
CHILDREN ATTRACTED TO HUMOR IN ADVERTISING, ACCORDING TO LATEST DATA FROM MEDIAMARK RESEARCH

--Funny Animals and Characters top Product Information-- --When Commercials Come On, Most Kids Watch Them--

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NEW YORK, NY, December 18, 2006— When asked what they do when TV commercials come on, more than half of children ages 6-11 say they watch them, but relatively few are interested in advertising that helps them to learn about new products or uses sarcastic humor, according to MRI's recently-released *2006 American Kids Study*.

The element that appeals most to kids in magazine, Internet, radio and TV advertising is humor, but it needs to be the right sort of humor. When asked, "What do you really like to hear or see in advertising," 74.7% of the youthful respondents agreed with "Funny things, like a funny animal or character" and 44.2% chose "Silly Humor". However, only 18.7% of the respondents cited "Sarcastic humor that makes fun of things."

Approximately 5,300 children responded to the study, questionnaires for which were sent to households with children ages 6-11 that were interviewed for MRI's *Survey of the American Consumer*.

The second most-often cited feature of advertising that kids want to see or hear is music, with 52% of children reporting it's what they like to hear in advertising. This is particularly true of girls: 62.5% of girls vs. 42.1% of boys cited music as a favored advertising feature.

Boys were more likely to choose "Action and Excitement" in advertising, at 50.4% to just 37.4% of girls. Girls are more likely (46.7% vs. 36.8%) to want to see or hear "Kids my age" in ads, and they are also more interested in seeing or hearing "Famous people I like" (47.7% to 31.8%).

When asked, "What do you usually do when TV commercials come on?" 56.5% of respondents said they "Watch the Commercial", 53.1% report they "Go away from the TV (to get a snack or go to the bathroom)", 33.0% said they "Change the channel to watch another show" and 31.9% said they "Flip or surf the channels."

A virtually identical percentage of boys (56.1%) and girls (57%) said they watch TV commercials.

Kids and Advertising						
	% Total	Ages 6-7	Ages 8-9	Ages 10-11	Boys	Girls
<i>Think about advertising that you like, on TV commercials, radio commercials, magazine ads and Internet ads. What do you really like to see or hear in advertising?</i>						
Funny Things, like a funny animal or character	74.7	80.5	72.2	71.6	74.5	75.0
Music	52.0	48.4	52.0	55.5	42.1	62.5
Silly Humor	44.2	43.0	42.6	46.8	43.6	44.8
Action and Excitement	44.1	40.0	44.8	47.3	50.4	37.4
Kids my age	41.6	53.9	39.6	31.9	36.8	46.7
Famous People I like	39.5	25.9	41.9	50.2	31.8	47.7
Tricks Played on people	36.4	31.5	37.5	40.0	40.2	32.3
Something that Surprises Me	35.9	28.4	37.9	41.0	32.9	39.1
Colorful Images	27.1	32.4	24.9	24.0	21.7	32.7
Learn more about a new product	19.8	17.8	19.2	22.4	17.8	21.9
Sarcastic Humor that Makes Fun of Things	18.7	9.4	18.0	28.3	20.4	17.0
<i>What do you usually do when TV commercials comes on?</i>						
Watch the Commercial	56.5	63.4	54.2	52.3	56.1	57.0
Go Away from the TV (to get snack or go to bathroom).	53.1	46.5	53.0	59.5	50.9	55.5
Change the channel to watch another show	33.0	20.2	33.8	44.2	32.1	33.8
Flip or surf the channels	31.9	19.4	32.9	42.9	32.1	31.8
<i>(Note: Children could Choose Multiple Options)</i>						
<i>(Source: MRI 2006 American Kids Study)</i>						
<i>(Field Dates: April 18, 2005 to August 1, 2005 and April 14, 2006 to August 4, 2006.)</i>						

About MRI....

Founded in 1979, MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from the *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. For that survey, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. *Survey of the American Consumer* data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. MRI also produces The American Kids Study, surveying kids aged 6-11, and Teenmark, which surveys teenagers aged 12-19

MRI is part of GfK Group AG, Nuremberg, Germany.