

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	

What are some of your favorite ways of spending your free, leisure time? (Check all that apply)

Camp/Fish/Hike/Hunt	36.4%	38.1%	95
Exercise/Jogging, etc.	36.1%	35.6%	102
Play Team Sports (e.g. softball, soccer, etc.)	10.4%	13.5%	77
Golf	5.2%	13.1%	39
Tennis	6.4%	6.8%	95
Snow Skiing	4.6%	5.3%	86
Boating, Sailing, etc.	13.7%	15.3%	89
Swimming	36.3%	29.2%	124
Go to Bar/Night Club	20.5%	20.3%	101
Go to Movies	63.5%	53.6%	118
Go to Concerts/"Live" Theatre	41.6%	37.7%	110
Go to Amusement Parks	47.9%	31.6%	152
Go to Sporting Events	30.6%	31.0%	99
Tailgating	11.6%	11.7%	99
Go to Gambling Resorts	16.0%	18.0%	89
Travel	50.6%	52.8%	96
Go Shopping	60.8%	43.5%	140
Eating Out	73.1%	67.7%	108
Watch TV	72.9%	71.8%	102
Rent Videos	47.2%	36.6%	129
Play Video Games	25.8%	27.1%	95
"Surf the Internet"	58.1%	59.0%	99
E-mail/Instant Messaging/Blogging	41.0%	38.4%	107
Listen to Music	64.6%	61.6%	105
Read Books	66.9%	58.5%	114
Read Magazines/Newspapers	51.7%	49.2%	105
Photography/Take Videos	26.5%	24.1%	110
Collectibles/Antiques	9.2%	12.9%	72
Any Hobby/Craft	33.3%	28.6%	116
Gardening/Yard Work	35.2%	34.2%	103
Family Activities	69.7%	42.9%	163
Cooking	50.3%	42.1%	120
Playing Cards	24.4%	24.0%	102
Socializing with Friends & Neighbors	52.1%	46.9%	111
Home Improvement Projects	27.8%	26.9%	103
Other:	3.8%	5.6%	68

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

IN STORE MARKETING

With "1" meaning "No Influence" and "5" meaning "Greatly Influence," please tell us how each of the following promotions influence you to buy certain brands or products.

Ads on Shelves

No Influence - 1	17.8%	22.6%	79
2	18.0%	20.3%	88
3	32.5%	31.3%	104
4	17.9%	15.8%	114
Greatly Influence - 5	13.8%	10.1%	136
Total	100.0%	100.0%	

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<i>Average</i>	2.9	2.7	108
Ads on Shopping Carts			
No Influence - 1	57.5%	60.4%	95
2	21.4%	20.9%	102
3	15.2%	13.6%	112
4	3.9%	3.3%	119
Greatly Influence - 5	1.9%	1.7%	111
Total	100.0%	100.0%	
<i>Average</i>	1.7	1.7	104
Check-Out Lane Ads			
No Influence - 1	41.8%	47.8%	87
2	25.8%	26.1%	99
3	21.8%	18.1%	121
4	7.0%	5.5%	128
Greatly Influence - 5	3.6%	2.5%	146
Total	100.0%	100.0%	
<i>Average</i>	2.0	1.9	109
Coupons on Register Tape			
No Influence - 1	16.3%	20.4%	80
2	18.3%	21.6%	85
3	28.3%	28.0%	101
4	21.0%	18.8%	112
Greatly Influence - 5	16.0%	11.2%	143
Total	100.0%	100.0%	
<i>Average</i>	3.0	2.8	108
Floor Graphics			
No Influence - 1	53.7%	52.9%	102
2	22.4%	22.8%	98
3	16.6%	17.0%	98
4	4.9%	5.1%	96
Greatly Influence - 5	2.4%	2.2%	106
Total	100.0%	100.0%	
<i>Average</i>	1.8	1.8	99
Information Kiosks			
No Influence - 1	40.3%	42.3%	95
2	26.9%	26.1%	103
3	21.7%	21.4%	102
4	8.3%	7.8%	106
Greatly Influence - 5	2.8%	2.4%	115
Total	100.0%	100.0%	
<i>Average</i>	2.1	2.0	102
In-store Events/Contests			
No Influence - 1	16.4%	23.1%	71
2	18.1%	19.6%	93
3	28.8%	26.9%	107
4	21.7%	19.6%	110
Greatly Influence - 5	15.0%	10.7%	140
Total	100.0%	100.0%	
<i>Average</i>	3.0	2.8	109
In-store Flyers			
No Influence - 1	9.1%	13.0%	70
2	10.8%	14.5%	75
3	26.9%	27.8%	97
4	29.0%	26.5%	109

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Respondents Selected:	4206	22624	
Greatly Influence - 5	24.2%	18.2%	133
Total	100.0%	100.0%	
<i>Average</i>	3.5	3.2	108
In-store Radio			
No Influence - 1	42.7%	48.6%	88
2	23.3%	22.4%	104
3	21.9%	18.8%	116
4	7.8%	6.8%	114
Greatly Influence - 5	4.2%	3.3%	127
Total	100.0%	100.0%	
<i>Average</i>	2.1	1.9	107
In-store Signage			
No Influence - 1	18.1%	22.1%	82
2	16.2%	19.4%	84
3	29.4%	28.5%	103
4	23.9%	20.7%	116
Greatly Influence - 5	12.4%	9.4%	132
Total	100.0%	100.0%	
<i>Average</i>	3.0	2.8	107
In-store Television			
No Influence - 1	42.1%	46.6%	90
2	23.4%	21.9%	107
3	21.7%	19.5%	111
4	8.5%	8.2%	104
Greatly Influence - 5	4.3%	3.8%	112
Total	100.0%	100.0%	
<i>Average</i>	2.1	2.0	104
Parking Lot/Sidewalk Events			
No Influence - 1	24.2%	32.4%	75
2	20.8%	22.6%	92
3	28.2%	24.8%	114
4	17.2%	14.0%	123
Greatly Influence - 5	9.6%	6.3%	154
Total	100.0%	100.0%	
<i>Average</i>	2.7	2.4	112
Product Samples In-store			
No Influence - 1	4.7%	9.3%	50
2	9.4%	12.4%	76
3	22.9%	24.9%	92
4	29.7%	28.1%	106
Greatly Influence - 5	33.4%	25.2%	132
Total	100.0%	100.0%	
<i>Average</i>	3.8	3.5	109
Reading Product Labels			
No Influence - 1	11.9%	12.4%	96
2	14.0%	13.2%	106
3	26.4%	25.6%	103
4	25.9%	26.6%	98
Greatly Influence - 5	21.8%	22.3%	98
Total	100.0%	100.0%	
<i>Average</i>	3.3	3.3	100
Shelf Coupons			
No Influence - 1	5.9%	10.7%	55
2	10.6%	14.1%	75

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Respondents Selected:	4206	22624	
3	25.1%	27.6%	91
4	32.0%	28.8%	111
Greatly Influence - 5	26.3%	18.8%	140
Total	100.0%	100.0%	
<i>Average</i>	3.6	3.3	110

Special Displays

No Influence - 1	8.3%	12.4%	67
2	11.7%	14.9%	78
3	30.3%	30.9%	98
4	30.7%	27.8%	111
Greatly Influence - 5	19.0%	14.1%	135
Total	100.0%	100.0%	
<i>Average</i>	3.4	3.2	108

Store Loyalty Cards

No Influence - 1	11.7%	18.6%	63
2	10.2%	13.2%	77
3	21.9%	22.7%	97
4	27.3%	24.2%	112
Greatly Influence - 5	28.9%	21.3%	135
Total	100.0%	100.0%	
<i>Average</i>	3.5	3.2	111

Product Samples Delivered To Home

No Influence - 1	11.3%	19.3%	59
2	9.2%	13.1%	70
3	19.8%	20.8%	95
4	23.1%	21.7%	107
Greatly Influence - 5	36.6%	25.1%	146
Total	100.0%	100.0%	
<i>Average</i>	3.6	3.2	114

Product Samples Ordered Online

No Influence - 1	25.8%	33.5%	77
2	14.0%	16.4%	86
3	20.3%	19.3%	105
4	17.4%	15.6%	111
Greatly Influence - 5	22.5%	15.3%	147
Total	100.0%	100.0%	
<i>Average</i>	3.0	2.6	113

TV at Gas Pumps

No Influence - 1	62.0%	65.3%	95
2	19.0%	16.4%	115
3	12.9%	11.9%	108
4	3.8%	3.9%	97
Greatly Influence - 5	2.5%	2.5%	99
Total	100.0%	100.0%	
<i>Average</i>	1.7	1.6	102

How do you feel about receiving advertising messages on your cell phone? (Check all that apply)

Advertisers should need my permission before sending me an ad	55.8%	58.0%	96
I like receiving text ads	2.8%	2.5%	113
I don't like receiving text ads	66.5%	66.8%	100
I like receiving text voicemail ads	1.6%	2.2%	71
I don't like receiving text voicemail ads	58.1%	60.2%	96

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I like receiving video ads	1.7%	2.0%	84
I don't like receiving video ads	58.2%	59.6%	98
I pay per text and feel cheated to find out			
I have paid to see an ad	30.9%	32.1%	97
I think they are an invasion of privacy	44.3%	52.1%	85
They can be helpful in making purchase decisions	2.4%	2.3%	103
They're OK as long as I get content in return	3.3%	3.8%	88
I don't have a cell phone	5.5%	7.8%	71

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

When you purchase products or services, do you seek advice from others before buying? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Regularly	17.5%	17.9%	98
Occasionally	76.1%	73.6%	103
Never	6.4%	8.5%	75
Total	100.0%	100.0%	

Do you give advice to others about products or services you have purchased? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Regularly	36.2%	30.4%	119
Occasionally	61.0%	64.5%	95
Never	2.8%	5.1%	56
Total	100.0%	100.0%	

What search engine do you use most often?

Google	58.4%	56.8%	103
Yahoo	14.9%	14.7%	101
MSN/Bing	4.3%	4.5%	96
Mozilla	2.7%	2.8%	98
AOL	1.7%	2.1%	81
Ask Jeeves	0.6%	1.0%	64
Dogpile	0.4%	0.5%	76
Safari	0.2%	0.4%	45
GoodSearch	0.3%	0.3%	94
Swag Bucks	0.5%	0.2%	216
Comcast	0.2%	0.2%	123
Blingo	0.0%	0.1%	31
AT&T	0.1%	0.1%	75
AltaVista	0.1%	0.1%	62
Other	5.4%	6.4%	84
No Preference	10.2%	9.9%	104
Total	100.0%	100.0%	

Please tell us how often you search online for the following: (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Automobile/Trucks

Regularly	6.2%	9.0%	68
Occasionally	48.3%	50.6%	95
Never	45.5%	40.3%	113
Total	100.0%	100.0%	

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Respondents Selected:	4206	22624	
Clothing/Shoes			
Regularly	30.7%	21.1%	145
Occasionally	55.7%	53.9%	103
Never	13.7%	25.0%	55
Total	100.0%	100.0%	
Financial			
Regularly	6.0%	8.2%	74
Occasionally	31.7%	32.9%	96
Never	62.2%	58.9%	106
Total	100.0%	100.0%	
Maps/Directions			
Regularly	56.8%	52.1%	109
Occasionally	40.2%	43.3%	93
Never	3.0%	4.6%	64
Total	100.0%	100.0%	
Medical			
Regularly	13.2%	11.7%	112
Occasionally	55.4%	53.9%	103
Never	31.4%	34.4%	91
Total	100.0%	100.0%	
Movies			
Regularly	32.9%	28.0%	118
Occasionally	50.9%	45.9%	111
Never	16.2%	26.1%	62
Total	100.0%	100.0%	
Online Entertainment			
Regularly	23.7%	22.3%	106
Occasionally	41.5%	38.7%	107
Never	34.9%	39.0%	89
Total	100.0%	100.0%	
Product Information/Comparative Shopping (Non-Auto)			
Regularly	32.7%	31.8%	103
Occasionally	48.8%	48.4%	101
Never	18.5%	19.8%	94
Total	100.0%	100.0%	
Real Estate			
Regularly	9.3%	8.6%	109
Occasionally	40.5%	36.5%	111
Never	50.2%	55.0%	91
Total	100.0%	100.0%	
Restaurants			
Regularly	23.2%	21.2%	109
Occasionally	58.6%	56.1%	104
Never	18.3%	22.7%	80
Total	100.0%	100.0%	

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Respondents Selected:	4206	22624	
Sports			
Regularly	12.8%	21.5%	60
Occasionally	37.5%	34.0%	110
Never	49.6%	44.5%	111
Total	100.0%	100.0%	
Travel			
Regularly	29.9%	29.6%	101
Occasionally	55.0%	52.9%	104
Never	15.1%	17.5%	86
Total	100.0%	100.0%	

When searching for products/services on the Internet, how do "sponsored links/results" influence your purchases?

No Influence - 1	37.4%	40.3%	93
2	27.9%	27.4%	102
3	27.8%	25.6%	109
4	5.4%	5.1%	107
Greatly Influence - 5	1.5%	1.5%	99
Total	100.0%	100.0%	
<i>Average</i>	2.1	2.0	103

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

Advertising Inserts	25.1%	21.7%	116
Blogs	8.8%	7.5%	117
Cable TV	29.5%	31.5%	94
Cell Phone	3.5%	3.2%	109
Coupons	48.3%	38.3%	126
Direct Mail	29.9%	25.8%	116
Email Advertising	27.2%	22.5%	121
Face-to-Face Communication	37.5%	35.0%	107
Instant Messaging	3.7%	4.0%	94
In-Store Promotions	28.6%	22.1%	129
Internet advertising	20.4%	20.6%	99
Magazine	44.4%	43.5%	102
Newspaper	30.4%	35.7%	85
Online Communities (e.g. My Space/Facebook)	15.6%	11.0%	142
Outdoor Billboard	10.9%	10.0%	109
Picture/Video Phone	1.9%	1.9%	98
Radio	27.9%	27.1%	103
Read an Article	41.1%	41.3%	99
Text Messaging	2.8%	2.5%	115
TV/Broadcast	35.5%	38.2%	93
Yellow Pages	4.0%	4.2%	96
Other:	6.0%	7.2%	83

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

After searching, how do you communicate with others about a service, product or brand? (Check all that apply)

Blogging	5.9%	4.4%	136
Cell Phone	27.4%	25.2%	109
Email	51.4%	49.5%	104

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Respondents Selected:	4206	22624	
Face-to-Face	75.0%	69.3%	108
Instant Messaging	11.9%	10.7%	111
Online Communities (e.g. My Space/Facebook)	15.0%	10.3%	146
Telephone	43.0%	41.0%	105
Text Messaging	17.2%	12.3%	139
Other:	0.8%	1.8%	45

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

How often do you research products online before purchasing them in person or in a store?

Regularly	39.4%	42.3%	93
Occasionally	56.6%	52.9%	107
Never	3.9%	4.8%	82
Total	100.0%	100.0%	

Next 2 questions asked of those who answered "Regularly" or "Occasionally" to Researching Online:

Over the last 90 days, which types of products did you research online before buying them in person? (Check all that apply)

Apparel	42.7%	33.5%	127
Appliances	26.9%	26.7%	101
Beauty Care/Cosmetics	33.1%	18.8%	176
Car/Truck	10.7%	12.8%	84
Electronics	41.0%	47.9%	86
Food/Groceries	28.5%	24.6%	116
Furniture	16.6%	13.1%	127
Home Decor	19.3%	14.6%	132
Home Improvement Items	24.3%	27.0%	90
House/Land	5.6%	5.0%	112
Jewelry/Watches	9.8%	9.4%	104
Medicines/Vitamins/Supplements	21.2%	19.9%	106
Shoes	27.7%	23.4%	118
Sporting Goods	11.9%	17.3%	69
Tires/Batteries/Auto Parts	10.0%	14.2%	70
Other:	6.2%	6.8%	90

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

When researching products online, which website do you go to FIRST? (Write in)

Google.com	34.9%	34.1%	102
Yahoo.com	7.2%	7.1%	102
Amazon.com	4.9%	4.9%	100
Manufacturer's Website	2.5%	2.9%	88
ConsumerReports.org	2.1%	2.3%	92
MSN.com	2.2%	2.1%	104
eBay.com	1.2%	1.7%	73
WalMart.com	1.6%	0.9%	178
Aol.com	0.5%	0.9%	57
Ask.com	0.5%	0.8%	60
Store's Website	0.8%	0.8%	99
CNET.com	0.3%	0.8%	35
BestBuy.com	0.4%	0.5%	85
Overstock.com	0.3%	0.3%	108
Dogpile.com	0.2%	0.2%	100

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Respondents Selected:	4206	22624	
Epinions.com	0.2%	0.2%	97
PriceGrabber.com	0.1%	0.2%	52
BizRate.com	0.2%	0.2%	102
Target.com	0.4%	0.2%	204
HomeDepot.com	0.1%	0.2%	46
Craigslist.org	0.2%	0.1%	122
GoodSearch.com	0.1%	0.1%	105
Lowes.com	0.2%	0.1%	126
Bing.com	0.0%	0.1%	27
SamsClub.com	0.1%	0.1%	70
Sears.com	0.1%	0.1%	91
Search.com	0.1%	0.1%	79
MyPoints.com	0.2%	0.1%	170
Wikipedia.com	0.0%	0.1%	0
Comcast.net	0.1%	0.1%	61
QVC.com	0.1%	0.1%	59
Buy.com	0.0%	0.1%	0
WebMD.com	0.1%	0.1%	83
Other	7.9%	8.0%	98
No Preference	30.2%	29.2%	103
Total	100.0%	100.0%	

Which of the following online activities do you regularly do for Fun & Entertainment while online? (Check all that apply)

Adult Entertainment	3.4%	11.4%	30
Celebrity Gossip	29.3%	15.9%	185
Fantasy Sports	2.5%	6.4%	39
Gambling	3.1%	5.4%	57
Genealogy Research	5.5%	6.2%	89
Get Advice from Friends	6.5%	5.4%	121
Horoscopes/Astrology	14.1%	9.7%	145
IM/Chat	21.1%	17.9%	118
Locate Old Friends/Classmates	18.5%	13.8%	134
Movie Reviews/Schedules	31.6%	28.4%	111
Music News	14.9%	14.7%	101
Online Auctions	14.9%	17.1%	87
Online Dating	2.4%	3.5%	68
Research/Get Ideas for Hobbies	24.2%	23.2%	104
Share Stories with Friends	15.6%	12.3%	127
Shopping	48.2%	39.0%	124
Sports News & Scores	10.6%	23.3%	46
Stock Market/Business News	4.6%	13.1%	35
TV Reviews/Schedules	13.1%	14.9%	88
Video Games	18.4%	20.5%	90
View Photos from Friends	34.0%	28.0%	121
Virtual World (e.g. 2nd Life, The Hills, etc.)	1.5%	1.5%	101
Visit Video Sharing Sites (e.g. You Tube, eBaum's World, etc.)	14.9%	14.8%	101
Watch TV Shows	20.4%	19.7%	104
Weather	32.3%	37.6%	86
Other:	8.3%	7.4%	113

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

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Respondents Selected:	4206	22624	
What website do you go to most often for fun/entertainment?			
Facebook.com	13.6%	7.2%	189
Yahoo.com	6.7%	7.1%	95
YouTube.com	4.4%	5.2%	86
MSN.com	4.6%	3.9%	117
Pogo.com	4.1%	3.6%	113
Google.com	1.9%	2.7%	72
MySpace.com	3.1%	1.7%	183
Aol.com	1.3%	1.6%	85
ESPN.com	0.2%	1.5%	11
Hulu.com	1.1%	1.5%	77
eBay.com	1.1%	1.4%	79
iWon.com	0.6%	0.8%	84
TMZ.com	1.2%	0.6%	192
Netflix.com	0.4%	0.5%	73
People.com	1.5%	0.5%	283
BigFishGames.com	0.7%	0.4%	177
Comcast.net	0.3%	0.4%	62
ABC.com	0.5%	0.4%	141
Amazon.com	0.3%	0.3%	115
IMDb.com	0.2%	0.3%	78
PerezHilton.com	0.5%	0.3%	164
CNN.com	0.2%	0.3%	65
Fandango.com	0.4%	0.3%	138
Games.com	0.3%	0.3%	120
PokerStars.com	0.0%	0.3%	20
Craigslist.org	0.4%	0.2%	151
iTunes.com	0.2%	0.2%	87
AARP.org	0.1%	0.2%	29
Fox.com	0.2%	0.2%	80
FOXNews.com	0.1%	0.2%	55
PCHGames.com	0.1%	0.2%	65
AddictingGames.com	0.2%	0.2%	122
TVGuide.com	0.1%	0.2%	51
Weather.com	0.0%	0.2%	25
CBS.com	0.2%	0.2%	99
E! Online	0.3%	0.2%	192
Ancestry.com	0.0%	0.2%	13
Fancast.com	0.1%	0.2%	37
RealArcade.com	0.2%	0.2%	149
MLB.com	0.0%	0.2%	31
Winster.com	0.3%	0.2%	223
Shockwave.com	0.2%	0.2%	103
NBC.com	0.1%	0.1%	90
CBSSports.com	0.0%	0.1%	0
King.com	0.2%	0.1%	169
Movies.com	0.1%	0.1%	86
EW.com	0.1%	0.1%	61
PopCap.com	0.1%	0.1%	115
HGTV.com	0.1%	0.1%	96
WorldWinner.com	0.1%	0.1%	76
Other	17.2%	18.3%	94
No Preference	29.7%	34.6%	86

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Total	100.0%	100.0%	

How likely is it that you would recommend this website for fun/entertainment to a friend or colleague?

0 - Not At All Likely	7.0%	11.6%	60
1	1.8%	2.3%	79
2	3.1%	3.2%	96
3	4.1%	4.2%	96
4	4.4%	4.1%	107
5	11.9%	12.3%	97
6	7.7%	7.2%	108
7	10.6%	10.4%	101
8	11.8%	11.8%	101
9	7.3%	6.6%	110
10 - Extremely Likely	30.3%	26.2%	115
Total	100.0%	100.0%	

What website do you go to most often to access or download video/music content?

iTunes.com	22.5%	15.8%	142
YouTube.com	7.6%	7.2%	105
LimeWire.com	5.2%	3.2%	165
Amazon.com	1.2%	1.7%	70
Yahoo.com	2.0%	1.7%	116
Hulu.com	0.6%	1.0%	64
Rhapsody.com	0.7%	0.9%	82
Pandora.com	0.8%	0.8%	105
Google.com	0.4%	0.7%	55
WalMart.com	0.6%	0.5%	121
Aol.com	0.4%	0.5%	79
MySpace.com	0.5%	0.4%	116
MSN.com	0.3%	0.3%	95
Netflix.com	0.3%	0.3%	82
Ares.com	0.5%	0.3%	170
Zune.net	0.4%	0.3%	127
imeem.com	0.3%	0.2%	133
FrostWire.com	0.4%	0.2%	182
eMusic.com	0.3%	0.2%	161
CMT.com	0.2%	0.1%	122
BearShare.com	0.2%	0.1%	173
Playlist.com	0.2%	0.1%	160
MTV.com	0.2%	0.1%	163
ThePirateBay.org	0.0%	0.1%	27
Real.com	0.1%	0.1%	102
Other	5.3%	6.0%	89
No Preference	48.9%	57.1%	86
Total	100.0%	100.0%	

How likely is it that you would recommend this website for accessing or downloading video/music content to a friend or colleague?

0 - Not At All Likely	21.8%	31.7%	69
1	1.2%	1.7%	70
2	2.0%	1.8%	110
3	2.9%	2.6%	111
4	3.0%	2.7%	110

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
5	9.2%	8.4%	109
6	5.4%	5.2%	104
7	9.2%	7.9%	117
8	11.4%	9.7%	118
9	7.6%	6.3%	121
10 - Extremely Likely	26.2%	22.0%	119
Total	100.0%	100.0%	

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

Cell Phone	19.4%	15.3%	127
iPod	31.9%	22.7%	141
Mac	3.5%	4.8%	74
MP3 Player	17.9%	13.4%	133
PC	40.4%	42.9%	94
Other:	6.4%	8.5%	76

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

How often do you use any of the following websites? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)**Classmates**

Regularly	2.5%	3.2%	80
Occasionally	25.0%	22.8%	110
Never	72.4%	74.0%	98
Total	100.0%	100.0%	

Facebook

Regularly	38.2%	27.9%	137
Occasionally	22.1%	22.3%	99
Never	39.7%	49.8%	80
Total	100.0%	100.0%	

LinkedIn

Regularly	3.0%	3.3%	89
Occasionally	12.8%	11.9%	107
Never	84.3%	84.8%	99
Total	100.0%	100.0%	

MySpace

Regularly	16.3%	11.6%	140
Occasionally	26.1%	22.7%	115
Never	57.6%	65.6%	88
Total	100.0%	100.0%	

Plaxo

Regularly	0.5%	0.8%	57
Occasionally	3.6%	5.0%	71
Never	96.0%	94.2%	102
Total	100.0%	100.0%	

Reunion

Regularly	0.8%	0.9%	86
Occasionally	7.4%	7.0%	105
Never	91.9%	92.1%	100

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Total	100.0%	100.0%	
Twitter			
Regularly	4.2%	4.1%	103
Occasionally	12.3%	11.0%	112
Never	83.5%	85.0%	98
Total	100.0%	100.0%	

Many websites play a video commercial prior to playing the video content. Please tell us how often you watch those commercials: (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Regularly	5.4%	6.7%	81
Occasionally	41.3%	39.7%	104
Never	53.3%	53.6%	99
Total	100.0%	100.0%	

How often do you purchase products online? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Regularly	25.6%	26.9%	95
Occasionally	66.9%	64.3%	104
Never	7.5%	8.8%	85
Total	100.0%	100.0%	

Next 3 questions asked of those who answered "Regularly" or "Occasionally" to Purchasing Online:

Which online website do you use most often for buying products?

Amazon.com	24.8%	24.8%	100
eBay.com	14.8%	14.9%	99
Google.com	1.1%	2.2%	49
WalMart.com	3.9%	2.1%	186
Overstock.com	1.8%	1.4%	130
Yahoo.com	0.6%	1.1%	52
QVC.com	1.1%	1.1%	102
BestBuy.com	0.4%	0.9%	44
JCPenney.com	1.0%	0.9%	118
Target.com	1.6%	0.7%	234
Buy.com	0.3%	0.7%	45
Newegg.com	0.1%	0.6%	16
Craigslist.org	0.8%	0.6%	133
MSN.com	0.4%	0.5%	81
Cabelas.com	0.0%	0.4%	4
Barnes&Noble.com	0.3%	0.4%	81
TigerDirect.com	0.0%	0.4%	0
VictoriasSecret.com	0.8%	0.4%	205
LandsEnd.com	0.3%	0.4%	89
LLBean.com	0.2%	0.4%	62
Kohls.com	0.6%	0.3%	178
HSN.com	0.4%	0.3%	119
MercadoLibre.com	0.2%	0.3%	70
JoAnn.com	0.5%	0.3%	150
Macys.com	0.4%	0.3%	145
OldNavy.com	0.8%	0.3%	307
Aol.com	0.1%	0.3%	45
iTunes.com	0.2%	0.3%	89

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
SamsClub.com	0.2%	0.3%	72
Half.com	0.4%	0.2%	150
MyPoints.com	0.3%	0.2%	137
ColdwaterCreek.com	0.2%	0.2%	106
Costco.com	0.3%	0.2%	141
Sears.com	0.0%	0.2%	25
Upromise.com	0.5%	0.2%	254
SportsmansGuide.com	0.0%	0.2%	9
Staples.com	0.3%	0.2%	163
Drugstore.com	0.1%	0.2%	77
Avon.com	0.2%	0.2%	148
BassPro.com	0.0%	0.2%	0
Chadwicks.com	0.4%	0.2%	235
Ebates.com	0.2%	0.1%	112
REI.com	0.1%	0.1%	105
Zappos.com	0.2%	0.1%	128
Sephora.com	0.2%	0.1%	119
Quixtar.com	0.2%	0.1%	178
WomanWithin.com	0.1%	0.1%	105
SierraTradingPost.com	0.1%	0.1%	76
HomeDepot.com	0.1%	0.1%	72
DisneyShopping.com	0.2%	0.1%	172
Other	14.1%	15.4%	91
No Preference	24.0%	23.8%	101
Total	100.0%	100.0%	

How likely is it that you would recommend this online website for buying products to a friend or colleague?

0 - Not At All Likely	2.8%	4.9%	57
1	1.1%	1.4%	77
2	1.7%	1.8%	96
3	2.0%	2.6%	77
4	2.7%	3.3%	81
5	8.8%	9.9%	88
6	6.8%	6.4%	106
7	11.7%	11.4%	102
8	14.1%	14.5%	97
9	9.8%	9.8%	99
10 - Extremely Likely	38.6%	34.0%	114
Total	100.0%	100.0%	

Which online website do you use second most often for buying products?

eBay.com	10.5%	9.5%	110
Amazon.com	8.8%	9.0%	98
WalMart.com	4.0%	2.5%	160
Overstock.com	1.9%	1.8%	105
Google.com	1.0%	1.8%	59
BestBuy.com	0.9%	1.6%	54
Craigslist.org	1.8%	1.4%	130
Yahoo.com	0.9%	1.3%	70
Target.com	2.3%	1.2%	195
Buy.com	0.3%	1.1%	30
JCPenney.com	0.8%	0.8%	101
Newegg.com	0.2%	0.8%	26

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Barnes&Noble.com	0.6%	0.6%	102
TigerDirect.com	0.2%	0.5%	36
Kohls.com	0.8%	0.4%	183
QVC.com	0.4%	0.4%	106
Half.com	0.4%	0.4%	118
Sears.com	0.3%	0.4%	82
LandsEnd.com	0.4%	0.3%	120
HSN.com	0.3%	0.3%	89
OldNavy.com	0.7%	0.3%	221
SamsClub.com	0.4%	0.3%	127
iTunes.com	0.3%	0.3%	87
Costco.com	0.3%	0.3%	87
LLBean.com	0.3%	0.3%	108
VictoriasSecret.com	0.4%	0.3%	155
JoAnn.com	0.4%	0.3%	152
MSN.com	0.1%	0.3%	50
Macys.com	0.4%	0.3%	161
Zappos.com	0.2%	0.2%	100
Cabelas.com	0.0%	0.2%	15
Aol.com	0.1%	0.2%	50
HomeDepot.com	0.1%	0.2%	70
Etsy.com	0.4%	0.2%	215
ColdwaterCreek.com	0.1%	0.2%	53
Borders.com	0.2%	0.2%	125
Drugstore.com	0.1%	0.2%	40
Staples.com	0.2%	0.2%	97
BassPro.com	0.0%	0.2%	0
Woot.com	0.1%	0.2%	86
Blair.com	0.1%	0.2%	42
Dell.com	0.1%	0.1%	62
Avon.com	0.4%	0.1%	257
Sephora.com	0.3%	0.1%	193
MyPoints.com	0.2%	0.1%	143
SportsmansGuide.com	0.0%	0.1%	0
REI.com	0.0%	0.1%	39
Lowes.com	0.0%	0.1%	37
Coleman.com	0.0%	0.1%	18
Chadwicks.com	0.2%	0.1%	148
Other	16.7%	18.1%	93
No Preference	40.2%	39.9%	101
Total	100.0%	100.0%	

Which of the following video game platforms are currently used in your home? (Check all that apply)

GameBoy Advance/SP	20.7%	9.5%	217
GameBoy - Other	9.4%	5.4%	174
GameCube	13.9%	7.4%	186
N-Gage	0.0%	0.2%	13
Nintendo DS	32.6%	15.8%	206
Nintendo Wii	37.9%	23.5%	161
PC	30.6%	29.0%	105
PlayStation	6.9%	5.1%	137
PlayStation 2	35.4%	21.1%	167
PlayStation 3	13.9%	10.1%	138

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Sony PSP	12.1%	7.2%	169
Xbox	10.0%	7.1%	142
Xbox 360	22.4%	14.9%	150
None	13.8%	31.8%	43
Other:	3.2%	3.0%	106

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

When watching television, on average, what percentage of your time is spent viewing Cable networks (e.g. CNN, Lifetime, USA, TNT, etc.) vs. traditional broadcast networks (e.g. ABC, CBS, NBC, FOX, etc.)?

100% vs. 0%	3.5%	3.5%	99
90% vs. 10%	8.1%	9.0%	90
80% vs. 20%	10.7%	11.7%	91
70% vs. 30%	12.0%	12.8%	94
60% vs. 40%	9.7%	9.8%	99
50% vs. 50%	22.0%	20.9%	105
40% vs. 60%	7.4%	6.6%	112
30% vs. 70%	7.3%	7.1%	102
20% vs. 80%	6.1%	5.3%	115
10% vs. 90%	4.5%	5.1%	90
0% vs. 100%	8.8%	8.3%	107
Total	100.0%	100.0%	

Which CABLE networks do you REGULARLY watch? (Regularly means routinely, as a set pattern) (Check all that apply)

Discovery Channel	39.3%	44.5%	88
Food Network	39.3%	33.0%	119
A & E	29.3%	30.9%	95
ESPN	17.4%	29.7%	59
FOX News Channel	17.6%	24.9%	71
CNN	16.0%	22.9%	70
Comedy Central	18.8%	22.5%	84
Animal Planet	22.5%	22.1%	102
ESPN 2	9.2%	19.9%	46
ABC Family	30.9%	19.3%	160
Disney Channel	36.1%	17.2%	210
Cartoon Network	24.4%	16.8%	146
CNN Headline News	13.2%	16.6%	79
AMC	9.4%	16.2%	58
Bravo	16.8%	14.7%	114
FOX Sports Network	8.1%	14.7%	55
E!	19.9%	13.3%	150
CNBC	6.3%	10.2%	62
DIY Network	9.9%	10.0%	99
CMT (Country Music Television)	10.3%	8.5%	120
BBC America	5.1%	8.5%	60
BET	8.1%	6.4%	125
ESPN Classic	3.4%	6.1%	56
C-SPAN	1.5%	2.9%	52
Fuse	2.2%	2.2%	101
Bloomberg Television	0.9%	1.9%	49
BET J	1.5%	1.2%	125

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

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
...REGULARLY watch? (Regularly means routinely as a set pattern) (Check all that apply)			
FX	15.3%	16.8%	91
G4	3.2%	5.5%	57
Galavision	2.4%	1.6%	154
Golf Channel	1.8%	4.8%	37
Great American Country	2.1%	2.1%	98
GSN (Game Show Network)	3.4%	4.1%	83
Hallmark Channel	16.0%	17.1%	94
HGTV (Home & Garden Television)	26.0%	23.5%	111
IFC (Independent Film Channel)	3.5%	5.1%	68
Lifetime	32.7%	24.4%	134
LMN (Lifetime Movie Network)	13.9%	9.6%	144
Logo	1.0%	1.8%	56
MSNBC	9.3%	12.6%	74
MTV	18.5%	13.4%	139
MTV 2	5.1%	5.0%	102
MTV Chi	0.3%	0.4%	61
MTV Desi	0.3%	0.4%	56
MTV Tr3s	1.3%	0.8%	151
mtvU	0.4%	0.5%	78
Mun2	1.1%	0.7%	158
National Geographic Channel	15.3%	21.7%	71
Nickelodeon	29.9%	13.1%	228
Nick-at-Nite (NAN)	11.5%	7.1%	162
Nick Toons	10.5%	5.3%	199
Noggin	13.0%	4.6%	282
Oxygen	13.5%	8.9%	152
Palladia	0.7%	0.9%	79

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

...REGULARLY watch? (Regularly means routinely as a set pattern) (Check all that apply)			
Sci-Fi Channel	17.8%	23.8%	75
SOAPnet	6.0%	3.5%	171
Speed Vision	3.1%	5.7%	54
Spike TV	12.8%	20.2%	64
TBS	31.7%	30.6%	104
TCM (Turner Classic Movies)	8.2%	14.5%	57
Telemundo	3.7%	2.2%	166
Tempo	0.1%	0.3%	27
The History Channel	25.8%	35.4%	73
TLC (The Learning Channel)	33.8%	27.1%	125
The N	3.3%	1.8%	183
The Outdoor Channel	3.1%	5.9%	52
The Weather Channel	15.5%	22.1%	70
TNT	32.4%	35.8%	91
TV Land	11.3%	11.7%	97
Travel Channel	11.3%	14.7%	77
truTV	7.1%	7.2%	99
Univision	4.6%	2.6%	178
USA	29.0%	32.8%	88
Versus	2.0%	5.3%	38
VH-1	15.7%	11.0%	142

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
VH-1 Classic	3.2%	3.5%	91
VH-1 Soul	2.0%	1.5%	132
WE (Women's Entertainment)	10.3%	6.2%	165
WGN	6.6%	9.4%	70
Pay Cable Channels (HBO, Showtime, Cinemax, etc.)	14.9%	14.5%	103
Other:	3.8%	4.4%	85

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

When using media, what type of other activities do you engage in? (Check all that apply)

Eat	67.2%	65.4%	103
Do Housework	75.9%	58.7%	129
Cook	72.0%	56.8%	127
Do Laundry	74.0%	56.2%	132
Drive/Commute	57.0%	50.9%	112
Talk on Phone	56.1%	44.0%	128
Do Personal Care	52.4%	41.2%	127
Make Grocery List	48.6%	35.5%	137
Do a Hobby/Craft	34.5%	32.9%	105
Exercise/Play Sports	34.5%	29.3%	118
Work/Job	33.6%	29.0%	116
Entertain	30.1%	23.7%	127
Do Yardwork	25.6%	23.4%	110
Shop	32.9%	22.4%	147
Text Messaging on Cellphone	32.3%	21.5%	151
Care for Children	58.8%	21.3%	276
Study	14.6%	13.1%	112
Work on Car	4.7%	10.0%	47
Other:	0.5%	1.6%	31

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

When you use media simultaneously, do you pay attention... (Choose only one)

To one media more than the other(s)	55.6%	53.9%	103
Equally to each media	31.1%	29.1%	107
Don't simultaneously use media	13.3%	17.0%	78
Total	100.0%	100.0%	

What magazine do you read most often?

No Preference	27.2%	31.1%	88
Other	24.7%	29.6%	84
People	8.7%	4.1%	212
Time	1.1%	2.4%	47
Readers Digest	1.9%	2.0%	94
Good Housekeeping	2.7%	1.9%	145
Woman's Day	3.0%	1.6%	185
Better Homes and Gardens	2.7%	1.6%	169
Sports Illustrated	0.4%	1.6%	23
Cosmopolitan	3.3%	1.5%	223
Newsweek	0.9%	1.4%	64
National Geographic	0.6%	1.1%	54
Entertainment Weekly	1.0%	1.0%	104
Maxim	0.1%	0.9%	8
US Weekly	1.9%	0.8%	229

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Consumer Reports	0.3%	0.8%	41
AARP The Magazine	0.2%	0.7%	29
Men's Health	0.0%	0.7%	0
Southern Living	0.8%	0.7%	113
Essence	1.6%	0.6%	250
Redbook	1.5%	0.6%	241
ESPN The Magazine	0.0%	0.6%	0
Family Circle	0.8%	0.6%	130
Real Simple	0.8%	0.6%	141
Playboy	0.1%	0.6%	21
O Magazine	1.1%	0.6%	187
TV Guide	0.4%	0.6%	76
Ebony	0.9%	0.5%	166
Game Informer	0.0%	0.5%	4
Glamour	1.1%	0.5%	212
Parents	2.4%	0.5%	484
Popular Science	0.0%	0.5%	9
Taste of Home	0.9%	0.5%	191
Smithsonian	0.1%	0.4%	22
Martha Stewart Living	0.6%	0.4%	143
Money	0.1%	0.4%	34
Rolling Stone	0.2%	0.4%	47
Jet	0.6%	0.4%	144
Golf	0.0%	0.4%	0
Ladies Home Journal	0.7%	0.4%	190
Cooking Light	0.6%	0.4%	156
PC World	0.0%	0.4%	6
Quilting	0.2%	0.4%	49
Car and Driver	0.0%	0.4%	0
Star	0.7%	0.3%	213
All You	1.1%	0.3%	333
Health	0.5%	0.3%	152
Woman's World	0.5%	0.3%	162
Prevention	0.4%	0.3%	137
Popular Mechanics	0.0%	0.3%	0
Outdoor Life	0.0%	0.3%	6
Guideposts	0.4%	0.3%	147
Total	100.0%	100.0%	

Which of the following newspapers do you read? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

New York Times

Regularly	2.0%	4.1%	50
Occasionally	9.7%	14.3%	68
Never	88.2%	81.7%	108
Total	100.0%	100.0%	

USA Today

Regularly	2.3%	3.9%	60
Occasionally	22.2%	32.8%	68
Never	75.5%	63.3%	119
Total	100.0%	100.0%	

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Wall Street Journal			
Regularly	1.5%	3.4%	44
Occasionally	10.6%	16.3%	65
Never	87.9%	80.4%	109
Total	100.0%	100.0%	

Local Daily Newspapers

Regularly	39.6%	47.3%	84
Occasionally	38.7%	33.8%	115
Never	21.6%	18.9%	114
Total	100.0%	100.0%	

Weekly Community Newspapers

Regularly	25.7%	26.2%	98
Occasionally	36.6%	35.1%	104
Never	37.7%	38.7%	97
Total	100.0%	100.0%	

When you are watching television and a commercial comes on, which of the following do you do regularly, occasionally or never? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Channel surf / change channel

Regularly	39.8%	40.9%	97
Occasionally	50.5%	48.2%	105
Never	9.7%	10.9%	89
Total	100.0%	100.0%	

Fully attend to commercial

Regularly	4.3%	3.7%	114
Occasionally	62.7%	59.7%	105
Never	33.0%	36.5%	90
Total	100.0%	100.0%	

Go online

Regularly	17.2%	17.2%	100
Occasionally	44.3%	42.3%	105
Never	38.5%	40.5%	95
Total	100.0%	100.0%	

Leave the room

Regularly	29.0%	23.5%	124
Occasionally	66.8%	70.1%	95
Never	4.2%	6.5%	66
Total	100.0%	100.0%	

Mentally tune out

Regularly	30.6%	33.1%	93
Occasionally	58.4%	56.7%	103
Never	11.0%	10.2%	107
Total	100.0%	100.0%	

Read magazine, book, newspaper, etc.

Regularly	17.9%	17.0%	106
Occasionally	55.3%	52.4%	106

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Never	26.8%	30.7%	87
Total	100.0%	100.0%	

Talk with others in the room

Regularly	47.9%	39.9%	120
Occasionally	48.7%	53.7%	91
Never	3.4%	6.5%	53
Total	100.0%	100.0%	

Talk with others on the phone/text messaging

Regularly	24.8%	17.5%	142
Occasionally	51.3%	48.8%	105
Never	23.9%	33.7%	71
Total	100.0%	100.0%	

Watch but not with full attention

Regularly	24.4%	22.0%	111
Occasionally	66.9%	67.5%	99
Never	8.6%	10.5%	82
Total	100.0%	100.0%	

Other

Regularly	15.4%	15.1%	102
Occasionally	49.1%	48.5%	101
Never	35.5%	36.4%	97
Total	100.0%	100.0%	

Do you use or do any of the following? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Blogs

Regularly	7.5%	6.0%	126
Occasionally	21.1%	19.9%	106
Never	71.4%	74.1%	96
Total	100.0%	100.0%	

Cell Phone

Regularly	69.8%	58.2%	120
Occasionally	25.4%	33.2%	77
Never	4.8%	8.6%	56
Total	100.0%	100.0%	

Download or Access Video/Television Content

Regularly	13.1%	14.3%	92
Occasionally	36.2%	34.0%	106
Never	50.7%	51.7%	98
Total	100.0%	100.0%	

Instant Messaging Online

Regularly	18.0%	15.8%	114
Occasionally	34.2%	31.1%	110
Never	47.8%	53.1%	90
Total	100.0%	100.0%	

iPhone

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Regularly	4.9%	5.0%	97
Occasionally	4.7%	5.0%	92
Never	90.5%	89.9%	101
Total	100.0%	100.0%	

IPOD/MP3 Player

Regularly	22.5%	20.2%	111
Occasionally	35.0%	27.0%	130
Never	42.5%	52.8%	80
Total	100.0%	100.0%	

PDA

Regularly	7.0%	8.1%	87
Occasionally	9.1%	9.9%	93
Never	83.8%	82.0%	102
Total	100.0%	100.0%	

Picture/Video Phone

Regularly	16.3%	11.0%	148
Occasionally	27.7%	22.8%	122
Never	56.0%	66.2%	85
Total	100.0%	100.0%	

Satellite Radio (XM, Sirius)

Regularly	9.1%	13.1%	70
Occasionally	11.1%	11.9%	93
Never	79.8%	75.0%	106
Total	100.0%	100.0%	

Text Messaging on Cellphone

Regularly	41.0%	27.3%	150
Occasionally	33.0%	29.5%	112
Never	26.0%	43.1%	60
Total	100.0%	100.0%	

Tivo/Replay TV/DVR

Regularly	31.5%	27.5%	115
Occasionally	14.9%	15.3%	97
Never	53.6%	57.2%	94
Total	100.0%	100.0%	

Video Gaming

Regularly	11.9%	15.5%	77
Occasionally	37.6%	30.6%	123
Never	50.6%	54.0%	94
Total	100.0%	100.0%	

Watch Video on Cellphone

Regularly	2.6%	2.7%	96
Occasionally	13.3%	11.9%	112
Never	84.1%	85.4%	98
Total	100.0%	100.0%	

Web Radio

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Regularly	6.6%	6.5%	101
Occasionally	21.7%	21.0%	103
Never	71.7%	72.4%	99
Total	100.0%	100.0%	

Regarding blogs, do you do any of the following? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Read blogs

Regularly	13.2%	10.9%	121
Occasionally	38.4%	35.2%	109
Never	48.4%	53.9%	90
Total	100.0%	100.0%	

Post to blogs

Regularly	5.4%	4.3%	126
Occasionally	22.3%	19.2%	116
Never	72.3%	76.5%	95
Total	100.0%	100.0%	

Maintain a blog

Regularly	4.8%	3.8%	126
Occasionally	10.5%	9.2%	115
Never	84.7%	87.0%	97
Total	100.0%	100.0%	

Do you subscribe to or own any of the following services? (Check all that apply)

Fiber Optic TV/Internet Access	9.7%	10.2%	94
High Speed Internet Access	76.1%	75.1%	101
Streaming Video - Cellphone	3.5%	3.9%	88
Voice Over IP	3.2%	4.8%	66

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

Do you subscribe to Cable TV?

Yes	63.7%	64.4%	99
No	36.3%	35.6%	102
Total	100.0%	100.0%	

Which of the following do you subscribe to?

Bright House	4.0%	4.1%	98
CableOne	0.5%	1.0%	53
Cablevision	3.9%	4.5%	87
Charter	7.4%	6.7%	110
Comcast	32.8%	35.0%	94
Cox	8.9%	9.0%	99
Insight	1.1%	1.1%	99
Mediacom	1.3%	1.7%	76
Suddenlink Communications	1.5%	1.6%	97
Time Warner Cable	19.3%	18.9%	102
Other:	19.2%	16.3%	118
Total	100.0%	100.0%	

Do you subscribe to Satellite TV?

Yes	32.0%	31.8%	100
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Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
No	68.0%	68.2%	100
Total	100.0%	100.0%	

Which of the following do you subscribe to?

DirecTV/Hughes	60.3%	57.6%	105
Dish Network/EchoStar	37.1%	40.0%	93
Other:	2.6%	2.4%	108
Total	100.0%	100.0%	

Do you subscribe to Satellite Radio?

Yes	13.1%	13.8%	95
No	86.9%	86.2%	101
Total	100.0%	100.0%	

Which of the following do you subscribe to?

Sirius	43.4%	40.9%	106
XM	39.5%	41.4%	95
Both	17.0%	17.7%	96
Total	100.0%	100.0%	

Do you find yourself trying to avoid advertising? (Regularly means routinely, as a set pattern; Occasionally means no set pattern, as mood suits.)

Regularly	32.8%	37.7%	87
Occasionally	59.6%	55.2%	108
Never	7.6%	7.1%	106
Total	100.0%	100.0%	

Please fill in the name of the store you shop at MOST OFTEN for each of the following:**Women's Clothing**

Kohls	13.7%	9.0%	152
WalMart	9.5%	7.2%	132
JC Penney	8.9%	6.3%	142
Macy's	6.1%	5.2%	119
Target	4.8%	2.3%	207
Old Navy	3.4%	1.5%	223
Ross	3.3%	1.5%	220
Dillards	0.9%	1.4%	67
Lane Bryant	2.2%	1.2%	187
Belk	0.9%	0.9%	94
Fashion Bug	1.8%	0.9%	198
Sears	0.7%	0.9%	84
TJ Maxx	1.5%	0.9%	170
Marshalls	1.3%	0.7%	185
Kmart	0.9%	0.7%	127
Bealls	0.3%	0.7%	40
Coldwater Creek	0.4%	0.7%	64
Nordstrom	0.6%	0.6%	90
Gap	1.0%	0.6%	158
New York & Company	1.3%	0.6%	210
Forever 21	1.0%	0.6%	186
Victoria's Secret	0.6%	0.6%	104
Avenue	0.9%	0.6%	159
Ann Taylor	1.0%	0.5%	195

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Catherines	0.4%	0.5%	94
Talbots	0.3%	0.5%	74
Goodwill	0.6%	0.5%	126
Chico's	0.2%	0.4%	42
Dressbarn	0.6%	0.4%	148
Express	0.5%	0.4%	150
Woman Within	0.3%	0.3%	87
American Eagle	0.8%	0.3%	238
Catos	0.7%	0.3%	249
Banana Republic	0.4%	0.3%	142
Stein Mart	0.2%	0.3%	81
Lands End	0.2%	0.3%	72
Thrift stores	0.3%	0.2%	157
Christopher & Banks	0.1%	0.2%	53
Eddie Bauer	0.4%	0.2%	172
LL Bean	0.1%	0.2%	46
Roamans	0.3%	0.2%	144
Bon Ton	0.1%	0.2%	56
Burlington Coat Factory	0.5%	0.2%	276
Boscov	0.1%	0.2%	73
QVC	0.0%	0.1%	34
ebay	0.1%	0.1%	97
Herbergers	0.1%	0.1%	61
Meijer	0.3%	0.1%	214
C.J. Banks	0.1%	0.1%	110
Younkers	0.0%	0.1%	28
Other	10.3%	7.9%	131
No Preference	14.8%	39.5%	37
Total	100.0%	100.0%	

Women's Clothing - Store Format

Department Store	32.9%	26.2%	126
Discount Store	23.2%	14.5%	160
Specialty - Apparel	23.2%	14.2%	163
Membership Warehouse	0.1%	0.2%	87
Catalog	1.0%	1.2%	82
Internet	0.3%	0.4%	81
Other	4.6%	4.0%	114
No Preference	14.8%	39.5%	37
Total	100.0%	100.0%	

Children's Clothing

WalMart	14.2%	8.6%	164
Target	11.0%	4.9%	224
Kohls	9.0%	4.5%	199
JC Penney	6.4%	3.0%	210
The Children's Place	4.9%	1.7%	285
Old Navy	4.5%	1.7%	267
Macy's	1.8%	1.4%	127
Gap	2.0%	1.2%	161
Sears	1.1%	0.9%	122
Ross	1.6%	0.7%	238
Kmart	1.1%	0.6%	178
Marshalls	0.8%	0.4%	195

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Gymboree	0.9%	0.4%	263
Babies R Us	0.5%	0.4%	145
Carters	0.7%	0.4%	212
TJ Maxx	0.6%	0.3%	186
Belk	0.3%	0.3%	91
Dillards	0.4%	0.3%	133
Justice	0.7%	0.2%	307
Bealls	0.2%	0.2%	75
Aeropostale	0.8%	0.2%	478
Burlington Coat Factory	0.5%	0.2%	311
American Eagle	0.6%	0.2%	408
Meijer	0.2%	0.1%	163
Goodwill	0.3%	0.1%	223
Thrift stores	0.3%	0.1%	310
Fred Meyer	0.1%	0.1%	84
Kids R Us	0.0%	0.1%	39
Osh Kosh	0.2%	0.1%	161
Nordstrom	0.1%	0.1%	71
Other	6.8%	4.0%	173
No Preference	27.2%	62.6%	44
Total	100.0%	100.0%	

Children's Clothing - Store Format

Department Store	19.6%	11.2%	176
Discount Store	30.7%	16.2%	190
Specialty - Apparel	17.5%	6.9%	254
Membership Warehouse	0.1%	0.1%	88
Catalog	0.2%	0.1%	206
Internet	0.1%	0.2%	64
Other	4.5%	2.8%	161
No Preference	27.2%	62.6%	44
Total	100.0%	100.0%	

Children's Toys

WalMart	27.6%	14.9%	186
Toys R Us	17.1%	11.5%	148
Target	14.8%	6.6%	225
Amazon	0.9%	0.5%	159
Kmart	0.9%	0.5%	167
Kohls	0.4%	0.3%	136
Meijer	0.5%	0.3%	196
Babies R Us	0.5%	0.2%	214
Ross	0.3%	0.2%	211
Fred Meyer	0.1%	0.1%	54
ebay	0.1%	0.1%	100
Online/Internet	0.1%	0.1%	99
JC Penney	0.1%	0.1%	64
Big Lots	0.1%	0.1%	159
Sears	0.0%	0.1%	46
Other	4.0%	3.2%	123
No Preference	32.5%	61.1%	53
Total	100.0%	100.0%	

Children's Toys - Store Format

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Department Store	0.6%	0.5%	109
Discount Store	45.0%	22.9%	197
Drugstore	0.0%	0.0%	0
Specialty - Home	17.4%	11.7%	149
Membership Warehouse	0.1%	0.1%	89
Catalog	0.0%	0.0%	0
Internet	1.1%	0.8%	136
Other	3.3%	2.8%	117
No Preference	32.5%	61.1%	53
Total	100.0%	100.0%	

Shoes

Payless	15.3%	7.6%	200
WalMart	8.2%	7.1%	116
Kohls	7.1%	5.3%	134
DSW	4.9%	4.0%	123
Macy's	2.9%	2.9%	103
JC Penney	2.8%	2.9%	96
Target	4.0%	1.7%	229
Famous Footwear	2.8%	1.7%	171
Foot Locker	1.2%	1.6%	79
Sears	0.9%	1.4%	62
Nordstrom	1.1%	1.2%	90
Dillards	0.7%	1.1%	64
Kmart	0.8%	1.1%	71
Zappos	0.8%	1.0%	83
Shoe Carnival	1.4%	0.9%	145
Ross	1.6%	0.8%	191
Online/Internet	0.5%	0.7%	74
Marshalls	1.0%	0.6%	158
Belk	0.3%	0.5%	63
Rack Room	1.1%	0.5%	210
Finish Line	0.6%	0.5%	129
Nike	0.3%	0.5%	59
Big 5 Sporting Goods	0.2%	0.5%	35
Bealls	0.1%	0.4%	37
Shoe Dept.	0.8%	0.4%	209
SAS Shoes	0.1%	0.4%	16
Amazon	0.4%	0.4%	112
Shoes.com	0.3%	0.3%	91
Academy	0.3%	0.3%	77
ebay	0.3%	0.3%	81
TJ Maxx	0.5%	0.3%	151
Dick's Sporting Goods	0.2%	0.3%	63
New Balance	0.1%	0.3%	37
Easy Spirit	0.2%	0.3%	56
Bass	0.1%	0.3%	32
Outlet Stores	0.1%	0.3%	45
Journeys	0.4%	0.3%	153
Nine West	0.3%	0.2%	127
ShoeBuy.com	0.3%	0.2%	125
Aldo	0.3%	0.2%	129
Meijer	0.2%	0.2%	86
Sports Authority	0.1%	0.2%	65

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Skechers	0.2%	0.2%	88
Bosco's	0.1%	0.2%	46
Rockport	0.0%	0.2%	25
Shoe Show	0.4%	0.2%	203
Mason	0.0%	0.2%	0
Clark Stores	0.0%	0.2%	20
Off Broadway	0.3%	0.2%	179
QVC	0.1%	0.1%	51
Other	12.4%	13.4%	93
No Preference	21.0%	33.5%	63
Total	100.0%	100.0%	

Shoes - Store Format

Department Store	16.6%	16.6%	100
Discount Store	16.8%	12.3%	136
Specialty - Apparel	34.2%	23.3%	147
Membership Warehouse	0.0%	0.1%	13
Catalog	0.3%	1.0%	28
Internet	2.9%	3.2%	92
Other	8.3%	10.1%	82
No Preference	21.0%	33.5%	63
Total	100.0%	100.0%	

Electronics (TVs, DVDs, etc.)

Best Buy	36.1%	32.5%	111
WalMart	18.5%	12.3%	150
Target	4.0%	2.4%	167
Amazon	1.6%	2.1%	77
Sears	1.9%	2.1%	89
Sam's Club	2.0%	1.9%	106
Costco	1.9%	1.8%	108
Fry's	1.0%	1.5%	66
Online/Internet	0.5%	0.7%	73
Radio Shack	0.4%	0.6%	59
HH Gregg	0.6%	0.6%	106
ebay	0.3%	0.5%	54
Newegg	0.1%	0.4%	36
Brands Mart	0.7%	0.3%	192
TigerDirect.com	0.1%	0.3%	48
Staples	0.1%	0.3%	34
Kmart	0.3%	0.2%	143
Buy.com	0.1%	0.2%	65
BJ's	0.2%	0.2%	110
PC Richard & Sons	0.1%	0.2%	68
GameStop	0.1%	0.2%	78
ABC Warehouse	0.1%	0.1%	63
Dell	0.2%	0.1%	146
Office Depot	0.1%	0.1%	67
Ultimate Electronics	0.1%	0.1%	84
Fred Meyer	0.0%	0.1%	41
Conn's	0.1%	0.1%	74
Microcenter	0.1%	0.1%	73
Nebraska Furniture Mart	0.2%	0.1%	165
Other	4.5%	5.4%	84

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
No Preference	24.0%	32.5%	74
Total	100.0%	100.0%	

Electronics (TVs, DVDs, etc.) - Store Format

Department Store	2.1%	2.3%	91
Discount Store	22.9%	15.1%	152
Specialty - Home	40.4%	37.9%	107
Membership Warehouse	4.2%	4.0%	105
Home Improvement Store	0.0%	0.0%	137
Catalog	0.0%	0.0%	181
Internet	2.8%	4.3%	66
Other	3.5%	4.0%	88
No Preference	24.0%	32.5%	74
Total	100.0%	100.0%	

Groceries

WalMart	18.3%	14.2%	129
Kroger	7.3%	6.6%	111
Publix	4.2%	4.3%	97
Safeway	2.5%	2.8%	90
Meijer	2.1%	2.1%	99
Albertsons	2.3%	2.0%	112
HEB	1.9%	1.8%	106
Giant Eagle	1.9%	1.6%	114
Giant	1.2%	1.4%	91
Shoprite	1.7%	1.3%	127
Food Lion	1.9%	1.3%	150
Stop 'n Shop	1.6%	1.3%	126
Costco	1.5%	1.3%	115
Sam's Club	1.1%	1.2%	93
Fry's	1.1%	1.1%	103
Ralphs	1.6%	1.1%	149
Vons	1.1%	1.0%	105
Aldi	1.0%	1.0%	102
Jewel	0.8%	1.0%	82
Winco	1.3%	0.9%	141
Wegman	0.6%	0.8%	69
Winn Dixie	0.7%	0.8%	85
Hyvee	0.8%	0.8%	101
Stater Brothers	1.3%	0.8%	170
Trader Joe	0.5%	0.7%	65
Cub Food	0.6%	0.7%	85
King Sooper	0.8%	0.6%	125
Price Chopper	0.5%	0.6%	77
Harris Teeter	0.6%	0.6%	107
Smith Foods	0.8%	0.5%	157
Fred Meyer	0.4%	0.5%	78
Pick 'n Save	0.5%	0.5%	93
Target	0.6%	0.5%	117
Pathmark	0.8%	0.5%	165
Shaws	0.6%	0.5%	128
Hannaford	0.5%	0.5%	120
Food4less	0.5%	0.4%	126
ACME	0.4%	0.4%	95

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Whole Foods	0.3%	0.4%	60
Shop 'n Save	0.5%	0.4%	127
Bi Lo	0.4%	0.4%	98
Save a Lot	0.4%	0.4%	127
Ingles	0.4%	0.4%	117
MarketBasket	0.3%	0.4%	98
Weis	0.3%	0.3%	92
Commissary	0.5%	0.3%	160
Woodmans	0.3%	0.3%	91
Dillon	0.3%	0.3%	92
Tops	0.3%	0.3%	88
Schnucks	0.2%	0.3%	67
Other	13.1%	13.4%	98
No Preference	14.9%	22.5%	66
Total	100.0%	100.0%	

Groceries - Store Format

Grocery Store	54.4%	50.5%	108
Discount Store	21.1%	17.0%	125
Convenience Store	0.0%	0.0%	0
Drugstore	0.0%	0.0%	0
Membership Warehouse	2.9%	2.6%	108
Internet	0.0%	0.1%	0
Other	6.7%	7.3%	92
No Preference	14.9%	22.5%	66
Total	100.0%	100.0%	

Health and Beauty Aids

WalMart	32.9%	23.6%	139
CVS	7.8%	7.4%	105
Walgreens	7.5%	7.1%	105
Target	10.0%	6.1%	164
Rite Aid	1.9%	2.1%	91
Meijer	1.3%	1.0%	127
Kroger	1.0%	0.9%	108
Ulta	1.5%	0.9%	173
Costco	0.5%	0.7%	69
Sam's Club	0.3%	0.6%	55
Sephora	1.0%	0.6%	167
Avon	0.8%	0.6%	148
Kmart	0.6%	0.5%	139
Macy's	0.8%	0.4%	184
Sallys	0.7%	0.4%	178
Longs Drug	0.2%	0.4%	46
Publix	0.3%	0.4%	91
HEB	0.2%	0.3%	49
Mary Kay	0.5%	0.3%	166
Fred Meyer	0.2%	0.3%	74
Safeway	0.2%	0.3%	65
Giant Eagle	0.2%	0.3%	91
Dollar General	0.3%	0.2%	129
Wegman	0.2%	0.2%	75
Giant	0.2%	0.2%	82
Bath & Body Works	0.3%	0.2%	144

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Shoprite	0.3%	0.2%	138
DrugStore.com	0.1%	0.2%	68
Online/Internet	0.2%	0.2%	97
GNC	0.0%	0.1%	15
Dillards	0.2%	0.1%	114
Stop 'n Shop	0.1%	0.1%	46
Fry's	0.2%	0.1%	113
Albertsons	0.1%	0.1%	114
Whole Foods	0.2%	0.1%	141
Marc's	0.1%	0.1%	97
King Sooper	0.2%	0.1%	144
BJ's	0.1%	0.1%	95
Duane Reade	0.1%	0.1%	99
Family Dollar	0.2%	0.1%	151
Amazon	0.1%	0.1%	110
Jewel	0.0%	0.1%	50
Food Lion	0.1%	0.1%	148
Other	5.3%	6.2%	86
No Preference	20.9%	35.5%	59
Total	100.0%	100.0%	

Health and Beauty Aids - Store Format

Grocery Store	4.7%	5.5%	86
Discount Store	45.5%	31.9%	143
Convenience Store	0.0%	0.0%	0
Drugstore	17.9%	17.6%	102
Membership Warehouse	0.9%	1.4%	65
Internet	0.5%	0.6%	78
Other	9.5%	7.6%	125
No Preference	20.9%	35.5%	59
Total	100.0%	100.0%	

In an average month, how many times do you eat at a FAST FOOD restaurant?

0	5.3%	10.4%	51
1	9.5%	12.0%	79
2	13.7%	14.4%	95
3	11.4%	10.7%	106
4	16.8%	14.2%	119
5	10.4%	8.3%	124
6	6.8%	5.7%	121
7	3.2%	3.0%	107
8	5.4%	5.1%	104
9	1.6%	1.3%	122
10 or more	16.0%	14.9%	107
Total	100.0%	100.0%	
<i>Average</i>	5.0	4.6	110

Media Influence - RECAP**Please tell us which of the following media influences your ELECTRONICS purchases:**

Word of Mouth	45.9%	43.7%	105
Read Article on Product	29.4%	33.9%	87
Advertising Inserts	27.3%	26.0%	105
Instore Promotion	28.9%	25.9%	112
TV/Broadcast	24.0%	25.1%	95

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Coupons	26.6%	22.8%	117
Magazines	15.6%	20.8%	75
Email Advertising	17.6%	20.5%	86
Internet Advertising	16.7%	20.2%	83
Newspaper	16.1%	19.8%	81
Direct Mail	17.3%	18.4%	94
Cable	13.7%	15.7%	87
Radio	13.3%	14.0%	95
Product Placement	10.1%	10.5%	97
Online Video Game Advertising	3.6%	5.1%	70
Satellite Radio	3.4%	5.1%	67
Yellow Pages	3.5%	5.0%	70
Blogging	4.2%	4.7%	90
Outdoor Billboards	4.0%	4.4%	92
Instant Messaging (Computer)	2.7%	3.8%	71
Video on Cell Phone	2.6%	3.3%	79
Web Radio	2.6%	3.3%	79
Text Messaging (Cell Phone)	3.1%	3.2%	96

Please tell us which of the following media influences your APPAREL/CLOTHING purchases:

Word of Mouth	43.8%	33.6%	130
Instore Promotion	39.3%	31.8%	124
Coupons	45.4%	31.2%	145
Advertising Inserts	32.3%	28.0%	116
Direct Mail	32.4%	24.2%	134
Magazines	31.4%	24.0%	131
Email Advertising	32.6%	22.4%	146
TV/Broadcast	24.5%	21.8%	112
Newspaper	18.7%	20.5%	91
Internet Advertising	19.0%	15.4%	123
Cable	14.7%	13.3%	110
Read Article on Product	10.2%	10.6%	97
Product Placement	10.7%	9.3%	114
Radio	10.7%	8.2%	130
Outdoor Billboards	5.5%	4.5%	120
Yellow Pages	2.7%	3.0%	90
Blogging	3.6%	2.7%	134
Satellite Radio	1.5%	2.1%	72
Instant Messaging (Computer)	2.1%	1.9%	111
Text Messaging (Cell Phone)	1.8%	1.8%	100
Web Radio	1.2%	1.4%	84
Online Video Game Advertising	1.2%	1.4%	86
Video on Cell Phone	1.1%	1.3%	91

Please tell us which of the following media influences your GROCERY purchases:

Coupons	79.4%	69.4%	114
Instore Promotion	47.4%	41.8%	113
Word of Mouth	46.8%	39.5%	118
Advertising Inserts	40.0%	38.7%	103
Direct Mail	36.9%	29.6%	125
Newspaper	27.3%	32.3%	85
TV/Broadcast	25.9%	24.2%	107
Magazines	21.8%	16.6%	131

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Read Article on Product	18.0%	17.0%	106
Email Advertising	17.4%	12.6%	138
Cable	14.7%	13.7%	108
Radio	13.8%	12.5%	110
Product Placement	13.7%	12.2%	113
Internet Advertising	11.6%	9.8%	119
Outdoor Billboards	4.8%	4.4%	109
Blogging	4.2%	2.9%	143
Yellow Pages	2.8%	3.0%	91
Text Messaging (Cell Phone)	2.1%	1.9%	112
Instant Messaging (Computer)	1.8%	2.0%	88
Web Radio	1.7%	1.8%	92
Satellite Radio	1.5%	1.9%	78
Video on Cell Phone	1.3%	1.4%	93
Online Video Game Advertising	1.2%	1.5%	83

Please tell us which of the following media influences your HOME IMPROVEMENT purchases:

Word of Mouth	37.7%	35.2%	107
Coupons	26.6%	20.8%	128
Advertising Inserts	23.7%	23.7%	100
Instore Promotion	21.2%	18.9%	112
TV/Broadcast	20.9%	21.5%	97
Direct Mail	20.3%	17.8%	114
Magazines	19.9%	19.4%	103
Read Article on Product	19.3%	21.3%	91
Newspaper	15.0%	19.0%	79
Cable	14.5%	14.4%	101
Email Advertising	11.7%	10.5%	112
Radio	9.9%	10.5%	94
Internet Advertising	9.4%	9.8%	96
Yellow Pages	8.4%	10.3%	81
Product Placement	6.2%	6.5%	96
Outdoor Billboards	4.0%	4.0%	101
Blogging	2.3%	2.1%	111
Web Radio	1.5%	1.5%	104
Instant Messaging (Computer)	1.5%	1.5%	98
Satellite Radio	1.4%	1.9%	71
Text Messaging (Cell Phone)	1.3%	1.3%	100
Video on Cell Phone	1.1%	1.1%	98
Online Video Game Advertising	0.9%	1.2%	74

Please tell us which of the following media influences your CAR/TRUCK purchases:

Word of Mouth	32.9%	30.9%	106
Read Article on Product	17.8%	21.2%	84
TV/Broadcast	19.9%	20.8%	96
Newspaper	15.5%	17.5%	88
Magazines	9.3%	14.4%	65
Radio	14.4%	12.7%	113
Cable	10.5%	12.2%	86
Direct Mail	9.5%	9.7%	98
Internet Advertising	8.3%	9.5%	87
Advertising Inserts	8.7%	9.1%	96
Coupons	9.7%	9.0%	107

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Outdoor Billboards	8.6%	8.2%	104
Instore Promotion	8.8%	7.2%	122
Email Advertising	5.9%	6.7%	88
Product Placement	5.6%	6.0%	94
Yellow Pages	4.5%	5.8%	78
Satellite Radio	1.7%	2.3%	74
Blogging	1.8%	1.9%	96
Web Radio	1.3%	1.5%	91
Online Video Game Advertising	0.7%	1.2%	62
Instant Messaging (Computer)	0.8%	1.1%	72
Video on Cell Phone	0.7%	1.0%	76
Text Messaging (Cell Phone)	0.5%	0.9%	60

Please tell us which of the following media influences your MEDICINE purchases:

Word of Mouth	27.8%	23.5%	118
Coupons	25.0%	16.4%	153
Read Article on Product	16.8%	16.2%	104
TV/Broadcast	13.9%	13.7%	102
Instore Promotion	11.1%	8.4%	131
Advertising Inserts	9.2%	8.3%	111
Magazines	8.4%	8.2%	103
Cable	8.3%	8.3%	99
Direct Mail	7.9%	6.8%	117
Newspaper	6.2%	7.3%	85
Internet Advertising	5.2%	5.0%	104
Radio	4.9%	4.6%	105
Email Advertising	4.3%	4.0%	108
Product Placement	3.9%	3.5%	112
Yellow Pages	2.1%	2.2%	95
Outdoor Billboards	1.5%	1.5%	106
Blogging	1.4%	1.4%	98
Text Messaging (Cell Phone)	0.9%	0.8%	106
Instant Messaging (Computer)	0.7%	1.1%	69
Online Video Game Advertising	0.7%	0.8%	88
Satellite Radio	0.7%	1.0%	66
Web Radio	0.6%	0.9%	72
Video on Cell Phone	0.4%	0.6%	57

Please tell us which of the following media influences your TELECOM SERVICES purchases:

Direct Mail	9.4%	9.2%	102
Email Advertising	5.3%	5.7%	92
Coupons	7.5%	6.0%	125
Magazines	3.3%	4.6%	70
Newspaper	4.8%	6.3%	76
Advertising Inserts	5.7%	6.1%	93
Internet Advertising	6.5%	7.4%	88
Yellow Pages	3.7%	3.8%	97
Outdoor Billboards	2.9%	2.9%	103
Radio	6.3%	6.2%	101
Satellite Radio	0.9%	1.7%	52
Web Radio	1.2%	1.5%	78
TV/Broadcast	11.6%	12.7%	92
Cable	6.9%	8.2%	85

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Word of Mouth	22.9%	20.8%	110
Read Article on Product	8.2%	9.5%	86
Instore Promotion	6.2%	5.2%	119
Video on Cell Phone	1.3%	1.4%	94
Instant Messaging (Computer)	1.2%	1.3%	88
Text Messaging (Cell Phone)	1.6%	1.6%	97
Blogging	1.5%	1.6%	95
Online Video Game Advertising	0.9%	1.1%	81
Product Placement	3.0%	3.1%	96

Please tell us which of the following media influences your EATING OUT purchases:

Coupons	64.8%	54.7%	119
Word of Mouth	53.5%	49.6%	108
Direct Mail	35.4%	29.9%	118
Advertising Inserts	27.6%	26.1%	106
TV/Broadcast	27.4%	25.6%	107
Radio	27.8%	25.3%	110
Newspaper	19.9%	25.2%	79
Email Advertising	20.7%	17.1%	121
Cable	14.3%	14.1%	101
Outdoor Billboards	15.4%	13.9%	111
Read Article on Product	12.2%	13.3%	91
Instore Promotion	15.7%	12.7%	124
Magazines	12.2%	12.1%	101
Internet Advertising	11.9%	11.4%	105
Yellow Pages	10.9%	10.3%	106
Product Placement	6.8%	5.9%	116
Blogging	2.6%	2.4%	109
Satellite Radio	2.0%	2.4%	86
Instant Messaging (Computer)	1.6%	1.9%	83
Web Radio	1.8%	1.8%	98
Text Messaging (Cell Phone)	2.1%	1.8%	116
Online Video Game Advertising	0.8%	0.9%	89
Video on Cell Phone	0.8%	0.9%	85

Please tell us which of the following media influences your FINANCIAL SERVICES/INSURANCE purchases:

Word of Mouth	28.2%	24.2%	116
Direct Mail	11.9%	10.8%	110
TV/Broadcast	10.9%	11.1%	98
Read Article on Product	10.5%	11.4%	92
Radio	7.0%	6.7%	105
Cable	6.4%	7.1%	90
Newspaper	6.1%	7.6%	80
Internet Advertising	5.6%	5.9%	96
Coupons	5.3%	4.2%	127
Yellow Pages	5.2%	5.0%	105
Email Advertising	4.8%	5.1%	94
Instore Promotion	4.7%	3.3%	143
Advertising Inserts	4.0%	4.1%	97
Magazines	3.9%	5.8%	67
Outdoor Billboards	3.8%	3.2%	118
Product Placement	2.3%	2.3%	99
Blogging	1.2%	1.2%	101

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Satellite Radio	1.1%	1.4%	75
Web Radio	1.0%	1.0%	98
Instant Messaging (Computer)	0.6%	0.8%	75
Video on Cell Phone	0.5%	0.6%	80
Text Messaging (Cell Phone)	0.4%	0.6%	75
Online Video Game Advertising	0.4%	0.6%	71

In-store Promotion Influence - AVG RECAP*

Ads on Shelves	2.9	2.7	108
Ads on Shopping Carts	1.7	1.7	104
Check-Out Lane Ads	2.0	1.9	109
In-store Flyers	3.5	3.2	108
In-store Television	2.1	2.0	104
In-store Radio	2.1	1.9	107
Special Displays	3.4	3.2	108
Shelf Coupons	3.6	3.3	110
Product Samples In-store	3.8	3.5	109
Coupons on Register Tape	3.0	2.8	108
Parking Lot/Sidewalk Events	2.7	2.4	112
In-store Events/Contests	3.0	2.8	109
Floor Graphics	1.8	1.8	99
Reading Product Labels	3.3	3.3	100
Store Loyalty Cards	3.5	3.2	111
Information Kiosks	2.1	2.0	102
In-store Signage	3.0	2.8	107
Product Samples Delivered To Home	3.6	3.2	114
Product Samples Ordered Online	3.0	2.6	113
TV at Gas Pumps	1.7	1.6	102

Daypart Summary - WEEKDAY**6am-10am**

Listen to the radio	58.7%	47.9%	123
Listen to Satellite radio	6.8%	8.5%	80
Listen to Web radio	3.2%	3.0%	108
Watch TV	20.3%	19.5%	104
Surf the Internet	24.8%	25.0%	99
Read/Send E-mail	37.1%	34.7%	107
Read magazines	4.1%	5.8%	70
Read the newspaper	16.3%	24.3%	67
Read the mail	2.7%	3.6%	77
Instant Message	7.5%	6.6%	114
Blog	1.7%	1.4%	124
Video Gaming	1.9%	2.8%	65

10am-Noon

Listen to the radio	21.3%	18.8%	113
Listen to Satellite radio	3.1%	5.2%	59
Listen to Web radio	7.1%	5.3%	132
Watch TV	12.4%	13.2%	94
Surf the Internet	34.9%	32.1%	109
Read/Send E-mail	47.6%	41.0%	116
Read magazines	5.5%	7.0%	79
Read the newspaper	7.8%	8.8%	89
Read the mail	6.7%	8.0%	83

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Instant Message	11.9%	9.8%	122
Blog	2.3%	1.9%	123
Video Gaming	2.6%	4.0%	64

Noon-4:30pm

Listen to the radio	25.0%	22.0%	114
Listen to Satellite radio	3.9%	6.2%	63
Listen to Web radio	8.1%	6.5%	125
Watch TV	14.3%	16.1%	89
Surf the Internet	38.0%	34.3%	111
Read/Send E-mail	47.3%	40.0%	118
Read magazines	11.3%	11.7%	97
Read the newspaper	6.6%	7.3%	90
Read the mail	19.6%	21.2%	93
Instant Message	14.0%	11.3%	124
Blog	3.0%	2.5%	120
Video Gaming	4.4%	5.7%	78

4:30pm-7:30pm

Listen to the radio	28.9%	23.3%	124
Listen to Satellite radio	5.6%	7.5%	74
Listen to Web radio	3.1%	3.7%	84
Watch TV	36.3%	39.6%	92
Surf the Internet	37.6%	38.9%	97
Read/Send E-mail	41.5%	41.4%	100
Read magazines	18.6%	18.1%	103
Read the newspaper	9.4%	10.3%	92
Read the mail	39.6%	35.4%	112
Instant Message	13.1%	12.6%	104
Blog	3.4%	3.1%	113
Video Gaming	8.7%	10.7%	81

7:30pm-11pm

Listen to the radio	5.9%	6.6%	89
Listen to Satellite radio	1.7%	3.1%	57
Listen to Web radio	2.5%	2.8%	88
Watch TV	77.0%	74.3%	104
Surf the Internet	44.9%	44.5%	101
Read/Send E-mail	40.5%	40.5%	100
Read magazines	30.8%	26.8%	115
Read the newspaper	10.7%	10.0%	107
Read the mail	17.8%	15.6%	114
Instant Message	15.6%	13.6%	115
Blog	4.8%	4.0%	120
Video Gaming	16.3%	17.4%	94

11pm-1am

Listen to the radio	2.4%	3.5%	68
Listen to Satellite radio	0.6%	1.2%	47
Listen to Web radio	0.9%	1.2%	76
Watch TV	17.0%	20.1%	85
Surf the Internet	13.9%	16.8%	83
Read/Send E-mail	11.2%	13.9%	80
Read magazines	3.9%	4.6%	84

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Read the newspaper	1.1%	1.7%	66
Read the mail	1.5%	1.7%	85
Instant Message	5.3%	5.8%	91
Blog	1.8%	1.8%	97
Video Gaming	5.3%	7.8%	68

1am-6am

Listen to the radio	1.7%	2.5%	66
Listen to Satellite radio	0.4%	0.9%	47
Listen to Web radio	0.3%	0.6%	46
Watch TV	4.3%	5.7%	76
Surf the Internet	5.0%	6.7%	74
Read/Send E-mail	3.6%	5.3%	69
Read magazines	0.8%	1.3%	60
Read the newspaper	0.3%	0.7%	42
Read the mail	0.2%	0.7%	23
Instant Message	2.2%	2.2%	100
Blog	0.9%	0.8%	115
Video Gaming	1.5%	3.2%	46

Daypart Summary - WEEKEND**6am-10am**

Listen to the radio	18.4%	19.8%	93
Listen to Satellite radio	2.2%	4.2%	52
Listen to Web radio	1.3%	1.6%	82
Watch TV	23.9%	22.2%	108
Surf the Internet	20.3%	22.5%	90
Read/Send E-mail	21.6%	24.0%	90
Read magazines	6.7%	7.2%	93
Read the newspaper	21.9%	27.2%	80
Read the mail	5.2%	5.0%	104
Instant Message	4.9%	4.7%	103
Blog	1.3%	1.3%	101
Video Gaming	3.4%	4.5%	77

10am-3pm

Listen to the radio	29.1%	22.8%	127
Listen to Satellite radio	5.7%	8.0%	72
Listen to Web radio	2.6%	3.0%	87
Watch TV	34.7%	32.8%	106
Surf the Internet	34.7%	34.8%	100
Read/Send E-mail	33.9%	34.5%	98
Read magazines	15.5%	15.3%	101
Read the newspaper	15.1%	15.9%	95
Read the mail	28.3%	26.7%	106
Instant Message	9.7%	9.1%	107
Blog	2.6%	2.4%	106
Video Gaming	8.1%	9.2%	88

3pm-7pm

Listen to the radio	19.5%	16.4%	119
Listen to Satellite radio	4.5%	6.6%	69
Listen to Web radio	3.3%	3.5%	93
Watch TV	44.1%	44.5%	99

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Surf the Internet	38.1%	38.5%	99
Read/Send E-mail	35.0%	35.5%	99
Read magazines	19.9%	19.2%	104
Read the newspaper	8.2%	9.2%	89
Read the mail	27.3%	26.9%	101
Instant Message	11.8%	10.9%	109
Blog	3.5%	3.2%	108
Video Gaming	12.0%	13.2%	90

7pm-Midnight

Listen to the radio	11.3%	10.0%	114
Listen to Satellite radio	2.5%	4.2%	58
Listen to Web radio	2.4%	2.9%	84
Watch TV	69.6%	69.1%	101
Surf the Internet	42.2%	40.5%	104
Read/Send E-mail	36.7%	36.8%	100
Read magazines	20.2%	18.7%	108
Read the newspaper	6.9%	6.8%	102
Read the mail	9.0%	8.1%	111
Instant Message	13.0%	11.6%	111
Blog	4.3%	3.5%	122
Video Gaming	15.0%	16.4%	92

Midnight-6am

Listen to the radio	2.4%	3.4%	71
Listen to Satellite radio	0.6%	1.2%	47
Listen to Web radio	0.7%	1.0%	67
Watch TV	11.0%	12.1%	91
Surf the Internet	8.8%	10.7%	82
Read/Send E-mail	6.1%	7.5%	81
Read magazines	1.4%	1.8%	79
Read the newspaper	0.6%	0.9%	70
Read the mail	0.6%	0.9%	72
Instant Message	3.4%	3.4%	98
Blog	1.2%	1.0%	116
Video Gaming	3.3%	5.5%	60

WEEKDAY REACH

Listen to the radio	77.6%	67.7%	115
Listen to Satellite radio	13.3%	16.8%	79
Listen to Web radio	13.6%	12.7%	107
Watch TV	87.8%	86.0%	102
Surf the Internet	83.0%	78.7%	106
Read/Send E-mail	88.4%	84.2%	105
Read magazines	57.0%	53.9%	106
Read the newspaper	45.1%	51.6%	87
Read the mail	78.8%	75.4%	105
Instant Message	29.7%	25.0%	119
Blog	10.7%	9.0%	119
Video Gaming	24.7%	26.6%	93

WEEKEND REACH

Listen to the radio	47.6%	43.1%	110
Listen to Satellite radio	9.5%	13.4%	71

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Listen to Web radio	6.4%	7.5%	85
Watch TV	82.8%	81.4%	102
Surf the Internet	68.8%	67.5%	102
Read/Send E-mail	68.7%	69.7%	99
Read magazines	44.0%	42.7%	103
Read the newspaper	43.9%	49.6%	88
Read the mail	62.1%	59.0%	105
Instant Message	20.0%	17.9%	112
Blog	7.8%	7.1%	110
Video Gaming	21.5%	23.1%	93

WEEKLY REACH

Listen to the radio	80.3%	70.2%	114
Listen to Satellite radio	14.2%	18.0%	79
Listen to Web radio	15.0%	14.2%	106
Watch TV	91.2%	88.9%	103
Surf the Internet	86.2%	82.0%	105
Read/Send E-mail	90.3%	86.5%	105
Read magazines	60.7%	57.6%	105
Read the newspaper	54.0%	58.1%	93
Read the mail	81.5%	77.9%	105
Instant Message	30.7%	26.1%	118
Blog	11.4%	9.6%	120
Video Gaming	27.5%	28.8%	95

SIMM Recap**When you go online, do you simultaneously...****Regularly:**

Listen to the radio?	25.8%	23.6%	110
Watch TV?	38.5%	40.1%	96
Read magazines?	7.4%	7.9%	94
Read the newspaper?	9.0%	11.1%	81
Read the mail?	23.3%	22.5%	103
Engage in other activities?	28.8%	25.5%	113

When you read the newspaper, do you simultaneously...**Regularly:**

Listen to the radio?	12.8%	13.7%	94
Watch TV?	23.4%	25.0%	94
Go online?	7.5%	8.4%	89
Engage in other activities?	9.2%	8.8%	104

When you read magazines, do you simultaneously...**Regularly:**

Listen to the radio?	12.4%	12.6%	99
Watch TV?	22.2%	21.8%	102
Go online?	5.4%	6.5%	83
Engage in other activities?	9.0%	8.1%	111

When you listen to the radio, do you simultaneously...**Regularly:**

Read the newspaper?	11.3%	12.7%	89
Watch TV?	8.4%	8.3%	101
Go online?	20.6%	19.2%	108

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Read magazines?	10.3%	9.4%	109
Read the mail?	12.5%	11.5%	109
Engage in other activities?	33.5%	28.3%	118

When you watch TV, do you simultaneously...**Regularly:**

Listen to the radio?	2.8%	3.3%	84
Go online?	29.1%	29.3%	99
Read magazines?	12.4%	11.4%	108
Read the newspaper?	10.4%	12.2%	85
Read the mail?	14.6%	14.3%	102
Engage in other activities?	25.8%	21.3%	121

When you read the mail, do you simultaneously...**Regularly:**

Listen to the radio?	13.5%	12.9%	105
Watch TV?	22.3%	21.6%	104
Go online?	10.5%	10.0%	105
Engage in other activities?	12.7%	9.5%	133

When you use your cell phone, do you simultaneously...**Regularly:**

Listen to the radio?	18.5%	12.6%	147
Watch TV?	20.6%	16.4%	125
Go online?	20.0%	15.8%	126
Read magazines?	7.6%	5.2%	146
Read the newspaper?	6.1%	4.5%	134
Read the mail?	9.4%	6.5%	145
Engage in other activities?	22.7%	15.0%	152

TV Shows RECAP**Regularly:**

Cartoons	24.0%	14.5%	165
Cooking	25.8%	20.8%	124
Documentaries	17.3%	23.3%	74
Drama Shows	45.2%	39.8%	113
Game Shows	10.2%	12.2%	84
Home Improvement	20.8%	19.5%	107
Movies	53.2%	52.0%	102
Music Video	11.0%	8.3%	132
NASCAR/Auto Racing	7.7%	11.3%	69
News Shows	40.8%	47.3%	86
Police/Detective Shows	42.5%	41.4%	103
Reality T.V.	32.0%	21.8%	147
Religious Shows	4.8%	4.7%	104
Situation Comedy	29.5%	28.4%	104
Soap Operas	14.8%	9.2%	160
Sports	20.6%	33.2%	62
Talk Shows	12.9%	12.9%	100
Wrestling	3.1%	4.8%	66
Other	9.1%	9.9%	91

Regularly/Occasionally:

Cartoons	72.5%	55.7%	130
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Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Cooking	79.1%	72.7%	109
Documentaries	79.4%	85.6%	93
Drama Shows	90.0%	85.7%	105
Game Shows	64.1%	63.0%	102
Home Improvement	73.6%	71.4%	103
Movies	96.8%	95.6%	101
Music Video	55.0%	44.9%	122
NASCAR/Auto Racing	26.0%	33.1%	79
News Shows	87.5%	89.6%	98
Police/Detective Shows	84.3%	82.9%	102
Reality T.V.	75.5%	60.9%	124
Religious Shows	28.8%	28.3%	102
Situation Comedy	81.1%	80.2%	101
Soap Operas	31.9%	22.2%	144
Sports	62.4%	71.9%	87
Talk Shows	66.5%	62.3%	107
Wrestling	13.5%	16.4%	82
Other	48.2%	50.9%	95

Radio Formats RECAP

Alternative	20.9%	17.2%	122
Blues	4.7%	7.1%	66
Classical	9.6%	13.5%	71
Country	30.8%	26.6%	116
Hip-Hop	24.9%	15.9%	157
Jazz	8.9%	12.1%	74
Latin/Hispanic	9.4%	5.2%	183
New Age	5.3%	5.0%	106
News	15.6%	22.0%	71
Talk	13.9%	19.5%	71
Oldies	25.7%	30.5%	84
Religious	16.8%	12.5%	134
R&B	23.8%	16.6%	143
Rock	35.5%	31.8%	112
Sports	4.1%	11.6%	36
Top 40/Pop	40.4%	24.5%	165

Newspaper RECAP**Regularly:**

Local Daily Newspapers	39.6%	47.3%	84
Weekly Community Newspapers	25.7%	26.2%	98
New York Times	2.0%	4.1%	50
USA Today	2.3%	3.9%	60
Wall Street Journal	1.5%	3.4%	44

Regularly/Occasionally:

New York Times	11.8%	18.3%	64
USA Today	24.5%	36.7%	67
Wall Street Journal	12.1%	19.6%	62
Local Daily Newspapers	78.4%	81.1%	97
Weekly Community Newspapers	62.3%	61.3%	102

New Media RECAP**Regularly:**

Moms vs Adults 18+

	Moms	Adults 18+	Index
Respondents Selected:	4206	22624	
Blogs	7.5%	6.0%	126
Cell Phone	69.8%	58.2%	120
Download or Access Video/Television Content	13.1%	14.3%	92
Instant Messaging Online	18.0%	15.8%	114
iPhone	4.9%	5.0%	97
IPOD/MP3 Player	22.5%	20.2%	111
PDA	7.0%	8.1%	87
Picture/Video Phone	16.3%	11.0%	148
Satellite Radio (XM-Sirius)	9.1%	13.1%	70
Text Messaging on Cellphone	41.0%	27.3%	150
Tivo/Replay TV/DVR	31.5%	27.5%	115
Video Gaming	11.9%	15.5%	77
Watch Video on Cellphone	2.6%	2.7%	96
Web Radio	6.6%	6.5%	101
Regularly/Occasionally:			
Blogs	28.6%	25.9%	111
Cell Phone	95.2%	91.4%	104
Download or Access Video/Television Content	49.3%	48.3%	102
Instant Messaging Online	52.2%	46.9%	111
iPhone	9.5%	10.1%	94
IPOD/MP3 Player	57.5%	47.2%	122
PDA	16.2%	18.0%	90
Picture/Video Phone	44.0%	33.8%	130
Satellite Radio (XM-Sirius)	20.2%	25.0%	81
Text Messaging on Cellphone	74.0%	56.9%	130
Tivo/Replay TV/DVR	46.4%	42.8%	108
Video Gaming	49.4%	46.0%	107
Watch Video on Cellphone	15.9%	14.6%	109
Web Radio	28.3%	27.6%	103