

2 Kid Focused



Kid Focused are flagrantly family-centered. Their media tastes, lifestyle, entertainment preferences and shopping habits all revolve around their children. These young families regularly watch television as a family – particularly kid-oriented cable networks. They are into recreational activities and shopping—it’s practically a favorite family pastime. Self-described child-influenced consumers, this group readily admits their children influence them on marketplace purchases.

The Essentials

Mean Age: 41.2

Mean HHI: \$73,400

81% White/12% Black

64% Female

63% Married

60% Employed FT/PT

13% Homemakers

64% Parent

27% Grandparent

Mean Kids in HH: 2.2

26% have kids 2-5

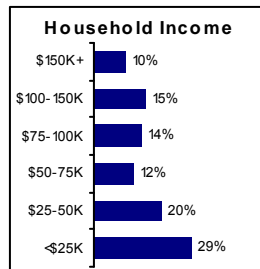
30% have kids 6-11

18% have kids 12-17

38% Graduated High School

13% Graduated College

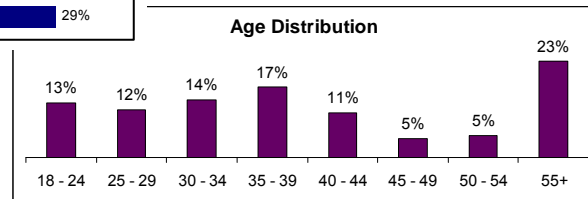
9% Have Graduate Degree



Defining Viewing:

Kid-Focused Cable Networks

- 3.6% of NTI Adults 18+
- 3.2% of Simmons Adults 18+



What They Do

Personality

- Awkward, passionate, creative, stubborn

Psychographic Profile

- Internet - Instant gratification; Informed consumer; Ad receptive

Attitudes/Opinions

- Indulge my kids with little extras
- Provide my kids with things I didn't have
- Important that my family thinks I'm doing well

Fashion/ Shopping

- My kids have a significant impact on brands I buy
- I like to make a unique fashion statement
- I always look for my favorite brands first
- I like to experiment with new styles
- I always look out for special offers
- I tend to buy things spur of the moment

Autos

- Often in the car with more than one person
- American car companies set the standard
- A car that works for the whole family is important

Food

- Eating fast food helps me stay in budget
- I frequently eat sweets
- I prefer fast food to home cooking
- I often snack between meals
- I like to try out new food products

Media/Internet

- I enjoy watching kids programs on TV with my kids
- Ads help me pick products for my kids
- Enjoy reading ads in magazines
- The Internet is the new way I socialize/meet others
- Internet is my prime source of entertainment

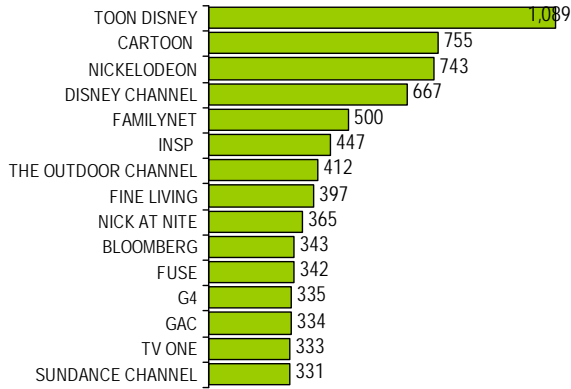
Top Categories

- Children's Medicine
- Games and Toys
- Non-Alcoholic Beverages
- Retail
- Frozen Foods/Prepared Foods
- Fast Food Restaurants
- Cleaning Products

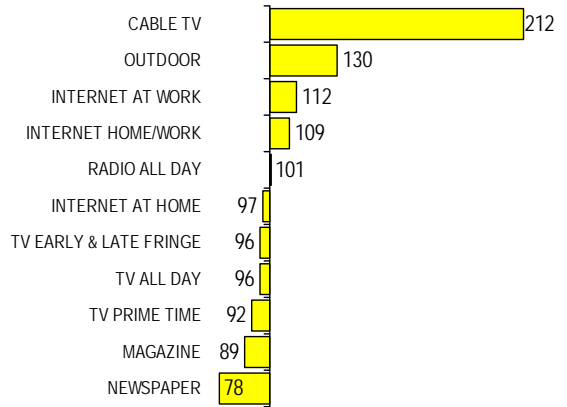
2 Kid Focused



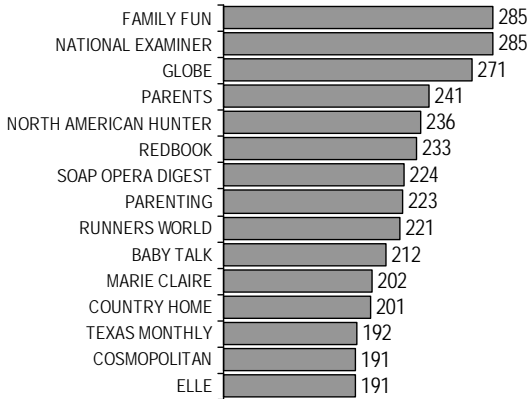
CABLE NETWORKS



TOP MEDIA QUINTILES



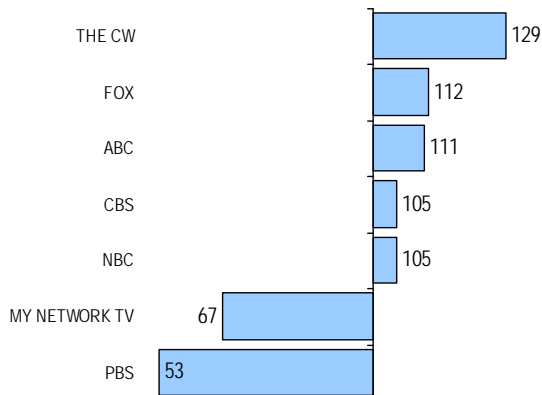
MAGAZINES



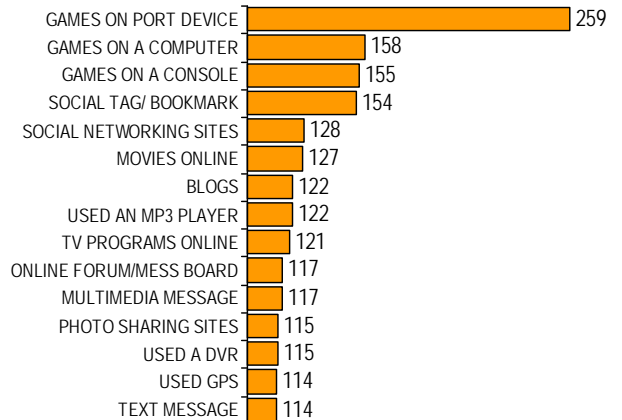
ONLINE ACTIVITIES



NETWORK PRIME



NEW MEDIA*



3 Renaissancers

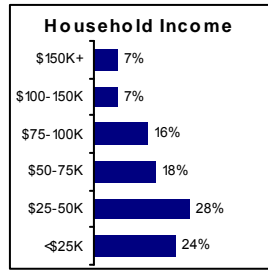


Renaissancers are adults who set trends among their peers. This group is into music, comedy and action-oriented video games. They have eclectic social lives, particularly online, and a keen sense of adventure. They enjoy going out with their friends as much as they enjoy nature while hiking or camping. 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

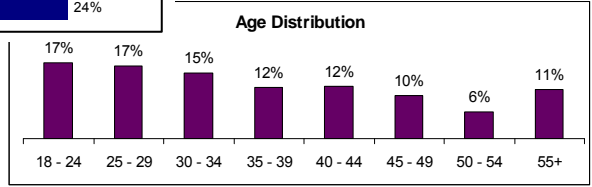
Mean Age: 37.3
 Mean HHI: \$66,900
 79% White/14% Black
 66% Male
 45% Married
 37% Never Married
 68% Employed FT/PT

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

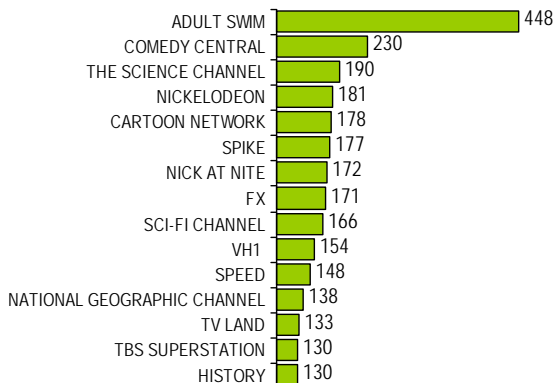
Top Categories

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

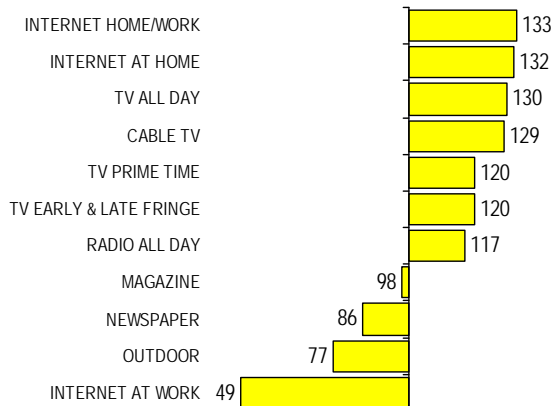
3 Renaissancers



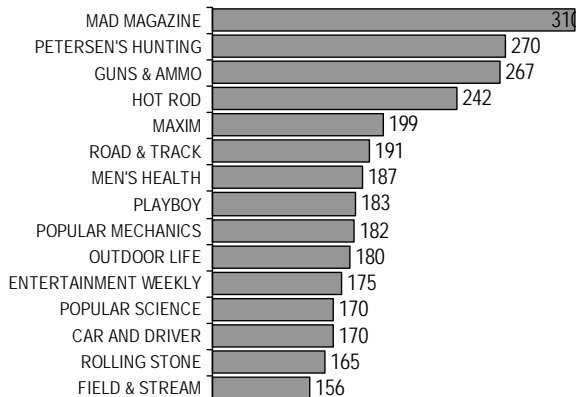
CABLE NETWORKS



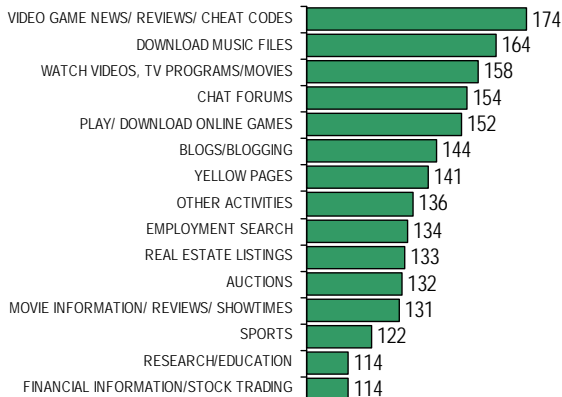
TOP MEDIA QUINTILES



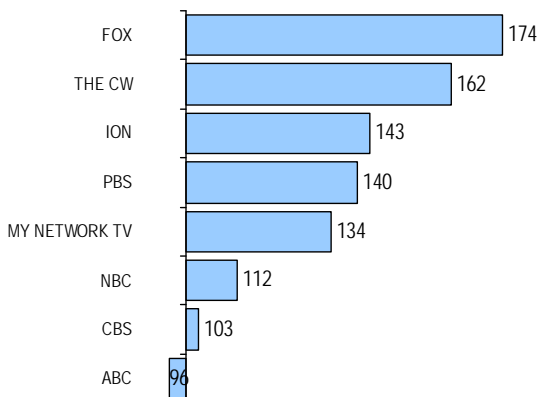
MAGAZINES



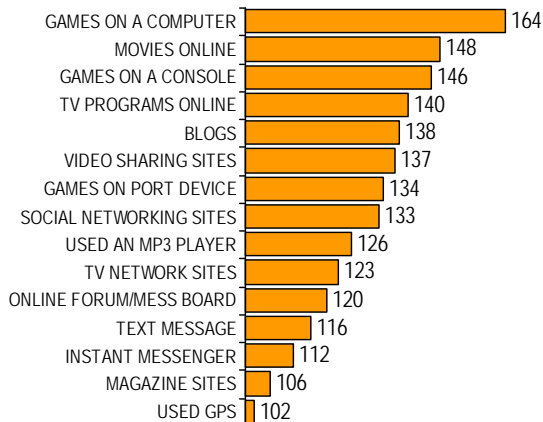
ONLINE ACTIVITIES



NETWORK PRIME



NEW MEDIA*



4 Tee Timers



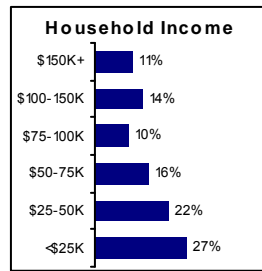
Educated, mature and financially secure, Tee Timers maintain the cushiest of lifestyles. These upscale adults enjoy the finer things in life like playing golf, dining out, and shopping at high end department stores. They also enjoy spending their leisure time reading books, going to the theater and gardening. As media consumers, they're big fans of cable news networks, business news magazines and news talk radio. Tee Timers also go online to track their financial investments, get the latest stock news and buy travel tickets; they have the money and curiosity to travel.

The Essentials

Mean Age: 59.2
Mean HHI: \$77,400

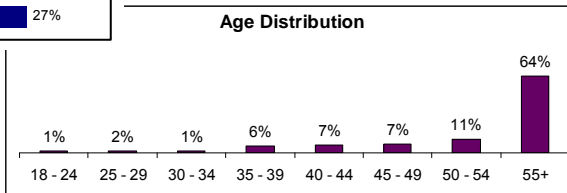
80% White/10% Black
8% Hispanic
54% Female
60% Married
16% Widowed
50% Employed FT/PT
32% Retired

53% Parent
55% Grandparent
Mean # Kids in HH: 1.8
4% have kids 2-5
8% have kids 6-11
9% have kids 12-17
33% Graduated High School
15% Graduated College
16% Have Graduate Degree



Defining Viewing: Cable News Networks

- 6.1% of NTI Adults 18+
- 6.4% of Simmons Adults 18+



What They Do

Personality

- Amicable, refined, sophisticated, conventional

Psychographic Profile

- Newspaper Involvement; Religious Conservative

Attitudes/Opinions

- I am interested in international events
- My faith is really important to me
- It is more important to do duty than enjoy life
- It is worth paying extra for quality items

Shopping

- It is important to look attractive to others
- I stick with styles that have stood the test of time
- I have a conservative dress style
- By goods produced by own country when I can
- I prefer to shop alone
- Usually willing to shop new stores
- I don't buy unknown brands to save money
- I buy recycled paper products

Autos

- Normally buy cars brand new
- My car should have many safety features
- I prefer driving a luxury vehicle

Food

- I try to include plenty of fiber in my diet
- I prefer foods without artificial additives
- I like the trend towards healthier fast food
- Nutritional value is important in the foods I eat

Media/Internet

- I read a newspaper most days
- Rely on the newspaper to keep informed
- Advertising to kids is wrong
- Rely on TV to keep me informed
- Value the local newspaper because it covers local news

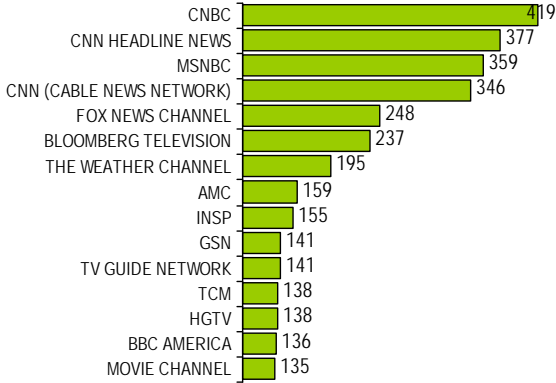
Top Categories

- Automotive
- Home Improvement
- Travel
- Pharmaceuticals
- Alcoholic Beverages
- Retail

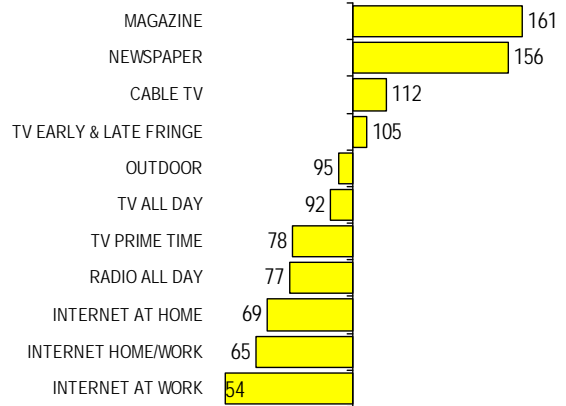
4 Tee Timers



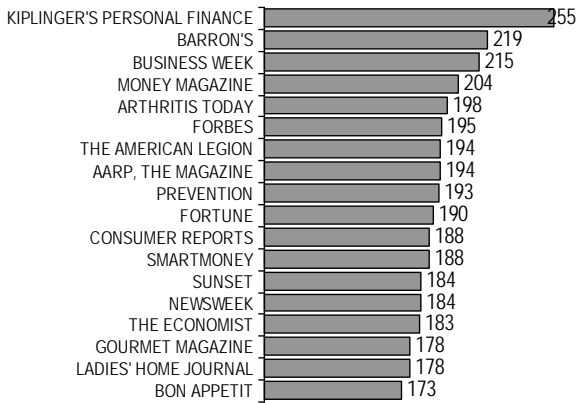
CABLE NETWORKS



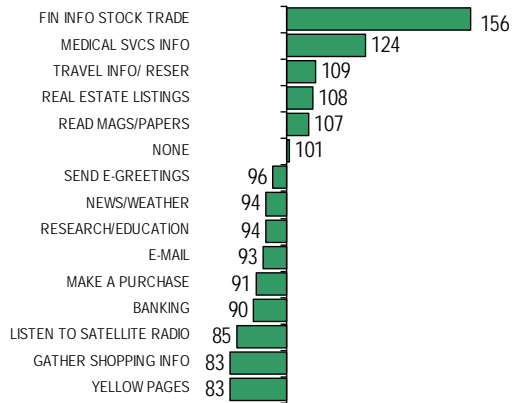
TOP MEDIA QUINTILES



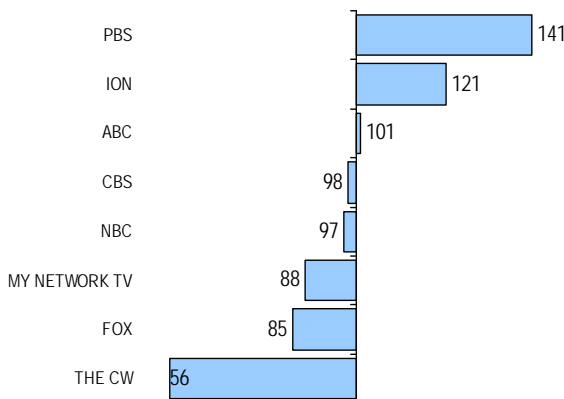
MAGAZINES



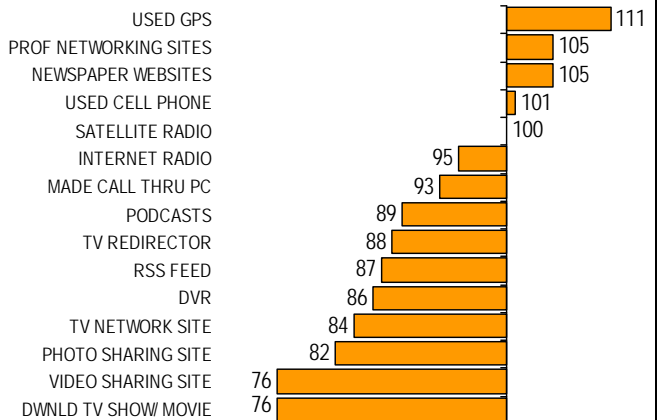
ONLINE ACTIVITIES



NETWORK PRIME



NEW MEDIA*



5 For Better Or Worse

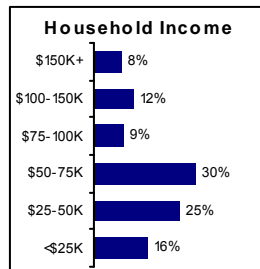


These self-described TV addicts spend a lot of time with media. They are heavy users of magazines, radio and especially cable television. Programs that have anything to do with weddings are their particular weakness. This group, made up predominantly of women, says that money is the best measure of success and they like to shop. Every season they want the latest fashions and every couple of years they need a new car.

The Essentials

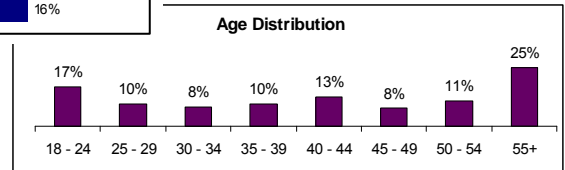
Mean Age: 42.5
 Mean HHI: \$73,100
 62% White/28% Black
 13% Hispanic
 84% Female
 48% Married
 29% Never Married
 64% Employed FT/PT

54% Parent
 31% Grandparents
 Mean # Kids in HH: 1.8
 10% have kids 2-5
 15% have kids 6-11
 12% have kids 12-17
 32% Graduated High School
 16% Graduated College
 6% Have Graduate Degree



Defining Viewing: Women Cable Networks

- 2.8% of NTI Adults 18+
- 2.2% of Simmons Adults 18+



What They Do

Personality

- Dominating, vain, refined, awkward, excitable

Psychographic Profile

- Internet - Instant Gratification; Internet Activity; Investment Leader; Health & Image Leader

Attitudes/Opinions

- Money is the best measure of success
- I find that I am easily swayed by others
- I like to do unconventional things
- I enjoy taking risks
- Home décor is a particular interest of mine

Fashion/ Shopping

- Fashion mags help choose which clothes to buy
- Every season I buy the latest fashions
- I am first among my friends to try new styles
- Often buy clothes I really don't need
- Often go out of my way to try new stores
- I prefer to shop with my friends
- People come to me for advice on clothes to buy

Autos

- Choose a car mainly on looks
- Options on a car impress me
- Like a new car every 2-3 years
- My car should express my personality

Food

- I'm usually quick to try new nutritional products
- I often eat store-made pre-cooked meals
- I prefer fast food to home cooking
- I am currently dieting

Media/Internet

- Ads help me pick products for my kids
- Most magazines are worth the money
- I remember advertised products when shopping
- I am a TV addict
- I like to hear about products/services by email

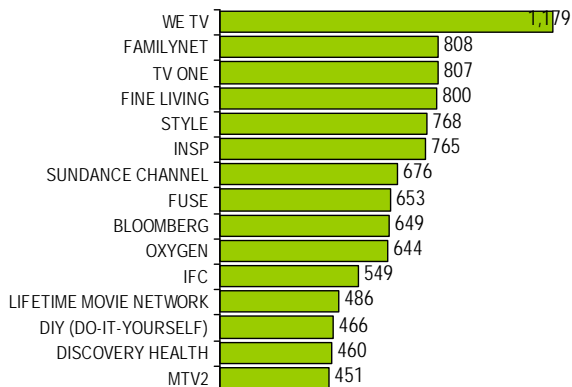
Top Categories

- Health & Beauty
- Frozen Foods
- Cleaning Products
- Non Alcoholic Beverages
- Snack Foods
- Pets & Pet Food

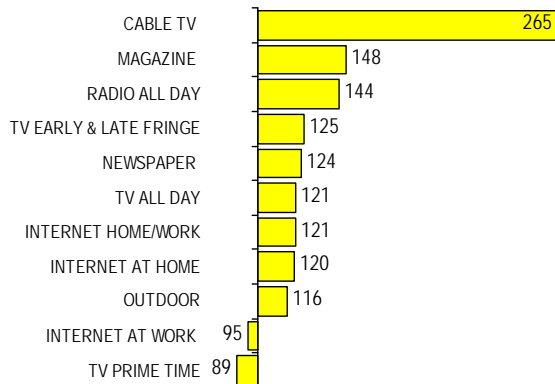
5 For Better Or Worse



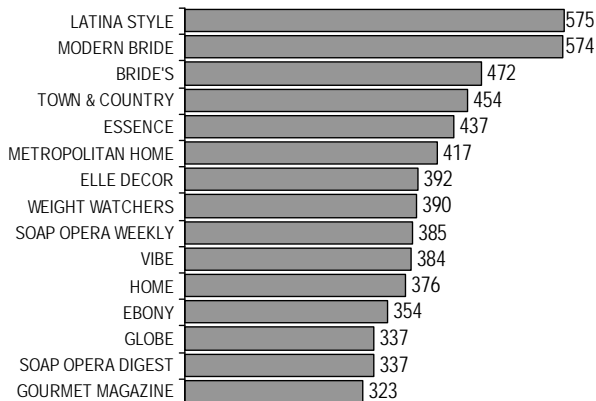
CABLE NETWORKS



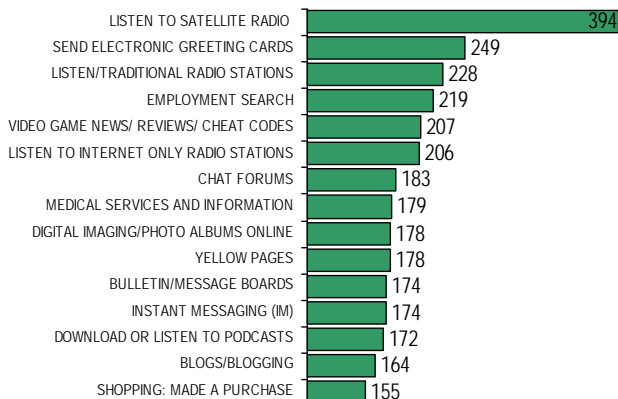
TOP MEDIA QUINTILES



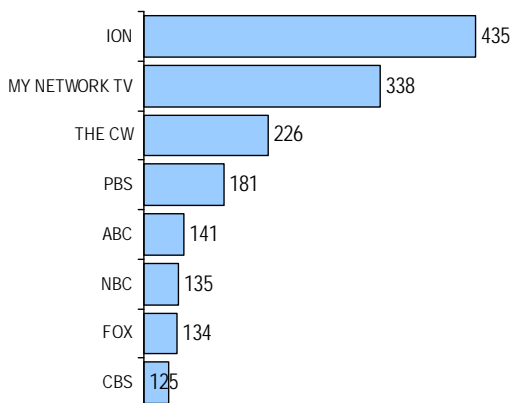
MAGAZINES



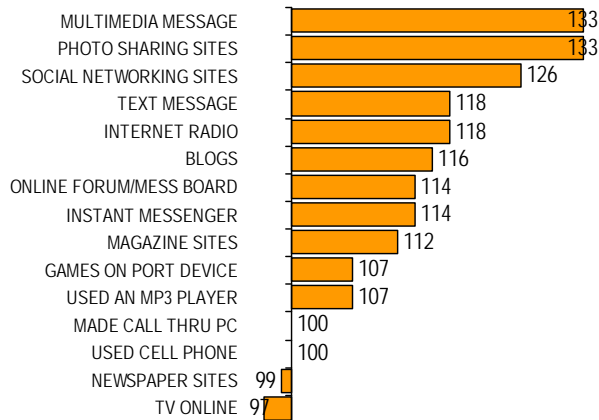
ONLINE ACTIVITIES



NETWORK PRIME



NEW MEDIA*



6 Sarcastics

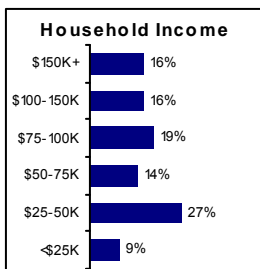


They're young, single, funny and open-minded. Sarcastics are big fans of humorous programming, such as those found on Comedy Central. Being well-educated and upscale, they also make a good market for many categories including sports equipment and computer gadgets. These consumers spend an inordinate amount of time and money on the Internet and high-end electronics. Sarcastics have an active social life—going to concerts, the movies and bars and nightclubs—they're always looking to get the most out of life.

The Essentials

Mean Age: 44.6
 Mean HHI: \$96,700
 87% White
 11% Hispanic
 59% Male
 52% Married
 33% Never Married
 72% Employed FT/PT

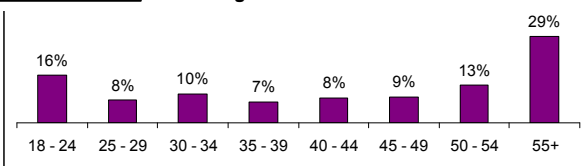
44% Parent
 29% Grandparent
 Mean # Kids in HH: 1.9
 6% have kids 2-5
 14% have kids 6-11
 13% have kids 12-17
 25% Graduated High School
 20% Graduated College
 17% Have Graduate Degree



Defining Viewing: Comedy-Oriented Cable Programs

- 4.0% of NTI Adults 18+
- 3.3% of Simmons Adults 18+

Age Distribution



What They Do

Personality

- Open-minded, smart, funny

Psychographic Profile

- Internet Activity; Internet Research/Info Gathering; Internet Involvement

Attitudes/Opinions

- I like to do unconventional things
- I am interested in international events
- I am interested in other cultures
- I like control over people and resources

Shopping

- I use the Internet to help plan shopping trips
- I only go shopping to buy things I really need
- I would pay more for environment friendly products

Autos

- I like to drive faster than normal
- Foreign cars are higher quality than American
- Prefer driving a luxury vehicle
- A vehicle that is fun to drive is the most important feature

Food

- I enjoy eating foreign foods
- When I shop for food I look for organic products
- There is nothing wrong with indulging in fattening foods
- I prefer foods cooked with a lot of spices
- I prefer fast food over home cooked meals

Media/Internet

- Rely on the radio to keep me informed
- I expect advertising to be entertaining
- I like the idea of a large selection of TV channels

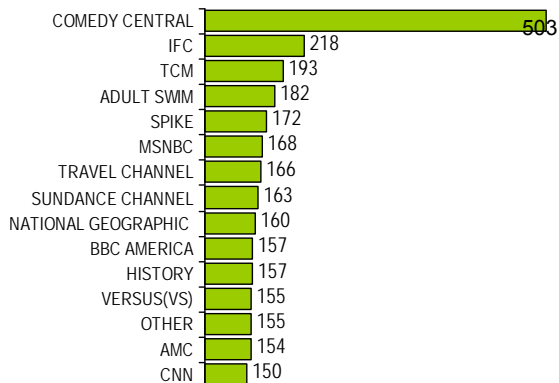
Top Categories

- Electronics
- Video Games
- Automotive
- Alcoholic Beverages
- Financial Services
- Travel

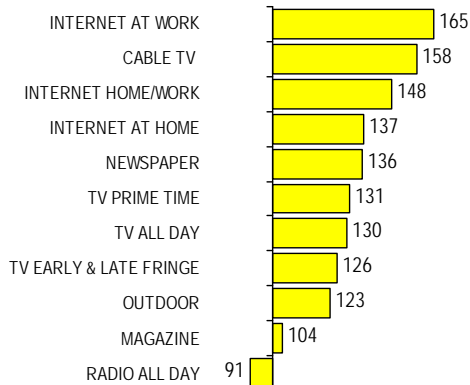
6 Sarcastics



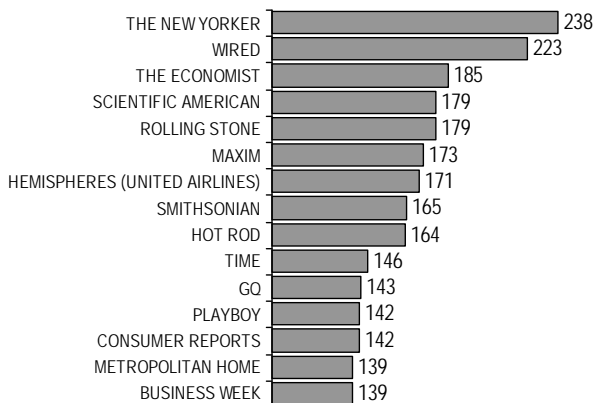
CABLE NETWORKS



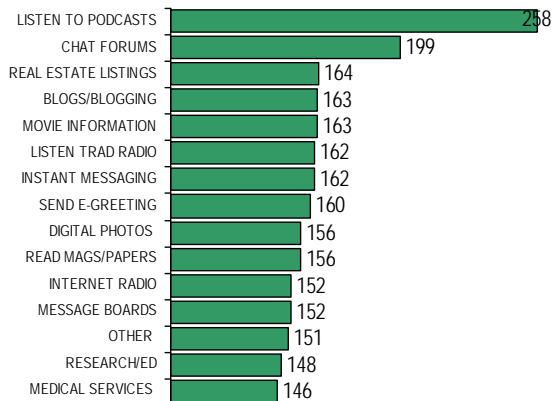
TOP MEDIA QUINTILES



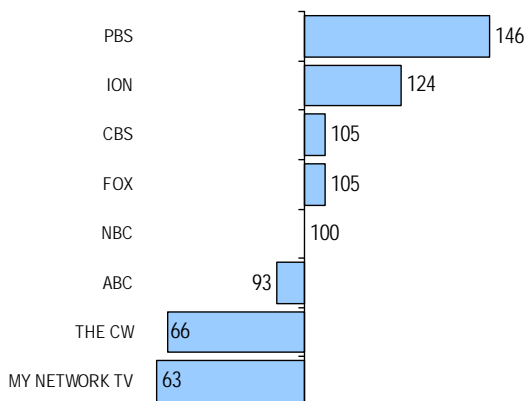
MAGAZINES



ONLINE ACTIVITIES



NETWORK PRIME



NEW MEDIA*

