

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

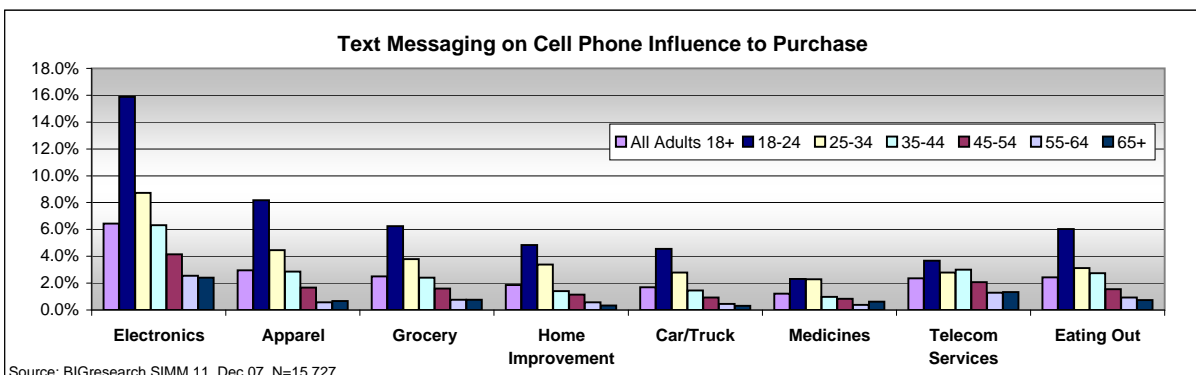


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Text Messaging (Cell Phone)

	All Adults						
	18+	18-24	25-34	35-44	45-54	55-64	65+
Electronics	6.4%	15.9%	8.7%	6.3%	4.2%	2.6%	2.4%
Apparel	2.9%	8.2%	4.5%	2.8%	1.7%	0.6%	0.7%
Grocery	2.5%	6.3%	3.8%	2.4%	1.6%	0.8%	0.8%
Home Improvement	1.9%	4.8%	3.4%	1.4%	1.1%	0.6%	0.3%
Car/Truck	1.7%	4.6%	2.8%	1.5%	0.9%	0.5%	0.3%
Medicines	1.2%	2.3%	2.3%	1.0%	0.8%	0.4%	0.6%
Telecom Services	2.4%	3.7%	2.8%	3.0%	2.1%	1.3%	1.3%
Eating Out	2.4%	6.0%	3.1%	2.7%	1.5%	0.9%	0.7%

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



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ONLINE SEARCH TRIGGERS

Which of the following triggers you to start an online search? (Check all that apply)

	All Adults						
	18+	18-24	25-34	35-44	45-54	55-64	65+
Blogs	8.1%	16.6%	12.6%	8.6%	5.4%	3.9%	2.7%
Cable TV	36.1%	49.8%	46.0%	37.7%	31.9%	27.5%	24.5%
Cell Phone	8.3%	21.8%	12.9%	7.2%	4.6%	2.8%	2.4%
Coupons	35.8%	32.8%	36.3%	37.6%	35.8%	35.4%	36.0%
Direct Mail	29.6%	24.0%	30.6%	30.3%	28.9%	31.2%	31.6%
Email Advertising	28.8%	31.2%	31.7%	29.1%	28.8%	28.6%	23.5%
Face-to-Face Communication	33.9%	39.5%	39.4%	38.0%	33.2%	29.2%	23.2%
Instant Messaging	8.6%	20.6%	12.3%	8.0%	5.0%	3.9%	3.7%
In-Store Promotions	27.2%	29.0%	29.8%	27.4%	25.9%	25.1%	25.7%
Internet advertising	26.1%	35.2%	30.1%	26.6%	24.9%	23.0%	18.0%
Magazine	47.3%	46.2%	46.5%	46.9%	46.5%	47.3%	50.2%
Newspaper	40.9%	26.9%	32.3%	39.5%	44.1%	47.1%	54.0%
Online Communities (e.g. My Space/Facebook)	9.7%	22.5%	17.3%	9.9%	5.3%	3.2%	1.4%
Outdoor Billboard	11.5%	15.9%	16.9%	12.9%	10.7%	7.5%	4.6%
Picture/Video Phone	5.3%	14.1%	7.7%	5.1%	2.7%	2.0%	1.4%
Radio	30.0%	33.1%	37.0%	34.1%	29.5%	23.6%	20.9%
Read an Article	42.9%	28.7%	38.0%	42.3%	45.9%	49.3%	51.5%
Text Messaging	4.8%	15.3%	6.8%	4.1%	2.3%	1.3%	0.7%
TV / Broadcast	42.8%	37.3%	42.2%	44.9%	45.4%	45.6%	40.0%
Yellow Pages	7.2%	7.4%	7.7%	7.0%	6.5%	7.0%	7.9%
Other:	6.0%	4.5%	5.0%	5.1%	6.5%	7.6%	7.3%

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

COMMUNICATE AFTER ONLINE SEARCH

After searching, how do you communicate with others about a service, product or brand?

(Check all that apply)

	All Adults						
	18+	18-24	25-34	35-44	45-54	55-64	65+
Blogging	4.1%	9.6%	8.1%	4.0%	2.1%	1.0%	0.6%
Cell Phone	29.6%	50.5%	41.0%	30.5%	23.0%	19.5%	15.6%
Email	52.8%	47.5%	52.9%	55.8%	51.9%	53.4%	53.7%
Face-to-Face	67.0%	66.9%	71.0%	70.6%	68.4%	64.8%	58.4%
Instant Messaging	13.8%	32.6%	20.5%	13.5%	8.3%	6.1%	4.8%
Online Communities (e.g. My Space/Facebook)	8.8%	22.7%	14.6%	8.2%	5.0%	2.8%	1.3%
Telephone	50.2%	43.6%	47.4%	50.2%	50.3%	52.2%	56.4%
Text Messaging	10.8%	30.7%	19.1%	10.1%	4.7%	1.9%	1.0%
Other:	2.2%	1.0%	1.7%	1.8%	2.4%	2.3%	3.6%

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

DEVICE FOR DOWNLOAD

What device(s) do you download to? (Check all that apply)

	All Adults						
	18+	18-24	25-34	35-44	45-54	55-64	65+
Cell Phone	15.9%	31.6%	26.4%	17.7%	10.4%	6.4%	3.9%
iPod	18.2%	35.8%	27.2%	22.2%	14.1%	7.1%	3.3%
Mac	4.1%	6.5%	5.9%	3.7%	3.4%	2.7%	2.4%
MP3 Player	14.1%	25.4%	21.0%	18.3%	10.9%	6.3%	2.7%
PC	43.6%	52.1%	52.6%	47.9%	40.0%	36.9%	31.6%
Other:	8.2%	4.2%	5.0%	7.7%	9.0%	10.9%	12.4%

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

NEW MEDIA USAGE

Regularly/Occasionally:

	All Adults						
	18+	18-24	25-34	35-44	45-54	55-64	65+
Blogs	26.0%	46.8%	37.4%	27.2%	20.4%	16.0%	10.5%
Cell Phone	87.5%	90.7%	91.7%	90.5%	87.2%	84.8%	79.3%
Download or Access Video/Television Content	45.0%	69.4%	62.5%	52.5%	39.2%	28.0%	18.6%

	All Adults						
	18+	18-24	25-34	35-44	45-54	55-64	65+
Instant Messaging Online	49.3%	71.5%	61.0%	53.8%	42.5%	37.2%	31.2%
IPOD/MP3 Player	39.0%	69.9%	55.6%	50.3%	30.8%	19.9%	7.9%
PDA	18.3%	27.8%	24.6%	23.1%	16.8%	12.0%	5.3%
Picture/Video Phone	32.3%	59.9%	49.9%	37.0%	22.9%	16.9%	9.0%
Satellite Radio (XM-Sirius)	24.1%	27.5%	27.6%	29.6%	21.9%	21.2%	15.7%
Text Messaging on Cellphone	45.2%	75.9%	68.4%	56.1%	38.3%	21.7%	9.9%
Tivo/Replay TV/DVR	35.5%	38.6%	43.8%	43.9%	33.5%	30.2%	20.9%
Video Gaming	47.5%	72.3%	66.3%	56.1%	39.6%	29.0%	21.5%
Watch Video on Cellphone	13.4%	31.5%	23.3%	15.6%	7.4%	2.9%	1.3%
Web Radio	26.5%	37.0%	36.9%	32.9%	25.1%	17.1%	8.5%

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