

Table Of Contents

Introduction.....	1
I. How Advertising Works.....	3
How Advertising Works: An Overview	4
Advertising To Sales Ratios For Selected Industries	6
How Much Time Do We Spend With Ads?	7
Average Adult's Daily Time Spent With Ads In Ad-Supported Media: 2023	9
Who Watches A Typical TV Commercial?.....	10
Average TV Commercial Attentiveness Levels For 30-Second Units: Second Quarter 2023	14
Average TV Commercial Attentiveness Levels For 15-Second Units: Second Quarter 2023	15
Viewer Involvement And Attentiveness To TV Commercials	16
Summary Of Eight Observational Studies Of TV Commercial Viewing: 1961-2023.....	18
How Do Consumers Respond To TV Commercials?.....	19
BRC Average TV Commercial Recognition, Correct ID And Interest Level Norms.....	22
Ratings Of Various Commercial Attributes.....	23
Average Recall And Persuasion Scores For 30-Second TV Commercials	24
How TV Ads Function Over Time.....	25
How Unaided Last Brand Recall Declined By Length Of Time After Exposure In Five Studies ...	29
Increase In Share Of Sales For 19 Brands By Number Of Days Since First TV Exposure	30
Estimating TV Ad Awareness By GRP Level	31
Average TV Campaign Aided Ad Awareness By GRP Level: 1980-2023.....	33
TV Campaign Aided Ad Awareness By GRP And Consumer Interest Levels	34
How Does Reach Relate To Ad Awareness?	35
How An Ad Campaign Develops Reach And Awareness.....	38
How Important Is Frequency?	39
Profile Of Adult TV Viewing Quintiles By Age, Income & Race/Ethnicity	42
Profile Of Adult TV Viewing Quintiles By Education & Occupation.....	43
Relative Indices Of Adult Brand Usage By TV Viewing Quintiles.....	44
Recency? Effective Frequency? What's The Best Way To Sell An Ad Message?	46

Ad Attention Levels Across Platforms.....	52
Opportunity To See And Actual Attention Paid To An Ad Message In Six Media: 2023	54
What Evidence Do We Have About Advertising Across Media?	55
Average Sales Return Per Incremental Media Dollar Spent For Packaged Goods	
Advertisers By Medium.....	60
STAS Indices For Ads On TV And Digital Platforms	61
Is TV's "Sight, Sound, Motion" Edge A Myth?	62
Mindset Targeting.....	63
U.S. Adults' Opinions About TV Advertising.....	70
Profile Of U.S. Adults Who Strongly Agree With Statements About TV Ads	71
U.S. Adults' Opinions About General Attitude Statements.....	72
Profile Of U.S. Adults Who Strongly Agree With General Attitude Statements.....	73
U.S. Adults' Attitudes About Their Buying Styles	74
Profile Of U.S. Adults Who Strongly Agree With Buying Style Statements.....	75
Examples Of Mindset Indicators For Those Who Are "Health Conscious".....	76
Examples Of Mindset Variables That Can Be Explored In MRI-Simmons Database	77
Demographic Profile Of Adult Headache Brand Users And Total Category Heavy Users.....	78
Relative Indices Of Headache Remedy Brand & Total Category Heavy Users	
By Demographics.....	79
Relative Indices Of Brand C Users' TV Show Viewing.....	80
Relative Indices Of Headache Remedy Brand Use By Users Of Parenting Products.....	81
Is Ad Receptivity A Viable Targeting Metric?	82
Average Ad Receptivity Ratio By Select Demos For 189 Product/Service Categories	85
Examples Of Products/Services With Highest & Lowest Ad Receptivity Rates	86
Average Brand Ad Awareness Among Product Users By Ad Receptivity.....	87
Relative Indices Of Ad Receptivity By Demos Within Product User Groups.....	88
II. Profiling The U.S. Population	89
An Overview Of The U.S. Population.....	90
Population Growth	92
U.S. Population Growth: 1950-2035.....	93
Median Age Of The Resident Population: 1850-2021	94
Trends & Projections In Life Expectancy At Selected Ages By Sex: 1900-2030.....	95
Annual Births And Deaths: 1950-2022.....	96
Profile Of The Resident Population By Age Group: 1950-2060.....	97
Profile Of The Resident <u>Adult</u> Population By Sex & Age: 2020-40	98

Marital Status.....	99
Profile Of The Adult Population By Marital Status: 1960-2022.....	100
Marital Status Of The Population Aged 15+ By Age And Sex: 2022.....	101
Distribution Of The Population Aged 15+ By Age & Marital Status: 2022.....	102
Median Age By Sex At First Marriage: 1950-2022.....	103
Adult Population That Has Never Married: 1950-2022.....	104
Adult Population That Has Never Married By Sex And Age: 1970 vs. 2022.....	105
Annual Marriages And Divorces: 1950-2021.....	106
Educational Attainment	107
College And University Enrollment For Public And Private Schools: 1950-2021	109
Profile Of The Adult Population By Education Level: 1960-2022	110
Educational Attainment Of The Adult Population By Sex And Age: 2022	111
Distribution Of The Adult Population By Age Within Education: 1960s-2020s	112
Bachelor's Degrees Earned By Field And By Sex: 1971, 2001 & 2021	113
Employment & Occupation	114
Employed Persons Aged 16+ By Sex: 1950-2022	115
Adults By Employment Status And Age: 2022	116
Employed Workers Aged 18+ By Hours Worked Weekly: 2022.....	117
Employed Males & Females Aged 20+ By Occupation: 2022.....	118
Profile Of The Population Aged 16+ By Occupation: 1995-2022.....	119
Demographic Profile Of Persons Aged 16+ Employed By Detailed Occupation (2022):	
Managerial & Professional Fields	120
Sales, Administrative And Service Fields.....	121
Blue Collar Professions	122
Income	123
Median Household Income Trends: 1950-2022.....	125
Trends In The Number Of Persons & Income Earners Per Household: 1950-2022.....	126
Distribution Of Households By Income Level: 1950-2022	127
Median And Mean Household Income By Selected Characteristics: 2022	128
Median And Mean Household Income By Education Of Household Head: 2022.....	129
Median Income Of Employed Persons Aged 15+ By Sex: 1960-2022	130
Males And Females Aged 15+ With Incomes And Median Income: 2022.....	131
Mean Annual Earnings Of Persons Aged 15+ Employed Full-Time	
In Selected Occupations: 2022.....	132
Race & Ethnicity	133
Population That Is Foreign Born: 1900-2022.....	135
Distribution Of Immigrants By Geographic Origin: 1900-2022	136
Top 25 Population Groups By Ancestry: 1990-2022	137
Profile Of The Resident Population By Racial Origin: 1950-2060.....	138
Age Profile Of The Resident Population By Racial Origin: 2022	139

Profile Of Adults By Racial Origin: 2022.....	140
Racial Profile Of Households By Age Of Head, HH Size & HH Type: 2022.....	141
Household Income By Race: 2022.....	142
Consumer Expenditures By Race Of Household Head: 2022.....	143
Household Consumption Profiles.....	144
Households By Family Status: 1950-2022.....	146
Growth Of Households And Number Of Persons Per Home: 1950-2022.....	147
Profile Of Households By Age Of Head: 1950-2022.....	148
Household Unit Profile And Income/Expenditures By Age Of Household Head: 2022	149
Household Unit Profile And Income/Expenditures By Household Income: 2022.....	150
Annual Expenditures By Households By Select Demos (2022):	
Food At Home & Away From Home	151
Food Products By Type	152
Personal Care Products & Apparel.....	153
Health Care & Pensions/Social Security	154
Entertainment.....	155
Vehicles & Vehicle Maintenance	156
Housekeeping Supplies, Furnishings & Equipment	157
Housing & Utilities	158
Detailed Average Annual Expenditures Per Household Unit: 2010 vs. 2022	159
How Americans Spend Their Time	162
Average Hours Per Day Spent With Select Activities: 2003-22.....	163
Average Hours Per Day Spent With Select Activities By Demographics: 2022.....	164
Population Engaging In Select Activities By Time Of Day: 2022.....	165
Regionality.....	167
Growth Rate Of The Resident Population By Region: 1970-2030	168
Regional Population By Household Income: 2022.....	169
Population Growth Of Large Metropolitan Areas: 1990-2022.....	170