



Characters, Licensed Properties, etc. Sample Data: Demographic Profile - "Character A"

Our Client's Objective

To determine if this character ("Character A") is a good choice for a licensing opportunity targeted to teens 12-17.

What Q Scores Revealed

This character's familiarity and overall likeability (Positive Q Score) index is well above the average for its category and its negative perception is significantly below the category average. This character has a strong emotional connection with teens, making it a good choice to meet the client's objective.

	TOTAL FAMILIAR %	CATEGORY AVERAGE %	INDEX TO CATEGORY AVERAGE	POSITIVE Q SCORE %	CATEGORY AVERAGE %	INDEX TO CATEGORY AVERAGE	NEGATIVE Q SCORE %	CATEGORY AVERAGE %	INDEX TO CATEGORY AVERAGE
TOTAL SAMPLE 6+	94	51	184	39	25	156	9	24	38
CHILDREN 6-8	94	50	188	60	37	162	8	21	38
CHILDREN 9-11	92	55	167	51	34	150	11	27	41
TEENS 12-17	93	55	169	44	25	176	13	33	39
ADULTS 18-34	97	56	173	39	26	150	6	24	25
ADULTS 35-49	98	56	175	42	21	200	10	23	43
ADULTS 50+	90	42	214	30	23	130	10	22	45
CHILDREN 6-11	93	53	175	55	35	157	9	24	38
ADULTS 18-49	97	56	173	40	24	167	8	23	35
ADULTS 18+	95	51	186	37	24	154	9	23	39

OTHER DEMOGRAPHICS INCLUDED:

AGE OF BOYS • AGE OF GIRLS • MOTHERS OF CHILDREN 2-5 • MOTHERS OF CHILDREN 6-11 • HOUSEHOLD INCOME • RACE • HISPANIC ETHNICITY • NIELSEN COUNTY SIZE • GEOGRAPHIC REGIONS

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1615 Northern Boulevard
Manhasset, NY 11030

Evaluating familiarity and emotional attachments consumers have towards performers, characters, licensed properties, programs, and brands



Characters, Licensed Properties, etc.

Sample Data: Target Demographic Ranking - Properties Among Mothers of Children 2-5

Our Client's Objective

To determine if the appeal strength of this property ("Property 4") is among the market leaders, and if it is a good choice for representing their brand to mothers of children 2-5.

What Q Scores Revealed

This property's overall likeability (Positive Q Score) index is among the top five appealing properties among the targeted audience and it has very low negative reaction. This property can hold its own in the marketplace with high recognition and a strong positive perception—very good indicators for brand representation.

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RANK*	PROPERTY	TOTAL FAMILIAR %	INDEX TO PROPERTY AVG.	POSITIVE Q SCORE %	INDEX TO PROPERTY AVG.	NEGATIVE Q SCORE %	INDEX TO PROPERTY AVG.
1	PROPERTY NAME	96	166	61	265	4	17
2	PROPERTY NAME	98	169	58	252	5	22
3	PROPERTY NAME	95	164	58	252	12	52
4	PROPERTY NAME	97	167	57	248	3	13
5	PROPERTY NAME	87	150	54	235	5	22
6	PROPERTY NAME	81	140	54	235	8	35
7	PROPERTY NAME	86	148	54	235	7	30
8	PROPERTY NAME	96	166	54	235	3	13
9	PROPERTY NAME	91	157	53	230	6	26
10	PROPERTY NAME	98	169	53	230	4	17
11	PROPERTY NAME	96	166	52	226	6	26
12	PROPERTY NAME	99	171	51	222	6	26
13	PROPERTY NAME	98	169	51	222	5	22
14	PROPERTY NAME	60	103	51	222	1	4
15	PROPERTY NAME	46	79	50	217	23	100
16	PROPERTY NAME	90	155	50	217	5	22
17	PROPERTY NAME	88	152	50	217	4	17
18	PROPERTY NAME	87	150	50	217	7	30
19	PROPERTY NAME	95	164	49	213	4	17
20	PROPERTY NAME	95	164	49	213	7	30
↓	↓	↓	↓	↓	↓	↓	↓
606	PROPERTY NAME	12	21	4	17	45	196
	AVERAGE PROPERTY	58		23		23	

* RANKING BASED ON POSITIVE Q SCORE