



What's New in the Spring 2018 Study



Customer Segments

In Spring 2018, we will release **45 new segments** in 8 categories:

- Automotive
- Attitudes Towards Media
- Finance
- Food & Diet
- Media & Technology
- Personal Appearance
- Personal Values
- Shopping



Advertising Insights

Q: Have you seen an ad in [media] that caused you to **take some action** because of that ad in the past month?

Media:



Magazine (print/digital)



Daily Newspaper (print/digital)



Community Newspaper (print/digital)



TV



Radio



Outdoor/Billboard

Actions

- Searched online for a product/brand/service
- Purchased a product/brand/service
- Used a coupon
- Visited a retail/restaurant location
- Attended an event (movie/theatre/show)
- Talked about the ad with others
- Commented on the ad on social media
- Recommended the ad/product/brand/service

Simultaneous Media Activities

Q: Do you do any of the following **activities while** [media]?

 Magazine (print/digital)

 Daily Newspaper (print/digital)

 Community Newspaper (print/digital)

Media:

 TV

 Radio

 Internet

Activities

- Browse the internet on a computer
- Browse the internet on a mobile phone/tablet
- Follow/comment on social media sites
- Engage with social media
- Phone or send text messages

- Play video games
- Read daily newspapers
- Read community newspapers
- Listen to radio
- Watch TV

YouTube

Q1: How much time do you spend **watching videos on YouTube** in an average week?

- Less Than 1 Hour
- 1 To 2 Hours
- 2 To 4 hours
- 4 To 6 hours
- More Than 6 hours

Q2: Which of the following **types of videos**, if any, do you typically watch on YouTube?

- Comedy
- Music Videos
- How-to/DIY
- Short films
- TV shows
- Film previews, trailers & videos
- Technology, electronics & gadgets
- Food, cooking, & recipes
- Personal or home videos
- Live music (concerts)



NEW: Binge Watching

Q1: Did you personally watch **3 or more episodes** of the same show in one sitting in the past year?

Q2: How many times did you personally **binge watch** on any screen or any device in the past month ?

- Several times a week
- Once a week
- Once a month
- Several times in the past month
- At least once in the past month



Radio/Audio Content

Q1: Typically, **where do you listen** to Radio/Audio content?

- Home
- Car
- Work
- Public Transit
- Walking/Running

Q2: Which **devices** do you use to access Radio/Audio content?

- Conventional Radio
- In Car Radio
- Set top box (i.e. Apple TV, Roku)
- Connected TV/Smart TV
- Smartphone
- Computer
- Tablet

Q3: How do you **receive** the Audio content you listen to?

- Conventional Radio (e.g., AM, FM)
- Free Streaming
- Paid Subscription Streaming
- Podcast
- Satellite
- Other Online/Internet

Q4: Which **services** do you use to access the Audio content you listen to?

- Google Play
- Spotify
- Pandora
- Apple Music
- Slacker
- YouTube
- Streaming AM/FM
- Deezer

Out of Home

Q1: Did you personally visit/use a **rest stop** on a highway in the past 12 months?

Q2: How many times did you personally visit/use a **rest stop** in the past 6 months?

- 1-2
- 3-5
- 6-9
- 10+

Q3: Do you work in a **downtown area office tower**?



Magazine Types

Q: How often do you usually read or look through any of the following **types of magazines** either in print or digitally (*usually, sometimes, never*)?

Alternative News
Art
Automotive/Motorcycle
Parenting/Babies
Bridal
Business/Finance
Children/Teen
Technology/Science
Entertainment/Celebrity

Fashion
Food/Recipes
Gardening
Health/Fitness
Home Décor
Home Improvements
Men's
Nature
Sports/Recreation

Travel/Tourism
Women's
Other



Direct Mail

Q1: How is direct mail **delivered to your home** (*most often, others sometimes*)?

- Addressed
- Unaddressed

Q2: Do you personally use the following to **plan or make a purchase** (*always, often, sometimes*)?

- Brochures
- Coupon Booklets
- Unaddressed mail offers
- Catalogues
- E-Mail coupons
- Newsletters
- Addressed mail offers



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