

Release of Spring 2005 National Consumer Studies

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Simmons Announces Release of Spring 2005 National Consumer Studies

Highlights Include New Product Questions and Public Opinions on Product Placement Effectiveness

FORT LAUDERDALE, Fla. â€“ August 29, 2005 - Simmons, the most respected authority on the behavior of the American consumer, today announced the release of the full-year and six-month Spring 2005 National Consumer Studies. The latest studies, taken January 2005 through May 2005, have added hundreds of new questions from last yearâ€™s study. In addition, this yearâ€™s study has been updated with numerous questions on the hot topic of product placement. â€œAs advertisers continue to seek out new ways to reach consumers, the frequency of seeing products on television and in the movies will continue to grow,â€• said Bill Engel, co-CEO of Simmons Market Research. â€œOur latest study allows advertisers and clients to see how effective their product placement campaigns will be with different kinds of consumers.â€• Initial results of the survey already indicate that among Americans surveyed:

-????? Fifty-one percent (51%) agree that they donâ€™t mind brand name products in television shows.

-????? Forty-six percent (46%) agree that they donâ€™t mind brand name products in movies.

-????? Forty-three percent (43%) agree that when they watch television, they notice the brand names of the products used.

-????? Thirty-three percent (33%) agree that when they watch movies, they notice the brand names of the products used.

-????? Nearly one in four (24%) agree that they remember brand name products used in their favorite television show.

-????? One in five (20%) agree that they remember brand names used by characters in movies.

Updated and newer questions were also asked about:

Digital Video Recorders (DVRs) Internet Phone (Voice Over IP) DVD Players Motorcycles Online/Internet Web Applications Websites Magazines â€“ English-language Video-on-Demand Satellite Radio Camera Ownership Diet Control Cellular/Wireless Phones Television Sets Cable Television / Satellite / Premium Channels Magazines Broadcast Television Cable Television Movie Attendance Foreign Travel Family Restaurants & Steakhouses Fast Food & Drive-In Restaurants Department, Discount, Childrenâ€™s Toy, Clothing and Footwear Stores Attitudes & Opinions and many more! Simmons National Consumer Study is a comprehensive study of American adult consumers in all their diversity. It provides information on consumer usage behavior for all major media, more than 450 product categories and over 8,000 brands.

For more information, please contact Evan Goldfarb at (269) 857-1335 EvanG@smrb.com. Also, visit us at <http://www.smrb.com/>.

Simmons Market Research Bureau

Simmons, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products that all Americans buy and the brands we prefer, to our Internet shopping behaviors, attitudes, lifestyles and media that we use. Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers. We welcome you ... to the world of the American Consumer ... through the eyes of the authority in the business... Simmons, an Experian Company.