

Movie Audiences and Attendance Campaign (MAAAC)
Media Planning Costs and Audiences

	No. Movies Attended at a Theater in Past 3 Months								Combined Age and Movie Attendance Groups															Sex of respondent							
	3+ Movies (A)		1-2 Movies (B)		Did Not Attend Movie		1+ movies (A+B)		A1834 & 3 or more times		A1834 & 1-2 times		A1834 & None		A3559 & 3 or more times		A3559 & 1-2 times		A3559 & None		A60+ & 3 or more times		A60+ & 1-2 times		A60+ & None		Female Movie-Goers		Male Movie-Goers		
	Avg Planning Costs per 1000 impressions (CPM)	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index	As Horz% of Media Audience	Index
TELEVISION (:30)																															
Combined Broadcast & Cable TV (by program type)																															
Comedies	\$18	21.3%	118	33.6%	107	45.0%	89	55.0%	111	9.0%	131	13.2%	120	13.2%	107	8.8%	119	15.5%	109	20.4%	96	3.5%	93	4.9%	81	11.4%	67	28.3%	109	26.6%	114
Court shows	\$6	18.9%	104	27.4%	88	53.7%	106	46.3%	94	6.2%	91	8.6%	78	10.8%	88	8.5%	115	12.7%	89	23.0%	107	4.1%	110	6.1%	101	20.0%	118	28.7%	111	17.5%	75
Daytime soap operas	\$8	16.3%	90	26.5%	85	57.2%	113	42.8%	87	4.6%	67	5.6%	51	8.7%	71	7.4%	99	13.3%	94	24.1%	113	4.4%	116	7.6%	125	24.3%	143	33.8%	130	9.0%	38
Daytime talk shows	\$7	19.3%	107	28.0%	89	52.8%	104	47.2%	96	5.5%	79	7.9%	72	9.8%	79	8.3%	112	11.7%	82	20.2%	94	5.5%	147	8.4%	138	22.8%	135	35.9%	138	11.4%	49
Documentaries	\$5	21.0%	116	32.5%	104	46.5%	92	53.5%	108	7.6%	110	11.0%	100	10.4%	84	8.5%	115	14.7%	104	20.6%	96	4.9%	132	6.8%	112	15.5%	92	24.5%	95	28.9%	124
Dramas	\$12	23.5%	130	34.0%	109	42.5%	84	57.5%	117	8.8%	128	12.3%	112	11.1%	90	9.7%	130	15.5%	109	18.9%	88	5.0%	132	6.2%	102	12.5%	74	33.8%	130	23.7%	101
Game shows	\$4	19.2%	106	29.5%	94	51.3%	101	48.7%	99	7.3%	106	9.7%	88	10.5%	85	7.5%	101	12.3%	86	19.5%	91	4.4%	117	7.5%	124	21.4%	126	27.8%	107	20.9%	89
Kids shows	\$6	20.9%	116	37.1%	119	42.0%	83	58.0%	118	10.5%	152	18.3%	166	19.7%	160	9.3%	125	17.3%	122	18.3%	86	1.2%	32	1.5%	24	3.9%	23	36.6%	141	21.4%	92
Late night talk	\$9	24.3%	135	33.3%	107	42.3%	84	57.7%	117	9.2%	133	12.0%	109	10.5%	85	10.0%	135	15.2%	107	18.7%	87	5.2%	138	6.1%	100	13.1%	78	29.2%	113	28.5%	122
Local news - evening	\$10	16.2%	90	28.5%	91	55.3%	109	44.7%	91	4.2%	61	6.8%	62	9.0%	73	7.0%	94	13.1%	92	22.5%	105	5.0%	134	8.6%	141	23.9%	141	24.6%	95	20.1%	86
Local news - late	\$12	18.5%	102	30.4%	97	51.1%	101	48.9%	99	6.1%	89	8.8%	80	9.8%	80	8.1%	109	14.6%	103	22.1%	103	4.3%	114	7.0%	115	19.2%	113	26.4%	102	22.5%	96
Local news - morning	\$7	17.1%	95	28.8%	92	54.1%	107	45.9%	93	4.8%	69	7.4%	67	9.1%	73	7.8%	105	13.9%	98	23.6%	110	4.5%	120	7.5%	124	21.5%	127	26.0%	100	19.8%	85
Movies	\$5	21.8%	121	33.4%	107	44.8%	88	55.2%	112	8.7%	126	12.4%	113	11.8%	96	8.9%	119	15.0%	106	19.2%	90	4.2%	113	6.0%	98	13.8%	81	28.7%	111	26.5%	113
Music videos	\$10	24.2%	134	33.2%	106	42.6%	84	57.4%	116	13.6%	197	18.1%	165	17.7%	144	8.7%	117	12.5%	88	18.1%	85	1.9%	50	2.6%	43	6.8%	40	30.3%	117	27.1%	116
Mystery/suspense/crime	\$12	21.8%	121	32.3%	103	45.9%	91	54.1%	110	8.1%	118	10.6%	96	10.2%	83	8.8%	119	14.7%	103	19.6%	92	4.9%	131	7.0%	115	16.0%	94	30.4%	117	23.7%	101
National/network news	\$11	19.5%	108	30.7%	98	49.9%	98	50.1%	102	4.7%	69	6.8%	62	7.9%	64	8.4%	113	14.1%	99	19.3%	90	6.4%	170	9.8%	161	22.6%	133	24.6%	95	25.5%	109
Novelas	\$31	22.0%	122	32.9%	105	45.1%	89	54.9%	111	9.9%	144	15.4%	140	14.2%	115	9.7%	131	14.5%	102	21.3%	100	2.3%	62	3.1%	51	9.6%	57	39.1%	151	15.7%	67
Reality - adventure	\$14	20.3%	113	33.3%	106	46.4%	92	53.6%	109	8.8%	128	12.0%	109	13.2%	107	8.5%	115	16.7%	118	21.4%	100	3.0%	79	4.6%	75	11.8%	70	28.0%	108	25.6%	110
Reality - dating	\$17	27.1%	150	37.0%	118	35.9%	71	64.1%	130	15.7%	228	21.0%	191	17.1%	139	9.4%	126	13.1%	93	13.9%	65	2.0%	53	2.8%	47	4.9%	29	49.6%	191	14.4%	62
Reality - talent	\$15	24.0%	133	35.2%	113	40.8%	80	59.2%	120	9.7%	141	13.1%	119	12.0%	97	10.2%	137	16.6%	117	17.9%	84	4.1%	110	5.5%	91	10.9%	65	37.8%	146	21.5%	92
Religious (adjacencies only)	\$3	16.7%	92	27.9%	89	55.5%	109	44.5%	90	4.2%	62	6.2%	56	8.1%	66	8.2%	111	13.7%	96	21.3%	99	4.2%	112	8.0%	132	26.1%	154	28.4%	109	16.2%	69
Science fiction	\$13	24.3%	135	32.8%	105	42.9%	85	57.1%	116	10.7%	155	12.9%	118	12.3%	100	10.2%	138	15.5%	109	19.7%	92	3.4%	91	4.4%	72	10.9%	64	21.8%	84	35.3%	151
Sports	\$23	19.9%	110	31.7%	101	48.5%	96	51.5%	104	7.1%	103	10.3%	94	10.9%	88	8.5%	115	14.9%	105	20.6%	96	4.3%	115	6.5%	106	17.0%	100	20.2%	78	31.3%	134
Satellite TV	\$9	16.9%	93	30.7%	98	52.5%	104	47.5%	96	5.6%	81	9.4%	86	10.8%	88	7.9%	106	15.3%	108	23.6%	110	3.4%	90	5.9%	98	18.1%	107	25.0%	96	22.5%	96
Spanish Language Broadcast Television																															
Mix of daytime and news	\$22	17.4%	96	34.9%	111	47.8%	94	52.2%	106	7.7%	112	16.0%	145	13.6%	110	8.4%	113	16.2%	114	24.0%	112	1.3%	34	2.6%	44	10.2%	60	33.5%	129	18.7%	80
Primetime	\$31	17.8%	98	35.0%	112	47.2%	93	52.8%	107	8.1%	117	15.4%	140	13.6%	110	8.4%	114	16.9%	119	24.3%	113	1.3%	34	2.7%	44	9.4%	55	33.0%	127	19.7%	84
RADIO (:60)																															
Radio Formats (mix of drive time & primetime)																															
News talk	\$23	19.2%	106	31.7%	101	49.1%	97	50.9%	103	3.1%	46	5.2%	47	5.6%	45	9.1%	123	16.8%	118	21.3%	100	6.9%	185	9.8%	161	22.2%	131				
Urban	\$26	22.1%	122	34.1%	109	43.8%	86	56.2%	114	11.1%	160	15.6%	142	16.8%	136	9.5%	128	16.2%	114	21.8%	102	1.5%	41	2.4%	39	5.2%	31				
Contemporary, Country and Rock	\$23	18.7%	104	32.6%	104	48.7%	96	51.3%	104	7.3%	106	11.5%	105	12.9%	105	8.6%	116	16.4%	116	24.2%	113	2.8%	74	4.6%	76	11.6%	68				
Spanish	\$24	21.3%	118	35.2%	113	43.5%	86	56.5%	115	10.8%	157	16.5%	150	15.4%	125	9.0%	122	16.5%	116	21.4%	100	1.5%	40	2.2%	36	6.6%	39				
Sports	\$29	20.2%	112	33.3%	107	46.5%	92	53.5%	108	4.9%	71	8.4%	76	9.4%	76	11.0%	134	24.3%	114	7.2%	113	4.2%	113	5.9%	97	12.8%	75				
80's Hits	\$22	23.9%	132	34.1%	109	42.1%	83	57.9%	117	10.7%	156	11.1%	101	6.3%	51	12.5%	168	20.6%	145	31.8%	149	0.7%	17	2.4%	40	3.9%	23		95	33.2%	142
Alternative	\$23	24.3%	134	37.2%	119	38.6%	76	61.4%	125	15.7%	228	21.7%	197	20.6%	167	8.0%	108	14.7%	103	16.3%	76	0.5%	14	0.8%	13	1.7%	10	28.3%	109	33.2%	142
Blues	\$31	6.0%	33	18.3%	58	75.7%	149	24.3%	49	0.0%	0	0.0%	0	0.0%	0	4.9%	66	10.9%	77	41.9%	196	1.1%	30	7.4%	122	33.7%	199	12.8%	49	11.6%	49
Christian Adult Contemporary	\$26	22.9%	127	37.9%	121	39.2%	77	60.8%	123	6.8%	99	12.3%	112	11.4%	93	13.6%	183	21.3%	150	22.2%	104	2.5%	66	4.4%	72	5.6%	33	37.3%	144	23.5%	101
Classic Rock	\$23	18.7%	104	33.3%	106	48.0%	95	52.0%	105	6.1%	89	10.4%	95	11.4%	92	10.8%	145	20.0%	141	30.2%	141	1.8%	48	2.9%	47	6.5%	38	20.4%	79	31.5%	135
Classical	\$29	20.4%	113	32.7%	104	47.0%	93	53.0%	107	4.6%	66	8.9%	81	7.1%	57	6.5%	87	12.9%	90	15.3%	71	9.3%	249	10.9%	180	24.7%	145	25.7%	99	27.4%	117
Jazz	\$24	22.7%	126	32.9%	105	44.4%	88	55.6%	113	4.2%	61	8.2%	74	5.3%	43	9.6%	129	14.0%	98	19.7%	92	8.9%	237	10.7%	177	19.5%	115	25.0%	97	30.5%	130
Oldies	\$22	16.7%	92	29.0%	93	54.3%	107	45.7%	93	4.0%	59	5.7%	52	6.1%	49	7.3%	99	14.3%	101	24.8%	116	5.3%	142	9.0%	148	23.4%	138	22.7%			