

3 Renaissancers

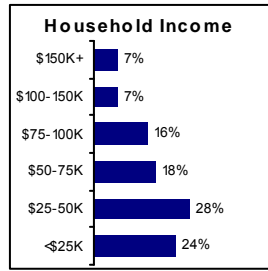


Renaissancers are adults who set trends among their peers. This group is into music, comedy and action-oriented video games. They have eclectic social lives, particularly online, and a keen sense of adventure. They enjoy going out with their friends as much as they enjoy nature while hiking or camping. Self-described TV addicts, this group is also heavily into gaming and participates in many activities online including watching TV shows and movies on the Internet.

The Essentials

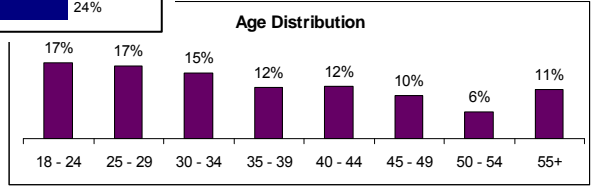
Mean Age: 37.3
 Mean HHI: \$66,900
 79% White/14% Black
 66% Male
 45% Married
 37% Never Married
 68% Employed FT/PT

51% Parent
 20% Grandparent
 Mean # Kids in HH: 1.8
 15% have kids 2-5
 19% have kids 6-11
 16% have kids 12-17
 19% Graduated High School
 9% Graduated College
 5% Have Graduate Degree



Defining Viewing: Primetime Animated Sitcoms

- 3.2% of NTI Adults 18+
- 3.9% of Simmons Adults 18+



What They Do

Personality

- Stubborn, excitable, awkward, demanding

Psychographic Profile

- Internet - Instant gratification; Internet Activity; Smart Shopper

Attitudes/Opinions

- I have a keen sense of adventure
- I am good at fixing mechanical things
- I like to do unconventional things
- Money is the best measure of success

Fashion/ Shopping

- I rarely go shopping
- I shop for the best deal in electronic equipment
- Tend to spend money without thinking

Autos

- SUVs match my active lifestyle
- Pay extra for an engine with more horsepower
- My car should express my personality
- Possessive about my car

Food

- I prefer food cooked with a lot of spices
- There is nothing wrong with indulging in fattening foods
- I enjoy eating foreign foods

Media/Internet

- I am a TV addict
- I like the idea of a large selection of TV channels
- I spend less time reading magazines because of the Internet
- The Internet changed the way I shop for products
- The Internet is my prime source of entertainment

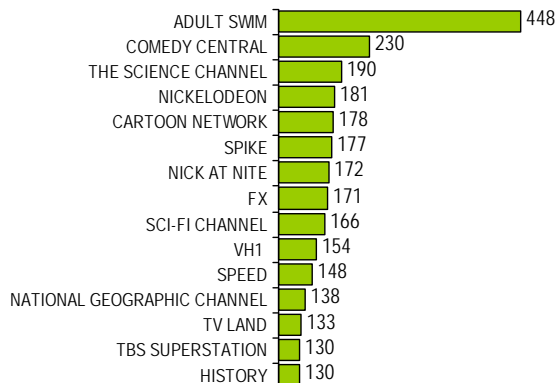
Top Categories

- Snack Foods
- General Foods
- Financial Investments
- Non-Alcoholic Beverages
- Automotive
- Electronics
- Family & Fast Food Restaurants

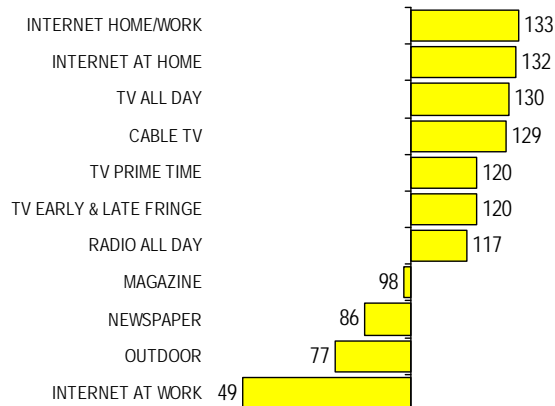
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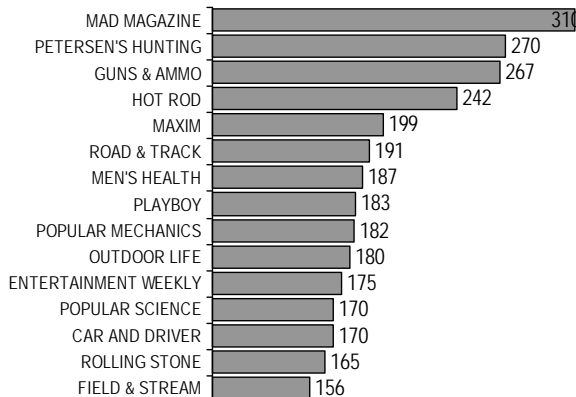
CABLE NETWORKS



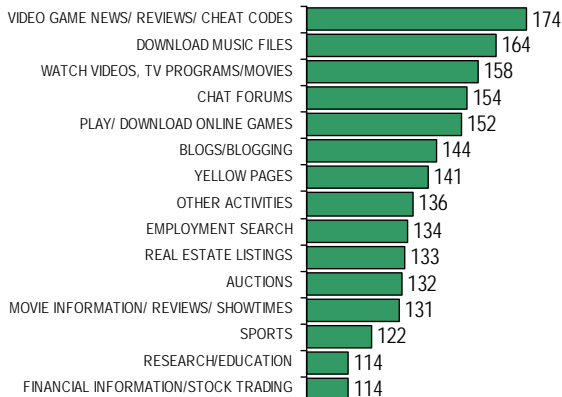
TOP MEDIA QUINTILES



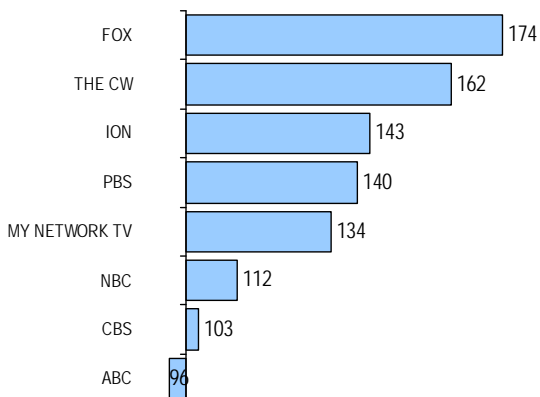
MAGAZINES



ONLINE ACTIVITIES



NETWORK PRIME



NEW MEDIA*

