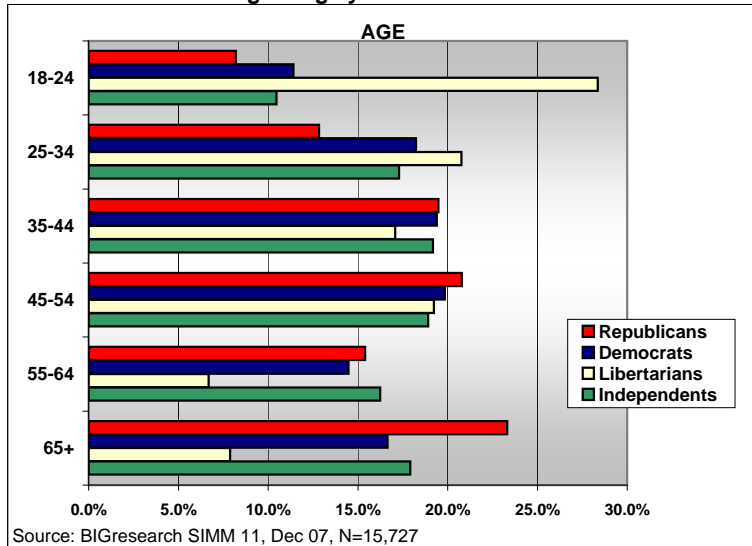


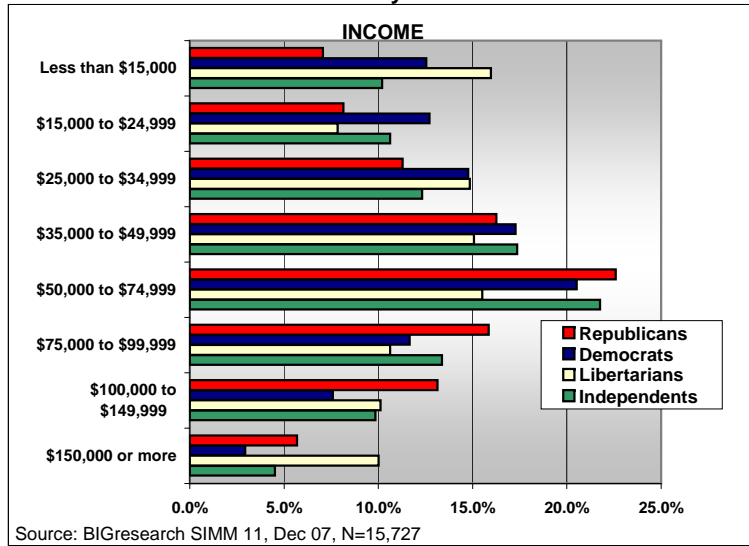


**Media Habits of Democrats, Republicans, Independents & Libertarians**  
 Source: BIGresearch SIMM 11, Dec 07, N=15,727

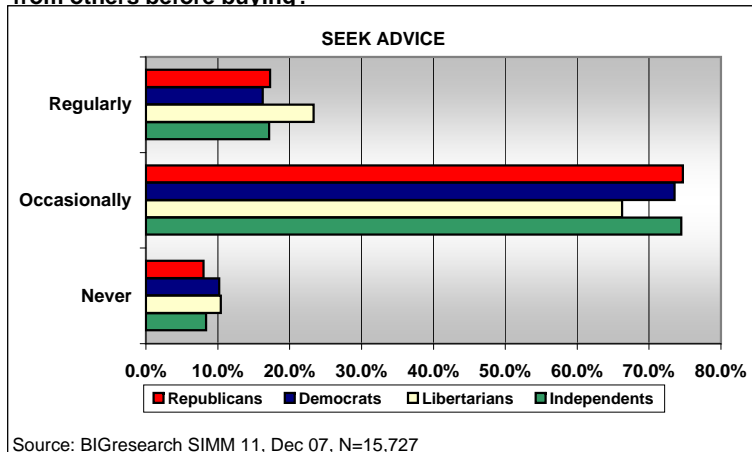
Please tell us which age range you are in:



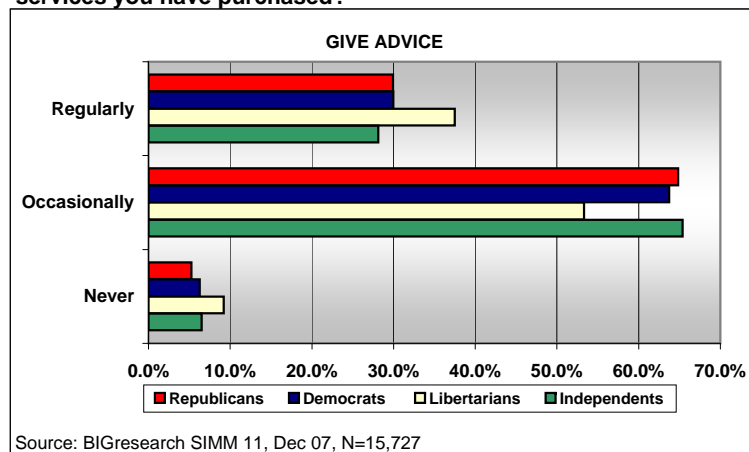
What is the annual total income of your household?



When you purchase products or services, do you seek advice from others before buying?



Do you give advice to others about products or services you have purchased?



### Top 10 Cable Networks by Political Party

Which CABLE networks do you REGULARLY watch?

<u>Republicans</u>	<u>Democrats</u>	<u>Libertarians</u>	<u>Independents</u>
Discovery Channel	47.8% Discovery Channel	44.1% Discovery Channel	47.0% Discovery Channel
The History Channel	43.4% TNT	41.0% The History Channel	39.7% The History Channel
FOX News Channel	41.2% A & E	37.1% Comedy Central	38.3% TNT
ESPN	35.0% The History Channel	36.3% Sci-Fi Channel	35.2% A & E
TNT	34.2% TBS	36.3% A & E	33.7% ESPN
A & E	33.9% USA	35.6% TNT	31.0% USA
Food Network	30.8% Lifetime	34.1% Cartoon Network	30.8% TBS
USA	30.4% Food Network	33.8% TBS	28.9% Sci-Fi Channel
TBS	30.0% ESPN	32.1% Spike TV	27.9% Comedy Central
The Weather Channel	28.6% CNN	30.8% FOX News Channel	26.4% Food Network

### Top 10 Radio Formats by Political Party

Which radio formats do you listen to most often?

<u>Republicans</u>	<u>Democrats</u>	<u>Libertarians</u>	<u>Independents</u>
Oldies	34.5% Rock	34.3% Rock	45.8% Rock
Country	34.2% Oldies	34.1% Alternative	31.5% Oldies
Rock	32.7% R&B	31.6% Oldies	31.3% Country
Talk	31.3% Country	25.7% Talk	25.0% Talk
News	23.5% Top 40/Pop	25.3% R&B	24.8% Top 40/Pop
Top 40/Pop	21.2% Hip-Hop	24.2% Hip-Hop	21.6% News
Religious	19.5% News	19.2% News	21.0% Alternative
Sports	16.3% Talk	18.5% Country	20.9% R&B
Classical	15.8% Alternative	18.2% Top 40/Pop	19.6% Classical
Alternative	14.3% Jazz	17.9% Blues	18.6% Hip-Hop

### Top 10 Online Search Triggers by Political Party

Which of the following triggers you to start an online search?

<u>Republicans</u>	<u>Democrats</u>	<u>Libertarians</u>	<u>Independents</u>
Magazine	49.1% Magazine	48.9% Magazine	47.7% Magazine
Read an Article	47.1% TV / Broadcast	44.5% TV / Broadcast	45.1% Read an Article
TV / Broadcast	43.4% Read an Article	43.6% Newspaper	44.0% TV / Broadcast
Newspaper	42.7% Newspaper	43.4% Cable TV	43.9% Newspaper
Coupons	35.1% Coupons	38.0% Face-to-Face	42.0% Face-to-Face
Face-to-Face	34.8% Cable TV	37.5% Read an Article	40.2% Coupons
Cable TV	34.3% Face-to-Face	33.0% Radio	40.1% Cable TV
Radio	31.3% Direct Mail	31.3% In-Store Promotions	32.2% Radio
Direct Mail	30.4% Email Advertising	30.1% Coupons	32.2% Direct Mail
Email Advertising	27.8% In-Store Promotions	29.5% Internet advertising	29.8% Email Advertising

## New Media Usage by Political Party

### Regularly/Occasionally:

<u>Republicans</u>	<u>Democrats</u>	<u>Libertarians</u>	<u>Independents</u>	
Cell Phone	88.9% Cell Phone	88.4% Cell Phone	86.5% Cell Phone	86.4%
	Instant Messaging		Instant Messaging	
Video Gaming	42.9% Online	52.3% Video Gaming	57.1% Online	48.2%
Instant Messaging				
Online	42.6% Video Gaming	47.0% IPOD/MP3 Player	56.6% Video Gaming	46.9%
			Download or Access	
Text Messaging on	Text Messaging on	Instant Messaging	Video/Television	
Cellphone	40.4% Cellphone	46.8% Online	56.0% Content	45.6%
Download or Access	Download or Access	Download or Access		
Video/Television	Video/Television	Video/Television	Text Messaging on	
Content	39.5% Content	46.5% Content	52.8% Cellphone	42.1%
		Text Messaging on		
Tivo/Replay TV/DVR	36.6% IPOD/MP3 Player	38.8% Cellphone	50.8% IPOD/MP3 Player	39.0%
IPOD/MP3 Player	34.3% Tivo/Replay TV/DVR	35.8% Web Radio	43.6% Tivo/Replay TV/DVR	34.8%
Picture/Video Phone	28.1% Picture/Video Phone	33.2% Tivo/Replay TV/DVR	39.9% Picture/Video Phone	29.3%
Satellite Radio (XM-Sirius)	27.6% Blogs	26.9% Blogs	37.6% Web Radio	26.9%
Web Radio	23.7% Web Radio	26.7% Picture/Video Phone	37.5% Blogs	25.7%

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