

Selected Directory of Rows
 Movie attendance behaviors: 14 - 52 TV/Cable networks: 1129 - 1474 Age: 2098 - 2125
 Media vehicles (from CPM sheet): 53 - 186 Quintiles: 1745 - 1876 Sex: Z290 - Z294
 Internet sites visited: 337 - 463 Radio formats: 1877 - 2001 Sports events attended: 2569 - 2775

Projected: 242,977,884 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Attendances and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months					Combined Age and Movie Attendance Groups					Sex of respondent						
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	Did Not Attend	18-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie Goers	Male Movie Goers	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Vert %	18.1%	31.3%	50.7%	49.3%	0.0%	10.0%	11.0%	12.3%	7.4%	14.2%	21.4%	3.7%	6.1%	3.7%	6.1%	17.0%	23.4%	
Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Proj (000)	242,978	43,883	75,994	123,101	119,877	16,749	26,721	19,955	16,034	34,615	51,943	9,099	14,758	41,203	63,016	56,861		
No. of times attended movie at a theater past 3 months																		
1 time	Vert %	19.4%	0.0%	61.9%	0.0%	39.3%	0.0%	61.2%	0.0%	0.0%	62.5%	0.0%	0.0%	62.1%	0.0%	39.9%	38.6%	
Index	100	0	320	0	203	0	0	0	0	0	323	0	0	320	0	206	0	199
2 times	Vert %	11.9%	0.0%	38.1%	0.0%	24.1%	0.0%	38.8%	0.0%	0.0%	37.9%	0.0%	0.0%	37.9%	0.0%	24.0%	24.3%	
Index	100	0	320	0	203	0	0	0	0	0	315	0	0	319	0	201	0	204
3 times	Vert %	7.7%	0.0%	0.0%	0.0%	15.5%	41.4%	0.0%	0.0%	43.8%	0.0%	0.0%	41.3%	0.0%	0.0%	15.4%	15.6%	
Index	100	0	654	0	203	0	541	0	0	973	0	0	639	0	0	201	204	
4 times or more	Vert %	10.4%	57.6%	0.0%	0.0%	21.1%	58.6%	0.0%	0.0%	56.2%	0.0%	0.0%	58.7%	0.0%	0.0%	20.7%	21.5%	
Index	100	554	0	0	203	563	0	0	540	0	0	564	0	0	199	207		
None	Vert %	50.7%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	
Index	100	0	0	197	0	0	0	0	197	0	0	197	0	0	197	0	0	
No. of times attended movie at a theater past 30 days																		
1 time	Vert %	16.4%	33.3%	33.2%	0.0%	33.2%	33.0%	33.0%	0.0%	34.5%	33.1%	0.0%	31.5%	33.8%	0.0%	31.9%	34.7%	
Index	100	203	202	0	203	201	201	0	210	202	0	192	206	0	195	212		
2 times	Vert %	6.0%	24.6%	4.8%	0.0%	12.1%	24.8%	4.7%	0.0%	24.6%	4.7%	0.0%	24.4%	5.5%	0.0%	12.1%	12.0%	
Index	100	413	81	0	203	416	79	0	413	78	0	242	82	0	203	202		
3 times	Vert %	2.2%	12.4%	0.0%	0.0%	4.6%	12.3%	0.0%	0.0%	11.8%	0.0%	0.0%	14.0%	0.0%	0.0%	4.9%	4.2%	
Index	100	554	0	0	203	548	0	0	525	0	0	623	0	0	216	187		
4 times or more	Vert %	12.2%	0.0%	0.0%	0.0%	4.8%	11.4%	0.0%	0.0%	12.1%	0.0%	0.0%	14.1%	0.0%	0.0%	4.4%	4.5%	
Index	100	554	0	0	203	515	0	0	548	0	0	636	0	0	200	205		
None	Vert %	73.2%	17.4%	62.0%	100.0%	45.6%	18.5%	62.3%	100.0%	17.0%	62.2%	100.0%	16.0%	60.7%	100.0%	46.7%	44.5%	
Index	100	24	85	137	62	25	86	137	23	85	137	22	83	137	84	81		
Movies - when usually seen at a theater past 12 months																		
Opening weekend	Vert %	8.9%	21.8%	11.8%	2.6%	15.4%	28.4%	15.2%	5.1%	21.0%	11.3%	2.5%	13.7%	7.0%	1.0%	14.7%	16.1%	
Index	100	241	132	30	172	295	170	295	57	295	170	29	154	12	165	180		
After opening weekend, but within first two weeks of opening	Vert %	25.8%	47.6%	39.2%	9.7%	42.3%	48.7%	43.2%	16.3%	47.6%	39.0%	10.2%	45.6%	32.5%	4.4%	41.1%	43.6%	
Index	100	185	152	38	164	189	167	83	185	151	40	177	177	128	17	159		
After the second week	Vert %	28.0%	39.6%	31.3%	11.3%	34.6%	23.1%	34.6%	14.4%	28.7%	40.9%	12.6%	45.8%	7.3%	4.0%	38.8%	33.8%	
Index	100	121	171	49	153	100	149	62	124	177	54	154	159	32	159	146		
Did not attend new movie	Vert %	42.1%	2.8%	9.3%	76.3%	6.9%	1.9%	7.1%	64.2%	2.7%	8.8%	74.7%	4.9%	14.6%	87.3%	7.4%	6.4%	
Index	100	22	7	22	17	4	12	6	152	6	177	35	127	15	149	15		
Opening weekend	Vert %	8.9%	21.8%	11.8%	2.6%	15.4%	28.4%	15.2%	5.1%	21.0%	11.3%	2.5%	13.7%	7.0%	1.0%	14.7%	16.1%	
Index	100	241	132	30	172	295	170	295	57	295	170	29	154	12	165	180		
After opening weekend, but within first two weeks of opening	Vert %	25.8%	47.6%	39.2%	9.7%	42.3%	48.7%	43.2%	16.3%	47.6%	39.0%	10.2%	45.6%	32.5%	4.4%	41.1%	43.6%	
Index	100	185	152	38	164	189	167	83	185	151	40	177	177	128	17	159		
After the second week	Vert %	23.2%	28.0%	39.6%	11.3%	35.4%	23.1%	34.6%	14.4%	28.7%	40.9%	12.6%	45.8%	7.3%	4.0%	38.8%	33.8%	
Index	100	121	171	49	153	100	149	62	124	177	54	154	159	32	159	146		
Did not attend new movie	Vert %	42.1%	2.8%	9.3%	76.3%	6.9%	1.9%	7.1%	64.2%	2.7%	8.8%	74.7%	4.9%	14.6%	87.3%	7.4%	6.4%	
Index	100	22	7	22	17	4	12	6	152	6	177	35	127	15	149	15		
Combined Broadcast & Cable TV (by program type)																		
Comedies	Vert %	60.2%	71.2%	64.7%	53.5%	67.1%	78.9%	72.3%	64.3%	71.7%	65.6%	57.5%	55.8%	48.9%	40.6%	65.7%	68.5%	
Index	100	118	107	89	111	131	120	107	119	119	109	96	93	81	67	109	114	
Court shows	Vert %	17.4%	17.6%	15.6%	15.6%	13.1%	14.0%	13.1%	14.0%	17.9%	19.0%	14.7%	17.9%	18.4%	18.4%	18.4%	12.4%	
Index	100	104	88	106	94	91	78	88	115	89	107	110	111	118	111	75		
Daytime soap operas	Vert %	8.5%	7.7%	7.2%	7.4%	5.7%	4.3%	6.1%	8.5%	8.0%	9.6%	9.9%	10.7%	12.3%	11.2%	3.3%		
Index	100	80	85	83	87	51	71	51	99	113	94	125	143	130	30			
Daytime talk shows	Vert %	15.1%	16.1%	13.5%	15.7%	14.5%	12.0%	10.9%	16.9%	12.5%	14.3%	22.3%	20.8%	20.3%	20.9%	7.4%		
Index	100	107	89	104	96	79	72	79	112	82	94	147	138	135	49			
Documentaries	Vert %	36.1%	42.0%	37.4%	33.1%	38.1%	39.7%	35.9%	41.3%	34.0%	40.3%	40.3%	33.0%	34.1%	34.1%	44.6%		
Index	100	116	104	92	108	110	100	84	116	104	96	132	112	92	95			
Dramas	Vert %	39.8%	51.7%	43.3%	34.4%	46.4%	51.0%	44.6%	35.9%	43.5%	35.2%	52.7%	40.6%	29.3%	51.9%	40.3%		
Index	100	109	117	109	117	102	112	109	102	109	98	102	101	130	101			
Game shows	Vert %	25.5%	27.0%	24.0%	25.8%	25.1%	26.9%	22.5%	21.6%	25.8%	22.0%	23.2%	29.7%	31.6%	32.1%	27.3%		
Index	100	106	94	101	99	106	88	85	101	86	91	117	124	126	89			
Kids shows	Vert %	17.9%	20.7%	21.2%	14.8%	21.0%	27.2%	29.7%	28.6%	22.3%	21.8%	15.3%	5.7%	4.3%	4.2%	25.2%		
Index	100	119	119	83	102	169	169	169	122	89	24	32	24	24	41			
Late night talk	Vert %	16.2%	21.9%	13.6%	19.0%	21.6%	17.8%	21.9%	17.4%	14.2%	22.4%	16.3%	12.6%	18.3%	19.7%			
Index	100	135	107	84	117	133	85	105	107	87	108	78	113	113	122			
Local news - evening	Vert %	43.8%	43.8%	44.2%	53.0%	44.0%	29.5%	30.2%	35.4%	45.8%	44.9%	51.0%	65.3%	68.0%	46.0%			
Index	100	91	91	61	109	62	73	94	135	105	134	141	141	95				
Local news - late	Vert %	25.3%	25.9%	24.6%	25.5%	25.1%	20.3%	20.2%	27.6%	28.0%	26.2%	28.0%	29.2%	28.6%	25.7%			
Index	100	102	97	101	89	89	80	89	103	110	115	114	113	102				
Local news - morning	Vert %	40.6%	38.4%	37.3%	43.4%	37.7%	28.2%	27.3%	29.8%	39.6%	44.7%	48.8%	50.2%	51.5%	40.7%			
Index	100	95	92	107	93	69	67	73	105	98	110	120	124	100				
Movies	Vert %	66.8%	80.7%	71.3%	59.1%	74.9%	84.4%	75.4%	63.9%	79.7%	70.6%	60.2%	65.6%	54.2%	74.0%			
Index	100	121	106	112	126	113	96	116	96	116	90	111	111	113				
Music videos	Vert %	14.7%	19.7%	15.7%	12.4%	17.2%	29.1%	21.2%	17.3%	13.0%	12.8%	9.4%	6.3%	5.9%	17.2%			
Index	100	104	106	84	116	165	144	119	85	80	43	50	43	117				
Mystery/suspense/crime	Vert %	42.4%	51.3%	43.8%	38.4%	46.5%	50.9%	45.1%	50.4%	39.8%	55.5%	48.9%	40.1%	49.7%	43.0%			
Index	100	121	103	91	110	118	96	83	119									

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan		No. Movies Attended at a Theater in Past 3 Months											Combined Age and Movie Attendance Groups										Sex of respondent	
		All Adults	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers							
Satellite Radio	Vert %	19.2%	23.5%	20.3%	16.5%	21.9%	16.4%	14.1%	25.0%	23.8%	18.7%	25.2%	22.7%	15.6%	19.1%	15.6%	24.2%							
	Index	100	123	109	86	114	104	86	124	116	81	124	116	81	100	100	130							
Public Broadcasting Underwriting	Vert %	11.1%	11.0%	9.6%	12.0%	10.1%	4.0%	3.7%	4.4%	9.9%	8.6%	9.3%	25.9%	22.8%	20.9%	11.1%	9.1%							
	Index	100	99	87	109	91	36	33	40	89	78	84	233	205	189	100	82							
NPR non-political underwriting announcement	Vert %	5.5%	8.6%	6.3%	4.0%	7.1%	7.4%	5.5%	3.8%	8.6%	6.1%	4.2%	10.6%	8.1%	3.9%	6.5%	7.8%							
	Index	100	155	113	72	129	133	99	68	156	110	75	192	147	71	117	141							
Print	Vert %	4.6%	6.5%	4.9%	3.8%	5.5%	5.2%	4.0%	3.8%	6.2%	4.8%	3.3%	9.4%	6.9%	4.3%	4.3%	6.8%							
	Index	100	140	106	82	119	112	88	82	134	103	72	203	148	93	93	148							
Digital Advertising (Display & Pre-Fl)	Vert %	27.7%	36.4%	30.7%	22.7%	32.8%	36.8%	30.6%	26.7%	39.8%	33.6%	24.9%	28.9%	24.2%	16.9%	28.5%	37.5%							
	Index	100	132	111	82	119	133	110	117	144	121	90	104	87	61	103	136							
National News Websites	Vert %	19.2%	25.1%	21.4%	15.7%	23.8%	28.3%	21.4%	17.1%	23.9%	17.3%	13.9%	17.3%	9.8%	12.3%	34.4%	34.4%							
	Index	100	131	112	82	119	149	112	112	135	101	89	90	72	51	64	179							
Mobile (Impressions purchased per website)	Vert %	46.4%	62.8%	56.5%	34.4%	58.7%	81.2%	74.8%	60.5%	62.6%	56.7%	37.9%	28.0%	22.8%	11.1%	58.2%	59.2%							
	Index	100	135	122	74	126	175	170	135	135	122	82	60	49	24	125	128							
Hulu	Vert %	5.7%	10.1%	6.4%	3.6%	7.8%	16.1%	10.8%	7.8%	8.4%	4.9%	3.4%	2.9%	2.0%	1.0%	7.3%	8.3%							
	Index	100	178	113	64	137	282	190	137	145	59	59	51	35	17	128	147							
Pandora (Autoplay Video)	Vert %	19.5%	28.6%	23.9%	13.6%	25.6%	42.4%	35.5%	27.1%	26.0%	22.3%	13.4%	8.4%	6.6%	4.0%	27.0%	24.1%							
	Index	100	146	123	70	131	217	182	139	133	114	68	43	34	21	138	123							
Facebook	Vert %	57.3%	68.7%	66.2%	47.6%	67.2%	83.2%	80.9%	70.1%	67.4%	65.8%	50.6%	44.6%	40.8%	27.4%	63.8%	63.8%							
	Index	100	116	111	83	117	145	141	122	118	115	88	78	71	48	123	111							
Twitter	Vert %	11.8%	18.8%	14.4%	7.7%	16.0%	29.6%	23.4%	16.5%	16.4%	11.9%	7.3%	4.0%	3.7%	1.9%	15.2%	17.0%							
	Index	100	160	122	65	136	251	198	140	139	80	62	40	31	16	128	144							
Google, Yahoo!, Bing	Vert %	75.4%	80.0%	83.0%	66.8%	84.3%	93.5%	91.4%	83.9%	84.6%	81.7%	70.2%	65.4%	46.6%	38.5%	83.8%	85.1%							
	Index	100	114	110	89	112	124	121	111	111	112	97	93	67	62	111	113							
YouTube	Vert %	43.5%	56.1%	50.0%	34.9%	52.3%	73.5%	66.6%	57.5%	54.3%	48.3%	37.0%	27.8%	24.1%	15.9%	48.8%	56.1%							
	Index	100	129	115	80	120	169	153	132	125	111	85	64	55	37	112	129							
Outdoor	Vert %	20.0%	24.5%	22.5%	16.8%	23.3%	25.0%	22.7%	18.8%	26.5%	25.1%	19.9%	19.9%	16.1%	11.6%	19.8%	27.0%							
	Index	100	123	113	83	114	123	94	126	126	125	99	99	80	59	100	130							
Outdoor Transit Ads (Buses, Light Rail, etc)	Vert %	11.3%	14.2%	11.5%	10.1%	12.5%	16.7%	15.4%	14.8%	13.6%	10.2%	10.3%	10.7%	7.7%	6.5%	12.0%	13.1%							
	Index	100	126	102	90	111	148	136	131	120	90	91	95	68	58	108	116							
NASCAR car sponsorship: Sprint Cup races	Vert %	16.2%	13.5%	13.8%	18.1%	13.7%	12.2%	10.8%	14.0%	14.7%	15.3%	20.9%	13.5%	15.5%	16.2%	10.0%	17.8%							
	Index	100	83	85	115	84	76	66	87	81	96	129	84	96	119	62	110							
Theater	Vert %	26.8%	32.6%	38.0%	0.0%	54.4%	81.5%	37.7%	0.0%	83.0%	37.8%	0.0%	84.0%	39.3%	0.0%	53.3%	55.5%							
	Index	100	121	142	0	203	304	140	0	310	141	0	315	166	0	159	207							
Daily newspapers print edition - Cume	Vert %	3.5%	5.2%	3.7%	2.7%	4.3%	5.6%	4.5%	4.0%	4.4%	3.0%	2.4%	6.2%	4.0%	2.3%	3.9%	4.8%							
	Index	100	149	107	78	123	161	129	114	125	87	68	177	113	65	111	136							
USA Today	Vert %	4.4%	5.5%	4.7%	3.8%	5.0%	5.1%	3.8%	3.6%	5.5%	4.9%	3.7%	6.3%	5.9%	3.9%	4.1%	5.9%							
	Index	100	126	107	89	114	116	87	83	126	111	86	135	145	89	95	133							
Wall Street Journal	Vert %	3.4%	3.9%	3.9%	2.7%	4.1%	3.6%	3.5%	2.8%	4.6%	4.1%	2.6%	6.5%	4.1%	2.8%	2.9%	5.5%							
	Index	100	114	113	79	121	105	103	72	135	118	75	188	121	83	86	160							
Any daily newspaper print edition	Vert %	48.3%	44.8%	44.8%	46.1%	46.1%	37.8%	34.2%	34.1%	48.1%	44.8%	43.1%	64.1%	53.1%	45.4%	45.4%	46.8%							
	Index	100	104	97	100	100	82	74	74	147	93	86	139	129	98	101	104							
Daily newspapers print edition - Average Issue Reader	Vert %	1.7%	2.6%	1.9%	1.3%	2.2%	2.5%	1.9%	1.6%	2.5%	1.7%	1.1%	3.8%	2.4%	1.2%	1.8%	2.6%							
	Index	100	160	109	73	127	142	108	95	144	96	62	223	140	71	107	150							
USA Today	Vert %	1.8%	2.5%	1.8%	1.6%	2.1%	2.2%	1.3%	1.3%	2.5%	1.8%	1.5%	2.9%	2.7%	1.9%	1.6%	2.5%							
	Index	100	137	89	99	113	70	71	70	121	83	70	159	108	90	108	138							
Wall Street Journal	Vert %	1.8%	2.0%	1.4%	2.1%	1.7%	1.5%	2.2%	1.5%	2.2%	1.3%	3.8%	2.4%	1.6%	1.4%	2.9%								
	Index	100	133	112	81	120	95	83	126	125	71	215	135	91	78	166								
Any daily newspaper print edition	Vert %	31.8%	31.8%	31.8%	31.2%	31.2%	20.5%	17.0%	17.7%	31.8%	28.7%	26.3%	54.4%	50.4%	46.6%	29.0%	31.2%							
	Index	100	104	95	102	98	67	59	58	117	77	177	164	152	95	102								
Sunday newspapers print edition - Average Issue Reader	Vert %	2.4%	3.7%	2.4%	1.9%	2.9%	2.7%	1.8%	2.0%	3.3%	2.3%	1.8%	6.1%	3.8%	2.0%	2.8%	3.0%							
	Index	100	154	102	80	121	113	76	82	139	97	75	258	160	84	116	126							
Any Sunday newspaper print edition	Vert %	36.3%	38.3%	34.8%	36.5%	36.1%	24.6%	21.7%	22.4%	39.4%	35.5%	33.4%	61.1%	57.2%	50.5%	37.1%	35.0%							
	Index	100	105	96	101	99	66	60	62	109	96	92	168	158	139	102	95							
Sunday newspapers print edition - Cume	Vert %	4.0%	5.9%	4.2%	3.2%	4.8%	5.0%	3.8%	3.6%	5.2%	3.9%	3.0%	9.0%	5.7%	3.2%	4.8%	4.9%							
	Index	100	147	105	79	120	95	123	89	120	75	67	142	90	60	122	125							
Any Sunday newspaper print edition	Vert %	48.6%	51.2%	48.3%	47.8%	49.3%	37.5%	34.8%	35.8%	52.5%	49.0%	46.1%	69.5%	66.1%	59.4%	51.5%	46.6%							
	Index	100	105	99	98	102	82	77	72	108	101	95	143	136	122	106	97							
Type of mobile device used to read newspapers	Vert %	6.5%	8.1%	7.8%	5.2%	7.9%	7.3%	6.5%	6.3%	9.5%	9.8%	6.3%	6.8%	5.3%	2.9%	7.3%	8.5%							
	Index	100	125	119	79	121	113	101	96	146	150	98	105	80	44	113	131							
Other tablet computer	Vert %	3.3%	3.3%	3.1%	2.1%	3.3%	4.1%	3.3%	4.0%	3.0%	2.5%	1.5%	1.1%	0.8%	0.5%	2.8%	3.8%							
	Index	100	106	116	81	120	134	156	128	116	95	59	42	30	104	104	137							
iPhone	Vert %	8.8%	10.8%	10.6%	6.3%	10.6%	13.9%	13.5%	11.2%	10.9%	11.1%	6.9%	4.7%	4.2%	2.1%	9.9%	11.4%							
	Index	100	127	127	85	128	159	165	125	125	81	50	55	50	25	100	118							
Other smartphone	Vert %	4.7%	9.5%	8.4%	6.2%	8.5%	11.2%	11.1%	9.5%	8.8%	6.8%	3.4%	2.8%	1.8%	1.8%	10.2%	10.2%							
	Index	100	127	113	83	118	165	150	148	133	115	45	28	24	101	137								
Other mobile device	Vert %	3.2%	2.6%	2.2%	2.8%	3.4%	2.4%	3.4%	3.2%	3.7%	2.5%	1.4%	2.0%	1.3%	2.8%	2.8%								
	Index	100	106	110	89	112	106	121	149	119	110	82	58	82	51	113								
Used mobile device to read newspapers past 30 days	Vert %	20.4%	25.6%	23.8%	16.6%	24.4%	30.5%	28.9%	26.7%	27.1%	24.9%	18.4%	13.6%	11.6%	7.0%	22.4%	25.6%							
	Index	100	125	116	81	119	149	142	130	132	122	90	66	57	34	110	130							
No	Vert %	79.6%	74.4%	76.2%	83.4%	75.6%	69.5%	71.1%	73.3%	72.9%	75.1%	81.6%	86.4%	88.4%	93.0%	77.6%	73.4%							
	Index	100	94	96	105	95	87	89	92	94	103	109												

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent																						
		3+ Movies		1-2 Movies		Movie		1+ movies (A+B)		18-34 & 3 or more		18-34 & 1-2 times		18-34 & None		35-59 & 3 or more		35-59 & 1-2 times		35-59 & None		60+ & 3 or more		60+ & 1-2 times		60+ & None		Female Movie-Goers		Male Movie-Goers														
		Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %									
Groceries, candy, or other food items	100	10.6%	15.1%	100	14.3%	12.1%	8.0%	13.2%	21.4%	16.6%	13.4%	13.4%	11.3%	8.1%	6.9%	5.8%	4.0%	14.8%	11.4%	10.2%	100	14.3%	12.1%	8.0%	13.2%	21.4%	16.6%	13.4%	11.3%	8.1%	6.9%	5.8%	4.0%	14.8%	11.4%									
Health and beauty items	100	15.7%	23.6%	100	17.7%	12.9%	7.2%	12.9%	27.8%	22.2%	15.7%	15.3%	12.7%	10.6%	11.7%	7.9%	5.6%	27.4%	12.0%	10.8%	100	15.7%	23.6%	100	17.7%	12.9%	7.2%	12.9%	27.8%	22.2%	15.7%	15.3%	12.7%	10.6%	11.7%	7.9%	5.6%	27.4%	12.0%					
Home accessories	100	16.7%	23.9%	100	14.4%	11.5%	7.5%	12.5%	20.9%	27.8%	22.2%	16.7%	24.1%	19.7%	13.9%	16.4%	12.5%	7.6%	23.2%	18.3%	100	16.7%	23.9%	100	14.4%	11.5%	7.5%	12.5%	20.9%	27.8%	22.2%	16.7%	24.1%	19.7%	13.9%	16.4%	12.5%	7.6%	23.2%	18.3%				
Insurance	100	8.9%	13.6%	100	10.5%	10.4%	6.6%	11.4%	11.4%	12.9%	10.6%	13.5%	14.9%	11.8%	8.4%	9.8%	6.9%	7.1%	5.9%	9.2%	100	8.9%	13.6%	100	10.5%	10.4%	6.6%	11.4%	11.4%	12.9%	10.6%	13.5%	14.9%	11.8%	8.4%	9.8%	6.9%	7.1%	5.9%	9.2%	100			
Medicine/prescriptions	100	8.5%	11.8%	100	10.8%	9.4%	6.8%	10.2%	12.9%	13.1%	9.6%	7.7%	11.0%	9.1%	6.9%	10.7%	8.6%	6.1%	11.3%	9.0%	100	8.5%	11.8%	100	10.8%	9.4%	6.8%	10.2%	12.9%	13.1%	9.6%	7.7%	11.0%	9.1%	6.9%	10.7%	8.6%	6.1%	11.3%	9.0%	100			
Mobile device apps	100	15.9%	24.5%	100	19.4%	10.6%	21.3%	32.3%	25.4%	19.1%	24.9%	19.7%	11.4%	9.9%	11.4%	9.6%	7.9%	3.3%	23.4%	14.8%	100	15.9%	24.5%	100	19.4%	10.6%	21.3%	32.3%	25.4%	19.1%	24.9%	19.7%	11.4%	9.9%	11.4%	9.6%	7.9%	3.3%	23.4%	14.8%	100			
Movie tickets	100	15.7%	37.3%	100	21.6%	4.4%	27.4%	21.6%	14.4%	27.9%	28.0%	7.8%	37.0%	22.0%	4.7%	17.6%	9.2%	1.5%	26.1%	28.9%	100	15.7%	37.3%	100	21.6%	4.4%	27.4%	21.6%	14.4%	27.9%	28.0%	7.8%	37.0%	22.0%	4.7%	17.6%	9.2%	1.5%	26.1%	28.9%	100			
Music files (iTunes, Rhapsody, etc.)	100	13.3%	22.9%	100	17.2%	18.4%	8.0%	18.8%	31.0%	20.7%	14.0%	22.5%	17.3%	8.8%	8.9%	6.2%	2.6%	16.7%	21.3%	100	13.3%	22.9%	100	17.2%	18.4%	8.0%	18.8%	31.0%	20.7%	14.0%	22.5%	17.3%	8.8%	8.9%	6.2%	2.6%	16.7%	21.3%	100					
Office supplies	100	11.2%	15.0%	100	13.4%	11.5%	7.9%	12.2%	14.5%	12.1%	10.4%	16.3%	13.9%	9.9%	10.1%	9.0%	6.1%	13.2%	14.1%	100	11.2%	15.0%	100	13.4%	11.5%	7.9%	12.2%	14.5%	12.1%	10.4%	16.3%	13.9%	9.9%	10.1%	9.0%	6.1%	13.2%	14.1%	100					
Pet supplies	100	13.3%	13.3%	100	10.8%	7.3%	11.7%	16.2%	12.7%	9.9%	13.5%	11.2%	8.0%	7.4%	6.3%	4.6%	13.5%	9.7%	9.7%	100	13.3%	13.3%	100	10.8%	7.3%	11.7%	16.2%	12.7%	9.9%	13.5%	11.2%	8.0%	7.4%	6.3%	4.6%	13.5%	9.7%	9.7%	100					
Sporting event tickets	100	10.2%	17.8%	100	17.1%	12.3%	6.3%	14.2%	22.2%	15.5%	10.7%	17.8%	13.0%	7.1%	8.0%	4.9%	2.1%	12.1%	16.6%	100	10.2%	17.8%	100	17.1%	12.3%	6.3%	14.2%	22.2%	15.5%	10.7%	17.8%	13.0%	7.1%	8.0%	4.9%	2.1%	12.1%	16.6%	100					
Sports logo apparel	100	9.9%	15.5%	100	16.5%	12.0%	6.6%	13.2%	19.2%	15.0%	10.8%	15.9%	12.8%	7.2%	6.7%	4.8%	2.8%	11.7%	14.9%	100	9.9%	15.5%	100	16.5%	12.0%	6.6%	13.2%	19.2%	15.0%	10.8%	15.9%	12.8%	7.2%	6.7%	4.8%	2.8%	11.7%	14.9%	100					
Toys or games	100	15.6%	22.4%	100	22.4%	11.2%	21.2%	29.5%	20.9%	20.9%	20.9%	11.7%	10.0%	6.7%	3.0%	20.6%	10.0%	6.7%	20.6%	100	15.6%	22.4%	100	22.4%	11.2%	21.2%	29.5%	20.9%	20.9%	20.9%	11.7%	10.0%	6.7%	3.0%	20.6%	10.0%	6.7%	3.0%	20.6%	10.0%	6.7%	3.0%	20.6%	100
Vehicle (car, truck, SUV, etc.)	100	11.2%	15.6%	100	12.9%	8.6%	13.9%	18.7%	15.4%	12.4%	16.9%	13.2%	9.9%	7.5%	7.9%	4.2%	10.9%	17.3%	100	11.2%	15.6%	100	12.9%	8.6%	13.9%	18.7%	15.4%	12.4%	16.9%	13.2%	9.9%	7.5%	7.9%	4.2%	10.9%	17.3%	100							
Wine	100	4.0%	6.4%	100	4.8%	2.6%	5.4%	8.2%	6.1%	4.0%	6.2%	4.6%	2.9%	3.6%	2.7%	1.2%	5.7%	5.0%	100	4.0%	6.4%	100	4.8%	2.6%	5.4%	8.2%	6.1%	4.0%	6.2%	4.6%	2.9%	3.6%	2.7%	1.2%	5.7%	5.0%	100							
Other product or service	100	13.2%	14.4%	100	14.4%	14.5%	7.8%	14.4%	15.3%	15.4%	15.7%	13.3%	10.4%	10.4%	10.4%	8.3%	11.4%	17.4%	100	13.2%	14.4%	100	14.4%	14.5%	7.8%	14.4%	15.3%	15.4%	15.7%	13.3%	10.4%	10.4%	10.4%	8.3%	11.4%	17.4%	100							
Other travel reservations (hotels, auto rental, etc.)	100	32.7%	19.0%	100	24.2%	42.8%	22.3%	11.3%	17.5%	28.0%	18.2%	21.8%	37.6%	34.6%	41.6%	60.0%	23.2%	21.2%	100	32.7%	19.0%	100	24.2%	42.8%	22.3%	11.3%	17.5%	28.0%	18.2%	21.8%	37.6%	34.6%	41.6%	60.0%	23.2%	21.2%	100							
Did not shop	100	32.7%	19.0%	100	24.2%	42.8%	22.3%	11.3%	17.5%	28.0%	18.2%	21.8%	37.6%	34.6%	41.6%	60.0%	23.2%	21.2%	100	32.7%	19.0%	100	24.2%	42.8%	22.3%	11.3%	17.5%	28.0%	18.2%	21.8%	37.6%	34.6%	41.6%	60.0%	23.2%	21.2%	100							
No. ways used Internet/apps past 30 days on any device	100	1.1%	0.6%	100	0.6%	1.6%	0.7%	0.4%	0.5%	1.8%	0.4%	0.8%	1.4%	1.3%	1.6%	0.8%	0.6%	0.6%	100	1.1%	0.6%	100	0.6%	1.6%	0.7%	0.4%	0.5%	1.8%	0.4%	0.8%	1.4%	1.3%	1.6%	0.8%	0.6%	0.6%	100							
1 way	100	0.5%	0.6%	100	0.6%	1.6%	0.7%	0.4%	0.5%	1.8%	0.4%	0.8%	1.4%	1.3%	1.6%	0.8%	0.6%	0.6%	100	0.5%	0.6%	100	0.6%	1.6%	0.7%	0.4%	0.5%	1.8%	0.4%	0.8%	1.4%	1.3%	1.6%	0.8%	0.6%	0.6%	100							
2 ways	100	0.8%	0.2%	100	0.2%	0.4%	0.3%	0.4%	0.3%	0.4%	0.9%	1.2%	2.5%	2.1%	1.6%	1.1%	0.9%	0.9%	100	0.8%	0.2%	100	0.2%	0.4%	0.3%	0.4%	0.3%	0.4%	0.9%	1.2%	2.5%	2.1%	1.6%	1.1%	0.9%	0.9%	100							
3 - 5 ways	100	8.8%	5.0%	100	4.6%	14.1%	5.8%	15.2%	2.5%	11.1%	5.4%	11.1%	14.3%	9.0%	11.9%	16.2%	6.5%	5.0%	100	8.8%	5.0%	100	4.6%	14.1%	5.8%	15.2%	2.5%	11.1%	5.4%	11.1%	14.3%	9.0%	11.9%	16.2%	6.5%	5.0%	100							
6 - 10 ways	100	18.2%	13.8%	100	17.7%	20.0%	16.3%	9.9%	16.4%	21.1%	14.2%	17.6%	21.0%	20.3%	20.4%	18.0%	16.6%	15.9%	100	18.2%	13.8%	100	17.7%	20.0%	16.3%	9.9%	16.4%	21.1%	14.2%	17.6%	21.0%	20.3%	20.4%	18.0%	16.6%	15.9%	100							
11 - 19 ways	100	24.0%	25.7%	100	27.2%	21.5%	26.2%	25.3%	28.7%	27.6%	28.2%	24.3%	24.3%	21.2%	13.7%	27.4%	25.8%	25.8%	100	24.0%	25.7%	100	27.2%	21.5%	26.2%	25.3%	28.7%	27.6%	28.2%	24.3%	24.3%	21.2%	13.7%	27.4%	25.8%	25.8%	100							
20 or more ways	100	27.9%	44.9%	100	35.2%	17.3%	38.8%	58.2%	17.8%	30.2%	45.3%	35.3%	10.1%	10.6%	8.8%	5.7%	11.4%	10.7%	100	27.9%	44.9%	100	35.2%	17.3%	38.8%	58.2%	17.8%	30.2%	45.3%	35.3%	10.1%	10.6%	8.8%	5.7%	11.4%	10.7%	100							
No. ways used Internet/apps past 30 days on computer	100	6.2%	6.2%	100	6.2%	6.2%	6.2%	7.4%	7.5%	9.3%	6.6%	6.3%	6.7%	3.2%	3.2%	6.6%	5.7%	5.7%	100	6.2%	6.2%	100	6.2%	6.2%	6.2%	7.4%	7.5%	9.3%	6.6%	6.3%	6.7%	3.2%	3.2%	6.6%	5.7%	5.7%	100							
1 way	100	0.8%	0.8%	100	0.8%	0.8%	0.8%	1.0%	1.0%	1.2%	0.9%	0.9%	1.0%	0.5%	0.5%	0.9%	0.8%	0.8%	100	0.8%	0.8%	100	0.8%	0.8%	0.8%	1.0%	1.0%	1.2%	0.9%	0.9%	1.0%	0.5%	0.5%	0.9%	0.8%	0.8%	0.8%	100						
2 ways	100	4.7%	4.7%	100	4.7%	5.0%	4.5%	4.0%	5.1%	5.4%	4.4%	4.7%	5.6%	3.9%	3.8%	3.9%	4.0%	4.0%	100	4.7%	4.7%	100	4.7%	5.0%	4.5%	4.0%	5.1%	5.4%	4.4%	4.7%	5.6%	3.9%	3.8%	3.9%	4.0%	4.0%	4.0%	100						
3 - 5 ways	100	15.1%	14.6%	100	16.2%	14.1%	13.7%	13.7%	17.3%	17.3%	12.8%	17.2%	15.0%	13.3%	15.5%	14.2%	14.1%	12.6%	100	15.1%	14.6%	100	16.2%	14.1%	13.7%	13.7%	17.3%	17.3%	12.8%	17.2%	15.0%	13.3%	15.5%	14.2%	14.1%	12.6%	100							
6 - 10 ways	100	22.8%	23.8%	100	24.2%	21.0%	24.0%	22.1%	22.9%	21.4%	24.3%	25.5%	23.4%	26.0%	23.3%	17.7%	24.2%	23.8%	100	22.8%	23.8%	100	24.2%	21.0%	24.0%	22.1%	22.9%	21.4%	24.3%	25.5%	23.4%	26.0%	23.3%	17.7%	24.2%	23.8%	100							
11 - 19 ways	100	20.9%	28.1%	100	25.4%	15.5%	26.4%	29.9%	26.9%	18.4%	28.8%	26.9%	17.3%	23.5%	19.9%	11.2%	24.8																											

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

All Adults	No. Movies Attended at a Theater in Past 3 Months				Combined Age and Movie Attendance Groups										Sex of respondent	
	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers	
(MAAAC) Media Plan	142	125	150	156	142	115	170	122	101	122	101	122	101	122	101	122
Local/community events	0.4%	0.6%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.1%	0.4%	0.3%	0.5%
Maps/GPS (Google Maps, MapQuest, etc.)	1.0%	1.3%	1.2%	1.2%	1.0%	1.0%	1.1%	1.0%	1.0%	1.0%	1.0%	1.0%	0.7%	1.0%	1.0%	1.1%
Medical services/information	0.3%	0.4%	0.3%	0.3%	0.6%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%	0.1%	0.2%	0.3%	0.3%	0.3%
Movie listings	0.5%	0.8%	0.5%	0.6%	0.8%	0.8%	1.1%	0.8%	0.6%	0.3%	0.3%	0.1%	0.2%	0.6%	0.5%	0.7%
Movies (watch or download)	3.1%	4.5%	4.1%	2.1%	4.2%	6.4%	5.8%	4.1%	4.3%	4.0%	2.1%	1.2%	1.0%	3.4%	5.1%	5.1%
Music (listen or download - iTunes, Rhapsody, etc.)	1.2%	1.7%	1.5%	0.9%	1.6%	2.6%	2.2%	1.8%	1.5%	1.4%	0.8%	0.3%	0.5%	1.5%	1.7%	1.7%
National news	1.0%	1.4%	1.2%	0.7%	1.2%	2.1%	1.8%	1.2%	1.1%	1.1%	0.6%	0.2%	0.4%	1.2%	1.3%	1.2%
Personal ads/dating	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	0.2%	0.0%	0.2%	0.3%	0.3%
Photo processing/sharing (Snapfish, Shutterfly, etc.)	0.4%	0.6%	0.5%	0.3%	0.5%	0.7%	0.7%	0.6%	0.7%	0.6%	0.2%	0.0%	0.1%	0.4%	0.4%	0.4%
Podcasts (watch, listen, or download)	0.4%	0.6%	0.5%	0.3%	0.5%	0.7%	0.7%	0.6%	0.7%	0.6%	0.2%	0.0%	0.1%	0.4%	0.4%	0.7%
Real estate listings	0.3%	0.5%	0.2%	0.2%	0.3%	0.4%	0.3%	0.5%	0.2%	0.2%	0.1%	0.1%	0.1%	0.4%	0.3%	0.3%
Restaurant information (reviews, reservations, etc.)	0.4%	0.6%	0.4%	0.3%	0.5%	0.5%	0.5%	0.7%	0.4%	0.3%	0.5%	0.2%	0.1%	0.5%	0.4%	0.4%
Scan QR code (mobile device barcode for prod info/discounts)	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.0%	0.1%	0.0%	0.2%	0.3%	0.3%
Search (Google, Yahoo!, etc.)	2.0%	2.5%	2.2%	1.8%	2.3%	3.6%	2.9%	2.3%	2.2%	1.6%	0.8%	1.1%	0.6%	2.2%	2.4%	1.9%
Shopping	0.5%	0.6%	0.5%	0.5%	0.7%	0.5%	1.0%	0.7%	0.5%	0.4%	0.5%	0.3%	0.1%	0.6%	0.5%	0.5%
Social networking (Facebook, Twitter, LinkedIn, etc.)	1.7%	1.6%	1.3%	0.7%	1.7%	2.4%	2.4%	1.8%	1.4%	1.8%	0.6%	0.4%	0.6%	1.4%	1.4%	1.4%
Sports scores/updates	0.6%	0.7%	0.8%	0.4%	0.7%	0.9%	1.0%	0.7%	0.6%	0.5%	0.5%	0.3%	0.2%	0.5%	1.0%	1.0%
Take college courses	0.2%	0.2%	0.1%	0.2%	0.5%	0.4%	0.3%	0.2%	0.2%	0.1%	0.0%	0.0%	0.0%	0.2%	0.3%	0.3%
Traffic	1.0%	1.0%	0.6%	0.8%	0.8%	0.7%	0.8%	0.7%	0.8%	0.7%	0.2%	0.0%	0.0%	0.2%	0.3%	0.8%
Travel reservations (airline, hotel, auto rental, etc.)	0.2%	0.4%	0.3%	0.3%	0.5%	0.2%	0.3%	0.4%	0.3%	0.2%	0.2%	0.2%	0.1%	0.2%	0.4%	0.4%
Video clips (YouTube, etc.)	1.5%	2.0%	1.8%	1.2%	1.9%	3.2%	3.0%	2.6%	1.8%	1.4%	1.0%	0.5%	0.3%	1.3%	2.5%	2.5%
Watch free TV programs	2.8%	2.8%	2.2%	2.2%	2.9%	3.0%	3.0%	2.0%	1.7%	1.7%	1.1%	0.3%	0.3%	1.6%	2.9%	2.9%
Watch live sports	0.8%	1.3%	1.0%	0.6%	1.1%	2.1%	1.6%	1.2%	0.8%	0.9%	0.6%	0.6%	0.4%	0.7%	1.6%	1.6%
Watch TV programs using online subscription service	4.9%	7.3%	6.2%	3.5%	6.6%	10.6%	9.6%	6.5%	7.0%	5.6%	3.3%	1.9%	1.7%	0.7%	7.8%	7.8%
Weather	1.8%	1.8%	1.4%	1.1%	1.6%	2.1%	1.6%	1.6%	1.9%	1.7%	1.0%	0.5%	0.7%	1.7%	1.7%	1.7%
Other coupons	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%	0.2%	0.2%	0.0%	0.1%	0.0%	0.2%	0.3%	0.3%
Other use	1.4%	1.8%	1.5%	1.3%	1.6%	3.0%	2.1%	2.5%	1.2%	1.2%	1.2%	0.6%	0.8%	1.1%	2.2%	2.2%
Broadcast TV networks/stations watched past 7 days																
ABC	61.4%	65.6%	62.9%	59.1%	63.8%	56.1%	53.8%	46.8%	69.1%	65.8%	59.5%	75.6%	72.5%	67.5%	64.7%	62.8%
ABC America	1.9%	1.8%	2.0%	1.8%	2.0%	2.2%	2.0%	1.9%	2.0%	2.2%	2.0%	0.8%	0.9%	1.3%	1.3%	1.3%
CBS	58.8%	60.9%	58.4%	59.3%	46.5%	45.0%	42.5%	65.6%	61.7%	58.6%	78.3%	74.9%	69.4%	59.0%	59.7%	59.7%
CW	16.1%	19.5%	15.1%	15.4%	16.7%	14.6%	15.0%	20.4%	15.4%	16.1%	18.7%	15.4%	14.8%	16.9%	16.5%	16.5%
FOX	56.6%	60.3%	56.7%	55.5%	58.0%	49.7%	48.2%	63.5%	59.5%	57.1%	63.5%	62.8%	60.3%	54.8%	61.5%	61.5%
Independent	3.9%	4.0%	3.6%	3.7%	2.1%	2.1%	2.1%	4.8%	3.7%	4.6%	5.8%	6.0%	5.1%	3.4%	4.1%	4.1%
ION	10.0%	11.3%	9.0%	10.2%	11.3%	9.9%	7.8%	8.3%	11.3%	9.0%	10.5%	11.4%	11.2%	11.8%	11.8%	11.8%
MyNetworkTV	5.7%	5.1%	4.8%	6.5%	4.9%	3.8%	3.3%	5.0%	5.9%	5.1%	6.9%	5.8%	6.7%	7.1%	4.8%	5.0%
NBC	51.0%	55.2%	50.7%	49.7%	52.4%	41.7%	37.9%	53.5%	60.1%	53.9%	50.8%	66.6%	60.1%	50.9%	53.9%	53.9%
PBS	27.1%	28.4%	26.6%	26.9%	17.2%	16.8%	17.3%	28.3%	26.9%	24.3%	43.7%	37.1%	27.9%	26.6%	26.6%	26.6%
Telemundo	4.6%	4.6%	5.0%	4.2%	4.8%	5.3%	6.4%	4.7%	5.6%	5.3%	5.1%	1.7%	1.7%	2.7%	5.5%	4.1%
Univision	2.3%	2.3%	2.6%	2.2%	2.5%	2.7%	3.6%	2.7%	2.6%	2.7%	2.6%	0.8%	0.8%	2.8%	2.8%	2.8%
Univision	1.0%	1.0%	1.1%	1.0%	1.1%	1.1%	1.0%	1.1%	1.1%	1.1%	1.1%	2.6%	2.6%	3.1%	1.2%	1.2%
Any broadcast viewing past 7 days	85.6%	86.9%	86.4%	84.7%	86.6%	79.2%	78.5%	72.7%	80.1%	89.3%	86.5%	94.7%	94.1%	91.2%	87.6%	85.5%
Cable networks/stations watched past 7 days																
A&E	27.2%	32.2%	27.6%	25.3%	29.3%	30.3%	26.4%	22.9%	33.0%	28.0%	26.8%	33.1%	28.7%	25.1%	29.1%	29.4%
ABC Family	16.5%	22.5%	17.5%	19.3%	22.8%	18.4%	15.9%	13.4%	21.1%	18.0%	14.4%	13.0%	11.4%	10.5%	14.1%	14.1%
Adult Swim	1.0%	1.3%	1.0%	0.8%	1.2%	1.7%	1.2%	1.2%	1.2%	1.2%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
AMC	16.8%	23.0%	17.0%	14.9%	19.2%	23.6%	15.3%	13.4%	22.3%	16.7%	14.8%	22.7%	18.7%	14.8%	15.9%	22.9%
Animal Planet	15.2%	16.1%	15.0%	15.4%	15.8%	13.9%	11.5%	16.6%	15.3%	15.2%	16.1%	15.2%	17.1%	15.7%	15.1%	15.1%
BET	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
BET	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Bio (Biography)	5.3%	6.3%	5.1%	5.2%	5.5%	5.3%	4.0%	4.0%	7.0%	5.5%	5.8%	7.0%	5.8%	5.2%	5.8%	5.2%
Boomerang	1.8%	2.6%	2.1%	1.4%	2.3%	3.8%	2.7%	2.7%	2.6%	2.2%	1.2%	0.5%	0.6%	0.7%	2.1%	2.4%
Bravo	9.5%	13.2%	10.1%	10.2%	10.2%	13.0%	10.2%	7.4%	14.1%	10.2%	8.2%	11.7%	7.1%	14.2%	8.0%	8.0%
CI (Crime & Investigation Network)	3.9%	4.5%	3.4%	4.0%	3.8%	3.6%	2.5%	2.9%	4.9%	3.3%	4.0%	5.0%	5.2%	4.7%	2.9%	2.9%
CMT (Country Music Television)	7.6%	7.1%	6.8%	6.3%	6.9%	6.0%	6.7%	8.0%	6.9%	7.0%	8.7%	5.9%	6.6%	8.1%	7.2%	6.6%
CN (Cartoon Network)	5.5%	8.5%	6.0%	4.1%	6.9%	10.9%	8.2%	6.0%	9.1%	5.7%	4.2%	2.7%	2.6%	6.4%	7.4%	7.4%
CNBC	7.3%	9.4%	6.8%	7.7%	6.1%	4.3%	3.9%	9.6%	6.7%	6.5%	14.9%	11.6%	9.5%	5.6%	10.0%	10.0%
CNN	18.0%	23.2%	16.9%	16.8%	18.1%	12.2%	11.4%	23.2%	26.6%	16.2%	15.3%	26.6%	22.6%	17.7%	20.8%	20.8%
CNN en Español	1.3%	1.4%	1.3%	1.4%	1.3%	1.3%	1.1%	1.1%	1.9%	1.4%	1.5%	0.9%	1.2%	1.4%	1.6%	1.6%
Comedy Central	14.4%	21.1%	15.7%	11.2%	17.7%	20.6%	16.8%	20.6%	15.0%	11.9%	11.9%	8.7%	6.4%	13.3%	22.5%	22.5%
Cooking Channel	13.2%	12.7%	12.7%	13.6%	12.8%	10.2%	8.4%	17.1%	12.9%	17.1%	17.4%	17.1%	16.2%	15.6%	11.2%	11.2%
Destination America	2.2%	2.5%	2.0%	2.2%	2.1%	1.7%	2.1%	3.0%	2.3%	2.6%	1.6%	1.8%	1.7%	2.6%	2.6%	2.6%
Discovery Channel	27.2%	28.3%	26.8%	27.1%	27.4%	25.9%	23.1%	21.0%	29.4%	27.8%	28.1%	30.4%	31.4%	29.7%	23.3%	31.9%
Discovery Channel	10.0%	10.4%	9.9%	10.0%	10.1%	9.5%	8.5%	7.7%	10.8%	10.2%	10.5%	11.1%	11.5%	10.9%	8.6%	8.6%
Disney Channel	14.2%	19.2%	16.6%	12.3%	17.6%	20.4%	17.2%	17.1%	12.6%	17.1%	12.6%	17.1%	12.6%	17.1%	13.8%	13.8%
DIY Network	4.1%	4.2%	3.8%	4.2%	4.0%	3.9%	2.8%	3.9%	5.0%	4.3%	4.8%	3.2%	4.6%	3.7%	4.2%	3.7%
E!	9.1%	14.5%	9.5%	6.9%	11.3%	18.3%	12.7%	9.4%	14.2%	8.6%	7.3%	8.0%	5.6%	4.6%	14.7%	7.6%
ESPN	27.4%	31.3%	27.7%	25.9%	28.9%	25.0%	23.2%	32.3%	28.7%	25.1%	33.4%	30.3%	28.8%	30.4%	41.0%	41.0%
ESPN Classic	4.1%	5.0%	3.7%	4.0%	4.2%	5.0%	3.2%	3.8%	5.3%	3.8%	3.5%	4.2%	4.4%	4.7%	2.2%	6.4%
ESPN Deportes	1.6%	2.3%	1.8%	1.3%	2.0%	2.7%	1.9%	1.6%	2.6%	2.0%	1.4%	1.1%	0.9%	1.1%	2.9%	2.9%

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

U.S. (MAAAC) Media Plan	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
	All Adults	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more	18-34 & 1-2	18-34 & None	35-59 & 3 or more	35-59 & 1-2 times	35-59 & None	60+ & 3 or more	60+ & 1-2 times	60+ & None	Goers	Male Movie-Goers						
ESPZN	14.8%	16.6%	13.9%	14.6%	15.5%	12.3%	12.1%	16.8%	14.1%	13.9%	18.4%	16.5%	17.2%	16.5%	17.2%	23.4%						
ESPNews	4.9%	6.2%	4.6%	4.6%	5.2%	6.0%	4.8%	4.3%	6.1%	4.3%	5.3%	4.3%	5.3%	4.3%	2.4%	6.2%						
ESPNU	4.4%	5.2%	4.0%	4.0%	4.8%	5.7%	4.5%	3.2%	4.7%	3.8%	5.3%	4.7%	4.7%	4.7%	2.1%	7.8%						
Food Network	18.8%	22.6%	17.0%	17.0%	20.9%	21.6%	17.1%	13.9%	24.0%	20.9%	17.9%	15.3%	20.7%	13.3%	22.9%	18.1%						
FOX Business Network	10.0%	12.0%	10.0%	10.0%	11.0%	11.0%	11.0%	7.4%	12.0%	10.0%	11.0%	11.0%	11.0%	11.0%	12.2%	9.6%						
FOX Deportes	1.0%	1.3%	1.2%	1.0%	1.2%	1.6%	1.3%	1.1%	1.4%	1.5%	1.2%	0.6%	0.6%	0.7%	1.8%	1.0%						
FOX News Channel	17.4%	16.1%	16.0%	16.0%	18.8%	19.6%	8.9%	17.1%	15.8%	16.1%	26.0%	29.9%	29.3%	13.8%	18.5%	18.5%						
FOX Sports 1	10.0%	12.0%	10.0%	10.0%	11.0%	11.0%	11.0%	7.4%	12.0%	10.0%	11.0%	11.0%	11.0%	11.0%	12.2%	9.6%						
FOX Sports Network	15.6%	19.0%	13.3%	13.3%	17.9%	26.8%	19.0%	17.0%	19.9%	13.0%	15.4%	13.0%	11.8%	10.1%	14.9%	21.3%						
G4	1.2%	1.8%	1.3%	1.0%	1.5%	2.7%	2.0%	1.9%	1.6%	1.1%	0.9%	0.6%	0.5%	0.4%	0.8%	2.3%						
Galavisión	2.1%	2.2%	1.9%	1.9%	2.3%	3.0%	1.7%	2.6%	2.3%	2.4%	0.8%	0.4%	0.5%	1.4%	2.7%	1.8%						
Golf Channel	5.6%	4.9%	5.9%	5.1%	2.9%	2.8%	2.3%	5.2%	4.6%	11.9%	11.1%	10.0%	11.1%	10.0%	3.1%	7.4%						
GSN (Game Show Network)	3.8%	3.9%	3.6%	4.0%	3.7%	3.8%	2.9%	2.3%	4.2%	3.6%	3.6%	3.5%	4.7%	5.6%	4.3%	3.0%						
H2 (History 2)	7.4%	7.1%	7.1%	7.5%	6.9%	6.0%	6.9%	8.7%	7.7%	7.9%	7.6%	7.6%	7.4%	4.4%	10.6%	10.6%						
Hallmark Channel	16.1%	15.4%	17.5%	17.5%	14.8%	17.8%	6.1%	8.5%	14.2%	19.4%	26.6%	29.4%	26.6%	10.1%	14.9%	8.9%						
HGTV	18.3%	20.0%	20.1%	16.9%	20.0%	15.2%	14.6%	11.9%	21.7%	22.6%	17.7%	25.5%	24.1%	18.4%	23.8%	15.9%						
History	28.0%	29.7%	28.3%	28.3%	28.8%	26.5%	23.1%	21.3%	29.9%	29.2%	28.7%	35.3%	35.8%	32.7%	21.9%	36.6%						
HLN (CNN Headline News)	4.8%	4.8%	4.5%	4.9%	4.5%	2.7%	4.5%	2.1%	5.8%	3.7%	4.5%	3.2%	4.8%	6.2%	3.5%	4.1%						
IFC (Independent Film Channel)	3.6%	5.1%	3.6%	3.0%	4.1%	4.3%	2.6%	3.0%	5.6%	4.2%	3.6%	5.5%	3.6%	2.8%	2.9%	5.4%						
INSP (The Inspiration Network)	2.2%	1.6%	1.9%	2.6%	1.8%	0.5%	0.9%	0.8%	2.1%	2.2%	2.4%	2.5%	2.9%	4.1%	2.1%	1.4%						
Lifetime	18.5%	21.5%	17.4%	18.1%	14.8%	18.1%	14.8%	14.1%	22.6%	18.1%	22.6%	25.6%	25.6%	20.1%	27.2%	10.7%						
LMN (Lifetime Movie Network)	9.6%	11.1%	9.9%	9.5%	9.7%	9.7%	7.5%	8.2%	11.3%	9.2%	9.4%	12.9%	10.5%	10.8%	14.0%	4.9%						
LRW (Lifetime Real Women)	0.6%	0.5%	0.5%	0.5%	0.7%	1.1%	0.4%	0.4%	1.0%	0.7%	0.6%	0.6%	0.5%	0.5%	1.1%	0.3%						
MLB Network	10.0%	15.9%	9.3%	8.3%	11.7%	18.2%	6.6%	16.8%	11.5%	9.4%	9.6%	0.8%	0.8%	0.4%	1.84	4.3%						
MSNBC	7.6%	10.0%	7.0%	7.1%	8.1%	6.4%	3.9%	4.2%	10.0%	7.0%	6.6%	16.7%	12.5%	10.0%	6.5%	9.8%						
MTV	9.7%	16.1%	10.6%	6.9%	12.6%	27.0%	18.7%	15.2%	12.1%	17.6%	6.0%	4.0%	2.9%	2.1%	14.1%	11.0%						
MTV2	4.0%	4.7%	4.2%	4.7%	5.3%	7.8%	6.5%	5.4%	7.9%	6.2%	5.7%	1.2%	0.7%	0.6%	5.3%	5.4%						
MUNZ	0.7%	0.8%	0.9%	0.6%	0.9%	1.5%	1.6%	1.1%	0.6%	0.7%	0.6%	0.1%	0.2%	0.3%	1.2%	0.6%						
National Geographic Channel	15.5%	16.3%	14.7%	15.7%	15.3%	11.8%	9.4%	8.7%	16.9%	15.1%	14.9%	23.3%	23.5%	21.9%	12.9%	18.0%						
NBA TV	2.8%	4.6%	2.7%	2.2%	3.4%	5.0%	3.0%	2.8%	4.6%	3.1%	3.1%	2.1%	2.2%	2.2%	2.2%	4.6%						
NBC Sports Network	6.7%	7.6%	6.3%	6.7%	6.8%	5.7%	4.2%	3.7%	7.6%	6.3%	5.8%	11.1%	10.4%	9.8%	4.6%	9.3%						
NFL Network	8.6%	10.8%	8.4%	9.1%	8.5%	6.3%	5.6%	11.4%	9.3%	8.7%	16.5%	15.4%	14.6%	6.8%	13.8%	13.8%						
NHL Network	1.9%	2.3%	1.8%	1.9%	2.0%	2.2%	1.6%	1.9%	2.6%	1.9%	1.9%	1.7%	1.8%	1.8%	1.2%	2.6%						
Nick	8.6%	12.6%	10.0%	6.3%	11.0%	18.3%	14.8%	11.8%	9.1%	5.9%	3.7%	2.5%	2.7%	11.9%	9.9%	9.9%						
Nick at Nite	5.0%	4.8%	5.1%	4.9%	6.7%	11.5%	6.8%	6.8%	7.3%	2.0%	4.4%	3.0%	2.7%	2.3%	7.2%	4.9%						
Nick Jr.	7.4%	9.1%	8.9%	5.9%	9.0%	11.2%	11.9%	11.1%	10.1%	9.2%	5.9%	3.3%	2.7%	2.1%	11.5%	6.1%						
NuvoTV	0.3%	0.4%	0.2%	0.2%	0.3%	0.4%	0.3%	0.4%	0.4%	0.2%	0.3%	0.2%	0.1%	0.1%	0.3%	0.2%						
Outdoor Channel	10.0%	14.2%	7.7%	9.9%	14.3%	11.2%	15.5%	16.4%	8.3%	10.7%	8.4%	4.8%	4.9%	4.9%	12.5%	7.5%						
Ovation	0.7%	0.9%	0.6%	0.7%	0.7%	0.7%	0.3%	0.3%	0.8%	0.6%	0.7%	1.2%	1.1%	0.8%	1.0%	0.4%						
OWN (Oprah Winfrey Network)	7.3%	9.5%	7.4%	6.5%	8.1%	7.4%	4.9%	4.4%	11.0%	8.3%	6.5%	10.4%	9.8%	7.5%	11.9%	5.0%						
Oxygen	10.0%	13.0%	10.1%	8.9%	11.2%	10.7%	6.7%	6.0%	15.0%	11.3%	9.4%	14.2%	13.4%	10.3%	16.3%	5.5%						
Reelz	3.0%	3.0%	2.5%	3.3%	2.7%	2.0%	1.0%	1.9%	3.1%	3.0%	3.5%	4.4%	4.2%	4.1%	2.4%	3.0%						
Spike	10.6%	13.7%	10.1%	8.7%	11.4%	17.3%	11.9%	11.7%	13.5%	10.1%	10.6%	7.5%	6.7%	7.1%	17.6%	15.8%						
Sportsman Channel	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%						
Syfy	13.6%	18.2%	13.3%	12.2%	15.1%	19.2%	12.6%	12.8%	19.7%	14.7%	13.3%	13.6%	12.2%	10.3%	12.4%	18.2%						
TBS	21.1%	28.2%	21.9%	18.8%	23.5%	26.2%	20.1%	18.6%	26.5%	22.5%	19.6%	24.7%	22.8%	18.5%	21.0%	26.3%						
TCM (Turner Classic Movies)	10.0%	12.4%	10.4%	8.9%	11.1%	12.6%	9.8%	11.5%	12.5%	10.7%	9.3%	11.7%	10.8%	8.7%	9.9%	12.4%						
TeenNick	2.6%	4.9%	2.8%	1.6%	3.6%	7.6%	4.7%	3.9%	4.3%	2.3%	1.3%	1.0%	0.6%	0.4%	4.4%	2.7%						
TLC (The Learning Channel)	12.0%	14.3%	10.3%	10.9%	13.0%	10.7%	13.6%	11.7%	15.0%	11.9%	11.9%	9.9%	10.6%	9.4%	11.6%	9.1%						
TNT	10.0%	12.4%	10.3%	9.3%	10.7%	11.4%	11.4%	11.2%	12.7%	12.7%	14.5%	14.5%	14.5%	14.5%	13.8%	28.7%						
Travel Channel	9.2%	10.7%	8.8%	8.8%	9.5%	9.5%	7.1%	6.7%	11.0%	9.2%	9.0%	12.4%	11.0%	10.1%	8.6%	10.6%						
TruTV	8.6%	10.3%	8.3%	8.1%	9.1%	13.0%	10.1%	10.5%	8.3%	8.7%	5.1%	5.2%	5.6%	5.3%	7.2%	11.1%						
TV Land	10.0%	12.0%	9.7%	9.5%	10.5%	11.1%	11.1%	12.2%	12.2%	10.7%	10.7%	12.0%	11.0%	10.1%	8.4%	13.0%						
TV One	9.4%	9.4%	7.7%	8.3%	8.7%	4.0%	7.1%	11.3%	10.6%	9.2%	10.8%	9.7%	10.1%	9.0%	7.6%	7.6%						
TVGN (TV Guide Network)	1.9%	2.3%	1.7%	2.0%	1.9%	2.0%	0.9%	1.2%	2.5%	1.9%	2.5%	2.9%	2.6%	2.6%	1.2%	1.2%						
USA	21.8%	27.0%	21.4%	20.3%	23.4%	27.1%	20.2%	19.2%	26.3%	21.5%	20.8%	28.4%	23.2%	20.8%	24.4%	34.3%						
VH1	7.3%	11.4%	7.4%	5.7%	8.9%	16.7%	11.3%	10.6%	10.6%	6.6%	6.0%	3.4%	2.4%	1.8%	10.1%	7.6%						
We TV	3.7%	4.5%	3.3%	3.6%	3.8%	4.3%	3.8%	3.8%	5.3%	3.6%	4.7%	3.4%	3.4%	3.4%	3.3%	2.2%						
The Weather Channel	21.6%	19.7%	18.9%	24.0%	19.2%	12.5%	10.5%	12.5%	20.6%	18.7%	21.5%	30.7%	34.4%	35.5%	19.2%	69.1%						
WFN (World Fishing Network)	0.5%	0.6%	0.4%	0.6%	0.5%	0.4%	0.2%	0.2%	0.7%	0.5%	0.6%	0.6%	0.5%	0.9%	0.4%	0.6%						
WGN America	3.7%	3.9%	3.1%	4.0%	3.4%	2.1%	1.6%	2.7%	4.7%	3.4%	4.0%	5.4%	5.0%	5.1%	3.9%	3.9%						
Any cable (non-premium/premium) viewing past 7 days	82.4%	86.3%	83.4%	80.3%	84.5%	83.0%	79.0%	73.3%	87.3%	84.6%	80.0%	90.4%	88.7%	85.7%	84.7%	84.2%						
Any non-premium cable viewing past 7 days	82.0%	86.0%	83.0%	80.0%	84.1%	82.6%	78.4%	73.0%	87.0%	84.2%	79.6%	90.1%	88.5%	85.5%	84.2%	83.9%						
Any premium cable network (HBO, Showtime, etc.) past 7 days	15.0%	20.8%	15.3%	12.9%	17.1%	18.3%	13.3%	13.3%	21.5%	17.0%	13.3%	16.7%	12.2%	15.6%	16.8%	18.4%						
Special TV programs watched past 12 months	16.9%	16.7%	16.7%	16.7%	13.5%	12.7%	12.5%	16.5%	17.4%	17.2%	22.8%	21.5%	20.6%	19.9%	13.1%	13.1%						
ACM Awards (Academy of Country Music Awards)	10.0%	9.8%	9.9%	10.1%	9.9%	8.0%	7.5%	7.4%	9.7%	10.3%	10.2%	13.5%	13.0%	12.2%	11.8%	7.7%						

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

U.S. Crosstabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Goers	Male Movie-Goers							
ALMA Awards	Vert %	0.6%	0.6%	0.6%	0.6%	0.5%	0.5%	0.4%	0.7%	0.7%	0.7%	0.7%	0.6%	0.6%	0.6%	0.5%	0.5%						
ALMA Awards	Index	100	109	109	105	105	104	104	117	104	104	104	104	104	104	104	104						
American Music Awards	Vert %	13.8%	15.8%	14.0%	12.9%	14.7%	14.8%	12.3%	11.0%	16.8%	15.3%	14.6%	15.7%	14.1%	12.3%	17.4%	11.6%						
American Music Awards	Index	100	114	102	84	105	89	71	121	102	102	102	102	89	102	134	84						
Barbara Walters Specials	Vert %	10.5%	11.5%	9.9%	11.5%	10.9%	5.2%	4.2%	4.4%	11.6%	10.2%	9.7%	18.8%	16.2%	14.2%	6.2%	6.2%						
Barbara Walters Specials	Index	100	110	93	101	99	49	40	42	110	97	94	215	178	154	134	59						
BET Awards	Vert %	8.6%	11.0%	8.8%	8.1%	9.6%	13.5%	12.3%	11.1%	10.8%	11.5%	10.3%	8.6%	5.6%	5.1%	11.9%	7.1%						
BET Awards	Index	100	125	102	91	102	153	129	122	130	94	100	81	66	59	135	80						
CMA Awards (Country Music Association Awards)	Vert %	17.1%	16.4%	19.9%	17.5%	16.7%	14.6%	13.4%	14.0%	16.3%	18.0%	17.2%	19.8%	20.0%	20.3%	19.8%	13.3%						
CMA Awards (Country Music Association Awards)	Index	100	96	99	102	98	85	79	82	96	100	101	118	120	119	116	78						
Dick Clark's New Year's Rockin' Eve	Vert %	24.2%	25.7%	23.0%	23.0%	21.5%	21.5%	21.5%	21.5%	28.6%	29.0%	25.6%	27.5%	24.1%	22.4%	26.6%	24.0%						
Dick Clark's New Year's Rockin' Eve	Index	100	106	105	95	105	88	89	79	118	120	106	118	99	93	111	99						
Emmy Awards - Daytime Entertainment	Vert %	6.5%	7.0%	6.4%	6.3%	6.6%	5.8%	5.7%	4.9%	6.9%	6.1%	5.9%	9.5%	8.5%	7.8%	8.6%	4.9%						
Emmy Awards - Daytime Entertainment	Index	100	109	97	88	97	88	76	79	132	127	121	137	121	133	133	89						
Emmy Awards - Primetime	Vert %	12.1%	15.0%	12.5%	10.8%	13.4%	11.4%	9.7%	7.6%	14.9%	12.6%	10.7%	22.2%	17.1%	13.1%	15.4%	11.2%						
Emmy Awards - Primetime	Index	100	125	103	89	111	94	81	63	123	104	89	184	142	109	127	93						
ESPYs	Vert %	3.7%	4.6%	3.1%	4.3%	4.3%	5.1%	4.1%	4.3%	4.8%	3.4%	3.4%	3.2%	2.3%	2.3%	6.9%	3.9%						
ESPYs	Index	100	125	113	83	117	142	138	110	130	115	92	86	61	53	54	187						
Golden Globe Awards	Vert %	14.2%	18.9%	15.0%	12.0%	16.4%	15.4%	12.9%	10.2%	19.1%	15.8%	12.8%	25.0%	17.5%	12.8%	19.5%	13.0%						
Golden Globe Awards	Index	100	153	106	85	116	108	91	72	134	110	88	123	90	138	132	92						
Grammy Awards	Vert %	20.2%	25.4%	21.4%	17.7%	22.8%	24.7%	20.9%	18.8%	26.8%	22.6%	19.1%	23.7%	19.5%	15.0%	26.4%	18.8%						
Grammy Awards	Index	100	125	106	87	113	122	103	93	133	112	95	117	96	74	131	93						
Kennedy Center Honors	Vert %	8.8%	9.8%	8.1%	8.8%	8.7%	2.5%	2.5%	2.1%	8.7%	7.1%	7.3%	25.5%	20.7%	15.7%	10.2%	7.1%						
Kennedy Center Honors	Index	100	111	92	101	99	28	28	24	99	81	83	289	238	179	116	81						
Kids' Choice Awards	Vert %	4.4%	6.4%	4.7%	3.5%	5.3%	8.7%	6.5%	6.3%	6.2%	4.8%	3.8%	2.9%	1.2%	1.0%	6.8%	3.7%						
Kids' Choice Awards	Index	100	145	107	75	121	149	200	142	87	100	88	52	27	24	154	54						
Latin Grammy Awards	Vert %	3.9%	4.8%	4.7%	4.7%	5.6%	6.2%	4.0%	5.3%	4.8%	3.6%	2.9%	1.9%	2.0%	5.4%	4.0%	4.0%						
Latin Grammy Awards	Index	100	121	119	81	120	141	156	101	134	121	92	99	48	51	137	101						
Macy's Thanksgiving Day Parade	Vert %	34.8%	35.6%	35.6%	34.5%	35.2%	30.8%	28.4%	26.8%	36.0%	33.8%	43.1%	42.9%	41.2%	38.7%	31.0%	31.0%						
Macy's Thanksgiving Day Parade	Index	100	102	100	99	101	88	81	77	105	97	123	118	111	90	111	90						
Miss America Pageant	Vert %	9.2%	9.2%	8.2%	9.8%	8.6%	7.3%	6.8%	6.6%	9.1%	7.9%	8.5%	12.7%	11.7%	13.7%	10.6%	6.3%						
Miss America Pageant	Index	100	100	100	106	106	79	74	71	93	93	127	149	133	116	116	93						
Miss Universe Pageant	Vert %	6.2%	6.3%	6.1%	6.2%	6.2%	5.6%	5.5%	5.0%	6.0%	5.6%	7.0%	7.2%	7.8%	7.4%	4.9%	7.9%						
Miss Universe Pageant	Index	100	103	99	100	100	90	80	80	109	98	113	117	126	119	79	49						
Miss USA Pageant	Vert %	5.4%	5.1%	5.8%	5.1%	4.5%	4.5%	4.3%	5.5%	5.4%	5.4%	5.4%	6.5%	7.8%	6.4%	3.8%	3.8%						
Miss USA Pageant	Index	100	96	93	106	94	82	79	65	100	93	99	112	120	143	117	69						
MTV Movie Awards	Vert %	8.1%	11.9%	8.5%	6.5%	9.7%	18.8%	14.8%	12.0%	9.1%	6.7%	6.0%	4.9%	3.7%	3.2%	10.9%	8.5%						
MTV Movie Awards	Index	100	147	120	85	116	232	144	112	74	82	74	45	61	42	134	104						
MTV Video Music Awards	Vert %	9.4%	13.5%	9.9%	7.7%	11.2%	20.4%	15.2%	14.8%	11.7%	8.7%	7.6%	4.5%	2.9%	2.7%	12.6%	9.7%						
MTV Video Music Awards	Index	100	144	105	82	119	217	162	157	124	92	80	48	30	28	133	103						
NAACP Image Awards	Vert %	3.6%	3.6%	3.2%	3.2%	3.2%	1.7%	1.7%	1.7%	4.5%	3.3%	3.6%	3.3%	3.2%	3.2%	3.2%	3.2%						
NAACP Image Awards	Index	100	121	91	98	102	81	63	59	154	100	112	127	109	123	79	79						
National Dog Show	Vert %	14.9%	14.6%	13.8%	16.7%	14.1%	9.1%	8.1%	7.9%	15.0%	14.5%	15.5%	23.7%	21.5%	16.8%	11.1%	11.1%						
National Dog Show	Index	100	105	98	113	95	54	51	54	101	95	103	144	150	113	75	75						
The Oscars (Academy Awards)	Vert %	27.8%	34.5%	29.6%	24.2%	31.4%	26.5%	23.0%	17.9%	34.1%	29.8%	23.3%	50.0%	41.0%	30.0%	34.6%	27.9%						
The Oscars (Academy Awards)	Index	100	124	107	87	113	96	83	65	123	107	84	180	148	108	125	100						
People's Choice Awards	Vert %	12.2%	9.9%	10.8%	10.8%	10.8%	10.3%	6.7%	12.1%	10.1%	10.8%	12.2%	10.8%	13.2%	13.8%	7.4%	7.4%						
People's Choice Awards	Index	100	123	98	93	107	103	78	67	120	100	96	134	131	108	138	98						
Premio Lo Nuestro	Vert %	4.5%	5.1%	4.0%	4.9%	5.6%	7.0%	5.4%	5.1%	5.2%	4.7%	1.6%	1.5%	2.2%	6.0%	3.7%	3.7%						
Premio Lo Nuestro	Index	100	112	110	110	120	157	124	115	117	104	34	49	34	104	104	84						
Premios Juventud	Vert %	3.6%	3.7%	4.1%	3.2%	4.0%	5.1%	6.0%	4.4%	4.0%	3.9%	3.7%	0.6%	1.1%	1.6%	5.0%	2.8%						
Premios Juventud	Index	100	105	116	89	112	145	170	124	110	103	18	30	44	140	80	80						
Rose Actors Guild Awards	Vert %	20.7%	20.0%	19.6%	21.5%	19.2%	11.2%	10.2%	10.2%	20.3%	18.7%	20.0%	34.8%	35.0%	33.4%	21.3%	18.4%						
Rose Actors Guild Awards	Index	100	96	96	104	96	56	54	49	98	97	90	168	169	161	103	89						
Screen Actors Guild Awards	Vert %	4.2%	5.6%	4.3%	3.6%	4.8%	3.8%	3.3%	2.2%	5.4%	4.3%	3.6%	9.4%	6.4%	4.5%	5.6%	3.9%						
Screen Actors Guild Awards	Index	100	135	104	85	79	52	52	29	85	82	102	108	134	104	94	94						
Thanksgiving Day Parade on CBS	Vert %	23.2%	22.9%	22.1%	24.0%	22.4%	19.0%	17.8%	17.1%	22.6%	22.1%	22.8%	30.7%	30.1%	30.4%	24.2%	20.4%						
Thanksgiving Day Parade on CBS	Index	100	99	95	103	97	82	77	74	95	98	98	132	130	131	104	88						
Tony Awards	Vert %	4.7%	4.7%	6.2%	4.2%	5.2%	3.0%	3.0%	1.8%	5.2%	4.3%	3.6%	9.2%	9.2%	6.5%	6.5%	3.2%						
Tony Awards	Index	100	131	102	89	111	74	63	39	109	87	77	279	194	141	137	82						
Victoria's Secret Fashion Show	Vert %	9.5%	11.7%	10.2%	8.4%	10.7%	16.2%	13.5%	12.4%	10.2%	9.5%	6.5%	5.8%	5.2%	12.1%	9.3%	9.3%						
Victoria's Secret Fashion Show	Index	100	123	107	86	113	170	141	130	107	100	89	60	55	127	97	97						
Special TV sports programs watched past 12 months																							
Australian Open	Vert %	4.0%	4.7%	4.0%	3.7%	4.3%	3.0%	3.4%	2.8%	5.2%	4.1%	3.7%	6.8%	5.3%	4.2%	2.9%	5.9%						
Australian Open	Index	100	118	103	92	108	76	82	71	151	103	93	171	134	107	73	148						
BCS National Championship football game	Vert %	13.0%	14.0%	13.5%	12.3%	13.1%	13.3%	12.4%	11.1%	14.3%	12.7%	14.5%	11.7%	12.4%	6.1%	22.1%	22.1%						
BCS National Championship football game	Index	100	108	104	95	105	101	102	95	111	110	98	112	94	91	117	170						
Belmont Stakes	Vert %	11.5%	10.5%	10.8%	12.3%	10.7%	5.5%	5.3%	5.3%	9.6%	10.8%	10.8%	21.3%	20.7%	19.1%	9.1%	12.4%						
Belmont Stakes	Index	100	91	84	97	84	46	47	46	94	94	94	185	167	169	79	124						
Breeders' Cup	Vert %	4.8%	4.5%	5.1%	4.5%	4.5%	2.7%	2.5%	2.7%	4.5%	4.9%	7.7%	7.7%	7.2%	3.6%	5.6%	5.6%						
Breeders' Cup	Index	100	94	94	106	94	57	58	52	99	101	52	159	149</									

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan		No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		All Adults	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Goers	Male Movie-Goers						
European soccer	Vert %	0.4%	0.7%	0.5%	0.6%	0.5%	0.7%	0.2%	0.4%	0.3%	0.5%	0.3%	0.3%	0.3%	0.2%	0.3%	0.4%	0.3%					
Index	100	173	125	69	143	114	215	64	153	94	156	68	63	66	53	87	108	181					
Formula One (F1) racing	Vert %	0.2%	0.4%	0.2%	0.2%	0.3%	0.5%	0.3%	0.2%	0.2%	0.1%	0.2%	0.3%	0.3%	0.1%	0.2%	0.3%	0.3%					
Index	100	160	91	82	116	144	224	95	104	60	116	68	116	68	40	88	116	151					
High school sports	Vert %	1.1%	1.0%	1.5%	0.9%	1.3%	0.9%	1.6%	1.2%	0.9%	1.7%	0.9%	1.0%	0.9%	0.7%	1.1%	1.5%	1.5%					
Index	100	86	135	84	117	84	143	107	84	153	84	92	78	66	98	137	188	137					
Major League Baseball playoffs	Vert %	3.5%	4.5%	3.8%	3.1%	4.0%	4.0%	3.7%	3.3%	5.9%	4.2%	3.4%	3.4%	2.7%	2.4%	2.5%	5.6%	5.6%					
Index	100	128	107	86	114	113	104	93	97	123	97	97	86	75	69	70	163	163					
Mexican League	Vert %	0.4%	0.7%	0.5%	0.3%	0.6%	1.0%	0.5%	0.3%	0.6%	0.4%	0.5%	0.4%	0.5%	0.2%	0.5%	0.6%	0.6%					
Index	100	161	103	76	124	229	113	64	131	94	108	98	106	45	113	138	138	138					
Mexican Soccer National Team	Vert %	0.4%	0.4%	0.4%	0.3%	0.4%	0.4%	0.2%	0.2%	0.6%	0.2%	0.5%	0.2%	0.2%	0.2%	0.2%	0.7%	0.7%					
Index	100	165	96	72	129	271	138	55	146	84	102	105	49	46	105	145	145	145					
Monday Night Football	Vert %	2.7%	3.6%	2.9%	2.3%	3.2%	3.5%	3.3%	2.9%	4.5%	3.2%	2.6%	2.0%	1.3%	1.3%	1.7%	4.6%	4.6%					
Index	100	133	106	85	119	126	119	106	126	121	102	88	74	48	61	117	174	174					
NBA Finals	Vert %	1.1%	1.7%	1.0%	0.9%	1.3%	1.9%	1.2%	0.8%	1.9%	1.1%	1.2%	1.0%	0.7%	0.6%	0.7%	1.9%	1.9%					
Index	100	156	95	83	118	175	107	76	173	97	108	90	68	56	69	112	172	172					
NBA playoffs	Vert %	1.2%	1.7%	1.4%	1.0%	1.5%	1.7%	1.4%	0.9%	2.0%	1.4%	1.2%	0.9%	0.8%	0.7%	0.9%	2.3%	2.3%					
Index	100	139	112	79	122	147	137	76	144	100	114	100	74	61	55	63	187	187					
NCAA Men's Tournament	Vert %	1.9%	2.7%	2.2%	1.4%	2.3%	3.0%	2.2%	1.5%	2.6%	2.6%	1.7%	1.9%	1.1%	0.9%	1.1%	3.7%	3.7%					
Index	100	142	115	76	125	159	116	82	147	100	140	93	100	58	49	59	198	198					
NCAA Women's Tournament	Vert %	0.4%	0.7%	0.4%	0.4%	0.5%	0.9%	0.2%	0.2%	0.6%	0.5%	0.5%	1.1%	0.3%	0.4%	0.5%	0.5%	0.5%					
Index	100	181	81	83	117	208	52	49	126	112	104	243	60	81	120	115	115	115					
NFL playoffs	Vert %	2.7%	3.6%	2.9%	2.3%	3.2%	3.3%	3.4%	2.7%	4.6%	3.2%	2.7%	2.3%	1.5%	1.3%	1.6%	4.9%	4.9%					
Index	100	133	108	83	117	121	125	101	116	118	100	86	54	49	81	180	180	180					
PGA TOUR (men's golf)	Vert %	0.5%	0.7%	0.4%	0.4%	0.5%	0.7%	0.5%	0.5%	0.7%	0.4%	0.5%	0.6%	0.4%	0.3%	0.2%	0.9%	0.9%					
Index	100	142	94	84	112	143	98	111	146	98	87	129	81	63	63	100	146	146					
Pro boxing	Vert %	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%	0.3%	0.1%	0.3%	0.1%	0.2%	0.2%	0.2%	0.3%	0.3%					
Index	100	136	121	74	127	135	152	90	143	129	64	125	45	17	117	137	137	137					
Pro/college lacrosse	Vert %	0.2%	0.3%	0.1%	0.3%	0.1%	0.4%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.3%	0.3%					
Index	100	118	135	72	129	111	192	81	112	124	67	141	61	71	102	159	159	159					
Regular season Major League Baseball	Vert %	1.7%	2.0%	1.8%	1.5%	1.9%	1.9%	1.3%	1.6%	2.2%	2.3%	1.7%	1.7%	1.4%	1.3%	1.5%	2.5%	2.5%					
Index	100	118	96	86	110	79	116	79	94	129	82	100	88	88	88	114	144	144					
Regular season NBA	Vert %	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%	0.5%	0.4%	0.4%	0.1%	0.1%	0.2%	0.1%	0.5%	0.5%					
Index	100	104	107	94	106	63	99	63	100	135	138	50	53	63	35	184	184	184					
Regular season NFL (excl. home teams & Sunday/Monday Night Football)	Vert %	3.2%	4.1%	3.4%	2.8%	3.7%	3.7%	3.2%	5.3%	3.9%	3.5%	2.5%	1.7%	1.5%	1.7%	5.8%	5.8%	5.8%					
Index	100	128	106	87	114	117	116	99	164	121	110	78	53	48	53	181	181	181					
Regular season NHL	Vert %	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.3%	0.1%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%					
Index	100	136	86	96	104	186	110	119	136	48	125	46	129	42	72	140	140	140					
Stanley Cup playoffs	Vert %	1.3%	1.8%	1.5%	1.0%	1.6%	2.1%	1.6%	1.2%	1.9%	1.5%	1.2%	1.0%	0.9%	0.6%	1.0%	2.2%	2.2%					
Index	100	117	121	86	112	126	126	92	144	96	71	102	88	71	117	171	171	171					
Sunday Night Football	Vert %	2.5%	3.5%	2.7%	2.0%	3.0%	3.5%	3.1%	2.6%	4.3%	3.0%	2.1%	1.9%	1.3%	1.7%	4.5%	4.5%	4.5%					
Index	100	142	109	79	121	143	128	105	175	120	87	76	52	51	68	180	180	180					
Super Bowl	Vert %	2.5%	2.9%	2.6%	2.0%	2.9%	1.9%	1.9%	2.9%	1.9%	1.1%	1.1%	1.1%	1.1%	1.4%	2.6%	2.6%	2.6%					
Index	100	141	95	88	112	162	108	110	146	101	95	94	61	65	82	145	145	145					
Supercross/Motocross	Vert %	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.2%	0.1%	0.3%	0.2%	0.1%	0.2%	0.3%	0.3%	0.3%					
Index	100	128	78	122	108	185	108	112	85	91	111	147	61	111	147	140	140	140					
U.S. Soccer National Team	Vert %	0.4%	0.7%	0.4%	0.3%	0.5%	0.8%	0.5%	0.4%	0.6%	0.4%	0.3%	0.5%	0.3%	0.2%	0.7%	0.7%	0.7%					
Index	100	162	105	75	125	195	134	88	156	100	85	112	63	54	75	181	181	181					
World Series	Vert %	3.5%	3.5%	2.5%	3.2%	3.1%	2.8%	2.4%	4.2%	2.7%	3.4%	2.1%	2.2%	2.1%	2.2%	4.6%	4.6%	4.6%					
Index	100	125	107	87	113	109	99	85	147	120	94	109	89	79	73	158	158	158					
None	Vert %	77.3%	72.5%	74.9%	80.5%	74.0%	72.6%	75.7%	80.2%	70.4%	71.8%	77.5%	76.3%	80.8%	84.6%	81.0%	66.3%	66.3%					
Index	100	94	97	104	96	94	98	104	91	93	100	99	105	109	105	86	86	86					
Sports watched on TV (broadcast or cable) past 12 months																							
European soccer	Vert %	5.8%	8.4%	6.7%	5.3%	7.3%	10.1%	7.9%	5.3%	8.8%	7.0%	4.9%	4.8%	3.0%	2.7%	5.3%	9.6%	9.6%					
Index	100	140	128	114	137	128	144	137	120	152	100	85	83	63	62	150	150	150					
Extreme/action sports	Vert %	4.2%	5.9%	4.6%	3.4%	5.1%	7.5%	4.7%	4.4%	6.1%	5.5%	3.8%	2.7%	2.5%	3.2%	7.2%	7.2%	7.2%					
Index	100	140	108	81	120	177	103	114	103	144	129	91	64	52	74	170	170	170					
Figure skating	Vert %	14.7%	17.1%	14.6%	13.6%	15.0%	10.7%	8.0%	7.6%	17.5%	12.6%	6.7%	6.4%	24.7%	20.0%	21.4%	9.2%	9.2%					
Index	100	94	101	94	106	74	58	51	89	105	85	167	168	136	146	63	63	63					
Fishing	Vert %	7.3%	7.3%	6.5%	6.8%	6.6%	6.6%	4.3%	6.0%	8.3%	6.2%	6.5%	7.5%	8.7%	4.3%	6.3%	6.3%	6.3%					
Index	100	107	93	107	80	107	80	103	113	102	90	102	119	60	69	109	109	109					
Formula One (F1) racing	Vert %	4.6%	5.6%	4.4%	4.3%	4.8%	5.8%	4.0%	3.7%	5.8%	4.8%	5.2%	4.6%	4.1%	3.7%	2.5%	7.4%	7.4%					
Index	100	122	96	95	106	127	87	82	128	106	113	101	90	80	55	162	162	162					
High school sports	Vert %	2.3%	2.5%	2.0%	2.3%	2.2%	2.7%	1.5%	1.9%	2.2%	2.4%	2.1%	2.6%	2.0%	2.9%	2.1%	2.3%	2.3%					
Index	100	109	88	88	94	86	116	68	98	116	85	89	152	92	92	140	140	140					
Horse racing	Vert %	11.7%	12.5%	10.5%	11.2%	8.5%	5.6%	6.6%	12.1%	11.0%	11.1%	20.5%	18.0%	16.6%	10.8%	11.7%	10.8%	11.7%					
Index	100	107	90	104	96	73	48	57	104	95	100	176	154	142	93	100	100	100					
LPGA Tour (women's golf)	Vert %	4.6%	4.3%	4.4%	4.4%	2.5%	2.0%	2.3%	5.2%	3.8%	4.2%	3.0%	10.3%	8.5%	3.6%	5.8%	5.8%	5.8%					
Index	100	114	93	100	55	44	51	51	122	81	83	224	186	156	78	125	125						

Projected: 242,977,984 Adults 18+ Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Did Not Attend Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers							
TV programs - type typically watch	Index	100	126	95	94	106	157	122	125	131	95	108	58	46	54	72	143						
Comedies	Vert %	60.2%	71.2%	64.7%	53.5%	67.1%	78.9%	72.3%	64.3%	71.7%	65.6%	57.5%	55.8%	48.9%	40.6%	65.7%	68.8%						
Index	Index	100	117	107	69	111	120	131	120	119	109	95	81	67	100	91	114						
Court shows	Vert %	16.6%	17.4%	17.6%	15.6%	15.1%	13.1%	14.6%	19.0%	17.9%	17.9%	18.2%	16.1%	19.6%	18.4%	12.4%	12.4%						
Index	Index	100	104	108	106	94	91	78	88	115	89	107	111	111	111	75	75						
Daytime soap operas	Vert %	8.5%	7.7%	7.2%	9.7%	7.4%	5.7%	4.2%	6.1%	8.5%	8.0%	9.6%	9.9%	10.7%	12.3%	11.2%	3.5%						
Index	Index	100	90	85	113	87	67	71	71	99	113	113	116	130	130	129	98						
Daytime talk shows	Vert %	15.1%	16.1%	13.5%	15.7%	14.5%	12.0%	10.9%	12.0%	16.9%	12.5%	14.3%	22.3%	20.3%	20.3%	20.9%	7.4%						
Index	Index	100	107	89	104	96	79	72	79	112	82	94	147	138	135	138	49						
Documentaries	Vert %	36.1%	37.4%	42.0%	33.1%	39.7%	35.0%	30.5%	41.3%	37.4%	34.8%	40.3%	33.0%	40.3%	33.0%	34.1%	44.6%						
Index	Index	100	116	104	92	108	110	100	84	115	104	96	132	112	92	95	124						
Dramas	Vert %	39.6%	51.7%	43.3%	33.4%	46.4%	51.0%	44.6%	35.9%	51.9%	43.5%	35.2%	52.7%	40.6%	29.3%	51.9%	40.3%						
Index	Index	100	130	109	84	117	128	112	90	127	109	88	132	102	74	130	101						
Game shows	Vert %	25.5%	27.0%	24.0%	25.8%	25.1%	26.9%	22.5%	21.6%	25.8%	22.0%	23.2%	29.7%	31.6%	32.1%	27.3%	22.7%						
Index	Index	100	106	94	101	99	100	88	88	101	88	91	117	124	126	107	89						
Kids shows	Vert %	17.9%	20.7%	14.8%	21.0%	27.2%	29.7%	28.6%	22.3%	21.8%	15.3%	4.3%	4.2%	25.2%	16.4%	25.2%	16.4%						
Index	Index	100	116	119	83	118	152	166	160	125	122	86	32	24	23	141	92						
Late night talk	Vert %	16.2%	21.9%	17.3%	13.6%	19.0%	21.6%	17.8%	13.9%	21.9%	17.4%	14.2%	22.4%	16.3%	12.6%	18.3%	19.7%						
Index	Index	100	135	107	84	117	133	109	85	135	107	87	138	100	78	113	122						
Local news - evening	Vert %	48.6%	43.5%	44.3%	53.0%	44.0%	29.5%	30.2%	35.4%	45.6%	44.9%	51.0%	65.2%	68.4%	68.3%	46.0%	41.8%						
Index	Index	100	90	91	109	91	61	62	73	92	105	134	141	141	141	95	86						
Local news - late	Vert %	25.9%	26.6%	25.5%	25.1%	22.5%	20.3%	20.2%	27.6%	26.0%	26.2%	28.8%	29.2%	29.6%	25.7%	24.4%	24.4%						
Index	Index	100	102	97	101	99	89	80	80	109	103	103	115	115	102	96	96						
Local news - morning	Vert %	40.6%	38.4%	37.3%	43.4%	37.7%	28.2%	27.3%	29.8%	42.6%	39.6%	44.7%	48.4%	50.2%	51.5%	40.7%	34.4%						
Index	Index	100	95	107	92	93	69	73	73	109	102	124	110	127	110	85	85						
Movies	Vert %	66.8%	80.7%	71.3%	59.1%	74.8%	84.4%	75.4%	63.9%	79.7%	70.6%	60.2%	75.8%	65.6%	54.3%	74.0%	75.6%						
Index	Index	100	121	107	88	112	128	113	93	119	106	90	113	98	81	111	113						
Music videos	Vert %	14.7%	15.7%	15.7%	12.4%	17.2%	19.1%	24.3%	21.2%	17.3%	13.0%	6.3%	5.8%	17.2%	17.2%	17.1%	17.1%						
Index	Index	100	134	106	84	116	118	144	111	88	65	50	43	40	117	116	116						
Mystery/suspense/crime	Vert %	42.4%	51.3%	43.8%	38.4%	46.5%	50.6%	40.9%	35.1%	50.4%	43.9%	38.9%	55.5%	48.9%	40.1%	49.7%	43.0%						
Index	Index	100	121	103	83	112	128	113	93	119	106	92	115	111	111	111	111						
National network news	Vert %	27.9%	30.1%	27.3%	27.4%	28.3%	19.1%	17.2%	17.9%	31.5%	27.7%	25.2%	47.5%	44.9%	37.2%	26.5%	30.4%						
Index	Index	100	108	98	98	102	69	62	84	113	99	170	181	133	95	109	109						
Novelas	Vert %	4.8%	5.8%	5.8%	5.3%	6.7%	6.5%	6.7%	6.5%	4.9%	4.0%	3.0%	2.4%	3.2%	3.2%	3.2%	3.2%						
Index	Index	100	122	105	89	111	144	140	115	131	102	100	51	67	67	67	67						
Reality - adventure	Vert %	18.1%	20.4%	19.3%	16.6%	19.7%	23.2%	19.8%	19.4%	20.9%	21.4%	18.2%	14.4%	13.7%	12.6%	19.6%	19.9%						
Index	Index	100	113	106	106	109	128	107	118	120	100	75	10	108	108	108	108						
Reality - dating	Vert %	6.6%	9.9%	7.9%	4.7%	8.6%	15.1%	12.7%	9.2%	8.4%	6.1%	4.3%	3.5%	3.1%	1.9%	12.7%	4.1%						
Index	Index	100	150	118	71	130	228	191	139	126	93	65	53	47	29	191	62						
Reality - talent	Vert %	21.9%	18.5%	13.3%	18.3%	17.8%	19.7%	18.6%	22.6%	19.3%	13.8%	18.1%	15.0%	10.7%	24.0%	15.1%	15.1%						
Index	Index	100	133	113	80	120	141	119	97	137	117	84	101	91	65	146	92						
Religious	Vert %	12.1%	11.2%	10.8%	13.3%	11.0%	7.5%	6.6%	8.0%	13.6%	11.7%	12.1%	13.6%	16.0%	18.7%	13.3%	8.4%						
Index	Index	100	92	89	109	90	66	66	82	111	99	82	154	132	109	109	69						
Science fiction	Vert %	22.8%	30.7%	23.9%	19.7%	26.4%	35.3%	26.9%	22.8%	31.5%	24.8%	21.0%	20.7%	16.5%	14.6%	19.2%	34.4%						
Index	Index	100	135	105	85	116	155	118	100	138	109	92	92	72	64	84	151						
Sports	Vert %	44.4%	48.4%	42.0%	42.0%	45.2%	41.1%	38.2%	45.0%	50.4%	46.1%	42.2%	46.8%	44.4%	34.2%	44.4%	58.9%						
Index	Index	100	110	101	96	104	103	94	88	115	105	96	115	100	100	78	134						
Amount HHLd contributed to public radio past 12 mos (HHLd)																							
Less than \$35	Vert %	1.8%	3.0%	2.1%	1.2%	2.4%	3.2%	2.7%	1.4%	3.2%	1.5%	1.3%	2.3%	1.5%	1.0%	2.2%	2.6%						
Index	Index	100	168	115	68	134	178	151	78	180	100	70	125	85	55	123	147						
\$35 - \$99	Vert %	1.9%	2.5%	2.1%	1.5%	2.2%	2.0%	1.2%	1.6%	2.8%	2.0%	1.4%	3.5%	3.8%	1.6%	2.0%	2.0%						
Index	Index	100	134	111	120	84	84	132	77	110	85	103	187	105	63	107	107						
\$100 or more	Vert %	1.9%	3.0%	2.1%	1.3%	2.4%	2.1%	1.6%	2.9%	2.2%	1.5%	4.9%	2.8%	1.4%	2.3%	2.6%	2.6%						
Index	Index	100	163	114	69	132	115	84	42	121	80	263	150	75	123	142	142						
Nothing	Vert %	94.2%	91.4%	93.7%	96.0%	92.4%	92.6%	94.5%	96.2%	91.4%	93.9%	95.6%	89.4%	91.9%	96.2%	93.2%	92.2%						
Index	Index	100	97	99	102	98	98	100	102	97	99	101	95	91	102	99	98						
Amount HHLd contributed to public TV past 12 months (HHLd)																							
Less than \$35	Vert %	4.2%	5.3%	3.4%	5.1%	4.5%	5.1%	4.5%	5.1%	4.6%	3.3%	6.1%	5.8%	4.1%	3.9%	4.9%	4.9%						
Index	Index	100	128	115	81	119	123	107	75	122	111	78	146	138	90	121	117						
\$35 - \$99	Vert %	5.8%	6.7%	5.5%	5.2%	5.0%	7.4%	5.4%	5.3%	5.2%	4.8%	4.6%	8.5%	7.1%	5.9%	6.1%	5.7%						
Index	Index	100	121	98	98	107	98	98	94	103	93	85	127	106	105	111	111						
\$100 or more	Vert %	4.6%	6.0%	4.5%	4.2%	5.0%	5.8%	5.4%	5.1%	5.5%	3.5%	3.9%	7.3%	5.0%	4.1%	5.2%	4.8%						
Index	Index	100	129	96	92	108	125	118	109	119	75	84	157	107	89	113	104						
Nothing	Vert %	85.6%	81.9%	85.3%	87.2%	84.1%	81.7%	84.6%	86.6%	84.1%	87.1%	88.2%	78.1%	82.2%	86.3%	83.6%	84.6%						
Index	Index	100	96	100	92	99	99	101	99	102	103	102	91	101	96	99	99						
HDTV subscription via cable/satellite service (HHLd)																							
Yes	Vert %	48.4%	54.6%	51.6%	44.3%	52.7%	48.1%	44.8%	40.2%	58.2%	56.0%	47.7%	58.0%	53.8%	42.9%	50.1%	55.6%						
Index	Index	100	113	107	81	109	99	93	83	116	116	88	120	111	89	103	115						
No	Vert %	14.6%	14.9%	14.6%	14.8%	15.2%	16.0%	14.3%	14.7%	14.0%	14.4%	14.1%	17.4%	15.0%	17.4%	14.5%	14.5%						
Index	Index	100	93	96	105	95	97	102	94	103	93	106	92	90	112	96	93						
HHLd subscribes to cable (HHLd)																							
Yes	Vert %	55.3%	59.6%	56.3%	53.2%	57.5%	56.2%	52.1%	47.1%	58.7%													

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
	All Adults	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers						
TV shows	100	150	112	112	150	128	128	128	128	128	128	128	128	128	100	100						
Vert %	23.7%	30.3%	26.3%	19.7%	27.8%	33.1%	27.5%	24.9%	31.8%	28.7%	22.9%	10.2%	18.5%	12.0%	27.5%	28.0%						
Index	100	128	111	83	117	140	116	105	134	121	97	84	78	51	116	118						
Newspaper print edition Quintile - National	100	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105						
Vert %	19.5%	21.8%	18.7%	19.1%	19.8%	12.7%	10.7%	10.7%	20.7%	17.9%	16.1%	40.7%	35.2%	29.1%	19.2%	20.6%						
Index	100	112	96	98	102	65	55	55	106	92	83	209	181	149	98	106						
Newspaper print edition 1st Quintile (heaviest)	100	19.9%	20.4%	19.5%	20.2%	17.3%	17.4%	17.2%	21.6%	21.8%	19.6%	22.0%	22.6%	20.7%	20.6%	19.6%						
Index	100	103	103	99	102	87	88	87	110	111	114	114	104	104	104	100						
Newspaper print edition 2nd Quintile (heavy)	100	20.2%	20.0%	21.8%	18.7%	17.5%	24.2%	22.6%	17.2%	18.5%	22.2%	16.3%	15.7%	20.5%	19.2%	18.1%						
Index	100	99	99	108	92	87	119	112	85	92	78	102	102	95	89	89						
Newspaper print edition 3rd Quintile (medium)	100	21.0%	21.9%	19.3%	21.3%	27.7%	26.3%	20.8%	21.0%	20.7%	21.1%	11.3%	11.3%	12.7%	21.6%	20.7%						
Index	100	106	104	96	105	137	130	128	103	104	103	55	56	63	107	102						
Newspaper print edition 4th Quintile (light)	100	20.2%	20.0%	20.3%	20.1%	24.8%	21.6%	23.5%	19.9%	20.8%	21.2%	13.4%	15.2%	16.9%	19.4%	20.9%						
Index	100	99	101	100	102	116	107	116	99	103	103	75	75	83	103	103						
Radio Quintile - National	100	19.1%	20.6%	20.1%	18.0%	20.3%	20.5%	20.1%	19.6%	23.8%	22.9%	22.4%	14.3%	13.6%	11.1%	18.1%						
Index	100	108	105	105	106	107	105	103	105	120	117	75	71	58	95	119						
Radio 1st Quintile (heaviest)	100	20.2%	23.1%	21.3%	18.6%	21.9%	23.0%	22.2%	21.0%	25.8%	23.1%	21.1%	17.7%	15.4%	13.5%	21.5%						
Index	100	114	105	105	108	114	110	104	128	114	114	87	76	67	106	111						
Radio 2nd Quintile (heavy)	100	21.2%	21.5%	19.3%	21.1%	22.3%	21.4%	20.4%	21.4%	20.4%	20.3%	20.2%	20.2%	17.2%	21.6%	20.6%						
Index	100	105	104	96	105	110	105	101	102	106	101	100	85	100	107	102						
Radio 3rd Quintile (medium)	100	20.2%	19.8%	19.9%	20.6%	19.9%	20.3%	20.2%	17.2%	18.2%	18.8%	24.0%	23.2%	23.1%	21.3%	18.3%						
Index	100	98	98	102	98	101	100	100	85	90	93	119	115	114	105	91						
Radio 4th Quintile (light)	100	20.2%	15.3%	17.6%	23.6%	16.8%	13.9%	16.2%	18.8%	12.4%	14.4%	17.2%	23.7%	27.6%	35.1%	17.4%						
Index	100	76	87	117	83	69	80	93	61	71	85	117	136	174	86	79						
TV Quintile - National	100	19.1%	16.1%	15.4%	22.5%	15.6%	9.2%	9.1%	9.9%	15.4%	14.0%	20.1%	30.3%	29.8%	34.7%	17.2%						
Index	100	84	80	118	82	48	48	48	81	73	105	159	158	161	90	73						
Television 1st Quintile (heaviest)	100	19.7%	19.4%	20.9%	19.8%	13.0%	13.0%	15.1%	21.0%	20.4%	20.4%	28.7%	25.2%	20.9%	19.0%	19.0%						
Index	100	97	96	103	96	69	64	75	105	101	103	135	142	125	99	94						
Television 2nd Quintile (heavy)	100	20.2%	20.4%	21.1%	19.6%	20.8%	18.4%	19.4%	18.8%	22.6%	23.0%	21.0%	19.5%	18.6%	20.9%	20.7%						
Index	100	101	103	97	104	93	93	96	112	104	96	98	92	103	96	96						
Television 3rd Quintile (medium)	100	20.2%	22.2%	22.7%	18.0%	22.5%	26.5%	26.8%	23.3%	23.6%	19.7%	13.7%	13.0%	12.0%	21.9%	23.2%						
Index	100	110	112	89	111	131	132	115	111	117	97	68	64	60	108	115						
Television 4th Quintile (light)	100	21.6%	21.6%	21.8%	21.5%	32.0%	31.7%	32.6%	19.7%	19.0%	18.4%	8.8%	9.1%	8.6%	23.2%	23.2%						
Index	100	107	106	94	108	158	157	162	91	94	91	43	45	47	99	115						
Miles traveled Quintile - National	100	19.1%	23.1%	21.4%	16.3%	22.0%	23.2%	21.4%	17.6%	25.2%	23.8%	19.1%	18.8%	15.6%	11.7%	18.7%						
Index	100	121	112	85	115	122	112	92	132	125	100	82	61	88	98	134						
Miles traveled 1st Quintile (heaviest)	100	20.2%	23.5%	22.3%	17.7%	22.8%	23.3%	21.6%	18.5%	24.3%	23.6%	19.5%	22.1%	15.0%	21.9%	23.7%						
Index	100	116	113	86	110	118	117	91	121	91	108	108	108	108	108	108						
Miles traveled 2nd Quintile (heavy)	100	20.2%	21.1%	20.4%	19.7%	20.8%	20.2%	19.7%	18.8%	21.2%	20.4%	19.3%	23.9%	21.9%	20.7%	21.2%						
Index	100	106	101	97	103	100	97	103	105	106	105	118	108	102	101	105						
Miles traveled 3rd Quintile (medium)	100	20.2%	17.7%	19.7%	21.4%	17.7%	17.4%	19.5%	20.5%	16.6%	18.7%	20.9%	20.5%	21.8%	23.8%	16.5%						
Index	100	88	88	106	94	86	98	101	82	93	99	102	108	118	105	82						
Miles traveled 4th Quintile (light)	100	20.2%	14.2%	16.1%	24.9%	15.4%	15.9%	17.5%	14.7%	13.9%	22.0%	14.7%	18.9%	28.8%	17.7%	12.9%						
Index	100	70	80	123	76	79	87	87	121	61	69	109	108	142	87	84						
Internet use Quintile - National	100	19.1%	23.1%	21.9%	16.0%	22.3%	30.5%	29.4%	24.3%	21.1%	16.7%	13.2%	10.3%	9.0%	20.3%	24.6%						
Index	100	121	115	154	117	154	117	154	117	87	54	68	87	106	106	86						
Internet use 1st Quintile (heaviest)	100	20.2%	25.0%	22.8%	16.9%	23.6%	28.4%	26.2%	23.0%	24.7%	22.8%	17.7%	19.4%	16.5%	11.4%	22.9%						
Index	100	124	113	84	117	141	130	114	122	113	88	96	82	57	113	121						
Internet use 2nd Quintile (heavy)	100	22.4%	22.8%	18.5%	22.0%	21.7%	21.7%	21.8%	23.8%	20.7%	21.0%	20.3%	21.0%	14.2%	22.6%	21.4%						
Index	100	111	107	92	109	107	107	107	117	111	100	104	99	70	111	106						
Internet use 3rd Quintile (medium)	100	20.2%	18.0%	20.6%	20.8%	19.7%	14.3%	17.0%	20.4%	19.1%	22.4%	22.8%	23.1%	18.4%	21.4%	17.7%						
Index	100	102	89	102	97	84	71	94	94	113	114	101	113	114	90	86						
Internet use 4th Quintile (light)	100	20.2%	11.5%	13.0%	27.8%	12.4%	5.2%	5.8%	10.7%	11.1%	11.2%	22.6%	23.8%	30.0%	46.9%	13.0%						
Index	100	57	64	138	61	26	29	53	55	56	112	118	148	232	64	58						
Eco-friendly activities Quintile - National	100	19.5%	24.9%	21.7%	16.2%	22.8%	19.3%	18.8%	14.6%	27.2%	23.1%	16.9%	30.6%	23.4%	16.6%	23.6%						
Index	100	128	111	83	117	99	97	75	139	119	87	157	157	120	85	121						
Eco-friendly activities 1st Quintile (heaviest)	100	22.5%	21.0%	18.2%	21.5%	22.4%	18.9%	15.1%	21.2%	18.9%	25.2%	23.8%	20.2%	22.1%	20.8%	22.1%						
Index	100	113	106	92	109	107	95	76	113	108	93	127	120	102	111	105						
Eco-friendly activities 2nd Quintile (heavy)	100	20.2%	19.9%	21.0%	19.9%	20.6%	21.3%	19.7%	19.1%	19.0%	21.7%	20.1%	19.3%	21.7%	20.2%	19.4%						
Index	100	98	104	98	102	105	94	94	94	107	99	95	107	100	107	96						
Eco-friendly activities 3rd Quintile (medium)	100	20.2%	17.2%	19.1%	23.0%	18.2%	18.7%	21.1%	22.9%	17.4%	18.2%	21.8%	14.0%	17.5%	21.6%	17.8%						
Index	100	85	94	109	91	93	104	113	86	90	108	87	107	69	84	94						
Eco-friendly activities 4th Quintile (light)	100	20.2%	15.9%	17.3%	23.7%	16.7%	19.5%	21.5%	28.3%	14.1%	15.7%	22.8%	11.0%	13.7%	21.5%	15.0%						
Index	100	77	86	117	66	70	86	140	70	77	113	68	54	106	74	92						
Digital video display Quintile - National	100	19.8%	32.1%	22.6%	13.0%	26.1%	40.4%	28.5%	20.5%	31.6%	22.8%	13.4%	17.9%	12.3%	23.7%	28.6%						
Index	100	165	116	67	134	207	148	105	182	116	69	62	63	72	122	148						
Digital video displays visited 1st Quintile (heaviest)	100	19.8%	21.5%	17.7%	12.2%	23.1%	20.3%	21.8%	22.9%	19.2%	22.2%	19.1%	14.0%	15.0%	21.3%	21.3%						
Index	100	109	113	89	111	105	119	110	110	110	97	112	96	70	115	107						
Digital video displays visited 2nd Quintile (heavy)	100	20.2%	20.8%	21.8%	19.2%	21.3%	19.6%	21.4%	22.4%	22.3%	20.3%	19.2%	16.4%	20.1%	21.1%	21.4%						
Index	100	103	106	105	105	96	106	106	110	108	98	101	81	104	106	106						
Digital video displays visited 3rd Quintile (medium)	100	20.2%	12.4%	17.6%	24.6%	15.7%	9.2%	14.9%	19.6%	11.9%	17.4%	23.9%	19.5%	20.0%	29.3%	16.8%						
Index	100	61	67	122	73	62	73	85	73	86	114	86	145	83	144	144						
Digital video displays visited 4th Quintile																						

Projected: 242,977,984 Adults 18+ Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups						Sex of respondent	
		3+ Movies	1-2 Movies	Did Not Attend Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers			
Radio format profiles (M-S 6am-Mid cume)	Index	100	61	69	133	66	19	25	52	46	51	97	167	190	237	66	66		
80's Hits	Vert %	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.0%	0.1%	0.0%	0.1%	0.2%		
	Index	100	109	103	117	101	51	101	160	145	140	40	17	20	45	142	45		
Adult Rock	Vert %	5.3%	6.1%	5.7%	4.7%	5.8%	9.1%	8.9%	9.8%	5.0%	5.4%	5.0%	0.7%	0.5%	0.6%	0.4%	7.9%		
	Index	100	115	109	89	111	174	170	188	111	103	96	14	10	10	78	150		
Adult Contemporary	Vert %	21.9%	24.9%	23.3%	19.9%	23.9%	23.0%	20.6%	19.9%	29.6%	27.8%	24.8%	19.1%	17.6%	13.8%	26.2%	21.3%		
	Index	100	114	106	91	109	94	88	96	135	127	113	80	87	63	150	97		
Adult Hits	Vert %	7.5%	8.6%	8.6%	6.5%	8.6%	8.3%	8.3%	6.8%	11.3%	11.3%	9.9%	3.3%	2.9%	2.1%	7.8%	9.6%		
	Index	100	114	114	86	114	110	110	88	150	131	110	44	38	28	103	126		
Adult Standards	Vert %	0.6%	0.6%	0.7%	0.3%	0.7%	0.1%	0.1%	0.1%	0.3%	0.3%	0.3%	2.0%	1.6%	1.3%	0.6%	0.4%		
	Index	100	118	118	81	21	22	22	8	40	41	42	313	281	91	294	91		
Album Adult Alternative	Vert %	3.5%	3.7%	4.0%	3.1%	3.9%	3.1%	3.6%	3.4%	5.0%	5.0%	4.3%	2.4%	2.1%	1.4%	3.6%	4.2%		
	Index	100	108	114	89	111	109	88	96	142	142	123	59	41	104	119	119		
Album Oriented Rock	Vert %	3.5%	3.7%	3.8%	3.3%	3.8%	4.0%	4.3%	4.0%	4.6%	4.6%	4.7%	1.2%	1.0%	2.9%	4.6%	4.8%		
	Index	100	104	109	93	107	113	122	113	131	132	133	38	33	27	132	135		
All News	Vert %	4.9%	4.5%	4.7%	5.1%	4.6%	1.8%	2.0%	6.7%	5.8%	5.2%	10.1%	8.1%	6.0%	4.4%	5.8%	4.4%		
	Index	100	112	99	96	104	32	37	41	137	118	107	208	167	122	90	120		
All Sports	Vert %	9.8%	11.0%	10.5%	9.0%	10.6%	7.0%	7.5%	7.5%	14.6%	13.2%	11.2%	11.1%	9.5%	7.4%	5.1%	16.8%		
	Index	100	112	107	92	108	71	76	76	148	134	114	113	97	75	52	171		
Alternative	Vert %	8.0%	10.7%	9.5%	6.1%	9.9%	18.2%	15.8%	13.3%	8.6%	8.2%	6.1%	1.1%	1.0%	0.8%	8.7%	11.3%		
	Index	100	134	119	76	125	228	167	107	103	103	76	114	13	10	109	142		
Blues	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
	Index	100	33	58	149	49	0	0	0	66	0	198	90	122	199	49	49		
Childrens Radio	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
	Index	100	0	123	0	110	0	0	0	0	0	0	0	0	0	0	0		
Christian Adult Contemporary	Vert %	1.0%	1.3%	1.2%	0.8%	1.3%	1.0%	1.1%	0.9%	1.9%	1.5%	1.1%	0.7%	0.7%	0.3%	1.5%	1.0%		
	Index	100	127	121	77	123	99	112	93	183	150	104	66	72	33	144	101		
Classic Country	Vert %	1.1%	1.1%	1.1%	1.1%	1.1%	0.7%	0.9%	1.2%	1.4%	1.4%	1.0%	1.4%	1.8%	2.7%	0.9%	1.3%		
	Index	100	111	111	123	77	45	60	82	94	71	96	164	186	64	91	91		
Classic Hits	Vert %	15.0%	15.7%	15.1%	14.7%	15.3%	10.8%	9.4%	10.0%	19.4%	19.1%	18.5%	17.3%	16.2%	13.2%	14.3%	16.4%		
	Index	100	104	102	83	102	63	72	83	127	124	108	108	108	66	108	108		
Classic Rock	Vert %	14.5%	15.0%	15.4%	15.2%	12.9%	13.7%	13.3%	21.0%	20.4%	20.4%	6.9%	6.8%	5.5%	11.4%	9.9%	13.9%		
	Index	100	104	106	95	105	89	95	145	141	141	48	47	38	79	79	135		
Classical	Vert %	3.4%	3.5%	3.5%	3.7%	2.9%	2.7%	1.9%	2.9%	3.0%	3.0%	8.4%	6.1%	4.9%	3.3%	3.9%	3.9%		
	Index	100	113	104	93	107	66	81	57	87	90	71	240	180	145	99	117		
Comedy	Vert %	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.3%	0.1%	0.2%	0.3%	0.1%	0.1%	0.1%	0.1%	0.2%	0.3%		
	Index	100	183	133	158	64	71	158	74	59	74	59	74	59	74	59	74		
Contemporary Christian	Vert %	6.8%	7.5%	7.8%	6.0%	7.7%	8.5%	7.8%	7.8%	9.6%	7.4%	3.6%	3.5%	2.8%	8.8%	6.6%	6.5%		
	Index	100	110	115	87	113	125	115	125	141	108	53	51	42	129	95	95		
Contemporary Inspirational	Vert %	1.3%	1.3%	1.3%	1.3%	1.1%	1.1%	1.1%	1.1%	1.6%	1.6%	1.1%	0.9%	0.9%	1.6%	0.9%	1.6%		
	Index	100	104	102	97	103	100	87	89	128	124	63	82	69	123	81	81		
Country	Vert %	24.2%	24.4%	25.0%	23.7%	24.8%	30.4%	29.2%	30.5%	23.2%	25.3%	25.7%	15.7%	16.8%	16.2%	26.0%	23.5%		
	Index	100	101	102	102	121	126	121	96	121	121	69	66	69	107	107	107		
Easy Listening	Vert %	0.2%	0.1%	0.2%	0.2%	0.2%	0.0%	0.1%	0.0%	0.1%	0.2%	0.1%	0.6%	0.5%	0.4%	0.2%	0.2%		
	Index	100	75	126	93	107	0	38	8	27	121	27	366	296	237	115	99		
Educational	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
	Index	100	105	100	98	102	61	42	87	121	129	112	154	137	89	89	116		
Family Hits	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
	Index	100	105	113	85	106	56	204	16	25	43	70	132	21	43	21	40		
Format Not Provided/Unknown	Vert %	31.3%	32.9%	31.9%	30.3%	32.3%	29.1%	28.7%	28.7%	35.4%	33.9%	32.1%	34.9%	33.1%	29.1%	31.4%	33.3%		
	Index	100	105	102	97	103	93	92	92	113	109	103	112	108	93	100	107		
Gospel	Vert %	1.2%	0.8%	1.0%	1.0%	1.0%	0.6%	0.6%	0.6%	1.1%	1.0%	0.9%	1.0%	0.9%	1.0%	0.9%	0.9%		
	Index	100	119	84	103	96	98	45	62	151	107	132	91	99	98	138	53		
Hot AC	Vert %	18.1%	22.0%	20.7%	15.1%	21.2%	29.1%	27.3%	24.4%	23.8%	22.3%	18.5%	5.7%	5.2%	4.1%	23.0%	19.2%		
	Index	100	122	114	83	117	151	131	123	131	123	29	29	23	107	106	106		
Jazz	Vert %	1.1%	1.4%	1.2%	0.8%	1.3%	0.7%	0.9%	0.5%	1.5%	1.1%	1.1%	2.7%	2.0%	1.1%	1.5%	1.5%		
	Index	100	126	105	88	113	61	74	48	98	92	237	117	115	97	130	130		
Mainstream Rock	Vert %	1.4%	1.4%	1.3%	1.3%	1.3%	1.3%	1.4%	1.4%	1.7%	1.8%	1.7%	0.1%	0.2%	0.2%	1.6%	1.6%		
	Index	100	105	105	105	93	91	134	178	101	122	134	8	14	16	66	128		
Mexican Regional	Vert %	4.7%	5.6%	5.4%	3.9%	5.5%	8.1%	7.5%	6.3%	5.8%	5.4%	4.5%	1.4%	1.4%	1.4%	5.5%	5.8%		
	Index	100	115	104	83	117	161	134	117	97	113	30	31	30	117	117	117		
Modern AC	Vert %	1.1%	1.4%	1.3%	0.9%	1.3%	2.1%	2.0%	1.9%	1.2%	1.2%	0.9%	0.4%	0.3%	0.2%	1.4%	1.3%		
	Index	100	124	119	80	121	186	183	167	111	109	81	32	27	15	127	113		
New AC/Smooth Jazz	Vert %	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%		
	Index	100	85	125	110	13	39	13	29	138	119	67	126	112	103	119	119		
New Country	Vert %	1.6%	1.5%	1.5%	1.7%	2.4%	2.6%	2.3%	1.5%	1.6%	1.7%	0.6%	0.8%	0.8%	1.9%	1.5%	1.5%		
	Index	100	100	109	94	106	145	158	140	93	96	103	35	50	50	117	93		
News/Talk/Information	Vert %	17.0%	18.0%	18.2%	18.0%	18.0%	8.0%	8.0%	8.0%	21.1%	17.0%	33.0%	29.1%	24.0%	14.6%	22.9%	22.9%		
	Index	100	106	102	107	108	47	48	45	120	118	98	184	162	134	81	128		
Nostalgia	Vert %	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%		
	Index	100	68	98	121	78	11	11	16	69	71	197	260	260	79	79	79		
Oldies	Vert %	2.3%	2.1%	2.1%	2.4%	2.1%	1.3%	1.2%	1.1%	2.3%	2.3%	3.2%	3.4%	3.1%	2.2%	2.2%	2.2%		
	Index	100	92	93	107	93	59	52	49	99	101	116	142	148	138	87	99		
Other	Vert %																		

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan English and Spanish equity	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Area and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	0.2% Movies	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers								
English and Spanish equity	Vert %	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
	Index	37	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Among Hispanics: Length of residence in United States																							
Less than 3 years	Vert %	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.5%	0.2%	0.4%	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
	Index	100	144	104	104	104	104	104	104	104	193	103	152	103	103	103	5	5	5	102	102	102	
3 - 4 years	Vert %	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%	0.4%	0.5%	0.2%	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%	0.3%	0.3%	0.3%	
	Index	100	104	99	99	101	101	101	101	175	175	236	83	83	77	91	15	15	15	111	113	86	
5 - 9 years	Vert %	0.0%	0.8%	0.1%	0.7%	0.1%	0.1%	0.1%	0.1%	2.3%	1.7%	0.6%	0.7%	0.6%	0.7%	0.6%	0.0%	0.0%	0.1%	1.1%	0.9%	0.9%	
	Index	100	93	133	133	82	118	118	118	269	198	71	83	71	5	4	11	11	125	111	125	111	
10 - 14 years	Vert %	1.4%	1.2%	1.8%	1.2%	1.8%	1.9%	3.0%	2.1%	1.1%	1.0%	1.1%	1.0%	1.1%	1.5%	1.5%	0.1%	0.2%	0.2%	1.9%	1.2%	1.2%	
	Index	100	89	129	86	114	126	216	141	83	106	112	7	7	12	12	1	2	11	138	88	88	
15 - 19 years	Vert %	1.0%	1.3%	1.0%	0.9%	1.2%	1.2%	1.8%	1.3%	1.3%	1.3%	1.5%	1.1%	1.2%	1.2%	1.2%	0.2%	0.2%	0.2%	1.4%	1.0%	1.0%	
	Index	100	100	128	83	118	118	172	122	130	142	110	110	110	110	110	17	17	20	137	97	97	
20 - 24 years	Vert %	1.2%	1.1%	1.1%	1.0%	1.1%	1.0%	1.1%	1.0%	1.1%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	0.1%	0.1%	0.2%	1.2%	1.0%	1.0%	
	Index	100	111	102	95	105	98	83	100	111	154	150	150	150	150	150	13	23	14	114	95	95	
25 years or more	Vert %	2.2%	2.5%	2.0%	2.3%	2.2%	1.4%	0.8%	0.6%	0.7%	3.7%	3.0%	3.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.6%	2.2%	2.2%	2.2%	
	Index	100	111	102	120	105	64	36	26	165	135	134	92	92	92	92	31	31	34	115	98	98	
Born in United States	Vert %	8.0%	11.4%	8.9%	6.2%	9.8%	17.0%	14.3%	11.4%	9.8%	7.1%	5.7%	4.2%	3.6%	3.2%	3.2%	4.2%	3.6%	3.2%	9.9%	9.8%	9.8%	
	Index	100	142	112	78	123	212	178	142	122	89	71	53	44	40	40	44	36	32	123	122	122	
Among Hispanics: Spanish language dominant																							
Yes	Vert %	7.6%	8.5%	7.1%	8.1%	8.1%	10.1%	12.1%	10.0%	7.7%	8.1%	8.1%	2.3%	2.6%	3.7%	2.6%	3.7%	2.6%	3.7%	8.6%	7.9%	7.9%	
	Index	100	99	111	93	107	133	159	132	101	107	107	30	34	48	34	48	34	48	114	99	99	
No	Vert %	11.5%	8.2%	6.6%	9.3%	14.7%	11.9%	8.9%	11.1%	7.6%	7.9%	5.8%	4.5%	3.5%	2.9%	2.9%	4.5%	3.5%	2.9%	9.4%	9.1%	9.1%	
	Index	100	150	111	75	125	200	156	121	150	103	78	61	47	39	39	61	47	39	128	128	123	
Currently enrolled/attending classes at a college/university																							
Yes	Vert %	10.6%	15.6%	12.4%	7.7%	13.6%	34.6%	28.1%	23.9%	5.1%	5.2%	3.8%	1.6%	1.1%	0.7%	1.1%	0.7%	1.1%	0.7%	13.7%	13.5%	13.5%	
	Index	100	148	117	72	128	327	265	226	48	49	36	15	10	6	10	6	10	6	130	127	127	
No	Vert %	89.4%	84.4%	87.6%	92.3%	86.4%	65.4%	71.9%	76.1%	94.9%	94.8%	96.2%	98.4%	98.9%	99.3%	98.3%	98.3%	98.9%	99.3%	86.3%	86.5%	86.5%	
	Index	100	94	98	103	97	73	80	85	106	106	108	110	111	111	111	111	111	111	90	91	91	
Detailed occupation codes																							
Management	Vert %	8.0%	9.3%	9.4%	1.7%	9.4%	6.4%	6.9%	6.1%	14.0%	13.3%	9.6%	5.3%	4.9%	3.5%	7.1%	11.1%	11.1%	11.1%	8.7%	8.7%	8.7%	
	Index	100	117	117	86	118	86	117	86	175	166	120	61	56	44	51	126	126	126	106	106	106	
Business and Financial Operations	Vert %	2.8%	3.6%	3.3%	2.1%	3.4%	3.3%	3.0%	2.3%	4.6%	4.3%	2.9%	2.1%	1.6%	0.9%	3.2%	3.7%	3.7%	3.7%	3.2%	3.7%	3.7%	
	Index	100	131	121	76	124	119	109	83	168	157	107	77	58	33	115	135	135	135	113	135	135	
Computer and Mathematical	Vert %	2.0%	2.0%	2.0%	2.2%	2.0%	1.7%	2.0%	1.7%	2.7%	2.7%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	
	Index	100	124	124	122	128	127	105	105	190	190	99	99	99	99	99	99	99	99	99	99	99	
Architecture and Engineering	Vert %	1.8%	1.5%	1.9%	1.2%	1.7%	1.3%	1.6%	1.3%	2.0%	2.0%	1.8%	0.7%	0.7%	0.5%	0.3%	3.2%	3.2%	3.2%	1.8%	1.8%	1.8%	
	Index	100	127	127	84	117	109	133	119	174	174	127	46	46	35	21	203	203	203	115	115	115	
Life, Physical, and Social Science	Vert %	0.6%	0.6%	0.7%	0.5%	0.7%	0.7%	0.8%	1.0%	0.6%	0.6%	0.5%	0.5%	0.5%	0.2%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	
	Index	100	102	119	88	113	118	138	162	98	93	93	78	27	95	132	132	132	132	95	95	95	
Community and Social Services	Vert %	0.8%	0.8%	0.8%	0.6%	0.8%	0.7%	0.7%	0.7%	1.1%	1.1%	0.6%	0.6%	0.6%	0.3%	1.0%	1.0%	1.0%	1.0%	0.7%	0.7%	0.7%	
	Index	100	109	119	85	116	87	109	90	147	147	114	78	44	131	131	99	99	99	99	99	99	
Legal	Vert %	0.7%	1.0%	0.9%	0.6%	0.9%	0.6%	0.6%	0.5%	1.4%	1.2%	0.6%	0.8%	0.5%	0.4%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	
	Index	100	131	117	72	122	82	72	90	203	183	103	127	51	72	121	121	121	121	121	121	121	
Education, Training, and Library	Vert %	3.7%	4.3%	4.6%	2.8%	4.6%	3.9%	4.9%	3.3%	5.4%	5.6%	3.8%	2.6%	2.7%	1.3%	6.1%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	
	Index	100	116	129	76	124	106	132	89	146	151	102	73	34	164	164	101	101	101	101	101	101	
Arts, Design, Entertainment, Sports, and Media	Vert %	1.0%	1.3%	1.4%	0.8%	1.2%	1.0%	1.2%	1.0%	1.6%	1.6%	1.2%	0.9%	0.7%	0.4%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	
	Index	100	134	130	73	114	127	114	181	153	153	84	70	40	111	146	146	146	146	146	146	146	
Healthcare Practitioners and Technical	Vert %	2.7%	3.1%	3.4%	2.2%	3.3%	2.6%	3.4%	2.1%	4.2%	3.9%	3.1%	2.1%	1.9%	1.1%	4.5%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	
	Index	100	115	123	80	120	96	125	79	153	144	114	76	39	160	160	69	69	69	69	69	69	
Healthcare Support	Vert %	1.7%	1.7%	1.9%	1.5%	1.9%	2.3%	2.3%	1.7%	2.5%	2.5%	1.8%	0.4%	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	
	Index	100	101	115	90	110	148	174	145	96	107	108	23	27	28	175	37	37	37	37	37	37	
Protective Service	Vert %	1.5%	2.1%	1.4%	1.3%	1.7%	2.6%	1.2%	1.8%	2.3%	1.9%	1.8%	0.6%	0.6%	0.4%	0.7%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	
	Index	100	137	96	99	131	283	121	83	121	116	118	38	41	38	46	183	183	183	183	183	183	
Food Preparation and Serving	Vert %	2.8%	3.7%	3.1%	2.4%	3.3%	6.9%	5.7%	3.3%	2.3%	2.2%	2.3%	0.6%	0.7%	3.4%	3.3%	3.3%	3.3%	3.3%	3.3%	3.3%	3.3%	
	Index	100	129	110	83	117	242	199	177	77	81	76	22	19	118	118	118	118	118	118	118	118	
Building and Grounds Cleaning & Maintenance	Vert %	2.2%	2.4%	2.4%	2.4%	2.4%	1.8%	2.3%	2.3%	2.4%	2.4%	3.1%	0.7%	0.9%	1.8%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	
	Index	100	80	100	107	92	83	118	134	101	141	97	32	39	46	99	97	97	97	97	97	97	
Personal Care and Service	Vert %	2.1%	2.5%	2.5%	1.8%	2.5%	3.2%	3.2%	2.5%	2.7%	2												

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers							
New Orleans DMA	Vert %	0.5%	0.5%	0.6%	0.6%	0.5%	0.4%	0.5%	0.6%	0.7%	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%	0.5%						
New York DMA	Vert %	6.8%	7.1%	6.7%	6.8%	6.9%	6.2%	6.7%	7.1%	7.4%	6.6%	7.1%	7.9%	7.0%	6.2%	7.0%	6.7%						
Norfolk/Portsmouth/Newport News DMA	Vert %	0.6%	0.6%	0.6%	0.7%	0.7%	0.9%	0.6%	0.7%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%						
Oklahoma City DMA	Vert %	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%	0.6%	0.5%	0.6%						
Orlando/Daytona Beach/Melbourne DMA	Vert %	1.3%	1.3%	1.4%	1.2%	1.4%	1.0%	1.4%	0.9%	1.4%	1.1%	1.8%	1.3%	1.5%	1.3%	1.4%	1.4%						
Philadelphia DMA	Vert %	2.6%	2.6%	2.7%	2.5%	2.7%	2.0%	2.7%	2.7%	2.4%	2.8%	2.4%	2.8%	2.6%	2.4%	2.5%	2.4%						
Phoenix DMA	Vert %	1.6%	2.2%	1.8%	1.3%	1.8%	2.5%	1.8%	1.3%	2.2%	1.9%	1.2%	1.8%	1.8%	1.9%	2.0%	2.0%						
Pittsburgh DMA	Vert %	0.9%	0.6%	1.0%	1.0%	0.9%	0.7%	1.0%	0.8%	0.5%	1.0%	1.0%	0.8%	1.1%	1.2%	0.9%	0.9%						
Portland DMA	Vert %	1.0%	1.0%	1.0%	1.0%	1.0%	1.1%	1.1%	0.9%	0.9%	1.1%	1.2%	1.1%	1.0%	0.9%	1.2%	1.2%						
Providence/New Bedford DMA	Vert %	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%	0.6%	0.5%	0.5%						
Raleigh/Durham DMA	Vert %	1.0%	0.9%	1.0%	0.9%	1.0%	1.0%	1.1%	0.9%	1.0%	1.0%	1.0%	0.6%	1.1%	0.9%	1.0%	1.0%						
Richmond/Petersburg DMA	Vert %	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%						
Ronoke/Lynchburg DMA	Vert %	0.4%	0.2%	0.4%	0.5%	0.3%	0.1%	0.5%	0.4%	0.2%	0.3%	0.4%	0.2%	0.3%	0.6%	0.3%	0.3%						
Rochester DMA	Vert %	0.3%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.3%	0.4%						
Sacramento/Stockton/Modesto DMA	Vert %	1.3%	1.5%	1.3%	1.4%	1.3%	1.3%	1.6%	1.3%	1.6%	1.2%	1.4%	1.6%	1.4%	1.2%	1.4%	1.4%						
Salt Lake City DMA	Vert %	0.9%	1.3%	1.1%	0.9%	1.2%	1.6%	1.3%	0.7%	1.1%	1.2%	0.6%	1.0%	0.8%	0.5%	1.1%	1.2%						
San Antonio DMA	Vert %	0.8%	1.2%	0.8%	0.7%	0.9%	1.3%	0.9%	0.6%	0.7%	0.8%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%						
San Diego DMA	Vert %	1.0%	1.4%	1.0%	0.8%	1.2%	1.1%	1.0%	1.1%	1.0%	1.1%	1.2%	1.1%	0.8%	0.9%	1.2%	1.2%						
San Francisco/Oakland/San Jose DMA	Vert %	2.3%	3.0%	2.5%	2.0%	2.7%	2.8%	2.2%	2.0%	2.9%	2.7%	2.1%	3.4%	2.6%	1.8%	2.6%	2.7%						
Seattle/Tacoma DMA	Vert %	1.6%	1.8%	1.8%	1.4%	1.8%	1.5%	1.8%	1.5%	2.0%	1.8%	1.4%	1.8%	1.8%	1.5%	1.7%	1.9%						
Spokane DMA	Vert %	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%						
St. Louis DMA	Vert %	1.0%	1.0%	1.1%	1.0%	1.0%	0.8%	1.0%	1.0%	0.8%	1.1%	1.0%	0.9%	1.3%	1.0%	0.9%	1.1%						
Syracuse DMA	Vert %	0.3%	0.2%	0.3%	0.3%	0.3%	0.2%	0.3%	0.4%	0.2%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%						
Tampa/St.Petersburg DMA	Vert %	1.4%	1.4%	1.6%	1.4%	1.5%	1.1%	1.6%	1.3%	1.2%	1.6%	1.5%	2.0%	1.5%	1.2%	1.4%	1.4%						
Toledo DMA	Vert %	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.4%						
Tucson DMA	Vert %	0.4%	0.4%	0.4%	0.3%	0.4%	0.3%	0.5%	0.3%	0.4%	0.4%	0.3%	0.5%	0.5%	0.4%	0.4%	0.4%						
Tulsa DMA	Vert %	0.4%	0.4%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%						
Washington, D.C. DMA	Vert %	2.1%	2.3%	2.4%	1.9%	2.4%	2.1%	2.4%	2.0%	2.5%	2.6%	2.0%	2.3%	2.1%	1.7%	2.3%	2.4%						
West Palm Beach/Fort Pierce DMA	Vert %	0.7%	0.6%	0.6%	0.7%	0.6%	0.5%	0.5%	0.5%	0.6%	0.6%	0.6%	1.5%	1.0%	0.8%	0.7%	0.6%						
Eco-friendly activities done on a regular basis	Vert %	20.1%	23.1%	21.6%	18.1%	22.2%	20.8%	20.7%	18.3%	24.0%	22.3%	17.6%	25.7%	21.9%	18.5%	24.2%	20.0%						
Buy eco-friendly household cleaning products	Vert %	33.9%	37.3%	35.2%	31.9%	36.0%	31.0%	29.5%	26.9%	38.7%	37.2%	31.1%	46.3%	39.3%	35.1%	39.2%	32.9%						
Buy locally grown food	Vert %	18.8%	24.5%	21.3%	15.1%	22.5%	21.8%	17.4%	25.6%	22.8%	15.8%	22.4%	17.1%	12.4%	24.3%	20.6%	20.6%						
Buy organic food	Vert %	10.1%	13.1%	11.4%	8.1%	12.0%	13.1%	11.0%	13.6%	12.1%	8.4%	11.9%	9.1%	7.6%	10.9%	9.3%	9.3%						
Donate money or time to environmental causes	Vert %	8.1%	11.8%	8.6%	6.4%	9.7%	8.0%	5.4%	11.4%	8.3%	6.2%	11.7%	10.7%	9.4%	10.5%	9.1%	9.1%						
Drive less/use alternative transportation	Vert %	26.7%	28.8%	27.0%	25.7%	27.7%	21.2%	29.8%	27.0%	28.4%	25.4%	25.9%	27.2%	25.5%	24.7%	26.6%	28.9%						
Have energy efficient windows	Vert %	32.7%	33.6%	32.4%	32.2%	33.3%	31.3%	32.3%	30.9%	35.8%	32.7%	47.7%	46.9%	40.5%	32.1%	34.0%	34.0%						
Participate in energy-saving program through utility company	Vert %	17.2%	20.3%	18.3%	16.2%	18.2%	15.6%	14.1%	12.3%	22.9%	19.2%	15.9%	24.4%	22.2%	19.1%	19.9%	18.0%						
Pay more for eco-friendly products and services	Vert %	13.9%	18.2%	16.7%	10.7%	17.2%	17.3%	13.0%	17.3%	18.4%	17.6%	11.2%	17.3%	13.5%	8.4%	18.3%	16.1%						
Recycle electronics (batteries, cell phones, computers, etc.)	Vert %	37.0%	44.7%	40.1%	32.3%	41.8%	39.2%	33.7%	46.0%	42.7%	34.7%	52.3%	45.8%	33.5%	40.3%	43.4%	43.4%						
Recycle glass, plastic, or paper	Vert %	67.7%	71.0%	71.6%	69.2%	72.7%	70.2%	66.6%	66.5%	75.6%	73.2%	63.9%	77.0%	66.3%	73.8%	71.7%	71.7%						
Support politicians based on environmental positions	Vert %	7.1%	10.0%	7.8%	5.7%	8.6%	6.8%	6.9%	5.0%	10.6%	7.7%	5.7%	14.9%	9.6%	6.3%	7.2%	10.2%						
Use cloth/reusable shopping bags	Vert %	39.5%	41.9%	36.0%	43.1%	41.5%	38.6%	32.7%	45.1%	43.1%	37.0%	45.2%	45.3%	37.0%	49.8%	35.7%	35.7%						
Use energy efficient light bulbs	Vert %	71.5%	74.4%	74.4%	69.4%	74.4%	69.6%	69.1%	64.3%	77.4%	77.0%	70.7%	77.0%	71.2%	75.1%	73.1%	73.1%						
Use less water at home	Vert %	41.3%	46.2%	43.3%	38.3%	44.3%	43.6%	42.3%	36.9%	47.1%	44.1%	39.3%	49.0%	43.2%	38.0%	46.5%	42.0%						
Use rechargeable batteries	Vert %	27.0%	30.6%	28.6%	24.7%	29.3%	21.2%	29.3%	31.2%	29.5%	25.7%	27.4%	25.3%	21.5%	28.1%	30.8%	30.8%						
Other	Vert %	8.4%	9.2%	8.6%	8.0%	8.9%	9.8%	10.4%	9.9%	9.1%	9.9%	7.7%	7.9%	7.5%	8.6%	7.8%	10.0%						
None	Vert %	7.1%	5.3%	5.6%	8.6%	5.5%	6.4%	7.5%	10.7%	4.8%	4.8%	8.3%	4.2%	4.1%	7.5%	4.9%	6.2%						
Current health description	Vert %	18.7%	17.1%	18.1%	12.9%	17.7%	21.8%	20.7%	18.6%	18.6%	17.1%	12.7%	13.7%	10.6%	7.8%	16.9%	18.6%						
Excellent	Vert %	1.4%	1.4%	1.4%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%						
Very good	Vert %	36.0%	39.7%	40.1%	32.2%	40.0%	40.5%	40.5%	39.3%	40.4%	32.5%	39.3%	38.5%	29.2%	39.7%	40.3%	40.3%						
Good	Vert %	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%						
Fair	Vert %	11.2%	7.9%	8.3%	14.1%	8.2%	7.3%	7.0%	10.3%	8.1%	13.9%	8.7%	11.1%	17.2%	8.3%	8.1%	8.1%						
Poor	Vert %	2.1%	1.1%	1.1%	3.1%	1.0%	0.7%	0.6%	2.2%	0.6%	1.1%	3.2%	0.9%	1.4%	3.7%	1.1%	0.8%						
Specialists used past 12 months	Vert %	11.1%	9.5%	9.0%	13.1%	9.2%	3.0%	3.3%	3.7%	8.6%	7.7%	9.3%	23.1%	22.5%	24.6%	8.7%	9.8%						
Cardiologist	Vert %	8.1%	6.1%	6.1%	11.7%	8.2%	2.7%	3.0%	3.3%	7.7%	6.9%	8.3%	20.7%	20.2%	22.0%	7.8%	8.8%						
Chiropractor	Vert %	11.1%	10.5%	10.7%	8.5%	10.7%	8.0%	8.0%	7.0%	12.3%	12.9%	9.4%	11.1%	12.0%	11.5%	11.8%	11.8%						
Cosmetic surgeon	Vert %	0.9%	1.4%	1.0%	0.6%	1.1%	1.0%	1.0%	0.4%	1.6%	0.8%	0.7%	1.6%	1.1%	0.7%	1.5%	0.6%						
Dentist	Vert %	49.8%	57.7%	54.7%	44.0%	55.8%	51.0%	47.4%	38.5%	58.7%	51.1%	43.8%	68.2%	62.5%	48.1%	59.4%	51.9%						
Eye doctor (ophthalmologist)	Vert %	31.4%	33.6%	35.5%	32.3%	34.9%	24.1%	19.6%	32.6%	30.6%	26.5%	52.6%	47.4%	43.4%	36.4%	27.4%	27.4%						
Eye examiner (optometrist)	Vert %	22.4%	25.1%	23.0%	21.1%	23.8%	21.6%	19.6%	15.7%	27.1%	23.5%	20.3%	27.5%	28.1%	25.9%	24.6%	22.9%						
Foot doctor (podiatrist)	Vert %	8.1%	8.0%	6.9%	6.9%	7.3%	4.3%	3.5%	4.0%	7.8%	6.8%	7.3%	15.2%	13.2%	14.4%	8.4%	6.1%						
OB/GYN	Vert %	16.2%	21.2%	14.7%	14.7%	22.2%	14.2%	25.9%	21.4%	23.6%	23.6%	15.7%	18.7%	13.4%	17.8%	13.5%	7.5%						
Physical therapist	Vert %	7.7%	9.6%	7.5%	7.2%	8.2%	7.7%	5.2%	5.2%	9.4%	7.9%	6.6%	13.2%	10.7%	9.5%	8.7%	7.7%						
Skin doctor (dermatologist)	Vert %	13.0%	16.1%	13.5%	11.6%	14.4%	10.5%	9.2%	6.6%	14.8%	13.1%	9.8%	28.6%	22.3%	17.3%	16.7%	11.9%						
Other specialist	Vert %	23.4%	23.3%	22.9%	23.9%	19.0%	17.4%	17.2%	23.6%	23.0%	24.1%	30.4%	30.4%	28.6%	23.7%	21.7%	21.7%						
None	Vert %	20.7%	18.2%	17.9%	23.2%	18.0%	25.1%	24.3%	31.8%	17.0%	16.7%	24.9%	8.0%	9.2%	15.0%	13.0%	23.7%						
Medical services HMLD received past 3 years (HMLD)	Vert %	7.8%	8.3%	7.1%	8.0%	7.5%	6.1%	4.3%	5.1%	7.8%	6.4%	6.5%	13.2%	13.8%	12.0%	7.5%	7.5%						
Cancer oncology	Vert %	10.3%	9.8%	9.0%	11.2%	9.3%	6.2%	5.5%	6.8%	8.9%	8.0%	9.4%	18										

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers							
Corrective eye surgery	Vert % Index	6.5% 100	5.7% 100	6.1% 100	5.9% 100	4.7% 100	3.7% 100	3.0% 100	4.2% 100	3.9% 100	4.2% 100	14.6% 100	13.2% 100	13.6% 100	5.2% 100	5.5% 100							
Cosmetic surgery	Vert % Index	1.8% 100	2.8% 100	2.1% 100	1.2% 100	2.4% 100	2.6% 100	2.0% 100	1.3% 100	3.0% 100	2.1% 100	1.3% 100	2.8% 100	2.3% 100	1.1% 100	2.6% 100							
Hospital emergency room	Vert % Index	35.3% 100	35.9% 100	35.9% 100	35.9% 100	34.7% 100	37.1% 100	34.3% 100	35.7% 100	35.2% 100	35.7% 100	33.0% 100	34.1% 100	35.2% 100	38.1% 100	33.4% 100							
Maternity care	Vert % Index	8.5% 100	6.8% 100	9.9% 100	8.3% 100	8.8% 100	11.2% 100	17.3% 100	20.4% 100	5.7% 100	8.1% 100	7.3% 100	0.9% 100	0.7% 100	0.7% 100	9.8% 100							
Mental healthcare	Vert % Index	5.7% 100	6.6% 100	6.1% 100	5.2% 100	6.3% 100	8.3% 100	7.4% 100	6.9% 100	6.4% 100	6.1% 100	3.7% 100	3.8% 100	2.8% 100	6.8% 100	5.7% 100							
Neurology	Vert % Index	6.4% 100	6.6% 100	6.3% 100	6.8% 100	6.4% 100	6.2% 100	6.0% 100	5.6% 100	6.0% 100	6.7% 100	7.0% 100	6.5% 100	6.6% 100	7.0% 100	5.7% 100							
Orthopedics	Vert % Index	11.8% 100	10.3% 100	12.0% 100	11.1% 100	12.4% 100	10.5% 100	8.2% 100	7.3% 100	13.3% 100	12.7% 100	11.7% 100	18.4% 100	16.2% 100	13.2% 100	13.1% 100							
Pediatrics	Vert % Index	13.2% 100	14.0% 100	16.3% 100	10.8% 100	15.7% 100	18.5% 100	20.8% 100	21.6% 100	16.9% 100	19.0% 100	12.1% 100	2.6% 100	1.8% 100	1.4% 100	17.9% 100							
Teeth whitening, veneers, etc.	Vert % Index	4.0% 100	4.1% 100	6.1% 100	3.1% 100	5.0% 100	8.7% 100	5.6% 100	4.7% 100	4.0% 100	3.0% 100	3.8% 100	2.9% 100	2.1% 100	2.1% 100	4.8% 100							
Treatment for substance abuse, smoking, or nutrition	Vert % Index	1.3% 100	1.4% 100	1.3% 100	1.2% 100	1.3% 100	1.8% 100	1.7% 100	1.6% 100	1.6% 100	1.4% 100	1.3% 100	0.3% 100	0.6% 100	0.6% 100	1.5% 100							
Urgent care facility (excluding emergency room)	Vert % Index	19.1% 100	22.4% 100	22.4% 100	15.9% 100	22.4% 100	23.7% 100	23.9% 100	17.7% 100	24.0% 100	23.7% 100	18.1% 100	17.0% 100	16.5% 100	11.9% 100	23.8% 100							
Any overnight stay procedure	Vert % Index	14.8% 100	14.1% 100	14.0% 100	15.5% 100	14.0% 100	11.8% 100	11.3% 100	12.2% 100	14.0% 100	14.2% 100	19.7% 100	18.7% 100	19.7% 100	15.2% 100	12.7% 100							
No. of Arena Football League (AFL) games attended past 12 mo	Vert % Index	0.7% 100	1.5% 100	0.7% 100	0.5% 100	1.0% 100	1.7% 100	0.6% 100	0.4% 100	1.6% 100	0.8% 100	0.6% 100	1.2% 100	0.7% 100	0.5% 100	1.1% 100							
1-2 games	Vert % Index	0.2% 100	2.0% 100	0.2% 100	0.3% 100	0.2% 100	0.3% 100	0.2% 100	0.5% 100	0.2% 100	0.2% 100	0.1% 100	0.6% 100	0.2% 100	0.2% 100	0.5% 100							
3-9 games	Vert % Index	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.2% 100	0.2% 100	0.4% 100	0.2% 100	0.3% 100	0.2% 100	0.2% 100	0.2% 100	0.2% 100							
10+ games	Vert % Index	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.2% 100	0.2% 100	0.4% 100	0.2% 100	0.3% 100	0.2% 100	0.2% 100	0.2% 100	0.2% 100							
None	Vert % Index	97.8% 100	97.8% 100	98.6% 100	98.1% 100	98.7% 100	98.7% 100	99.2% 100	97.8% 100	98.7% 100	98.8% 100	98.7% 100	98.4% 100	99.0% 100	98.7% 100	98.7% 100							
No. of College baseball games attended past 12 months	Vert % Index	2.0% 100	3.2% 100	2.5% 100	1.3% 100	2.8% 100	3.6% 100	2.8% 100	1.4% 100	3.1% 100	2.5% 100	1.3% 100	2.5% 100	2.1% 100	1.3% 100	2.1% 100							
1-2 games	Vert % Index	0.8% 100	1.2% 100	0.8% 100	0.6% 100	0.9% 100	1.3% 100	0.7% 100	0.6% 100	1.3% 100	0.8% 100	0.6% 100	0.8% 100	0.6% 100	0.7% 100	1.1% 100							
3-9 games	Vert % Index	1.0% 100	1.5% 100	1.2% 100	0.8% 100	1.2% 100	1.2% 100	0.9% 100	0.7% 100	1.2% 100	0.8% 100	0.6% 100	0.7% 100	0.7% 100	0.7% 100	1.4% 100							
10+ games	Vert % Index	0.5% 100	0.7% 100	0.4% 100	0.5% 100	0.5% 100	0.8% 100	0.3% 100	0.5% 100	0.4% 100	0.5% 100	0.4% 100	0.5% 100	0.4% 100	0.4% 100	0.6% 100							
None	Vert % Index	96.9% 100	95.0% 100	98.0% 100	95.5% 100	94.0% 100	91.8% 100	97.6% 100	95.3% 100	96.3% 100	96.3% 100	96.3% 100	96.2% 100	96.5% 100	96.6% 100	94.8% 100							
No. of College basketball games attended past 12 months	Vert % Index	4.1% 100	6.9% 100	4.9% 100	2.7% 100	5.6% 100	8.1% 100	5.6% 100	2.9% 100	6.0% 100	4.8% 100	3.0% 100	6.3% 100	3.7% 100	2.1% 100	4.7% 100							
1-2 games	Vert % Index	1.7% 100	2.7% 100	2.1% 100	1.1% 100	2.3% 100	2.9% 100	1.9% 100	1.1% 100	2.8% 100	2.1% 100	1.1% 100	2.5% 100	2.1% 100	1.2% 100	1.8% 100							
3-9 games	Vert % Index	1.2% 100	1.6% 100	1.2% 100	0.8% 100	1.2% 100	1.2% 100	0.9% 100	0.6% 100	1.2% 100	0.8% 100	0.6% 100	0.8% 100	0.7% 100	0.7% 100	1.1% 100							
10+ games	Vert % Index	1.3% 100	1.6% 100	1.4% 100	1.2% 100	1.4% 100	1.9% 100	1.4% 100	1.4% 100	1.2% 100	1.0% 100	1.7% 100	1.1% 100	1.1% 100	1.0% 100	2.0% 100							
None	Vert % Index	88.8% 100	88.8% 100	91.7% 100	95.1% 100	90.9% 100	87.1% 100	91.0% 100	94.6% 100	91.1% 100	94.0% 100	92.5% 100	92.5% 100	92.5% 100	92.5% 100	88.8% 100							
No. of College football games attended past 12 months	Vert % Index	5.8% 100	8.7% 100	7.4% 100	3.9% 100	7.7% 100	8.3% 100	5.0% 100	8.8% 100	7.6% 100	4.0% 100	7.4% 100	5.3% 100	2.8% 100	6.6% 100	9.3% 100							
1-2 games	Vert % Index	2.9% 100	4.4% 100	3.5% 100	2.0% 100	3.8% 100	4.9% 100	4.1% 100	2.5% 100	4.0% 100	3.3% 100	1.9% 100	4.4% 100	2.6% 100	1.7% 100	3.1% 100							
3-9 games	Vert % Index	1.5% 100	1.8% 100	1.5% 100	0.9% 100	1.4% 100	1.4% 100	0.9% 100	0.9% 100	1.1% 100	0.8% 100	0.6% 100	0.9% 100	0.6% 100	0.6% 100	1.0% 100							
10+ games	Vert % Index	1.8% 100	2.4% 100	1.8% 100	1.6% 100	2.0% 100	2.6% 100	1.9% 100	1.7% 100	1.4% 100	1.0% 100	1.6% 100	1.3% 100	1.3% 100	1.3% 100	2.8% 100							
None	Vert % Index	89.2% 100	84.5% 100	87.3% 100	92.8% 100	86.3% 100	83.1% 100	85.8% 100	90.7% 100	85.2% 100	87.4% 100	92.7% 100	85.7% 100	90.0% 100	92.9% 100	89.0% 100							
No. of College hockey games attended past 12 months	Vert % Index	1.0% 100	1.3% 100	1.3% 100	0.7% 100	1.3% 100	1.7% 100	0.8% 100	1.2% 100	1.2% 100	0.7% 100	0.7% 100	0.6% 100	0.4% 100	1.2% 100	1.4% 100							
1-2 games	Vert % Index	0.3% 100	0.4% 100	0.3% 100	0.2% 100	0.4% 100	0.4% 100	0.2% 100	0.3% 100	0.2% 100	0.2% 100	0.2% 100	0.3% 100	0.1% 100	0.3% 100	0.4% 100							
3-9 games	Vert % Index	0.3% 100	0.4% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.2% 100	0.3% 100	0.4% 100	0.3% 100	0.4% 100	0.3% 100	0.2% 100	0.2% 100	0.3% 100							
10+ games	Vert % Index	0.3% 100	0.4% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.2% 100	0.3% 100	0.4% 100	0.3% 100	0.4% 100	0.3% 100	0.2% 100	0.2% 100	0.3% 100							
None	Vert % Index	96.6% 100	97.0% 100	98.2% 100	98.8% 100	98.1% 100	97.4% 100	97.7% 100	98.5% 100	98.1% 100	98.3% 100	98.7% 100	98.7% 100	98.9% 100	99.2% 100	98.3% 100							
No. of Extremation sports events attended past 12 months	Vert % Index	0.9% 100	1.4% 100	0.9% 100	0.8% 100	1.1% 100	1.7% 100	1.1% 100	0.9% 100	1.5% 100	1.0% 100	0.9% 100	0.8% 100	0.5% 100	1.0% 100	1.2% 100							
1-2 events	Vert % Index	0.5% 100	0.8% 100	0.5% 100	0.3% 100	0.6% 100	0.8% 100	0.5% 100	0.6% 100	0.6% 100	0.3% 100	0.6% 100	0.3% 100	0.3% 100	0.7% 100	0.7% 100							
3-9 events	Vert % Index	1.0% 100	1.6% 100	1.1% 100	0.7% 100	1.3% 100	1.7% 100	1.0% 100	0.9% 100	1.2% 100	0.8% 100	0.7% 100	0.6% 100	0.4% 100	0.5% 100	0.8% 100							
10+ events	Vert % Index	0.3% 100	0.4% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.3% 100	0.4% 100	0.3% 100	0.4% 100	0.3% 100	0.2% 100	0.2% 100	0.3% 100							
None	Vert % Index	98.3% 100	97.4% 100	98.3% 100	98.9% 100	98.0% 100	97.0% 100	98.0% 100	98.2% 100	97.3% 100	98.2% 100	98.4% 100	98.4% 100	99.0% 100	98.9% 100	98.1% 100							
No. of Figure skating events attended past 12 months	Vert % Index	1.9% 100	2.6% 100	2.0% 100	1.6% 100	2.2% 100	1.8% 100	1.4% 100	1.4% 100	2.8% 100	2.3% 100	1.7% 100	3.6% 100	2.4% 100	1.7% 100	3.1% 100							
1-2 events	Vert % Index	0.7% 100	1.0% 100	0.7% 100	0.6% 100	0.8% 100	0.5% 100	0.6% 															

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan

	All Adults	No. Movies Attended at a Theater in Past 3 Months					Combined Age and Movie Attendance Groups							Sex of respondent		
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers
1-2 games	Vert %	1.1%	0.6%	0.6%	0.7%	0.6%	0.7%	0.3%	1.0%	0.7%	0.4%	0.5%	0.3%	0.2%	0.6%	1.0%
Index	Index	120	138	115	121	128	112	83	128	112	82	138	115	82	120	110
10+ games	Vert %	0.5%	0.1%	0.3%	0.4%	0.4%	0.2%	0.4%	0.2%	0.4%	0.3%	0.2%	0.1%	0.3%	0.4%	0.4%
Index	Index	100	205	116	53	148	290	55	179	131	65	99	58	35	110	191
None	Vert %	97.4%	95.4%	97.1%	98.3%	96.5%	94.3%	96.6%	97.9%	95.4%	96.9%	98.0%	97.4%	98.6%	98.9%	97.0%
Index	Index	100	98	100	101	99	97	99	100	98	99	101	100	101	102	100
No. of Men's tennis (ATP) events attended past 12 months																
1-2 events	Vert %	0.9%	1.2%	1.0%	0.6%	1.1%	1.1%	1.0%	0.6%	1.4%	1.1%	0.7%	1.0%	0.5%	0.8%	1.4%
Index	Index	100	142	118	74	127	128	116	73	162	127	82	127	102	84	166
3-9 events	Vert %	0.4%	0.7%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.8%	0.3%	0.4%	0.3%	0.3%	0.3%	0.6%
Index	Index	100	186	74	86	115	136	65	142	100	68	58	102	79	80	153
10+ events	Vert %	0.3%	0.4%	0.2%	0.4%	0.3%	0.3%	0.2%	0.4%	0.4%	0.2%	0.3%	0.2%	0.4%	0.3%	0.3%
Index	Index	100	100	71	111	89	80	80	130	100	59	117	104	111	80	98
None	Vert %	98.4%	97.7%	98.5%	98.7%	98.2%	98.1%	98.6%	98.4%	97.4%	98.5%	98.8%	97.3%	98.4%	98.8%	97.7%
Index	Index	100	99	100	100	100	100	100	100	99	100	100	99	100	100	99
No. of Minor League Baseball games attended past 12 mo																
1-2 games	Vert %	4.0%	5.2%	5.0%	2.9%	5.1%	5.2%	5.0%	3.0%	5.6%	5.5%	3.4%	4.6%	3.9%	2.4%	4.3%
Index	Index	100	132	128	73	128	131	125	77	140	138	85	116	99	54	108
3-9 games	Vert %	1.0%	1.7%	1.1%	0.7%	1.3%	1.9%	0.9%	0.6%	1.8%	1.3%	0.8%	1.6%	1.1%	0.7%	1.2%
Index	Index	100	166	111	70	131	185	90	59	154	131	75	155	102	70	188
10+ games	Vert %	0.4%	0.5%	0.4%	0.5%	0.4%	0.4%	0.3%	0.4%	0.6%	0.4%	0.6%	0.4%	0.3%	0.4%	0.4%
Index	Index	100	109	81	108	93	82	101	92	101	127	69	85	92	83	101
None	Vert %	94.6%	92.6%	93.5%	95.9%	93.2%	92.5%	93.9%	95.9%	92.3%	92.7%	95.3%	93.4%	94.7%	96.7%	94.5%
Index	Index	100	98	99	101	99	98	99	101	98	98	101	99	100	102	100
No. of Minor League Hockey games attended past 12 months																
1-2 games	Vert %	1.2%	1.6%	1.6%	0.8%	1.6%	2.0%	2.0%	0.9%	1.5%	1.6%	1.0%	0.8%	0.6%	1.2%	2.0%
Index	Index	100	135	135	66	135	170	80	132	136	86	85	69	30	103	170
3-9 games	Vert %	0.6%	0.4%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.8%	0.3%	0.2%	0.3%	0.2%	0.2%	0.7%
Index	Index	100	147	100	84	117	140	83	116	136	90	71	45	52	58	182
10+ games	Vert %	0.3%	0.2%	0.3%	0.3%	0.2%	0.1%	0.1%	0.3%	0.3%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%
Index	Index	100	81	122	115	122	39	59	110	130	86	120	86	120	84	84
None	Vert %	98.2%	97.6%	97.8%	98.6%	97.8%	97.3%	97.6%	98.3%	97.4%	97.6%	98.3%	98.7%	98.8%	99.1%	98.4%
Index	Index	100	99	100	100	100	99	99	100	99	99	100	101	101	101	99
No. of Monster Jam (monster trucks) events attd past 12 mths																
1-2 events	Vert %	1.8%	3.0%	2.1%	1.3%	2.4%	3.6%	2.5%	1.9%	3.5%	2.3%	1.5%	1.0%	0.6%	1.9%	2.9%
Index	Index	100	165	112	70	131	197	108	189	127	79	79	57	37	105	161
3-9 events	Vert %	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%
Index	Index	100	160	81	90	110	205	85	65	131	94	110	53	45	84	108
10+ events	Vert %	0.2%	0.3%	0.1%	0.3%	0.2%	0.4%	0.1%	0.2%	0.3%	0.1%	0.3%	0.2%	0.2%	0.3%	0.2%
Index	Index	100	128	65	118	122	46	84	150	94	134	76	134	76	134	76
None	Vert %	97.7%	96.3%	97.6%	98.2%	97.2%	95.6%	97.3%	97.7%	95.9%	97.4%	98.0%	98.7%	99.0%	98.9%	97.6%
Index	Index	100	99	100	101	99	98	100	100	98	100	100	101	101	101	99
No. of NASCAR events attended past 12 months																
1-2 events	Vert %	2.5%	2.9%	2.8%	2.3%	2.8%	3.0%	2.7%	2.1%	3.2%	3.1%	2.8%	2.1%	1.7%	2.0%	3.7%
Index	Index	100	114	110	89	111	118	107	84	126	124	111	83	65	78	147
3-9 events	Vert %	0.7%	0.6%	0.6%	0.6%	0.7%	0.8%	0.7%	0.6%	0.8%	0.7%	0.6%	0.5%	0.5%	0.6%	0.6%
Index	Index	100	112	88	103	96	109	69	83	96	99	114	148	96	106	172
10+ events	Vert %	0.6%	0.4%	0.3%	0.4%	0.4%	0.2%	0.3%	0.7%	0.6%	0.3%	0.6%	0.5%	0.6%	1.0%	0.4%
Index	Index	100	72	137	62	137	46	108	46	95	151	95	151	95	87	67
None	Vert %	96.2%	96.0%	96.3%	96.3%	96.2%	96.1%	96.6%	96.7%	95.6%	96.0%	95.7%	96.4%	96.8%	96.7%	95.1%
Index	Index	100	100	100	100	100	100	100	100	99	100	99	100	101	101	99
No. of NFL Basketball Assoc (NBA) games attd past 12 months																
1-2 games	Vert %	4.8%	6.1%	5.6%	3.1%	6.5%	9.3%	6.6%	3.9%	8.4%	5.9%	3.7%	5.6%	3.0%	1.8%	7.8%
Index	Index	100	170	117	65	136	193	137	81	175	124	76	116	63	38	111
3-9 games	Vert %	1.9%	2.0%	1.7%	1.1%	2.7%	4.7%	2.5%	1.7%	2.0%	1.7%	1.0%	1.2%	0.7%	1.3%	3.5%
Index	Index	100	204	107	69	242	290	133	86	201	105	52	126	64	47	103
10+ games	Vert %	1.8%	1.1%	1.5%	1.8%	2.9%	2.0%	1.5%	2.5%	1.2%	1.1%	1.3%	1.1%	0.8%	1.4%	2.3%
Index	Index	100	101	125	105	140	105	140	79	120	79	120	81	79	94	159
None	Vert %	91.9%	85.6%	91.0%	94.7%	89.0%	83.1%	88.9%	83.0%	85.4%	90.9%	94.2%	90.8%	94.7%	96.5%	91.4%
Index	Index	100	93	99	103	97	90	97	101	99	99	103	90	105	99	94
No. of National Football League (NFL) games attd past 12 mo																
1-2 games	Vert %	7.9%	12.4%	9.2%	5.5%	10.4%	13.5%	10.4%	6.6%	13.5%	9.4%	6.4%	8.5%	6.7%	3.5%	8.1%
Index	Index	100	157	116	70	131	170	131	84	170	118	81	108	84	45	102
3-9 games	Vert %	2.9%	4.1%	2.9%	2.5%	3.4%	3.8%	2.9%	2.8%	4.5%	3.2%	2.6%	3.7%	2.4%	2.0%	2.8%
Index	Index	100	140	101	65	132	190	132	86	154	91	84	69	84	69	98
10+ games	Vert %	3.0%	4.4%	3.0%	2.5%	3.5%	3.5%	3.4%	2.9%	3.7%	2.6%	3.7%	2.6%	2.2%	2.6%	4.6%
Index	Index	100	147	100	83	117	176	114	94	132	95	85	122	86	74	152
None	Vert %	86.1%	79.0%	84.8%	89.5%	82.7%	77.3%	83.3%	87.8%	81.1%	84.6%	88.3%	86.3%	92.2%	86.5%	78.5%
Index	Index	100	92	100	104	92	98	100	102	99	103	98	102	107	102	91
No. of National Hockey League (NHL) games attd past 12 months																
1-2 games	Vert %	4.4%	6.4%	5.5%	2.9%	5.8%	7.3%	6.1%	3.9%	6.5%	6.1%	3.5%	4.5%	3.0%	1.5%	4.5%
Index	Index	100	146	128	67	134	167	140	89	149	140	81	103	69	35	102
3-9 games	Vert %	1.3%	2.1%	1.4%	0.8%	1.7%	2.3%	1.7%	1.2%	2.2%	1.4%	0.8%	1.4%	1.0%	0.6%	1.2%
Index	Index	100	165	115	67	134	193	134	94	172	87	84	113	84	67	124
10+ games	Vert %	0.8%	0.9%	0.8%	0.8%	0.9%	1.0%	0.9%	1.0%	0.9%	0.7%	1.0%	0.9%	0.7%	1.2%	0.8%
Index	Index	100	109	106	93	107	116	108	80	114	114	107	107	87	95	77
None	Vert %	93.3%	90.6%	92.1%	95.4%	91.6%	89.4%	91.3%	94.3%	90.4%	91.6%	94.7%	93.3%	95.7%	92.2%	93.7%
Index	Index	100	97	100	102	98	96	98	101	97	98	101	100	102	104	100
No. of NHRA Drag Racing events attended past 12 months																
1-2 events	Vert %	1.1%	1.5%	0.9%	1.0%	1.1%	1.6%	0.7%	1.0%	1.6%	1.1%	1.2%	1.0%	0.8%	0.7%	1.6%
Index	Index	100	140	84	96	104	154	63	93	149	105	114	97	74	75	150
3-9 events	Vert %	0.3%	0.4%	0.2%	0.3%	0.3%	0.3%	0.1%	0.4%	0.4%	0.2%	0.3%	0.3%	0.3%	0.2%	0.3%
Index	Index	100	65	68	69	69	41	134	51	146	99	99	101	107	71	119
10+ events	Vert %															

Projected: 242,977,984 Adults 18+ Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more	18-34 & 1-2	19-34 & None	35-59 & 3 or more	35-59 & 1-2 times	35-59 & None	60+ & 3 or more	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers							
10 - 19 minutes	Vert %	16.4%	18.5%	14.0%	14.0%	18.9%	21.3%	22.1%	17.7%	21.9%	21.1%	17.9%	6.6%	5.1%	6.2%	6.0%	17.6%	20.2%					
Index	Index	100	115	85	115	130	130	125	133	129	109	80	40	108	108	123	17.6%	20.2%					
20 - 29 minutes	Vert %	11.9%	13.1%	13.9%	10.4%	13.4%	14.9%	14.9%	12.8%	15.2%	15.8%	13.8%	5.9%	5.9%	4.2%	12.0%	14.9%	14.9%					
Index	Index	100	111	113	86	109	125	125	108	125	117	103	49	48	30	101	101	101					
30 - 59 minutes	Vert %	10.2%	14.1%	13.9%	10.0%	13.9%	15.1%	14.2%	12.5%	17.0%	17.1%	13.6%	6.5%	5.7%	3.8%	11.7%	16.4%	16.4%					
Index	Index	100	118	116	84	117	126	118	104	142	143	113	54	48	32	98	137	137					
One hour or more	Vert %	4.0%	4.4%	4.6%	3.5%	4.5%	4.6%	4.7%	5.0%	5.5%	5.8%	4.4%	1.9%	1.6%	1.2%	3.8%	5.4%	5.4%					
Index	Index	100	110	115	87	114	117	125	136	150	159	120	45	37	20	94	135	135					
Do not usually commute	Vert %	3.6%	3.8%	3.0%	3.4%	3.9%	2.9%	3.4%	3.2%	5.0%	5.1%	4.3%	3.2%	2.3%	1.8%	3.8%	4.0%	4.0%					
Index	Index	100	108	111	90	110	82	94	91	141	143	121	89	66	51	107	113	113					
Not employed	Vert %	40.0%	32.7%	31.6%	47.7%	32.2%	25.2%	24.6%	32.9%	21.8%	21.2%	32.5%	68.1%	70.2%	77.5%	38.3%	25.4%	25.4%					
Index	Index	100	82	80	119	80	63	62	82	54	53	81	170	175	194	96	63	63					
Total miles traveled in car, van, truck or bus past 7 days	Vert %	24.8%	18.9%	22.0%	28.7%	20.8%	19.8%	23.7%	28.2%	17.3%	19.8%	25.9%	20.2%	23.9%	24.3%	24.3%	17.0%	17.0%					
Index	Index	100	76	89	116	84	80	96	114	70	80	104	82	96	131	98	68	68					
Less than 50 miles	Vert %	21.1%	20.4%	21.2%	21.3%	20.9%	19.7%	20.9%	20.0%	19.6%	20.2%	20.6%	23.3%	24.0%	23.2%	22.2%	19.4%	19.4%					
Index	Index	100	97	100	101	99	93	96	95	97	96	97	111	114	110	105	92	92					
100 - 199 miles	Vert %	19.4%	21.5%	20.4%	18.1%	20.8%	19.8%	19.2%	18.1%	21.9%	20.3%	18.3%	23.9%	22.7%	17.8%	20.3%	21.4%	21.4%					
Index	Index	100	111	105	93	107	102	99	93	113	105	94	123	117	92	104	110	110					
200 - 249 miles	Vert %	10.9%	13.8%	12.4%	9.1%	12.9%	13.8%	11.8%	9.3%	14.6%	13.5%	10.1%	12.0%	10.8%	7.6%	12.2%	13.6%	13.6%					
Index	Index	100	126	113	83	118	126	108	85	133	123	92	102	99	70	112	124	124					
250 - 499 miles	Vert %	11.4%	14.1%	12.3%	10.0%	12.9%	14.4%	11.2%	10.7%	15.1%	14.2%	11.7%	11.4%	9.5%	7.3%	10.8%	15.2%	15.2%					
Index	Index	100	153	107	87	113	126	98	94	132	124	102	96	83	64	95	133	133					
500 miles or more	Vert %	8.1%	9.6%	7.7%	6.7%	9.7%	10.0%	10.6%	7.5%	10.2%	10.4%	8.1%	7.6%	6.4%	4.3%	8.1%	11.4%	11.4%					
Index	Index	100	118	119	82	119	123	130	91	126	127	99	99	79	53	99	140	140					
None	Vert %	4.1%	4.2%	2.2%	2.2%	2.0%	2.3%	2.0%	6.1%	5.4%	1.3%	1.6%	2.7%	1.7%	2.2%	2.0%	2.1%	2.1%					
Index	Index	100	43	52	150	49	57	63	152	32	38	131	38	64	173	47	50	50					
Quick service restaurants used past 30 days	Vert %	12.8%	14.5%	13.6%	11.7%	13.9%	14.6%	13.6%	12.8%	15.8%	13.6%	11.5%	11.7%	13.5%	11.2%	13.2%	14.7%	14.7%					
Index	Index	100	113	106	91	109	114	106	100	124	90	91	106	88	103	115	115	115					
Auntie Anne's	Vert %	1.8%	3.9%	2.0%	1.0%	2.7%	6.6%	3.0%	1.9%	2.9%	1.8%	0.9%	1.1%	0.9%	0.4%	3.2%	2.2%	2.2%					
Index	Index	100	212	110	44	147	163	102	107	102	50	59	58	53	23	122	108	108					
Blimpie	Vert %	0.7%	1.1%	0.6%	0.6%	0.8%	1.2%	0.8%	0.7%	1.3%	0.5%	0.6%	0.5%	0.4%	0.4%	0.8%	0.4%	0.4%					
Index	Index	100	161	93	82	118	169	110	108	197	79	92	77	77	88	122	114	114					
Boston Market	Vert %	3.2%	2.6%	3.4%	3.0%	3.4%	3.1%	2.4%	3.1%	4.2%	2.5%	3.7%	3.7%	2.7%	1.6%	3.3%	2.7%	2.7%					
Index	Index	100	171	117	65	138	152	108	92	211	127	123	127	123	71	147	124	124					
Burger King	Vert %	23.0%	25.6%	23.2%	22.0%	24.1%	28.9%	24.9%	22.8%	27.1%	22.7%	22.5%	16.7%	21.2%	20.9%	22.6%	25.6%	25.6%					
Index	Index	100	111	104	96	111	126	108	99	117	99	99	92	91	98	108	108	108					
Chick-fil-A	Vert %	13.0%	20.4%	15.5%	8.8%	17.3%	22.8%	16.5%	11.2%	21.6%	17.0%	9.2%	13.5%	10.5%	6.4%	18.0%	16.6%	16.6%					
Index	Index	100	157	120	68	133	176	127	86	167	131	71	104	81	49	138	128	128					
Chipotle	Vert %	10.4%	14.8%	11.8%	11.8%	11.4%	11.4%	11.8%	11.4%	13.6%	9.1%	4.8%	6.0%	3.3%	15.5%	11.3%	11.3%	11.3%					
Index	Index	100	185	125	54	147	262	173	101	210	102	56	75	47	19	141	154	154					
Church's Chicken	Vert %	3.3%	5.0%	3.3%	2.7%	3.9%	4.6%	3.8%	2.8%	5.8%	3.3%	2.9%	3.7%	2.7%	2.4%	4.0%	3.9%	3.9%					
Index	Index	100	150	100	82	118	145	115	83	176	89	85	81	81	63	110	110	110					
CGI's Pizza	Vert %	1.9%	2.6%	2.1%	1.4%	2.4%	3.8%	2.4%	2.0%	2.5%	2.1%	1.6%	1.7%	1.5%	0.8%	2.6%	2.1%	2.1%					
Index	Index	100	151	111	75	125	203	129	109	133	109	83	89	81	41	138	112	112					
Cold Stone Creamery	Vert %	4.8%	2.1%	3.0%	3.2%	4.9%	3.2%	7.2%	3.0%	1.7%	0.9%	1.7%	0.5%	1.3%	3.0%	3.6%	2.9%	2.9%					
Index	Index	100	244	106	45	157	355	159	79	223	84	43	83	23	178	133	133	133					
Dairy Queen	Vert %	9.4%	12.6%	10.1%	7.8%	11.0%	12.8%	10.3%	8.1%	13.7%	10.1%	7.5%	10.3%	9.8%	8.0%	11.9%	10.1%	10.1%					
Index	Index	100	134	108	83	117	136	86	105	146	80	105	85	85	106	107	107	107					
Dominio's Pizza	Vert %	8.3%	12.6%	9.1%	6.2%	10.4%	17.3%	12.4%	8.9%	11.6%	8.8%	6.4%	5.7%	4.0%	3.9%	10.7%	10.7%	10.7%					
Index	Index	100	152	111	75	126	210	151	108	141	107	77	69	48	47	122	130	130					
Durkin's Donuts	Vert %	14.0%	14.0%	12.9%	12.9%	13.2%	16.3%	14.2%	14.2%	12.0%	12.0%	9.2%	11.9%	9.3%	6.3%	13.3%	11.9%	11.9%					
Index	Index	100	136	112	80	121	151	125	97	113	86	100	87	59	129	112	112	112					
Einstein Bros. Bagels	Vert %	0.6%	0.7%	0.3%	1.0%	1.0%	0.9%	0.4%	1.4%	0.5%	0.3%	0.8%	0.6%	0.2%	1.3%	0.6%	0.6%	0.6%					
Index	Index	100	232	108	153	145	141	85	219	49	84	65	49	29	199	103	103	103					
Five Guys Burgers and Fries	Vert %	5.3%	9.0%	6.1%	3.4%	7.2%	10.8%	7.0%	5.0%	8.7%	6.0%	3.4%	6.3%	4.6%	2.3%	6.0%	8.4%	8.4%					
Index	Index	100	171	116	65	136	205	133	96	166	114	65	119	87	43	114	160	160					
Hardee's	Vert %	5.0%	4.7%	5.4%	4.6%	5.9%	4.5%	5.1%	3.9%	4.5%	4.6%	5.3%	4.4%	5.1%	4.7%	4.4%	4.4%	4.4%					
Index	Index	100	95	90	108	92	101	79	102	92	92	101	88	105	121	94	94	94					
Jack-in-the-box	Vert %	6.9%	10.4%	7.7%	5.3%	8.7%	12.6%	10.3%	6.1%	10.1%	6.9%	5.8%	7.1%	4.7%	4.0%	7.9%	9.6%	9.6%					
Index	Index	100	150	125	86	148	182	148	86	146	80	105	87	67	67	114	114	114					
Jason's Deli	Vert %	1.1%	1.5%	1.3%	0.7%	1.5%	1.7%	1.1%	0.5%	2.2%	1.6%	0.7%	1.5%	1.1%	0.7%	1.7%	1.4%	1.4%					
Index	Index	100	176	118	61	140	159	96	43	201	144	68	160	100	66	153	125	125					
KFC	Vert %	14.6%	18.3%	13.9%	13.7%	15.5%	17.8%	13.6%	12.2%	19.6%	13.7%	14.3%	16.7%	15.1%	14.1%	15.2%	15.9%	15.9%					
Index	Index	100	125	95	94	111	121	94	84	122	94	103	97	104	103	109	109	109					
Little Caesars	Vert %	9.6%	14.0%	10.4%	7.6%	11.7%	19.1%	14.1%	11.9%	13.9%	10.4%	8.0%	4.8%	3.7%	4.3%	11.7%	11.7%	11.7%					
Index	Index	100	145	108	79	121	198	144	108	144	108	83	49	38	45	121	122	122					
Long John Silver's	Vert %	3.6%	3.2%	3.7%	3.7%	4.1%	2.4%	2.9%	5.1%	3.9%	3.3%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%					
Index	Index	100																					

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media House	All Adults	No. Movies Attended at a Theater in Past 3 Months					Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more	18-34 & 1-2	19-34 & None	35-59 & 3 or more	35-59 & 1-2 times	35-59 & None	60+ & 3 or more	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers		
Amazon	Vert %	25.7%	38.8%	32.7%	18.7%	35.0%	43.1%	36.1%	24.6%	38.4%	34.2%	20.7%	29.5%	23.2%	11.8%	35.8%	34.1%	
Amazon	Index	100	145	123	70	131	152	122	92	148	114	88	110	91	112	134	128	
Barnes & Noble	Vert %	12.9%	22.4%	15.2%	8.0%	17.8%	20.0%	13.3%	7.1%	24.0%	16.3%	8.8%	23.6%	15.9%	7.7%	19.0%	16.6%	
Barnes & Noble	Index	100	174	118	62	139	155	104	55	186	127	69	184	124	60	147	129	
Books-A-Million	Vert %	1.4%	2.2%	1.0%	0.6%	1.0%	1.2%	1.1%	1.2%	1.1%	1.0%	2.1%	1.0%	2.1%	2.0%	1.6%	1.6%	
Books-A-Million	Index	100	154	114	72	128	184	86	77	130	120	70	146	151	72	145	145	
iTunes	Vert %	10.7%	19.5%	13.0%	6.1%	15.4%	24.3%	15.5%	9.5%	20.3%	14.2%	7.2%	9.2%	5.8%	2.3%	15.4%	15.4%	
iTunes	Index	100	182	122	68	145	227	87	54	189	133	67	133	87	21	144	144	
Target	Vert %	22.7%	34.6%	27.9%	15.3%	30.4%	37.2%	29.7%	18.6%	36.2%	29.2%	17.0%	26.8%	21.6%	10.7%	34.1%	26.2%	
Target	Index	100	152	123	67	134	164	131	82	159	128	75	118	95	47	150	115	
Walmart	Vert %	33.5%	40.3%	36.2%	20.7%	37.7%	43.9%	36.7%	31.8%	40.7%	36.9%	30.6%	33.7%	26.9%	3.8%	40.6%	34.5%	
Walmart	Index	100	120	108	88	112	131	109	95	121	110	91	98	100	80	121	103	
Any bookstore	Vert %	58.0%	72.8%	64.8%	48.7%	67.8%	75.0%	65.5%	52.5%	66.3%	50.9%	66.2%	59.3%	43.1%	70.1%	64.9%	64.9%	
Any bookstore	Index	100	125	111	84	117	129	113	91	128	114	88	114	102	74	121	112	
Clothing:Stores shopped past 3 months	Vert %	1.7%	2.5%	1.3%	0.6%	2.3%	2.4%	1.8%	1.2%	2.9%	2.7%	1.2%	1.9%	1.2%	0.7%	3.8%	0.7%	
Ann Taylor	Index	100	140	134	62	139	141	73	40	175	105	70	129	112	43	234	112	
Anthropologie	Vert %	1.4%	3.0%	1.8%	0.6%	2.3%	4.0%	1.9%	2.0%	2.6%	2.0%	0.7%	2.0%	1.4%	0.3%	3.5%	0.9%	
Anthropologie	Index	100	208	127	44	157	275	134	70	181	136	47	138	95	23	242	63	
Banana Republic	Vert %	5.4%	5.4%	4.5%	2.4%	4.5%	7.5%	5.0%	5.0%	5.0%	2.5%	1.5%	2.5%	1.5%	4.7%	4.7%	4.1%	
Banana Republic	Index	100	100	131	51	151	255	172	98	174	50	84	50	17	100	140	140	
Bloomingdale's	Vert %	1.1%	2.7%	1.2%	0.6%	1.7%	2.6%	1.3%	0.7%	2.6%	1.1%	0.6%	2.9%	1.0%	0.4%	2.1%	1.2%	
Bloomingdale's	Index	100	238	103	32	152	230	53	23	232	53	23	254	34	15	191	108	
Brooks Brothers	Vert %	1.2%	1.5%	1.3%	0.9%	1.5%	1.9%	1.1%	1.3%	2.0%	1.5%	0.7%	1.5%	1.2%	0.7%	1.1%	2.0%	
Brooks Brothers	Index	100	164	108	72	129	160	95	111	172	123	61	157	97	58	93	169	
Burlington Coat Factory	Vert %	8.0%	12.8%	10.4%	5.8%	10.4%	14.7%	10.8%	7.7%	13.1%	9.4%	6.2%	12.5%	6.2%	3.7%	12.8%	7.8%	
Burlington Coat Factory	Index	100	157	116	70	131	179	135	96	163	117	74	101	78	46	160	98	
Chico's	Vert %	2.1%	2.3%	1.3%	0.3%	3.0%	1.9%	0.7%	0.6%	3.4%	2.3%	1.1%	9.8%	5.4%	2.0%	4.8%	1.0%	
Chico's	Index	100	110	60	18	141	34	34	19	161	53	21	251	52	24	180	88	
Dillard's	Vert %	5.5%	9.1%	6.3%	3.7%	7.4%	8.0%	5.9%	3.1%	9.7%	6.2%	3.4%	10.1%	7.2%	4.3%	8.6%	6.0%	
Dillard's	Index	100	167	115	67	134	146	108	57	177	114	63	185	132	79	156	110	
Eddie Bauer	Vert %	1.4%	2.4%	1.8%	0.9%	2.4%	1.0%	1.5%	0.7%	3.0%	1.7%	0.9%	1.7%	1.5%	0.9%	1.9%	1.6%	
Eddie Bauer	Index	100	175	107	69	132	111	71	72	219	124	70	206	133	65	142	121	
Express/Express for Men	Vert %	2.7%	5.4%	3.4%	1.2%	4.1%	10.6%	6.2%	3.2%	3.0%	2.4%	0.9%	0.7%	0.5%	0.2%	4.0%	4.3%	
Express/Express for Men	Index	100	204	155	62	155	231	114	59	114	34	29	119	9	24	149	162	
Gap	Vert %	5.7%	9.9%	7.3%	3.2%	8.2%	12.7%	9.5%	5.6%	10.1%	7.5%	3.7%	4.3%	2.5%	1.0%	9.6%	6.7%	
Gap	Index	100	174	128	57	145	224	168	97	177	132	65	175	45	17	168	118	
Gap Kids	Vert %	3.2%	4.0%	3.2%	2.1%	4.4%	5.0%	4.9%	3.9%	5.4%	4.5%	2.3%	4.4%	1.5%	0.6%	5.3%	2.9%	
Gap Kids	Index	100	159	123	65	136	177	149	120	170	135	70	103	47	19	179	88	
JCPenney	Vert %	21.9%	29.3%	24.5%	12.6%	26.3%	28.3%	22.0%	16.3%	30.5%	25.4%	17.9%	28.9%	27.1%	18.3%	30.5%	21.6%	
JCPenney	Index	100	134	112	61	120	129	101	74	159	116	82	132	124	63	139	99	
Justice	Vert %	2.8%	4.7%	3.4%	1.3%	4.9%	3.1%	1.6%	5.8%	4.7%	4.4%	1.7%	5.6%	2.6%	0.6%	5.6%	1.9%	
Justice	Index	100	184	131	51	151	191	121	62	214	161	65	210	81	25	220	74	
Kmart	Vert %	14.4%	16.5%	14.0%	13.9%	14.9%	16.6%	13.1%	12.4%	16.9%	14.1%	14.2%	15.3%	15.3%	14.6%	17.9%	11.6%	
Kmart	Index	100	114	97	87	115	115	91	86	118	98	98	107	106	101	124	108	
Kohl's	Vert %	25.5%	32.1%	30.5%	20.0%	31.1%	28.7%	25.8%	21.4%	33.5%	34.6%	33.7%	31.9%	18.8%	35.9%	25.8%	20.7%	
Kohl's	Index	100	126	120	79	122	113	101	78	136	132	84	132	124	141	141	101	
Lands' End	Vert %	3.2%	4.8%	3.7%	2.3%	4.7%	2.7%	1.7%	5.1%	4.4%	2.4%	1.3%	5.3%	2.7%	0.4%	5.0%	2.0%	
Lands' End	Index	100	142	118	74	127	86	55	55	128	87	204	167	84	90	160	90	
The Limited	Vert %	1.0%	2.1%	1.2%	0.5%	1.5%	2.9%	1.5%	0.9%	1.9%	1.2%	0.5%	0.8%	0.6%	0.2%	2.4%	0.6%	
The Limited	Index	100	203	120	51	150	284	151	92	290	152	80	22	24	24	244	108	
Lord & Taylor	Vert %	1.0%	1.9%	1.1%	0.6%	1.4%	1.9%	0.8%	0.7%	1.9%	1.2%	0.7%	1.3%	0.5%	2.0%	2.0%	0.6%	
Lord & Taylor	Index	100	194	111	60	142	183	85	56	186	123	67	231	52	199	78	108	
Macy's	Vert %	18.0%	28.8%	20.8%	13.2%	24.8%	26.3%	18.8%	12.4%	29.2%	21.3%	13.1%	23.4%	12.0%	27.0%	19.0%	16.0%	
Macy's	Index	100	157	116	70	131	146	104	69	162	130	67	188	107	154	104	104	
Marshalls	Vert %	10.8%	16.9%	12.7%	7.4%	14.2%	18.0%	13.5%	9.5%	17.6%	13.3%	8.2%	13.4%	4.9%	4.9%	18.1%	9.9%	
Marshalls	Index	100	157	118	69	132	185	125	87	184	126	72	192	64	96	198	99	
Men's Wearhouse	Vert %	1.2%	2.5%	1.2%	0.7%	1.7%	2.8%	1.5%	0.9%	2.8%	1.3%	0.7%	1.1%	0.6%	0.4%	0.9%	2.6%	
Men's Wearhouse	Index	100	212	107	56	145	240	126	78	243	113	58	98	56	37	177	221	
Neiman Marcus	Vert %	1.8%	1.8%	0.9%	0.4%	1.0%	0.4%	0.3%	0.2%	0.6%	0.4%	0.4%	1.6%	0.4%	0.4%	1.2%	0.7%	
Neiman Marcus	Index	100	258	76	59	142	227	57	49	289	88	63	252	61	179	102	102	
New York & Company	Vert %	2.3%	4.1%	2.9%	1.3%	3.3%	5.8%	3.7%	2.0%	3.8%	3.1%	1.7%	1.4%	1.1%	0.4%	5.4%	1.1%	
New York & Company	Index	100	175	126	67	144	250	160	84	171	130	71	49	29	19	233	45	
Nordstrom	Vert %	3.5%	7.4%	5.1%	1.8%	5.2%	7.7%	3.9%	2.1%	7.3%	4.1%	2.0%	7.2%	3.4%	1.4%	6.3%	4.0%	
Nordstrom	Index	100	212	112	53	148	219	113	61	208	117	57	207	98	41	179	115	
Nordstrom Rack	Vert %	5.4%	5.4%	3.5%	1.4%	4.2%	6.4%	4.0%	2.0%	5.2%	3.6%	1.6%	4.2%	0.8%	0.4%	5.1%	3.2%	
Nordstrom Rack	Index	100	101	195	150	229	142	70	81	117	57	158	150	76	29	182	114	
Old Navy	Vert %	15.2%	24.2%	18.8%	8.8%	20.7%	31.6%	22.5%	16.2%	24.7%	19.9%	10.8%	9.8%	8.6%	4.0%	25.7%	15.1%	
Old Navy	Index	100	160	123	65	136	248	127	85	182	111	56	64	38	69	198	99	
Ross Dress For Less	Vert %	9.9%	15.5%	11.4%	6.9%	12.9%	18.0%	13.5%	9.6%	16.2%	11.4%	7.1%	9.5%	7.5%	4.7%	16.9%	8.5%	
Ross Dress For Less	Index	100	157	116	70	131	182	137	87	165	116	72	97	48	48	171	86	
Saks Fifth Avenue	Vert %	0.6%	1.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	1.4%	0.3%	0.3%	0.6%	0.2%	0.1%	1.1%	0.5%	
Saks Fifth Avenue	Index	100	245	96														

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Goers	Male Movie-Goers							
10 - 19 texts	Vert %	12.6%	15.7%	15.2%	9.9%	15.4%	18.2%	9.9%	15.2%	18.0%	12.1%	7.4%	5.4%	4.3%	25	14.1%							
	Index	100	124	120	79	122	143	151	155%	140	130	96	43	35	112	112							
20 - 29 texts	Vert %	6.8%	9.9%	8.2%	4.9%	8.8%	12.8%	12.4%	10.2%	11.1%	7.7%	5.0%	2.4%	1.9%	0.8%	9.6%							
	Index	100	140	120	63	130	182	150	123	133	103	73	35	27	117	141							
30 - 49 texts	Vert %	4.3%	6.2%	5.1%	3.2%	5.5%	10.8%	8.2%	7.4%	4.5%	2.9%	1.0%	0.5%	0.4%	0.5%	5.3%							
	Index	100	143	118	73	128	251	190	171	105	67	32	13	10	132	122							
50 - 74 texts	Vert %	2.9%	4.9%	3.5%	1.9%	4.0%	8.6%	6.8%	4.8%	3.7%	2.3%	1.4%	0.5%	0.3%	0.1%	4.2%							
	Index	100	169	120	63	139	295	233	169	128	79	49	17	9	146	130							
75 - 99 texts	Vert %	0.7%	1.3%	0.8%	0.5%	1.0%	2.5%	1.6%	1.2%	0.7%	0.5%	0.3%	0.1%	0.0%	0.0%	1.0%							
	Index	100	181	110	65	136	353	223	176	102	66	49	21	6	130	142							
100 texts or more	Vert %	3.5%	4.0%	2.1%	4.3%	4.4%	14.4%	8.7%	6.7%	2.6%	1.3%	0.9%	0.5%	0.4%	0.5%	4.2%							
	Index	100	189	110	61	140	409	245	183	73	54	36	14	6	141	139							
None	Vert %	8.5%	6.1%	7.8%	9.7%	7.1%	4.1%	5.3%	8.3%	6.1%	8.6%	10.9%	9.8%	10.3%	9.2%	8.6%							
	Index	100	72	89	92	63	49	63	99	72	101	129	116	109	87	104							
Use wireless/cell phone																							
Yes	Vert %	92.0%	96.3%	95.6%	88.3%	95.8%	97.9%	97.8%	94.5%	97.2%	96.7%	91.4%	91.6%	89.1%	79.8%	95.9%							
	Index	100	105	104	96	104	106	106	103	106	105	99	100	97	87	104							
No	Vert %	8.0%	3.7%	4.4%	11.7%	4.2%	2.1%	2.2%	5.5%	2.8%	3.3%	8.6%	8.4%	10.9%	20.2%	4.1%							
	Index	100	47	55	147	52	26	28	70	36	42	107	105	136	253	51							
Events attended past 12 months (net)																							
ACC basketball	Vert %	0.4%	0.6%	0.5%	0.3%	0.5%	0.5%	0.4%	0.4%	0.6%	0.5%	0.3%	0.5%	0.2%	0.4%	0.6%							
	Index	100	136	114	79	122	119	96	103	155	127	84	129	51	93	154							
ACC football	Vert %	0.5%	0.7%	0.6%	0.4%	0.7%	0.7%	0.6%	0.6%	0.9%	0.6%	0.4%	0.5%	0.3%	0.5%	0.8%							
	Index	100	140	115	76	125	131	119	111	173	120	76	94	88	51	160							
ACC sports event	Vert %	0.9%	1.2%	1.0%	0.7%	1.1%	1.2%	1.0%	0.9%	1.3%	1.1%	0.7%	1.0%	1.0%	0.5%	0.8%							
	Index	100	137	114	78	140	106	100	106	147	126	82	115	82	53	152							
AFL (Arena Football League)	Vert %	0.2%	0.4%	0.3%	0.1%	0.3%	0.4%	0.4%	0.1%	0.5%	0.3%	0.1%	0.3%	0.2%	0.0%	0.3%							
	Index	100	184	145	43	159	164	166	81	215	158	52	157	76	17	141							
AHL (American Hockey League)	Vert %	0.8%	1.0%	1.0%	0.5%	1.1%	1.1%	0.8%	1.1%	1.2%	0.7%	0.4%	0.4%	0.4%	0.8%	1.3%							
	Index	100	141	127	69	132	186	138	96	146	150	84	47	53	29	106							
America East Conference sports event	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
	Index	100	101	102	100	101	101	101	101	101	101	101	101	101	101	101							
American Association of Independent Professional Baseball	Vert %	0.3%	0.5%	0.3%	0.2%	0.4%	0.6%	0.3%	0.1%	0.5%	0.4%	0.2%	0.3%	0.2%	0.1%	0.3%							
	Index	100	176	121	60	141	210	123	55	180	132	89	103	91	28	127							
American Athletic Conference basketball	Vert %	0.4%	0.4%	0.2%	0.3%	0.3%	0.3%	0.4%	0.1%	0.3%	0.1%	0.3%	0.3%	0.2%	0.3%	0.4%							
	Index	100	164	120	65	138	173	135	47	139	130	59	198	131	86	109							
American Athletic Conference football	Vert %	0.2%	0.5%	0.3%	0.1%	0.4%	0.6%	0.5%	0.1%	0.4%	0.3%	0.1%	0.3%	0.2%	0.1%	0.3%							
	Index	100	187	137	46	155	240	192	29	187	158	58	114	65	114	208							
American Athletic Conference sports event	Vert %	0.5%	1.0%	0.6%	0.3%	0.7%	1.1%	0.8%	0.2%	1.0%	0.5%	0.3%	0.7%	0.5%	0.3%	0.9%							
	Index	100	191	122	54	147	220	158	42	191	104	55	138	100	61	112							
Atlantic 10 Conference basketball	Vert %	0.3%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%							
	Index	100	177	123	59	143	213	134	33	113	125	90	234	98	37	119							
Atlantic 10 Conference sports event	Vert %	0.2%	0.3%	0.2%	0.1%	0.3%	0.5%	0.3%	0.1%	0.2%	0.2%	0.2%	0.3%	0.2%	0.1%	0.2%							
	Index	100	124	106	64	137	142	39	123	87	93	62	95	112	51	111							
Atlantic League of Professional Baseball	Vert %	0.6%	0.7%	0.6%	0.5%	0.6%	0.3%	0.4%	0.6%	1.1%	0.7%	0.6%	0.6%	0.6%	0.4%	0.5%							
	Index	100	131	101	88	112	59	63	108	190	130	98	146	103	62	92							
Atlantic Sun Conference sports event	Vert %	0.2%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%							
	Index	100	252	110	40	162	321	139	8	162	107	50	302	62	51	143							
Big 12 baseball	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%							
	Index	100	135	91	11	183	174	113	71	132	71	55	122	68	57	168							
Big 12 basketball	Vert %	0.2%	0.3%	0.2%	0.1%	0.3%	0.3%	0.3%	0.1%	0.3%	0.2%	0.1%	0.3%	0.2%	0.1%	0.2%							
	Index	100	163	123	63	138	188	154	77	165	109	72	148	100	43	97							
Big 12 basketball - men's	Vert %	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%							
	Index	100	212	132	40	161	132	223	0	321	80	54	145	89	51	101							
Big 12 basketball - women's	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
	Index	100	189	165	10	165	217	171	199	57	179	88	115	87	57	157							
Big 12 football	Vert %	0.3%	0.5%	0.4%	0.2%	0.4%	0.6%	0.5%	0.2%	0.5%	0.4%	0.2%	0.3%	0.3%	0.1%	0.3%							
	Index	100	150	134	57	144	180	170	82	174	129	60	93	84	37	98							
Big 12 sports event	Vert %	0.6%	1.0%	0.8%	0.4%	1.0%	1.2%	0.8%	0.5%	1.0%	0.6%	0.4%	0.6%	0.6%	0.4%	1.0%							
	Index	100	173	118	63	138	209	139	84	172	112	67	112	91	42	101							
Big East basketball	Vert %	0.2%	0.5%	0.2%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%							
	Index	100	96	129	62	139	144	95	232	101	95	69	101	98	70	107							
Big East sports event	Vert %	0.3%	0.6%	0.3%	0.2%	0.4%	0.5%	0.2%	0.2%	0.6%	0.3%	0.3%	0.5%	0.3%	0.1%	0.2%							
	Index	100	200	91	70	131	194	83	59	216	94	104	101	35	79	189							
Big Sky Conference sports event	Vert %	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%							
	Index	100	191	118	47	149	151	71	124	111	41	66	75	66	118	214							
Big South Conference sports event	Vert %	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%							
	Index	100	171	120	62	139	251	168	93	106	98	53	152	89	52	107							
Big Ten basketball	Vert %	0.4%	0.4%	0.3%	0.2%	0.4%	0.6%	0.5%	0.4%	0.7%	0.3%	0.4%	0.4%	0.4%	0.4%	0.7%							
	Index	100	109	109	73	128	164	98	124	174	66	128	91	45	90	169							
Big Ten basketball - men's	Vert %	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%							
	Index	100	180	111	10	136	302	181	122	32	84	70	84	53	228								
Big Ten basketball - women's	Vert %	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%							
	Index	100	303	110	21	181	578	116	0	131	110	11	142	99	50	142							
Big Ten football	Vert %	0.8%	0.8%	0.4%	0.8%	0.8%	0.8%	0.8%	0.8%	0.7%	0.4%	0.6%	0.6%	0.6%	0.6%	1.1%							
	Index	100	139	132	188	135	188	99	115	144	96	99	40	91	183								
Big Ten hockey	Vert %	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%	0.3%	0.3%	0.1%	0.1%	0.1%	0.0%	0.2%							
	Index	100	172	148	45	176	115	170	51	207	55	54	86	29	148								

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	No. Movies Attended at a Theater in Past 3 Months											Combined Age and Movie Attendance Groups										Sex of respondent	
	All Adults	3+ Movies	1-2 Movies	0 Movies	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more	35-59 & 1-2 times	35-59 & None	60+ & 3 or more	60+ & 1-2 times	60+ & None	Goers	Male Movie-Goers							
Florida State League minor league baseball (A)	0.3%	0.3%	0.4%	0.2%	0.3%	0.3%	0.3%	0.2%	0.2%	0.3%	0.2%	0.3%	0.4%	0.3%	0.3%	0.3%							
Frontier League baseball	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.4%	0.2%	0.5%	0.2%	0.1%	0.3%	0.3%							
Great Lakes Intercollegiate Athletic Conference sports event	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%							
H1 Unlimited boat races	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%							
Horizon League sports event	0.1%	0.2%	0.1%	0.1%	0.1%	0.3%	0.1%	0.0%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%							
IMG College baseball	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%							
IMG College basketball	1.3%	1.2%	1.4%	0.8%	1.7%	2.3%	1.4%	1.0%	1.9%	1.4%	0.8%	1.9%	1.4%	0.7%	1.2%	2.0%							
IMG College football	1.9%	3.2%	1.2%	2.5%	3.7%	2.6%	1.3%	3.3%	2.1%	1.4%	2.0%	1.7%	0.9%	1.9%	3.2%								
IMG College hockey	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%								
IMG College sports event	3.5%	6.0%	4.1%	2.3%	4.8%	6.7%	4.4%	2.5%	6.0%	4.2%	2.7%	4.7%	3.3%	1.7%	3.6%	6.1%							
Indiana University sports event	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%							
International League minor league baseball (AAA)	1.3%	1.8%	1.6%	0.9%	1.7%	1.9%	1.6%	1.9%	1.9%	1.8%	1.0%	1.5%	1.3%	0.7%	1.4%	2.0%							
Ironman triathlon	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.1%	0.0%	0.0%	0.1%							
ISC (International Speedway Corp.) tracks	0.7%	0.9%	0.8%	0.6%	0.8%	0.5%	0.7%	0.6%	1.2%	1.0%	0.8%	0.8%	0.6%	0.4%	0.6%	1.0%							
Learfield Collegiate Properties basketball	0.8%	1.3%	0.9%	0.6%	1.1%	1.6%	0.9%	0.7%	1.2%	0.9%	0.6%	1.2%	0.8%	0.4%	0.8%	1.3%							
Learfield Collegiate Properties football	1.2%	1.7%	1.5%	0.8%	1.6%	2.1%	1.6%	1.1%	1.7%	1.7%	0.8%	1.2%	1.0%	0.5%	1.1%	2.1%							
Learfield Collegiate Properties hockey	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%								
Learfield Collegiate Properties sports event	2.8%	4.7%	3.2%	1.8%	3.7%	5.6%	3.3%	2.2%	4.6%	3.3%	2.0%	3.7%	2.5%	1.3%	3.0%	4.6%							
Major Arena Soccer League (MASL)	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%							
Major League Baseball (MLB)	21.5%	21.5%	18.5%	9.7%	18.7%	16.5%	11.3%	23.1%	18.4%	10.6%	5.6%	7.3%	7.3%	3.5%	15.5%	21.7%							
Major League Lacrosse (MLL)	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%							
Major League Soccer (MLS)	1.3%	2.4%	1.7%	0.7%	1.9%	3.0%	2.0%	1.0%	2.6%	1.9%	0.8%	0.8%	0.6%	0.3%	1.7%	2.2%							
Michigan State University sports event	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Mid-American Conference (MAC) basketball	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Mid-American Conference (MAC) football	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%								
Mid-American Conference (MAC) sports event	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%								
Mid-Eastern Athletic Conference (MEAC) sports event	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%								
Midwest League minor league baseball (A)	0.3%	0.4%	0.4%	0.3%	0.4%	0.3%	0.4%	0.2%	0.4%	0.5%	0.3%	0.5%	0.3%	0.3%	0.5%								
Missouri Valley Conference sports event	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%								
Mountain West Conference basketball	0.2%	0.4%	0.1%	0.1%	0.2%	0.5%	0.1%	0.1%	0.3%	0.3%	0.2%	0.1%	0.2%	0.1%	0.2%								
Mountain West Conference football	0.2%	0.4%	0.2%	0.2%	0.3%	0.5%	0.2%	0.2%	0.4%	0.3%	0.2%	0.3%	0.2%	0.1%	0.3%								
Mountain West Conference sports event	0.5%	1.0%	0.5%	0.3%	0.7%	1.2%	0.5%	0.3%	0.6%	0.6%	0.3%	0.6%	0.4%	0.2%	0.6%								
National Basketball Association (NBA)	4.6%	8.8%	5.4%	2.6%	6.7%	9.9%	6.3%	9.9%	5.9%	3.0%	5.2%	2.8%	1.4%	5.1%	8.4%								
National Football League (NFL)	5.9%	6.7%	6.2%	3.7%	7.1%	9.7%	4.7%	7.0%	7.2%	5.3%	6.3%	4.8%	2.6%	6.3%	10.3%								
National Hockey League (NHL)	3.6%	5.5%	4.8%	2.3%	4.9%	6.1%	5.2%	3.2%	6.1%	5.0%	2.8%	3.4%	2.7%	1.2%	3.6%								
National Lacrosse League (NLL)	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%								
National Premier Soccer League (NPSL)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%								
National Women's Soccer League (NWSL)	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%								
NBA Development League (D-League)	0.1%	0.2%	0.1%	0.0%	0.1%	0.3%	0.1%	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%								
New Mexico State University sports event	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%								
New York Racing Association (NYRA) tracks	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%	0.3%	0.4%								
New York-Penn State minor league baseball (A)	0.5%	0.6%	0.5%	0.3%	0.6%	0.7%	0.3%	0.4%	0.7%	0.3%	0.5%	0.4%	0.4%	0.4%	0.7%								
North American Soccer League (NASL)	0.0%	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%								
North Carolina State University sports event	0.1%	0.2%	0.1%	0.1%	0.1%	0.3%	0.1%	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%								
Northeast Conference (NEC) sports event	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%								
Northwest League minor league baseball (A)	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%								
Ohio State University sports event	0.2%	0.3%	0.2%	0.2%	0.2%	0.5%	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%								
Ohio Valley Conference sports event	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%								
PAC-12 baseball	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%								
PAC-12 basketball	0.3%	0.7%	0.3%	0.1%	0.5%	0.9%	0.4%	0.1%	0.5%	0.3%	0.1%	0.5%	0.3%	0.2%	0.7%								
PAC-12 football	0.7%	1.4%	0.8%	0.3%	1.0%	1.7%	0.9%	0.4%	1.4%	0.8%	0.3%	1.1%	0.5%	0.3%	1.0%								
PAC-12 sports event	1.0%	2.1%	1.1%	0.5%	1.6%	2.4%	1.3%	0.8%	2.0%	1.1%	0.6%	1.6%	1.1%	0.4%	1.8%								
Pacific Coast League minor league baseball (AAA)	1.0%	1.8%	1.3%	0.6%	1.5%	1.8%	1.4%	0.7%	1.9%	1.3%	0.7%	1.5%	1.0%	0.4%	1.2%								
Patriot League sports event	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%								
Penn State University sports event	0.1%	0.1%	0.1%	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%								
PGA Champions Tour	0.1%	0.2%	0.1%	0.0%	0.2%	0.1%	0.1%	0.0%	0.2%	0.2%	0.0%	0.3%	0.2%	0.1%	0.2%								
PGA TOUR	0.7%	1.1%	0.7%	0.5%	0.8%	0.8%	0.5%	0.6%	1.2%	0.7%	0.6%	1.4%	1.0%	0.5%	0.6%								
PGA Web.com Tour	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%								
Pro tennis	0.3%	0.5%	0.2%	0.2%	0.3%	0.5%	0.1%	0.4%	0.6%	0.3%	0.2%	0.5%	0.3%	0.1%	0.4%								
Rock 'n' Roll Marathon Series	0.3%	0.2%	0.2%	0.2%	0.4%	0.8%	0.3%	0.6%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%								
SEC baseball	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%								
SEC basketball	0.3%	0.5%	0.4%	0.2%	0.4%	0.6%	0.3%	0.2%	0.6%	0.4%	0.3%	0.4%	0.3%	0.2%	0.5%								
SEC basketball - men's	0.1%	0.2%	0.1%	0.2%	0.1%	0.3%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%								
SEC basketball - women's	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%								
SEC football	0.7%	1.1%	0.7%	0.5%	0.9%	1.2%	0.8%	0.5%	1.2%	0.8%	0.6%	0.8%	0.6%	0.4%	0.7%								
SEC sports event	1.0%	1.7%	1.0%	0.7%	1.2%	1.7%	1.0%	0.7%	1.9%	1.2%	0.6%	1.2%	0.8%	0.4%	1.0%								

Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Goers	Male Movie-Goers							
Single-A (A) Minor League Baseball	Vert %	2.3%	2.7%	2.3%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	3.3%						
Index	100	138	121	74	131	104	156	139	81	138	109	81	106	109	70	110	146						
Southern Conference minor league baseball (A)	Vert %	0.4%	0.5%	0.5%	0.3%	0.5%	0.4%	0.4%	0.3%	0.5%	0.6%	0.4%	0.5%	0.5%	0.3%	0.4%	0.6%						
Index	100	114	120	74	118	92	111	94	82	110	128	106	108	106	81	107	127						
Southern Conference sports event	Vert %	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%						
Index	100	125	148	61	140	75	216	37	162	129	76	141	73	61	88	199							
Southern League minor league baseball (AA)	Vert %	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.5%	0.6%	0.3%	0.3%	0.2%	0.2%	0.3%	0.4%							
Index	100	154	110	89	95	115	102	96	124	102	83	102	83	62	89	145							
Southern Professional Hockey League (SPHL)	Vert %	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%							
Index	100	153	70	99	101	234	84	107	140	72	159	30	43	19	82	122							
Southland Conference sports event	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%							
Index	100	127	106	87	114	145	125	165	138	104	88	70	78	28	84	147							
Southwestern Athletic Conference (SWAC) sports event	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%							
Index	100	180	99	0	74	0	0	189	130	99	130	55	131	85	119	199							
Speedway Motorsports racing	Vert %	0.6%	0.7%	0.5%	0.7%	0.8%	0.8%	0.4%	0.7%	0.8%	0.7%	0.5%	0.4%	0.3%	0.6%	0.6%							
Index	100	118	116	84	116	142	106	76	114	144	114	78	66	53	97	137							
Stonach Group horse racing tracks	Vert %	0.4%	0.6%	0.3%	0.6%	0.3%	0.3%	0.3%	0.8%	0.3%	1.0%	0.6%	0.3%	0.3%	0.6%	0.6%							
Index	100	184	99	71	130	168	74	69	178	104	74	226	130	68	129	131							
Summit League sports event	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	137	166	46	155	168	321	57	131	69	92	93	10	147	164								
Sun Belt Conference football	Vert %	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	123	105	89	111	143	148	129	162	81	97	11	11	49	100	124							
Sun Belt Conference sports event	Vert %	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%							
Index	100	168	97	78	123	211	128	62	166	87	93	64	55	116	131	111							
Syracuse University sports event	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%							
Index	100	105	126	86	115	122	100	85	121	97	86	85	71	111	149	149							
Texas League minor league baseball (AA)	Vert %	0.3%	0.2%	0.2%	0.2%	0.4%	0.7%	0.3%	0.2%	0.7%	0.2%	0.3%	0.5%	0.2%	0.4%	0.4%							
Index	100	219	80	70	131	232	101	56	240	74	109	154	57	31	131	131							
Troy University sports event	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	353	113	2	201	331	195	0	279	0	5	541	226	0	242	155							
United League Baseball	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	178	79	0	122	41	33	41	318	112	286	81	71	112	81	112							
United States Hockey League (USHL)	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%							
Index	100	143	110	79	122	159	154	108	166	87	96	69	83	36	86	161							
University of Arkansas sports event	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%							
Index	100	115	106	91	110	171	91	103	95	133	105	53	71	64	83	139							
University of Georgia sports event	Vert %	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%							
Index	100	158	101	122	99	109	99	112	87	112	41	50	46	113	134	134							
University of Kentucky basketball	Vert %	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%							
Index	100	152	130	63	138	176	112	66	154	153	70	102	109	52	106	173							
University of Kentucky sports event	Vert %	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%							
Index	100	139	127	70	131	171	119	75	135	140	79	87	110	54	103	162							
University of Louisville basketball	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%							
Index	100	124	128	73	119	99	72	131	93	112	68	101	133	48	100	150							
University of Miami sports event	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%							
Index	100	165	108	72	129	143	135	101	204	85	72	129	113	49	82	182							
University of Michigan sports event	Vert %	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.4%							
Index	100	154	126	65	136	192	104	77	136	158	79	121	92	38	84	194							
University of Mississippi sports event	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	100	136	66	84	106	207	64	124	140	26	63	72	23	63	148							
University of North Carolina sports event	Vert %	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%							
Index	100	127	111	84	117	146	106	118	108	119	88	126	101	53	93	143							
University of Oklahoma basketball	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	159	102	77	123	127	139	17	196	74	112	146	103	78	107	141							
University of Tennessee basketball	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%							
Index	100	170	89	80	121	207	42	78	168	42	58	105	58	105	84	151							
University of Tennessee sports event	Vert %	0.1%	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%							
Index	100	153	112	73	127	190	131	57	136	107	91	120	91	63	100	157							
University of Texas sports event	Vert %	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.4%							
Index	100	164	140	53	149	175	174	105	190	140	45	92	79	24	97	206							
University of Texas sports event	Vert %	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	100	136	66	84	106	207	64	124	140	26	63	72	23	63	148							
University of Virginia sports event	Vert %	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%							
Index	100	127	111	84	117	146	106	118	108	119	88	126	101	53	93	143							
University of Wisconsin basketball	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	151	106	67	134	109	36	198	119	85	116	163	69	29	68	206							
USL Premier Development League (PDL) soccer	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Index	100	259	110	37	165	121	83	77	423	165	16	188	31	35	137	195							
USL Professional Division (USL Pro) soccer	Vert %	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%							
Index	100	135	174	42	159	44	123	61	226	251	46	120	87	23	92	234							
Virginia Tech University sports event	Vert %	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%							
Index	100	192	119	62	317	45	83	134	87	80	67	101	32	50	135	165							
Wake Forest University sports event	Vert %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%							
Index	100	121	139	69	132	159	57	157	144	184	33	184	5	180	49	108							
West Coast Conference basketball	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%							
Index	100	133	145	60	141	125	161	85	143	120	60	128	148	43	94	192							
West Coast Conference sports event	Vert %																						

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

U.S. (MAAAC) Media Plan	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
	All Adults	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers						
Hiking - backpacking	100	15.5%	21.1%	19.1%	11.2%	19.8%	26.8%	22.9%	16.1%	20.1%	12.5%	11.2%	6.0%	11.2%	6.0%	16.7%	23.2%					
Hunting	100	137	123	123	73	128	174	148	130	126	81	82	72	39	108	108	150					
Jogging - running	100	26.9%	38.5%	32.6%	18.3%	34.8%	57.1%	47.8%	34.9%	33.7%	29.9%	18.0%	13.9%	11.5%	6.8%	32.7%	37.0%					
Lawn care	100	146	146	123	69	131	216	181	132	127	113	68	44	26	124	144	140					
Photography	100	17.4%	22.2%	20.7%	13.8%	21.2%	26.2%	22.2%	16.9%	21.3%	21.0%	14.7%	16.9%	17.0%	10.3%	21.8%	20.6%					
Play a musical instrument	100	11.4%	13.8%	13.4%	9.4%	13.5%	18.6%	18.2%	13.7%	11.5%	11.3%	9.1%	9.7%	9.5%	6.6%	11.0%	16.4%					
Sewing - crafts	100	15.4%	18.1%	16.6%	10.4%	16.6%	14.4%	15.4%	13.2%	16.0%	13.9%	17.6%	19.2%	16.4%	26.3%	5.4%	5.4%					
Snow skiing - snowboarding	100	4.3%	6.4%	5.5%	2.9%	5.8%	9.0%	6.7%	5.0%	6.2%	5.8%	3.1%	2.0%	2.8%	0.9%	4.5%	7.3%					
Soccer	100	5.9%	9.1%	7.3%	3.8%	8.0%	15.6%	11.7%	8.4%	7.0%	6.7%	3.8%	1.1%	0.9%	0.5%	5.2%	11.0%					
Softball - baseball	100	6.2%	8.2%	7.8%	4.4%	8.0%	11.9%	10.6%	8.0%	7.7%	4.6%	2.7%	2.1%	1.5%	5.2%	8.9%	11.0%					
Swimming	100	33.3%	43.9%	40.1%	25.3%	41.5%	53.4%	46.5%	37.4%	41.6%	41.1%	27.2%	31.1%	26.0%	14.1%	42.6%	40.2%					
Tennis	100	4.9%	8.1%	6.2%	2.9%	6.9%	10.7%	8.3%	5.4%	7.0%	6.1%	3.0%	5.3%	2.8%	1.0%	5.2%	8.8%					
Volunteer work	100	27.4%	36.6%	32.7%	22.2%	33.8%	41.4%	30.8%	22.4%	35.2%	32.2%	22.3%	33.2%	22.0%	37.0%	30.2%	30.2%					
Yoga - pilates	100	10.5%	15.9%	13.5%	6.6%	14.4%	20.0%	17.5%	10.5%	14.3%	12.8%	6.7%	11.7%	8.0%	3.6%	20.4%	13.3%					
Airlines used for domestic/foreign travel past 12 months	100	152	102	63	138	192	168	100	136	122	65	66	112	76	35	196	74					
Air/travel	100	2.7%	4.1%	3.5%	1.8%	3.7%	4.0%	3.2%	1.9%	4.4%	3.9%	2.1%	3.9%	3.0%	1.3%	3.7%	3.7%					
American	100	9.3%	14.8%	10.8%	6.6%	12.2%	13.6%	10.4%	15.4%	11.6%	7.4%	15.0%	10.1%	5.0%	11.3%	13.2%	12.2%					
Delta	100	19.2%	15.8%	19.2%	17.0%	18.8%	15.1%	10.7%	18.8%	16.7%	9.6%	14.9%	14.7%	7.6%	15.8%	18.7%	18.7%					
Frontier	100	1.0%	1.5%	1.1%	0.7%	1.3%	1.4%	1.1%	0.8%	1.6%	1.2%	0.7%	1.7%	1.0%	0.6%	1.3%	1.3%					
JetBlue	100	4.9%	7.5%	5.3%	3.5%	6.3%	7.3%	5.1%	3.9%	5.5%	3.9%	5.5%	2.8%	6.4%	6.1%	6.1%	6.1%					
Southwest	100	22.1%	18.2%	18.8%	10.8%	19.1%	14.3%	9.8%	24.1%	17.6%	10.8%	17.9%	17.9%	11.7%	19.5%	19.5%	19.5%					
United	100	10.7%	16.4%	12.8%	7.3%	14.1%	13.8%	11.4%	7.9%	18.2%	13.7%	8.4%	16.9%	13.0%	5.6%	13.1%	15.2%					
US Airways	100	7.8%	11.6%	9.0%	5.6%	10.0%	10.9%	8.3%	6.2%	12.5%	9.6%	6.2%	8.7%	4.5%	9.1%	10.8%	10.8%					
Any airline flown	100	40.2%	55.8%	47.2%	31.0%	50.6%	51.9%	43.2%	32.4%	57.6%	49.7%	33.4%	59.6%	48.9%	26.6%	48.9%	52.0%					
Car rental companies used past 12 months	100	2.1%	3.7%	2.4%	1.4%	2.9%	2.5%	1.8%	1.3%	4.7%	2.8%	1.8%	3.9%	2.5%	1.1%	2.3%	3.5%					
Alamo	100	173	112	67	174	118	82	60	220	133	82	181	116	51	110	162	162					
Avis	100	6.0%	6.0%	3.9%	2.4%	4.7%	4.7%	2.9%	2.5%	7.6%	5.0%	3.0%	5.2%	3.1%	1.6%	3.5%	6.0%					
Budget	100	5.0%	8.1%	5.7%	3.4%	6.5%	5.6%	4.2%	3.3%	10.3%	6.7%	3.9%	8.3%	5.9%	2.9%	5.6%	7.6%					
Dollar	100	1.9%	2.2%	2.2%	1.4%	2.5%	1.8%	1.4%	3.3%	1.8%	1.8%	1.0%	2.0%	1.0%	2.2%	2.8%	2.8%					
Enterprise	100	12.8%	18.9%	14.0%	9.4%	15.8%	16.4%	11.9%	9.6%	21.8%	15.8%	10.6%	17.9%	13.4%	7.7%	14.7%	17.0%					
Hertz	100	6.0%	9.4%	6.9%	4.1%	7.8%	8.3%	5.6%	5.4%	10.6%	8.1%	4.6%	8.6%	6.6%	2.7%	6.6%	8.9%					
National	100	2.2%	3.6%	2.7%	1.5%	3.0%	1.7%	1.2%	1.0%	4.9%	3.7%	1.8%	4.2%	2.1%	1.3%	1.9%	4.2%					
Thrifty	100	1.5%	2.4%	1.9%	1.0%	2.1%	1.7%	1.3%	0.9%	2.5%	1.2%	2.5%	1.6%	0.8%	2.4%	2.4%	2.4%					
Zipcar	100	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%					
None	100	72.9%	60.8%	68.8%	79.7%	65.9%	66.6%	74.9%	79.1%	55.1%	63.6%	76.9%	61.3%	70.2%	83.7%	69.2%	62.2%					
Any car rental	100	27.1%	39.2%	31.2%	20.3%	34.1%	33.4%	25.1%	20.9%	36.4%	23.1%	38.7%	29.8%	16.3%	30.8%	37.8%	37.8%					
Casino activities done past 12 months	100	145	115	75	126	123	92	77	166	134	85	143	110	60	114	139	139					
Played slot machines	100	25.2%	31.0%	26.8%	22.1%	28.4%	26.2%	24.3%	20.0%	33.1%	27.1%	22.7%	30.9%	22.9%	29.4%	27.1%	27.1%					
Played table games (blackjack, craps, poker, roulette, etc.)	100	9.0%	14.0%	10.1%	5.8%	11.3%	10.4%	9.8%	7.9%	13.1%	10.7%	9.0%	11.2%	7.2%	4.6%	7.4%	10.8%					
Watched a stage show or concert	100	7.1%	12.4%	7.9%	4.7%	9.5%	9.8%	6.8%	4.5%	14.3%	8.5%	5.2%	13.6%	8.3%	4.4%	9.8%	9.2%					
Went to a bar/nightclub	100	7.9%	12.0%	9.4%	5.5%	10.3%	11.7%	8.0%	5.2%	12.0%	9.3%	6.0%	8.1%	5.3%	3.2%	9.8%	10.9%					
Went to an upscale restaurant	100	10.8%	15.0%	11.7%	7.0%	13.1%	11.3%	14.8%	10.0%	15.6%	11.8%	7.6%	10.2%	6.7%	4.1%	12.4%	13.8%					
Events attended/places visited past 12 months	100	13.3%	23.4%	16.0%	8.0%	18.7%	22.6%	15.7%	9.4%	22.2%	15.9%	8.4%	27.4%	16.8%	6.6%	19.2%	18.2%					
Art museum	100	176	120	60	141	170	118	71	167	120	63	206	128	50	144	136	136					
Circus	100	4.7%	7.7%	5.6%	3.1%	6.3%	8.8%	6.8%	4.7%	8.2%	6.1%	3.8%	4.5%	2.2%	1.4%	7.4%	5.1%					
Comedy club	100	6.6%	12.9%	9.7%	3.6%	9.6%	7.4%	5.5%	14.4%	8.0%	4.1%	6.7%	3.9%	1.5%	9.1%	10.2%	10.2%					
Country music concert	100	196	118	55	147	223	145	83	220	122	63	102	59	23	138	156	156					
Dance or ballet performance	100	8.8%	11.8%	9.4%	3.9%	10.5%	12.5%	7.7%	12.0%	9.1%	7.2%	10.1%	8.5%	6.0%	11.0%	9.8%	9.8%					
Dance or ballet performance	100	6.6%	11.7%	7.7%	4.1%	9.2%	10.7%	7.4%	4.7%	11.4%	8.1%	4.1%	14.1%	7.6%	3.7%	11.5%	6.6%					
Health/wellness/fitness expo	100	5.1%	8.0%	5.8%	3.7%	6.6%	7.9%	5.3%	2.9%	6.5%	6.0%	4.2%	7.5%	6.3%	3.7%	6.1%	4.8%					
High school sports event	100	157	112	72	122	153	102	57	164	116	81	146	123	72	160	94	94					
International soccer match	100	25.2%	32.3%	19.7%	22.9%	26.1%	19.2%	13.3%	26.8%	24.3%	15.3%	16.3%	12.1%	6.5%	22.4%	22.4%	22.4%					
Job fair/recruitment fair	100	7.3%	4.9%	3.4%	5.8%	10.8%	6.5%	6.5%	6.5%	3.6%	3.5%	2.4%	1.5%	1.2%	5.7%	5.9%						
Live theater	100	159	107	75	126	234	142	142	142	78	75	75	33	25	123	129	129					
Monster Jam (monster trucks)	100	18.9%	21.6%	11.5%	26.5%	23.5%	18.6%	9.6%	32.5%	23.9%	11.6%	45.5%	32.0%	12.6%	29.0%	23.9%	23.9%					
NHRA Drag Racing	100	0.8%	0.6%	0.6%	0.2%	0.7%	0.6%	0.5%	0.7%	1.1%	1.1%	0.6%	0.8%	0.7%	1.0%	0.8%	1.0%					
Pro Bull Riding (PBR)	100	105	83	109	91	76	61	147	144	92	139	82	101	88	55	132	132					
R&B/rap/hop concert	100	1.0%	1.1%	0.8%	1.2%	1.4%	1.1%	1.4%	1.1%	0.9%	1.2%	0.9%	1.0%	0.9%	1.0%	1.2%	1.2%					
Rock concert	100	4.6%	9.2%	5.8%	2.4%	6.8%	13.4%	9.5%	5.2%	8.2%	3.6%	2.0%	3.5%	2.0%	0.9%	7.3%	6.2%					
Supercross/Motocross	100	118	202	148	113	209	113	205	113	45	44	77	44	19	159	159						
Symphony concert, opera, etc.	100	7.1%	12.4%	8.3%	4.5%	9.8%	9.1%	6.6%	3.7%	11.3%	8.1%	4.3%	20.5%	11.8%	5.3%	10.3%	9.2%					
Times Square (in New York City)	100	115	138	117	63	139	83	139	62	93	107	80	107	80	75	140	140					
U.S. Soccer National Team game	100	162	121	65	136	157	129	91	173	123	70	151	101	40	137	134	134					
WWE (pro wrestling)	100	0.3%	0.4%	0.2%	0.4%	0.5%	0.4%	0.2%	0.4%	0.5%	0.2%	0.4%	0.2%	0.1%	0.4%	0.2%	0.2%					
Zoo	100	138	154	53	148	198	187	80	126	161	62	75	22	138	159	159						
Any paid ticket music concert	100	14.0%	22.4%	15.7%	8.3%	18.1%	23.8%	17.5%	9.0%	20.6%	14.6%	8.8%	23.2%	15.1%	7.3%	19.4%	16.7%					
Any professional sports event	100	34.9%	47.0%	41.3%	26.7%	43.4%	47.6%	41.4%	29.9%	49.6%	44.4%	29.8%	40.5%	34.0%	20.4%	38.4%	49.0%					
Any theme park	100	27.8%	33.6%	33.6%	19.3%	37.2%	52.9%	38.7%	26.8%	45.4%	36.6%	20.7%	9.4%	37.6%	37.6%	36.9%	36.9%					
Hotel/motels past 12 months	100	158	121	66	135	192	140</															

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

U.S. (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	13-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Goers	Male Movie-Goers							
Comfiort Inn	Vert %	10.4%	14.1%	11.5%	12.7%	13.8%	10.4%	8.1%	10.4%	12.5%	8.5%	14.1%	13.8%	8.0%	14.1%	12.7%	12.6%						
	Index	100	136	114	122	132	100	77	138	119	82	119	128	76	119	121	123						
Courtyard by Marriott	Vert %	9.0%	14.4%	10.8%	5.9%	12.1%	11.6%	9.2%	6.2%	17.3%	12.6%	7.1%	13.8%	9.5%	4.1%	11.4%	12.9%						
	Index	100	159	120	63	130	129	103	70	181	126	70	154	105	40	126	144						
Days Inn	Vert %	6.1%	8.6%	6.6%	4.8%	7.3%	6.7%	5.6%	8.5%	6.4%	4.7%	6.4%	5.9%	4.5%	6.6%	8.1%	6.6%						
	Index	100	141	109	80	121	111	92	141	106	77	106	97	74	109	134	100						
Embassy Suites	Vert %	5.1%	8.1%	6.5%	3.2%	7.1%	6.2%	5.2%	3.6%	9.6%	7.6%	3.5%	11.0%	6.0%	2.5%	6.3%	8.0%						
	Index	100	159	120	63	130	124	102	70	189	149	69	156	115	49	122	156						
Fairfield Inn	Vert %	3.3%	4.7%	4.0%	2.4%	4.2%	3.3%	2.5%	2.0%	5.7%	4.6%	2.8%	5.2%	4.0%	2.3%	4.9%	4.6%						
	Index	100	141	120	73	127	99	75	60	172	140	84	157	138	70	118	138						
Four Points by Sheraton	Vert %	1.9%	1.8%	1.8%	0.8%	1.8%	1.2%	0.8%	2.3%	1.0%	1.0%	1.2%	0.4%	1.2%	0.4%	1.5%	1.8%						
	Index	100	159	124	64	137	102	108	70	212	148	85	158	100	33	122	154						
Gaylord	Vert %	0.6%	1.1%	0.8%	0.3%	0.9%	1.2%	0.7%	0.3%	1.2%	1.0%	0.3%	0.7%	0.4%	0.2%	0.8%	1.0%						
	Index	100	183	133	60	113	200	123	52	201	166	57	74	41	31	138	166						
Hampton Inn	Vert %	9.1%	13.5%	11.1%	6.3%	12.0%	10.8%	8.9%	5.7%	14.3%	12.5%	6.9%	17.1%	12.0%	5.8%	11.3%	14.1%						
	Index	100	149	122	69	132	119	98	63	157	137	76	188	130	54	124	141						
Hilton	Vert %	8.2%	12.8%	10.2%	5.2%	11.2%	12.3%	9.8%	6.2%	14.8%	11.7%	6.1%	10.6%	7.9%	3.3%	12.8%	12.8%						
	Index	100	158	125	64	137	150	120	76	180	143	75	129	93	41	120	156						
Holiday Inn	Vert %	11.3%	16.7%	13.1%	8.3%	14.4%	17.9%	13.4%	9.6%	16.7%	13.1%	9.1%	14.3%	12.2%	6.4%	13.5%	15.3%						
	Index	100	147	115	74	127	158	119	85	146	127	108	127	108	57	120	135						
Hyatt	Vert %	3.5%	6.1%	4.1%	2.1%	4.8%	5.7%	3.9%	2.9%	7.2%	4.8%	2.5%	4.7%	3.1%	1.1%	4.5%	5.2%						
	Index	100	175	119	61	140	163	111	83	206	139	73	134	89	32	131	150						
La Quinta	Vert %	5.0%	8.0%	6.0%	3.8%	6.7%	8.0%	6.1%	4.1%	8.5%	5.9%	4.1%	6.8%	6.0%	3.3%	6.3%	7.1%						
	Index	100	162	114	73	128	153	117	79	173	111	78	128	114	63	121	135						
Marriott	Vert %	8.8%	15.6%	10.3%	5.4%	12.2%	15.4%	9.3%	5.9%	17.6%	11.5%	6.3%	13.0%	9.4%	3.9%	11.2%	13.3%						
	Index	100	177	117	62	139	176	107	62	193	122	72	146	111	44	128	153						
Motel 6	Vert %	4.0%	5.9%	3.6%	3.5%	4.5%	6.6%	3.9%	4.4%	6.4%	3.4%	3.5%	3.6%	3.6%	2.9%	4.0%	5.0%						
	Index	100	148	91	88	112	166	99	112	160	85	88	88	91	72	100	126						
Quality Inn	Vert %	4.4%	3.6%	3.6%	3.6%	4.8%	3.3%	3.4%	4.1%	3.8%	2.8%	4.4%	4.2%	4.4%	2.6%	3.6%	4.2%						
	Index	100	133	109	103	118	145	101	84	126	105	78	127	132	87	109	122						
Radisson	Vert %	1.6%	2.9%	1.6%	1.1%	2.1%	2.4%	1.1%	1.2%	3.8%	1.9%	1.2%	2.1%	1.7%	0.8%	1.9%	2.2%						
	Index	100	187	100	132	88	155	88	112	244	76	110	122	112	53	122	144						
Ramada	Vert %	2.4%	3.7%	2.8%	1.7%	3.2%	3.8%	3.0%	2.0%	4.1%	2.8%	1.8%	2.8%	2.8%	1.5%	2.8%	3.1%						
	Index	100	153	117	71	130	157	121	82	168	114	73	115	60	117	145	145						
Sheraton	Vert %	5.8%	3.9%	2.2%	4.5%	3.9%	5.2%	3.9%	2.7%	6.8%	4.4%	2.9%	4.9%	2.8%	1.2%	4.2%	5.0%						
	Index	100	169	117	65	138	155	118	82	146	130	77	146	85	37	125	149						
Spring Hill Suites	Vert %	1.5%	2.5%	1.8%	0.9%	2.1%	1.4%	1.6%	1.0%	3.3%	2.1%	1.1%	2.6%	1.6%	0.6%	1.8%	2.4%						
	Index	100	166	140	61	146	111	96	65	225	144	76	178	108	38	121	166						
Super 8	Vert %	4.5%	5.7%	4.6%	4.0%	5.0%	6.4%	4.4%	4.4%	5.8%	4.4%	3.7%	4.2%	5.4%	3.9%	4.6%	5.4%						
	Index	100	127	103	89	112	142	98	99	130	99	83	94	122	88	103	121						
Westin	Vert %	4.1%	2.6%	1.5%	4.1%	1.5%	4.1%	1.5%	4.1%	1.8%	3.1%	1.8%	3.1%	3.1%	3.1%	3.1%	3.6%						
	Index	100	113	64	137	178	103	82	86	186	134	78	161	80	34	118	158						
None	Vert %	38.9%	22.8%	30.0%	50.1%	27.3%	24.6%	32.5%	47.7%	20.1%	26.6%	48.2%	24.9%	33.0%	56.7%	28.0%	26.8%						
	Index	100	59	129	177	84	63	125	50	85	146	85	146	85	146	85	68						
Any bed & breakfast	Vert %	3.2%	4.8%	4.0%	2.1%	4.3%	3.7%	3.2%	4.9%	4.1%	2.4%	6.7%	5.0%	1.8%	4.5%	4.1%	4.5%						
	Index	100	151	124	67	134	118	100	163	153	129	77	210	157	57	140	128						
Any hotel/motel	Vert %	77.2%	70.0%	70.0%	48.9%	72.7%	75.4%	67.5%	52.3%	73.0%	73.0%	53.8%	73.0%	67.0%	43.3%	72.0%	73.4%						
	Index	100	126	115	82	119	123	110	85	131	120	88	123	110	71	118	120						
Any upscale hotel	Vert %	7.1%	11.7%	8.5%	4.6%	11.7%	10.3%	8.1%	4.7%	12.8%	9.1%	5.1%	12.0%	7.9%	3.9%	10.0%	9.3%						
	Index	100	164	120	65	136	145	114	66	180	128	72	159	111	55	140	131						
No. of domestic air round trips past 12 months																							
1 trip/Total	Vert %	13.8%	14.2%	15.4%	12.1%	15.0%	13.6%	11.6%	14.0%	15.1%	13.1%	15.0%	15.6%	11.0%	15.6%	14.3%	14.3%						
	Index	100	114	110	111	108	116	117	116	115	111	115	111	111	115	110	106						
2 trips/Total	Vert %	9.7%	13.4%	11.4%	7.3%	12.1%	12.6%	9.5%	8.1%	13.0%	12.2%	7.5%	15.7%	13.2%	6.5%	12.0%	12.3%						
	Index	100	138	118	75	125	130	98	84	134	125	77	162	136	67	124	127						
3 trips/Total	Vert %	4.0%	7.4%	6.2%	3.2%	6.7%	7.1%	5.2%	3.1%	7.3%	3.6%	6.7%	8.4%	7.0%	6.7%	6.6%	6.6%						
	Index	100	182	127	65	136	145	106	64	148	136	72	172	143	137	137	135						
4 trips/Total	Vert %	3.3%	5.6%	3.6%	2.2%	4.3%	6.1%	3.2%	2.8%	5.4%	4.1%	2.2%	5.1%	3.4%	1.8%	4.1%	4.6%						
	Index	100	171	133	68	132	185	97	65	155	97	105	54	105	54	105	141						
5 - 9 trips/Total	Vert %	4.5%	8.5%	5.1%	2.7%	6.4%	6.4%	4.3%	3.2%	10.4%	6.0%	3.2%	8.6%	4.5%	1.9%	5.3%	7.5%						
	Index	100	188	113	60	141	141	95	79	231	134	70	189	99	41	118	166						
10 trips or more/Total	Vert %	1.5%	1.8%	1.9%	0.9%	2.1%	1.9%	1.6%	2.0%	1.3%	2.0%	1.3%	1.9%	1.0%	0.6%	1.4%	3.0%						
	Index	100	173	120	92	139	121	107	59	132	154	81	150	66	39	111	193						
None/Total	Vert %	62.1%	47.7%	56.0%	71.1%	52.9%	51.8%	60.2%	69.7%	45.5%	53.2%	68.8%	44.4%	54.8%	74.9%	54.4%	51.3%						
	Index	100	77	90	114	85	83	87	112	86	86	111	111	88	121	88	83						
Any domestic air round trip	Vert %	37.4%	51.8%	43.6%	28.8%	46.8%	47.7%	39.4%	29.8%	54.0%	46.4%	30.8%	55.0%	44.7%	24.6%	45.1%	48.3%						
	Index	100	138	117	65	125	127	105	70	142	124	86	147	120	68	129	129						
Places visited overnight or longer past 12 months																							
Canada	Vert %	2.2%	2.8%	2.7%	1.6%	2.7%	2.2%	2.2%	1.8%	2.9%	3.0%	1.6%	3.5%	2.9%	1.5%	2.2%	3.3%						
	Index	100	128	124	75	125	103	102	82	133	136	76	162	136	70	103	151						
Chicago	Vert %	3.0%	4.6%	3.8%	2.0%	4.1%	4.4%	4.1%	2.4%	5.2%	3.8%	2.3%	3.7%	2.9%	1.3%	3.5%	4.7%						
	Index	100	152	136	85	136	148	78	78	172	126	77	127	107	43	117	157						
Las Vegas	Vert %	7.3%	12.8%	8.3%	4.8%	9.9%	11.5%	7.8%	5.0%	14.7%	9.1%												

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

U.S. (MAAAC) Media Plan	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
	All Adults	3+ Movies	1-2 Movies	Did Not Attend	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers						
Audi:Any vehicle	100	125	106	110	106	110	106	110	106	110	106	110	106	110	106	110						
Index	100	158	127	63	138	165	102	68	171	161	71	117	117	63	100							
Vert %	0.7%	1.0%	0.9%	0.4%	0.9%	1.1%	0.7%	0.5%	1.1%	1.1%	0.5%	0.6%	0.6%	0.3%	0.7%							
BMW:Any vehicle	100	158	127	63	138	165	102	68	171	161	71	117	117	63	100							
Index	100	166	96	79	221	140	83	204	204	111	92	139	84	52	119							
Vert %	4.1%	3.6%	3.5%	4.8%	3.5%	3.3%	2.6%	3.1%	3.2%	3.2%	4.1%	5.0%	5.6%	6.7%	3.7%							
Buick:Any vehicle	100	67	84	115	85	80	62	76	76	78	100	120	136	162	98							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	21.5%	19.4%	21.4%	22.3%	20.7%	21.1%	20.4%	21.3%	19.8%	22.4%	23.0%	15.7%	21.1%	22.3%								
Cadillac:Any vehicle	100	104	104	104	104	104	104	104	104	104	104	104	104	104	104							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	4.4%	4.5%	4.6%	4.2%	4.8%	3.9%	4.1%	3.3%	4.8%	4.5%	4.4%	4.9%	5.6%	4.6%								
Chevrolet:Any vehicle	100	102	102	102	102	102	102	102	102	102	102	102	102	102	102							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	7.8%	7.1%	7.8%	7.7%	7.7%	7.9%	7.3%	7.3%	7.8%	7.3%	7.3%	8.3%	6.7%	7.2%								
Dodge:Any vehicle	100	103	103	103	103	103	103	103	103	103	103	103	103	103	103							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%								
Ford:Any vehicle	100	103	103	103	103	103	103	103	103	103	103	103	103	103	103							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	23.9%	22.4%	24.1%	24.3%	23.5%	23.2%	22.9%	23.0%	23.2%	25.6%	25.6%	19.5%	22.7%	23.5%								
GMCC:Any vehicle	100	94	101	102	98	97	96	96	97	107	107	82	95	98	101							
Index	100	87	104	102	98	88	88	95	91	114	108	73	98	102								
Vert %	14.3%	17.8%	16.5%	11.6%	17.0%	17.2%	17.1%	14.0%	19.6%	17.1%	12.2%	15.8%	14.0%	9.1%								
Honda:Any vehicle	100	105	116	81	119	120	98	120	98	120	85	111	98	64	113							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%								
Hummer:Any vehicle	100	92	161	65	135	105	125	53	53	200	78	61	133	59	179							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	4.6%	5.6%	4.0%	5.1%	4.9%	5.2%	4.7%	4.5%	5.4%	4.6%	6.0%	4.4%	5.2%	6.4%								
Hyundai:Any vehicle	100	108	108	108	108	108	108	108	108	108	108	108	108	108	108							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	0.9%	1.4%	1.0%	0.7%	1.2%	1.2%	0.9%	1.0%	1.7%	1.1%	0.7%	1.4%	1.0%	0.5%								
Infiniti:Any vehicle	100	108	108	108	108	108	108	108	108	108	108	108	108	108	108							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	0.3%	0.4%	0.3%	0.3%	0.3%	0.5%	0.3%	0.3%	0.4%	0.3%	0.2%	0.2%	0.3%	0.4%								
Isuzu:Any vehicle	100	132	104	86	114	168	94	85	123	128	91	82	64	81	98							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%	0.4%	0.2%								
Jaguar:Any vehicle	100	133	86	97	103	84	19	63	162	82	81	168	142	110	96							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	5.0%	4.9%	5.4%	4.7%	5.2%	6.2%	5.9%	4.9%	4.3%	5.9%	5.4%	3.5%	4.3%	3.8%								
Jeep:Any vehicle	100	109	109	109	109	109	109	109	109	109	109	109	109	109	109							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	3.4%	3.7%	3.6%	3.1%	3.7%	3.9%	4.3%	2.8%	3.5%	3.5%	3.1%	3.6%	2.6%	3.2%								
Kia:Any vehicle	100	110	108	92	109	117	129	85	104	105	93	106	78	95	114							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	3.2%	2.3%	2.2%	1.8%	2.1%	1.8%	1.7%	3.4%	1.7%	2.9%	1.7%	5.0%	2.6%	2.2%								
Lexus:Any vehicle	100	148	104	80	120	94	69	79	158	121	79	228	129	83	100							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	1.3%	1.4%	1.1%	1.5%	1.2%	1.0%	0.9%	1.2%	1.5%	0.9%	1.1%	2.1%	1.8%	2.3%								
Lincoln:Any vehicle	100	111	89	119	120	98	120	98	120	98	120	85	111	98	104							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	3.0%	3.8%	3.6%	2.3%	3.6%	4.0%	4.1%	2.7%	3.9%	3.6%	2.5%	3.0%	2.5%	1.9%								
Mercedes:Any vehicle	100	126	119	79	122	134	139	90	131	120	84	102	83	64	111							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	2.4%	2.7%	2.3%	1.3%	2.1%	1.9%	1.3%	2.5%	2.3%	1.5%	2.3%	1.2%	1.2%	1.9%								
Mercury:Any vehicle	100	148	104	80	120	94	69	79	158	121	79	228	129	83	100							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	2.1%	1.9%	2.0%	2.2%	2.0%	1.9%	1.7%	2.0%	1.6%	1.9%	2.0%	2.7%	2.5%	1.9%								
Mini:Any vehicle	100	93	104	94	96	83	96	83	96	94	91	94	122	128	92							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	0.4%	0.5%	0.5%	0.3%	0.5%	0.4%	0.6%	0.3%	0.6%	0.5%	0.3%	0.4%	0.4%	0.6%								
Mitsubishi:Any vehicle	100	132	104	86	114	168	94	85	123	128	91	82	64	81	98							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	1.7%	1.4%	1.1%	1.5%	1.2%	1.0%	0.9%	1.2%	1.5%	0.9%	1.1%	1.3%	0.9%	1.5%								
Nissan:Any vehicle	100	105	107	83	117	202	123	129	90	111	88	99	71	44	116							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	8.5%	10.4%	9.6%	7.1%	8.9%	11.8%	10.7%	8.2%	10.7%	9.6%	7.5%	7.5%	7.2%	5.8%								
Oldsmobile:Any vehicle	100	113	104	117	84	127	98	114	98	114	98	86	89	96	111							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	1.2%	1.0%	1.1%	1.3%	1.1%	1.1%	1.3%	1.7%	0.9%	1.1%	1.0%	0.9%	1.0%	1.3%								
Pontiac:Any vehicle	100	85	96	108	82	93	108	147	85	91	81	81	112	108	74							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	3.1%	3.0%	3.4%	3.1%	3.0%	4.1%	3.7%	3.0%	3.7%	3.0%	2.7%	3.2%	2.0%	2.7%								
Porsche:Any vehicle	100	96	94	105	95	116	127	137	82	82	104	67	62	82	93							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%	0.1%	0.2%	0.2%	0.2%	0.4%	0.2%	0.1%								
Ram:Any vehicle	100	107	107	107	107	107	107	107	107	107	107	107	107	107	107							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	2.8%	2.7%	2.8%	2.7%	2.7%	3.3%	2.7%	2.8%	2.8%	2.9%	3.3%	1.2%	2.0%	2.6%								
Saab:Any vehicle	100	97	97	103	97	103	97	103	97	103	97	103	97	103	97							
Index	100	106	99	99	102	88	74	70	83	92	85	168	137	89								
Vert %	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%								
Saturn:Any vehicle	100	141	109	79	121	142	98	62	119	11												

Projected: 242,977,984 Adults 18+ Respondents: 203,921

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan		No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
		All Adults	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more	18-34 & 1-2	18-34 & None	35-59 & 3 or more	35-59 & 1-2 times	35-59 & None	60+ & 3 or more	60+ & 1-2 times	60+ & None	Female Movie-	Male Movie-Govt						
Online bill paying	Vert %	31.2%	37.0%	36.4%	25.7%	36.8%	35.5%	35.3%	41.3%	39.7%	28.1%	41.3%	39.7%	28.1%	34.2%	20.6%	36.2%	37.6%					
Index	Index	100	121	117	82	113	111	112	132	127	91	127	121	91	110	66	116	121					
Personal loan	Vert %	6.4%	7.0%	6.5%	6.2%	6.7%	7.7%	6.4%	6.7%	7.7%	7.4%	7.1%	4.2%	4.7%	4.7%	6.5%	6.9%	6.9%					
Index	Index	100	109	101	96	104	120	100	100	110	107	105	110	115	110	103	107	107	107				
Refinance home mortgage	Vert %	5.7%	6.9%	6.8%	4.6%	6.8%	5.2%	5.0%	4.4%	6.8%	8.8%	5.9%	6.4%	5.3%	3.3%	6.0%	7.8%	7.8%					
Index	Index	100	121	119	81	120	90	87	76	144	154	103	112	93	57	104	136	136					
Savings account	Vert %	67.6%	76.1%	72.2%	61.0%	74.3%	77.2%	73.6%	62.2%	77.4%	74.9%	62.8%	71.5%	68.6%	57.8%	72.3%	76.4%	76.4%					
Index	Index	100	113	108	90	110	109	102	85	111	93	111	102	96	86	107	113	113					
Student loan	Vert %	10.5%	13.6%	13.0%	7.8%	13.2%	20.5%	20.5%	15.3%	12.2%	11.7%	8.3%	3.5%	2.8%	1.7%	13.8%	12.6%	12.6%					
Index	Index	100	129	125	74	126	196	196	146	117	111	79	33	26	17	132	120	120					
Investments household has (HHLd)																							
Bonds	Vert %	13.0%	16.6%	14.1%	10.9%	15.0%	13.1%	10.4%	8.4%	15.8%	14.6%	10.6%	24.6%	19.9%	13.3%	13.6%	16.6%	16.6%					
Index	Index	100	128	109	84	116	101	80	65	122	112	82	190	154	103	105	128	128					
Money market funds	Vert %	15.3%	17.8%	13.9%	13.9%	16.7%	9.8%	8.2%	19.9%	17.9%	14.3%	28.6%	17.6%	14.3%	16.4%	18.2%	18.2%	18.2%					
Index	Index	100	117	105	91	109	62	64	54	130	115	93	196	156	115	101	111	111					
Mutual funds	Vert %	22.3%	26.5%	25.3%	19.0%	25.7%	14.6%	15.8%	12.4%	31.0%	29.0%	20.8%	39.6%	33.8%	21.5%	21.8%	30.1%	30.1%					
Index	Index	100	119	113	85	115	65	71	56	139	130	93	217	178	102	108	138	138					
Second home or real estate property	Vert %	9.8%	11.7%	10.1%	9.0%	10.7%	8.1%	6.2%	5.9%	12.6%	11.0%	9.3%	16.5%	15.1%	10.8%	10.0%	11.5%	11.5%					
Index	Index	100	119	103	91	109	83	63	60	129	112	95	168	153	110	102	117	117					
Stocks or stock options	Vert %	25.3%	31.8%	27.5%	21.6%	29.1%	25.0%	20.4%	16.4%	33.7%	29.3%	23.0%	40.5%	36.1%	23.5%	23.3%	33.3%	33.3%					
Index	Index	100	126	109	85	115	99	81	65	133	116	91	160	143	93	100	132	132					
Other security or investment	Vert %	12.2%	12.7%	13.3%	11.3%	13.1%	7.6%	8.9%	7.3%	14.0%	13.7%	11.5%	19.2%	20.2%	14.0%	11.9%	14.3%	14.3%					
Index	Index	100	104	109	93	107	63	73	60	115	113	94	245	166	115	98	117	117					
None	Vert %	54.6%	47.7%	51.2%	59.2%	49.9%	59.9%	63.4%	69.9%	44.3%	47.7%	57.9%	32.1%	37.3%	53.0%	54.3%	45.0%	45.0%					
Index	Index	100	87	84	108	91	110	116	128	81	87	106	59	68	97	99	82	82					
Any investment	Vert %	45.4%	52.3%	48.6%	40.8%	50.1%	40.1%	36.8%	30.1%	55.7%	52.3%	42.1%	67.9%	62.7%	47.0%	55.0%	55.0%	55.0%					
Index	Index	100	115	108	90	110	88	81	66	123	115	93	150	138	103	101	121	121					
Organizations (Types) contributed money to past 12 mo (HHLd)																							
Articultural	Vert %	8.7%	14.9%	10.1%	5.6%	11.8%	11.6%	8.5%	5.2%	14.3%	9.9%	5.4%	22.3%	13.2%	6.1%	11.2%	12.6%	12.6%					
Index	Index	100	172	116	65	136	133	98	60	165	114	62	256	152	71	129	145	145					
Environmental	Vert %	6.5%	9.1%	7.6%	4.9%	8.1%	7.5%	6.8%	4.5%	8.3%	7.2%	4.6%	13.5%	9.7%	5.6%	7.8%	8.4%	8.4%					
Index	Index	100	140	117	73	125	115	105	71	128	112	71	208	146	86	120	138	138					
Healthcare/medical	Vert %	13.8%	17.3%	15.0%	11.7%	15.8%	15.5%	13.0%	10.6%	16.5%	15.0%	11.1%	22.1%	18.6%	13.3%	18.0%	13.5%	13.5%					
Index	Index	100	125	109	85	115	113	94	77	120	109	81	160	135	97	131	98	98					
Military/veterans	Vert %	18.2%	18.2%	16.1%	16.3%	12.6%	11.9%	17.0%	14.2%	19.9%	13.2%	14.5%	24.6%	15.1%	15.7%	16.8%	16.8%	16.8%					
Index	Index	100	113	94	99	101	77	61	56	105	86	82	170	153	97	104	104	104					
Political	Vert %	6.9%	9.8%	7.2%	5.6%	8.1%	5.5%	3.9%	3.1%	9.3%	6.9%	4.8%	19.0%	13.6%	8.6%	6.8%	9.6%	9.6%					
Index	Index	100	143	104	82	118	85	57	45	135	69	57	238	168	115	115	138	138					
Religious	Vert %	38.2%	42.7%	40.9%	34.9%	41.6%	37.1%	31.9%	28.0%	44.5%	43.0%	33.1%	49.6%	52.3%	42.2%	42.3%	40.8%	40.8%					
Index	Index	100	112	107	91	109	97	84	73	116	113	87	130	137	110	111	107	107					
Social care/welfare	Vert %	17.2%	17.2%	14.2%	10.3%	12.7%	12.7%	10.6%	8.5%	14.9%	10.1%	14.2%	19.2%	10.1%	15.3%	15.3%	15.3%	15.3%					
Index	Index	100	111	101	81	120	100	83	67	136	116	79	195	150	93	120	119	119					
Other organization	Vert %	24.3%	25.1%	25.4%	23.3%	25.3%	21.0%	23.2%	20.0%	25.2%	25.2%	23.0%	32.5%	29.9%	26.3%	26.5%	24.0%	24.0%					
Index	Index	100	103	105	103	105	85	85	82	104	105	123	134	123	108	108	108	108					
None	Vert %	31.5%	24.3%	27.9%	36.4%	26.5%	30.4%	35.6%	43.4%	23.4%	26.3%	38.4%	14.7%	17.5%	28.8%	26.3%	26.8%	26.8%					
Index	Index	100	77	88	115	84	97	113	138	138	83	122	46	56	91	83	85	85					
Professional services used by HHLd past 12 months (HHLd)																							
Accountant	Vert %	12.2%	15.0%	13.6%	10.4%	14.1%	10.4%	9.1%	8.0%	15.5%	15.3%	11.2%	22.4%	17.5%	11.2%	13.7%	14.4%	14.4%					
Index	Index	100	122	111	85	115	85	75	66	127	125	91	183	143	92	113	118	118					
Bankruptcy attorney	Vert %	1.5%	1.5%	0.9%	1.1%	0.9%	1.0%	0.9%	1.0%	1.1%	1.1%	0.9%	0.9%	0.6%	1.1%	1.1%	1.1%	1.1%					
Index	Index	100	103	89	88	113	102	98	91	104	110	97	82	57	109	116	116	116					
Cash advance or title loan shop	Vert %	1.7%	1.7%	1.9%	1.8%	1.8%	2.5%	2.4%	1.9%	1.6%	1.9%	0.9%	0.9%	0.9%	2.0%	1.7%	1.7%	1.7%					
Index	Index	100	102	112	108	108	143	143	143	113	143	52	52	52	115	100	100	100					
Check cashing	Vert %	10.3%	11.0%	9.9%	10.3%	10.3%	13.6%	11.6%	10.9%	7.9%	7.9%	8.3%	12.5%	11.6%	12.5%	11.2%	9.4%	9.4%					
Index	Index	100	107	96	100	100	131	113	105	76	76	80	121	114	121	109	91	91					
Coin cashing service (Coinstar, etc.)	Vert %	6.0%	8.0%	4.7%	7.3%	9.7%	6.7%	8.2%	6.7%	8.2%	6.7%	5.1%	4.3%	2.8%	6.7%	7.9%	7.9%	7.9%					
Index	Index	100	134	114	79	121	163	143	112	137	110	86	73	47	112	132	132	132					
Financial planner	Vert %	13.1%	17.2%	14.7%	10.7%	15.6%	10.0%	8.2%	6.9%	17.8%	15.5%	10.9%	28.4%	24.6%	13.1%	14.8%	16.8%	16.8%					
Index	Index	100	131	112	82	119	63	63	75	135	118	83	207	169	100	113	113	113					
Funeral pre-planning	Vert %	1.6%	2.0%	1.3%	1.6%	1.6%	1.7%	0.7%	0.7%	1.6%	1.1%	1.2%	3.5%	3.0%	2.8%	1.5%	1.4%	1.4%					
Index	Index	100	125	83	101	99	103	45	46	101	88	77	215	188	110	86	86	86					
Insurance agent at a local office (not online)	Vert %	14.4%	15.4%	15.5%	13.6%	15.5%	11.4%	12.0%	11.4%	16.5%	16.0%	14.3%	20.2%	19.2%	15.3%	15.3%	15.3%	15.3%					
Index	Index	100	106	107	94	106	79	88	70	114	110	98	138	133	106	105	105	105					
Online investing/stock trading	Vert %	5.6%	7.7%	6.5%	4.3%	7.0%	6.8%	5.4%	4.2%	8.7%	7.3%	5.0%	6.8%	3.6%	5.5%	9.7%	9.7%	9.7%					
Index	Index	100	137	116	77	124	121	96	74	154	129	89	133	121	94	160	171	171					
Personal injury attorney	Vert %	1.2%	1.2%	1.2%	1.4%	1.4%	2.0%	1.1%	0.9%	2.0%	1.4%	1.4%	1.4%	0.7%	1.4%	1.4%	1.4%	1.4%					
Index	Index	100	150	96	116	116	162	92	79	166	115	97	60	55	115	117	117	117					
Real estate agent to buy or rent a home	Vert %	4.4%	5.5%	5.0%	3.6%	5.2%	6.4%	6.0%	5.0%	5.2%	4.8%	3.9%	4.2%	3.4%	2.3%	5.1%	5.3%	5.3%					
Index	Index</																						

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign

All Adults (MAAAC) Media Plan	No. Movies Attended at a Theater in Past 3 Months										Combined Age and Movie Attendance Groups										Sex of respondent	
	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers							
Fanta Zero	100	141	99	141	101	151	101	151	101	151	101	151	101	151	101							
Fresca	100	171	82	86	115	270	125	138	130	68	90	68	39	63	148							
Pepsi Max	100	119	111	86	114	142	140	101	127	106	85	61	72	97	134							
Sprite Zero	100	158	84	89	111	277	173	244	121	104	99	104	105	118	118							
Store brand diet soft drink	100	131	102	82	100	167	78	116	112	83	89	105	87	102	80							
Other diet soft drink	100	158	84	89	111	277	173	244	121	104	99	104	105	118	118							
Beverages (energy drinks) drink most often	100	111	100	96	104	81	93	79	135	101	104	120	110	100	112							
5-hour Energy	100	145	115	75	126	324	164	128	176	116	151	106	88	106	134							
AMP	100	165	76	92	109	328	134	258	92	61	57	12	5	15	75							
Full Throttle	100	158	84	89	111	277	173	244	121	104	99	104	105	118	118							
Monster	100	143	119	73	127	254	220	182	105	85	61	12	15	9	106							
NOS	100	139	58	112	88	290	120	321	64	30	68	12	9	15	128							
Red Bull	100	158	84	89	111	277	173	244	121	104	99	104	105	118	118							
RockStar	100	158	100	80	133	276	157	158	142	91	79	21	15	23	86							
Other energy drink	100	130	96	92	108	223	133	170	85	82	79	45	60	51	96							
Beverages (orange juice) drink most often	100	125	105	88	112	132	108	80	118	92	75	123	130	111	109							
Florida's Natural	100	140	101	85	115	122	177	97	129	83	177	80	117	80	100							
Minute Maid	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Simply	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Store brand	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Tropicana	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Other	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Beverages (other juices/drinks) drink most often	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Campbell's V8	100	113	95	99	101	75	67	67	68	51	49	87	81	71	53							
Capri Sun	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Dole	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Hawaiian Punch	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Hi-C	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Minute Maid	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Ocean Spray	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Simply	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Store brand	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Sunny Delight	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Other	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Beverages (regular soft drinks) drink most often	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
7up	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
A&W Root Beer	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Barq's Root Beer	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Canada Dry	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Cherry Coke	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Coca-Cola	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Crush	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Dr Pepper	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Fanta	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Mello Yellow	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Mountain Dew	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Pepsi	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Sierra Mist Natural	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Sprite	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Store brand regular soft drink	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Sunkist	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Any Mexican imported soft drink	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Beverages (specialty coffee) drink most often	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Hot specialty coffee	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Iced specialty coffee	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Beverages (sports drinks) drink most often	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Gatorade	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
PowerAde	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Other sports drink	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Beverages (tea in bottles/cans) drink most often	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Arizona	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Gold Peak	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Honest Tea	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Lipton	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Snapple	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Store brand	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Other	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Domestic light beer drink most often	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Bud Light	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Bud Light Lime	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							
Bud Light Platinum	100	148	103	81	120	181	120	119	65	43	33	52	49	67	129							

U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan

	All Adults	No. Movies Attended at a Theater in Past 3 Months					Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Did Not Attend	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers		
U.S. Cross-tabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan																		
Busch Select	Index 100	158	127	103	125	125	127	111	109	108	105	102	101	100	100	100	100	
Vert %	0.9%	1.0%	0.9%	0.9%	1.3%	1.1%	1.1%	0.9%	0.9%	0.8%	0.4%	0.5%	0.5%	0.8%	0.6%	0.6%	1.1%	
Busch Light	Index 100	114	89	102	98	153	127	128	111	75	95	49	56	92	75	124	124	
Vert %	0.6%	0.6%	0.5%	0.6%	0.2%	0.8%	0.8%	1.1%	0.8%	0.5%	1.1%	0.4%	0.4%	0.3%	0.9%	0.3%	0.9%	
Coors Light	Index 100	55	77	130	89	29	103	79	75	75	39	117	53	117	74	107	107	
Vert %	4.2%	4.6%	4.9%	3.9%	4.6%	5.1%	4.9%	4.1%	4.6%	4.5%	4.0%	4.4%	4.0%	3.5%	3.4%	6.0%	6.0%	
Keystone Light	Index 100	312	107	91	109	109	115	96	109	107	94	104	95	93	79	142	142	
Vert %	0.5%	0.4%	0.3%	0.4%	0.4%	0.4%	0.4%	0.6%	0.4%	0.4%	0.3%	0.2%	0.2%	0.3%	0.1%	0.6%	0.6%	
Michelob Light	Index 100	69	91	125	74	91	86	127	79	71	123	70	35	128	30	120	120	
Vert %	0.5%	0.6%	0.5%	0.4%	0.6%	0.3%	0.4%	0.2%	0.5%	0.6%	0.4%	0.7%	0.6%	0.5%	0.2%	0.6%	0.5%	
Michelob Ultra	Index 100	108	110	83	116	83	83	43	76	87	121	141	113	113	132	98	98	
Vert %	1.5%	1.8%	1.5%	1.3%	1.6%	1.1%	1.1%	1.2%	2.4%	1.8%	1.7%	1.5%	1.0%	1.7%	1.6%	1.7%	1.6%	
Miller 64	Index 100	123	103	90	110	77	79	79	79	124	114	120	103	107	119	101	101	
Vert %	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.3%	
Miller Lite	Index 100	101	115	101	99	75	99	70	83	111	91	79	156	135	100	98	98	
Vert %	3.3%	3.6%	3.7%	3.0%	3.6%	3.6%	3.6%	3.3%	3.9%	3.7%	3.2%	3.9%	3.2%	2.6%	2.7%	4.7%	4.7%	
Natural Light	Index 100	107	110	91	109	116	99	106	99	106	97	96	77	102	80	142	142	
Vert %	0.7%	0.5%	0.5%	0.9%	0.5%	0.5%	0.6%	0.8%	0.6%	0.6%	1.1%	0.4%	0.4%	0.7%	0.5%	0.6%	0.6%	
Sam Adams Light	Index 100	73	65	125	74	66	80	87	81	148	56	52	104	66	83	86	83	
Vert %	0.5%	0.6%	0.6%	0.4%	0.7%	1.1%	0.6%	0.7%	0.7%	0.6%	0.6%	0.4%	0.6%	0.3%	0.5%	0.3%	0.3%	
Domestic regular beer drink most often	Index 100	154	102	80	121	201	114	129	130	105	76	113	72	49	86	159	159	
Blue Moon	Vert %	2.3%	3.6%	3.0%	1.3%	3.3%	5.3%	4.2%	2.2%	2.8%	1.4%	1.4%	1.4%	0.5%	2.9%	3.7%	3.7%	
Index 100	161	135	57	144	235	187	98	124	125	60	78	64	23	126	164	164		
Budweiser	Vert %	2.9%	2.7%	3.1%	2.6%	2.6%	3.2%	3.7%	2.5%	2.7%	3.5%	2.0%	1.9%	2.2%	1.9%	3.4%	3.4%	
Index 100	87	108	94	92	96	112	96	112	96	122	65	68	65	76	100	100		
Busch	Vert %	0.7%	0.4%	0.5%	0.8%	0.5%	0.2%	0.9%	0.6%	0.2%	1.0%	0.4%	0.3%	0.6%	0.2%	0.8%	0.8%	
Index 100	107	75	127	72	36	143	96	96	32	153	67	62	92	26	123	123		
Coors Original	Vert %	0.7%	0.4%	0.6%	0.6%	0.6%	0.7%	0.6%	0.6%	0.3%	0.4%	0.6%	0.3%	0.3%	0.7%	0.7%	0.7%	
Index 100	121	82	103	97	148	85	129	115	64	87	83	120	106	60	137	137		
Michelob	Vert %	0.4%	0.6%	0.3%	0.4%	0.4%	0.5%	0.4%	0.4%	0.8%	0.3%	0.4%	0.3%	0.3%	0.3%	0.6%	0.6%	
Index 100	150	94	106	101	125	89	101	94	96	106	65	83	68	83	108	108		
Miller Genuine Draft	Vert %	0.7%	1.0%	0.6%	0.7%	0.7%	0.6%	0.6%	0.7%	0.6%	0.8%	1.2%	0.6%	0.7%	0.5%	1.0%	1.0%	
Index 100	133	81	100	100	92	82	85	152	77	107	172	86	103	63	141	141		
Miller High Life	Vert %	1.2%	1.2%	0.9%	1.2%	1.1%	1.2%	1.2%	1.2%	0.9%	0.7%	0.7%	0.6%	0.7%	1.5%	1.5%	1.5%	
Index 100	125	98	82	108	114	125	123	124	88	94	150	71	68	63	158	158		
Michelob Ultra	Vert %	0.4%	0.3%	0.3%	0.4%	0.3%	0.2%	0.3%	0.5%	0.4%	0.2%	0.4%	0.2%	0.3%	0.4%	0.2%	0.3%	
Index 100	83	119	81	95	66	130	95	107	116	62	93	114	66	114	87	87		
Pabst Blue Ribbon	Vert %	0.7%	0.8%	0.6%	0.8%	1.4%	1.4%	1.0%	0.5%	0.6%	0.4%	0.3%	0.4%	0.4%	0.4%	1.2%	1.2%	
Index 100	116	120	82	119	204	203	148	68	85	63	49	53	68	64	179	179		
Samuel Adams	Vert %	2.2%	2.6%	1.7%	2.6%	2.7%	2.6%	2.9%	2.7%	2.0%	2.4%	2.4%	2.4%	1.0%	4.4%	4.0%	4.0%	
Index 100	125	122	78	123	133	133	93	123	93	122	101	47	65	188	188			
Shock Top	Vert %	0.8%	1.2%	0.9%	0.5%	1.1%	1.7%	1.4%	1.1%	1.3%	0.8%	0.5%	0.4%	0.3%	0.1%	0.9%	1.2%	
Index 100	159	121	135	61	138	184	116	161	68	40	51	119	47	119	119			
Yuengling	Vert %	1.8%	2.0%	2.0%	1.6%	2.0%	2.3%	1.8%	1.8%	1.7%	2.0%	1.8%	1.2%	1.1%	3.0%	3.0%		
Index 100	114	110	89	111	130	126	100	100	101	98	111	70	61	167	167			
Imported beer drink most often	Vert %	0.3%	0.3%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%	0.4%	0.4%	0.3%	0.1%	0.4%	0.4%		
Becks	Index 100	91	78	117	83	79	79	93	84	55	132	128	115	30	142	142		
Corona Extra	Vert %	3.6%	3.6%	2.4%	3.6%	4.1%	3.6%	3.6%	3.6%	2.7%	3.5%	2.7%	2.5%	1.1%	2.5%	4.4%		
Index 100	126	113	83	118	156	141	124	123	116	94	77	55	38	87	152	152		
Corona Light	Vert %	1.6%	2.3%	2.2%	1.0%	2.2%	2.5%	1.0%	2.2%	2.1%	1.2%	2.1%	1.8%	0.8%	2.2%	2.2%		
Index 100	143	135	83	158	64	134	64	134	73	112	49	112	49	140	140			
Dos Equis	Vert %	1.0%	1.5%	1.2%	0.6%	1.5%	2.6%	1.7%	0.6%	1.5%	1.0%	0.6%	1.5%	1.0%	1.1%	1.9%		
Index 100	183	118	59	142	250	164	58	140	93	62	148	90	68	103	184	184		
Fosters	Vert %	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%		
Index 100	119	124	79	122	141	116	50	84	133	94	148	116	80	86	162	162		
Guinness	Vert %	1.3%	1.6%	1.0%	1.6%	1.7%	2.3%	1.5%	1.8%	1.4%	1.2%	1.1%	0.9%	0.5%	0.8%	2.6%		
Index 100	120	125	123	123	114	109	112	109	112	72	40	87	72	40	160	160		
Heineken	Vert %	2.0%	2.5%	1.6%	2.5%	3.2%	2.8%	2.0%	2.9%	2.2%	1.6%	2.1%	1.5%	1.3%	1.6%	3.5%		
Index 100	140	112	78	122	157	137	99	99	109	77	103	75	66	80	169	169		
Labatt Blue	Vert %	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%	0.4%	0.5%	0.3%	0.6%	0.6%		
Index 100	96	84	105	95	95	93	130	100	90	128	81	104	59	60	133	133		
Modelo Especial	Vert %	0.8%	1.1%	0.8%	0.9%	1.7%	1.3%	0.9%	0.9%	0.7%	0.8%	0.4%	0.2%	0.2%	0.7%	1.2%		
Index 100	144	110	78	122	222	172	117	112	95	98	53	31	24	91	158	158		
Molson	Vert %	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%	0.1%	0.4%	0.4%		
Index 100	137	107	82	117	118	131	87	77	172	149	68	84	79	66	176	176		
Sol	Vert %	0.2%	0.2%	0.2%	0.1%	0.2%	0.3%	0.3%	0.3%	0.1%	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%		
Index 100	113	122	82	119	123	155	132	155	112	100	32	6	128	128	128			
Stella Artois	Vert %	1.4%	1.8%	1.0%	1.9%	2.7%	2.2%	1.7%	1.8%	1.6%	1.0%	1.5%	1.3%	0.4%	2.2%	2.2%		
Index 100	146	125	69	132	188	158	122	122	114	67	106	89	31	113	153	153		
Tecate	Vert %	0.4%	0.6%	0.3%	0.3%	0.7%	0.6%	0.4%	0.5%	0.3%	0.3%	0.2%	0.2%	0.1%	0.8%	0.8%		
Index 100	137	130	69	132	180	149	127	126	147	83	66	53	30	121	145	145		
Microbrew/craft beer drank past 30 days	Vert %	6.9%	7.9%	8.9%	5.3%	8.5%	9.1%	10.6%	7.5%	8.1%	9.4%	6.1%	5.2%	4.5%	2.6%	5.2%	12.2%	
Any microbrew/craft beer	Index 100	115	129	77	124	133	154	109	81	136	89	75	65	38	76	176	176	
Type of alcoholic beverage drink most often	Vert %	20.3%	18.7%	21.0%	20.4%													

U.S. Crosstabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	All Adults	No. Movies Attended at a Theater in Past 3 Months					Combined Age and Movie Attendance Groups										Sex of respondent	
		3+ Movies	1-2 Movies	Movie Did Not Attend	1+ movies (A+B)	18-34 & 3 or more times	18-34 & 1-2 times	19-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers		
U.S. Crosstabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan	100	32	99	103	97	94	91	102	96	105	103	96	101	105	100	96		
Index	100	32	99	103	97	94	91	102	96	105	103	96	101	105	100	96		
Vert %	10.9%	11.2%	10.8%	10.9%	11.0%	11.5%	10.5%	11.2%	10.9%	11.1%	10.5%	11.1%	10.8%	11.0%	12.1%	9.7%		
Index	100	102	99	100	100	106	96	103	100	102	96	102	99	101	111	89		
Vert %	28.7%	23.1%	23.3%	30.1%	23.2%	27.0%	27.2%	35.9%	21.2%	21.3%	29.1%	19.9%	20.9%	27.7%	19.8%	27.1%		
Index	100	87	87	113	101	102	131	101	79	80	109	75	77	104	74	101		
Coupons - frequency of use for other products/service (HHLI)	100	92	99	103	97	94	91	102	96	105	103	96	101	105	100	96		
More than once a week	7.2%	8.4%	7.6%	8.4%	8.3%	10.1%	8.0%	7.6%	10.1%	7.9%	7.0%	6.7%	6.3%	4.7%	8.6%	7.2%		
Index	100	129	104	113	113	138	109	104	138	107	96	92	86	65	117	108		
Once a week	6.4%	7.7%	7.1%	5.6%	7.3%	7.4%	7.6%	4.9%	8.0%	6.8%	5.9%	7.7%	6.7%	5.7%	7.3%	7.3%		
Index	100	120	110	87	114	115	119	76	125	106	92	119	104	86	113	114		
2 to 3 times a month	13.6%	16.6%	14.8%	12.0%	15.3%	17.3%	14.8%	12.8%	16.6%	14.9%	12.2%	15.1%	13.2%	11.2%	16.1%	14.4%		
Index	100	122	107	88	112	127	109	94	122	110	90	111	96	82	118	106		
Once a month	8.6%	8.7%	9.8%	7.7%	9.4%	8.6%	9.6%	7.8%	8.5%	10.3%	8.3%	9.4%	9.2%	6.9%	10.5%	8.3%		
Index	100	102	115	90	110	100	113	91	100	120	97	110	108	80	123	97		
Less than once a month	11.8%	11.6%	12.6%	11.3%	12.2%	10.6%	12.5%	11.8%	12.0%	12.9%	11.2%	12.5%	11.2%	11.2%	13.2%	11.1%		
Index	100	98	107	96	104	90	108	100	102	109	95	108	102	96	112	95		
Never	52.3%	46.0%	48.4%	57.0%	47.5%	46.0%	47.5%	55.2%	44.7%	47.3%	55.3%	48.5%	52.6%	60.4%	44.4%	50.9%		
Index	100	88	92	109	91	88	91	106	85	90	106	93	101	115	85	97		
How household usually obtains cents-off coupons (HHLI)	100	139	116	76	125	153	133	99	146	118	83	101	82	50	129	120		
E-mail	23.9%	33.3%	27.7%	18.1%	29.8%	36.6%	31.9%	23.7%	34.9%	28.1%	19.8%	24.1%	19.6%	11.9%	30.9%	28.5%		
Index	100	139	116	76	125	153	133	99	146	118	83	101	82	50	129	120		
Vert %	23.9%	33.3%	27.7%	18.1%	29.8%	36.6%	31.9%	23.7%	34.9%	28.1%	19.8%	24.1%	19.6%	11.9%	30.9%	28.5%		
In-store circulars	23.3%	24.9%	24.0%	22.5%	24.2%	19.7%	19.7%	17.5%	28.0%	26.1%	24.4%	26.9%	23.7%	25.8%	22.4%	22.4%		
Index	100	105	103	96	104	85	84	75	120	112	104	114	115	102	111	96		
Vert %	39.1%	43.4%	41.7%	36.0%	42.3%	44.9%	41.6%	36.4%	44.7%	42.9%	37.8%	38.1%	39.0%	33.4%	45.4%	38.9%		
In-store coupons	39.1%	43.4%	41.7%	36.0%	42.3%	44.9%	41.6%	36.4%	44.7%	42.9%	37.8%	38.1%	39.0%	33.4%	45.4%	38.9%		
Index	100	111	107	92	108	115	106	93	114	110	97	98	100	85	116	99		
Internet sites/apps	14.8%	19.3%	18.4%	10.9%	18.7%	24.0%	24.1%	17.0%	19.9%	18.2%	11.8%	9.5%	8.6%	5.4%	18.4%	19.1%		
Index	100	131	125	74	127	162	163	115	135	123	80	64	58	36	124	130		
Magazines	15.1%	17.3%	15.3%	14.2%	16.0%	16.0%	13.7%	12.4%	16.0%	13.9%	12.9%	22.4%	21.4%	17.2%	18.8%	13.0%		
Index	100	115	101	94	106	106	90	82	106	92	86	148	142	114	124	86		
Vert %	32.5%	36.5%	35.2%	29.5%	35.7%	35.9%	34.9%	29.7%	36.8%	35.1%	30.3%	37.1%	35.7%	28.5%	36.7%	34.5%		
Index	100	112	108	91	110	110	107	91	113	108	93	114	110	88	113	106		
Preferred customer card/loyalty card	26.4%	31.8%	29.5%	22.6%	30.4%	31.0%	29.3%	23.1%	34.3%	31.3%	24.8%	28.4%	25.9%	19.5%	33.7%	26.7%		
Index	100	120	112	86	115	117	111	87	130	118	94	107	98	74	127	101		
Product packages	16.1%	16.9%	17.4%	15.0%	17.2%	15.0%	16.5%	13.7%	19.4%	18.4%	16.2%	15.6%	16.4%	14.4%	19.9%	14.2%		
Index	100	105	108	93	107	93	103	85	120	115	101	102	89	102	124	88		
QR code (mobile device barcode)	2.5%	4.4%	3.0%	1.5%	3.5%	5.5%	4.1%	2.6%	5.0%	2.9%	1.7%	1.0%	0.9%	0.5%	4.0%	2.9%		
Index	100	176	119	61	140	221	167	105	201	119	67	42	38	21	161	117		
Vert %	40.1%	43.3%	40.3%	38.9%	41.4%	35.0%	31.9%	29.1%	45.0%	41.4%	38.3%	55.4%	53.1%	48.6%	45.0%	37.4%		
Sunday newspaper	7.9%	13.2%	9.4%	5.0%	10.8%	17.9%	13.6%	9.9%	13.3%	9.4%	5.3%	4.1%	2.2%	1.2%	13.0%	8.3%		
Index	100	157	120	64	137	227	172	126	160	119	67	52	27	15	165	106		
Vert %	18.2%	20.1%	17.5%	18.0%	18.4%	18.9%	15.7%	15.8%	17.8%	15.6%	15.3%	26.6%	25.4%	22.9%	18.1%	18.8%		
Index	100	110	96	99	101	104	86	86	98	86	84	146	139	126	99	103		
Other source	4.8%	4.7%	4.8%	4.8%	4.7%	5.1%	5.0%	5.3%	4.7%	5.2%	4.8%	3.7%	3.6%	4.3%	4.5%	5.1%		
Index	100	98	101	100	100	107	105	111	99	108	102	78	76	90	94	107		
Never use coupons	23.7%	19.7%	20.3%	27.1%	20.1%	22.9%	23.6%	31.6%	17.8%	18.6%	26.1%	17.4%	18.0%	25.2%	16.5%	24.1%		
Index	100	83	86	115	85	97	101	134	75	79	110	73	76	107	70	102		