

Nearly One-Half of Kids Report Being Drawn to Websites by TV or Print Advertisements

--MRI's *American Kids Study* Offers Insight Into 6-11 Year Olds--

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NEW YORK, NY, December 16, 2008—Children ages 6-11 are increasingly using the Internet to look into products they see in advertisements. According to MRI's *2008 American Kids Study*, 46.3% of kids visited a Web site they saw or heard about in a commercial or advertisement.

The older the child the more likely he or she is to take such action after viewing an ad. Of the almost 10.7 million young consumers who report visiting a company's Web site after viewing its ad, 26.5% are 6-7 years old, 33.3% are 8-9 years old and 40.2% are 10-11 years old. These children are also more likely to hail from households where there are no rules placed on which sites they can or cannot visit. The gender split is almost even, with 49.4% of girls and 50.6% of boys saying that viewing an ad resulted in a Web site visit.

A Profile	
Children Who Visited a Web Site they Saw/Heard About in Commercial or Advertisement	
	%
Total Children, Ages 6-11	46.3%
Boys	50.6%
Girls	49.4%
Age 6-7 Years Old	26.5%
Age 8-9 Years Old	33.3%
Age 10-11 Years Old	40.2%
Percent More Likely They Are Than The Average U.S. Child to...	
Access the Internet everyday	+48%
Have own email address	+41%
Have watched online video (last 30 days)	+41%
Report "Parents let me go anywhere I want on the Internet"	+40%
Have used Instant Messenger (last 30 days)	+40%
Have downloaded music (last 30 days)	+34%
Have downloaded a TV program (last 30 days)	+29%
Have played online games (last 30 days)	+28%
Source: 2008 American Kids Study	

According to MRI data, ad-promoted Web site visits are not the only Internet activity in which these kids partake. In fact, children who report they visited a web site after they saw or heard about it in a commercial are 48% more likely than the average U.S. child to access the Internet every day. Moreover, they are 41% more likely to have their own email address, 40% more likely to use an instant messenger service, and 34% more likely to download music.

“Many marketers, whether they are targeting adults or children, hope to drive prospects to their Web site via their ad campaigns,” said Anne Marie Kelly, Senior Vice President of Marketing and Strategic Planning at MRI. “MRI data clearly indicates that the younger set is pretty responsive to a ‘please visit our Web site’ suggestion. Understanding this can help marketers craft more effective ad and promotional campaigns.”

The 2008 American Kids Study™, with approximately 5,000 participants from households included in the *Survey of the American Consumer™*, uses an innovative child-friendly questionnaire. In addition to surveying children in the household, MRI asks primary caregivers to fill out a separate questionnaire detailing the child’s purchase influence and activities.

About MRI...

Founded in 1979, 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.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI 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. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group AG, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

For more information, please visit <http://www.mediamark.com/>.