



Mindset Media.

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For Immediate Release

DOES PERSONALITY DETERMINE WHO KEEPS NEW YEAR'S RESOLUTIONS?

*People who stick to self improvement goals have a distinct MindsetProfile®,
according to Mindset Media study*

NEW YORK, January 6, 2010 – Mindset Media (www.mindset-media.com), the market research and ad technology company that sets the standard in psychographic measurement and targeting, today announced the results of a study on consumers' attitudes toward self improvement.

Now that 2010 has begun, it's officially time to put New Year's resolutions into action. But what makes some people more likely to stick to their goals than others? As it turns out, it's their personality.

A recent study by Mindset Media, which included responses from over 2,600 people, revealed a segment of creative, optimistic and goal-oriented consumers who make self improvement a priority throughout the year – not just the weeks following New Year's Day. These "Self Improvers" appear resolved to put in the hard work necessary to achieve their objectives for a better and brighter year ahead.

"While many people make New Year's resolutions, Self Improvers have the wiring to prioritize their goals and achieve what they set out to accomplish," said Kerry Lyons, Director of Market Development at Mindset Media. "This goal-oriented group can draw from their creativity when it comes to figuring out ways to meet their goals, and can also remain both positive and undeterred if things don't go exactly as planned."

According to the study, four Mindsets distinguished Self Improvers from the general population:

- **Creativity**

Highly creative people, or Creativity 5s in Mindset Media parlance, are both inventive and imaginative. They also tend to be emotionally sensitive and intellectually curious.

- **Leadership**

Those who score high in Leadership (Leadership 5s) truly have the personality of a modern leader. They have ideas and vision, and their style with others is both inclusive and decisive.

- **Diligence**

Diligence 5s (highly diligent people) are remarkably goal-oriented and work intensely and systematically until they have achieved what they set out to accomplish. There's no such thing as "good enough" for them, only excellence.

- **Optimism**

Highly optimistic people (Optimism 5s) see the glass as being half-full. They never fail to look on the bright side of things, no matter how bleak the current situation. People count on them to cheerfully look forward to what the future will bring.

"Self Improvers are important targets for marketers behind products that help consumers stay on top of their self-improvement goals - like health foods, gym memberships, weight loss services and workout gear. No matter what time of year, marketers can add a MindsetTarget™ of Self Improvers to any online plan and reach people wired to work harder to be their best," continued Lyons.

About Mindset Media

Mindset Media is the market research and ad technology company that sets the standard in psychographic measurement and targeting. Our MindsetProfiles® let marketers see how their target consumers measure up on 21 elements of personality known to drive buyer behavior and brand choice. Our proprietary ad technology enables major web publishers to deliver specific psychographic audiences, or MindsetTargets™, on their own inventory. This capability, which is unique in the world of media today,

gives blue-chip advertisers the power to reach mass audiences of consumers with the psychographics that fit their brands. Mindset Media is headquartered in New York, and has field offices in Los Angeles, Chicago, and Kansas City. Mindset Media is a member of the Internet Advertising Bureau (IAB), the Network Advertising Initiative (NAI) and the Advertising Research Foundation (ARF). For more information, visit www.mindset-media.com.

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