Simmons OneView

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 bought a state lotto ticket in last 12 months is $61,451*

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

*The median age of individuals who bought a state lotto ticket in the last 12 months is 48 years (rounded up from 47.5 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 bought a state lotto ticket in last 12 months, 55% are married*

*Of adults 18+ who bought a state lotto ticket in last 12 months, 25% graduated college or more*

*Of adults 18+ who bought a state lotto ticket in the last 12 months, 15.5% are Hispanic*
Segmentation (Pie Chart)
(No Base, Population Weighted)

Pie Chart Vertical %: The percent of the target that falls into that specific segment
Of adults who bought a state lotto ticket in the past 12 months, 19.7% of them are Confident Spenders

<table>
<thead>
<tr>
<th>Economic Outlook Segmentation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong></td>
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<tr>
<td>Sample</td>
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<tr>
<td>Weighted (000)</td>
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<tr>
<td>Percentage</td>
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<tr>
<td><strong>Target:</strong></td>
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<tr>
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</table>

- **Facing Challenges**
  - Facing challenges and the realities of the current economic situation: won’t be purchasing big ticket or household items due to poor consumer confidence; their financial situations are worse than they were 12 months ago; they are not hopeful about their personal financial futures or that of the US economy

- **Financial Nesters**
  - Trying to maintain lifestyle with a “business as usual” outlook but haven’t lost sight of the changes taking place in the US economy; do not expect the economy or their personal financial situation to improve anytime soon, but continue to make purchases

- **Economically Indifferent**
  - Out of the mainstream; indifferent to the economic downturn; don’t have a sense that the economy is slowing down or getting better; modest financial situation is not a result of the current economy

- **Fiscally Fit**
  - More flexible and adaptive to changes in the market; optimistic, feel financially secure and well positioned during the current downturn; keep spending under control with few big- or even medium-ticket items planned in the near future

- **Confident Spenders**
  - Largely untouched by the current economy and continue their regular spending or even increase their spend; confident about their current economic condition, financially secure and even willing to take investment risks
Segmentation (Bar Chart)
(No Base, Population Weighted)

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

Adults who bought a state lotto ticket in the last 12 months are 9% more likely to be Financial Nesters than all adults.

Adults who bought a state lotto ticket in the last 12 months are 6% less likely to be Economically Indifferent than all adults.

### Economic Outlook Segmentation

<table>
<thead>
<tr>
<th></th>
<th>Sample</th>
<th>Weighted (000)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong> All Adults</td>
<td>25,207</td>
<td>227,010</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Target:</strong> Bought State Lotto Ticket Last 12 Months</td>
<td>12,570</td>
<td>107,640</td>
<td>47.4%</td>
</tr>
</tbody>
</table>

- **Facing Challenges:**
  - Facing challenges and the realities of the current economic situation; won’t be purchasing big ticket or household items due to poor consumer confidence; their financial situations are worse than they were 12 months ago; they are not hopeful about their personal financial futures or that of the US economy.

- **Financial Nesters:**
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- **Confident Spenders:**
  - Largely untouched by the current economy and continue their regular spending or even increase their spend; confident about their current economic condition, financially secure and even willing to take investment risks.
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 Female 25-54 digital tablet users, 7.67% 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, Female 25-54 digital tablet users are spending 7 hours and 32 minutes on their digital tablet*
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.

*Hispanics are 15% more likely than the average adult to have spent 1-4 hours on their tablet in the last 7 days.*
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

77% of Females 25-54 have used a mobile phone on an average day [average week for 7 days and average month for 30 days]

<table>
<thead>
<tr>
<th>Base:</th>
<th>All Adults</th>
<th>Sample</th>
<th>Weighted (000)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target: Females 25-54</td>
<td></td>
<td>25,207</td>
<td>227,010</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6,936</td>
<td>61,944</td>
<td>27.3%</td>
</tr>
</tbody>
</table>

![Reach by Percent: 1 Day Diagram]

- **Digital Tablet:** 12%
- **E-Reader:** 12%
- **Game Console:** 13%
- **Magazines:** 25%
- **Mobile Phone:** 77%
- **MP3:** 16%
- **Newspapers:** 37%
- **PC at Home:** 32%
- **PC at Work:** 57%
- **Radio:** 62%
- **Television:** 86%
Reach by Index: 1-Day, 7-Days and 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

*Females 25-54 are 28% 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*

*Females 25-54 are 21% less likely to use game consoles on an average day than all adults*
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

96.3% of Females 25-54 have used their TV in an average week

1.97% of Females 25-54 have used their PC at Home and did not use their TV (unduplicated reach gained when PC is added to TV)

[Alternative way to read unduplicated reach] There is an additional unduplicated reach opportunity of 1.32% of Females 25-54 that have used mobile phone beyond TV and PC at Home
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. Hispanics are 81% more likely to access 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. Hispanics are 4% more likely to access Internet at home using their cell phone or tablet device than all adults.

Mobile Segment Composition (by Vertical %): Percent of the target which falls into each segment. 21.0% of Hispanics 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. Hispanics are 26% more likely than the average smartphone user to have used IM/Chat in the last 7 days. Hispanics are 3% less likely than the average smartphone user to have watched video in the last 7 days.
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

70% of Social Media Hispanic users accessed social media on their smartphone device in the last 7 days.

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**Media Activity Across Platforms**
Reach Percent: Last 7 Days

<table>
<thead>
<tr>
<th>Base: Social Network/Blog Users</th>
<th>Sample</th>
<th>Weighted (000)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target: Hispanic</td>
<td>13,251</td>
<td>126,541</td>
<td>55.4%</td>
</tr>
<tr>
<td></td>
<td>4,119</td>
<td>19,130</td>
<td>18.1%</td>
</tr>
</tbody>
</table>

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Game Console
MP3
PC at Home
PC at Work
Smartphone
Tablet

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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 websites on any device, Hispanics are 12% more likely to have visited websites on their Tablet than the average adult that has visited a website in the last 7 days.

Among adults that have visited websites on any device in the last 7 days, Hispanics are 25% less likely to have visited websites on their PC at Home than the average adult that has visited a website in the last 7 days.
Media Platform 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

72% of Hispanic smartphone users have accessed social media on their smartphone device in the last 7 days
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, Hispanics are 43% more likely to have emailed on their smartphone than the average adult in the last 7 days.

Among adults that have done any activity on their smartphone, Hispanics are 6% less likely to have used their camera on their smartphone than the average adult in the last 7 days.
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

15% of Hispanics talk very often on their mobile phone while watching TV
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.

*Hispanics are 23% more likely than the average adult to often talk on their mobile phone while watching TV.*

*Hispanics are 48% less likely than the average adult to often read a magazine/comic while watching TV.*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Sample</th>
<th>Weighted (000)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Adults</td>
<td>24,852</td>
<td>228,566</td>
<td>100%</td>
</tr>
<tr>
<td>Hispanics</td>
<td>7,982</td>
<td>34,767</td>
<td>15.2%</td>
</tr>
</tbody>
</table>

**Reach as Percentage:**

- Email on Computer: 89
- IM/Chat on Computer: 139
- Listen to Radio: 154
- Play Games: 150
- Read Magazine/Comic: 52
- Talk on Mobile Phone: 123
- Text on Mobile Phone: 110
- Visit Websites on Computer: 96
- Visit Websites on Mobile Phone: 118
- Watch Videos on Computer: 160
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.

51% of Hispanic Smartphone users emailed on their smartphone between 10 and 11AM 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 satisfying 1+ of the following criteria for smartphone/tablet operating system used:
  • Android, iOS, Blackberry or Other

*Smartphone User definition is found within the Smartphone folder in Simmons Connect in OneView
**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

**Hispanics are 23% more likely than all smartphone users to listen to music on their smartphone between 9-10PM during the week.** *(During the weekdays: Monday-Friday; During the weekends: Saturday-Sunday; During any specific day; Monday, Tuesday, etc.)*

**Hispanics are 12% less likely than all smartphone users to watch video 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.)*

**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 satisfying 1+ of the following criteria for smartphone/tablet operating system used:
  - Android, iOS, Blackberry or Other

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*Smartphone User definition is found within the Smartphone folder in Simmons Connect in OneView*
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

43.4% of Hispanics are Social Media Users

Social Media Statements – Any Agree (by Percent): Percent of the target that agrees with the specific statement
20% 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
37.5% 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)

51% of Males 18-34 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
69% of Hispanics used their smartphone to access social media in the last 7 days

*Social Media User definition is found within Computer/Internet folder in OneView
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
Females are 21% more likely than all adults to agree with the following statement, “Without access to social sharing/networking websites, I would feel even more alone in the world”

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
Females are 8% more likely to visit social media websites 3+ times a day than all adults
Females are 10% 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 71% more likely than the average adult to have visited Babycenter.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
Females are 5% less likely to access social media on their PC at work than all adults that have used any device for social media
Females are 7% more likely to access social media on their PC at home than all adults that have used any device for social media
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

17% of Hispanics have visited the *Business and Finance* 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

20% of Hispanics have visited *Facebook.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 25% more likely than the average adult to have visited *YouTube.com* on their mobile device (smartphone/tablets) *in the last 7 days*

Hispanics are 35% less likely than the average adult to have visited *Yelp.com* on their mobile device *in the last 7 days*
Website Visitation by Percentage: 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

14% of Hispanics have visited Amazon.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 24% more likely than the average adult to have visited Walmart.com on their mobile device (smartphones/tablets) in the last 7 days

Hispanics are 33% less likely than the average adult to have visited JCPenney.com on their PC at Home in the last 7 days