

21 Kitchen Wishes



Kitchen Wishes are stylish, upscale consumers who have a particular passion for food. These consumers are particularly interested in home décor and say they have to have the latest fashions. They're perfectionists too, so they like to have things done just their way. Heavy consumers of most media, this group especially enjoys reality shows; those that involve food competitions are their absolute favorites. They are avid shoppers and say they're doing more shopping online these days.

The Essentials

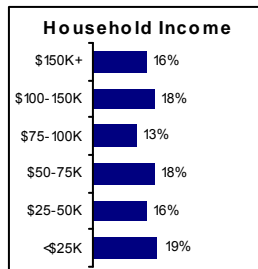
Mean Age: 43.3
Mean HHI: \$93,700

81% White
13% Hispanic
67% Female
57% Married

70% Employed FT/PT

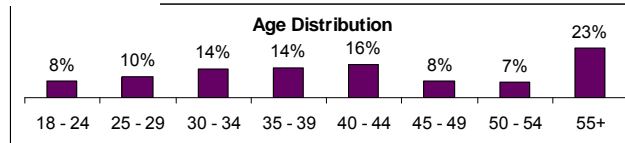
53% Parent
22% Grandparent
Mean # Kids in HH: 1.9
13% have kids 2-5
17% have kids 6-11
14% have kids 12-17

33% Graduated High School
18% Graduated College
14% Have Graduate Degree



Defining Viewing: Food/Reality Competition Programming

- 3.5% of NTI Adults 18+
- 2.3% of Simmons Adults 18+



What They Do

Personality

- Excitable, creative, gracious, conservative

Psychographic Profile

- Commerce; Internet Activity; News Seeking

Attitudes/Opinions

- Home décor is a particular interest to me
- I never buy cosmetics tested on animals
- It is important that my family thinks I'm doing well
- I am a perfectionist

Shopping

- Top designers make quality clothes
- Often buy clothes I really don't need
- It is important to look attractive to others
- I like to keep up with the latest fashions
- I go shopping frequently
- I tend to buy things spur of the moment
- I would pay extra for environmentally friendly products

Autos

- I like to drive faster than normal
- You can tell about someone by the car they drive
- Regularly wear a seatbelt for safety

Food

- I normally count calories in the foods I eat
- Salted snacks are my favorite
- Most of the time I'm trying to lose weight by dieting
- I'm usually first to try new food products
- I like to try new recipes
- I try to eat gourmet food whenever I can

Media/Internet

- Without cable I wouldn't watch TV
- I arrange my schedule around TV programs
- I find TV advertising interesting
- Rely on TV to keep me informed

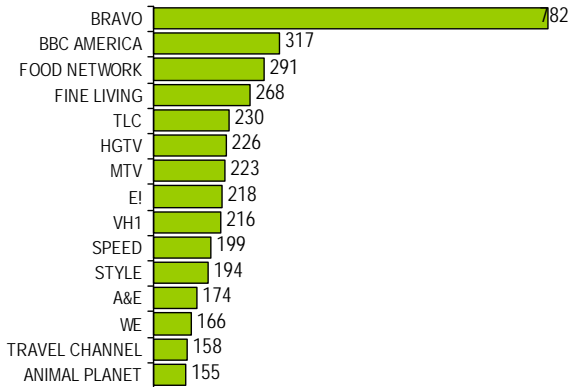
Top Categories

- Health & Beauty
- Pharmaceuticals
- Food Products
- Family Restaurants
- Financial Services
- Cleaning Products
- Household Products

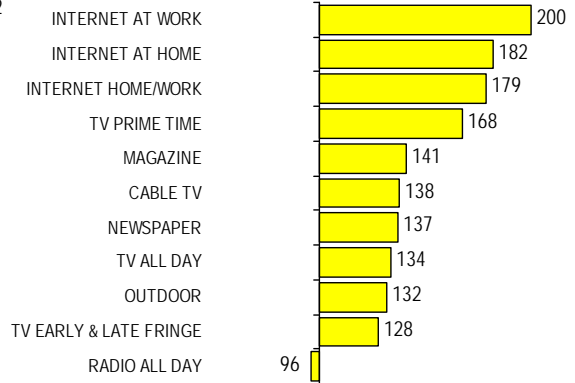
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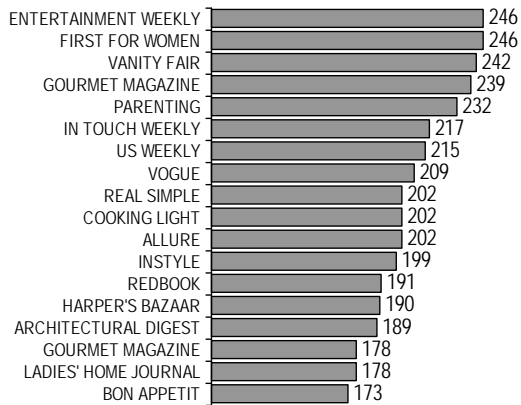
CABLE NETWORKS



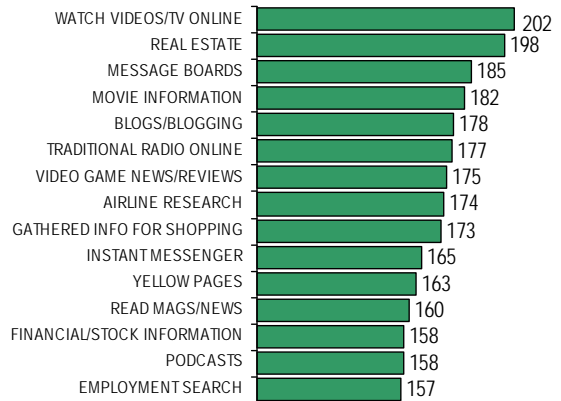
TOP MEDIA QUINTILES



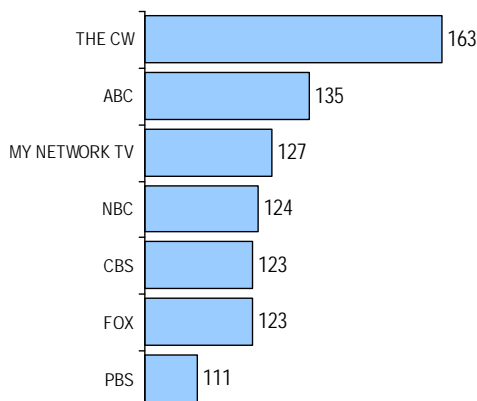
MAGAZINES



ONLINE ACTIVITIES



NETWORK PRIME



NEW MEDIA*

