



## Media Multitasking

Source: BIGresearch SIMM 10 (Jul 07) &amp; SIMM 11 (Dec 07)

All Adults 18+

<b>MEDIA INFLUENCE</b>
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	SIMM 10	SIMM 11	Index
<b>Please tell us which of the following media influences your ELECTRONICS purchases:</b>			
Word of Mouth	45.1%	42.6%	94
Read Article on Product	37.8%	34.3%	91
Newspaper Inserts	28.9%	30.5%	105
TV/Broadcast	28.6%	27.9%	97
Instore Promotion	28.8%	27.4%	95
Magazines	29.0%	24.7%	85
Coupons	22.6%	23.1%	102
Direct Mail	20.6%	22.5%	109
Internet Advertising	23.7%	22.4%	94
Newspaper	20.2%	21.8%	108
Email Advertising	22.9%	21.5%	94
Radio	16.9%	19.7%	117
Cable	20.9%	18.9%	91
Product Placement	12.8%	13.9%	108
Satellite Radio	7.2%	8.4%	117
Yellow Pages	7.0%	7.9%	112
Instant Messaging (Computer)	6.1%	7.5%	124
Video on Cell Phone	7.1%	6.9%	98
Outdoor Billboards	6.2%	6.7%	109
Text Messaging (Cell Phone)	NA	6.4%	NA
Web Radio	5.0%	6.2%	124
Blogging	5.7%	6.1%	106

	SIMM 10	SIMM 11	Index
<b>Please tell us which of the following media influences your CAR/TRUCK purchases:</b>			
Word of Mouth	30.8%	30.2%	98
Read Article on Product	22.9%	21.7%	95
TV/Broadcast	22.7%	20.8%	92
Newspaper	19.2%	19.5%	102
Magazines	17.9%	16.5%	92
Radio	13.8%	14.1%	102
Cable	14.2%	12.6%	89
Newspaper Inserts	11.3%	11.9%	105
Direct Mail	10.9%	11.6%	106
Outdoor Billboards	10.2%	10.6%	103
Internet Advertising	10.3%	10.2%	98
Instore Promotion	8.2%	8.5%	104
Coupons	8.3%	8.5%	103
Product Placement	7.0%	7.3%	104
Yellow Pages	7.0%	7.2%	103
Email Advertising	7.0%	6.7%	96
Satellite Radio	2.8%	3.2%	117
Web Radio	1.8%	2.2%	122
Blogging	1.9%	2.1%	111
Instant Messaging (Computer)	1.6%	2.0%	131
Video on Cell Phone	1.9%	1.7%	90
Text Messaging (Cell Phone)	NA	1.7%	NA

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All Adults 18+

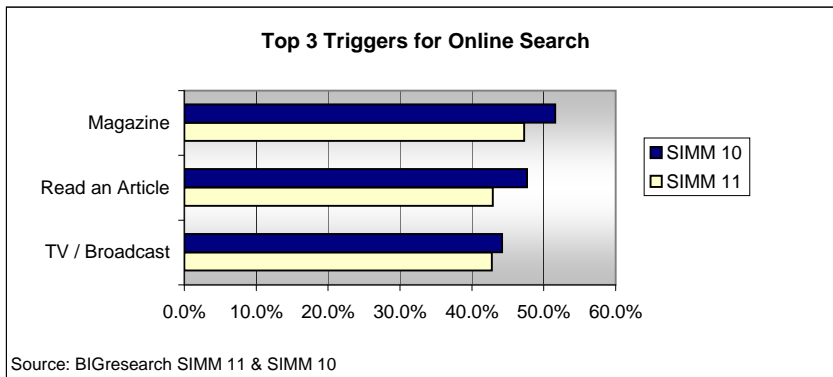
**TOP 5 IN-STORE PROMOTIONS - SIMM 11**

**Top 5 In-Store Promotions for Those Influenced by In-Store Promotions for GROCERY**  
Influence to buy certain brands or products (compared to SIMM 10 up ↑ or down ↓)

- Product Samples ↑
- Shelf Coupons ↑
- Special Displays ↑
- Reading Product Labels FLAT
- Store Loyalty Cards ↓

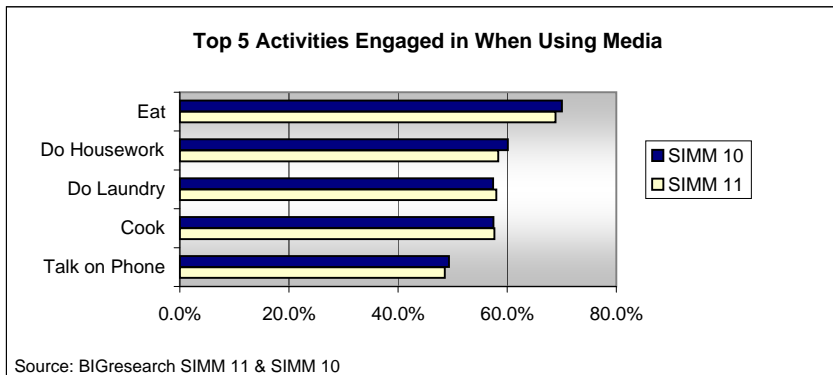
**TRIGGERS FOR ONLINE SEARCH**

	SIMM 10		SIMM 11	Index
<b>Which of the following triggers you to start an online search? (Top 3)</b>				
Magazine	51.6%	Magazine	47.3%	92
Read an Article	47.7%	Read an Article	42.9%	90
TV / Broadcast	44.2%	TV / Broadcast	42.8%	97



**ACTIVITIES ENGAGED IN WHEN USING MEDIA**

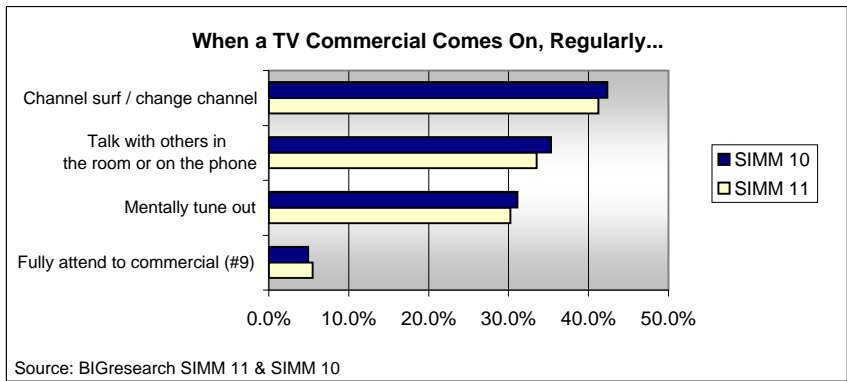
	SIMM 10		SIMM 11	Index
<b>When using media, what type of other activities do you engage in? (Top 5)</b>				
Eat	70.0%	Eat	68.8%	98
Do Housework	60.1%	Do Housework	58.3%	97
Do Laundry	57.4%	Do Laundry	58.0%	101
Cook	57.5%	Cook	57.7%	100
Talk on Phone	49.3%	Talk on Phone	48.6%	98



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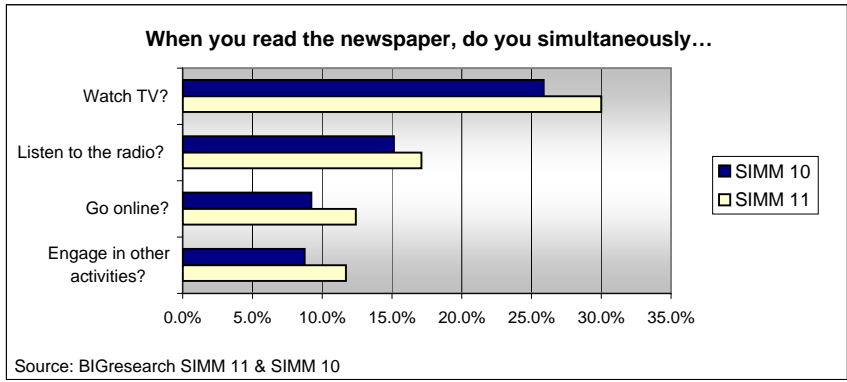
**TV COMMERCIALS**

SIMM 10	SIMM 11	Index
<b>When you are watching television and a commercial comes on, which of the following do you do regularly? (Top 3)</b>		
Channel surf / change channel	42.4%	97
Talk with others in the room or on the phone	35.3%	95
Mentally tune out	31.1%	97
Fully attend to commercial (#9)	4.9%	111



**Simultaneous Media Usage**

SIMM 10	SIMM 11	Index
<b>When you read the newspaper, do you simultaneously... Regularly:</b>		
Watch TV?	25.9%	116
Listen to the radio?	15.1%	113
Go online?	9.2%	135
Engage in other activities?	8.7%	134

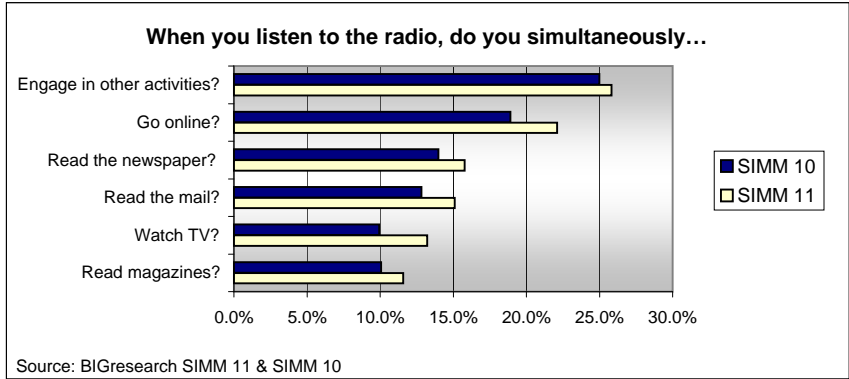


<b>When you listen to the radio, do you simultaneously... Regularly:</b>		
Engage in other activities?	25.0%	103
Go online?	18.9%	117

**Source: BIGresearch SIMM 10 (Jul 07) & SIMM 11 (Dec 07)**

**All Adults 18+**

Read the newspaper?	14.0%	Read the newspaper?	15.8%	113
Read the mail?	12.8%	Read the mail?	15.1%	118
Watch TV?	9.9%	Watch TV?	13.2%	133
Read magazines?	10.1%	Read magazines?	11.6%	115



**The entire SIMM database is available for license.  
 For more information, contact BIGresearch.  
 614-846-0146 • [brinfo@bigresearch.net](mailto:brinfo@bigresearch.net)**

**For an overview of SIMM contents, click here:**  
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