Simmons Announces Release of TV BehaviorGraphics?

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Simmons Announces Release of 2005-2006 TV BehaviorGraphicsâ„¢ Behavioral Targeting System
Updated System Features 32 Powerful Segments For Targeting the General Market and Hispanic Population
DEERFIELD BEACH, Fla. â€“ July 21, 2005 - Simmons, an Experian company and the most respected authority on the behavior of the American consumer, today announced the release of the 2005-2006 edition of TV BehaviorGraphicsâ„¢, its popular behavioral targeting system that identifies consumers of products and services based on their television viewing behavior.? The system, which was introduced in 2002, classifies Americans into 32 consumer segments that capture both the U.S. General Market and the Hispanic population.? The latest edition features enhanced program and lifestyle data as well as six new consumer behavioral clusters to reflect the increasing diversity of American television.????
?â€œViewers are more than just demographics, they are shoppers,â€• noted Bill Livek, co-CEO of Simmons Market Research. â€œTV BehaviorGraphicsâ„¢ shows that the United States has many different kinds of consumers and just as many different kinds of TV viewers. The new system will give Simmons clients the power to identify and understand their customers and prospects in a very fragmented marketplace.â€•??
With versions available for adults, teenagers and children, TV BehaviorGraphicsâ„¢ is based on consumer preferences for broadcast, cable and syndicated television programming. It was developed through an innovative integration process that merges the Nielsen National Television Index and National Hispanic Television Index with the Simmons National Consumer Survey.? Adults from both datasets are then clustered together based on common television viewing patterns.? The result is a single system of behavioral segments that reflect the media and marketplace preferences of both General Market and Hispanic consumers.
The newest edition features 32 behavioral segments (including a non-clustered group) falling into three classifications to help clients better reach their targeted consumers:?
â€¢15 BehaviorGraphics segments that are common to both Hispanic and General Market adults
â€¢Nine (9) BehaviorGraphics segments that are exclusive to General Market adults alone
â€¢Eight (8) BehaviorGraphics segments that are exclusive to the Hispanic population
Among the more notable new clusters:Makeover Mavens:? represent well-off consumers who watch home-makeover programs on cable networks.? They pursue a lifestyle thatâ€™s centered on the home and are passionate about decorating and home improvement.
Investigators:? traditional, family-centered adults who enjoy watching crime dramas on network TV as well as following real life criminal cases in the newspaper, TV news and news
Technofiles:? Americaâ€™s technology-loving consumers. middle aged, middle-class and skewing high for males, theyâ€™re bi fans of science and its fantasy-driven relative, science fiction
Curiosos: both committed to family and home, and cosmopolitan in their interest in world affairs and the latest developments in technology and fashion, this group of Hispanic adults enjoys Spanish language morning programs, and love to watch telenovelas.
For more information, please contact Eileen Merken, BehaviorGraphicsâ„¢ Director of Analytic Services, at 954-427-4104 x120 or EileenM@smrb.com or visit Simmons on the web at http://www.smrb.com/.
Simmons Market Research Bureau
Simmons, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products they buy and the brands they prefer, to their Internet shopping behaviors, attitudes, and lifestyles, Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers. We welcome you ... to the world of the American Consumer ... through the eyes of the authority in the business... Simmons, an Experian Company.