



# FOX NEWS JUST MAKES SENSE FOR OWNERS OF CADILLAC'S

**Stephanie Feirn**



# PowerPoint will address the following:

- Demographics for FOX and Cadillac
- Popular shows/specific programming for FOX News
- Brief info on FOX and Cadillac
- Why FOX News fits the Cadillac customer/Why Cadillac customers should watch FOX News



# Statistics on FOX News and Cadillac



- 73,620,000 people view FOX in general
- 1,840,000 people own Cadillac's
- 44.3% of all people who own Cadillac's watch FOX news



# A little about FOX News

## *America's #1 news network on cable*

- Upscale
- Provides news updates 24 hours a day
- 94.5 subscribers
- Influential viewers, decision makers, community leaders
- Educated viewers
- Information presented from an objective perspective
- Offers fair & balanced coverage
- #1 in category and over 20% longer than nearest competitor.
- Top 5 cable program

# FOX news covers...

- Family
- Sports
- Politics
- Entertainment
- Health & medicine
- Business & trends
- Events, issues & people changing the world today

# Target demographics

## FOX News

- People 25-54
- People 50+
- Median age: 62.6 years

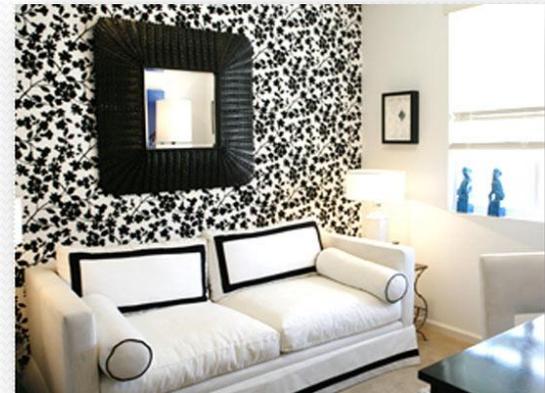
# A little about Cadillac

- Buyers pay for prestige
- Purchased in 1909 by General Motors
- America's premier luxury car
- Some of the cars: Lincoln, Escalade, SUVs, DeVille, Jaguar



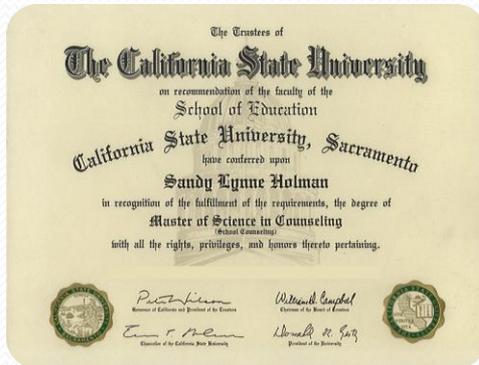
# Meet the Cadillac customer

- 43,634,000 adults ages 45-54 own Cadillac's
- 58,543,000 graduated college +
- 60,271,000 of customers have a house hold income of \$75,000-149,999
- Meets the needs of consumers who want the following:
  - Luxury
  - Comfort
  - Power
  - Reliability
  - Quality



# More statistics on FOX News

- 81% Spend \$5,000+ on Domestic Vacation
- 60% have American Express Gold Card
- 37% Master's Degree
- 34% Bachelor's Degree
- Median household income: \$53, 468



# FOX news

## Specific programming



- *The O'Reilly Factor* with Bill O'Reilly
  - Week nights 8 p.m. & 11 p.m.
  - O'Reilly looks for guests who will stand up verbally & battle for what they believe in
  - TV week donned him one of the most powerful in TV news



# FOX news

## Specific programming cont.

- *On the Record with Greta Vansusteren*
  - Weeknights 10 p.m.
  - Ages 25-54 demographics for her show
  - Held victory for top cable news show (March 2010)



# Why The O'Reilly Factor & On the Record with Greta Vansusteren work best for Cadillac

- Target the Cadillac age group
- On the air later at night for the working consumers to be able to view
- These 2 shows reach consumers who know what they want and what they believe in
- The shows pertain to the college educated level/audience
- Audience can stand up for what they believe in—able to call in, email, reply online by blogs, Twitter, Facebook, etc.

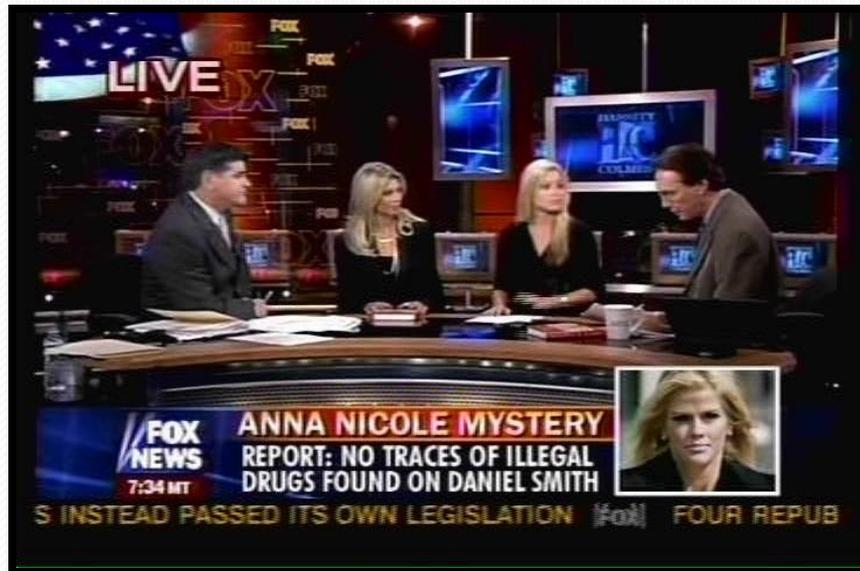
# Why does FOX news makes sense for Cadillac buyers?

- FOX & Cadillac share the following:
  - Upscale/Classy
  - Popular age group: 41-60
  - College educated consumers
  - People that have power
  - Middle/upper class viewers and buyers (incomes of 50k +)
  - Show interest in politics, our world, our President
  - Professional careers: sales, business, finance, management occupations



# Conclusively, Cadillac owners watch FOX

- Cadillac and FOX both target the educated, middle-to-upper class, powerful population ages 25-54, which is why 44.3% of all people who own Cadillac's watch FOX news.



# Thank you!

- Thank you to Cadillac owners who watch FOX.
- If you own a Cadillac and are watching CNN, you better think again, and switch to **FOX** News, *The Most Powerful Name in NEWS.*

*It just makes sense  
for Cadillac owners  
to watch FOX.*

*Thank you,  
FOX NEWS*