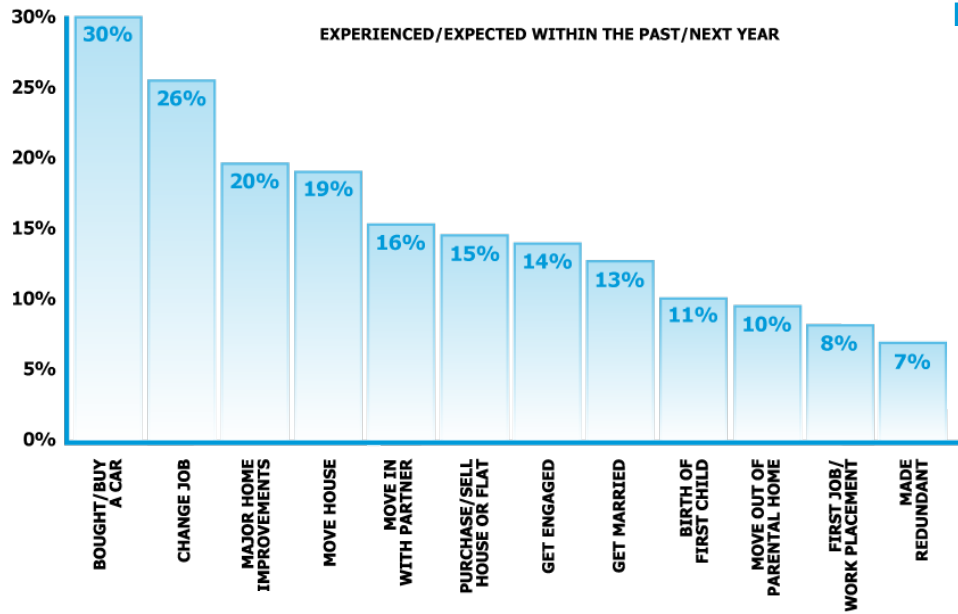


Pre Family Men – A Challenge for Marketers

At a time of near-constant change their most devoted relationship is with the internet. It's where they flirt, play, relax, stay on top of the social scene and research almost every purchase they make. From the daily commute to late night online gaming sessions,



74% of pre-family men are online everyday.



Email: TalkTargeting@ninemsn.com.au

How to Reach Pre Family Men

COMMUNICATING

91% use **email** at least once/day

55% use **social networks** at least once/day

42% use **IM** at least once/day

FINDING & KEEPING LOVE

71% use email to keep in touch with a **partner**

SHOPPING & RESEARCHING

72% shop online once a month or more – **holidays, tickets, music & electrical**

WATCHING VIDEO

91% look at **short video**

69% stream **longer video**

MAKING MONEY

Money Sites are most popular with pre-family men (**Sports** close second)

Source – MSA Research into Pre-Family Men: 21 to 35-year-old professionals with no kids and Internet users.

7 out of 10 will **watch a DVD** on the weekend.

They prefer to have a **chilled weekend** with their partner and friends, and enjoy going out for dinner or a movie.

The majority will attend the **AFL, NRL, Cricket** and **Australian Open** this year. Key music **festivals, movie releases** and **concerts** are also inked into their diaries for 2011.

Although they like to chill and relax, they look forward to **major sporting events, parties, concerts & movies**.

More likely to own their **own mobile phone** rather than have a work/business phone – 79% personal vs 70% of the total population

82% regularly consume **flavoured soft drinks**, and are 4x more likely than the total population to consume **energy** or **sports drinks**.

83% are more likely than the total population to regularly play **computer/video games**. 77% play computer/video games regularly compared to 42% of the population.

56% intend to purchase a new **home entertainment** item in the next 12 months vs 28% of the population

Source – 2010 ZOO Weekly online survey.

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ninemsn is the best place to engage pre-family men.