

MARKETING EVALUATIONS, INC.  
KIDS PRODUCT Q

BRAND NAME
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	ONE OF MY FAVORITES	VERY GOOD	GOOD	FAIR/ POOR	TOTAL FAMILIAR	POSITIVE Q SCORE
TOTAL SAMPLE	26	14	16	11	67	39
6-8 YEARS	27	13	13	7	60	45
9-11 YEARS	29	14	14	10	68	43
12-14 YEARS	25	15	16	13	69	36
15-17 YEARS	21	16	19	13	70	30
6-11 YEARS	28	13	14	9	64	44
12-17 YEARS	23	15	18	13	69	33
TOTAL MALES (6-17 YRS)	26	14	16	11	68	38
6-8 YEARS	28	13	14	7	62	45
9-11 YEARS	30	14	15	10	68	44
12-14 YEARS	26	15	16	13	70	37
15-17 YEARS	22	16	19	14	70	31
6-11 YEARS	29	14	14	9	65	45
12-17 YEARS	24	15	18	14	70	34
TOTAL FEMALES (6-17 YRS)	25	14	15	11	66	38
6-8 YEARS	26	13	13	7	59	44
9-11 YEARS	29	13	14	11	67	43
12-14 YEARS	24	15	16	14	69	35
15-17 YEARS	21	16	19	13	69	30
6-11 YEARS	27	13	13	9	63	43
12-17 YEARS	23	15	18	13	69	33
HOUSEHOLD INCOME						
UNDER \$20,000	29	13	15	10	67	43
\$20,000 - \$39,999	27	14	15	10	66	41
\$40,000 - \$59,999	24	14	16	12	66	36
\$60,000 AND OVER	23	15	16	12	66	35
\$75,000 AND OVER	23	15	16	12	66	35
REGION						
NORTHEAST	25	15	17	11	68	37
NORTH CENTRAL	24	14	16	11	66	36
SOUTH	28	14	15	10	67	42
WEST	25	14	15	12	66	38
NIELSEN COUNTY SIZE						
A	26	14	16	12	69	38
B	26	14	16	11	67	39
C & D	25	14	15	10	64	39
RACE						
NON BLACK	24	14	16	11	66	36
BLACK	34	13	15	10	72	47
ETHNICITY						
HISPANIC	29	14	15	11	70	41

IMAGE OF BRAND NAME

	KNOWS WHAT FRIENDS/ I LIKE	IT'S REALLY COOL	IT'S FUN	I LIKE ADS/TV COMM.	TRIED/ DIDN'T LIKE	HARDLY SEE ADS/ TV COMM.	ADULTS LIKE MORE THAN KIDS	USED TO LIKE MORE	FOR KIDS YOUNGER THAN ME
TOTAL SAMPLE	34	36	20	10	7	11	8	10	4
6-8 YEARS	35	41	24	12	6	9	11	6	1
9-11 YEARS	38	37	19	10	6	10	8	9	2
12-14 YEARS	33	32	17	10	7	11	8	12	5
15-17 YEARS	30	32	18	9	7	12	7	15	7
6-11 YEARS	36	39	21	11	6	10	9	7	2
12-17 YEARS	32	32	17	10	7	12	8	13	6
TOTAL MALES (6-17 YRS)	34	35	19	10	6	9	9	10	3
6-8 YEARS	35	40	23	12	6	8	11	5	1
9-11 YEARS	37	36	18	10	5	9	8	9	2
12-14 YEARS	34	32	17	9	6	10	8	11	4
15-17 YEARS	29	31	17	8	7	10	8	14	6
6-11 YEARS	36	38	20	11	6	9	9	7	1
12-17 YEARS	31	32	17	9	7	10	8	12	5
TOTAL FEMALES (6-17 YRS)	34	36	20	11	7	12	8	11	4
6-8 YEARS	33	40	25	12	7	11	11	6	2
9-11 YEARS	38	37	20	11	6	11	8	9	3
12-14 YEARS	32	31	18	10	7	13	7	12	5
15-17 YEARS	31	32	18	10	8	14	7	15	8
6-11 YEARS	36	39	22	11	7	11	10	8	2
12-17 YEARS	31	32	18	10	8	13	7	14	7
HOUSEHOLD INCOME									
UNDER \$20,000	38	38	21	12	6	10	9	9	4
\$20,000 - \$39,999	35	36	20	10	6	10	8	10	4
\$40,000 - \$59,999	33	34	19	9	7	11	8	11	4
\$60,000 AND OVER	31	34	19	10	7	11	8	11	4
\$75,000 AND OVER	30	34	19	10	7	11	8	11	3
REGION									
NORTHEAST	33	36	21	12	6	11	8	10	3
NORTH CENTRAL	34	35	19	10	6	11	9	11	4
SOUTH	36	37	19	11	7	10	8	10	4
WEST	33	34	19	9	7	11	8	11	4
NIELSEN COUNTY SIZE									
A	35	35	20	11	7	10	9	10	4
B	34	35	18	10	7	10	8	10	4
C & D	34	36	20	11	6	11	8	11	4
RACE									
NON BLACK	34	35	19	10	7	11	8	11	4
BLACK	38	39	20	14	6	9	10	8	4
ETHNICITY									
HISPANIC	36	37	20	11	7	10	9	9	4