

Scarborough

PRIME Lingo-Crosstab Report

Market/Release: Scarborough USA+ 2014 Release 2 Total (Aug 2013 - Sep 2014)

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

	Target %	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 Movie	1+ movies (A-B)	18-34 & 3 or more times	18-34 & 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											
Base Total	Index	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%	100.0%	100.0%							
Combined Broadcast & Cable TV (by program type)																												
Comedies	Target %	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	118	107	89	89	131	131	107	119	109	96	93	81	67	109	111	114											
Court shows	Target %	17.4%	14.8%	14.8%	17.6%	15.1%	15.1%	13.1%	14.6%	19.0%	14.8%	17.9%	18.2%	18.7%	18.4%	19.6%	12.4%											
	Index	104	88	88	108	94	94	88	89	115	107	110	101	110	107	111	75											
Daytime soap operas	Target %	8.5%	7.7%	7.2%	9.7%	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	90	85	85	113	87	51	51	71	99	94	113	116	125	143	130	38											
Daytime talk shows	Target %	15.1%	16.1%	13.5%	15.7%	14.5%	12.0%	10.9%	12.0%	16.9%	12.9%	14.3%	22.3%	20.8%	20.9%	20.9%	7.4%											
	Index	167	167	99	164	156	99	79	92	112	92	147	156	156	156	156	49											
Documentaries	Target %	35.1%	42.0%	37.4%	33.1%	39.1%	39.7%	35.9%	30.5%	41.3%	37.4%	34.8%	47.5%	40.3%	33.0%	34.1%	44.6%											
	Index	116	104	104	92	108	110	100	84	115	104	96	132	112	92	96	124											
Dramas	Target %	39.8%	51.7%	43.3%	33.4%	46.4%	44.6%	35.9%	51.9%	43.5%	35.2%	52.7%	40.6%	39.3%	51.9%	40.3%												
	Index	130	109	109	84	117	128	112	110	109	88	132	102	102	74	130	101											
Game shows	Target %	27.9%	24.0%	24.0%	25.8%	25.1%	26.9%	22.5%	21.6%	25.8%	22.0%	23.2%	23.7%	31.6%	32.1%	27.3%	22.7%											
	Index	106	94	94	101	106	106	85	85	101	88	91	117	124	128	107	89											
Kids shows	Target %	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%	16.4%											
	Index	83	119	119	83	118	152	166	160	125	122	86	32	24	23	141	92											
Late night talk	Target %	16.2%	21.9%	17.3%	13.0%	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	135	107	107	84	117	133	109	86	137	107	87	138	107	79	113	122											
Local news - evening	Target %	48.6%	43.5%	44.3%	53.0%	44.0%	39.0%	30.2%	35.4%	45.6%	44.9%	51.0%	68.2%	68.4%	46.0%	41.8%												
	Index	90	91	91	109	91	61	62	73	94	92	105	134	141	141	95	86											
Local news - late	Target %	25.3%	25.9%	24.6%	25.9%	25.1%	22.9%	20.2%	27.6%	28.0%	26.2%	28.8%	29.2%	28.6%	25.7%	24.4%												
	Index	102	97	101	101	99	89	80	90	103	103	114	115	112	102	96												
Local news - morning	Target %	40.8%	38.4%	37.3%	43.4%	37.7%	28.7%	27.3%	29.8%	42.6%	39.6%	44.7%	50.2%	44.7%	34.4%	34.4%												
	Index	95	92	92	107	99	69	67	73	105	102	110	120	110	107	85												
Movies	Target %	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%	64.3%	74.0%	75.6%											
	Index	121	107	107	88	126	126	119	96	119	106	90	113	98	81	111	113											
Music videos	Target %	19.7%	19.7%	19.7%	12.4%	17.2%	21.4%	24.2%	21.2%	17.2%	13.0%	12.0%	6.2%	5.9%	17.2%	17.2%	17.2%											
	Index	134	106	106	84	116	144	165	144	117	88	49	49	43	49	117	116											
Mystery/suspense/thriller	Target %	42.4%	43.8%	43.8%	38.4%	46.5%	50.0%	40.9%	35.1%	50.4%	43.9%	38.9%	55.5%	48.9%	40.1%	49.7%	43.0%											
	Index	118	103	103	91	110	126	96	83	119	103	92	131	111	94	117	101											
National network news	Target %	27.9%	30.1%	27.3%	27.4%	28.3%	19.1%	17.2%	17.9%	31.5%	27.7%	25.2%	44.9%	37.2%	26.5%	30.4%												
	Index	108	98	102	98	102	64	47	64	115	90	86	130	101	86	109												
Novelas	Target %	4.8%	6.8%	5.0%	4.3%	5.3%	6.9%	6.7%	5.6%	6.3%	4.9%	4.8%	3.0%	2.4%	2.7%	3.2%												
	Index	122	144	105	111	131	144	140	115	131	102	100	62	57	51	67												
Reality - adventure	Target %	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	113	108	108	92	109	128	109	107	115	118	100	79	79	70	108	110											
Reality - dating	Target %	6.8%	9.8%	7.9%	4.7%	6.8%	12.7%	12.7%	6.1%	9.2%	8.4%	3.1%	1.9%	4.1%	4.1%	4.1%												
	Index	150	118	118	71	130	228	191	139	126	93	65	53	29	29	191	62											
Reality - talent	Target %	16.5%	21.9%	18.6%	13.3%	19.8%	23.3%	19.3%	16.0%	22.6%	19.3%	13.8%	18.1%	15.0%	10.7%	24.0%	15.1%											
	Index	133	141	113	80	120	141	119	97	137	110	84	110	91	65	146	92											
Religious	Target %	12.1%	11.2%	10.8%	13.3%	11.0%	7.9%	6.8%	8.0%	13.5%	11.7%	12.1%	13.6%	16.0%	16.7%	13.3%	8.4%											
	Index	92	90	90	109	90	66	66	66	111	102	90	102	112	102	102	86											
Science fiction	Target %	22.8%	30.7%	23.9%	19.3%	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	135	105	105	85	116	118	118	109	138	109	92	84	72	64	84	151											
Sports	Target %	44.0%	48.4%	44.5%	42.0%	45.9%	45.2%	41.1%	38.8%	50.4%	46.1%	42.3%	50.4%	46.8%	44.1%	34.2%	58.9%											
	Index	110	101	101	96	104	103	94	88	115	105	96	115	106	100	78	134											
Satellite TV	Target %	29.3%	23.8%	24.8%	26.4%	24.4%	20.6%	21.7%	22.2%	26.8%	27.2%	27.9%	24.8%	24.8%	24.4%	24.4%	24.4%											
	Index	93	86	96	104	96	81	86	88	108	108	110	90	96	107	96	96											
Spanish Language Broadcast Television																												
Spanish Language - Daytime	Target %	4.7%	4.9%	5.2%	4.4%	5.0%	5.3%	6.8%	5.2%	5.3%	5.4%	5.3%	1.6%	2.0%	2.8%	6.1%	3.8%											
	Index	100	100	111	84	106	112	145	110	110	114	112	114	34	40	60	80											
Spanish Language - Primetime	Target %	5.4%	5.3%	6.1%	5.1%	6.0%	6.4%	7.6%	6.0%	6.8%	6.2%	2.6%	6.0%	6.0%	4.6%	6.0%												
	Index	98	112	132	93	107	117	140	110	114	119	113	34	44	55	127	84											
Radio Formats																												
Newstalk	Target %	21.3%	22.6%	21.6%	20.7%	22.0%	9.7%	10.0%	9.6%	26.1%	25.1%	21.3%	39.3%	34.2%	27.9%	17.7%	26.6%											
	Index	106	101	101	97	102	46	46	46	118	122	101	188	131	101	85	125											
Urban	Target %	28.8%	35.0%	31.2%	24.7%	32.6%	45.9%	40.6%	36.5%	32.7%	29.2%	11.8%	31.2%	8.8%	35.1%	29.8%												
	Index	122	109	109	86	114	160	142	136	128	114	102	41	39	31	123	104											
Adult Contemporary, Country and Rock	Target %	48.6%	50.5%	50.6%	46.7%	51.8%	51.0%	51.0%	56.6%	56.2%	55.0%	38.1%	36.9%	49.8%	51.9%													
	Index	104	104	104	96	104	108	105	105	116	116	113	74	68	102	106												
Spanish	Target %	9.8%	9.5%	9.9%	6.9%	9.2%	10.1%	9.8%	9.8%	9.3%	9.1%	8.0%	3.2%	2.9%	3.0%	9.0%												
	Index	118	113	113	86	107	115	122	122	116	100	100	40	36	39	116	113											
Sports	Target %	9.8%	11.0%	10.5%	9.0%	10.6%	7.0%	7.5%	7.5%	14.5%	13.2%	11.2%	11.1%	9.5%	7.4%	5.1%	16.8%											
	Index	112	107	107	82</																							

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Market/Release: Scarborough USA+ 2014 Release 2 Total (Aug 2013 - Sep 2014)

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

		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 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	
Base Total	Target %	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%
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Index	100	140	106	82	119	112	98	82	134	103	72	203	148	93			
Digital Advertising (Display & Pre-Roll)																		
National News Websites	Target %	27.7%	36.4%	30.7%	22.7%	32.8%	36.8%	30.6%	39.8%	33.6%	24.0%	28.9%	24.2%	16.9%	28.5%	37.5%		
	Index	100	132	111	82	119	133	110	144	121	90	104	87	61	103	136		
National + Local Sports Websites	Target %	19.2%	25.1%	21.4%	15.7%	22.9%	28.6%	23.3%	21.9%	25.9%	22.2%	17.1%	17.3%	13.9%	9.8%	12.3%	34.4%	
	Index	100	131	140	82	119	149	121	112	135	121	89	90	89	64	179		
Mobile (impressions purchased per website)	Target %	46.4%	62.5%	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	181	130	135	122	82	60	49	24	125	128		
Hulu	Target %	5.7%	10.1%	6.4%	3.6%	7.8%	16.1%	10.8%	7.8%	8.3%	4.9%	3.4%	2.9%	2.0%	1.0%	7.3%	8.3%	
	Index	100	178	113	64	137	282	190	137	145	87	59	51	35	17	126	147	
Pandora (Autoplay Video)	Target %	15.5%	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	Target %	57.3%	68.7%	66.2%	47.6%	67.2%	83.2%	80.9%	70.1%	67.4%	65.6%	50.6%	44.6%	40.8%	27.4%	70.4%	63.6%	
	Index	100	120	116	83	117	145	141	122	118	115	88	78	48	48	123	111	
Twitter	Target %	11.8%	18.9%	14.4%	7.7%	16.0%	28.6%	23.4%	16.6%	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	101	62	34	31	16	128	144	
Google, Yahoo!, Bing	Target %	75.4%	86.0%	83.3%	66.8%	84.3%	93.5%	91.4%	83.9%	87.0%	84.6%	73.0%	70.2%	65.4%	48.6%	83.5%	85.1%	
	Index	100	114	110	89	112	124	121	111	115	112	97	93	87	62	111	113	
YouTube	Target %	43.5%	56.1%	50.0%	34.9%	52.3%	73.9%	66.6%	57.6%	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																		
Outdoor Digital Signage/Display and billboards	Target %	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	84	116	125	113	94	132	126	99	99	80	58	99	135	
Outdoor Transit Ads (Buses, Light Rail, etc)	Target %	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	125	102	90	111	148	136	131	120	90	81	85	68	58	106	115	
NASCAR car sponsorship/ Sprint Cup races	Target %	16.2%	13.5%	13.8%	18.7%	13.7%	12.2%	10.8%	14.0%	14.7%	15.3%	20.9%	13.5%	15.5%	19.2%	10.0%	17.8%	
	Index	100	83	85	115	84	76	66	87	91	95	129	84	96	119	62	110	
Theater																		
Movie Theater ads	Target %	26.8%	82.8%	38.0%	0.0%	54.4%	81.5%	37.7%	0.0%	83.0%	37.8%	0.0%	84.0%	39.2%	0.0%	53.3%	55.9%	
	Index	100	308	142	0	203	304	140	0	310	141	0	313	146	0	189	207	

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