

# Media Behaviors & Influence Study



The Media Behaviors & Influence™ (MBI™) study is a consumer-centric survey of over 20,000 respondents monitoring how they use media and how they are influenced by it. This survey measures consumption of over 30 different media, how tablets and new media devices are being used, and the influence media has on purchase decisions. Both online and offline components are included, as well as new and traditional media, in-store promotion, and which media influences consumers in 9 categories including Electronics, Apparel/Clothing, Telecom Services, Home Improvement, Car/Truck, Medicines, Groceries, Eating Out, and Financial Services/Insurance.

## SAMPLE INSIGHTS

- How Media Influences Purchases in Nine Different Categories
- How Influenced Consumers Are by Certain Promotions, Including Instore & Mobile
- Frequency of Using Social Media Sites
- Which Media Consumers Are Most Likely to Use Simultaneously
- Tablet, Smartphone, eReader, and Computer Device Ownership and Usage
- Spanish Language Media Usage, Including Specific Websites, TV Channels, and Magazines
- How Often and Which Types of Products are Searched Online
- Websites Used Most Often for Researching & Buying Products

## SAMPLE QUESTIONS

- Which one of the following best describes your feelings about chances for a strong economy during the next 6 months?
- How do you feel about the following statement? *"My philosophy of spending is 'Live for today because tomorrow is so uncertain.'"*
- Do you plan to make any of the following major (big dollar) purchases within the next 6 months?
- Over the next 90 days, do you plan on spending more, the same, or less on the following items than you would normally spend at this time of year? (23 categories)
- For each of the following retail categories, please tell us which of the following media influences your purchases?
- How often do you research products online before buying them in person?
- Which website do you use most often for purchasing products?



Prosper has developed several analytics including: Consumer Spending Forecast, Lost Opportunity, Consumer Equity Index, Prosper Automotive Outlook, Prosper Composite Spending & Retail Outlook Scores, and the Prosper Impulsivity Scores. Each of these analytics help you to take the data to the next level by integrating it with other sources to provide you with insights for better decision making.

# Media Behaviors & Influence Study Contents

## Media Usage

### Media Influence

#### Categories

Electronics  
Apparel/Clothing  
Grocery  
Home Improvement  
Car/Truck  
Medicines  
Telecom Services  
Eating Out  
Financial Services

#### Media

Direct Mail  
Email Advertising  
Coupons  
Magazines  
Newspaper  
Advertising Inserts  
Yellow Pages  
Outdoor Billboard  
Radio  
Satellite Radio  
Web Radio  
TV/Broadcast  
Cable  
Word of Mouth  
Read Article on Product  
Instore promotion  
Video on Mobile Device  
Instant Messaging  
Text Messaging on Mobile Device  
Blogging  
Online Video Game Advertising  
Social Media  
Mobile Devices  
Product Placement  
*Promotional Influence*  
Ads on Shelves  
Ads on Shopping Carts  
Check-out Lane Ads  
Coupons on Cell Phone

Coupons on Register Tape  
Floor Graphics  
Information Kiosks  
Instore Events/Contests  
Instore Flyers  
Instore Radio  
Instore Signage  
Instore Television  
Online Coupons  
Parking Lot/Sidewalk Events  
Product Samples Instore  
Reading Product Labels  
Shelf Coupons  
Special Displays  
Store Loyalty Cards  
Product Sample Delivered to Home  
Product Samples Ordered  
Online

### Simultaneity

*Simultaneous Use of Media  
Frequency of doing other activities when using media*

### Advertising & Communication

*Behavior During a Commercial  
Frequency of Seeking & Giving Advice  
How Consumers Give & Seek Advice*

### Service Subscriptions

#### Other Media Usage

Radio Formats  
TV Shows  
Magazines  
Newspapers  
Video Game Platforms  
% Cable vs. Broadcast  
Cable Networks

### Dayparts, Weekday, Weekend & Weekly Usage

#### New Media

##### Devices Owned

Android Smartphone & Tablet  
Blackberry  
Smartphone & Playbook  
Desktop Computer  
iPad, iPhone, iPod  
Kindle  
Mac  
MP3 Player  
Nook  
SmartTV  
Sony Reader  
Windows Phone & Tablet  
Wireless Laptop & Netbook

##### Frequency of Use

Android Smartphone & Tablet  
Blackberry Smartphone & Playbook  
Cell Phone (Non-Smartphone)  
Desktop Computer  
iPad, iPhone, iPod  
Kindle  
MP3 Player  
Nook  
Satellite Radio (Sirius XM)  
SmartTV  
Sony Reader  
Tivo/Replay TV/DVR  
Web Radio  
Windows Phone & Tablet  
Wireless Laptop & Netbook

##### Frequency of Search Using

*New Media  
Types of Apps on Smartphone  
QR Code Reader App Usage*

### Frequency of Doing

Blogs  
Instant Messaging  
Picture/Video on Mobile  
Text Messaging on Mobile  
Video Gaming  
View News on Mobile  
View News Online  
View Sports on Mobile  
View Sports Online  
View Video/TV on Mobile  
View Video/TV Online  
*Blogs - Read, Post, Maintain*

### Online Behavior

*Influence of Sponsored Links  
Online Search Triggers  
Communication After Searching  
Researching Before Purchasing  
Commercials Prior to Video Content  
Website Used 1st for Searching  
Products Researched Online- Last 90 Days  
Online Activities-Fun & Entertainment  
Website Used Most Often-Fun & Entertainment  
Website Used Most Often for Downloading Videos/Music  
Frequency of Searching by Category  
Frequency of Using Social Media Sites  
Frequency of Purchasing Products  
Website Used Most Often for Buying  
Website Used 2nd Most Often for Buying*

## Profile & Other Questions

### Hispanic & Spanish Language Media

#### Of Hispanics

Country Born  
Country Most Identify With  
% of English vs. Spanish Spoken in Home  
Media Language Preferences

#### Use of Spanish Language Media

Websites, TV Channels, Magazines

### Wireless

Cell Phone Ownership  
Current Service Provider

### Dining Out (Fast Food & Full Service)

Frequency  
Restaurant Dining Most Often  
Likelihood to Recommend

### Automotive

Make Driven Most Often  
Purchase Plans (next 6 mos.)  
Make Considering

### Other

Credit Cards Currently Own  
Life Events (next 6 mos.)  
Leisure Time Activities  
Current Investments  
Banking & Financial Services  
Pets  
Health Related Conditions  
Health Insurance

### Retail Categories

Furniture Store Shopped 1st  
Appliance Store Shopped 1st  
Major Purchase Plans  
Warehouse Club Membership  
Amazon Prime Membership

### Store Shopped Most Often

Prescription Drugs  
Electronics  
Linens/Bedding/Draperies  
Women's Clothing  
Home  
Improvement/Hardware  
Men's Clothing  
Shoes  
Groceries  
Sporting Goods/Exercise Equipment  
Children's Clothing  
Health & Beauty Aids  
Children's Toys

### Frequency of Purchase

Apparel/Clothing  
Baby Products  
Breakfast Cereals  
Food Storage  
Deli Meats

### Frozen Foods

Hair Care  
Health & Beauty Aids  
Household Cleaning Products  
Laundry Detergent/Fabric Care  
Non-Prescription Drugs  
Oral & Personal Care  
Personal Care & Hygiene  
Skin Care & Cosmetics  
Snack Foods  
Dairy/Milk Products  
Soft Drinks/Juice  
Beer/Wine/Alcohol  
Organic Products

### Demographics & Geography

*(Full List Available)*