

Landmark Viewer Study Provides Insights Into Loyalty, Trust, Relevance and Ad Receptivity

Contributed by Simmons
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NEW YORK (March 7, 2005) - Simmons, the first and most respected authority on the behavior of the American consumer today announced that it has been chosen, for the second straight year by Scripps Network to produce their Viewer Engagement Study.

Simmons has replicated its award-winning study on viewer engagement with cable and broadcast television networks by extended the research to cover more networks and new metrics. Developed to assist the media industry in determining the value of their audience to advertisers, the Viewer Engagement Study provides the most up-to-date and in-depth insights into gauging network appeal, relevance, trust and receptivity to advertising.

The study, conducted this winter, demonstrates the level of engagement between adult viewers of 49 leading cable and broadcast channels - up from the 35 networks included in last year's study. Respondents rated the networks they watch on a variety of affinity and engagement measures, exploring the relationships viewers have with the networks they watch regularly, that ultimately result in advertising effectiveness. New metrics also were introduced to probe deeper into ad receptivity and impact. Among the viewer attitudes toward each channel that Simmons measured:

- "It inspires you to try or do new things."
- "It provides information about quality products and services."
- "The ads are relevant."
- "You can trust the products advertised on this channel."
- "You are more inclined to buy products and services on this channel."

The results are based on telephone interviews with 1,740 adults 18-54 years of age, who participated in the Fall 2004 wave of Simmons' National Consumer Survey of more than 25,000 Americans. Simmons developed the Viewer Engagement Study in conjunction with Scripps

Networks, who five years ago began developing this unique approach to studying the advertising value of different audiences. With input from the advertising industry, researchers at Scripps developed questions that explore 24 advertiser relevant attributes of viewer involvement, and Simmons provided the survey expertise to make the study statistically sound and impartial. The 49 measured networks consisted of both cable and broadcast networks, including Scripps-owned properties (HGTV, Food Network, DIY Network and Fine Living). For the survey, respondents rated networks they watch once a week or more on how well each of 24 statements describe how they relate to the network.

"We are excited to be working with Scripps Networks again and that they chose Simmons for the second consecutive year to manage their Viewer Engagement Study," said Chris Wilson, president of Simmons, an Experian Company. "We have a tremendous amount of experience conducting unbiased custom studies in affinity based measurements to demonstrate the value of the audience beyond the total number of bodies that show up in their ratings."

As one of the oldest and most respected providers of research on the American consumer, their product usage, media usage and psychographics, Simmons brings to this research the statistical expertise and independent objectivity required of a study of this magnitude. This reputation prompted Scripps to select Simmons to design and execute this study.

About Simmons

Simmons, an Experian Company, is America's leading provider of consumer product purchase, shopping and media usage behavior, as well as detailed demographic, psychographic, lifestyle and attitudinal descriptions. Simmons surveys more than 30,000 people annually to produce the National Consumer Adult, Teens and Kids Surveys. Each of these reports provides individual and household information on approximately 8,000 brands in more than 450 data categories. Simmons' proprietary BehaviorGraphics™ and other segmentation systems provide unique and powerful capabilities to segment consumers by lifestyle, attitudes, shopping frequency and volume, price preference, entertainment consumption, media usage and myriad other descriptors. For more information, please visit us at www.smrb.com or contact Matthew Besler at 224.698.4415 or matthew.besler@experian.com

About Experian

Experian is a global leader in providing information solutions to organizations and consumers. It helps organizations find, develop and manage profitable customer relationships by providing information, decision-making solutions and processing services. It empowers consumers to understand, manage and protect their personal information and assets. Experian works with more than 50,000 clients across diverse industries, including financial services, telecommunications, healthcare, insurance, retail and catalogue, automotive, manufacturing, leisure, utilities, property, e-commerce and government. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, California. Its 12,000 people support clients in more than 60 countries. Annual sales exceed \$2.5 billion.

Experian acquired Simmons Research in October 2004. Simmons is a leading provider of syndicated research information on what American consumers buy, where they shop, their attitudes and lifestyles and the media channels they use.

For more information, visit the company's web site on www.experian.com.