



# Personalities (living)

## Sample Data: Demographic Profile - "Personality A"

### Our Client's Objective

To determine if this actress ("Personality A") is the right choice as a spokesperson for an ad campaign targeting adults 18-49.

### What Q Scores Revealed

This actress' familiarity and Positive Q Score for adults 18-49 is well above average for her category and her negative perception is significantly below the norm. With a high recognition, strong emotional connection with the target audience and with very few people disliking her, this celebrity possesses the necessary ingredients for spearheading the client's advertising campaign.

	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	45	25	180	9	24	38
CHILDREN 6-11	94	50	188	30	37	81	8	21	38
TEENS 12-17	93	55	169	39	25	156	13	33	39
ADULTS 18-34	97	56	173	60	26	231	6	24	25
ADULTS 35-49	98	56	175	60	21	286	10	23	43
ADULTS 50+ over	90	42	214	35	23	152	10	22	45
ADULTS 18-49	97	56	173	60	24	250	8	23	35
ADULTS 18+	95	51	186	52	24	217	9	23	39

### OTHER DEMOGRAPHICS INCLUDED:

ADULT AGE GROUPS BY SEX • OCCUPATION (ADULTS) • EDUCATION (ADULTS) • HOUSEHOLD INCOME • RACE • HISPANIC ETHNICITY • NIELSEN COUNTY SIZE • GEOGRAPHIC REGIONS

[www.qscores.com](http://www.qscores.com)

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Manhasset, NY 11030

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



# Personalities (living)

## Sample Data: Target Demographic Ranking - Men 18-34

### Our Client's Objective

To confirm their choice of a personality ("Personality 2") as the right "face" of an ad campaign for a personal care product targeted to men 18-34. A high profile personality was needed that would have a strong emotional connection with their audience.

### What Q Scores Revealed

Our target audience *Ranking Report* found this personality to stand out from the crowd with notable appeal. He fits the bill with an overall likeability (Positive Q Score) index that is second highest among men 18-34 and a very low Negative Q Score—very good indicators for a strong emotional bond with their primary consumers.

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RANK*	PERSONALITY	TOTAL FAMILIAR %	INDEX TO PERSONALITY AVERAGE	POSITIVE Q SCORE %	INDEX TO PERSONALITY AVERAGE	NEGATIVE Q SCORE %	INDEX TO PERSONALITY AVERAGE
1	PERSONALITY NAME	96	166	61	265	4	17
2	PERSONALITY NAME	98	169	58	252	5	22
3	PERSONALITY NAME	95	164	58	252	12	52
4	PERSONALITY NAME	97	167	57	248	3	13
5	PERSONALITY NAME	87	150	54	235	5	22
6	PERSONALITY NAME	81	140	54	235	8	35
7	PERSONALITY NAME	86	148	54	235	7	30
8	PERSONALITY NAME	96	166	54	235	3	13
9	PERSONALITY NAME	91	157	53	230	6	26
10	PERSONALITY NAME	98	169	53	230	4	17
11	PERSONALITY NAME	96	166	52	226	6	26
12	PERSONALITY NAME	99	171	51	222	6	26
13	PERSONALITY NAME	98	169	51	222	5	22
14	PERSONALITY NAME	60	103	51	222	1	4
15	PERSONALITY NAME	46	79	50	217	23	100
↓	↓	↓	↓	↓	↓	↓	↓
1800	PERSONALITY NAME	12	21	4	17	45	196
	AVERAGE PERSONALITY	58		23		23	

\* RANKING BASED ON POSITIVE Q SCORE



# Personalities (living and dead)\*

## Sample Data: Demographic Profile / Living vs. Dead - "Personality B"

### Our Client's Objective

To determine if this recently deceased actor ("Personality B") continues to have strong target audience appeal and marketability after his death, and if his image would be the best choice to represent their brand in an automotive licensing deal targeting adults 18+.

### What Q Scores Revealed

Performer Q and Dead Q data revealed that this celebrity's overall likeability (Positive Q Score) has dramatically increased since his death, with far less negativity, and that his familiarity is now universal. A strong emotional connection appears in all adult age groups, suggesting that the image of this celebrity would be a great choice.

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	FAMILIARITY		POSITIVE Q SCORE		NEGATIVE Q SCORE	
	ALIVE %	AFTER DEATH %	ALIVE %	AFTER DEATH %	ALIVE %	AFTER DEATH %
TOTAL SAMPLE 18+	94	100	7	34	69	27
ADULTS 18-34	97	100	7	41	71	24
ADULTS 35-49	94	100	8	36	69	25
ADULTS 50+	92	100	8	27	66	33
ADULTS 18-49	95	100	7	38	69	24
ADULTS 25-54	95	100	8	36	69	25

### OTHER DEMOGRAPHICS INCLUDED:

ADULT AGE GROUPS BY SEX • OCCUPATION (ADULTS) • EDUCATION (ADULTS) • HOUSEHOLD INCOME • RACE • HISPANIC ETHNICITY • NIELSEN COUNTY SIZE • GEOGRAPHIC REGIONS

\* UNLESS SPECIFICALLY ORDERED TOGETHER, "AFTER DEATH" DATA (DEAD Q) AND "LIVING" DATA (PERFORMER Q) ARE SEPARATE REPORTS.