

Source: BIGresearch, SIMM14**N = 22,624, 4/29 - 6/18/09****Adults 18+****18-34****35-54****55+****Media Influence - RECAP****Please tell us which of the following media influences your ELECTRONICS purchases:**

Direct Mail	18.4%	20.7%	18.7%	15.5%
Email Advertising	20.5%	23.2%	21.0%	17.4%
Coupons	22.8%	29.0%	23.1%	16.1%
Magazines	20.8%	23.5%	20.8%	18.0%
Newspaper	19.8%	14.3%	20.5%	24.3%
Advertising Inserts	26.0%	19.7%	29.7%	27.7%
Internet Advertising	20.2%	24.9%	19.6%	16.0%
Yellow Pages	5.0%	4.2%	4.7%	6.0%
Outdoor Billboards	4.4%	7.7%	3.6%	2.0%
Radio	14.0%	18.5%	14.7%	8.8%
Satellite Radio	5.1%	6.5%	5.2%	3.5%
Web Radio	3.3%	5.3%	2.9%	1.7%
TV/Broadcast	25.1%	27.9%	26.8%	20.4%
Cable	15.7%	20.5%	16.0%	10.5%
Word of Mouth	43.7%	44.9%	46.0%	39.6%
Read Article on Product	33.9%	29.0%	35.5%	36.8%
Instore Promotion	25.9%	28.1%	26.8%	22.5%
Video on Cell Phone	3.3%	5.6%	2.8%	1.8%
Instant Messaging (Computer)	3.8%	5.9%	3.2%	2.4%
Text Messaging (Cell Phone)	3.2%	5.7%	2.7%	1.5%
Blogging	4.7%	8.7%	3.8%	1.9%
Online Video Game Advertising	5.1%	9.8%	3.9%	1.9%
Product Placement	10.5%	14.3%	10.0%	7.3%

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

Direct Mail	24.2%	23.3%	24.8%	24.4%
Email Advertising	22.4%	27.9%	21.8%	17.5%
Coupons	31.2%	36.8%	31.5%	25.3%
Magazines	24.0%	31.5%	23.4%	17.1%
Newspaper	20.5%	12.1%	20.6%	28.8%
Advertising Inserts	28.0%	19.3%	31.3%	32.4%
Internet Advertising	15.4%	20.9%	14.5%	10.9%
Yellow Pages	3.0%	3.1%	3.1%	2.7%
Outdoor Billboards	4.5%	8.5%	3.7%	1.6%
Radio	8.2%	11.3%	8.6%	4.6%
Satellite Radio	2.1%	4.1%	1.7%	0.5%
Web Radio	1.4%	3.0%	0.9%	0.4%
TV/Broadcast	21.8%	25.2%	23.9%	15.9%
Cable	13.3%	19.1%	13.2%	7.6%
Word of Mouth	33.6%	39.2%	34.6%	26.8%
Read Article on Product	10.6%	12.3%	10.6%	8.9%
Instore Promotion	31.8%	31.7%	33.2%	30.2%
Video on Cell Phone	1.3%	2.4%	1.0%	0.4%
Instant Messaging (Computer)	1.9%	3.7%	1.4%	0.8%
Text Messaging (Cell Phone)	1.8%	3.9%	1.2%	0.4%
Blogging	2.7%	6.1%	1.7%	0.6%
Online Video Game Advertising	1.4%	2.7%	1.0%	0.5%
Product Placement	9.3%	13.5%	8.7%	6.0%

In-store Promotion Influence - AVG RECAP*

Ads on Shelves	2.7	2.8	2.8	2.5
Ads on Shopping Carts	1.7	1.8	1.7	1.5

Source: BIGresearch, SIMM14**N = 22,624, 4/29 - 6/18/09**

	Adults 18+	18-34	35-54	55+
Check-Out Lane Ads	1.9	2.1	1.9	1.6
In-store Flyers	3.2	3.2	3.3	3.2
In-store Television	2.0	2.3	2.0	1.6
In-store Radio	1.9	2.2	2.0	1.6
Special Displays	3.2	3.2	3.2	3.0
Shelf Coupons	3.3	3.4	3.4	3.2
Product Samples In-store	3.5	3.6	3.5	3.3
Coupons on Register Tape	2.8	2.8	2.8	2.7
Parking Lot/Sidewalk Events	2.4	2.6	2.5	2.0
In-store Events/Contests	2.8	3.0	2.8	2.5
Floor Graphics	1.8	2.0	1.8	1.7
Reading Product Labels	3.3	3.2	3.3	3.4
Store Loyalty Cards	3.2	3.2	3.3	3.0
Information Kiosks	2.0	2.2	2.1	1.8
In-store Signage	2.8	2.9	2.9	2.5
Product Samples Delivered To Home	3.2	3.3	3.3	3.0
Product Samples Ordered Online	2.6	2.8	2.7	2.3
TV at Gas Pumps	1.6	1.9	1.6	1.3

WEEKLY REACH

Listen to the radio	70.2%	67.4%	77.3%	64.2%
Listen to Satellite radio	18.0%	17.1%	19.4%	17.2%
Listen to Web radio	14.2%	21.9%	14.6%	6.1%
Watch TV	88.9%	81.1%	91.6%	93.5%
Surf the Internet	82.0%	81.8%	86.0%	77.1%
Read/Send E-mail	86.5%	80.1%	88.4%	90.3%
Read magazines	57.6%	49.7%	59.3%	63.5%
Read the newspaper	58.1%	41.6%	59.3%	73.1%
Read the mail	77.9%	66.5%	80.6%	85.8%
Instant Message	26.1%	40.2%	25.3%	13.0%
Blog	9.6%	18.4%	7.5%	3.3%
Video Gaming	28.8%	44.2%	27.0%	15.9%

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

Listen to the radio?	23.6%	25.9%	25.3%	19.2%
Watch TV?	40.1%	43.1%	39.9%	37.5%
Read magazines?	7.9%	8.2%	7.2%	8.4%
Read the newspaper?	11.1%	8.3%	9.7%	15.5%
Read the mail?	22.5%	21.4%	21.6%	24.8%
Engage in other activities?	25.5%	35.7%	23.2%	18.2%

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

Listen to the radio?	13.7%	12.5%	13.7%	14.8%
Watch TV?	25.0%	19.5%	26.1%	29.1%
Go online?	8.4%	11.9%	7.7%	5.7%
Engage in other activities?	8.8%	11.3%	8.1%	7.1%

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

Listen to the radio?	12.6%	13.3%	12.4%	12.0%
Watch TV?	21.8%	20.9%	21.9%	22.7%
Go online?	6.5%	10.6%	5.8%	3.2%

Source: BIGresearch, SIMM14**N = 22,624, 4/29 - 6/18/09****Adults 18+ 18-34 35-54 55+**

Engage in other activities? 8.1% 11.5% 7.6% 5.2%

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

Read the newspaper? 12.7% 10.4% 12.6% 15.1%

Watch TV? 8.3% 9.9% 8.3% 6.5%

Go online? 19.2% 24.5% 19.1% 14.0%

Read magazines? 9.4% 11.1% 9.1% 8.0%

Read the mail? 11.5% 12.7% 11.3% 10.6%

Engage in other activities? 28.3% 32.1% 28.8% 23.9%

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

Listen to the radio? 3.3% 5.2% 3.1% 1.8%

Go online? 29.3% 36.7% 28.9% 22.5%

Read magazines? 11.4% 11.0% 11.2% 12.1%

Read the newspaper? 12.2% 8.5% 11.9% 16.2%

Read the mail? 14.3% 13.1% 14.5% 15.1%

Engage in other activities? 21.3% 26.0% 20.1% 18.2%

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

Listen to the radio? 12.9% 13.6% 12.8% 12.2%

Watch TV? 21.6% 20.8% 22.7% 20.9%

Go online? 10.0% 14.2% 10.0% 5.8%

Engage in other activities? 9.5% 13.7% 9.5% 5.5%

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

Listen to the radio? 12.6% 19.0% 13.3% 5.4%

Watch TV? 16.4% 25.9% 15.8% 7.9%

Go online? 15.8% 28.9% 14.0% 5.1%

Read magazines? 5.2% 10.4% 4.1% 1.5%

Read the newspaper? 4.5% 8.3% 3.9% 1.6%

Read the mail? 6.5% 11.3% 6.1% 2.2%

Engage in other activities? 15.0% 24.6% 14.7% 5.6%