



**“Simultaneous Media Usage”**  
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Names:

Don Schultz, Ph.D., Northwestern University  
Advisor and Consultant BIGresearch  
Agora Inc.  
1007 Church Street, Suite 105  
Evanston, IL. 60201  
847-328-6488/847-328-6486 fx.

Joseph J. Pilotta, Ph.D., Ohio State University  
Vice President BIGresearch  
Gary Drenik, President BIGresearch  
Phil Rist, Vice President BIGresearch  
100 Old Wilson Bridge Rd.  
Corporate Hill, Suite 205  
Worthington, Ohio 43085  
614-846-0146/614-846-0156 fx.  
[info@bigresearch.com](mailto:info@bigresearch.com)

## I. Introduction:

The present research study was conducted in March, 2003. It is based on an initial BIGresearch online pilot study of 1,883 participants conducted during May, 2002. That was followed by a fully executed investigation into simultaneous media usage and its effects on 7,800 respondents conducted in August, 2002.

## II. Rationale:

Today's fragmented media environment is characterized by an exploding number of media alternatives vying for people's time. Unfortunately, people still have only 24 hours in a day. This has forced their need to simultaneously use various media forms in order to keep pace with events around them.

As we know, people often talk on the phone or face to face while listening to the radio or viewing TV. Therefore, simultaneous media usage is not new to the consumer, but it appears to be new to media researchers.

The growth of simultaneous media usage should have direct impact on the allocation of advertiser media dollars. Simultaneous media usage suggests that (a) one message becomes background or (b) both messages pass one through the other. Both options create a different metric of receptivity to programming and advertising, requiring media allocation to be thought through based on some of the following issues:

- Which media have the most power in simultaneous use?
- Which areas of interest command the most attention during simultaneous usage?
- Are there social/cultural differences in receptivity to simultaneous media use?
- What type of messages and length are most viable during simultaneous media use?
- Which media/and messages are more powerful with simultaneous usage?

## III. The Study: Overview

The *Simultaneous Media Usage Study* ("SIMM study") was conducted online in March, 2003, with 12,320 respondents participating. The study employed BIGresearch's proprietary technology that balances the survey results to the Census 2000 population. The study demonstrates BIGresearch's sampling technique with its precision accuracy through computer intensive statistics achieving validity at the .01 level of variance (J. Friedman). Our online population matches the media usage reports of other authoritative sources without significant difference, e.g. Harris, NPD, and Nielsen. It should be noted, BIGresearch proprietary technology is able to weight and balance our sample against Census 2000 population and our technology dynamically weights and balances, in a self-learning environment, across each of the 14 age and sex cells. All cross-tabs are automatically weighted and balanced across cells.

## IV. Object of Analysis:

- (1) The analysis of this study will demonstrate simultaneous usage as a significant determinant in creating behavioral indicators for new media consumption models.
- (2) Further, it will provide data and direction for new methods and studies on how media usage should and will impact media planning in the future.

## V. Revising Media Planning to Fit the New Media Landscape

While media technology and delivery capability has changed substantially, the process of media planning, that is, the process of aligning the goals of the marketing organization with the available media systems and alternatives has not. When media planning was first developed, the media landscape was much different from the one we find today. To understand the changes, a historical review of the development of media planning provides a useful background.

### A. In The Beginning

Originally, media planning was quite simple. A limited number of media vehicles were available to the agency or the marketing organization. Generally they consisted of print, i.e., newspaper and magazines, with radio added in the 1930s. They were commonly limited to local and national markets. Thus, identifying what media vehicles to use, their price and the scheduling details was a relative simple task. The solution was a media tonnage model. Thus, because there was limited audience knowledge, the focus of media planning developed initially based on the efficient purchase of media by the agency or marketing organization. That is, the more messages the better and the lower the cost per message delivered was the primary yardstick.

As media began to proliferate following World War II and television usage began to expand, the simple selection of media and the structure of media planning became more complex. The focus moved from media weight to media allocation. With that change, came the development and use of statistical analysis to help identify audiences, their value and how media might be used in various combinations.

Three major factors greatly influenced media planning in its early stages. Those were (1) the borrowing of mass communication theory to provide a base for message diffusion and distribution, commonly the Schramm and Roberts model, (2) the acceptance of the Hierarchy of Effects models à la Lavidge and Steiner and Colley as the primary advertising effects models and (3) the development of statistical analysis to speculate on audience size, make-up and value. Thus, media planning has been greatly influenced by the work of Metheringham and Broadbent on audience duplication, by Keller and others on audience accumulation, Agostini on audience reach, Smith and Krugman on frequency and exposures, and opportunities to see by Kaatz and others.

### B. One Central Assumption

Interestingly, each of these media planning pioneers were all focused on the same goals, i.e., how to reach the most attractive audience at the most reasonable cost. But, all media experts made one basic assumption in their planning models and discussions...**that each media form was to be identified, planned and measured in isolation.** In other words, the assumption was that the audience member who exposed him or herself to an advertising media vehicle, did so in isolation of other media at the time of exposure. Thus, frequency research assumed discrete viewing, reading or listening. Duplication research assumed there were multi-media exposures but always at a different time. Exposures or opportunities to see measured media vehicles were based on households, not individuals. Reach measures were designed to identify unduplicated audiences. Accumulation of audiences was developed by media forms, not by multi-media systems. In short, media planning assumed that exposures to advertising messages through various media forms were unique experiences for the audience members with nothing else competing for attention.

These crude forms of media analysis were right for the times. When the major decision for an advertiser was whether to purchase space in LIFE, LOOK, SATURDAY EVENING POST or maybe LIBERTY, the only real question was how many people were exposed to the message in each vehicle, how much advertising those same people received, and whether or not there was audience duplication at some point in time. Today's problem is, while the media planning tools have stayed the same, the media forms, the consumer's use of media, the sheer abundance of media alternatives and formats and the rise of new electronic forms of interactive media have radically changed the way media is used and consumed by audiences.

### C. Simultaneous, Not Individual Exposures

Today, we find a media landscape that abounds in media forms. And, we find radically different customers and consumers. And, most important, we find that all these things are and have and will continue to intersect. There is no question that today's consumers live in a networked, interactive, multi-media environment that is totally unlike any that has ever been seen before. One need only observe a teen-ager with text messaging capability on a cellular telephone to see how radically the world has changed. Yet, our media planning systems remain relatively unchanged. True, we have added more sophisticated analytics, but, essentially the idea of individual exposure to advertising messages remains at the heart of the media planning system.

There has been speculation regarding a need for change in how media is planned and delivered. This is one of the first papers to openly challenge the basic assumptions that underlie most media planning models, that is, single point-in-time media exposures, with little or no interference from competing forms of media. The fact is, single, point-in-time media exposures are no longer the case, as this study points out. It is likely it hasn't been true for some time. Thus, while the hot media question of today is "How to Develop Cross-Media Platforms for Message Delivery", our belief is that the real question is "**How Does a Planner Develop Models When There Is Simultaneous Media Usage?**" That, we believe is the real question for 21<sup>st</sup> century media planners.

## VI. Select Significant Findings from March, 2003 SIMM:

Some of the findings from the study show:

- 32.7% of males and 36.4% of females regularly watch TV when they go online.
- 23.8% of males and 29.1% of females regularly go on online when they are watching TV.
- 16.8% of males and 22.2% of females regularly watch TV when they read the mail.

Our study showed that if we included "occasional" simultaneous usage, an excess of 50% of males and females are engaged in simultaneous media usage at any given time. Also, when asked about simultaneous media usage "how one pays attention", only 15.9% of people surveyed said they do not engage in simultaneous media usage (15.7% males, 16.2% females).

While engaged in simultaneous media usage, 51.1% of respondents indicated they pay attention to one medium more than other(s) and 32.9% said they attend to each media equally at the same time. It is this finding, coupled with other indicators, which points to the experience of synesthesia as an operative principle in our media environment. We will turn to this principle and its logic later in the paper.

Time spent with media for TV/cable, radio, Internet, newspaper, magazines and direct mail usage is over 10 hours per day in our sample audience. If we were to engage media purely on an individual basis, between school, shopping, homework, sleeping, things that take one outside the scope of attending to media, there would not be enough hours in a day to accomplish everything.

Simultaneous usage is a fact from the experiential viewpoint of the consumer. Further, it is actually confirmed by the silo measures of Arbitron, Nielsen, and Interactive Media when matched with our findings. Insofar as one totals usage of Arbitron's radio, Nielsen's TV, and Interactive Media's online with our time, spent individually and in total, there is little difference. When one adds them together, over 10 hours per day are spent on media, which is in-line with our study. This means simultaneous media is in play but only indirectly measured by the above vested interest companies.

Additional insights from our study that should influence media measurement and planning are the following: When asked when you watch TV and a commercial comes on, what do you do?

- 15.3% of population regularly leave the room
- 30.2% of population regularly mentally tune out
- 30.1% of population regularly watch, but not with full attention
- 30.8% of population regularly channel surf
- 32.4% of population regularly talk with others in the room or on phone

The above finding clearly adds another dimension to simultaneous media usage in which non-media activities are engaged in concurrently.

In media planning and measurement, it is equally important to note the following study results:

- A. When asked, "When you read, see, or hear an ad, which influences your purchasing decision?", the concept of ad relevance seems to be thematic, as 56.2% of population indicated, 'the ad made me think about how the product would be useful to me'. (52.3% males, 59.8% females), with only 30.9% (28.2% males, 33.4% female) indicating they related to the brand in the ad. The issue of practical/relevance holds sway over brand. When asked, "How important are the following media in influencing your purchase decisions?", word of mouth was first with 36.5% of the responses, coupons were second with 23.1%, third was in-store promotion with 15.1%, and TV/cable was fourth with 14.3%.
- B. As word-of-mouth is prominent in the literature now with the Tipping Point by Malcolm Gladwell, Word Works (February 1994), Six Degrees : The Science of a Connected Age by Duncan J. Watts, W.W. Norton (2003), and The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy, by Edward Keller and Jonathan Berry, Free Press (January 2003), we should note that 14.1% of the populace regularly seek advice on the purchase of goods and services (15.8% male, 12.6% females) and 23.0% regularly give advice to others on the purchase of goods and services (23.5% male, 22.5% female.)

The above literature, either through the logic of mathematical/network analysis or through modified diffusion studies accentuate the importance of "who says" vs. "what is said". The fact remains that word of mouth is not created exnihlo but has a context out of which it is born. Therefore, a closer look at word of mouth preference for giving or seeking advice may have a correlation to media-environment consumption.

Our data shows that 53.4% of the males seek advice, more than the females in the study. Females however, give advice more than males for purchasing 51.2%. Generally, the seekers and givers of advice are professional/managerial, have a household income of less than \$75,000 per year, have under 3 years of college education, and are under 44 years of age.

Seekers of advice and givers of advice are significantly higher in their simultaneous media usage in every combination of SIMM, compared to the national data. There is no

significant difference between the seekers and the givers in their overall usage. Such data certainly has significance for word-of-mouth preference and possibly a profile on the influential.

## VII. Implications of the Study for Media Planning:

Based on the March, 2003 SIMM study, we believe the following areas need to be considered by media planners:

- It appears simultaneous media usage is a fact for approximately 50% of population.
- Media allocation needs to allow for simultaneous media day/part usage, as well as foreground/background combination for message effect.
- Allocation must follow simultaneous media usage to be able to understand the social/cultural media allocation.
- Cross-media platforms are a way of life for consumers – How do we plan for that?
- Simultaneous duplication is occurring in ever increasing numbers – How do we plan and buy with that in mind?
- Cumulative audiences occur immediately, not over time – Does this change our definition of reach and frequency?
- Is it possible to plan simultaneous media exposure through various media?

## VIII. Discussion:

Our findings have established that simultaneous media usage is a fact. The research has come from the experiences of the individual, in their everyday behavioral activity. In excess of 50% all individuals are engaged in various combinations of media through the day, whether it is being online and watching TV, listening to the radio and being online, reading a magazine and watching TV, reading the newspaper and watching TV, or reading a magazine and being online, etc., etc. It has also been determined that not all media are equally weighted as watching TV and going online, and online and having the TV on become, foreground and background for each. **Our findings suggest the prime time for simultaneously watching TV and going online, and its converse, occurs between 7-11 pm. Prime time for TV alone is not occupying this space.** In others, TV is not holding the center. (Watts Wacker, Media, April 2003. Volume 4, Issue 3.)

So what can be done?

- A. Most recently, Double Click, Inc. constructed a Media Mix Modeling Case study. TV was the biggest driver of incremental sales. As was expected, print advertising was almost twice as effective for allergy drug and online more than three times more effective than TV at driving interactive sales. (MediaPost, September 25, 2002) Result is higher ROI for online advertisers. However, if one explores the intermittent/overlapping of media, a different, higher ROI would likely be found. According to Page Thompson, CEO of OMD North, “Advertising has to work two or three times as hard as it has before,” he says. To that end, Thompson believes new research tools need to be developed so buyers and planners can do more with less. OMD is looking at conducting a survey that will “marry personalities with media vehicles,” he says, plus they’re using more qualitative research and modeling. “What we’re demanding is more creativity – not creativity for creativity’s sake, but to drive results.” (Media Post, November 12, 2002)
- B. ROI requires better allocation. Better allocation requires better tools to address the inter-coupling of various media as engaged by intermittent users. Our data concludes that SIMM is a fact and significant in our daily lives. However, media combinations are not of equal weight. One is always more dominant, acting as foreground to the other(s).

## The ROI and Media Allocation

While one can look at all consumers regarding their SIMM usage and profile by demographic and geography, SIMM usage behavior is a much more important category and can be assessed within the context of demography and geography. Whereas consumers shop most frequently within the context of SIMM usage is a much fruitful way of determining media allocation.

For instance, we can compare the Wal-Mart, Target, J.C. Penney customers on their “regular” media usage (SIMM). See chart below:

<b>Percentage who Regularly Engage in Simultaneous Media Usage by Retailer</b>			
	<b>WalMart</b>	<b>Target</b>	<b>JC Penney</b>
Respondents Selected:	7006	1784	2740
<b>When you go online, do you regularly simultaneously...</b>			
Listen to the radio?	17.1%	16.8%	15.7%
Watch TV?	35.9%	34.1%	32.3%
Read magazines?	2.6%	2.8%	3.0%
Read the newspaper?	5.4%	5.8%	5.7%
Read the mail?	13.2%	9.9%	11.2%
<b>When you read the newspaper, do you regularly simultaneously...</b>			
Listen to the radio?	12.1%	12.7%	12.1%
Watch TV?	24.3%	23.3%	25.3%
Go online?	6.5%	4.8%	4.1%
<b>When you read magazines, do you regularly simultaneously...</b>			
Listen to the radio?	10.5%	9.6%	11.0%
Watch TV?	16.5%	16.0%	15.4%
Go online?	4.5%	3.6%	2.8%
<b>When you listen to the radio, do you regularly simultaneously...</b>			
Read the newspaper?	9.1%	9.3%	10.0%
Watch TV?	6.9%	6.1%	6.0%
Go online?	16.5%	15.1%	15.7%
Read magazines?	5.4%	5.5%	5.5%
Read the mail?	8.2%	7.7%	7.8%
<b>When you watch TV, do you regularly simultaneously...</b>			
Listen to the radio?	2.2%	1.7%	1.7%
Go online?	27.7%	26.7%	24.8%
Read magazines?	5.8%	6.3%	6.4%
Read the newspaper?	8.7%	8.0%	10.2%
Read the mail?	11.0%	10.6%	9.9%
<b>When you read the mail, do you regularly simultaneously...</b>			
Listen to the radio?	11.6%	8.8%	11.0%
Watch TV?	21.1%	20.8%	17.8%
Go online?	8.4%	7.0%	6.3%

Source: BIGresearch, SIMM 2003

The objective is to look at the SIMM usage in order to determine “distraction” or “no distraction”. Where there is distraction, an opportunity for strategic allocation and creative intensifying of the message in order for the SIMM experience to work from the consumers to point of usage will be. When we look at Wal-Mart, Target and JC Penney shoppers, we see that across the board, their

SIMM usage is fairly uniform. For instance, when the customers go online they are also engaged in watching TV and/or listening to the radio.

Once SIMM usage is determined, one can assess how the customers “pay attention” to simultaneous media; “one media more than the other” or “equally to each”. Those who attend to one media at a time are the likely candidates to be receptive to distorted message or they may tune out the message.

<b>Simultaneous Media Attention by Store</b>			
	<b>WalMart</b>	<b>Target</b>	<b>JC Penney</b>
Respondents Selected:	7006	1784	2740
<b>When you use media simultaneously, do you pay attention... (Choose only one)</b>			
To one media more than the other(s)	50.4%	56.5%	51.7%
Equally to each media	34.1%	31.8%	32.5%
Don't simultaneously use media	15.6%	11.8%	15.7%
Total	100.0%	100.0%	100.0%

Source: BIGresearch, SIMM 2003

In order to pursue the likely occurrence of distortion or non-receptivity to the message, one can then look at the day part of media usage. This will be a good start in setting up alternative media allocation and alternative message by day part media usage.

<b>Media Usage by Day Part</b>			
	<b>WalMart</b>	<b>Target</b>	<b>JC Penney</b>
Respondents Selected:	7006	1784	2740
<b>On an average WEEKDAY (MONDAY-FRIDAY), during which hours do you (Check all that apply. If you don't use a particular media leave all of its boxes blank)</b>			
<b>Listen to the radio?</b>			
6am-10am	46.4%	49.6%	48.2%
10am-Noon	23.1%	22.7%	21.9%
Noon-4:30pm	29.9%	30.6%	29.2%
4:30pm-7:30pm	22.3%	25.4%	23.2%
7:30pm-11pm	11.3%	10.3%	8.9%
11pm-1am	6.0%	4.5%	4.9%
1am-6am	4.5%	3.2%	3.7%
<small>*The sum of the % totals is greater than 100% because the respondents can select more than one answer.</small>			
<b>Watch TV?</b>			
6am-10am	26.6%	24.6%	25.4%
10am-Noon	21.9%	17.6%	18.7%
Noon-4:30pm	26.2%	21.9%	23.2%
4:30pm-7:30pm	44.7%	41.5%	41.9%
7:30pm-11pm	69.8%	71.2%	71.5%
11pm-1am	23.0%	22.8%	22.7%
1am-6am	8.6%	7.1%	6.8%
<small>*The sum of the % totals is greater than 100% because the respondents can select more than one answer.</small>			

**Surf the Internet?**

6am-10am	30.7%	31.2%	31.0%
10am-Noon	31.7%	31.8%	29.1%
Noon-4:30pm	34.7%	35.1%	33.4%
4:30pm-7:30pm	38.7%	38.9%	38.1%
7:30pm-11pm	44.0%	46.4%	42.0%
11pm-1am	21.9%	21.9%	21.4%
1am-6am	10.8%	8.4%	8.1%

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

**Read/Send E-mail?**

6am-10am	31.0%	34.1%	33.7%
10am-Noon	30.7%	31.8%	29.8%
Noon-4:30pm	32.9%	34.5%	32.8%
4:30pm-7:30pm	36.9%	36.9%	37.7%
7:30pm-11pm	41.0%	42.6%	39.3%
11pm-1am	18.9%	18.7%	18.5%
1am-6am	8.6%	6.7%	6.8%

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

**Read magazines?**

6am-10am	6.5%	6.2%	6.1%
10am-Noon	10.4%	8.7%	9.6%
Noon-4:30pm	14.6%	16.0%	16.2%
4:30pm-7:30pm	17.1%	19.6%	18.3%
7:30pm-11pm	19.5%	23.8%	22.1%
11pm-1am	5.6%	6.0%	5.4%
1am-6am	1.6%	1.5%	1.2%

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

**Read the newspaper?**

6am-10am	25.0%	25.9%	29.3%
10am-Noon	12.7%	13.2%	11.8%
Noon-4:30pm	11.0%	11.0%	11.3%
4:30pm-7:30pm	14.1%	12.0%	15.5%
7:30pm-11pm	8.8%	9.2%	10.2%
11pm-1am	1.8%	2.0%	1.4%
1am-6am	1.3%	1.3%	0.6%

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

**Read the mail?**

6am-10am	3.9%	2.6%	3.8%
10am-Noon	11.9%	8.4%	12.4%
Noon-4:30pm	33.7%	30.4%	32.9%
4:30pm-7:30pm	33.3%	37.4%	35.4%
7:30pm-11pm	10.0%	12.7%	10.7%
11pm-1am	1.9%	1.5%	1.7%
1am-6am	0.8%	0.4%	0.5%

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

Source: BIGresearch, SIMM 2003

An additional piece of information should be looked at: the relative importance of media on influencing purchase decisions. With The Wal-Mart, Target, JCP customer, we'll find again a consistent story which may seem paradoxical. Word-of-mouth, coupons, and in-store promotion rank highest compared to other media. While word-of-mouth is an interpersonal communication media, one only has to look at the consumers who favor word-of-mouth to see that they tend to be the highest SIMM users when compared to the general public.

<b>Consumers who Favor Word of Mouth by Retail Profile</b>				
	<b>All</b>	<b>WalMart</b>	<b>JC Penney</b>	<b>Target</b>
Respondents Selected:	12320	2757	1094	719
<b>When you go online, do you regularly simultaneously...</b>				
Listen to the radio?	18.3%	21.3%	20.3%	21.0%
Watch TV?	34.6%	37.4%	35.1%	38.6%
Read magazines?	3.7%	3.0%	3.8%	4.9%
Read the newspaper?	6.0%	5.5%	5.7%	5.6%
Read the mail?	13.4%	13.8%	12.2%	10.8%
<b>When you read the newspaper, do you regularly simultaneously...</b>				
Listen to the radio?	13.6%	15.1%	14.4%	14.6%
Watch TV?	23.8%	27.0%	28.4%	28.1%
Go online?	7.1%	7.1%	5.3%	5.3%
<b>When you read magazines, do you regularly simultaneously...</b>				
Listen to the radio?	11.4%	13.5%	13.9%	12.0%
Watch TV?	16.2%	19.3%	19.5%	21.2%
Go online?	5.2%	4.9%	3.5%	5.3%
<b>When you listen to the radio, do you regularly simultaneously...</b>				
Read the newspaper?	10.2%	11.9%	11.4%	10.7%
Watch TV?	7.3%	9.0%	8.5%	9.1%
Go online?	16.8%	20.5%	18.7%	17.8%
Read magazines?	6.3%	7.5%	7.5%	8.5%
Read the mail?	8.9%	10.4%	10.0%	12.2%
<b>When you watch TV, do you regularly simultaneously...</b>				
Listen to the radio?	3.0%	3.0%	3.0%	2.6%
Go online?	26.5%	30.6%	28.1%	29.1%
Read magazines?	6.4%	7.0%	8.5%	9.8%
Read the newspaper?	9.2%	9.8%	11.5%	10.9%
Read the mail?	11.2%	12.9%	12.8%	13.8%
<b>When you read the mail, do you regularly simultaneously...</b>				
Listen to the radio?	11.7%	15.0%	13.2%	11.4%
Watch TV?	19.6%	23.4%	21.0%	25.6%
Go online?	9.0%	10.0%	8.0%	8.8%

Source: BIGresearch, SIMM 2003

<b>Consumers who Regularly Seek Advice by Retail Profile</b>				
	<b>All</b>	<b>WalMart</b>	<b>JC Penney</b>	<b>Target</b>
Respondents Selected:	12320	907	370	229
<b>When you go online, do you regularly simultaneously...</b>				
Listen to the radio?	18.3%	23.3%	20.3%	17.3%
Watch TV?	34.6%	41.7%	37.4%	32.8%
Read magazines?	3.7%	5.2%	5.7%	3.7%
Read the newspaper?	6.0%	5.6%	6.1%	5.1%
Read the mail?	13.4%	15.8%	14.1%	12.1%
<b>When you read the newspaper, do you regularly simultaneously...</b>				
Listen to the radio?	13.6%	15.3%	14.9%	12.1%
Watch TV?	23.8%	27.7%	28.4%	22.9%
Go online?	7.1%	7.7%	7.2%	5.7%
<b>When you read magazines, do you regularly simultaneously...</b>				
Listen to the radio?	11.4%	13.3%	14.0%	9.3%
Watch TV?	16.2%	19.4%	17.0%	17.0%
Go online?	5.2%	5.8%	4.3%	3.6%
<b>When you listen to the radio, do you regularly simultaneously...</b>				
Read the newspaper?	10.2%	12.6%	14.9%	11.6%
Watch TV?	7.3%	11.0%	9.5%	6.4%
Go online?	16.8%	18.8%	17.9%	18.6%
Read magazines?	6.3%	8.1%	9.1%	7.3%
Read the mail?	8.9%	11.5%	12.8%	9.6%
<b>When you watch TV, do you regularly simultaneously...</b>				
Listen to the radio?	3.0%	3.9%	3.9%	1.9%
Go online?	26.5%	33.0%	28.9%	22.3%
Read magazines?	6.4%	9.2%	10.2%	7.5%
Read the newspaper?	9.2%	12.7%	12.7%	11.6%
Read the mail?	11.2%	14.8%	12.7%	11.9%
<b>When you read the mail, do you regularly simultaneously...</b>				
Listen to the radio?	11.7%	15.3%	14.0%	10.6%
Watch TV?	19.6%	25.5%	21.8%	19.2%
Go online?	9.0%	10.9%	10.3%	7.7%

Source: BIGresearch, SIMM 2003

<b>Consumers who Regularly Give Advice by Retail Profile</b>				
	<b>All</b>	<b>WalMart</b>	<b>JC Penney</b>	<b>Target</b>
Respondents Selected:	12320	1652	650	414
<b>When you go online, do you regularly simultaneously...</b>				
Listen to the radio?	18.3%	23.6%	22.4%	18.9%
Watch TV?	34.6%	39.6%	41.1%	36.4%
Read magazines?	3.7%	4.0%	4.8%	3.0%
Read the newspaper?	6.0%	6.3%	6.3%	9.2%
Read the mail?	13.4%	15.6%	13.6%	10.6%
<b>When you read the newspaper, do you regularly simultaneously...</b>				
Listen to the radio?	13.6%	15.0%	14.3%	14.9%
Watch TV?	23.8%	28.5%	30.7%	26.7%
Go online?	7.1%	7.4%	7.2%	5.9%
<b>When you read magazines, do you regularly simultaneously...</b>				
Listen to the radio?	11.4%	14.8%	13.5%	10.8%
Watch TV?	16.2%	20.2%	20.7%	17.3%
Go online?	5.2%	6.0%	5.2%	4.6%
<b>When you listen to the radio, do you regularly simultaneously...</b>				
Read the newspaper?	10.2%	13.1%	13.0%	13.1%
Watch TV?	7.3%	10.4%	10.1%	6.5%
Go online?	16.8%	21.1%	21.6%	19.3%
Read magazines?	6.3%	8.3%	9.5%	8.0%
Read the mail?	8.9%	12.4%	12.5%	9.9%
<b>When you watch TV, do you regularly simultaneously...</b>				
Listen to the radio?	3.0%	3.5%	3.6%	2.3%
Go online?	26.5%	33.0%	33.0%	27.2%
Read magazines?	6.4%	8.7%	10.3%	8.2%
Read the newspaper?	9.2%	12.1%	13.0%	9.8%
Read the mail?	11.2%	15.7%	14.9%	15.8%
<b>When you read the mail, do you regularly simultaneously...</b>				
Listen to the radio?	11.7%	15.9%	15.6%	11.9%
Watch TV?	19.6%	26.6%	23.4%	25.2%
Go online?	9.0%	10.9%	8.9%	9.1%

Source: BIGresearch, SIMM 2003

This means that there is clearly a link between word-of-mouth and SIMM usage. Further breakout can determine the word-of-mouth information seekers and information givers. This information can be used in order to influence the influencers via SIMM usage.

Marketers' focus today on the return on their media investments is seriously hampered by the current media measurement tools. Since each medium is measured discretely and in isolation, media planners are at a major disadvantage when they try to incorporate simultaneous media usage into their planning systems. It is the synergy and interaction between and among the media that marketers must understand today. Present media planning tools may not just be inaccurate, given these simultaneous media studies, they may be downright wrong. Media planners must understand the 'real world' of media as it exists today, not the way it was forty or more years ago when our present media planning concepts were developed. It is critical for marketers and media to

understand simultaneous media usage and exposure to determine what they are actually receiving from their media expenditures.

About BIGresearch:

BIGresearch is a consumer market intelligence firm that provides unique consumer insights that are gathered online utilizing very large sample sizes. BIGresearch's syndicated *Consumer Intentions and Actions* survey monitors the pulse of more than 7,000 consumers each month to identify opportunities in a fragmented and changing marketplace. BIGresearch's methodology provides the most accurate consumer information in the industry at a confidence level of +/- 1%.

About Agora Inc.:

Don Schultz is President of Agora, Inc. a global consulting firm headquartered in Evanston, Illinois. The "father of integrated marketing", Schultz is currently Professor Emeritus-in-Service in the Integrated Marketing Communications Department at Northwestern University. Schultz is the author of 13 books and hundreds of articles on marketing communication, branding and marketing metrics. Schultz teaches, consults and conducts seminars around the world. He can be reached at [dschultz@lulu.acns.nwu.edu](mailto:dschultz@lulu.acns.nwu.edu)