

MARKETING EVALUATIONS, INC.
 BRAND ATTACHMENT Q STUDY

BRAND NAME

	ONE OF MY FAVORITES	VERY GOOD	GOOD	FAIR/ POOR	TOTAL FAMILIAR	POSITIVE Q SCORE	NEGATIVE Q SCORE
TOTAL SAMPLE	10	12	11	3	36	28	8
18 - 34	9	20	14	5	50	19	13
35 - 49	13	11	12	4	40	32	13
50 - 64	11	11	9	1	33	34	5
65 AND OVER	7	8	7	1	23	31	4
18 - 49	11	15	13	4	45	25	13
50 AND OVER	9	10	8	1	29	33	5
25 - 54	11	15	13	3	44	25	12
TOTAL MALES	10	13	10	4	39	27	14
18 - 34	9	18	10	7	45	19	18
35 - 49	14	11	13	3	43	32	13
50 AND OVER	9	12	8	2	31	29	10
25 - 54	12	13	12	4	44	27	14
TOTAL FEMALES	10	13	12	2	38	27	7
18 - 34	10	22	18	3	55	19	8
35 - 49	12	10	11	4	37	31	13
50 AND OVER	10	9	8	-	26	37	-
25 - 54	10	16	14	3	44	24	9
HOUSEHOLD INCOME							
UNDER \$20,000	8	9	8	3	30	26	15
\$20,000 - \$39,999	5	10	12	1	29	17	8
\$40,000 - \$59,999	10	11	8	2	32	32	8
\$60,000 - \$79,999	7	14	12	2	36	20	9
\$80,000 AND OVER	19	20	13	4	58	32	11
NIELSEN COUNTY SIZE							
A	14	17	11	4	47	31	11
B	8	13	11	2	35	24	8
C & D	7	9	11	2	30	23	13
REGION							
NORTHEAST	12	21	12	3	49	25	9
NORTH CENTRAL	11	11	9	4	37	29	16
SOUTH	11	11	10	3	37	31	12
WEST	7	13	13	1	35	21	5
OCCUPATION							
WHITE COLLAR	14	15	14	5	50	28	13
BLUE COLLAR	9	11	9	1	31	30	7
EDUCATION							
HIGH SCHOOL GRADUATE/LESS	9	10	11	2	32	27	10
SOME COLLEGE/DEGREE	12	17	11	3	45	27	11
RACE							
NON BLACK	11	13	11	3	38	27	11
BLACK	10	16	11	1	40	25	6
ETHNICITY							
HISPANIC	8	9	7	2	25	32	8
PRESENCE OF CHILDREN							
2-11	7	13	9	3	33	20	12
12-17	5	10	17	3	36	13	11