

AUDIENCE

The target audience for this film is husbands and potential husbands. According to 2000 Census , 281.4 million people were counted in the United States. One hundred thirty eight million are male. The male population according to ethnicity is White (82%), Black (12%), Asian (3%), Native Hawaiian and Other Pacific Islander (2%) and American Indian and Alaska Native (1%) (Note: a separate listing for Hispanic is not included because the US Census Bureau considers Hispanic to mean persons of Spanish/Hispanic/Latino origin including those of Mexican, Cuban, Puerto Rican, Dominican Republic, Spanish, and Central or South American origin living in the US who may be of any race or ethnic group (white, black, Asian, etc.); about 15.1% of the total US population is Hispanic). The 2010 average income for men is \$56,283. According to figure 1, most men in the United States have completed the requirements for high school. After completion of high school, most men either attain some college with no degree or a BS/BA degree. Most men who do not complete high school do not reach the 11th grade.

Figure 1: Educational Attainment - Men 18 & Over

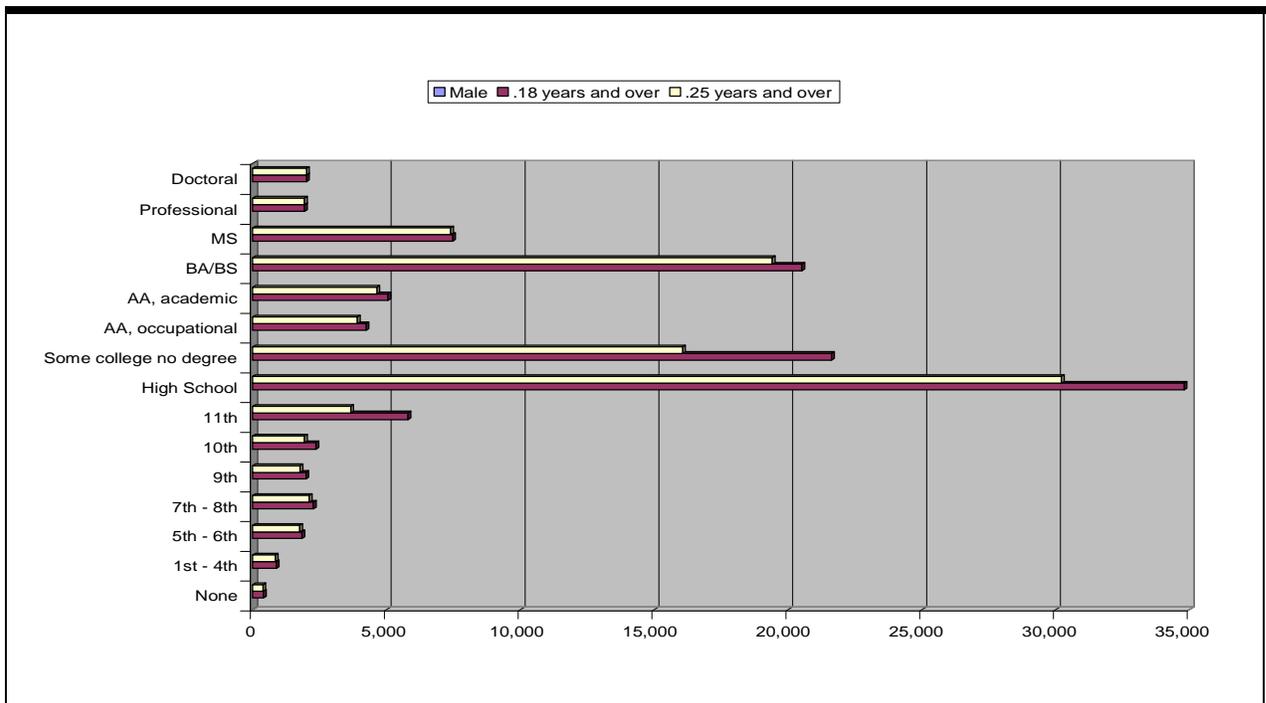


Figure 2 reveals the marital status for men over the age of seventeen. In 2011, married men (65,204,000) are a little more than twice that of single men who have never been married (34,318,000). Of the married men, only 61,053,000 are present in the home with their wife. There are 2,864,000 widowed men and 10,693,000 are divorced.

Men are twice more likely to marry when compared to women. According to a new study of 2,000 adults, which was a promo for the movie "Crazy, Stupid, Love", men have a way easier time brushing the metaphorical dirt off their shoulders and moving on after a failed marriage. Forty-seven percent of divorced men are eager to remarry, which is more than twice as many women in the same category where only 20 percent of divorced women are ready to get back in the marital saddle.

Figure 2: Marital Statud - Men 18 & Over

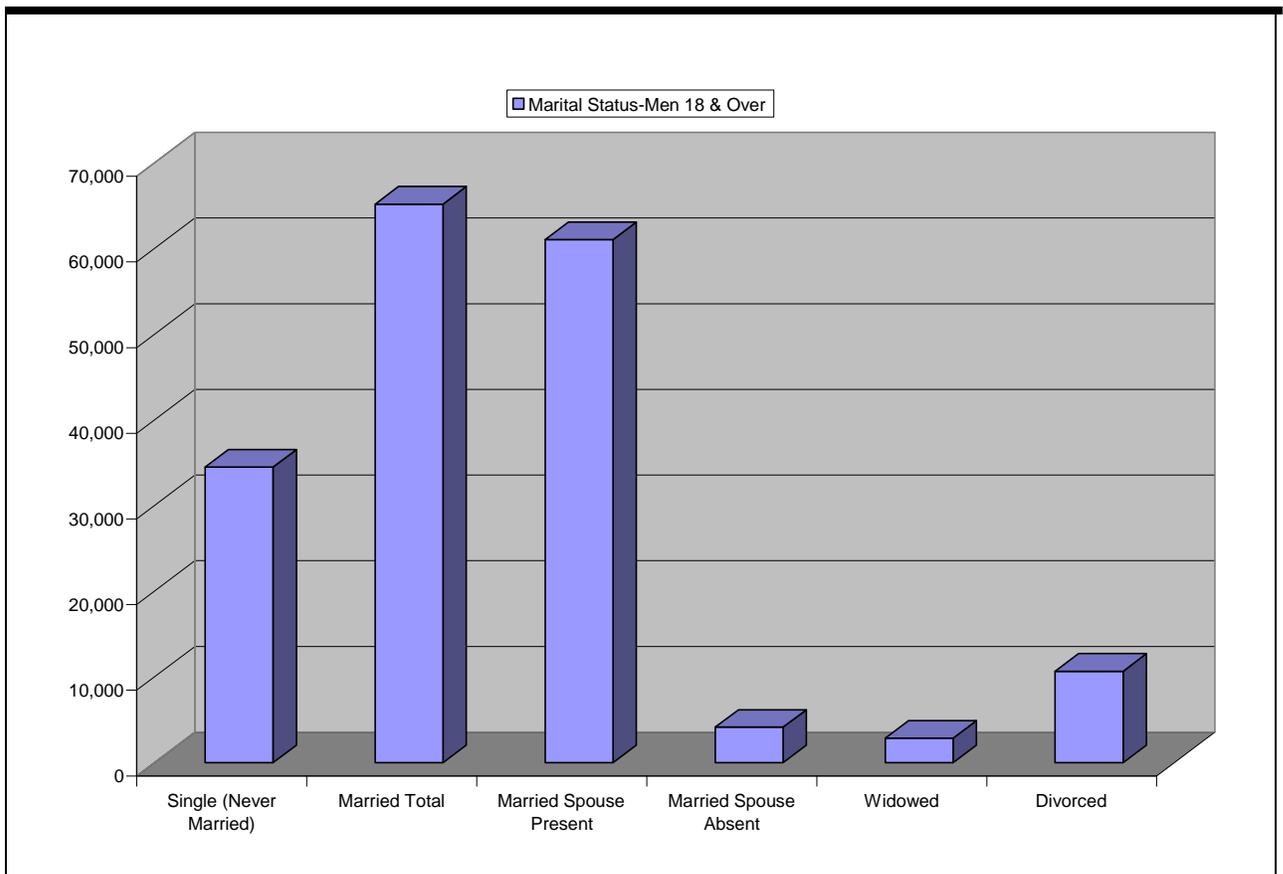


Figure 3 reveals that white men have a slightly higher marriage rate when compare to Hispanics. Blacks have the lower marriage rate when compared to both Whites and Hispanics. Askmen.com (2013) reported the top ten reasons for why men get married:

1. Marriage makes you a better man
2. Married people are happier
3. Marriage means better sex
4. Marriage means more sex
5. Marriage brings financial benefits
6. Marriage makes you more attractive
7. Marriage prevents you from dying alone
8. Marriage gives you a platform to build your bloodline on
9. Marriage increases your earning power
10. Marriage makes you live longer

Figure 3: Percent of Married Men by Ethnicity

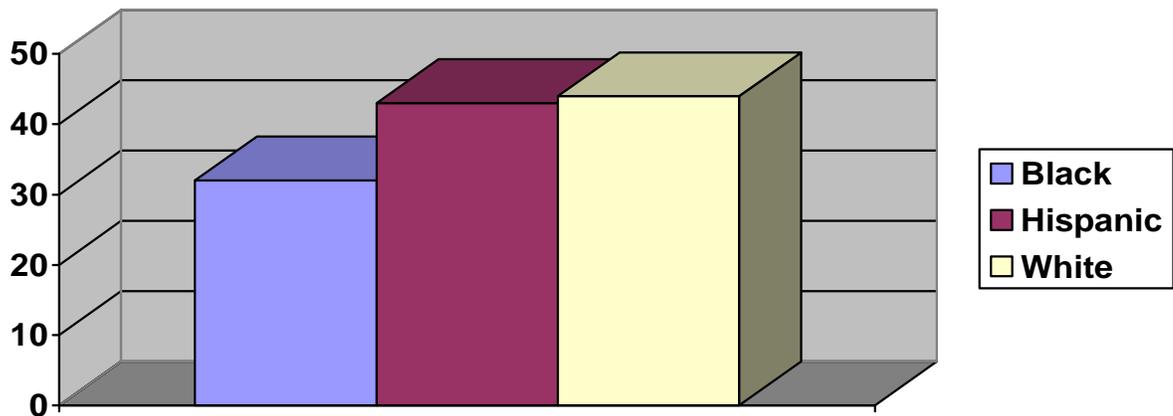


Figure 4 reveals that most men are ready to commit to marriage after completion of graduate school. The higher the educational level the more likely that a man will be committing to marriage. Marital commitment is the key to maintaining unity in the marriage.

Figure 4: Male Marriage Commitment Age & Education Level

■ High School ■ Under Graduate ■ Graduate

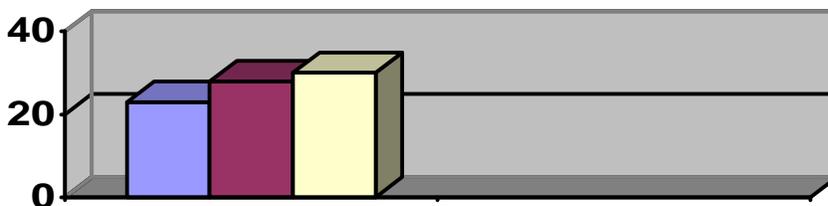


Figure 5 reveals that most men believe that religion is an important marriage factor. Religion is important because we develop many of our beliefs and morals from religion. Religion often plays a role in the relationship before the marriage even takes place. In some cases, couples take part in religious premarital counseling.

Figure 5: Religion In Marriage - Men Only

■ Important ■ Not Important

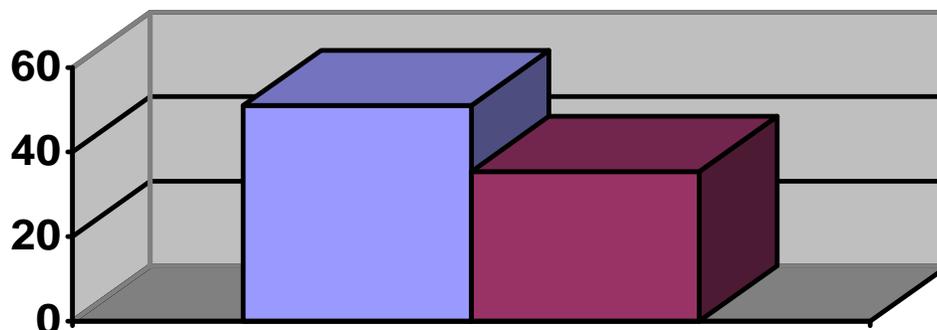


Figure 6 reveals that most men would participate in an extra marital affair if they knew that they would not get caught. Other men have willingly admitted to acts of infidelity while others have considered straying away to another woman at least once. Infidelity can destroy a marriage.

For many couples, infidelity is an unforgiveable act of betrayal. It can negatively affect a marriage to the point where divorce is the only option. Each year, a large number of couples end their marriage because one person is unfaithful.

Figure 6: Marriage Infidelity - Men

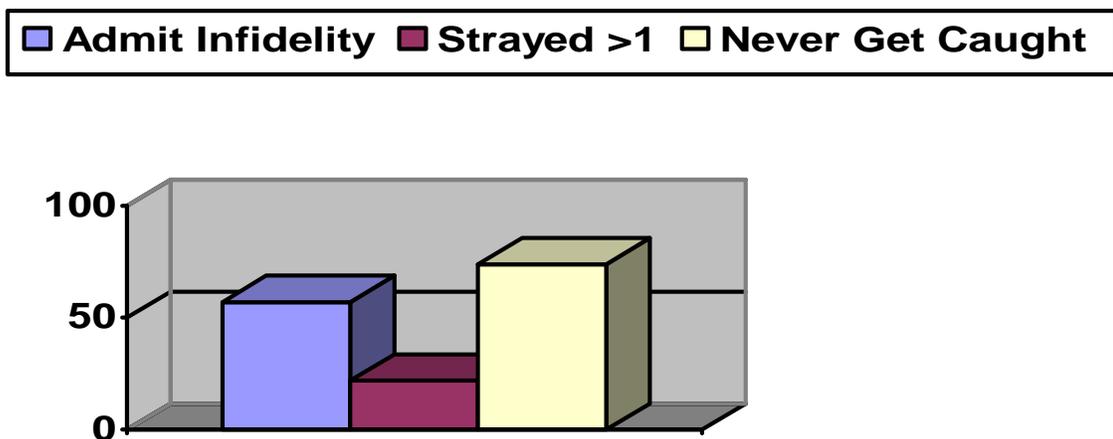


Table 1 reveals the time spent in activities for married fathers. Fathers spend more time preparing food when compared to housework and lawn and garden care. Married fathers spend more time watching television when compared to socializing, communication, and participating in sports or exercising. Most people believe that the biggest grounds for divorce are either infidelity or arguments over money. However, a new report from the British law firm Gateley suggests that seven out of ten divorces occur because of disputes over who does what household chores. Twenty per cent of divorces are due to unfaithfulness. Conversely, a study in Norway suggests that couples who share household chores have a great chance of splitting up. Thomas Hansen, co-author of the report 'Equality in the Home,' said the divorce rate among couples who shared housework

equally was 50 per cent higher than for those where women did all the work. Many Norway women did most of the housework in 70 per cent of marriages, and were "largely happy". An adverse side effect of marital discord is that many families are now "too poor to split up". The U.K. Charity Relate said that in many middle-income families, couples stay together because they can't afford to divorce. Relate says this results in a "toxic" home environment.

Table 1: Activities of Married Fathers

Activity	Percent doing the activity on an average day	
	Married fathers	
	Employed full time	Not Employed
Total, all activities	100.0	100.0
Personal care activities	100.0	100.0
Sleeping	99.9	99.4
Household activities	66.0	79.4
Housework	18.3	34.4
Food preparation and cleanup	42.9	56.5
Lawn and garden care	10.8	14.0
Purchasing goods and services	38.5	42.4
Grocery shopping	9.5	14.1
Consumer goods purchases, except	30.3	29.8
Caring for and helping household	57.3	61.4
Caring for and helping household	55.9	59.6
Physical care	34.1	37.4
Education-related activities	6.9	11.1
Reading to/with children	6.6	6.2
Playing/doing hobbies with children	17.5	16.0
Working and work-related activities	74.6	18.0
Working 3	73.9	2.3
Leisure and sports	94.1	97.2
Socializing and communicating	34.2	41.0
Watching television	77.8	85.1
Participating in sports, exercise, and	17.5	20.3
Travel	94.2	80.3
Travel related to caring for and helping	24.0	28.0
Other activities, not elsewhere classified ..	98.3	97.8

Table 2 reveals the relationship dating statistics, online dating statistics, and online dating facts for men. Men have more opportunities for relationships with women due to the ratio of single men to single women in America. Money is a central factor in relationships. There are more men using online dating websites when compared to women. As men grow older, they tend to have more women pursuing them online. Men will fabricate their demographic and financial information at online dating websites.

Table 2: Men Dating Statistics

Relationship Dating Statistics	Data
Ratio of single men to single women in America	86 to 100
The number one relationship argument	Money
Percent of men who find relationships at a bar	2 %
Percent of women who find money to be very important in a relationship	88%
Percent of men that date women that are at least 5 years younger than them	80%
Online Dating Statistics	Data
Percent of male online dating users	52.4 %
Online Dating Facts	
By 48, Men have twice as many online pursuers as Women	
Men lie most about; Age, Height, Income	

Figure 7 reveals that most men prefer to date a modern career girl. Men tend to shy away from girls who are labelled as a "hottie". Most men want a mate who will enhance their lives, be supportive and love them unconditionally.

Figure 7: Men Dating Preference

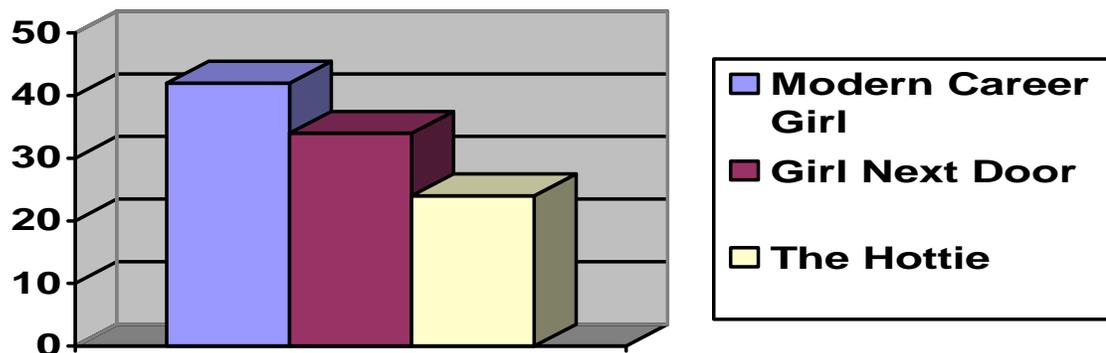


Table 3 reveals that the mix between the church and men has several challenges. The challenges seem to begin when men are transitioning into manhood. Many boys who are

raised in the church will also abandon the church once they become a teenager. While most American men believe in God, only 16% will attend church on a given Sunday. In addition, it seems that most husbands would rather be involved in other activities than attend worship services with their wife.

Table 3: Men and the Church

Almost 25 percent of married, churchgoing women will worship without their husbands.
The majority of church employees are women (except for ordained clergy, who are overwhelmingly male).
Over 70 percent of the boys who are being raised in church will abandon it during their teens and twenties.
More than 90 percent of American men believe in God, and five out of six call themselves Christians. But only one out of six attend church on a given Sunday. The average man accepts the reality of Jesus Christ, but fails to see any value in going to church.
Fewer than 10% of U.S. churches are able to establish or maintain a vibrant men's ministry.
Teens with religious fathers are more likely to say they enjoy spending time with dad and that they admire him.

Marketing to men requires considering their favorite pastimes according to generations. When it comes to favorite pastimes of men, three distinct generations emerge: 12-24 year olds, 25-44 year olds, and 45-64 year olds. Each group prefers to spend their leisure time differently, which means marketers need to tailor not only their message, but also their message placement, if they want to attract consumers in more than one age group. Figure 8 reveals that most men between the ages 12 to 24 enjoy spending their time on video games and sports. Figure 9 reveals that men between the ages 25 to 44 enjoy the Internet and TV. Figure 10 reveals that men between the ages 45 to 64 enjoy TV and the Internet. Most men enjoy multimedia, no matter what their age. Advertising to men requires the usage of different types of media.

Figure 8: Leisure Activities for 12-24 Aged Men

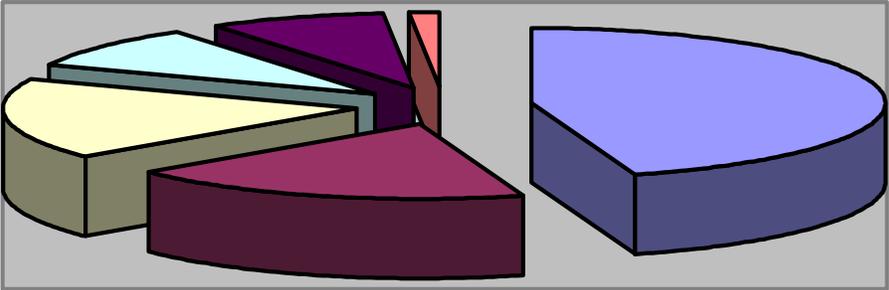


Figure 9: Leisure Activities for 25-44 Aged Men

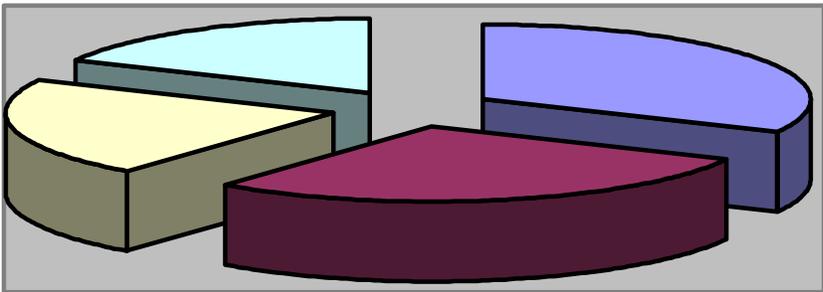


Figure 10: Leisure Activities for 45-64 Aged Men

