



Simmons Insights

How to Interpret Quick Reports

Demographic Profile (No Base, Population Weighted)

Median Household Income: The median household income of the target (and base if provided)

The median household income of individuals who watched the 2017 Super Bowl at home is **\$88,445**.

Median Age: The median age of the target (and base if provided)

The median age of individuals who watched the 2017 Super Bowl at home is **51** (rounded down from 51.4 years).

Vertical % (Percents on General Statistics, Bar, Column and Pie Charts): The percent of the target that meets the demographic criteria

Of adults 18+ who watched the 2017 Super Bowl at home, **61%** are married.

Of adults 18+ who watched the 2017 Super Bowl at home, **37%** graduated college or more.

Of adults 18+ who watched the 2017 Super Bowl at home, **10%** are Hispanic.

Demographic Profile

Dashboard Clear All



Segmentation (Pie Chart) (No Base, Population Weighted)

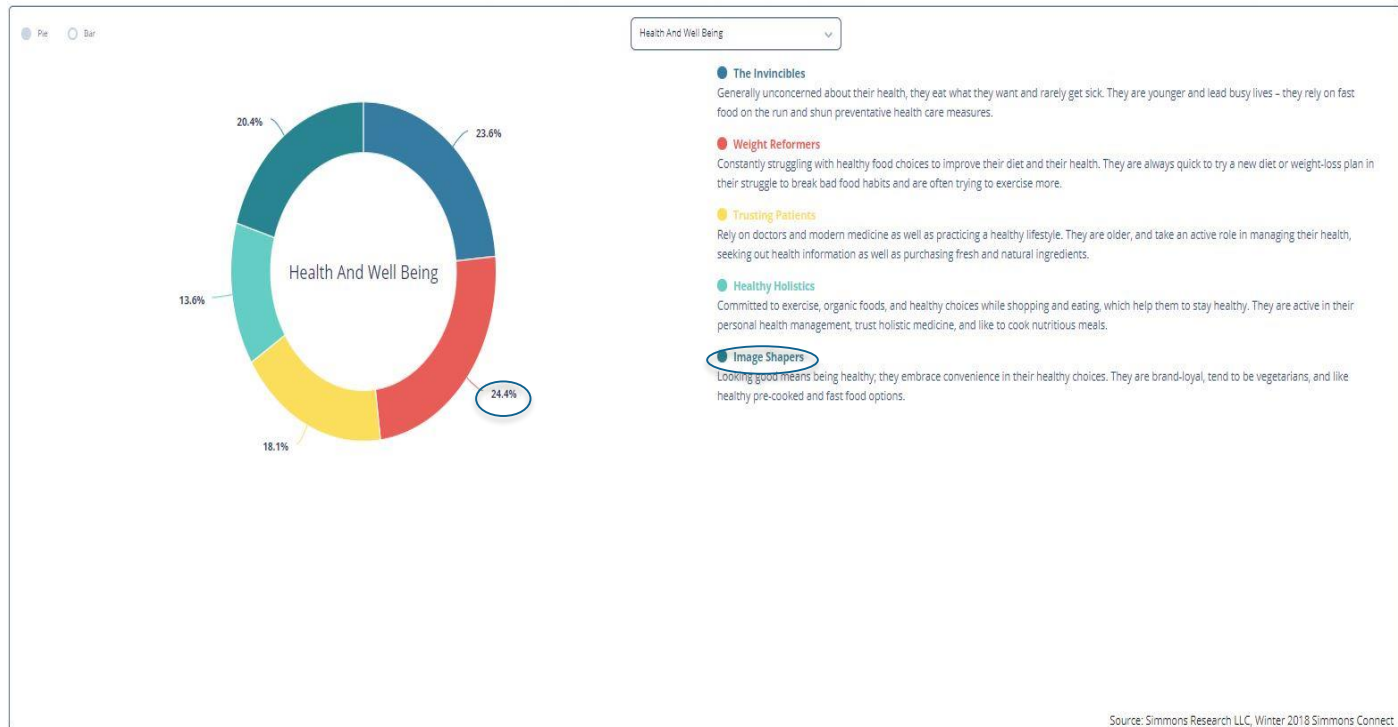
Pie Chart Vertical %: The percent of the target that falls into that specific segment
Of adults who watched the 2017 Super Bowl at home, 24% of them are considered Image Shapers.

Health And Well Being Segmentation

Dashboard Clear All

Base Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%

Target Name	Sample	Weighted (000)	Percentage
WATCHED AT HOME (NFL SUPER BOWL 2017 (FOX))	6,590	68,312	28.17%



Segmentation (Bar Chart) (No Base, Population Weighted)

Bar Chart Index: The likelihood of the target to fall into the specific segment

Adults who watched the 2017 Super Bowl at home are **20%** more likely to be **Invincibles** than all adults.

Adults who watched the 2017 Super Bowl at home are **27%** less likely to be **Image Shapers** than all adults.

Health And Well Being Segmentation

Dashboard [Clear All](#)

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%	WATCHED AT HOME (NFL SUPER BOWL 2017 (FOX))	6,590	60,312	28.17%



Time Spent Composition: Last 7 Days by percent (No Base, Population Weighted)

Percent of Stacked Bar: Percentage of the target that used the corresponding device for the time interval indicated (only includes users of that device)

Among Male 21-49 digital tablet users, 20% have spent 1-4 hours on their digital tablet in the last 7 days.

Average Weekly Time Spent: Amount of hours and minutes spent in a given week on the specified device

In an average week, Male 21-49 digital tablet users are spending 6 hours and 50 minutes on their digital tablet.

Time Spent Composition: Last 7 Days

Dashboard Clear All

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%	Male 21-49	4,168	57,400	23.67%



* Indicates a cell count from 31 to 60. Projections may be unstable, use with caution.
 ** Indicates a cell count below 31. Projections are likely unstable, use with caution.

Source: Simmons Research LLC, Winter 2018 Simmons Connect

Time Spent Composition: Last 7 Days by Index (No Base, Population Weighted)

Index of Stacked Bar: The likelihood of the target that used the corresponding device for the time interval indicated (only includes users of that device) relative to the base, for the time frame specified

Males 21-49 are 17% more likely than the average adult to have spent under 1 hour on their tablet in the last 7 days

Time Spent Composition: Last 7 Days

Dashboard [↗](#) Clear All [✕](#)

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%	Male 21-49	4,168	57,400	23.67%



* Indicates a cell count from 31 to 60. Projections may be unstable, use with caution.
 ** Indicates a cell count below 31. Projections are likely unstable, use with caution.

Source: Simmons Research LLC, Winter 2018 Simmons Connect

Reach by Percent: 1 Day, 7 Days, and 30 days (No Base, Population Weighted- Example for 1 day)

Column Chart Percent: Percentage of the target who used the corresponding device in the specified time frame

80% of Males 21-49 have used a mobile phone on an average day [average week for 7 days and average month for 30 days].

Reach By Percent: One Day

Dashboard [Clear All](#)

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%	Male 21-49	4,168	57,400	23.67%



Reach by Index: 1 Day, 7 Days, 30 Days (No Base, Population Weighted- Example for 1 Day)

Column Chart Index: The likelihood of the target to use the corresponding device relative to the base, for the time frame specified

Males 21- 49 are 32% more likely to use a PC at Work on an average day [average week for 7-days, average month for 30-days] than all adults.

Males 21-49 are 3% less likely to listen to the radio on an average day than all adults.

Reach By Index: One Day

Dashboard [Clear All](#)

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%	Male 21-49	4,168	57,400	23.67%



Incremental Reach Across Platforms (No Base, Population Weighted)

Vertical %: Percent of the target reached by the corresponding media channel within an average week

Horizontal Axis: Average time spent in hours with the corresponding media channel in an average week, among users of that medium

Incremental Reach: Incremental reach gained when adding a media channel to the mix; this is the total reach of the channel minus the channel(s) before it

Total Reach: This is calculated by "OR"ing the media channel specified with the combination of those above it

97% of Starbucks customers have used their TV in an average week.

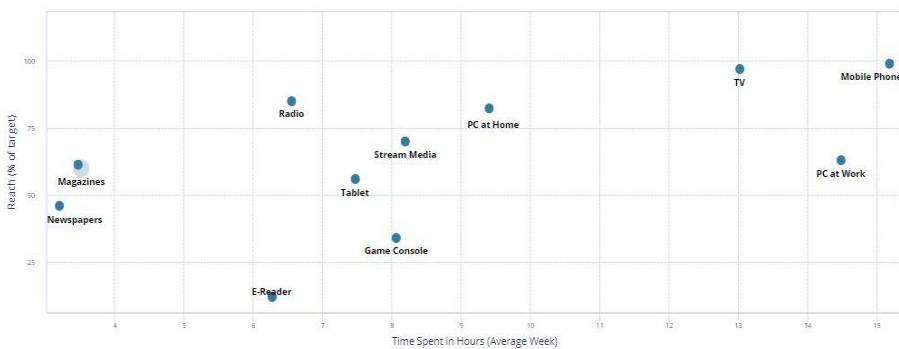
1.5% of Starbucks customers have used streaming media and did not use their TV (unduplicated reach gained when streaming media is added to TV).

[Alternative way to read unduplicated reach] There is an additional unduplicated reach opportunity of 0.63% of Starbucks customers that have used newspaper beyond TV and streaming media.

Incremental Reach Across Platforms

Dashboard Clear All

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%	STARBUCKS (FAST FOOD RESTAURANTS - VISIT ANY)	4,175	42,043	17.34%



Channels	Reach	Incr. Reach	Total Reach
TV	97%	97%	97%
Stream Media	70%	1.5%	98%
Newspapers	46%	0.63%	99%
Magazines	60%	0.05%	99%
PC at Home	81%	0.61%	100%

Source: Simmons Research LLC, Winter 2018 Simmons Connect

Digital Activity Profile (No Base, Population Weighted)

Internet Location Accessed Most Often (by Index): The likelihood of the target to access the internet at the corresponding location most often relative to the base

Starbucks customers are **58%** more likely to access the Internet most often at restaurants than all adults.

Internet at Home -Usage Access (by Index): The likelihood of the target to access the internet at home via the specified device relative to the base

Starbucks customers are **19%** more likely than all adults to access Internet at home using their cell phone or tablet.

Mobile Segment Composition (by Vertical %): Percent of the target which falls into each segment

31% of Starbucks customers are Social Connectors.

Smartphone Activity Index: The likelihood of the target to participate in the specified smartphone activity in relation to the base, among those that used their smartphone for any of the specified activities in the last 7 days

Starbucks customers are **6%** more likely than the average smartphone user to have used IM/Chat in the last 7 days.

Starbucks customers are **11%** less likely than the average smartphone user to have used email in the last 7 days.

Digital Activity Profile

Dashboard Clear All



Media Activity Across Platforms by Percent (Base, Population Weighted)

Column Chart Percent: Percentage of the target who have done the corresponding activity in any device in the last 7 days

77% of Starbucks social media users accessed social media on their smartphone device in the last 7 days

Media Activity Across Platform: Last 7 Days

Dashboard [↗](#) Clear All

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
Social Network/Blog Users	17,165	175,593	72.41%	STARBUCKS (FAST FOOD RESTAURANTS - VISIT ANY)	3,564	36,576	20.83%



Media Activity Across Platforms by Index (Base, Population Weighted)

Index Column Chart: The likelihood of the target to perform the selected activity on the corresponding device relative to the base, among users that have participated in the selected activity on any measured device

Among adults that have visited social media on any device, Starbucks customers are **37% more likely** to have visited social media on their PC at Work than the average adult that has visited social media in the last 7 days

Among adults that have visited social media on any device in the last 7 days, Starbucks customers are **26% less likely** to have visited social media on their game console than the average adult that has visited a social media in the last 7 days

Media Activity Across Platform: Last 7 Days

Dashboard Clear All



Media Platforms Across Activities by Percent (Base, Population Weighted)

Column Chart Percent: Percentage of the target who have done any activity on the corresponding device in the last 7 days

77% of Starbucks smartphone users have accessed social media on their smartphone device in the last 7 days

Media Platform Across Activity: Last 7 Days

Dashboard [Clear All](#)

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
Smartphone Activities	17,537	180,887	74.6%	STARBUCKS (FAST FOOD RESTAURANTS - VISIT ANY)	3,574	36,728	20.3%



Media Platforms Across Activities by Index (Base, Population Weighted)

Index Column Chart: The likelihood of the target to have used a selected platform to perform any activity relative to the base, among users that have participated in any activity on the selected device

Among adults that have done any activity on their smartphone, Starbucks customers are **12% more likely** to have used GPS on their smartphone than the average adult in the last 7 days

Among adults that have done any activity on their smartphone, Starbucks are **11% less likely** to have used email on their smartphone than the average adult in the last 7 days

Media Platform Across Activity: Last 7 Days

Dashboard [Clear All](#)

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
Smartphone Activities	17,537	180,887	74.6%	STARBUCKS (FAST FOOD RESTAURANTS - VISIT ANY)	3,574	36,728	20.3%



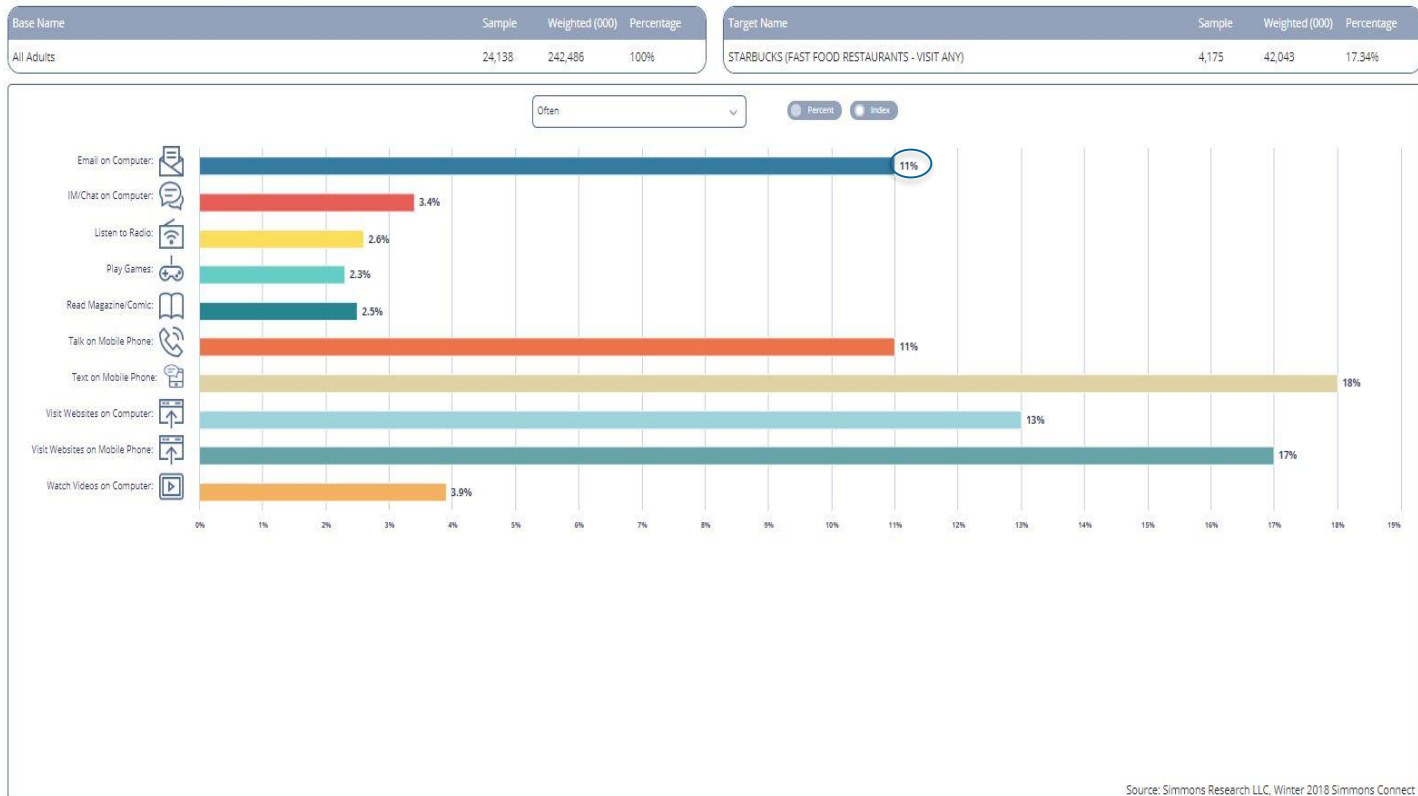
Simultaneous Usage: While Watching TV by Percent (No Base, Population Weighted)

Horizontal Bar Chart: The percent of the target who participates in the specified activity at the selected frequency while watching TV

11% of Starbucks customers talk often on their mobile phone while watching TV.

Simultaneous Usage: While Watching TV

Dashboard [Clear All](#)



Simultaneous Usage: While Watching TV by Index (No Base, Population Weighted)

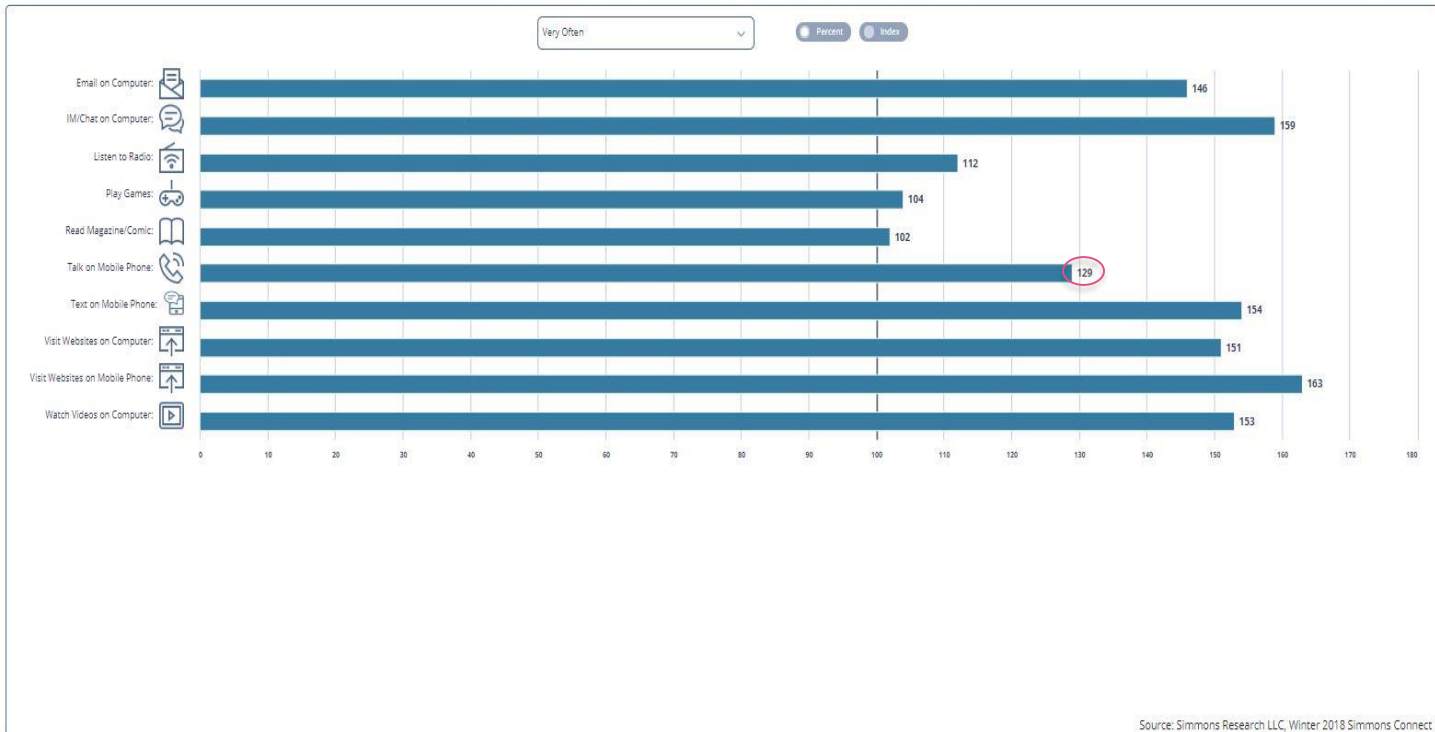
Index Bar Chart: The likelihood of the target to have participated in the specified activity relative to the base

Starbucks customers are **29% more likely** than the average adult to very often talk on their mobile phone while watching TV.

Simultaneous Usage: While Watching TV

Dashboard [↗](#) [Clear All](#)

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%	STARBUCKS (FAST FOOD RESTAURANTS - VISIT ANY)	4,175	42,043	17.34%



Digital Day in the Life by Percent

(No Base, Population Weighted- Example for Smartphone Day in the Life)

Horizontal Stacked Chart Percent: Percentage of the target who used the corresponding device, among those that used their smartphone for any of the specified activities during the time frame specified

27% of full-time employed adults who are smartphone users talked on their smartphone between 11AM and 12PM during the week. (During the weekdays: Monday-Friday; During the weekends: Saturday-Sunday; During any specific day)

Notes:

The Smartphone Day in the Life, Smartphone User base is defined as satisfying 1+ of the following criteria for **smartphone** operating system used: Android, iOS, Blackberry or Other

The Mobile Day in the Life, Mobile User base is defined as is defined as satisfying 1+ of the following criteria for **smartphone/tablet** operating system used: Android, iOS, Blackberry or Other



Digital Day in the Life by Index

(No Base, Population Weighted- Example for Smartphone Day in the Life)

Horizontal Stacked Chart Index: The likelihood of the target to use the corresponding device in relation to the base, among those that use their smartphone for any specified activities during the time frame specified

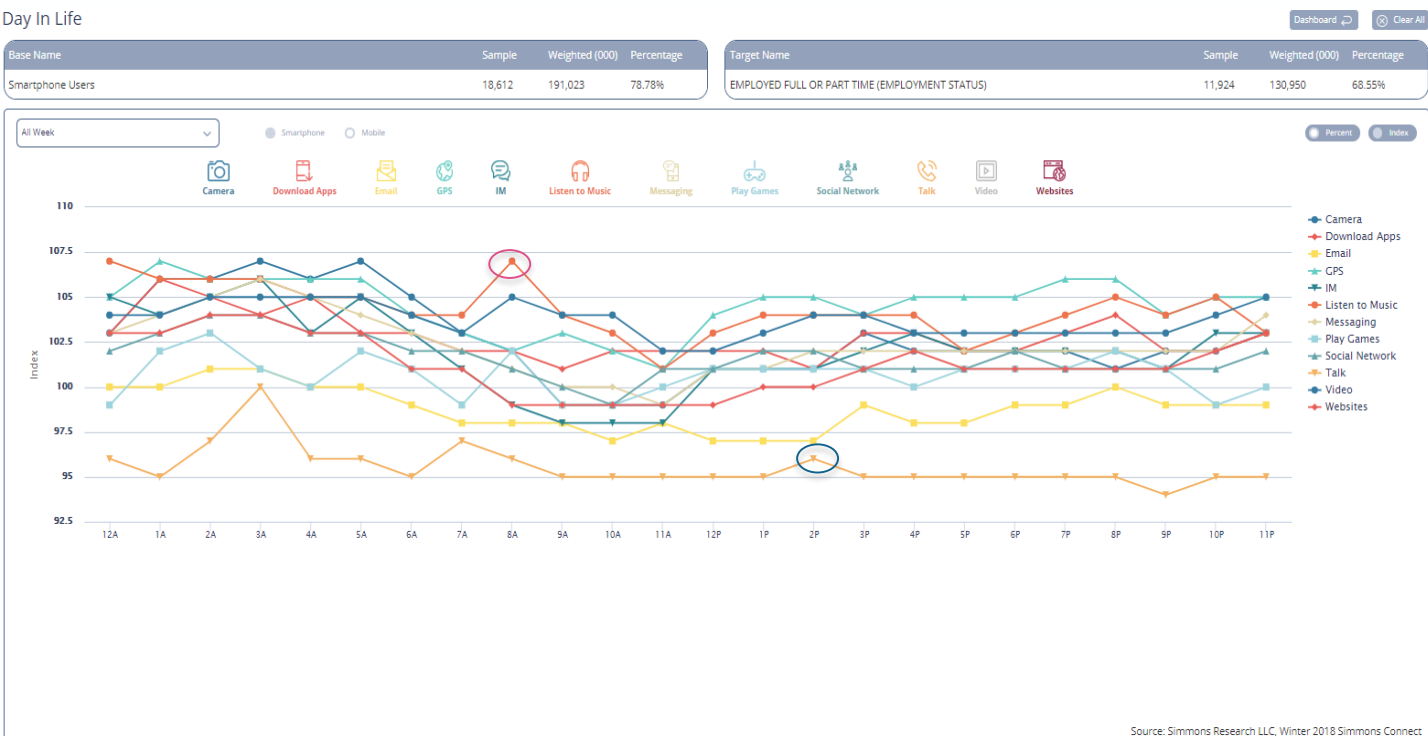
Full-time employed adults are **7%** more likely than all smartphone users to listen to music on their smartphone between 8-9AM during the week. (During the weekdays: Monday-Friday; During the weekends: Saturday-Sunday; During any specific day; Monday, Tuesday, etc.)

Hispanics are **4%** less likely than all smartphone users to talk on their smartphone between 2-3PM during the week. (During the weekdays: Monday-Friday; During the weekends: Saturday-Sunday; During any specific day; Monday, Tuesday, etc.)

Notes:

The **Smartphone** Day in the Life, Smartphone User base is defined as satisfying 1+ of the following criteria for **smartphone** operating system used: Android, iOS, Blackberry or Other

The **Mobile** Day in the Life, Mobile User base is defined as is defined as satisfying 1+ of the following criteria for **smartphone/tablet** operating system used: Android, iOS, Blackberry or Other



Social Media Activity Profile by Percent (No Base, Population Weighted)

Social Media User (by Percent): Percent of the target defined as a social media user

Respondents must satisfy the following criteria:

Visited Social Media/Networking Websites? Yes

61% of Hispanics are Social Media Users

Social Media Statements –Any Agree (by Percent): Percent of the target that agrees with the specific statement

34% of Hispanics agree with the following statement, "I talk about things I see on social sharing/networking websites in face-to-face conversations."

Social Media Website Visits (by Percent): Among those who indicated a frequency of visitations, the percent of the target that visited a social media website at the specified frequency

58% of Hispanics visited social media websites 3+ times a day.

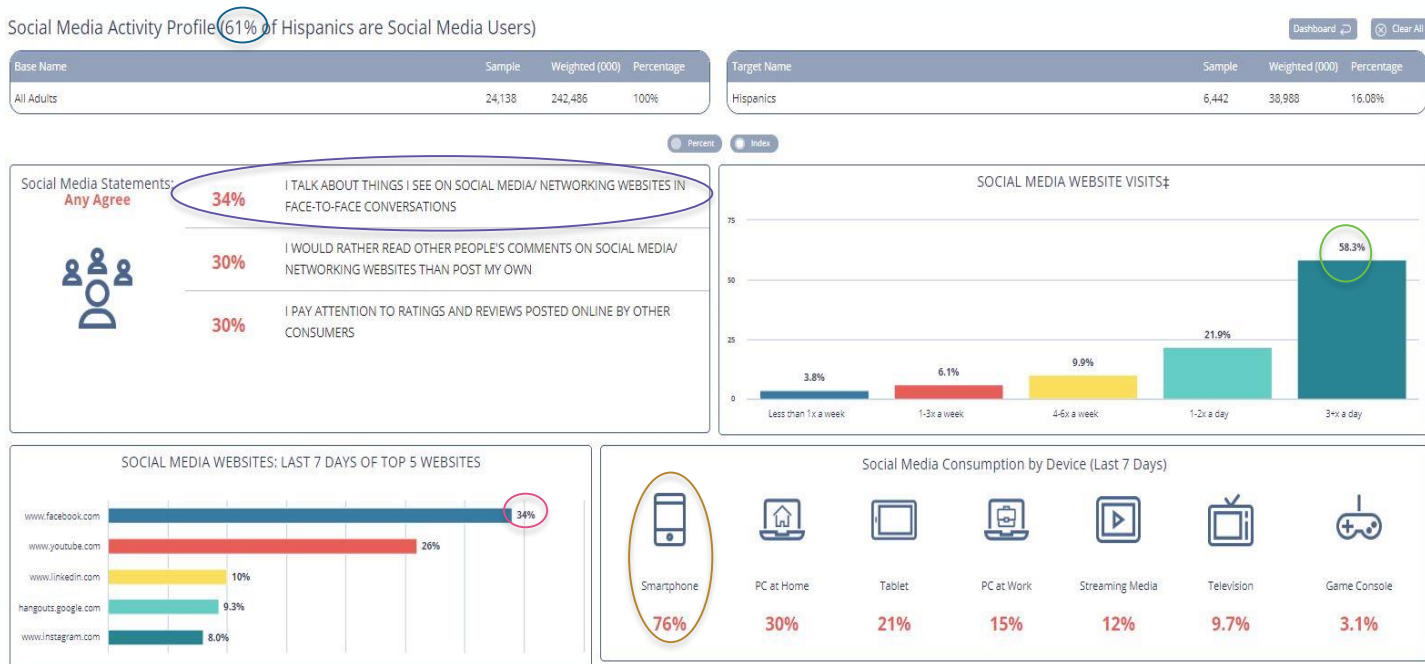
Top Social Media Websites (by Percent): Percent of the target that has visited a specified social media website in the last 7 days

Websites visited from home PCs shown are the top 5 social media websites measured in Simmons Connect (websites with samples sizes of 60 or below are omitted)

34% of Hispanics have visited Facebook.com in the last 7 days.

Social Media Consumption by Device (by Percent): Percent of the target that has accessed social media on a specific digital device in the last 7 days, among those that have accessed any digital device for social media

76% of Hispanics used their smartphone to access social media in the last 7 days.



Social Media Activity Profile by Index (No Base, Population Weighted)

Social Media Statements –Any Agree (by Index): The likelihood of the target to agree with the specified social media statement relative to the base

Hispanics are **25%** more likely than all adults to agree with the following statement, "I am more likely to watch a TV show or TV network that actively participates on social media/networking websites."

Social Media Website Visits (by Index): The likelihood of the target to visit a social media website in the specified frequency, relative to the base

Hispanics are **9%** more likely to visit social media websites 3+ times a day than all adults.

Hispanics are **21%** less likely to visit social media websites 1-3 times a week than all adults.

Top Social Media Websites (by Index): The likelihood of the target to visit a specified social media website among those that visit social media sites often

Websites visited from home PCs shown are top 5 social media websites measured in Simmons Connect (websites with samples sizes of 60 or below are omitted)

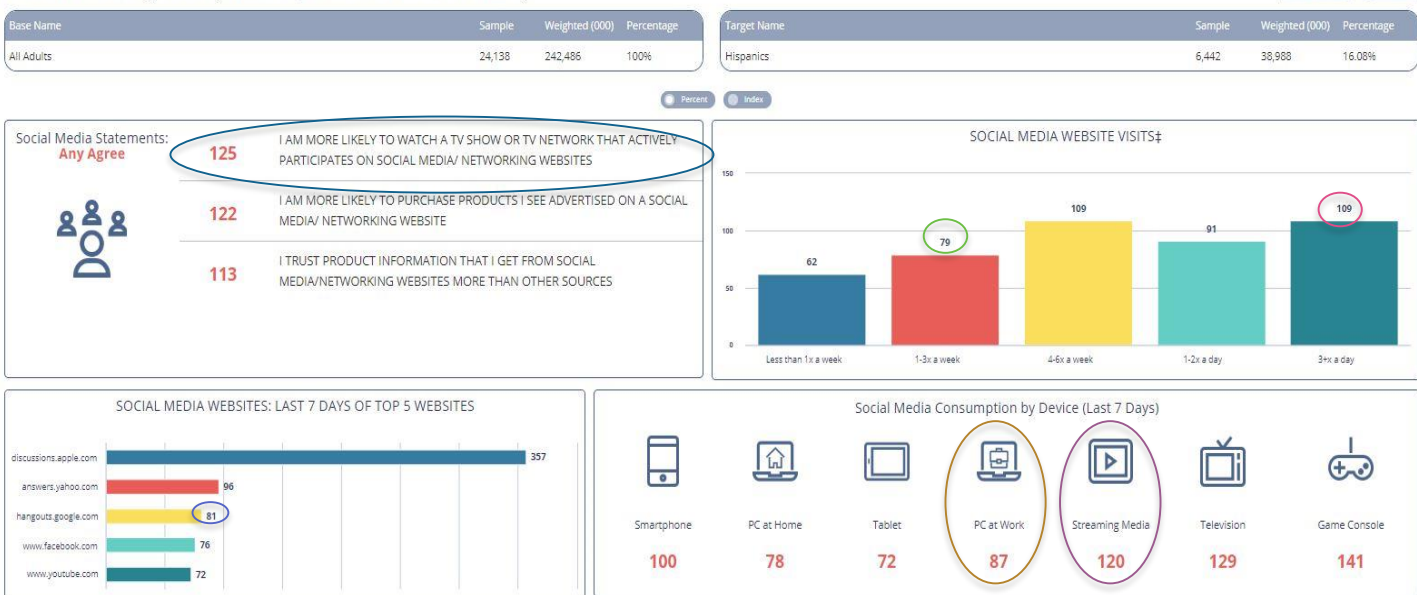
Females are **19%** less likely than the average adult to have visited hangouts.google.com in the last 7 days.

Social Media Consumption by Device (by Index): The likelihood of the target to have accessed social media in relation to the base, among those that used any digital device for social media in the last 7 days

Hispanics are **13%** less likely to access social media on their PC at work than all adults that have used any device for social media.

Hispanics are **20%** more likely to access social media on their streaming media device than all adults that have used any device for social media.

Social Media Activity Profile (61% of Hispanics are Social Media Users)



Channel Category by Percentage: 7 Days and 30 Days (No Base, Population Weighted- Example for 7 Days)

Horizontal Bar Chart: Percentage of the target who visited the corresponding category by device in the specified time frame

52% of Hispanics have visited the Computers and Internet category on their mobile device (smartphone/tablets) in the last 7 days.

Table Chart by Percent: Percentage of the target who visited the corresponding website by device in the specified time frame

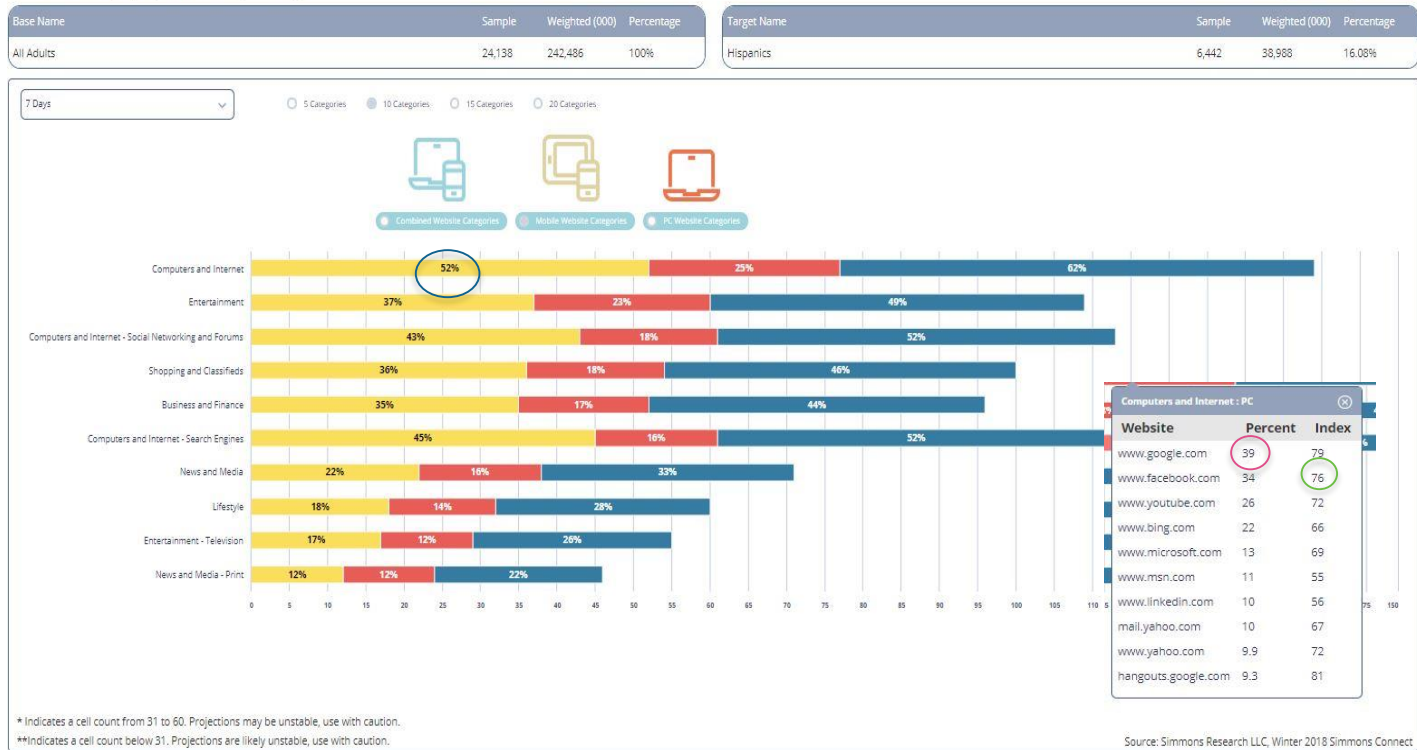
39% of Hispanics have visited Google.com on their mobile device in the last 7 days.

Table Chart by Index: The likelihood of the target to have visited the corresponding website, relative to the base

Hispanics are 24% less likely than the average adult to have visited Facebook.com on their mobile device (smartphone/tablets) in the last 7 days.

Channel Category by Percentage: 7 Days

Dashboard [Clear All](#)



Website Visitation: 7 Days and 30 Days (No Base, Population Weighted- Example for 7 Days)

Table Chart by Percent: Percentage of the target who visited the corresponding website by device in the specified time frame

26% of Hispanics have visited YouTube.com on their PC at Home in the last 7 days.

Table Chart by Index: The likelihood of the target to have visited the corresponding website, relative to the base

Hispanics are 22% more likely than the average adult to have visited Pandora.com on their PC at home in the last 7 days.

Hispanics are 40% less likely than the average adult to have visited Pandora.com on their mobile device (smartphone/tablet) in the last 7 days.

Website Visitation by Percentage: 7 Days

Dashboard Clear All

Base Name	Sample	Weighted (000)	Percentage	Target Name	Sample	Weighted (000)	Percentage
All Adults	24,138	242,486	100%	Hispanics	6,442	38,988	16.08%

7 Days

PC Websites

Mobile Websites

Website	Index	Percentage
Entertainment	72	37%
www.youtube.com	72	26%
www.instagram.com	65	8.0%
www.netflix.com	87	5.4%
www.vimeo.com	38	3.0%
www.cnn.com	50	3.0%
www.pandora.com	122	2.5%
hp.wildgames.com	100	2.4%

Website	Index	Percentage
Computers and Internet	80	25%
Entertainment	82	23%
www.pandora.com	160	6.9%
www.instagram.com	160	3.7%
www.youtube.com	49	3.5%
www.lifed.com	141	2.2%
www.espn.com	54	2.2%
abclocal.go.com	86	2.2%

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