

Coming June
2007

Advertising Receptivity: The Final Word

A Media Dynamics, Inc. compilation of articles and data from Next Generation Research, LLC's 2003 Advertising Receptivity Index.

Over the past several years, Media Dynamics, Inc. has had unprecedented and exclusive access to Next Generation Research, LLC.'s 2003 Advertising Receptivity Index, and has produced many reports and analyses on the topic. For the first time, MDI presents research previously available in our research annuals and through our website in one e-report, *Advertising Receptivity: The Final Word*. Topics covered include consumer mindsets, demographics, product usage and ad receptivity for 189 product service/categories (see pp. 2-4 for a complete listing).

I: Ad Receptivity: A More Relevant Media Targeting Option

(5pp. text/ 10 pp. of tables)

Introduces the concept of ad receptivity and how it applies to today's media environment, especially TV viewing and magazine readership. This report includes information about NGR's Advertising Receptivity Index methodology and overall findings.

II: Charting The Ad Receptivity & Personal Mindsets Of Product Users

(2pp. text/ 115 pp. of tables)

Demographic Profile Of Adults Who Strongly Agree With Various Mindsets
Product Usage Profiles By Mindsets
Product Usage By Demographics
Product User/Buyer Ad Receptivity Indices By Select Demographics
Product User/Buyer Ad Receptivity Indices By Mindset

III: What Kind Of Products Appeal To Upscale Consumers?

(3pp. text/ 8 pp. of tables)

Presents indices of ad receptivity for 189 product/service categories by eight household income breaks.

IV: Who Is The Better Advertising Target: Past Or Future Buyers?

(2pp. text/ 2 pp. of tables)

Presents the percent of respondents very likely to pay attention to ads for 189 product categories by past or future buying status.

Ebook format only

150 pages

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Order online: www.mediadynamicsinc.com or call 212-704-0024

See pp. 2-4 for a complete listing of demographic breaks, mindsets and product/service categories included in this report

Demographics Covered

Adults 18+/Men 18+/Women 18+
Age: 18-34; 35-54; 55+
HH Income: <\$30K; \$30-49K; \$50-74K; \$75K+
Region: New England; Mid-Atlantic; E.N. Central;
W.N. Central; South Atlantic; E.S. Central;
W.S. Central; Mountain; Pacific
Race: White; Black; Other

Mindsets Covered

Advertising often prompts me to make buying decisions
I always use money-off coupons
I am always interested in the latest fashions
I am committed to causes I believe in
I am concerned about being physically fit
I am more likely to purchase a product associated with a brand or
company I know and trust
I am very interested in new technology
I am very involved in home repair/improvement projects
I am very price conscious
I avoid products that pollute the environment
I feel very secure making financial decisions
I like to dine at fine restaurants and do so often
I monitor the number of calories I consume
I often like to try new products
I usually buy the same brands, rather than try new ones
It is worth paying extra for quality products

Listing of Products/Services Measured for Advertising Receptivity

PERSONALLY USED FOOD AND BEVERAGE PRODUCTS

(Personally Used In Past Six Months)

Artificial Sweetener
Beer—Imported
Beer—Light Domestic
Beer—Regular Domestic
Bottled Water
Breath Mints
Chewing Gum
Cold Cereal
Decaffeinated Coffee
Diet Cola
Hot Cereal
Nutritional Snack Bar/Drink
Regular Coffee
Regular Cola
Tea
Wine
Yogurt

HOUSEHOLD PRODUCTS FOR SELF OR HOUSEHOLD

(Used In Past Six Months)

Air Freshener
Bar Soap
Bleach
Dishwashing Liquid
Drain Cleaner
Fabric Freshener
Fabric Softener
Facial Tissue
Fine Fabric Laundry Detergent
Floor Wax/Polish
Paper Towels
Plastic Garbage Bags
Regular Laundry Detergent
Toilet Bowl Cleaner
Toilet Paper

FOOD PRODUCTS FOR SELF OR HOUSEHOLD

(Used In Past Six Months)

American Cheese Slices
Cake Mix
Candy Bars
Canned/Jarred Soup
Cat Or Dog Food
Coating Mix
Cold Cuts
Corn/Tortilla Chips
Frozen Entrees
Gelatin Dessert
Grated Cheese
Margarine
Mayonnaise
Mustard
Non-Frozen Packaged Dinners
Orange Juice
Peanut Butter
Potato Chips

Prepared Salad Dressing
Pudding
Ready Made Cookies
Refrigerated/Frozen Pizza
Rice
Salad/Cooking Oil
Sausage
Spaghetti/Pasta Sauce
Stuffing Mix

CARS, SUVs, TRUCKS—BUY/LEASE

(Bought In Past Two Years Or Plan To Buy In Next Two Years)

New Domestic Car
New Domestic SUV
New Imported Car

MOVIES/MUSIC

(Done In Past Three Months)

Gone To Movie 2+ Times
Purchased Pre-Recorded Music
(CDs, Tapes, Albums)
Rented/Purchased Movie 2+ Times

TRAVEL PLANS

(Planning Such A Trip/Activity In Next Two Years)

Cruise Line Vacation
Domestic Vacation Travel Via Airline
Foreign Vacation Travel Via Airline
Stay At Domestic Hotel/Motel
Travelers Checks
Vacation Car Rental
Visit A Resort
Visit A Theme Park

CLOTHING

(Bought In Past Six Months)

Athletic Clothing
Athletic Shoes/Sneakers
Branded Jeans
Men's Designer Clothing
Women's Designer Clothing

RESTAURANTS

(Have Gone In Past Six Months)

Family/Sit Down Restaurants
Fast Food Restaurants

STORES

(Shopped At In Past Three Months)

Children's Clothing Stores
Discount Stores
Electronics Stores
Home Furnishing Stores
Home Improvement/Hardware Stores
Mass Department Stores
Shoe Stores
Specialty Apparel/Clothing Stores
Upscale Department Stores

ELECTRONICS*(Bought In Past Two Years Or Plan To Buy In Next Two Years)*

CD Player
 Cell Phone Service
 Digital Camera
 DVD Player
 Online Service/Internet Access
 PDA (Handheld Computer)
 Personal Computer (PC)
 TV Set
 VCR
 Video Game System

HOME EQUIPMENT*(Bought In Past Two Years Or Plan To Buy In Next Two Years)*

Furniture
 Gardening Products
 Home Fitness Equipment
 Home Office Equipment
 Home Remodel./Improve. Prods.
 Long Distance Phone Service (U.S. Only)
 Major Appliance (e.g. Washer/Dryer)
 Small Appliance (e.g. Vacuum Cleaner)

FINANCIAL SERVICES*(Currently Have Or Plan To Acquire In Next Two Years)*

401K
 Credit Card
 Home Improvement Loan
 IRA
 Life Insurance
 Mutual Fund

PERSONALLY USED MEDICATIONS AND REMEDIES*(Personally Used In Past Six Months)*

Eye Wash/Drops
 Nasal Spray
 OTC Cold/Allergy Medication
 OTC Diarrhea Aid
 OTC Headache Rem./Pain Reliever
 OTC Hemorrhoid Aid
 OTC Indigestion Aid
 OTC Laxative
 OTC Pain Reliever/Rub
 OTC Sleeping Aid
 OTC Sore Throat Remedy
 Rx Allergy Medication
 Rx Anxiety/Depression Medication
 Rx Arthritis Medication
 Rx Asthma Medication
 Rx Heartburn Medication
 Rx High Cholesterol Medication

PERSONALLY USED PERSONAL CARE PRODUCTS*(Personally Used In Past Six Months)*

Denture Care/Adhesive
 Deodorant/Antiperspirant
 Disposable Razor
 Fragrance/Cologne/Perfume
 Men's Hair Color
 Mouthwash/Rinse
 Shampoo/Conditioner
 Shaving Cream/Gel
 Tooth Whitening Aids

PERSONALLY USED FEMININE CARE/COSMETIC PRODUCTS*(Base: Women Only; Personally Used In Past Six Months)*

Eye Shadow/Mascara
 Face Cleanser/Moisturizer
 Foundation/Blush
 Hair Color
 Hair Spray
 Hand & Body Cream
 Lipstick
 Nail Polish
 Pre-Menstrual/Menstrual Pain Remedy
 Stockings/Pantyhose
 Tampons/Pads/Pantliners
 Yeast Infection Remedy