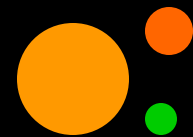




Tracking the Influence of the American Urban Male



Submitted by New American Dimensions

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Urban Males—America's Trendsetters



Young American males, a coveted target market, challenge advertisers with their fragmented attention spans, shifting media loyalties, and lack of receptivity to conventional ad messaging. At the top of this market is the urban male, the trend leader and early adopter. Complicating marketing strategies are nagging questions about how to define “urban” and what influence “urban males” really exert in the American marketplace. Is *urban* as *aspirational* as the marketing gurus would have us believe? To what extent is urban a mindset as opposed to a geographic location?

Carol H. Williams and *New American Dimensions (NAD)* conducted an online quantitative study comprised of a representative cross-section of 1,192 young adult males between the ages of 21 and 34 to identify their influences, cultural attitudes and aptitude, brand/product/technology affinities, and consumer behavior.

To segment respondents into a fixed number of groups, *NAD* performed a cluster analysis. About thirty selected variables, based on some exploratory analysis, formed the algorithm. The clustering process started with a number of random clusters, and then moved respondents between those clusters to minimize variability within clusters and maximize variability between clusters. The program settled down with five fixed segments when the goal of minimization/maximization was reached. Key driver variables included,

- “I own several sneakers for different types of occasions.”
- “Hip hop is an important part of my lifestyle.”
- “I look to other cultures for ideas and inspiration.”
- “It’s important for me to have the latest gadgets and technology, which I tend to acquire before most people.”

This regressive statistical analysis identified five distinct segments, representing the broad spectrum of young American males: Core Urbans, Reflective Urbans, Active Joes, Spectators, and the Contented.

Background

Research Objectives

Methodology

Screening Criteria



Background



Urban youth set trends for mainstream America. In nearly every facet of popular culture—musical styles, fashion, the arts, media, and technology—young Core Urbans are defining the tastes and incubating new trends that are set to be embraced by the American mainstream tomorrow.

Characterized by a relentless search for new experiences and renown for pushing the early adoption of new styles and cultural sensibilities, as well as products, young urban consumers already wield an impressive \$496 billion of buying power (Simmons Market Research, 2005). In terms of their influence, however, they indirectly control a greater proportion of American spending than their numbers indicate. Particularly prominent in this urban milieu is the role of young urban males—many of whom disproportionately drive the trends and influences that permeate the rest of American culture.

The end goal of this research study is to deliver an actionable marketing model used to understand how the urban male functions as an early adopter and transmitter of new trends to the non-urban population. The conclusions drawn from our research will provide a solid knowledge base for marketers in order to shape and tailor communication strategies around this demographic—leading to successful, new, marketing initiatives and the advancement of brands within the urban population and beyond.

Research Objectives



The broad purpose of this study is to understand who the urban male is, how he influences the trends, styles, and sensibilities of non-urban consumers, and how to communicate with him. Its specific objectives are:

- To understand the young, American urban male. In particular, this research will illustrate male urban life across many areas, such as population incidence, attitudes, adoption, and utilization of certain media, technology, popular culture, and **to gather insight into the communications elements that may drive future media habits.**
- To understand the overlapping attitudes and behaviors of non-urban males in order to determine parallel and divergent patterns in media, technology, and popular culture and how similar or dissimilar they are to urban males.
- To identify a model that documents the directional influence between urban males and non-urban males when it comes to media, technology, and popular culture.

Methodology



Online surveys were administered utilizing online panels and email listings (including SSI and GMI). Like CATI, the questionnaire was pre-programmed into an online interface, and responses were immediately recorded into a centralized database as surveys were completed.

- An online survey was created and in field for one week.
- The survey was completed by 1192 respondents.
- Respondents ranged from 21 to 34 years of age
- Respondent's ethnicity breakdown was:
 - Caucasian 59 percent
 - African American 14 percent
 - Hispanic 19 percent
 - Asian American 6 percent
 - Native American 1 percent
 - Other 1 percent
- Education and income levels represented a mix of backgrounds.
- A regression analysis was completed and segmentation resulted in five distinct sub-groups of the young male population.

Screening Criteria



All respondents were screened for the following:

- Male
- Ages: 21 - 34 years
- Consumes beer once per week or more
- Are not rejecters of Coors

In addition, for confidentiality purposes, the following security requirements will be implemented:

- Do not work (or have household members who work) for an advertising agency, marketing/public relations/market research firm, media, in the alcoholic beverages industry
- Have not participated in a similar research study in the past 6 months

More than a Word...



When asked, “What does urban mean to you?” respondents described more than a type of location marked by population density. According to the American Heritage Dictionary:

ur·ban (ûr'bən) **adj.**

1. **Of, relating to, or located in a city.**
2. **Characteristic of the city or city life.**

According to respondents, urban means:

- Cultured, artistic, bohemian, avant-garde
- Living in the middle of all the action
- Ready for late nights and busy sidewalks
- Always new, never boring
- It means to be on top of your game
- Latest news, ideas, design, music
- Being able to dress in any style and fit in with the crowd that you're with
- Adventurous yet refined
- Being hip, streetwise, edgy, cool with the “in crowd”
- In touch with cultures
- Up to date with the latest fashion
- Being cultured and multicultural
- Being hip to what's going on in the underground culture and on the streets
- To me “urban” is a way of life. It means that you are in the loop and have a cool, clean, hip style
- Stylish, unique and trend-setting. Above the curve and in the know.
- You don't have to fit anyone's mold
- Street smart mixed with sophistication and style.
- Progressive, worldly, open-minded, intelligent

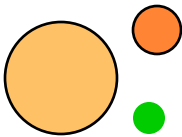
What Follows



- New American Dimensions used a cluster analysis to segment the market. From this study, we developed an outline of trendsetters and non trendsetters to explain the psychographic nuances of the five segments of the young adult male population.
- Following this psychographic presentation is an analysis of the trendsetter population that compares the two trendsetter segments with the regular guys. This analysis helps identify the strength of trends from urban to non-urban, the attitudes of and influences on the urban male and the activity and marketing preferences expressed by Core and Reflective Urbans.

Segmentation

Where do urban males fit in?



Isolating the Urban Male



Based on the results of this segmentation study, two key urban segments arise—*Core Urban* and *Reflective Urban*—representing 18% and 12% of the U.S. male population, respectively. Core Urban males are predominantly comprised of people of color—62% are non-white. This exceptionally active segment is characterized by a relentless drive for new social opportunities and experiences—and are most likely to be found at a night club or live concert venue. Core Urbans pride themselves on being the one to discover new music artists (especially DJ-oriented mediums like hip hop), being sought after for their fashion advice and style tips (particularly when it comes to sneakers), and trying new products before any of their peers. Likewise, they are significantly more adept in using the tools of new communications media—text messaging, instant messaging, social networking—in order to stay connected, whether it's the next hot trend or social event.

Whereas Core Urbans are frequently seen on the dance floor of a hip club, the Reflective Urban is more likely to seek refuge in an art gallery, museum, or coffeehouse. Reflective Urbans tend to be more cause-oriented (volunteering is one of their top activities), enjoy traveling, and attending cultural events characterized by artistic or intellectual endeavors. Many of them also harbor their own artistic inclinations as well and are engaged in personal artistic pursuits. While not as diverse as the Core Urban demographic—one-half of them are non-white—Reflective Urban males still comprise a broad scope of ethnicities. In addition, as the most highly educated among all segments (nearly one-third have pursued graduate education), this male cohort tends to be considerably more influential in spreading new ideas than specific fashion brands.

Who We're Talking About



Five distinct customer segments emerged from an analysis of young adult male behavior and attitudes:

Core Urban: The Core Urban male rises to the top of this segmentation marked by their trend-initiating behavior, out and about lifestyle, and desire to gravitate to what's on the edge in music, technology and fashion. They surround themselves with social energy and experience. This group will adopt what's new before it becomes a trend and relies heavily on multicultural muses to inspire their style and behavior.

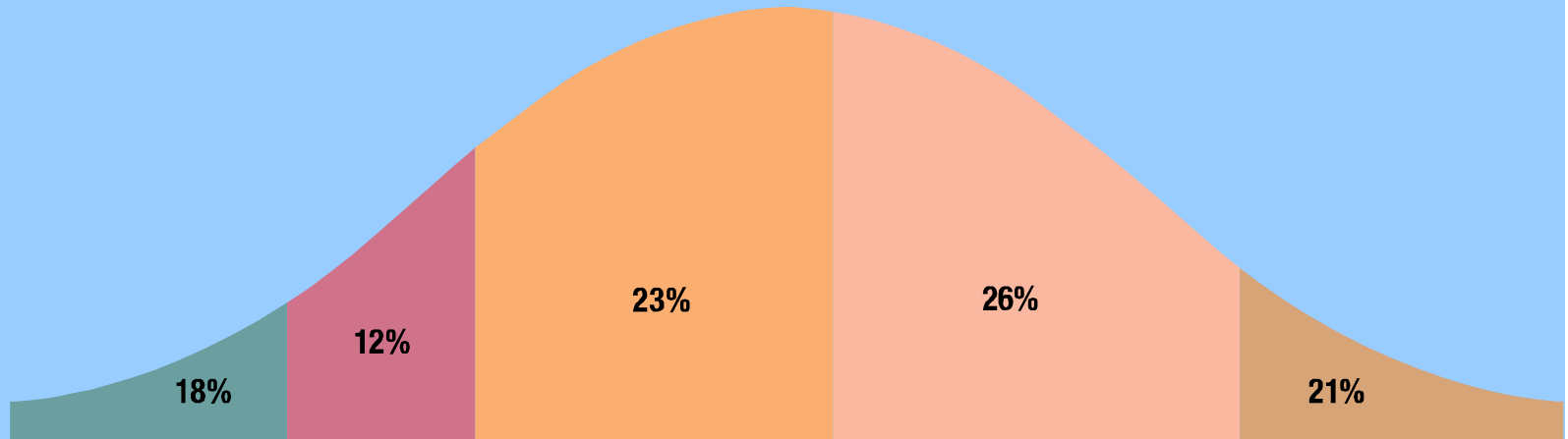
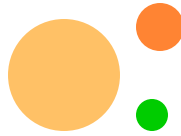
Reflective Urban: The Reflective Urban male shares many of the same attitudes and psychographics as the Core Urban consumer. However, these consumers tend to take a more contemplative approach toward their social consciousness. Subsequently, they index higher in activities regarding art, adventure travel, and community involvement.

Active Joe: This guy's life is filled with sports, bars, and clubs, and he loves action-packed good times. Although this segment leans more toward the urban male than the Contented, they would gladly welcome being told where the next hot spot is or where to try out the new PS3, rather than taking the lead themselves.

Spectators: These guys are neither looking for nor following trends, and if they happen to sport the latest thing, it's probably by accident. Comfort motivates this group; they seek out the familiar. They stay close to home and enjoy the benefits of back yards and clean air.

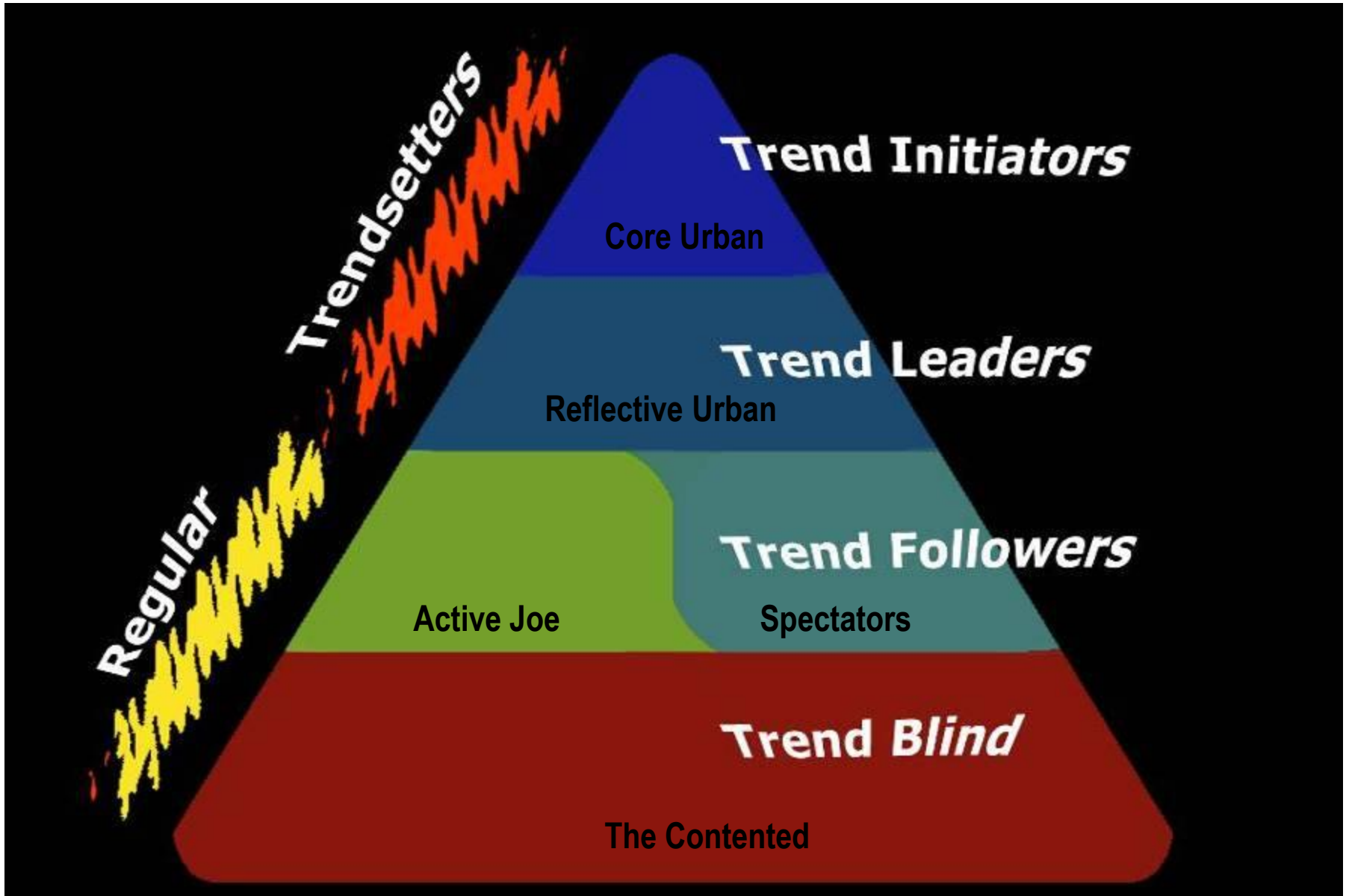
The Contented: This guy is generally blind to new ideas, experiences, and products. The Contented male knows his routine and is perfectly comfortable being neither influential nor influenced.

Segment Profile



	Core Urban	Reflective Urban	Active Joe	Spectator	The Content
Caucasian	38%	49%	56%	66%	77%
African American	33%	16%	10%	8%	6%
Hispanic	20%	25%	27%	15%	11%
Asian	5%	6%	6%	9%	3%
Other	4%	4%	1%	2%	3%

Who's in the Lead?



About the Core Urban:

Characterized by their enthusiasm for life, this group tries new things, meets new people, pays attention to media, and generally takes the lead. Core Urbans actively seek out:

- Experience-based entertainment
- New music
- Multicultural events
- Trend-forward magazines

“[Urban is] consumption of experience as opposed to acquisition of property or products.”



The top automotive brand for Core Urbans is BMW, while for clothing, they turn to hip hop brands more than any other segment, mentioning Sean John, Ecko, Roc-A-Wear, Enyce, South Pole, Fubu, and Phat Farm.



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More about the Core Urban:



Driven by Experience



Cutting Edge



Technophiles



Multicultural



Media Savvy

- This group is more heavily African American (33 percent)
- They are trendsetters, sneaker freakers, and see movies opening weekend.
- They are more likely than other segments to be asked for fashion advice, discover new music, and try new products.
- They text message a lot and are significantly more involved in getting to know people through personal web pages.
- Their most popular activities are night clubs and live performances.
- A majority claim their MP3 player is essential.
- The desire to try new things strongly motivates Core Urbans.

About the Reflective Urban:



Cause oriented



Cultured



Loves to travel



Driven by Intellect



Artists & Thinkers

While influenced somewhat by the Core Urbans, the Reflective Urbans find their own way to lead the pack. This segment isn't hip hop; instead, they're drawn to:

- Cultural events (museum, art gallery openings, theater)
- Volunteering (overwhelmingly, 77 percent of this group enjoys volunteering compared to 10 percent of non trendsetters)
- Cause-oriented groups and activities
- Multiculturalism
- Adventure Travel
- Like the Core Urbans, this group has a penchant for European cars and selects Grey Goose as their favorite spirit.



Reflective Urbans as a whole are:



Cause oriented



Cultured



Loves to travel



Artists



Thinkers

- Not the Core Urban hip hop crowd. Although they also dispense fashion advice, their trend setting reach is generally less product and more idea based.
- The most highly educated segment (31 percent have attended graduate school)
- Largely Hispanic (25 percent) and have the largest percentage of foreign-born respondents (22 percent).
- Far more likely to be seen at cafes/coffee houses than non trendsetters.
- Metropolitan, liberal, and media savvy.

"[Urban is] living and wanting to live in a big city, always, and willing to pay for it."

"Metropolitan lifestyle for the masses not just the jet set crowd"

About the Active Joe:



Driven By Fun



Good Times



Sports Bar



Fun and Games



Classic Americana

The Active Joe is the guys' guy. They enjoy fun-filled activities, take advantage of many traditionally urban offerings, and may follow the trends. These young adult men are typically:

- At parties, clubs, and bars (100% go to clubs)
- Playing video games
- Enjoying sporting events
- Regularly watching blockbuster movies
- Wearing clothes from the Gap
- Drinking American beer



This segment draws from predictable influencers, and their penchant for good times drives attitudes and behaviors:

- Active Joes learn about new music through the radio and don't feel the need to look much further for inspiration.
- They may or may not define themselves as urban, but enjoy what they can get from an urban environment—night life.
- This is neither the coffee house, nor the art gallery opening segment.
- Their interest in multiculturalism is not significant.
- Look to this segment to embrace trends that fit their lifestyle.

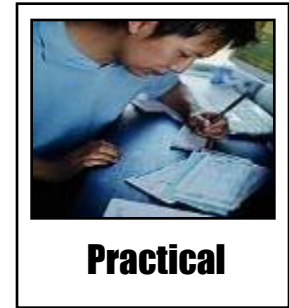
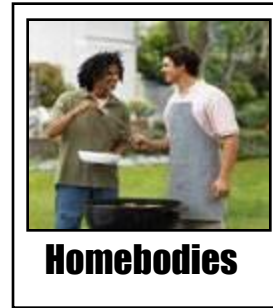
“[Urban is] bars and clubs.”



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About the Spectator:



Spectators have a “settled and suburban” mindset. Specifically, this group:

- Enjoys staying at home
- Doesn't get involved in too many activities, but spends time with family and personal interests
- Feels that television is essential
- Doesn't give fashion advice, but takes it from friends, significant others, and stores
- Is far from the edgy Core Urbans and describes urban from a practical standpoint.
- Identifies with someone who follows routine, is concerned about their career, and takes planned steps to progress
- Most likely to never “waste” time looking around YouTube

More about the Spectator:



- The Spectators segment skews significantly more Caucasian than the previous three segments.
- These homebodies don't run out to catch the latest live event or even movie and are influenced more by convenience than the need to keep up with trends.
- Spectators are not, however, completely immune to trends and will look into the latest technology or video game if it's easily accessible.
- This group might define urban as:

***“Densely populated,” “Metropolitan,”
“Inner city,” “Antithesis of suburban”***



About the Contented:



The contented, the last segment, are the last to embrace trends. In fact, they are trend blind and exert no effort in keeping up with the latest in anything. This group:

- Would not like to live in big cities
- Is not influenced by or drawn toward multiculturalism
- Stays at home
- Is primarily Caucasian
- Is not interested in fashion
- Does not travel
- Does not go to bars, clubs, or parties
- Knows what they like
- Would not seek out underground music or undiscovered artists

Although this group knows what they like and prefers routines and comfortable settings, they were unable to strongly identify any activities to characterize the segment. This segment is far from urban and sees urban as:

***“A PC term for lower class or unfortunate youth”
“African American”***



Analysis

Trendsetters Versus the World



Urban Males Lead The Way



While Core Urban and Reflective Urban males contrast sharply in some areas, both urban segments prefer diverse, multicultural venues. They also express a strong propensity for adopting new trends—technology, music, lifestyles—than do all other segments, suggesting they serve as the thought leaders and trend guides for the rest of male America. These urban segments lead other segments in entertainment, technology, and style trends accessible enough that all other groups—Active Joes, Spectators, and even the Contented—eventually adapt.

The Urban Male study shows that because they participate in many of the same activities, there is opportunity to reach multiple targets simultaneously and for fluidity of ideas among the segments. It's in the level of activity, attention to media, and desire to lead the pack that the Core Urban stands out.

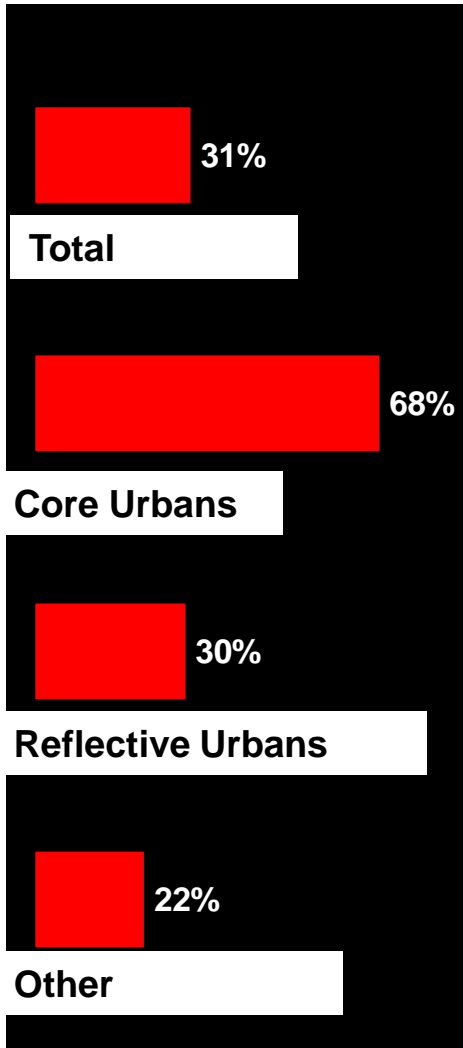
Urbans are active, and they pick up ideas everywhere. They are open to multiple influences and cultures and adapt quickly and easily. Willing to be influenced and wanting to influence their peers, they can be enthusiastic proselytizers or simply trend models. And, their overlap with other segments ensures that all can be exposed to whatever they've adopted.

Core Urbans Describe Themselves Differently

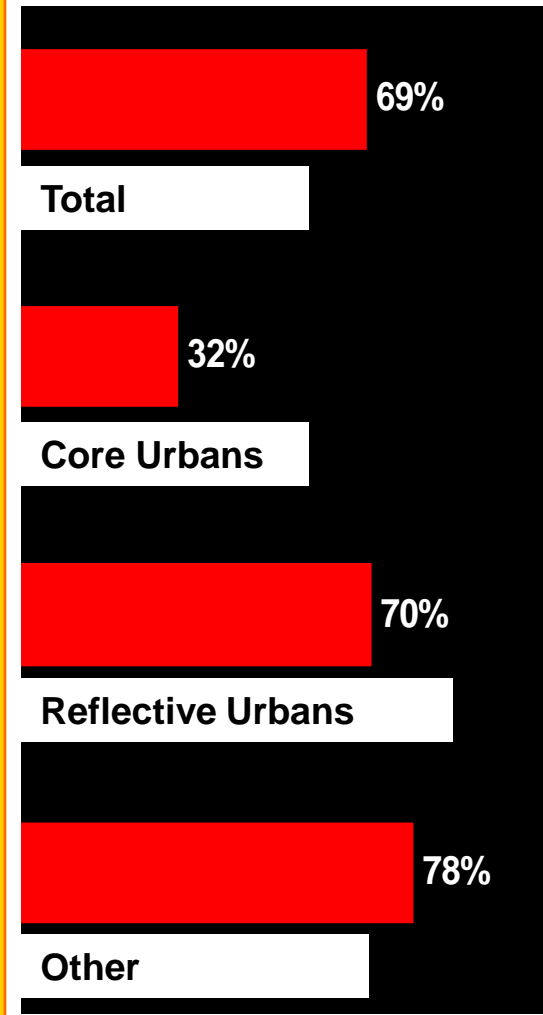


Last night, I went to this club to see this hot new DJ. I work hard to find out what's going. I needed to get everything done at work, because I wanted to spend time later working on my side business, which is my true passion. It's all about the hustle because that's how you get ahead. Tonight my friend has a showing. It'll give me a chance to network and hang out with my friends.

Base: Total



This morning, I went through my regular routine – got up, went to the gym, and was at my desk by 9am. It's important to make a good impression – I'm intent on advancing my career in this field. I had lunch with co-workers – I told them about a movie I saw last night and they recommended a similar one. I rely on people I know to find out about new things. After work, I went to happy hour with friends to watch the game.



Q2: Below are descriptions of two fictional individuals. Which do you identify with more?

Core Urbans Prefer to Discover the Undiscovered



Base: Total

- Core Urbans and, to a lesser degree, Reflective Urbans are the first to discover new music, new artists or the latest trendy hot spots. As a group, they are also the most technologically advanced and are keen to try out new electronic gadgets.
- Core Urbans' desire for new experiences often translates to a need to try new products and services before they are commonplace. They try new products about four times as often as Active Joes, Spectators, and the Contented and about twice as often as Reflective Urbans.

I agree with the following statements (Top 2 box)	Core Urbans	Reflective Urbans	Others
I'd rather start a trend than follow a trend	71%	43%	28%
People come to me for advice with electronic products	62%	44%	31%
I'm usually the one who discovers new music or the new trendy club or hot spot	61%	21%	11%
I am usually the first of my friends to try out new technologies or electronic products	59%	35%	20%
I seek out underground music and undiscovered artists	57%	32%	14%
I always try new products and services before others do	54%	31%	13%
People often ask me for advice about fashion	54%	25%	10%

Q19: Using a 6 point scale, tell us to what extent you agree or disagree with the following statements.

Urbans are more Active



Base: Total

- Core and Reflective Urbans are much more active and participate in their favorite activities at higher rates than their urban male peers.
- Core Urbans are an experiential, music-driven group. They like to go to night clubs, concerts and dancing. They index much higher than any other group in this category.
- Reflective Urbans are civic-minded, family-oriented and value exclusive, “invitation only” events. Volunteering is at the top of their activities’ list, only surpassed by time spent with family. They also like to travel and outdoor activities.
- Spending time with family, watching movies, playing video games and sports are at the top of the activities list for Active Joes, Spectators and the Contented. They index low on late-night socializing.

Top Ten Activities

Core Urbans

Reflective Urbans

Other

Going to night clubs	86%	Time with family	86%	Time with family	61%
Going to concerts	82%	Volunteering	77%	Watching movies	59%
Watching movies	76%	Going to concerts	76%	Outdoor activities	56%
Time with family	73%	Travel for adventure	76%	Playing video games	56%
Dancing	72%	Outdoor activities	73%	Playing sports	54%
Shopping	71%	Watching movies	70%	Attending sports events	52%
Going to gym	70%	Going to gym	69%	Going to gym	45%
Outdoor activities	69%	Invitation only events	68%	Travel for adventure	39%
Playing video games	69%	Shopping	67%	Shopping	38%
Attending sports events	68%	Attending sports events	65%	Going to night clubs	36%

Core Urbans Want to Make a Statement



Base: Total

- Core Urbans are attracted to products that are innovative, unique, up to date, and make a statement. They also prefer indulgence products that can serve as a status symbol, a characteristic that their urban peers care little about.
- Reflective Urbans, Active Joes, Spectators and the Contented value products which are practical and fit their needs.

Their Favorite Indulgent Product...	Core Urbans	Reflective Urbans	Others
Speaks for itself	77%	55%	41%
Is rare, unique, one of a kind	65%	52%	37%
Makes others think and wonder	64%	38%	28%
Is customizable	63%	43%	36%
Is right for me as is	61%	49%	47%
Is something that tops the most wanted list	58%	25%	28%
Is the latest and greatest thing to own	58%	22%	27%
Is something I know everyone will really want	57%	22%	24%
Is modern, avant garde	56%	35%	24%
Is something that says I've arrived	52%	22%	22%
Allows me to gain recognition from others	47%	19%	20%

Q4: My ideal indulgence is a product that..

Core Urbans Tune in to Multiple Sources



- For Core Urbans, keeping abreast with the latest happenings and being the first to learn about the latest trends and events is clearly a priority. However, not all urban males get their cues from the same sources.
- Similarly to other urban men, the overwhelming majority of Core Urbans get a lot of their current information through television and the internet. They are, however, significantly more involved in their local scene and pick up the latest trends by going to local clubs, parties, live music, special events, coffee houses, and specialty stores.

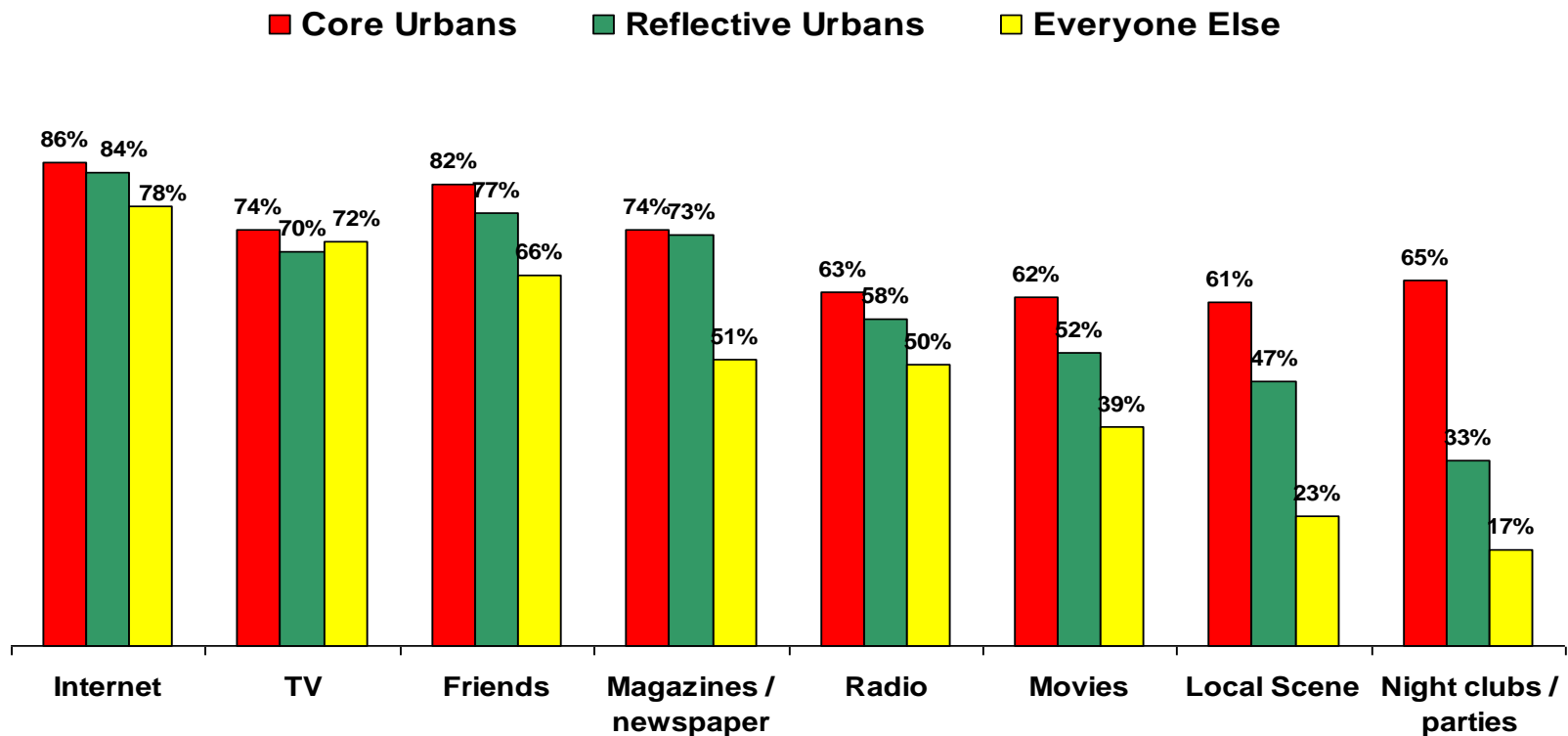


Table 63: Q8a How do you keep in touch with what's going on?

Preferred Hangout Spots Offer New Experiences



Base: Total

Most Core and Reflective Urbans are more open minded than their peers when it comes to new experiences and exploring new music and art. In their free time, they are more likely to go to dynamic, exciting places with a multicultural crowd such as art galleries openings and clubs that play new, often non-mainstream music.

Their Favorite Place to Hang Out Is...	Core Urbans	Reflective Urbans	Others
Multicultural versus classic Americana	86%	83%	57%
Dynamic versus quiet and intimate	85%	55%	54%
Artistic and creative versus purposeful and professional	82%	72%	62%
Where diverse people come together versus those with similar interests	81%	64%	48%
Where I can hear and learn about new music and artists versus music I already know	70%	71%	40%
Stimulating, provocative and challenging versus comfortable, relaxing and convenient	58%	40%	27%

Q3: My perfect place to hang out would be...

Spot Core Urbans and Reflective Urbans at...



- For Core Urbans it's all about socializing. They can be found at clubs, special events (such as festivals or street fairs), and coffee houses much more often than non-urbans.
- Reflective Urbans go to clubs less often than do Core Urbans. They're more likely to be found at special events or hanging out in coffee houses.

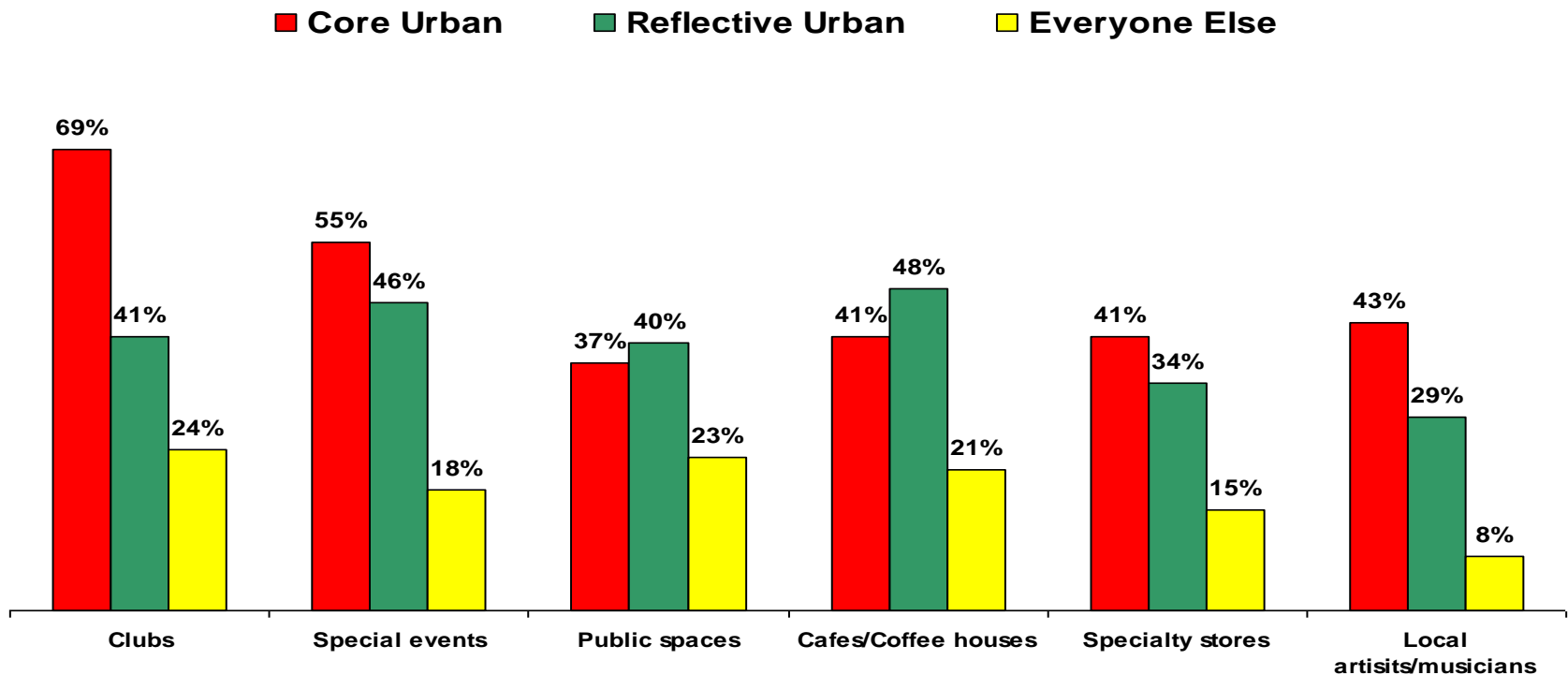


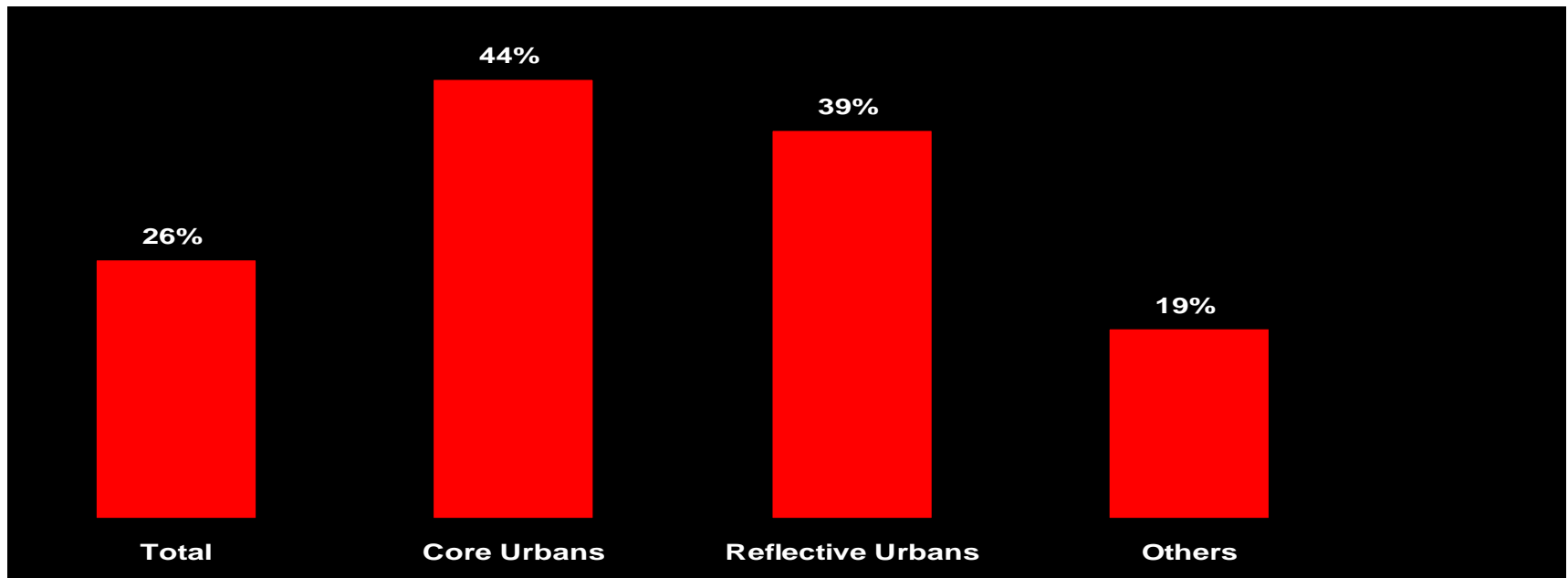
Table 64: Q8b Where is your local scene?

Core And Reflective Urbans Adopt Multiculturalism



Base: Total

- Perhaps one of the main features of the Urban mindset is an acceptance and embracing of cultural diversity. Twice as many Core and Reflective Urbans are influenced and inspired by their multicultural surroundings as non-urbans.
- For many Core Urbans, being “urban” is inseparable from ethnic heterogeneity.



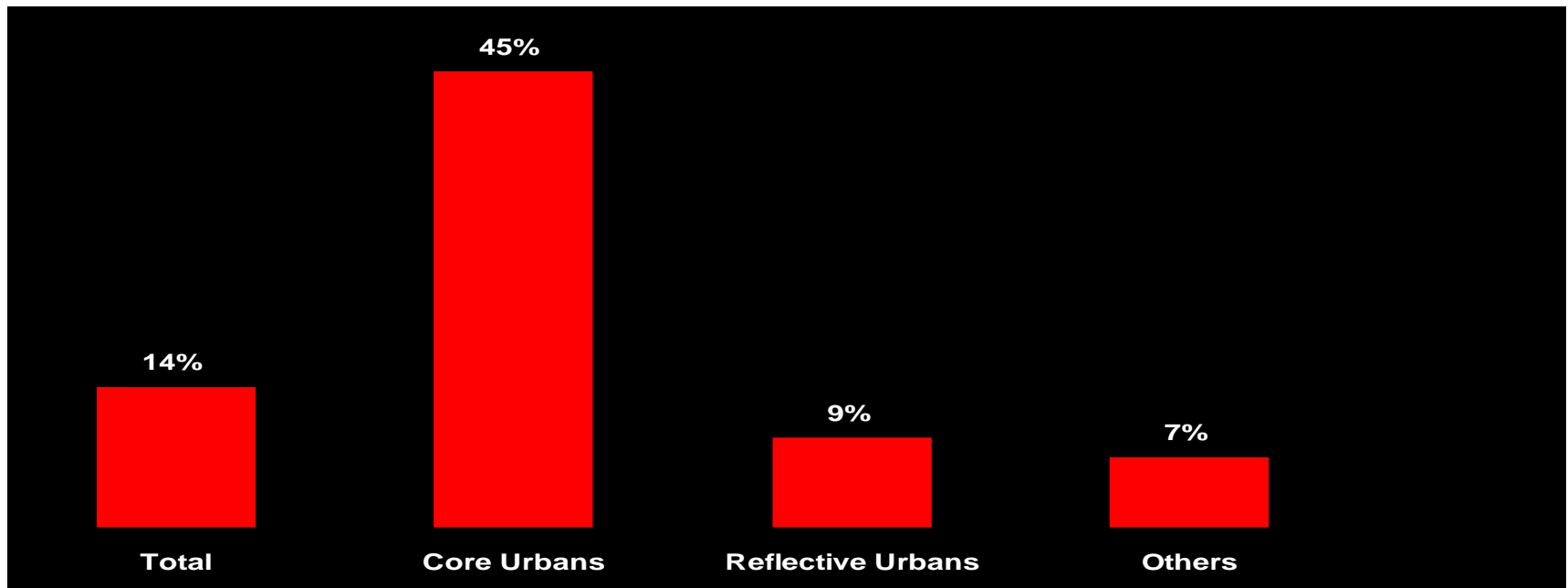
Q1d: I look to other cultures for inspiration.

Core Urbans Consult Urban Lifestyle Magazines



Base: Total

- Urban magazines such as Vibe, Blender, and Complex are a direct link between cutting-edge fashion pioneers and young men and women by profiling music and fashion mavericks and trend initiators.
- 45% of Core Urbans read these fashion-forward magazines and are taking their cues from them, which is an overwhelmingly higher rate than any other group of urban males. In contrast, less than 10% of Reflective Urbans and non-urbans read these fashion-forward, trend-setting entertainment magazines.



Q1e: I read magazines like Vibe, Trace, Fader, Blender, Details, Complex or the Source

Trendsetters Take Multiple Style Cues



- Style is important to Core and Reflective Urbans, who get their cues from a variety of sources. They are most influenced by other people, magazines, and television.
- As a group, Active Joes, Spectators and the Contented are much less influenced by outside forces than Core and Reflective Urbans.

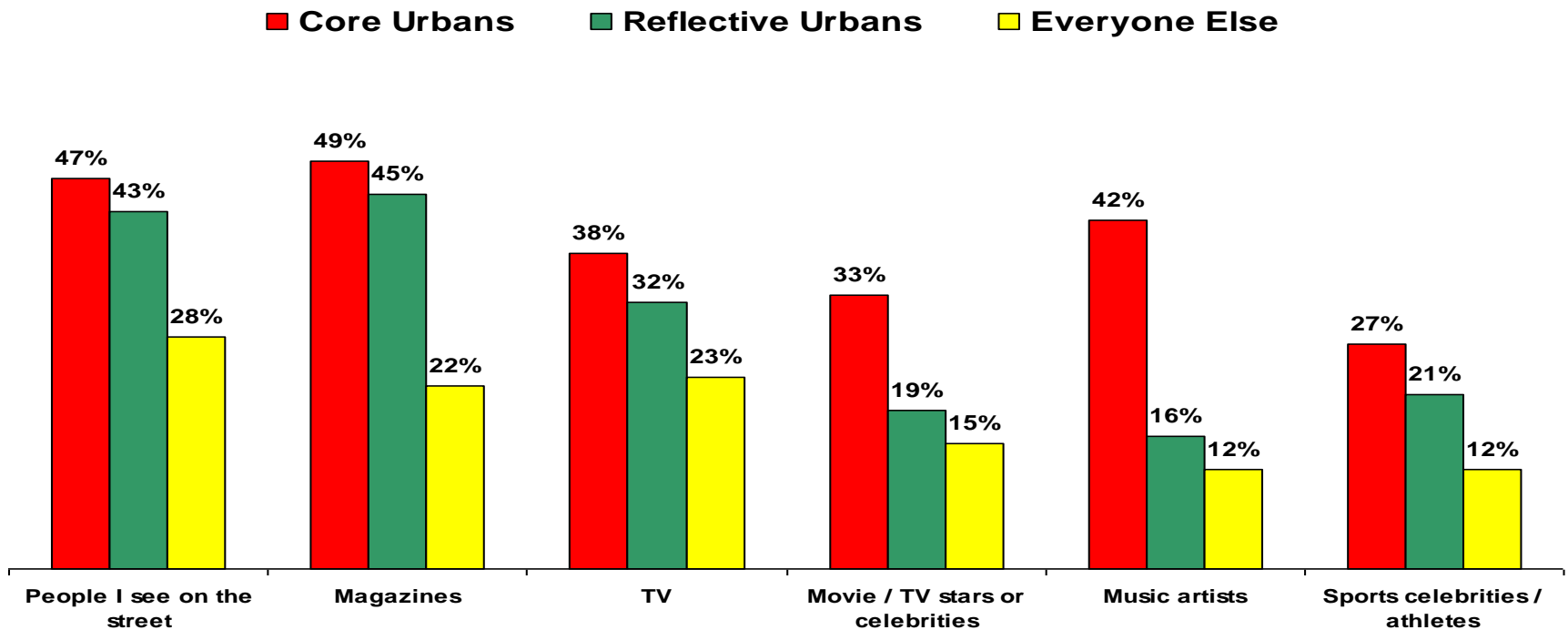


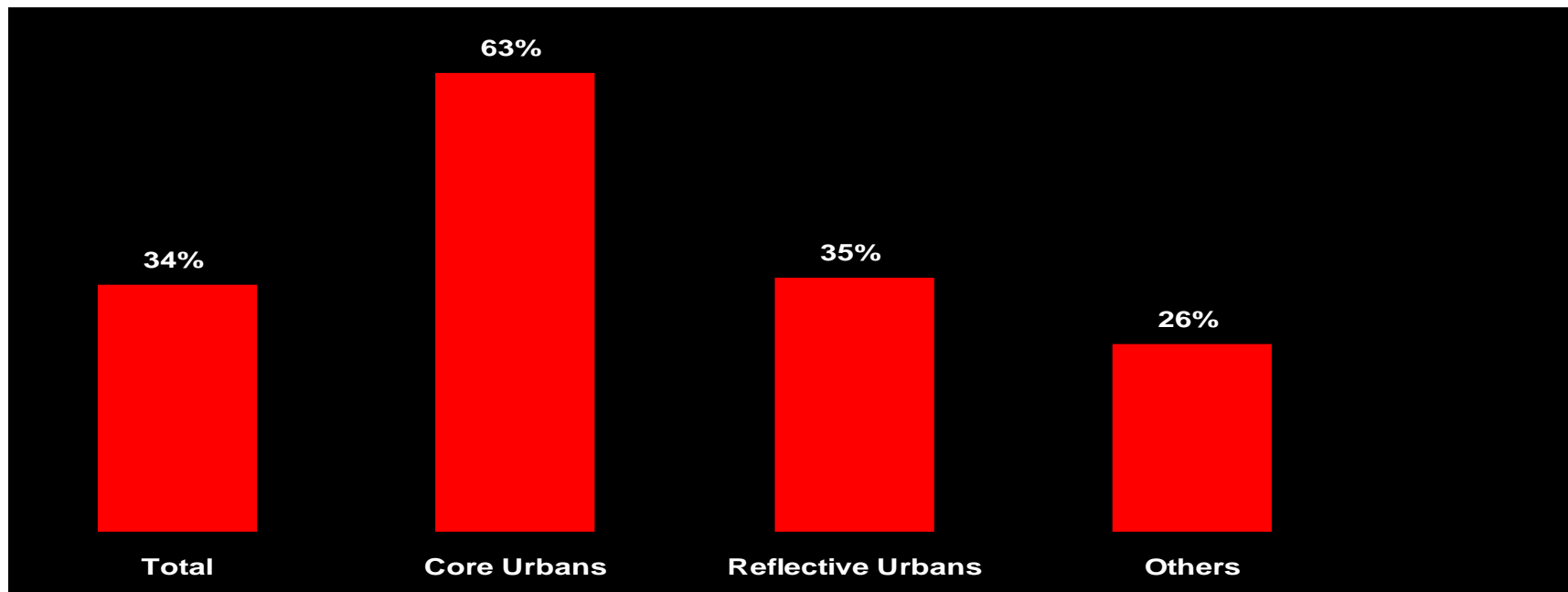
Table 134: Q48 Where do you get ideas for you style?

Core Urbans Value Sneaker Appropriateness



Base: Total

- Nearly two-thirds of Core Urbans and more than a third of Reflective Urbans buy particular styles of sneakers to wear on different occasions.
- For Core and Reflective Urbans, sneakers transcend the function of simply being comfortable athletic shoes; for them they are a also fashion statement.



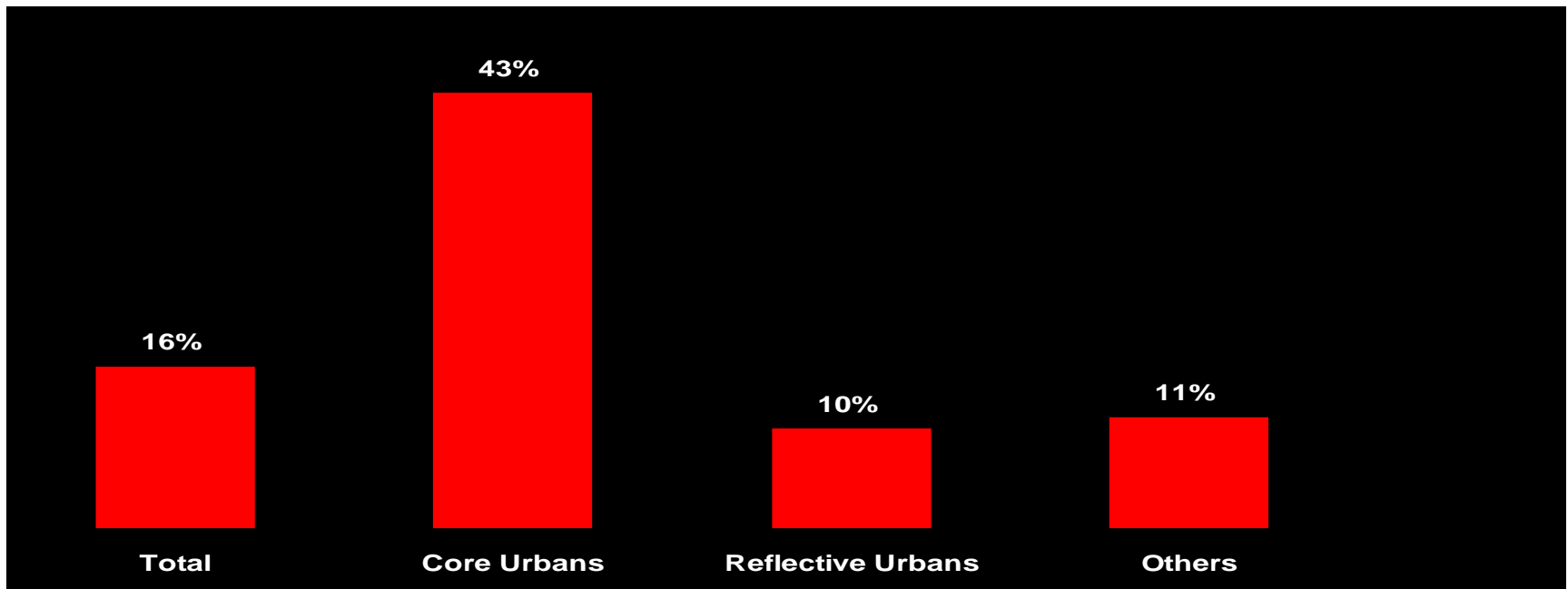
Q1a: I own several sneakers for different types of occasions, Percent Agreeing Strongly (Top 2 Box)

Hip Hop plays an important role in the lives of 4 in 10 Core Urbans



Base: Total

- Core Urbans are passionate about music and center many of their favorite activities around it. Hip hop music is a particularly dominant musical influence for this trendsetting group. The proportion of Core Urbans who consider hip-hop an important part of their lifestyle is staggering compared to other urban and non-urban males who feel that way.



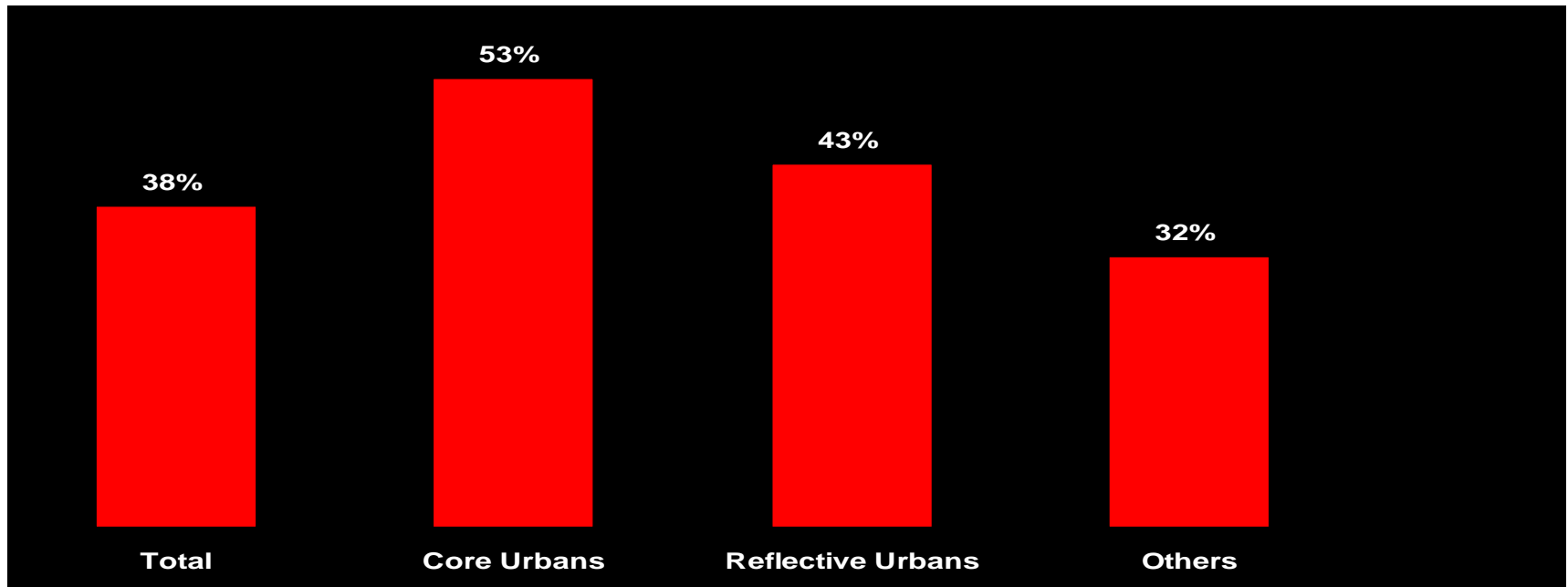
Q1c: Hip Hop is an important part of my lifestyle. Percent Agreeing Strongly (Top 2 Box)

It's Important to be *In the Know* about Music



Base: Total

- Core Urbans are very music-driven. Their love of music, combined with their passion for exploration and excitement, prompts Core Urbans to actively keep up with the latest music happenings. About half of Core Urbans consider keeping up with the latest music releases important.
- Less than half of reflective urbans and non-urbans (43% and 32% respectively) also keep up with the latest music releases.



Q1d: I feel it's important to keep up with the latest music releases.

Core Urbans On the Lookout for New Music

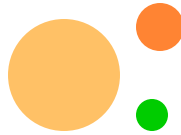


- Core Urbans are more passionate about music than their urban peers. They acquire it in more ways and at a higher rate than any other group.
- Most Core Urbans still buy CDs, but they also use the internet to obtain music nearly twice as often as Active Joes, Spectators, and The Contented.
- Core Urbans listen to the radio at about the same rate as all other urban males.

	Core Urbans	Reflective Urbans	Everyone Else
Buy CD's from a store	76%*	68%	55%
Listen to the radio	55%	52%	52%
Burn CD's from a friend	52%**	47%	35%
Download music from a website	58%	44%	34%
File sharing	48%**	42%	32%
Purchase music from iTunes or other online music stores	46%**	44%	28%
Streaming radio online	35%**	23%	17%

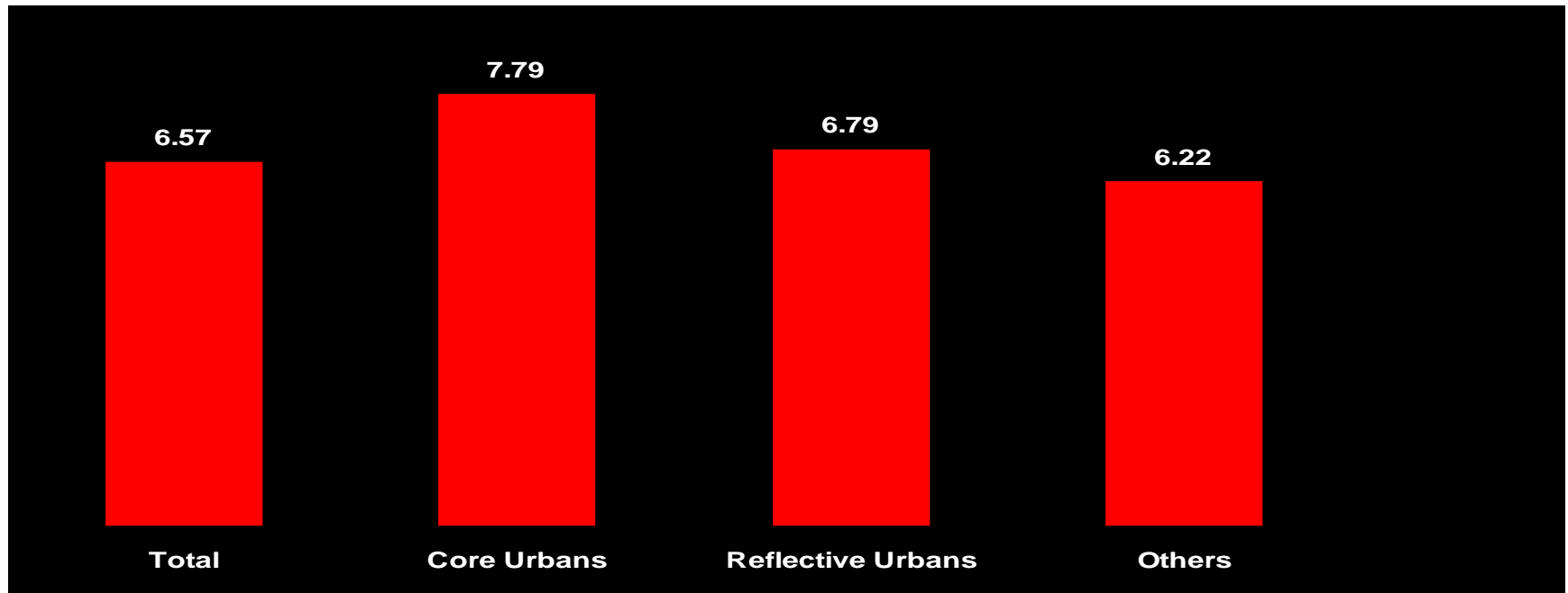
Table 114: Q40 How do you usually purchase or acquire your music?

Core Urbans Drink More Beer



Base: Total

- Core Urbans drink more beer than the rest of the urban male population. In a typical week, they drink 7.8 servings, while Reflective Urbans and non-urbans consume 6.8 and 6.2 servings respectively.



s4: In a typical week, how many bottles, cans or glasses of beer do you drink?

Urban Men Choose Products that Reflect Their Style



When asked what brand attributes they associated with their favorite car, alcohol, and fashion brands, respondents were more likely to choose or not choose attributes from the following list: energetic, creative, luxurious, conservative, edgy, fun, serious, cool, professional, young, hip, sexy, adventurous, trustworthy, unique, and dependable.

Core Urban

Attracted to:	Not attracted to:
Edgy Young Hip Sexy Adventurous	Dependable Trustworthy

Reflective Urban

Attracted to:	Not attracted to:
Serious	Energetic Fun

Non-Urban Attribute Preferences Vary



Active Joe

Attracted to:	Not attracted to:
Hip Fun	Creative Conservative

Spectator

Attracted to:	Not attracted to:
Energetic Luxurious Professional	N/A

Contented

Attracted to:	Not attracted to:
Dependable	Edgy Creative Sexy Adventurous Hip

Urbans Choose Variety, Others Prefer American Standards



Alcoholic beverage brands segments are more likely to choose:

Core Urban



Reflective Urban



Other



Favorite Urban Ride Reflects Upscale Style



Automotive brands segments are more likely to choose:

Core Urban



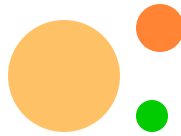
Reflective Urban



Non- Urban

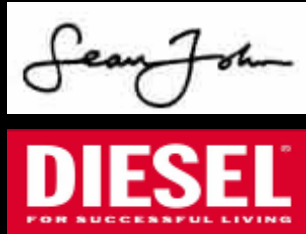


Hip Hop Reigns with Core Urbans

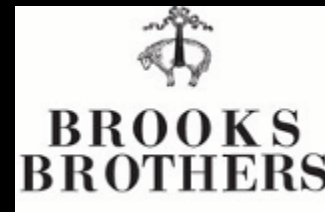
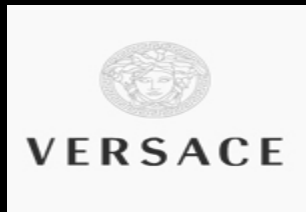


Fashion brands segments are more likely to choose:

Core Urban



Reflective Urban



Non- Urban



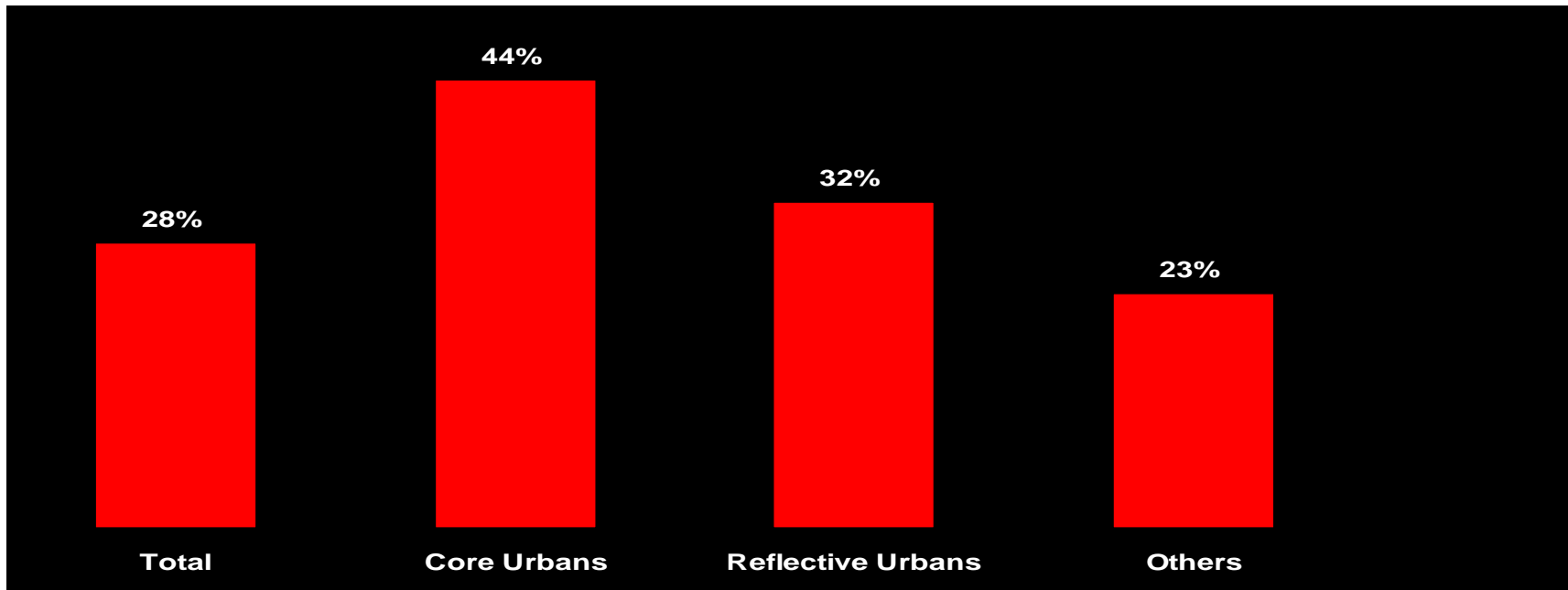
Don't Know/None

Core Urbans Get the Latest Gadgets First



Base: Total

- Core Urbans like to be on the cusp of the latest technology. They consider it important to have the latest technological gadgets in significantly higher numbers than Reflective Urbans and non-urbans.



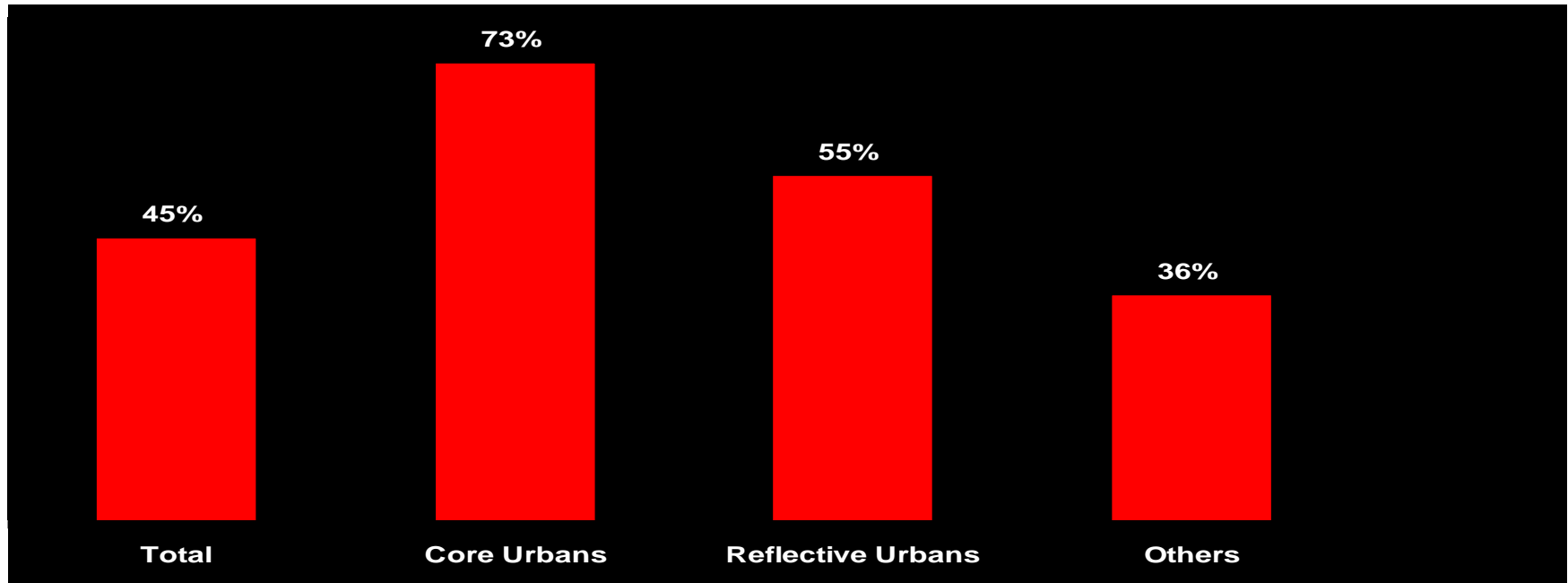
Q1g: I feel it's important to have the latest gadgets and technology.

Core Urbans and Reflective Urbans Text More



Base: Total

- Nearly twice as many Core Urbans use text messaging than non-urbans.
- Reflective Urbans, although they use this form of communication less often, still surpass their other peers in this category.



Q1b: I often use text messaging to communicate with my friends. Percent Agreeing Strongly (Top 2 Box)

Core Urbans Embrace IMing



- Staying connected by using instantaneous communications technology, such as instant messaging and text messaging is extremely important to Core Urbans. This is an extremely active group that employs these instant methods of communication much more than anyone else to help them stay in touch with friends and meet new people.
- What's driving this group is not technology itself; for them it is a tool that helps them stay connected.

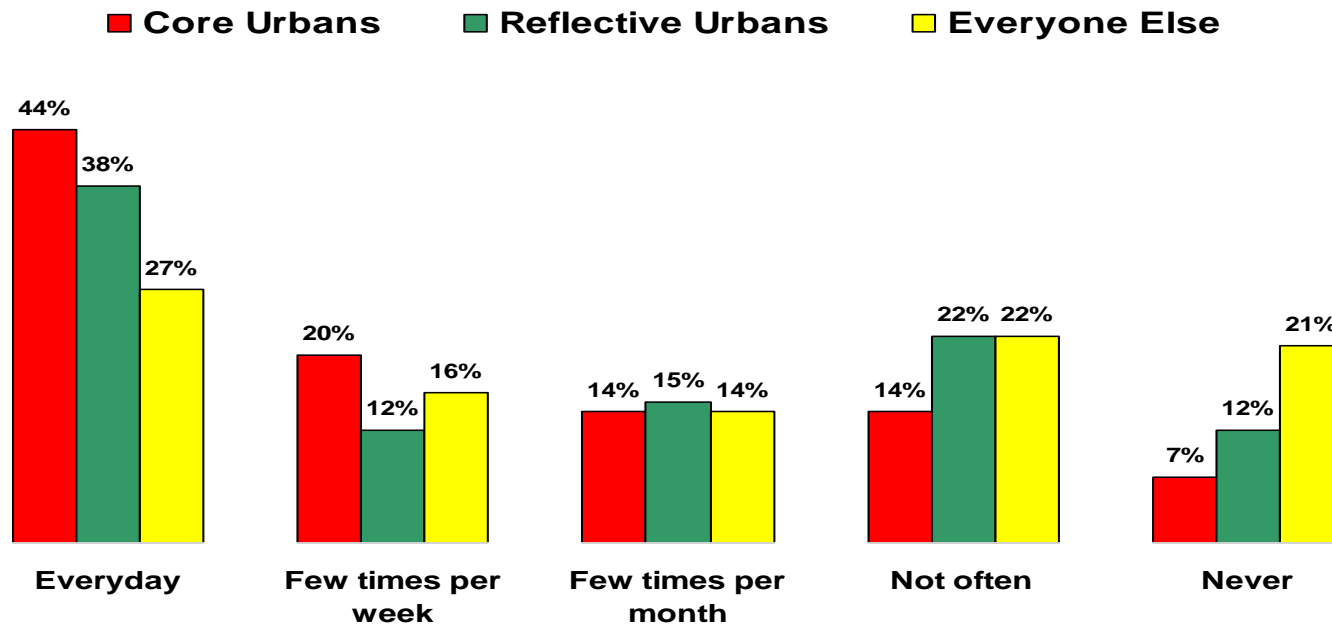


Table 61: Q7 How often do you participate in the following online activities? Instant Messaging (IM)

Almost Half of Core Urbans Keep Up-to-Date Personal Pages



- Core urbans are much more engaged in socializing online. They go online for much more than to simply seek information. There is clearly a socializing component to their internet use - the primary purpose of much of their online activities is to interact with others.

■ Core Urbans ■ Reflective Urbans ■ Everyone Else

Almost half of Core Urbans update their personal pages often.

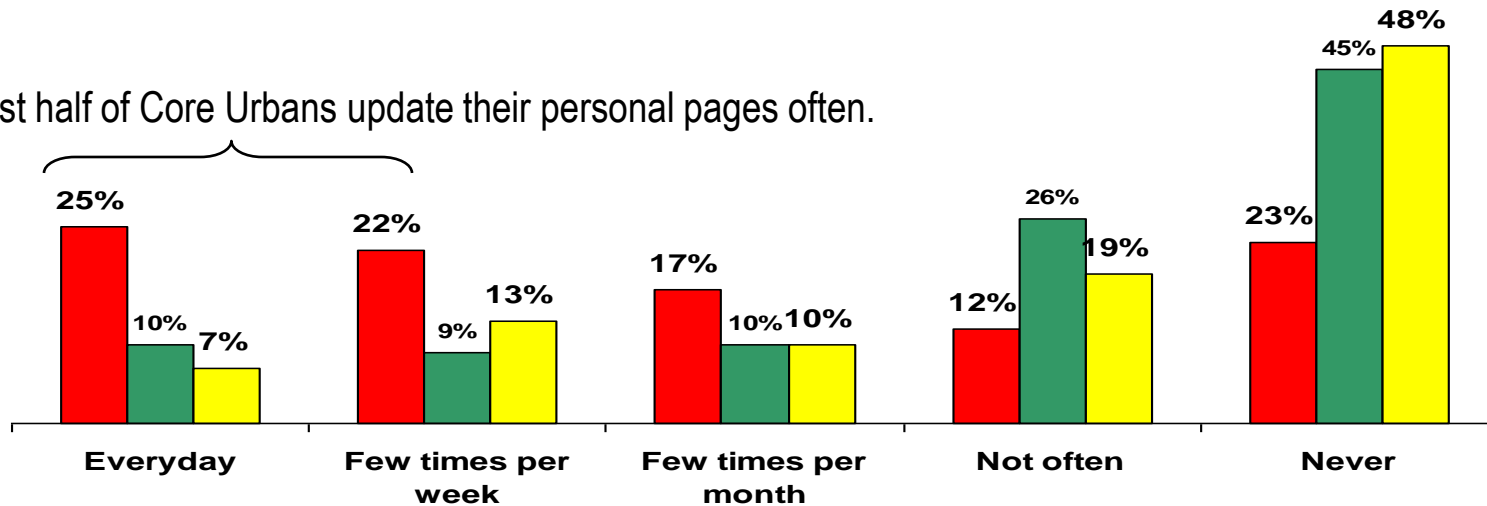


Table 57: Q7 How often do you participate in the following online activities? Maintain a personal page.

Who's on Message Boards and Fan Sites?



- Core Urbans visit message boards and fan sites at higher rates than other males.
- About a quarter of Active Joes, Spectators, and The Contented are on these sites at least a few times a week, although about two thirds readily admit that they rarely or never participate in them.

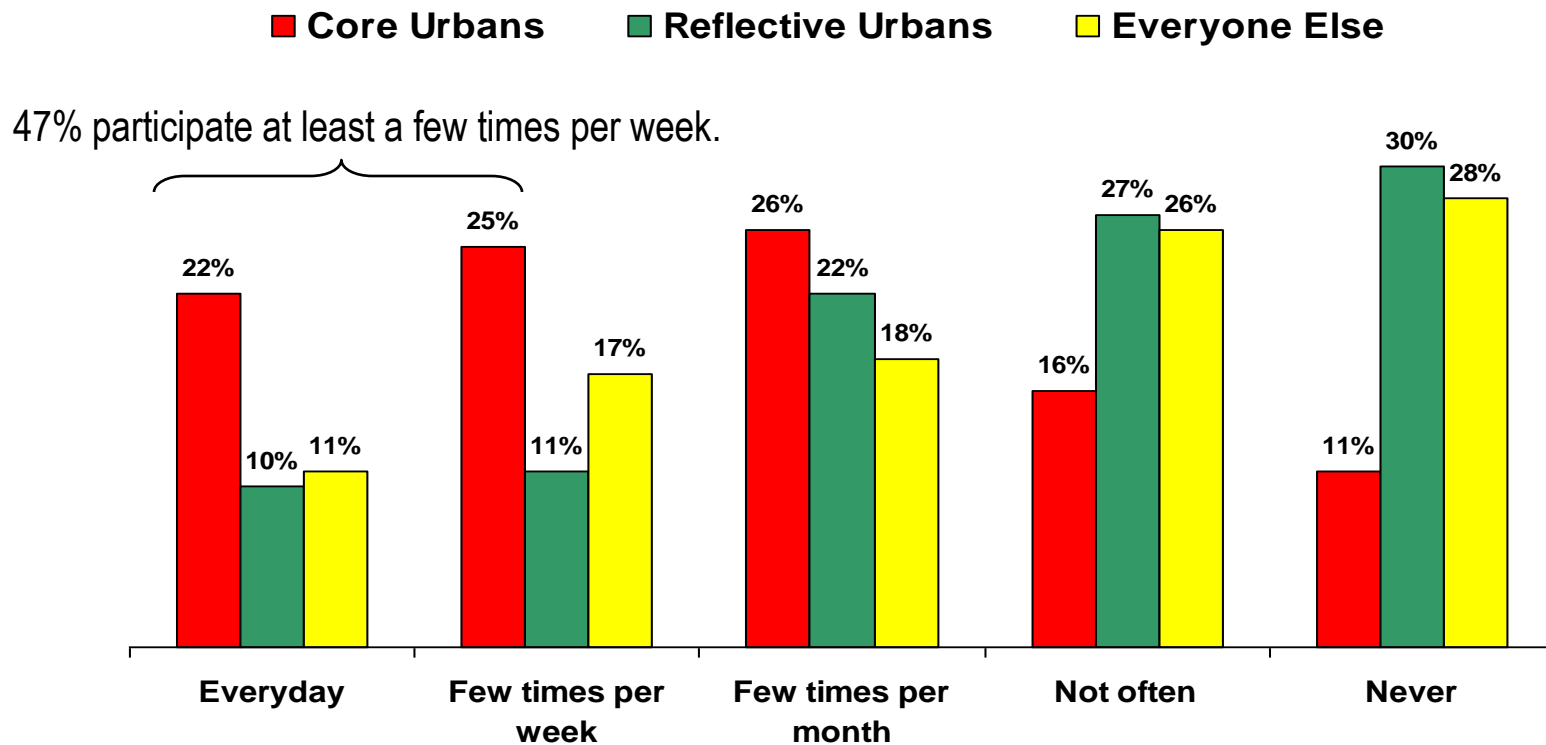


Table 59: Q7 How often do you participate in the following online activities? Visit message boards and fan sites.

Core Urbans Communicate Online



- Core and Reflective Urbans go online often to interact with other people. Online discussion forums are often where many of them learn about, discuss and embrace new trends in technology, fashion, and entertainment.
- 42% of Core Urbans communicate with people in chat rooms or through online forums at least a few times a week. Among the non-urban groups, 65% participate rarely or not at all.

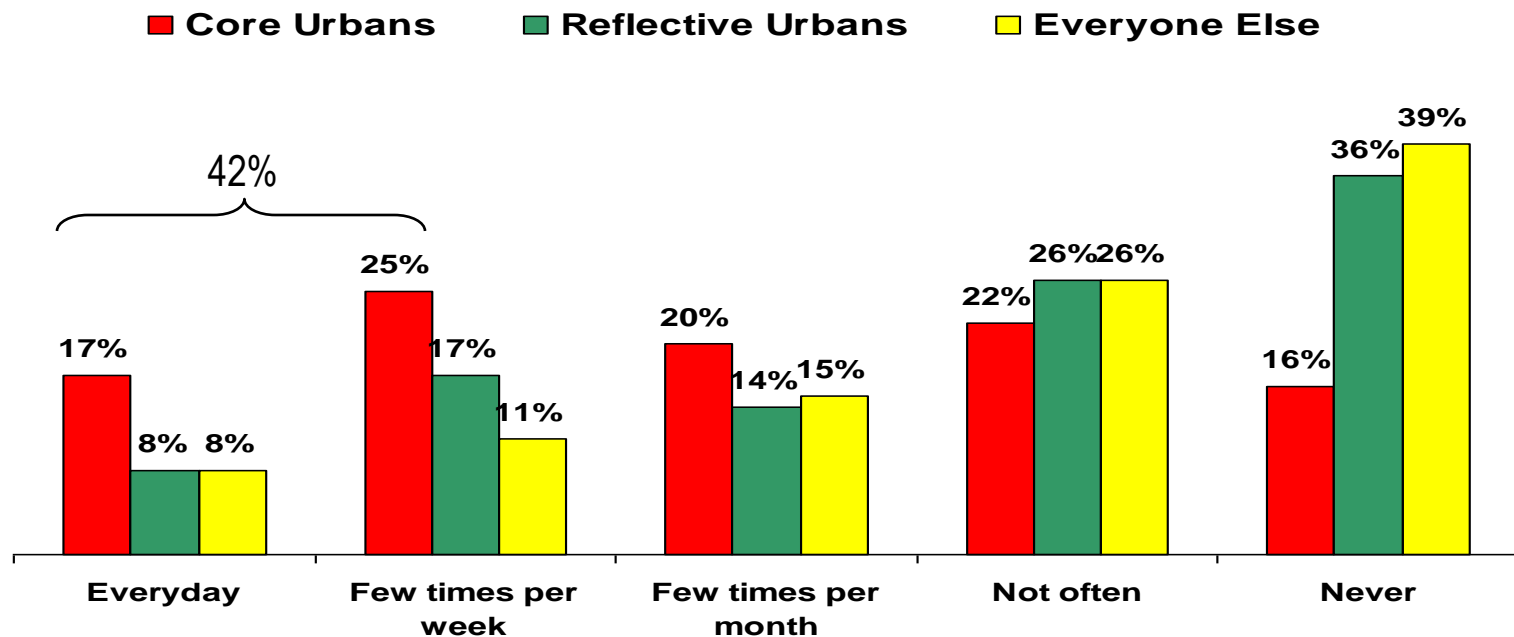
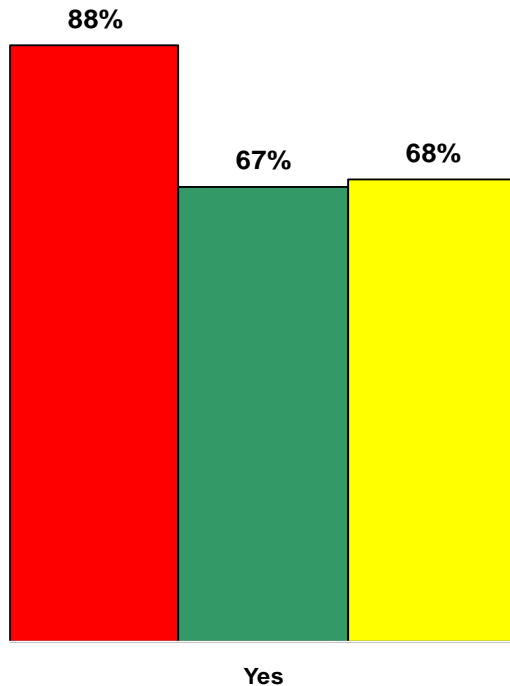


Table 53: Q7 How often do you participate in the following online activities? Talk to people in chat rooms, online forums, and online communities?

Video Games Enjoyed by All, Especially Core Urbans



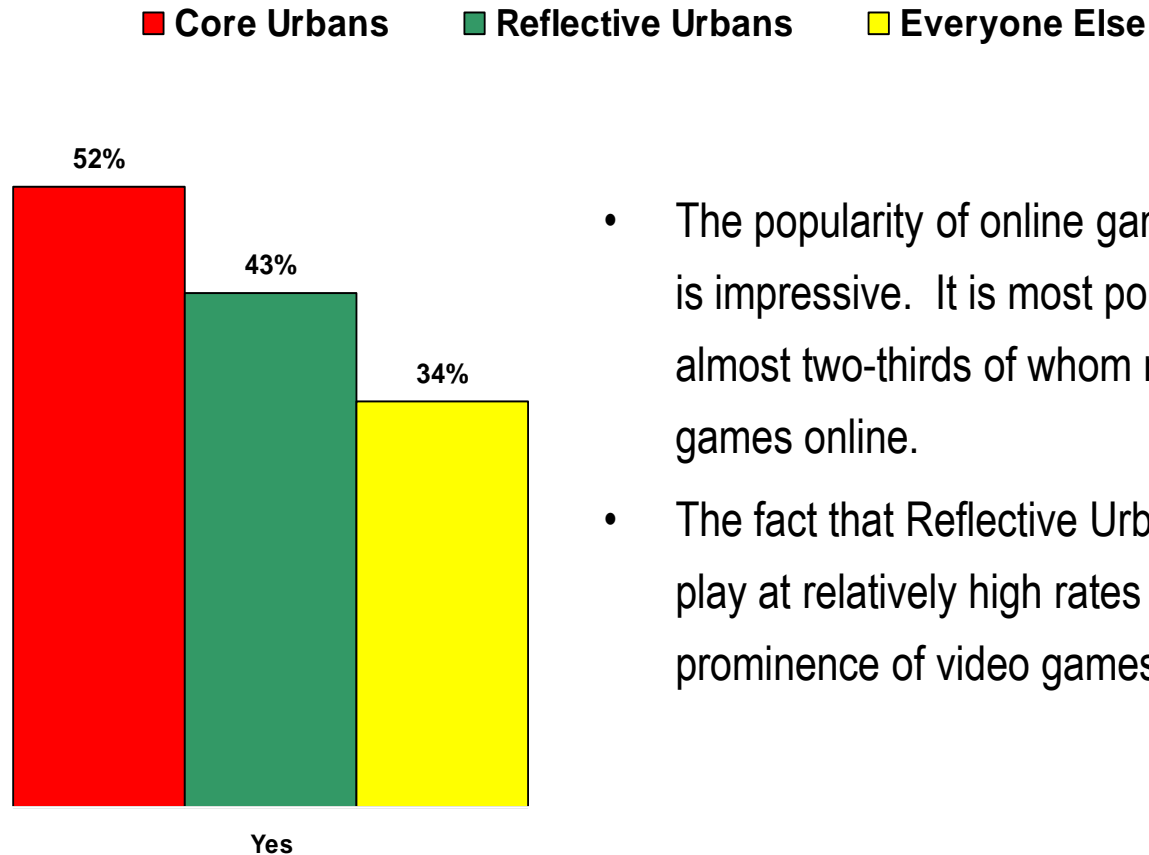
■ Core Urbans ■ Reflective Urbans ■ Everyone Else



- Video games are a popular pastime for both urban and non-urban males; at least two-thirds of each group play them on a regular basis.
- Core Urbans are the most active in playing video games among all.

Table 108: Q37 Do you play video games?

More than Half of Core Urbans Venture into Online Games



- The popularity of online gaming among young men is impressive. It is most popular with Core Urbans, almost two-thirds of whom report playing video games online.
- The fact that Reflective Urbans and non-urbans also play at relatively high rates speaks to the prominence of video games in this market segment.

Table 109: Q38 Do you play video games with others through an internet connection?

Reflective Urbans Too Involved to Play



- 26% of Core Urbans believe their video game habit takes up a lot of their personal time, compared to only 10% of Reflective Urbans and 15% of non-urbans.
- 57% of Reflective Urbans are not spending their free time on video games.

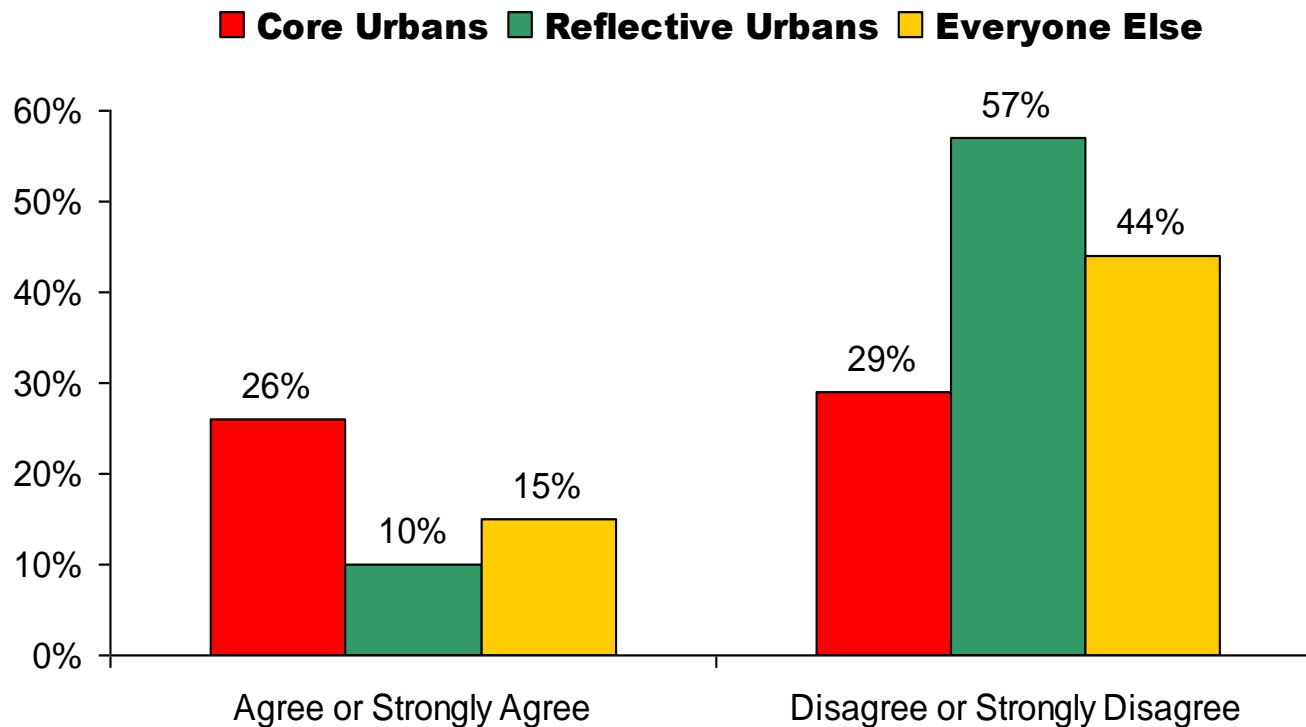


Table 110: Q39 How much time do you spend on Video Games? It takes up a good chunk of my personal recreation / leisure time.

Core Urbans Interact With Players Around the Globe



- Twice as many Core Urbans play video games with others from around the world as non-urbans.

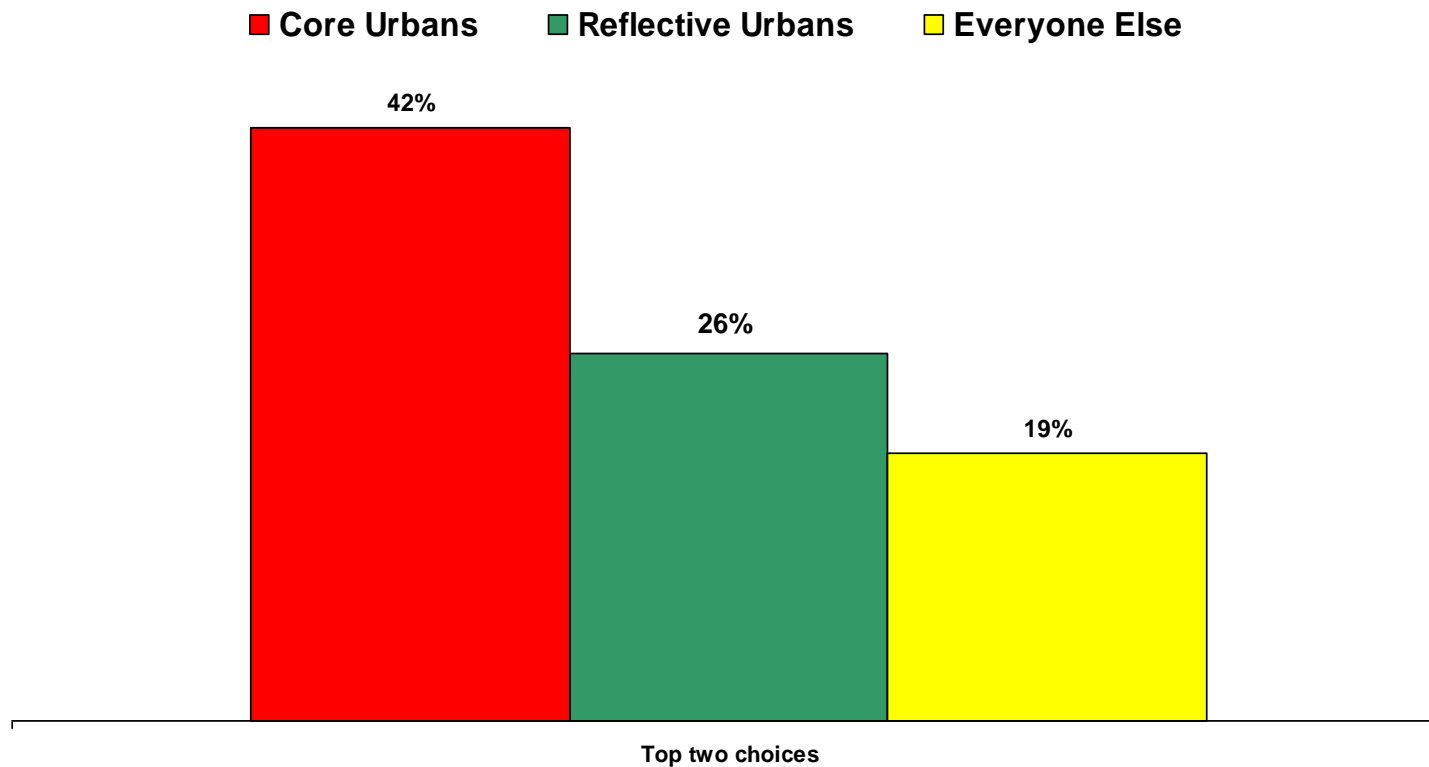


Table 111: Q39 Describes your video gaming habits. I like playing video games with other users from around the country or world

Targeting the Urban Male

Communications Preferences



Reaching the Urban Male



Although Core Urbans are receptive to most media and advertising forms, this group is opinionated on which methods attract them the most. Building thoughtful, research-based connections with these trendsetters allow marketers to develop valuable brand relationships.

Experiential or event-based marketing resonate greatly for Core Urbans, drawn to specific events and venues, characteristically multicultural, hip-hop, experience-based, and new. In general, these are guys who are constantly out and about. Their experience-seeking behavior is beyond, “What should we do this weekend?” It’s any night and any activity. Understanding where they connect, when, and why allows marketers to isolate the best opportunities. They should be the starting point for reaching the young male demographic.

These segments give marketers a tool to track trend adoption patterns from Core Urbans through each group. For instance, Core Urbans consume the most TV, but are most likely to view their favorite programs via TiVO. The media/technology trend tapers off through the segments but maintains a strong following even among the most trend inert (Spectators and the Contented) with the implication that the reliance of each segment on TiVO will rise to meet the next.

Once defined by population density and geography, urban is now a mindset that transcends the big city, suggesting that the notion of urban is really an adopted sensibility. Deepening the understanding of who the urban male is in this era of blurred geographic boundaries is essential to understanding the changing demographic and harnessing the potential for marketing to and through this powerful segment.

Opportunities to Reach Core Urbans



Urbans particularly care about and pay attention to non-traditional communications. They're especially responsive when ads are seen at exclusive or invitation-only events.

	Likelihood of paying attention, top three percentages per question		
	Core Urban	Reflective Urban	Non Urban
An invitation only VIP party	86%	75%	61%
An exclusive event	83%	74%	62%
At a store where I shop	81%	72%	73%
At a concert or live performance	79%	66%	60%
At a live sporting event	76%	63%	64%
At a night club	76%	58%	45%
Product placement in a movie or video game	71%	57%	55%
A direct mailing	64%	55%	52%
An internet ad	57%	46%	48%
On a text message on my cell	57%	44%	38%
On myspace or YouTube	57%	41%	38%
On a company myspace page	54%	39%	34%

Table 118: Q44 How likely would you be to pay attention to a brand that communicates to you through...

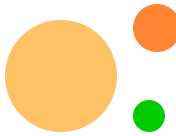
Core Urbans Express Communications Preferences



Core Urbans	First	Second
At an invitation only VIP party	Would really capture my attention (37%)	Would probably capture my attention (26%)
At an exclusive event	Would really capture my attention (35%)	Would probably capture my attention (31%)
On a text message on my cell	Would really capture my attention (22%)	(TIE) Would probably capture my attention (18%) (TIE) Would not capture my attention at all (18%)
At a concert or live music performance	Would probably capture my attention (28%)	Might capture my attention (26%)
At a live sporting event	Might capture my attention (33%)	Would really capture my attention (22%)
A direct mailing	Might capture my attention (29%)	(TIE) Would probably capture my attention (18%) (TIE) Would really capture my attention (18%)
Product placement in a movie or video game	Might capture my attention (33%)	Would probably capture my attention (23%)
At a night club	Might capture my attention (31%)	Would probably capture my attention (26%)
At a store where I shop	Might capture my attention (31%)	Would probably capture my attention (30%)
On myspace or YouTube	Might capture my attention (28%)	Would probably capture my attention (18%)
An Internet ad	Might capture my attention (26%)	Might not capture my attention (20%)
On a company myspace page	Might capture my attention (28%)	Might not capture my attention (18%)

Table 118: Q44 How likely would you be to pay attention to a brand that communicates to you through...

Why Focus on Urban Consumers?



Styles, trends, and fads all start with them. Other segments look to them for leads, be they where to go or what to do, wear, eat, drink, watch, listen to, or drive. If you want to make your product or brand desirable, get these trendsetters to use it.

They are visible. They are in the know about where to go, they are out and about town, they thrive on seeing, and more importantly, being seen. They know lots of people and aren't shy about letting others know what they like.

They are on the lookout for what is new and exciting. They are absorbers and disseminators of information. They pay attention to ads and are keen to try new products. If your message or product says something new, they're on to it.

They are the best barometers of what's coming. Not everything they do or use becomes mainstream, but one thing is for certain – things don't become mainstream without first getting the nod of approval from this influential group.

How do You Connect with Urban Consumers?



Appeal to their desire for exclusivity. They're looking for prestige brands that appeal to their need to be ahead of the pack. They are your link to success with the mainstream, but once you're there, they've moved on.

Offer them the best – the best products and the best messages. They're connoisseurs of quality. They look for the best and they don't hesitate to pay for it. Consider line extensions that take your brand to the next level.

Meet their need for both high tech and high touch. They seek out the latest technology and use it to touch other people. They appreciate products that can facilitate the connection of the two. They appreciate messages that bring the two together.

Show them the global world that they inhabit. They are citizens of the world in terms of the places they go and the people they know. They are multicultural themselves and a majority is non-White.

Emphasize the new, adventurous, and exciting in your communications, and if you can, in your product offerings. Unlike other segments, urban consumers are motivated by the unfamiliar and the challenging.

Study them. Watch what they're doing, using or wearing. Be nimble. They are a moving target. Once you think you've figured them out, they're often already on to the next thing.

Appendix

The Data





	Total	SEG1	SEG2	SEG3	SEG4	SEG5
Sample size	1192	216	140	306	279	252
Significance Notation	A	B	C	D	E	F

S4. Average bottles/cans of beer drink	6.5df	7.79adf	6.79f	5.97	7.14df	5.52
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S5. Which would you never consider						
Amstel Light	28c	29	19	25	33cd	31c
Heineken	23	17	17	28bc	24	24
Budweiser Light	18	19	19	17	19	19
Miller Lite	16	16	22	15	15	15
None of the above	18	20	17	17	18	16

SEG1 = Core Urban
SEG2 = Reflective Urban
SEG3 = Spectators
SEG4 = Active Joe
SEG5 = Contented



Q1a. Agreement Top-2 Box Scores	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
I often use text messaging to communicate with my friends	45f	73acdef	55df	40f	48f	19
I own several sneakers for different types of occasions	34f	63acdef	35f	31f	34f	11
It's important for me to have the latest gadgets and technology which I tend to acquire before most	28f	44acdef	32f	34af	26f	5
I prefer to live in a small city rather than a large city	26bc	16	14	28bce	20	43abcde
I look to other cultures for ideas and inspiration	26f	44adef	49adef	25f	21f	10
I don't feel it's important to keep up with the latest music releases	19e	18e	21e	16	10	31abde
Hip hop is an important part of my lifestyle	16f	43acdef	10f	15f	15f	1
Every month, I read magazines like Vibe, Trace, Fader, Blender, Details, Complex or The Source	14df	45acdef	8f	9f	10f	1



Q1a. Agreement Bottom-2 Box Scores	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Every month, I read magazines like Vibe, Trace, Fader, Blender, Details, Complex or The Source	59b	17	67b	59b	58b	92abcde
Hip hop is an important part of my lifestyle	47be	12	53be	47b	39b	84abcde
I don't feel it's important to keep with the latest music releases	38f	59acdef	43f	33f	37f	24
I prefer to live in a small city rather than a large city	33df	46adef	44adf	24	34d	25
I own several sneakers for different types of occasions	32bd	8	31b	26b	29b	64abcde
I often use text messaging to communicate with my friends	27b	7	23b	26b	23b	54abcde
I look to other cultures for ideas and inspiration	24bc	8	10	14bc	25bc	51abcde
It's important for me to have the latest gadgets and technology which I tend to acquire before most	24bcd	12	15	11	22bd	56abcde

Q2 Fictional Individuals	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Favored Individual A Net	31def	68acdef	30f	21	25	20
Favored Individual B Net	69b	32	70b	79ab	75ab	80ab



Q3 My ideal Indulgence is product that is..	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Net A -- Dynamic with lots of activity	60df	85acdef	55f	52f	75acdf	33
Net B -- Quiet and intimate	40be	15	45be	48abe	25b	67abcde
Net A – Purposeful and professional	33b	18	28	37b	32b	44abce
Net B – Artistic and creative	67f	82adef	72f	63	68f	56
Net A – Someplace familiar	66b	54	57	68bc	67b	78abcde
Net B – A different place each time	34f	46adef	43df	32f	33f	22
Net A – A place that features many	73	79f	75	71	75	67
Net B – A place that specializes in one type of music	27	21	25	29	25	33b
Net A – Where people from diverse backgrounds come together	56df	81acdef	64df	47	55f	40
Net B – Where I am around other people with similar interests	44b	19	36b	53abc	45b	60abce



Q3 My ideal Indulgence is product that is..	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Net A – Comfortable, relaxing, convenient	66b	42	60b	76abce	60b	85abcde
Net B – Stimulating, provocative, challenging	34df	58acdef	40df	24f	40df	15
Net A -- Multicultural	65f	86adef	83adef	61f	63f	45
Net B – Classic Americana	35bc	14	17	39bc	37bc	55abcde
Net A – A place with seats that are set up high and fixed	19	15	16	23be	14	22e
Net B – A place with seats I can move around	81	85d	84	77	86df	78
Net A – Where I can hear and learn about new music and artists	49f	70adef	71adef	43f	45f	32
Net B – Where I can hear music that I always know and appreciate	51bc	30	29	57bc	55bc	68abcde



Q4 Ideal indulgence is product that is	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Top-2 Box Scores- Agreement						
Right for me as is	50d	61acde	49	40	47	56de
Speaks for itself	49df	77acdef	55df	41f	48f	33
Rare, something unique, one of a kind	44f	65acdef	52df	39f	46f	24
Customizable	41df	63acdef	43f	35	42f	30
Makes others think and wonder	36f	64acdef	38f	32f	35f	16
Something that tops the most wanted list	33f	58acdef	25f	34f	36cf	12
The latest and greatest thing to own	32cf	58acdef	22f	33cf	35cf	9
Modern, avant garde	31f	56acdef	35f	32f	27f	10
Something I know that everyone will really like	30f	57acdef	22	29f	36cf	6
Something that says I've arrived	27f	52acdef	22f	27f	29f	6
Allows me to gain recognition from others	25f	47acdef	19f	24f	28f	7
Discriminating, only those in the know would want it	19f	33adef	26ef	18f	16f	8
Retro, nod to the past	14	21aef	16	15	10	10



Q4 Ideal indulgence is product that is	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Bottom-2 Box Scores- Agreement						
Discriminating, only those in the know would want it	28bd	20	35bde	17	25d	50abcde
Retro, nod to the past	22	17	22	17	23	33abcde
Allows me to gain recognition from others	21bde	7	36abde	11	14b	43abde
Something that says I've arrived	20bde	7	33abde	9	11	47abcde
Something I know that everyone will really want	18	3	33abde	7b	15bd	40abde
The latest and greatest thing to own	17bde	4	21bde	10b	10b	43abcde
Something that top the most wanted list	13bde	2	23abde	4	7	36abcde
Modern, avant garde	11bde	5	8	6	7	30abcde
Makes others think and wonder	11bd	5	9	4	8	26abcde
Rare, something unique, one of a kind	9d	5	9	5	7	20abcde
Customizable	7d	3	9bd	4	5	15abde
Speak for itself	6bd	2	5	2	4	15abcde
Right for me as is	5	3	7	4	3	11abde



Q5 Agreement Top-2 Box Scores	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
People come to me for advice with electronic products	38f	62acdef	44ef	41f	33f	18
I'd rather start a trend than follow a trend	37ef	71acdef	43ef	34f	28f	19
I am usually the first to try out new technologies or electronic products	29ef	59acdef	35ef	32ef	21f	4
I attend events to network with other people for possible opportunities	29ef	63acdef	44adef	26ef	17f	9
Being 'connected' or 'wired" at all times is overrated	25e	21	25	21	18	41abcde
It is important to me to fit in with the group I am with	25f	32aef	25	28f	21	17
I seek out underground music and undiscovered artists	24df	57acdef	32def	17f	20f	6
I always try new products and services before others do	23ef	54acdef	31aef	24ef	13f	1
I'm usually the one who discovers new music or the new trendy club or hot spot	21df	61acdef	21f	16f	16f	1
People often ask me advice about fashion	20def	54acdef	25def	14f	13f	-
I will never waste my time looking around YouTube	15	15	9	19ce	11	19ce

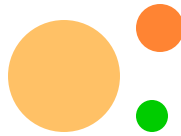


Q5 Agreement Bottom-2 Scores	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
I will never waste my time looking around YouTube	41d	44d	51ad	30	43d	44d
People often ask me advice about fashion	36bc	8	18b	33bc	32bc	77abcde
I'm usually the one who discovers new music or the new trendy club or hot spot	29bcde	3	18b	23b	21b	75abcde
I seek out underground music and undiscovered artists	29bd	4	23b	21b	25b	67abcde
Being 'connected' or 'wired" at all times is overrated	23	25	29	21	21	21
I always try new products and services before others do	19bcd	4	10d	4	18bcd	59abcde
I attend events to network with other people for possible opportunities	19bcd	5	9	11b	16b	48abcde
I am usually the first to try out new technologies or electronic products	19bde	4	14bd	4	13bd	58abcde
It is important to me to fit in with the group I am with	18de	18d	22de	10	12	34abcde

Q5 Continued: Bottom-Scores	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
People come to me for advice with electronic products	14bd	4	9	6	10b	38abcde
I'd rather start a trend than follow a trend	11bd	1	7b	5b	9b	30abcde



Q6 Activities During Free Time	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Spending quality time with my family	66d	73df	84abdef	55	65d	63
Watching movies with big celebrity names	64df	76adf	70df	57	71adf	50
Outdoor activities	61f	69df	73adf	55	64f	50
Going to concerts or live performances	58df	82adef	76adf	44	66adf	37
Playing video games	58df	69acdf	54	50	68acdf	51
Playing sports	57f	67adf	63df	51	62df	48
Attending a professional/college sports event	56df	68adf	65df	49	60df	48
Going to the gym/working out	53df	70adef	69adef	43	56df	36
Travel for adventure	49df	68adef	76adef	34	50df	33
Going to night clubs	47df	86acdf	55df	*	100abcdf	8d
Shopping	47f	71adef	67adef	42f	44f	25
Going to a comedy club	42df	66adef	55adf	29	47df	23
Travel for music, conferences or festivals	36df	61adef	58adef	24	33df	19
Gourmet cooking	32df	43adef	59abdef	30f	24	20
Watching independent films	32df	54adef	54adef	23	24	21
Going to museums/art galleries	31df	52adef	64abdef	19	22	21
Dancing (e.g., Hip Hop, Salsa, etc.)	31df	72acdef	42adf	5	44adf	5



(Continued)

Q6 Activities During Free Time	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Attending performing arts shows (plays, theater, dance)	28def	44adef	58abdef	17	20	18
Creating art	28def	53adef	45adef	17	17	21
Planning/Managing investments	25df	30df	47abdef	19	26f	15
Attending Invitation-Only Social Events	24df	52adef	68abdef	11f	13f	4
Taking classes for personal development	24def	39adef	41adef	17	18	18
Attending church or religious activities	22d	32adef	41adef	15	17	18
Volunteering for community service	22def	29adef	77abdef	8	10	13
Participating in extreme sports (sky diving, white water rafting, rock climbing)	20df	32adef	29adf	14	22df	10
Record release parties	18def	65acdef	20def	3	9df	3
Aft gallery openings	13def	30adef	45abdef	3	2	5
Participating in street sports (skateboarding, in-line skating, etc)	11df	39acdef	15df	6f	10f	2
Attend open-mic show cases (spoken word, poetry)	11def	45acdef	13def	2	1	4
Attending fundraising for arts or culture	11def	27adef	44abdef	1	*	1
DJing	8df	28acdef	6d	2	4	2
Attending book signings	6de	10adef	15adef	2	2	5



Q7 Frequency of Online Activities	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Participate Everyday						
(Note: Good if we have top-2 box)						
Email	82	86	83	81	82	79
IM	31f	44adef	38f	32f	28f	19
Visit message boards and fan sites	13	22acdef	10	11	10	11
Maintain a personal webpage	11f	25acdef	10	7	8	5
Watch video clips on websites like Youtube	11f	22acdef	10	11	8	7
Talk to people in chat rooms, online forums and online communities	10	17acef	8	10	9	8
Get to know people by checking out their personal page	10f	20acdef	10f	10f	9f	4
Online gaming	10	15d	8	8	10	9
Blogging	5d	14acdef	5	2	3	5
Online dating	4	6	5	3	2	4



Q8a How do you keep in touch with what's going on	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Internet	80f	86f	84f	78	81	74
TV	72	74	70	68	77d	71
Friends	70df	82adf	77df	62	77adf	59
Magazine/newspaper	58df	74adef	73adef	50	57	48
Radio	54d	63adf	58d	47	57d	48
Movies	45df	62adef	52df	37	49df	31
Local Scene	33df	61acdf	47adef	21f	36df	13
Night club/parties	28df	65acdef	33df	6	40adf	6
Stores/store catalogues	24df	39adef	34adf	16	26df	14
Billboards	19df	40acdef	22df	11	15	13
Local club DJs	10df	38acdef	11df	*	6df	1
Celebrities	10f	23acdef	14df	6	7f	3



Q8b Where is your local scene?	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Bars	64df	77adf	74adf	49	80adf	47
Work	53	48	63abdf	48	59bd	51
Parties	45df	76acdef	64adf	26	54adf	21
Sporting events	41df	49df	51df	35	45df	33
Clubs	34df	69acdef	41df	12f	53acdf	6
Special events	28df	55adef	46adef	18	22f	13
Public spaces (eg, parks, streets, alleys)	27f	37adef	40adef	24	24	21
Cafes/Coffee houses	27ef	41adef	48adef	25f	20	15
Malls	25f	39adef	28f	19	25f	16
Specialty Stores (hobby shops, music store)	22df	41adef	34adef	14	17	13
Local artists/musicians	17def	43acdef	29adef	8	11	6
School	15	17	24adef	15	14	11



Do you personally own and use...	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Q13 CD Player	83	88df	84	80	86f	79
Q16 Digital camera	79f	87af	79f	81f	80f	68
Q14 Video Game console	67	83acdef	58	63	68	61
Q9 MP3/iPod	62f	78adef	70f	65f	63f	40
Q30 Land based phone line	57	65e	54	58	53	57
Q33 Customized ring tones	50df	76acdef	48f	41f	57df	32
Q24 TiVo/DVR	38f	52adef	41f	36	35	30
Q26 HDTV	30f	37f	37f	29f	32f	19
Q20 Handheld device (blackberry, Sidekick, Treo)	29f	50adef	41adef	25f	25f	13
Q11 Personal vide player (iPod, Creative Zen, etc)	27f	48acdef	28f	27f	25f	8
Q18 Digital camcorder	27f	40acdf	24	23f	32df	16
Q22 Webcam	24f	37adef	28f	24f	24f	10
Q28 Satellite radio	21f	32adef	27f	22f	19f	12
Q31 VoIP	19e	22ef	32adef	21ef	13	14



Q35 How essential – Top-2 Box Scores	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Cell phone	76f	86adf	90adef	71f	80df	62
Television	72f	77f	72	68	77df	65
Radio	58d	69ad	59	49	61d	55
MP3 Player	34f	56acdef	41f	33f	31f	17
Purchasing/downloading music on Internet	30f	51acdef	30f	29f	29f	13
TiVo/Digital Video Recorders	27f	37acef	23	29f	25	20
Playing video games online	17f	33acdef	10	13	16	11
PDA Device	16ef	30adef	25adef	15f	11	8
Creating your own creative content	15ef	41acdef	16ef	11	7	8
Bluetooth	15f	24aef	16f	17ef	11	6
Satellite radio	14e	27acdef	15	13	9	10
Blackberry	14f	29acdef	18f	11f	11f	6
Purchasing/downloading TV show	10d	19adef	14df	6	8	6
Listening to Podcasts	8e	17adef	10e	6	4	6
Maintaining a blog or online journal	8e	18acder	9e	5	3	7e
Podcasting your own program	5	11acdef	4	4	2	3



Q44 Likelihood to pay attention to a brand that communicates through: Top-3 box Net	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Ad ad on TV, radio, magazine, billboard	79	81	79	77	81	75
A store where I shop	74f	81f	72	74f	79f	64
An exclusive event	67f	83adef	74f	65f	74adf	45
At an invitation only VIP party	67f	86acdef	75df	62f	75adf	43
At a live sports event	66f	76acf	63	69f	70f	53
At a concert or live music performace	64f	79acdf	66f	61f	70df	48



Q44 Continued	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Product placement in a movie or video game	58f	71acdef	57	55f	61f	47
A direct mailing	55f	64aef	55	56f	54	46
At a night club	52df	76acdef	58df	41f	66adf	25
An internet ad	49	57f	46	49	52f	43
On MySpace or YouTube	42f	57acdf	41f	43f	48f	23
On a text message on my cell	42f	57acdef	44f	42f	43f	26
On a company MySpace page	38f	54acdef	39f	39f	39f	22

Q46 Favorite Brands – Cars/Automotive All Mentions – Top 9 Brands	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
BMW	28f	31f	38af	28f	32f	16
Ford	24c	25c	15	24	26c	27c
Chevrolet	22	20	15	19	26c	29acd
Toyota	22	18	19	23	17	31abce
Honda	20	17	21	21	16	26be
Mercedes-Benz	15f	21af	22f	15f	15f	5
Lexus	14f	17f	16f	16f	14f	8
Nissan	12	11	10	12	12	15
Dodge	11c	8	3	12c	13c	15c



Q46 Favorite Brands – Fashion All Mentions – Top 6 Brands	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Polo/Ralph Lauren	17	13	18	19	16	17
Levi's	17	12	12	16	15	26abcde
Gap	14	13	12	19e	11	15
Nike	12	12	9	11	15	13
Old Navy	10	6	6	10	14bc	13bc
Banana Republic	10f	6	22abdef	12f	9	6



Q46 Favorite Brands – Alcoholic Beverages All Mentions – Top 7 Brands	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Miller/Genuine Draft/Light/Lite	20	17	14	22	21	25c
Bud/Light/Lite/Select	17	12	11	20bc	21bc	16
Budweiser Select	14	13	12	17	14	14
Heineken/Light	13	20adf	11	12	14	10
Coors/Light/Lite	13c	12c	3	19ace	10c	15c
Corona	12	14	9	13	13	11
Grey Goose	11f	16df	15f	8	12f	6

PERSONALITY OF AUTO BRANDS	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Q47 Personality Trait of BMW First Mention: Top 3 Traits						
Base: Chose as Favorite	118	25*	20*	23*	40*	11*
Luxurious	33	33	31	36	28	53
Professional	16	7	18	8	22	26
Energetic	15	19	17	26	7	9

Q47 Personality Trait of Ford First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	115	18*	9*	29*	33*	26*
Dependable	43	20	41	34	57	54
Trustworthy	13	5	11	10	17	18
Fun	9	16	-	15	3	11



Q47 Personality Trait of Chevrolet First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	130	22*	8*	21*	41*	38*
Dependable	48	41	56	36	54	51
Fun	12	8	12	12	19	5
Trustworthy	9	4	-	9	7	15

Q47 Personality Trait of Toyota First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	80	13*	5*	19*	15*	28*
Dependable	46	27	8	31	55	68
Trustworthy	20	28	26	22	20	13
Luxurious	8	13	33	11	-	3



Q47 Personality Trait of Honda First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	97*	10*	15*	30*	15*	27*
Dependable	56	54	83	48	38	61
Trustworthy	15	-	6	22	3	24
Luxurious	7	17	11	5	11	-

Q47 Personality Trait of Mercedes-Benz First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Chose as Favorite	52	16*	14*	11*	8*	3*
Luxurious	75	69	88	83	63	50
Professional	8	10	12	8	-	-
Dependable	5	-	-	-	12	50

* Caution: small sample size



Q47 Personality Trait of Lexus First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	45*	14*	4*	13*	10*	5*
Luxurious	74	90	74	57	80	69
Professional	13	-	-	23	10	31
Dependable	9	3	26	20	-	-

Q47 Personality Trait of Nissan First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	49*	11*	5*	12*	4*	17*
Dependable	30	25	17	19	53	39
Fun	15	8	-	30	47	6
Trustworthy	13	31	-	8	-	11

Q47 Personality Trait of Dodge First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	49*	3	-	22*	10*	14*
Dependable	40	-	-	46	47	34
Fun	13	-	-	8	34	7
Energetic	8	-	-	13	9	-



PERSONALITY OF FASHION BRANDS	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Q47 Personality Trait of Polo/Ralph L. First Mention: Top 3 Traits						
Base: Chose as Favorite	93	14*	11*	23*	19*	25*
Professional	20	7	40	8	11	35
Luxurious	17	38	-	26	7	11
Conservative	16	-	30	10	24	17

Q47 Personality Trait of Levi's First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	91	15*	6*	19*	18*	33*
Dependable	53	69	65	36	61	50
Cool	11	18	-	10	21	6
Conservative	8	-	-	-	5	20



Q47 Personality Trait of Gap First Mention: Top 4 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	63	12*	5*	21*	10*	14*
Young	17	22	19	27	-	9
Dependable	17	23	35	2	22	23
Fun	11	8	38	11	-	13
Creative	11	22	-	6	18	7

Q47 Personality Trait of Nike First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	49*	10*	4*	13*	15*	8*
Cool	20	35	-	31	11	12
Energetic	19	18	48	20	14	12
Hip	15	10	-	-	20	42

Q47 Personality Trait of Old Navy First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	39*	3*	1*	10*	10*	15*
Dependable	29	-	100	27	18	39
Young	19	-	-	16	18	26
Cool	18	36	-	-	27	22

* Caution: small sample size



Q47 Personality Trait of Banana Republic First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	44*	6*	7*	15*	12*	3*
Cool	24	15	13	18	36	43
Professional	21	7	6	38	23	-
Hip	16	42	19	12	-	30

PERSONALITY OF ALCOHOLIC BEVERAGES	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Q47 Personality Trait of Miller/Genuine/Draft/Light/Lite First Mention: Top 3 Traits						
Base: Chose as Favorite	99	19*	6*	29*	18*	27*
Fun	28	31	31	29	20	31
Dependable	23	15	6	17	46	24
Cool	14	7	31	28	2	6

Q47 Personality Trait of Bud/Light/Lite/Select First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	101	10*	5*	32*	30*	24*
Dependable	29	31	-	18	37	39
Fun	19	10	59	18	21	13
Trustworthy	11	17	21	15	9	4

* Caution: small sample size



Q47 Personality Trait of Budweiser Select First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	88*	17*	9*	24*	19*	19*
Dependable	22	6	38	19	31	25
Fun	21	24	18	17	24	21
Trustworthy	20	28	15	18	23	15

Q47 Personality Trait of Heineken/Light First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	52	17*	5*	12*	12*	6*
Fun	18	21	-	44	3	-
Unique	13	20	-	8	12	16
Cool	11	10	-	4	26	7

Q47 Personality Trait of Coors/Light/Lite First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	45*	8*	-	17*	6*	14*
Fun	37	35	-	46	41	27
Dependable	13	12	-	3	15	27
Trustworthy	10	-	-	17	-	13

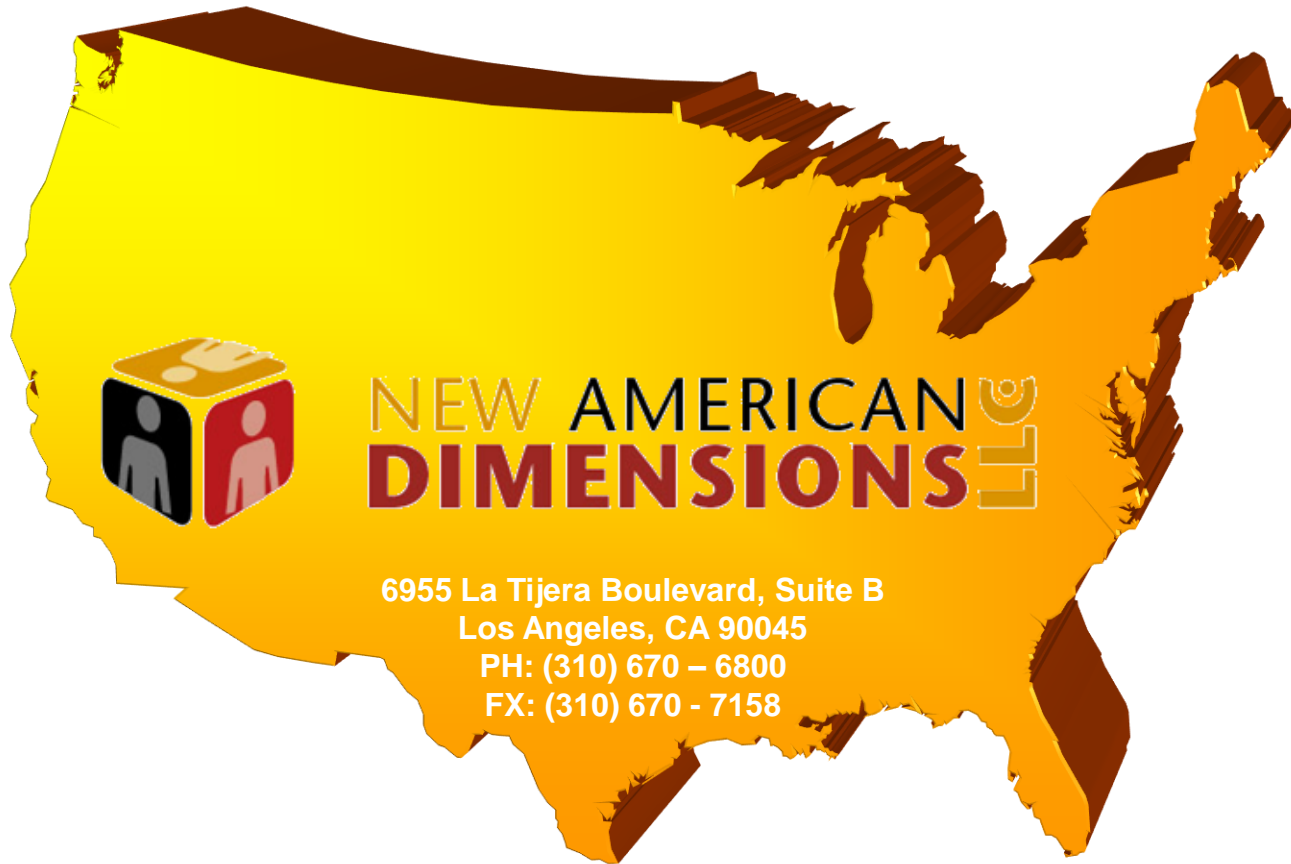
* Caution: small sample size



Q47 Personality Trait of Corona First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	52	10*	5*	13*	11*	14*
Fun	32	32	55	20	29	36
Cool	14	10	9	13	24	13
Unique	13	18	-	20	16	6

Q47 Personality Trait of Grey Goose First Mention: Top 3 Traits	TOTAL (A)	SEG1 (B)	SEG2 (C)	SEG3 (D)	SEG4 (E)	SEG5 (F)
Base: Chose as Favorite	34*	3*	7*	5*	13*	6*
Luxurious	18	31	-	19	18	29
Unique	18	-	26	35	-	44
Professional	13	-	-	19	27	-

* Caution: small sample size



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