Simmons New Media Study provides insights into Americans’ use of mobile phones, social networking, instant messaging, blogging, gaming, social tagging/bookmarking, online video/audio, and dozens of other traditional and emerging media channels to provide unprecedented media research insights.

Moreover, this detailed research on media consumption is delivered within the robust Simmons National Consumer Study, which measures over 60,000 data elements on the American consumer, allowing users to develop a complete media profile of their custom consumer targets.

**Benefits**

- Examine over 40 different media devices, activities, and channels to identify media behavior and the motivational drivers of consumers.
- Develop a complete profile of media consumers using over 60,000 data elements measured in the robust National Consumer Study.
- Gain insight into activities including blogging, podcasting, and cloud computing, along with continual updates on the next generation of media devices and behaviors.
New Media Study

Benefits

Compare frequency of use and time spent with new, traditional, and evolving media devices, activities, and channels.

Measure the Internet of Things, including wearable devices, fitness trackers, and smart home automation.

Users’ involvement with media examines what influences consumers to make purchase decisions, reasons for social networking, and more.

Video measures include cord-cutting, downloading, and streaming media, along with TV redirectors and torrents.

In-store and online shopping motivations and behaviors, including purchase and purchase intent by device.

The most current media behaviors

Simmons New Media Study is conducted online twice a year, which allows timely survey updates, to respond to market conditions and client requests, and to provide access to the newest media and technology trends as soon as they enter the marketplace.

To learn more, contact us at +1 866 256 4468 or MRISimmons@gfk.com