

Selected Directory of Rows			
Movie attendance behaviors: 14 - 52	TV/Cable networks: 1429 - 1474	Age: 2098 - 2125	
Media vehicles (from CPM sheet): 53 - 186	Quintiles: 1745 - 1876	Sex: 2290 - 2294	
Internet sites visited: 337 - 463	Radio formats: 1877 - 2001	Sports events attended: 2569 - 2775	

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 Did Not Attend	1+ movies (A+B)	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	
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%	
Vert %		18.1%	31.3%	50.7%	49.3%	49.3%	18.1%	24.1%	11.0%	7.4%	14.2%	3.7%	6.1%	17.0%	2.5%	23.4%	23.4%	
Horz %		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	18,034	34,615	51,943	9,099	14,758	41,203	63,016	56,861	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%	0	61.2%	0.0%	0.0%	62.5%	0.0%	0.0%	62.0%	0.0%	39.9%	38.6%
	Index	100	0	320	0	203	0	0	316	0	0	323	0	0	320	0	206	199
2 times	Vert %	0.0%	0.0%	38.1%	0.0%	0.0%	0.0%	0.0%	24.1%	0.0%	0.0%	37.9%	0.0%	0.0%	37.0%	0.0%	24.0%	24.9%
	Index	100	0	320	0	203	0	0	328	0	0	315	0	0	319	0	201	204
3 times	Vert %	7.7%	42.4%	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%	15.6%
	Index	100	564	0	0	203	541	0	0	573	0	0	539	0	0	201	204	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%	21.5%
	Index	100	564	0	0	203	563	0	0	540	0	0	564	0	0	199	207	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%	0.0%
	Index	100	0	0	197	0	0	0	197	0	0	197	0	0	197	0	0	0
No. of times attended movie at a theater past 36 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%	34.7%
	Index	100	203	202	0	203	201	201	0	210	202	0	192	206	0	195	212	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%	12.0%
	Index	100	413	81	0	203	416	79	0	413	79	0	410	92	0	203	202	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%	4.2%
	Index	100	564	0	0	203	548	0	0	525	0	0	623	0	0	216	187	187
4 times or more	Vert %	12.2%	12.2%	0.0%	0.0%	4.3%	11.4%	0.0%	0.0%	12.1%	0.0%	0.0%	14.1%	0.0%	0.0%	4.4%	4.5%	4.5%
	Index	100	564	0	0	203	515	0	0	548	0	0	636	0	0	200	205	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%	22	60.7%	100.0%	46.7%	44.5%
	Index	100	24	85	137	62	25	86	137	23	85	137	22	83	137	64	81	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%	12.7%	7.0%	1.0%	14.7%	16.1%
	Index	100	241	172	30	172	295	170	295	170	295	170	295	170	164	165	164	164
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%	43.6%
	Index	100	185	152	38	164	189	167	63	185	140	40	177	128	17	159	169	169
After the second week	Vert %	23.2%	28.0%	39.6%	11.3%	34.6%	34.6%	28.1%	14.4%	28.1%	23.1%	12.6%	45.8%	7.3%	38.9%	33.6%	33.6%	33.6%
	Index	100	121	171	49	153	100	149	62	124	177	54	154	198	32	159	148	148
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%	6.4%
	Index	100	7	22	181	16	4	17	152	6	21	177	12	35	207	18	15	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%	68.5%
	Index	100	118	107	89	111	131	120	107	119	109	96	93	81	67	109	114	114
Court shows	Vert %	17.4%	17.4%	17.4%	15.1%	17.4%	17.4%	13.1%	17.4%	19.1%	14.1%	17.4%	18.4%	18.4%	18.4%	18.4%	18.4%	18.4%
	Index	100	104	88	106	94	91	78	88	115	89	107	110	101	118	111	75	75
Daytime soap operas	Vert %	8.8%	7.7%	7.2%	9.7%	7.4%	5.7%	4.3%	6.1%	8.8%	8.0%	9.6%	9.9%	10.7%	12.3%	11.2%	3.3%	3.3%
	Index	100	80	85	113	87	51	37	51	97	113	94	125	143	163	90	38	38
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%	20.8%	20.3%	20.9%	7.4%	7.4%
	Index	100	107	89	104	96	79	72	79	112	82	94	147	138	135	138	49	49
Documentaries	Vert %	36.1%	42.0%	37.4%	33.1%	38.1%	39.7%	35.9%	39.7%	41.3%	37.4%	34.9%	40.3%	37.5%	33.0%	34.1%	44.6%	44.6%
	Index	100	116	104	92	108	110	100	84	115	104	96	132	112	92	95	124	124
Dramas	Vert %	39.8%	51.7%	43.3%	34.4%	46.4%	51.0%	44.6%	35.9%	51.9%	43.5%	35.2%	40.6%	29.3%	51.9%	40.3%	31.9%	31.9%
	Index	100	130	109	84	117	128	112	84	130	109	88	102	102	130	104	101	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%	22.7%
	Index	100	106	94	101	99	106	88	85	101	86	91	117	124	126	107	89	89
Kids shows	Vert %	17.9%	20.7%	21.2%	14.8%	21.0%	27.2%	29.7%	28.6%	22.5%	21.8%	15.3%	5.7%	4.3%	4.2%	25.2%	15.4%	15.4%
	Index	100	116	119	80	119	160	160	160	122	122	86	24	32	41	23	107	107
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%	19.7%
	Index	100	135	107	84	117	133	109	85	135	107	87	138	100	78	113	122	122
Local news - evening	Vert %	43.8%	43.8%	44.2%	53.0%	44.0%	29.5%	30.2%	35.4%	45.0%	44.9%	51.0%	65.2%	68.6%	68.3%	46.0%	41.8%	41.8%
	Index	100	91	100	91	100	62	73	94	101	86	91	117	124	126	107	89	89
Local news - late	Vert %	25.3%	25.9%	24.6%	25.9%	25.1%	22.5%	20.3%	20.2%	27.6%	26.0%	26.2%	28.8%	29.2%	28.6%	25.7%	24.4%	24.4%
	Index	100	102	97	101	99	80	80	80	109	113	110	113	102	103	103	114	114
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%	48.8%	50.2%	51.5%	40.7%	34.4%	34.4%
	Index	100	95	92	107	93	69	67	73	105	98	110	120	124	127	100	85	85
Movies	Vert %	66.8%	80.7%	71.3%	59.1%	74.4%	84.4%	75.4%	63.9%	79.8%	70.4%	60.4%	76.8%	65.6%	54.3%	74.0%	75.8%	75.8%
	Index	100	121	107	88	112	106	113	96	118	117	106	131	127	127	111	113	113
Music videos	Vert %	14.7%	19.7%	15.7%	12.4%	17.2%	29.1%	24.3%	21.2%	17.3%	13.0%	12.5%	7.4%	6.3%	5.9%	17.2%	17.1%	17.1%
	Index	100	134	106	84	116	144	116	105	116	85	80	43	50	43	117	104	104
Mystery/suspense/crime	Vert %	42.4%	51.3%	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%	43.0%
	Index	100	121	103	91	110	118	96	83	119	103	92	131	115	94	117	101	101
National/network news	Vert %	27.9%	30.1%	27.3%	27.4%	28.3%	19.1%	17.2%	17.2%	31.9%	27.7%	25.2%	44.9%	47.5%	44.9%	26.5%	30.6%	30.6%
	Index	100	98	108	98	102	69	64	64	113	99	90	170	161	133	95	109	109
Novelas	Vert %	4.8%	5.8%	5.0%	4.3%	5.3%	6.9%	6.7%	5.5%	6.3%	4.9%	4.8%	3.0%	2.4%	2.7%	7.2%	3.2%	3.2%
	Index	100	122	105	92	102	115	110	110	131	115	110	62	51	62	117	87	87
Reality - adventure	Vert %	18.1%	20.4%	19.3%	16.6%	19.7%	23.2%	19.8%	19.4%	20.9%	18.2%	14.4%	13.7%	12.6%	19.6%	19.9%	19.9%	19.9%
	Index	100	113	106	92	109	128	109	107	115	118	100	79	75	70	108	110	110
Reality - dating	Vert %	9.8%	9.8%	9.7%	8.7%	8.7%	12.7%	9.4%	15.2%	8.4%	6.1%	4.7%	3.5%	3.1%	1.9%	12.1%	6.1%	6.1%
	Index	100	118	110	71	130	228	191	139	129	139	65	63	47	29</			

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

U.S. Crosstabulations 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								
Satellite Radio	Vert %	19.2%	23.5%	20.5%	16.5%	21.9%	20.7%	16.4%	14.1%	25.0%	13.2%	18.7%	25.2%	22.1%	15.6%	15.6%	19.1%	24.2%							
	Index	100	123	109	74	114	104	86	74	135	124	97	131	116	81	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%								
PBS non-political underwriting announcement	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																									
National Newspaper (print edition, M-F)	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-Roll)																									
National News Websites	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	97	144	121	90	104	87	61	103	136								
National + Local Sports Websites	Vert %	19.2%	25.1%	21.4%	15.7%	22.8%	23.3%	21.7%	17.3%	25.9%	23.2%	17.3%	33.9%	28.6%	19.3%	34.9%	42.3%								
	Index	100	131	112	82	119	149	121	112	135	121	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	161	130	135	111	66	50	49	24	128	138								
Hulu	Vert %	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	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%	71.1%	67.4%	65.8%	50.6%	44.6%	40.8%	27.4%	70.4%	63.8%								
	Index	100	120	116	83	117	145	141	122	115	88	78	71	48	31	123	111								
Twitter	Vert %	11.8%	18.9%	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	101	62	34	31	16	128	144								
Google, Yahoo!, Bing	Vert %	80.0%	83.0%	83.0%	66.8%	84.3%	84.3%	83.0%	83.0%	84.5%	84.5%	83.0%	70.2%	65.1%	46.6%	83.5%	85.1%								
	Index	100	114	110	89	112	124	121	111	115	112	97	93	87	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																									
Outdoor Digital Signage/Display and billboards	Vert %	20.0%	24.5%	22.5%	16.8%	23.3%	25.0%	22.7%	18.8%	24	26.5%	25.1%	19.9%	19.9%	16.1%	11.8%	27.0%								
	Index	100	123	113	80	113	125	94	82	99	113	99	85	89	64	99	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%	10.8%	13.7%	10.8%	14.0%	14.7%	15.3%	20.8%	13.5%	15.3%	19.2%	10.0%	17.8%	17.8%								
	Index	100	83	85	84	84	76	87	87	91	86	129	94	119	62	110	110								
Theater																									
Movie Theater ads	Vert %	26.8%	82.6%	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	308	142	0	203	304	140	0	310	141	0	315	146	0	199	207								
Daily newspapers print edition - Cume																									
New York Times	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	128	107	86	114	118	87	83	126	118	87	145	135	89	95	138								
Wall Street Journal	Vert %	3.4%	4.6%	3.9%	2.7%	4.1%	3.6%	3.5%	2.8%	4.1%	2.6%	1.1%	6.5%	4.1%	2.8%	2.9%	5.5%								
	Index	100	134	113	79	121	105	103	74	82	74	35	118	75	63	86	160								
Any daily newspaper print edition	Vert %	46.8%	48.3%	44.8%	46.5%	46.1%	37.8%	34.2%	34.1%	48.1%	44.8%	43.2%	64.1%	59.7%	45.4%	46.8%	46.8%								
	Index	100	104	97	100	100	82	73	72	105	97	93	147	139	129	98	101								
Daily newspapers print edition - Average Issue Reader																									
New York Times	Vert %	1.7%	2.8%	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	99	89	113	121	71	70	139	83	70	159	106	70	95	139								
Wall Street Journal	Vert %	1.8%	2.4%	2.0%	1.4%	2.1%	1.5%	1.5%	1.2%	2.2%	1.3%	0.6%	3.8%	2.4%	1.6%	1.4%	2.9%								
	Index	100	133	112	81	120	95	83	58	128	125	71	215	135	91	78	168								
Any daily newspaper print edition	Vert %	31.8%	31.8%	29.1%	31.9%	30.1%	20.5%	17.9%	17.7%	31.8%	28.5%	26.9%	54.4%	50.3%	46.6%	29.0%	31.3%								
	Index	100	100	95	102	98	67	59	58	101	87	87	177	164	152	95	102								
Sunday newspapers print edition - Average Issue Reader																									
New York Times	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	68	60	62	109	98	92	168	158	139										

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

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

All Adults (MAAAC) Media Plan	No. Movies Attended at a Theater in Past 3 Months										Combined Area 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								
4 places	Index 100	115	115	65	11.0%	12.9%	11.7%	8.9%	12.0%	10.9%	6.5%	8.9%	7.7%	3.6%	10.9%	11.1%							
5 or more places	Index 100	137	124	72	12.9%	15.1%	13.7%	10.5%	14.1%	12.8%	7.7%	13.4%	9.1%	4.3%	12.8%	13.0%							
1 or more places	Index 100	175	120	61	10.6%	12.5%	11.4%	8.9%	12.0%	10.9%	6.5%	8.9%	7.7%	3.6%	10.9%	11.1%							
4 or more places	Index 100	175	120	61	10.6%	12.5%	11.4%	8.9%	12.0%	10.9%	6.5%	8.9%	7.7%	3.6%	10.9%	11.1%							
None	Index 100	162	121	65	13.6%	15.3%	14.0%	10.5%	14.1%	12.8%	7.7%	13.4%	9.1%	4.3%	12.8%	13.0%							
Places viewed digital video displays past 6 months	Index 100	134	112	51	12.0%	13.6%	12.2%	8.3%	11.7%	10.4%	6.1%	8.6%	7.4%	3.1%	11.7%	11.9%							
Airports	Index 100	161	121	65	13.6%	15.3%	14.0%	10.5%	14.1%	12.8%	7.7%	13.4%	9.1%	4.3%	12.8%	13.0%							
Doctors' offices/hospitals	Index 100	119	111	87	11.4%	12.9%	11.7%	8.9%	12.0%	10.9%	6.5%	8.9%	7.7%	3.6%	10.9%	11.1%							
Gas stations	Index 100	139	118	75	12.6%	14.1%	12.8%	9.1%	12.8%	11.5%	7.4%	10.4%	9.1%	4.3%	12.8%	13.0%							
Grocery stores	Index 100	139	118	75	12.6%	14.1%	12.8%	9.1%	12.8%	11.5%	7.4%	10.4%	9.1%	4.3%	12.8%	13.0%							
Health clubs/fitness centers	Index 100	180	125	56	14.5%	16.0%	14.5%	10.5%	14.1%	12.8%	7.7%	13.4%	9.1%	4.3%	12.8%	13.0%							
Office building elevators	Index 100	169	118	64	13.7%	15.3%	14.0%	10.5%	14.1%	12.8%	7.7%	13.4%	9.1%	4.3%	12.8%	13.0%							
Office building lobbies	Index 100	161	121	65	13.6%	15.3%	14.0%	10.5%	14.1%	12.8%	7.7%	13.4%	9.1%	4.3%	12.8%	13.0%							
Restaurants/bars	Index 100	137	118	75	12.6%	14.1%	12.8%	9.1%	12.8%	11.5%	7.4%	10.4%	9.1%	4.3%	12.8%	13.0%							
Retail stores	Index 100	146	109	78	12.2%	13.7%	12.4%	8.7%	12.2%	10.9%	6.1%	8.6%	7.4%	3.1%	11.7%	11.9%							
Shopping malls	Index 100	146	109	78	12.2%	13.7%	12.4%	8.7%	12.2%	10.9%	6.1%	8.6%	7.4%	3.1%	11.7%	11.9%							
None	Index 100	63	79	126	7.3%	8.6%	7.9%	5.9%	8.6%	7.9%	5.9%	8.6%	7.9%	5.9%	8.6%	7.9%							
Accessed Internet: Past 30 days	Index 100	81.8%	90.9%	89.0%	74.1%	89.7%	97.2%	96.3%	92.2%	91.5%	79.6%	77.9%	71.8%	54.1%	89.0%	90.4%							
Yes	Index 100	111	109	91	11.0%	12.9%	11.7%	8.9%	12.0%	10.9%	6.5%	8.9%	7.7%	3.6%	10.9%	11.1%							
No	Index 100	60	61	142	5.7%	7.0%	6.2%	4.3%	6.1%	5.1%	3.1%	4.3%	3.6%	1.5%	6.1%	6.3%							
Amount spent on purchases made on Internet past 12 months	Index 100	9.0%	9.6%	8.6%	9.3%	12.2%	13.7%	12.9%	7.5%	7.4%	5.9%	7.1%	5.8%	10.8%	7.7%	7.7%							
Less than \$100	Index 100	100	106	96	10.4%	13.7%	15.2%	14.4%	8.3%	8.3%	6.6%	7.9%	6.4%	12.1%	8.6%	8.6%							
\$100 - \$249	Index 100	110	110	91	11.0%	13.7%	15.2%	14.4%	8.3%	8.3%	6.6%	7.9%	6.4%	12.1%	8.6%	8.6%							
\$250 - \$499	Index 100	128	113	82	11.8%	14.8%	16.3%	15.1%	11.0%	10.9%	8.8%	11.1%	9.0%	12.5%	11.1%	11.1%							
\$500 - \$999	Index 100	122	118	81	11.9%	14.8%	16.3%	15.1%	11.0%	10.9%	8.8%	11.1%	9.0%	12.5%	11.1%	11.1%							
\$1,000 - \$2,499	Index 100	139	115	77	12.4%	15.1%	16.6%	15.4%	11.3%	11.2%	9.1%	11.5%	9.4%	13.0%	11.6%	11.6%							
\$2,500 or more	Index 100	144	116	74	12.6%	15.3%	16.8%	15.6%	11.5%	11.4%	9.2%	11.6%	9.5%	13.1%	11.8%	11.8%							
Computer/mobile devices currently own	Index 100	56.5%	60.4%	59.0%	53.6%	59.5%	63.4%	61.9%	52.3%	51.6%	44.4%	42.7%	36.1%	57.0%	62.3%	62.3%							
Desktop computer	Index 100	107	104	95	10.5%	12.9%	14.4%	13.7%	9.2%	9.2%	7.1%	9.0%	7.5%	12.1%	11.0%	11.0%							
Laptop or notebook computer	Index 100	115	110	88	11.0%	13.4%	14.9%	14.2%	10.1%	10.1%	8.0%	9.4%	7.9%	12.5%	11.6%	11.6%							
Smartphone (Android, BlackBerry, iPhone, etc.)	Index 100	122	118	81	11.9%	14.8%	16.3%	15.1%	11.0%	10.9%	8.8%	11.1%	9.0%	12.5%	11.1%	11.1%							
Tablet (iPad, Galaxy Tab, Kindle Fire, etc.)	Index 100	124	113	83	11.7%	14.2%	15.7%	14.5%	11.2%	11.1%	9.0%	11.4%	9.3%	12.6%	11.7%	11.7%							
HMLD owns computer (HMLD)	Index 100	91.8%	97.2%	96.2%	87.2%	96.6%	99.5%	99.2%	96.7%	97.7%	90.9%	91.8%	88.4%	75.5%	96.1%	97.0%							
Yes	Index 100	106	105	95	10.5%	12.9%	14.4%	13.7%	9.2%	9.2%	7.1%	9.0%	7.5%	12.1%	11.0%	11.0%							
No	Index 100	8.2%	2.8%	3.8%	12.8%	3.4%	0.5%	0.6%	3.3%	2.3%	2.8%	9.1%	8.2%	24.5%	3.9%	3.0%							
Internet sites visited/apps used past 30 days	Index 100	3.0%	1.8%	2.0%	1.2%	1.3%	0.3%	0.2%	1.8%	1.8%	2.1%	6.1%	3.1%	2.4%	2.1%	2.1%							
AARP	Index 100	139	85	65	10.5%	12.9%	14.4%	13.7%	9.2%	9.2%	7.1%	9.0%	7.5%	12.1%	11.0%	11.0%							
ABCNews	Index 100	144	109	79	12.2%	15.2%	16.7%	15.5%	11.3%	11.2%	9.1%	11.5%	9.4%	13.0%	11.6%	11.6%							
Amazon	Index 100	133	117	78	12.3%	13.8%	12.3%	10.3%	13.0%	12.0%	8.0%	14.2%	11.5%	8.2%	11.5%	9.6%							
AngiesList	Index 100	133	117	78	12.3%	13.8%	12.3%	10.3%	13.0%	12.0%	8.0%	14.2%	11.5%	8.2%	11.5%	9.6%							
AOL	Index 100	133	117	78	12.3%	13.8%	12.3%	10.3%	13.0%	12.0%	8.0%	14.2%	11.5%	8.2%	11.5%	9.6%							
Ask	Index 100	121	104	90	11.0%	13.4%	14.9%	14.2%	10.1%	10.1%	8.0%	9.4%	7.9%	12.5%	11.6%	11.6%							
Bing	Index 100	121	104	90	11.0%	13.4%	14.9%	14.2%	10.1%	10.1%	8.0%	9.4%	7.9%	12.5%	11.6%	11.6%							
Bright House/RoadRunner	Index 100	116	100	94	10.6%	12.9%	14.4%	13.7%	9.2%	9.2%	7.1%	9.0%	7.5%	12.1%	11.0%	11.0%							
CareerBuilder	Index 100	136	112	80	12.0%	13.5%	12.0%	10.0%	12.7%	11.7%	8.5%	13.0%	10.2%	7.0%	12.7%	12.7%							
CBSNews	Index 100	141	110	80	12.1%	13.6%	12.1%	10.1%	12.8%	11.8%	8.6%	13.1%	10.3%	7.3%	12.8%	12.8%							
Charter	Index 100	105	118	87	11.3%	13.8%	15.3%	14.1%	11.2%	11.1%	9.0%	11.4%	9.3%	12.6%	11.7%	11.7%							
CHN	Index 100	146	112	76	12.5%	14.0%	12.5%	10.5%	13.2%	12.2%	8.2%	14.5%	11.8%	8.5%	14.0%	11.8%							
Cox	Index 100	146	112	76	12.5%	14.0%	12.5%	10.5%	13.2%	12.2%	8.2%	14.5%	11.8%	8.5%	14.0%	11.8%							
Craigslust	Index 100	139	115	77	12.4%	15.1%	16.6%	15.4%	11.3%	11.2%	9.1%	11.5%	9.4%	13.0%	11.6%	11.6%							
eBay	Index 100	132	113	81	12.0%	13.5%	12.0%	10.0%	12.7%	11.7%	8.5%	13.0%	10.2%	7.0%	12.7%	12.7%							
ESPN	Index 100	132	113	81	12.0%	13.5%	12.0%	10.0%	12.7%	11.7%	8.5%	13.0%	10.2%	7.0%	12.7%	12.7%							
Facebook	Index 100	120	116	83	11.7%	14.2%	15.7%	14.5%	11.2%	11.1%	9.0%	11.4%	9.3%	12.6%	11.7%	11.7%							
Foursquare	Index 100	120	116	83	11.7%	14.2%	15.7%	14.5%	11.2%	11.1%	9.0%	11.4%	9.3%	12.6%	11.7%	11.7%							

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

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	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										
MSN	13.0%	10.0%	11.4%	11.1%	14.6%	11.1%	13.3%	9.5%	18.7%	17.1%	14.0%	13.2%	12.8%	8.6%	12.0%	15.2%										
Index	100	119	113	86	115	100	95	74	144	132	108	102	93	66	112	118										
MTV	2.4%	2.7%	2.4%	3.0%	5.0%	3.0%	5.0%	3.2%	5.0%	4.1%	3.0%	0.7%	0.9%	0.6%	1.2%	3.0%										
Index	100	207	110	55	146	95	229	146	124	61	41	12	8	1	166	123										
NASCAR	2.9%	2.7%	2.9%	3.2%	2.6%	2.4%	2.2%	2.5%	3.3%	3.0%	4.2%	2.0%	2.4%	2.5%	1.6%	3.8%										
Index	100	92	99	110	90	81	76	86	113	101	142	70	82	97	54	130										
NBA or team website	4.8%	8.1%	5.2%	3.0%	6.3%	3.0%	7.6%	5.0%	7.8%	4.7%	3.0%	4.2%	2.1%	3.5%	3.0%	8.8%										
Index	100	176	113	65	136	228	165	109	170	102	65	92	45	32	85	193										
NBCNews (MSNBC)	7.4%	10.4%	8.2%	11.1	5.8%	9.0%	9.5%	7.4%	11.7%	8.9%	6.6%	9.5%	8.1%	5.1%	7.7%	10.4%										
Index	100	141	111	73	79	122	99	73	122	99	69	129	109	69	105	143										
Netflix	23.8%	36.5%	29.2%	15.5%	31.9%	51.4%	41.3%	28.9%	33.3%	27.0%	15.1%	15.4%	12.4%	6.2%	30.2%	33.8%										
Index	100	165	124	66	135	218	173	123	141	115	64	65	53	26	128	143										
NFL or team website	9.9%	15.0%	10.8%	7.5%	12.4%	13.7%	12.7%	14.2%	13.7%	10.3%	8.7%	10.3%	7.4%	4.5%	17.6%	17.8%										
Index	100	152	110	75	125	195	138	99	151	114	86	74	67	46	77	178										
NHL or team website	3.0%	4.1%	3.4%	2.4%	3.7%	5.7%	4.2%	3.8%	3.7%	3.5%	2.6%	2.1%	1.7%	1.2%	2.2%	5.3%										
Index	100	136	112	80	120	187	138	125	122	114	86	70	58	39	72	174										
Pandora	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	133	133	114	68	43	34	21	138	123										
Patch	0.5%	0.6%	0.6%	0.5%	0.5%	0.5%	0.3%	0.5%	0.7%	0.6%	0.5%	0.3%	0.4%	0.3%	0.7%	0.5%										
Index	100	104	119	87	113	57	108	90	126	118	114	68	52	51	137	87										
PGATOUR	1.6%	2.2%	1.6%	1.4%	1.8%	1.4%	1.1%	1.3%	2.4%	1.8%	1.3%	3.2%	2.5%	1.7%	0.6%	3.1%										
Index	100	136	99	88	112	88	82	150	158	119	98	155	104	39	193	100										
Pinterest	13.5%	18.9%	17.1%	8.4%	17.7%	25.2%	22.3%	15.4%	18.3%	16.5%	10.0%	8.2%	9.0%	4.3%	27.4%	7.1%										
Index	100	140	128	70	131	187	165	114	138	122	74	81	66	32	203	52										
Price Check by Amazon	4.8%	3.4%	3.4%	3.2%	3.2%	3.7%	3.2%	3.2%	3.2%	2.7%	2.4%	3.8%	3.2%	4.0%	3.8%	4.0%										
Index	100	148	107	79	122	161	115	98	152	104	76	117	100	67	125	119										
Radio.com	0.9%	1.5%	1.0%	0.5%	1.2%	2.1%	1.3%	0.8%	1.4%	1.1%	0.6%	0.7%	0.4%	0.2%	1.3%	1.1%										
Index	100	177	119	53	121	204	140	74	162	140	74	50	32	127	147	100										
RedLaser	0.9%	1.6%	1.1%	0.5%	1.3%	2.0%	1.2%	0.7%	1.6%	1.2%	0.4%	0.8%	0.7%	0.3%	0.8%	1.8%										
Index	100	185	127	53	148	231	139	87	187	138	52	95	84	30	96	207										
Spotify	6.3%	4.4%	4.3%	2.3%	5.1%	7.7%	5.2%	4.2%	5.1%	2.7%	1.3%	1.2%	0.9%	0.5%	4.3%	6.1%										
Index	100	172	120	62	139	312	211	141	141	91	55	32	26	13	116	165										
TheWeatherChannel	23.0%	28.2%	26.7%	18.8%	27.3%	29.2%	27.4%	21.3%	29.8%	28.2%	20.6%	23.0%	22.1%	14.6%	26.6%	27.9%										
Index	100	123	116	82	119	127	119	90	127	119	84	106	104	64	116	134										
TVGuide	2.2%	3.5%	2.3%	1.7%	2.7%	4.3%	2.4%	1.8%	3.1%	2.3%	1.7%	2.8%	2.1%	1.4%	3.1%	2.3%										
Index	100	160	104	76	125	197	107	84	142	105	79	129	86	66	142	106										
TwitV/Time Warner Cable	3.5%	2.9%	2.2%	1.3%	3.2%	2.2%	3.0%	2.6%	3.0%	2.9%	2.3%	3.0%	2.7%	2.1%	2.7%	3.3%										
Index	100	132	110	82	118	151	109	82	123	114	97	114	102	64	102	136										
Twitter	11.8%	18.9%	14.4%	7.7%	16.0%	29.6%	23.4%	16.5%	16.4%	11.9%	7.3%	3.0%	4.0%	3.7%	1.9%	15.2%										
Index	100	120	95	55	130	251	148	82	140	86	50	34	31	16	128	134										
UFC	1.5%	2.7%	1.7%	1.0%	2.0%	4.8%	2.5%	2.2%	1.9%	1.6%	0.9%	0.3%	0.2%	0.8%	3.4%	0.8%										
Index	100	178	110	66	135	321	168	145	125	104	60	19	10	15	53	226										
Wikipedia	31.5%	27.9%	18.0%	27.9%	37.2%	37.2%	25.4%	31.5%	35.6%	26.9%	17.5%	22.3%	17.5%	10.8%	25.0%	33.8%										
Index	100	135	118	76	124	161	151	108	132	112	82	95	74	46	108	142										
WWE	1.8%	1.8%	1.8%	1.4%	2.3%	5.0%	3.1%	2.6%	2.5%	1.5%	1.6%	0.7%	0.3%	0.3%	1.4%	3.3%										
Index	100	168	124	77	154	270	167	134	147	86	107	43	19	13	179	100										
XFINITY/Comcast	11.4%	13.9%	12.5%	9.8%	13.0%	14.6%	13.2%	12.4%	14.3%	13.3%	11.0%	11.6%	9.4%	6.4%	12.3%	13.8%										
Index	100	122	110	86	114	128	116	109	126	117	97	102	82	66	108	121										
Yahoo!	41.1%	37.1%	37.5%	38.2%	43.7%	40.3%	36.2%	43.0%	39.7%	33.7%	20.6%	31.2%	20.6%	18.7%	37.7%	40.0%										
Index	100	120	109	87	113	128	116	106	128	114	98	141	84	69	110	117										
Yelp	5.8%	9.7%	6.9%	3.6%	7.9%	12.6%	9.3%	6.8%	9.8%	6.9%	3.7%	4.6%	2.7%	1.2%	7.6%	8.2%										
Index	100	168	120	63	138	210	119	98	141	104	65	119	81	43	133	144										
YouTube	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%	48.6%	56.1%										
Index	100	129	115	80	120	169	153	125	125	111	85	64	55	37	112	129										
Other barcode app	1.8%	1.5%	1.7%	2.1%	2.5%	2.1%	2.5%	2.4%	1.9%	1.5%	1.1%															

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 Area 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	
Groceries, candy, or other food items	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Health and beauty items	Vert %	10.6%	15.1%	12.1%	8.0%	13.2%	16.6%	13.4%	13.4%	11.3%	8.1%	6.9%	5.6%	4.0%	14.6%	11.4%	
	Index	100	143	114	76	125	202	157	127	107	77	66	55	38	140	108	
Home accessories	Vert %	15.0%	23.6%	16.2%	11.3%	20.2%	27.8%	22.2%	15.3%	17.7%	12.2%	15.6%	11.7%	7.0%	27.4%	12.2%	
	Index	100	150	117	72	129	177	142	98	115	79	100	75	44	175	78	
Insurance	Vert %	16.7%	23.9%	19.2%	12.5%	20.9%	27.8%	22.2%	16.7%	24.1%	19.7%	13.9%	16.4%	12.5%	23.2%	18.3%	
	Index	100	144	115	75	126	167	133	100	118	84	98	75	46	140	110	
Medicine/prescriptions	Vert %	8.9%	13.6%	10.1%	6.6%	11.4%	17.2%	12.8%	10.6%	13.5%	9.6%	7.1%	5.8%	3.5%	9.5%	12.9%	
	Index	100	152	113	73	127	193	143	119	151	104	79	65	39	111	74	
Mobile device apps	Vert %	8.5%	11.6%	9.4%	6.8%	10.2%	13.1%	9.6%	7.7%	11.0%	9.6%	6.9%	10.7	8.6%	6.1%	9.05	
	Index	100	136	111	80	124	163	113	100	120	81	100	72	43	133	107	
Movie tickets	Vert %	15.9%	24.5%	19.4%	10.6%	21.3%	32.3%	25.4%	19.1%	24.9%	19.7%	11.4%	9.6%	7.9%	3.3%	19.4%	
	Index	100	165	122	67	134	203	160	121	157	124	72	60	50	21	122	
Music files (iTunes, Rhapsody, etc.)	Vert %	15.7%	37.3%	21.6%	14.4%	27.4%	47.7%	28.0%	7.8%	37.4%	22.0%	4.0%	17.6%	9.2%	1.5%	26.1%	
	Index	100	238	138	28	174	302	178	50	241	140	30	112	58	9	166	
Office supplies	Vert %	13.3%	22.9%	16.4%	8.0%	18.8%	31.0%	20.7%	14.0%	22.5%	17.3%	8.8%	8.9%	6.2%	2.6%	16.7%	
	Index	100	172	123	60	141	156	105	105	133	66	47	40	20	125	158	
Pet supplies	Vert %	11.2%	15.0%	12.8%	8.8%	13.6%	16.2%	13.5%	10.4%	16.3%	13.9%	9.9%	10.1%	9.0%	6.1%	13.2%	
	Index	100	134	115	79	122	145	121	93	146	125	89	90	81	55	118	
Sporting event tickets	Vert %	9.5%	13.3%	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%	
	Index	100	140	114	77	123	171	134	104	142	118	85	78	66	48	103	
Toys or games	Vert %	10.2%	17.6%	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%	
	Index	100	171	121	60	139	217	152	105	174	126	78	48	21	119	92	
Vehicle (car, truck, SUV, etc.)	Vert %	9.9%	15.3%	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%	
	Index	100	165	122	67	134	195	152	109	162	130	73	68	49	28	119	
Wine	Vert %	15.6%	22.4%	11.2%	20.0%	22.4%	25.0%	20.0%	22.2%	22.0%	21.0%	11.0%	20.0%	6.5%	20.0%	20.0%	
	Index	100	142	123	71	130	186	158	130	140	129	74	63	44	25	130	
Other product or service	Vert %	11.2%	15.6%	12.9%	8.6%	13.9%	18.7%	11.4%	12.4%	16.9%	13.2%	9.9%	7.5%	7.9%	4.2%	10.9%	
	Index	100	139	115	77	124	157	111	107	134	117	87	70	66	40	156	
Other travel reservations (hotels, auto rental, etc.)	Vert %	4.0%	6.4%	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%	
	Index	100	162	120	65	136	207	165	101	157	115	72	91	69	31	144	
Did not shop	Vert %	13.2%	14.4%	14.4%	11.4%	15.4%	15.4%	15.4%	15.4%	15.4%	13.3%	10.4%	10.4%	10.4%	11.4%	17.4%	
	Index	100	109	109	91	109	116	112	112	116	117	102	77	80	63	89	
No. ways used internet/apps past 30 days on any device	Vert %	32.7%	32.4%	27.4%	15.8%	29.2%	28.2%	25.0%	17.6%	31.1%	31.8%	19.0%	28.8%	21.7%	10.4%	28.8%	
	Index	100	144	122	74	120	126	111	79	110	85	110	97	46	120	130	
1 way	Vert %	32.7%	19.0%	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%	
	Index	100	58	74	131	68	35	54	86	56	67	115	106	127	184	71	
2 ways	Vert %	1.1%	0.6%	0.8%	1.6%	0.7%	0.4%	0.5%	1.8%	0.4%	0.8%	1.4%	1.3%	1.2%	0.8%	0.6%	
	Index	100	50	68	138	61	33	46	157	33	70	124	115	103	140	66	
3 - 5 ways	Vert %	1.1%	0.8%	0.9%	0.3%	0.4%	0.3%	0.4%	1.3%	2.5%	1.6%	2.1%	1.6%	2.1%	1.6%	0.9%	
	Index	100	50	64	141	58	15	25	111	54	71	143	90	119	162	65	
6 - 10 ways	Vert %	8.8%	5.0%	7.0%	11.2%	6.3%	3.2%	4.0%	9.6%	4.5%	7.3%	11.6%	9.5%	11.7%	11.8%	6.8%	
	Index	100	80	109	128	109	46	37	109	51	133	134	137	134	137	108	
11 - 19 ways	Vert %	18.2%	13.8%	17.7%	20.0%	16.3%	9.9%	16.4%	21.1%	14.2%	17.6%	21.0%	20.3%	20.4%	18.6%	15.9%	
	Index	100	76	97	110	90	54	90	78	116	112	112	112	99	91	87	
20 or more ways	Vert %	24.0%	25.7%	27.2%	21.5%	26.3%	28.7%	28.7%	26.2%	28.7%	28.7%	24.0%	24.0%	13.0%	27.6%	25.0%	
	Index	100	107	113	90	111	105	119	115	109	118	101	106	88	57	114	
No. ways used internet/apps past 30 days on computer	Vert %	27.9%	44.9%	35.2%	17.3%	38.8%	58.2%	46.2%	30.2%	45.3%	35.3%	18.8%	19.8%	15.3%	6.2%	36.3%	
	Index	100	161	126	62	139	208	165	108	162	126	67	71	55	22	130	
1 way	Vert %	6.2%	6.2%	6.2%	6.2%	6.2%	7.2%	7.5%	9.3%	6.6%	6.3%	6.7%	3.2%	3.5%	3.2%	6.6%	
	Index	100	100	100	100	100	121	140	100	121	100	56	121	56	107	51	
2 ways	Vert %	4.7%	4.2%	4.7%	5.0%	4.5%	4.0%	5.1%	5.4%	4.4%	4.7%	5.6%	3.9%	3.8%	3.9%	4.9%	
	Index	100	88	98	105	95	85	108	113	94	99	118	82	81	83	103	
3 - 5 ways	Vert %	15.1%	13.1%	14.6%	16.2%	14.1%	13.7%	13.7%	13.7%	15.7%	17.2%	15.0%	15.4%	15.4%	15.4%	15.4%	
	Index	100	87	97	107	93	91	90	114	82	99	113	88	102	93	102	
6 - 10 ways	Vert %	22.8%	23.8%	24.2%	21.0%	24.0%	22.1%	22.9%	21.4%	24.3%	25.5%	23.4%	26.0%	23.2%	17.7%	24.2%	
	Index	100	107	108	107	107	102	98	104	105	113	104	116	110	116	116	
11 - 19 ways	Vert %	20.9%	28.1%	25.4%	15.5%	26.4%	29.9%	26.9%	18.4%	28.8%	26.5%	17.3%	23.5%	19.9%	11.2%	24.5%	
	Index	100	135	122	74	126	143	129	88	138	127	83	112	96	54	119	
20 or more ways	Vert %	5.7%	9.5%	6.6%	7.6%	9.8%	12.4%	9.8%	6.6%	6.2%	3.8%	4.7%	6.2%	4.3%	6.0%	9.7%	
	Index	100	168	119	64	137	219	172	122	169	110	64	73	46	21	107	
No. ways used internet/apps past 30 days on smartphone	Vert %	3.2%	2.5%	3.5%	3.3%	3.1%	1.9%	3.1%	3.7%	2.9%	3.6%	3.8%	3.0%	3.2%	3.2%	3.0%	
	Index	100	79	109	102	98	58	95	116	89	123	118	90	71	101	94	
2 ways	Vert %	2.5%	2.2%	2.7%	2.5%	2.5%	2.1%	2.1%	2.5%	3.2%	2.9%	2.5%	2.4%	2.4%	2.7%	2.3%	
	Index	100	68	107	100	100	68	86	127	101	128	118	101	95	108	92	
3 - 5 ways	Vert %	8.8%	8.4%	10.1%	9.0%	8.0%	8.0%	11.1%	11.1%	9.2%	10.8%	9.6%	6.7%	4.0%	9.6%	9.6%	
	Index	100	96	116	92	109	92	127	127	105	124	108	87	77	45	110	
6 - 10 ways	Vert %	15.3%	19.1%	18.3%	12.0%	18.6%	21.9%	21.0%	19.9%	20.8%	20.0%	14.0%	10.6%	8.6%	3.8%	18.9%	
	Index	100	120	120	120	120	141	130	131	141	130	91	56	39	124	104	
11 - 19 ways	Vert %	15.7%	24.8%	19.9%	9.8%	21.7%	35.1%	30.0%	19.9%	24.2%	18.4%	10.3%	7.0%	5.5%	1.9%	21.5%	
	Index	100	158	127	63	130	224	191	127	175	117	68	145	110	35	140	
20 or more ways	Vert %	4.8%	9.2%	6.1%	2.4%	7.3%	14.8%	9.6%	5.7%	7.6%	5.8%	2.1%	1.6%	1.0%	0.3%	6.2%	
	Index	100	193	128	50	152	311	202	120	163	116	44	33	21	6	131	
No. ways used internet/apps past 30 days on tablet	Vert %	10.6%	11.4%	11.3%	10.0%	11.3%	11.2%	12.0%	12.7%	11.9%	11.6%	10.7%	10.5%	9.0%	7.0%	11.3%	
	Index	100	107	106	94	106	106	113	120	112	109	101	98	85	66	107	
2 ways	Vert %	3.3%	3.7%	3.6%	3.0%	3.6%	4.3%	4.1%	3.5%	3.9%	3.7%	3.3%	2.2%	2.5%	2.1%	4.0%	
	Index	100	113	108	90	107	130	107	110	128	111	103	67	53	75	97	
3 - 5 ways	Vert %	7.0%	8.0%	8.0%	5.8%	8.3%	10.4%	8.6%	7.4%	9.1%	8.6%	6.7%	6.2%	5.4%	3.4%	8.9%	
	Index	100	128	113	82	118	148	122	115	129	122	95	88	67	49	126	
6 - 10 ways	Vert %	10.6%	10.6%	10.6%	8.6%	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%	
	Index	100	132	117	128	122	129	114	106	106	103	103	88	45	131	113	
11 - 19 ways	Vert %	6.1%	9.6%	7.4%	4.1%	8.2%	10.3%	8.3%	6.2%	10.5%	8.0%	4.5%	6.2%	4.4%	2.2%	8.0%	
	Index	100	156	121	61	134	159	135	101	132	117	72	91	72	36	131	
20 or more ways	Vert %	1.6%	3.3%	1.9%	0.8%	2.4%	3.9%	3.3%	1.5%	3.6%	2.1%	0.9%	1.4%	0.8%	0.3%	1.9%	
	Index	100	201	120	52	150	241	144	93	223	132	56	85				

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

U.S. Crosstabulations 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						
Automobile information		Index 100	15.0	10.1	6.4	10.1	60	114	60	114	60	114	60	114	60	109	117	114	109	117	114	109	117
Banking		Index 100	5.1%	5.3%	5.2%	5.2%	5.5%	5.5%	5.9%	5.2%	5.2%	4.8%	6.2%	4.3%	5.2%	4.9%	4.9%	5.7%	4.8%	4.9%	5.7%	4.8%	4.9%
Other connection (including dial-up)		Index 100	80	92	108	91	97	104	140	90	84	108	73	91	86	103	78	103	81	86	103	78	103
None		Index 100	16.4%	16.8%	22.5%	10.1%	22.5%	7.7%	9.7%	16.3%	7.8%	8.7%	18.2%	17.5%	17.8%	31.9%	12.0%	8.4%	17.3%	17.8%	12.0%	8.4%	17.3%
Ways used Internet/apps in past 30 days on any device		Index 100	54	66	137	62	47	80	160	47	80	53	113	81	109	195	73	49	109	195	73	49	109
Automobile information		Vert % 100	13.5%	17.0%	14.4%	11.7%	15.4%	19.8%	16.0%	13.9%	17.8%	14.8%	13.7%	10.1%	10.7%	7.6%	10.4%	13.5%	17.0%	14.4%	11.7%	15.4%	19.8%
Banking		Index 100	108	126	107	87	114	146	118	103	132	110	101	75	80	57	77	108	126	107	87	114	146
Blogs (read or contributed to)		Vert % 100	48.7%	61.2%	56.1%	39.6%	57.9%	68.2%	63.2%	51.7%	62.4%	57.6%	43.5%	45.9%	39.4%	25.9%	56.8%	59.1%	61.2%	56.1%	39.6%	57.9%	68.2%
Cable TV network site		Index 100	126	126	115	81	119	140	130	106	128	118	89	94	81	53	117	122	126	115	81	119	140
Consumer reviews (products, services, etc.)		Vert % 100	17.8%	24.8%	21.8%	12.9%	23.3%	33.0%	22.7%	19.0%	23.7%	13.0%	10.7%	9.4%	6.0%	22.2%	23.3%	24.8%	21.8%	12.9%	23.3%	33.0%	22.7%
Daily deals (Groupon, LivingSocial, etc.)		Index 100	140	121	73	73	128	186	172	124	127	111	74	60	53	34	125	131	140	121	73	73	128
Download newspaper, radio, or TV apps		Vert % 100	8.1%	13.4%	8.9%	5.8%	10.6%	17.2%	11.6%	8.8%	13.0%	8.7%	6.2%	7.4%	4.6%	3.1%	9.5%	11.6%	13.4%	8.9%	5.8%	10.6%	17.2%
Fantasy football or other fantasy sports		Index 100	105	109	109	71	130	142	130	106	128	118	89	94	81	53	117	122	105	109	109	71	130
Financial information/services		Vert % 100	21.3%	29.5%	24.7%	16.3%	26.4%	30.7%	27.5%	20.4%	31.6%	24.9%	17.5%	22.9%	18.8%	11.9%	23.7%	29.5%	24.7%	16.3%	26.4%	30.7%	27.5%
Find a business address or phone number		Index 100	138	138	116	77	124	154	129	96	149	117	82	108	88	56	111	138	138	116	77	124	154
Games (play or download)		Vert % 100	20.3%	31.6%	26.3%	14.0%	27.6%	34.2%	20.2%	16.1%	27.1%	16.1%	19.0%	14.2%	10.4%	23.4%	20.3%	31.6%	26.3%	14.0%	27.6%	34.2%	20.2%
Instant messaging		Index 100	152	122	68	68	133	172	141	99	165	131	78	62	69	32	152	113	152	122	68	68	133
Job/employment search		Vert % 100	6.8%	11.0%	7.9%	4.7%	9.0%	14.0%	9.0%	8.0%	10.6%	8.4%	4.8%	6.2%	4.9%	2.1%	7.9%	10.3%	11.0%	7.9%	4.7%	9.0%	14.0%
Listen to a local radio station online		Index 100	150	150	116	69	132	204	131	117	155	130	72	31	116	150	150	116	69	132	204	131	117
Listen to Internet radio (HeartRadio, Radio.com, etc.)		Vert % 100	4.9%	7.2%	5.7%	3.7%	6.2%	10.8%	8.1%	7.3%	6.2%	5.7%	3.8%	2.4%	1.5%	0.8%	2.9%	10.0%	7.2%	5.7%	3.7%	6.2%	10.8%
Listen to online music service (Last.fm, Pandora, Spotify, etc.)		Index 100	145	145	116	74	127	219	165	149	125	115	78	48	30	16	58	202	145	145	116	74	127
Local news		Vert % 100	16.9%	23.0%	19.5%	13.1%	20.8%	24.3%	14.9%	23.6%	14.7%	19.4%	16.2%	10.2%	10.2%	17.2%	24.7%	23.0%	19.5%	13.1%	20.8%	24.3%	14.9%
Local/community events		Index 100	136	115	77	77	123	144	117	88	140	122	85	115	96	61	102	147	136	115	77	77	123
Maps/GPS (Google Maps, MapQuest, etc.)		Vert % 100	39.0%	50.2%	45.9%	30.9%	47.4%	52.3%	50.0%	39.1%	53.4%	48.0%	34.7%	39.7%	33.4%	20.1%	48.3%	45.9%	50.2%	45.9%	30.9%	47.4%	52.3%
Medical services/information		Index 100	109	117	116	69	132	204	131	117	155	130	72	31	116	109	117	116	69	132	204	131	117
Movies (watch or download)		Vert % 100	33.9%	43.4%	38.9%	27.3%	40.6%	55.4%	48.3%	40.2%	40.9%	37.4%	27.7%	26.3%	25.6%	17.4%	41.3%	39.8%	43.4%	38.9%	27.3%	40.6%	55.4%
National news		Index 100	128	115	81	81	120	164	143	119	121	110	82	78	76	52	122	118	128	115	81	81	120
Personal ads/dating		Vert % 100	38.9%	61.2%	46.1%	30.1%	48.1%	56.3%	48.3%	39.0%	51.6%	46.6%	29.2%	24.6%	18.0%	48.0%	47.6%	61.2%	46.1%	30.1%	48.1%	56.3%	48.3%
Podcasts (watch, listen, or download)		Index 100	132	118	77	77	123	160	146	114	133	120	85	75	63	42	123	132	118	77	77	123	160
Real estate listings		Vert % 100	17.3%	23.0%	20.5%	13.3%	21.4%	33.3%	30.9%	24.7%	21.7%	18.5%	14.1%	6.9%	6.3%	4.0%	22.0%	20.5%	23.0%	20.5%	13.3%	21.4%	33.3%
Restaurant information (reviews, reservations, etc.)		Index 100	133	118	77	77	123	160	146	114	133	120	85	75	63	42	123	133	118	77	77	123	160
Scan QR code (mobile device barcode for prod info/discounts)		Vert % 100	17.3%	23.0%	20.5%	13.3%	21.4%	33.3%	30.9%	24.7%	21.7%	18.5%	14.1%	6.9%	6.3%	4.0%	22.0%	20.5%	23.0%	20.5%	13.3%	21.4%	33.3%
Search (Google, Yahoo!, etc.)		Index 100	141	124	71	71	130	174	154	113	144	127	73	65	72	41	119	141	124	71	71	130	174
Shopping		Vert % 100	24.3%	34.2%	28.7%	18.1%	30.7%	46.1%	38.8%	31.1%	33.9%	28.3%	19.6%	12.8%	11.3%	6.6%	29.1%	32.5%	34.2%	28.7%	18.1%	30.7%	46.1%
Social networking (Facebook, Twitter, LinkedIn, etc.)		Index 100	141	124	71	71	130	174	154	113	144	127	73	65	72	41	119	141	124	71	71	130	174
Sports scores/updates		Vert % 100	12.6%	18.1%	15.3%	9.0%	16.3%	18.6%	17.1%	12.6%	20.6%	16.1%	10.1%	12.3%	10.1%	5.0%	17.5%	15.0%	18.1%	15.3%	9.0%	16.3%	18.6%
Take college courses		Index 100	126	116	80	80	120	136	125	99	130	120	89	102	91	56	115	126	116	80	80	120	136
Travel reservations (airline, hotel, auto rental, etc.)		Vert % 100	19.4%	26.0%	22.0%	13.0%	20.8%	24.3%	14.9%	23.6%	14.7%	19.4%	16.2%	10.2%	10.2%	17.2%	24.7%	22.0%	26.0%	22.0%	13.0%	20.8%	24.3%
Video clips (YouTube, etc.)		Index 100	133	110	82	82	118	126	105	86	140	109	86	131	119	75	130	105	133	110	82	82	118
Watch free TV programs		Vert % 100	22.3%	49.5%	30.2%	7.6%	37.3%	54.9%	35.9%	12.6%	51.1%	37.2%	7.9%	36.6%	17.6%	3.7%	37.0%	37.6%	49.5%	30.2%	7.6%	37.3%	54.9%
Watch live sports		Index 100	222	136	44	44	222	245	167	151	222	161	79	166	166	79	222	222	136	44	44	222	245
Weather		Vert % 100	22.7%	35.6%	27.0%	15.5%	30.2%	53.8%	42.0%	30.8%	31.2%	23.6%	15.2%	10.6%	8.0%	4.6%	27.2%	33.4%	35.6%	27.0%	15.5%	30.2%	53.8%
Other coupons		Index 100	156	119	68	68	133	237	185	136	137	104	67	47	35	20	120	156	119	68	68	133	237
Restaurant information (reviews, reservations, etc.)		Vert % 100	25.3%	38.7%	30.5%	17.3%	33.8%	55.5%	46.3%	34.3%	35.8%	27.3%	17.1%	13.4%	9.7%	5.2%	31.2%	38.1%	38.7%	30.5%	17.3%	33.8%	55.5%
Scan QR code (mobile device barcode for prod info/discounts)		Index 100	121	103	64	64	118	136	113	86	108	73	53	41	38	21	104	121	103	64	64	118	136
Take college courses		Vert % 100	28.9%	34.9%	24.3%	33.6%	34.9%	32.5%	28.5%	37.7%	35.6%	29.5%	27.5%	18.3%	28.1%	39.8%	34.9%	34.9%	24.3%	33.6%	34.9%	32.5%	28.5%
Travel reservations (airline, hotel, auto rental, etc.)		Index 100	121	114	84	84	116	121	112	99	131	123	92	102	95	63	97	121	114	84	84	116	121
Watch free TV programs		Vert % 100	5.6%	8.1%	6.4%	4.2%	7.1%	11.9%	7.7%	7.0%	9.4%	4.3%	2.9%	2.5%	1.6%	0.9%	7.8%	8.1%	6.4%	4.2%	7.1%	11.9%	15.4%
Watch live sports		Index 100	146	115	64	64	126	213	173	134	130	104	67	47	35	20	120	146	115	64	64	126	213
Weather		Vert % 100	17.1%	24.0%	21.2%	12.0%	22.3%	29.7%	26.4%	19.2%	24.7%	21.6%	12.9%	12.2%	11.0%	6.3%	24.1%	20.2%	24.0%	21.2%	12.0%	22.3%	29.7%
Other coupons		Index 100	141	124	71	71	130	174	154	113	144	127	73	65	72	41	119	141	124	71	71	130	174
Take college courses		Vert % 100	7.6%	11.2%	9.5%	5.1%	10.1%	14.2%	12.5%	9.1%	11.8%	9.5%	5.5%	4.6%	4.1%	1.8%	8.1%	12.4%	11.2%	9.5%	5.1%	10.1%	14.2%
Watch live sports		Index 100	147	125	68	68	133	186	164	119	155	125	73	60	54	23	106	147	125	68	68	133	186
Weather		Vert % 100	12.9%	16.8%	15.2%	10.0%	15.9%	18.0%	16.3%	13.0%	18.6%	16.0%	11.3%	11.6%	10.5%	6.0%	16.0%	12.9%	16.8%	15.2%	10.0%	15.9%	18.0%
Other coupons		Index 100	131	118	78	78	123	140	126														

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 Area 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							
Medical services/information	Vert %	11.2%	13.9%	12.4%	12.9%	11.3%	10.6%	8.4%	15.1%	12.4%	10.1%	16.3%	15.2%	9.9%	13.6%	12.3%							
	Index	100	124	110	85	115	100	96	134	110	89	145	136	88	123	106							
Movie listings	Vert %	13.5%	29.7%	16.1%	4.8%	22.4%	28.4%	18.7%	6.9%	31.2%	19.6%	5.2%	28.2%	13.3%	21.1%	23.7%							
	Index	100	221	134	36	159	199	186	51	236	145	38	209	99	157	176							
Movies (watch or download)	Vert %	15.1%	24.0%	17.9%	10.2%	20.2%	38.4%	29.7%	20.8%	19.4%	14.2%	9.7%	6.6%	5.3%	3.1%	17.6%							
	Index	100	159	119	67	133	254	197	138	126	94	64	34	35	21	116							
Music (listen or download - iTunes, Rhapsody, etc.)	Vert %	13.8%	21.1%	16.1%	3.8%	17.3%	24.4%	18.3%	18.6%	13.4%	9.8%	8.7%	6.3%	3.7%	15.2%	21.0%							
	Index	100	153	117	71	130	221	137	132	135	101	71	63	45	26	110							
National news	Vert %	21.7%	26.1%	24.3%	18.6%	25.0%	24.4%	21.8%	19.1%	28.7%	26.7%	20.5%	24.3%	23.3%	15.9%	19.9%							
	Index	100	120	112	86	115	112	100	92	132	127	94	112	112	72	141							
Personal ads/dating	Vert %	3.2%	4.6%	3.6%	2.5%	4.0%	5.9%	5.1%	3.7%	4.4%	3.3%	2.7%	2.4%	1.6%	1.3%	3.4%							
	Index	100	141	113	77	123	184	158	114	135	102	85	75	55	42	105							
Photo processing/sharing (Snapfish, Shutterfly, etc.)	Vert %	10.4%	13.0%	13.7%	13.0%	13.7%	14.0%	10.2%	14.2%	8.2%	6.3%	9.3%	8.5%	5.4%	3.2%	11.7%							
	Index	100	132	125	73	128	134	137	98	51	135	79	89	82	48	142							
Podcasts (watch, listen, or download)	Vert %	3.9%	5.5%	4.8%	2.8%	5.1%	6.8%	6.3%	4.5%	5.7%	4.5%	3.2%	2.5%	2.8%	1.1%	3.7%							
	Index	100	139	123	72	129	174	115	115	145	116	83	73	63	31	95							
Real estate listings	Vert %	9.5%	12.0%	10.9%	7.8%	11.3%	11.6%	10.8%	9.2%	13.4%	12.0%	9.0%	10.0%	8.7%	5.1%	10.9%							
	Index	100	126	115	82	119	122	114	97	141	126	95	105	91	54	115							
Restaurant information (reviews, reservations, etc.)	Vert %	17.9%	27.3%	21.4%	12.5%	23.5%	25.4%	21.9%	13.6%	29.0%	13.8%	22.0%	13.8%	27.5%	19.0%	22.9%							
	Index	100	152	119	70	131	142	122	77	161	123	77	153	106	55	128							
Search (Google, Yahoo!, etc.)	Vert %	61.7%	70.8%	68.5%	54.2%	69.4%	73.6%	71.8%	63.0%	73.3%	70.7%	60.0%	60.9%	57.4%	40.4%	67.6%							
	Index	100	111	108	88	112	119	102	116	118	110	99	93	65	31	116							
Shopping	Vert %	31.7%	40.9%	36.5%	25.5%	38.1%	43.5%	38.3%	29.3%	41.4%	37.8%	27.6%	35.1%	30.1%	20.1%	38.9%							
	Index	100	129	115	80	120	137	121	92	130	119	87	111	95	63	123							
Social networking (Facebook, Twitter, LinkedIn, etc.)	Vert %	58.4%	59.4%	59.1%	39.7%	54.3%	60.0%	54.6%	33.7%	64.6%	43.0%	43.0%	43.0%	38.7%	27.1%	55.3%							
	Index	100	120	113	85	116	138	128	109	118	115	92	93	82	58	118							
Sports scores/updates	Vert %	9.8%	12.0%	11.3%	8.0%	11.5%	12.4%	11.6%	10.0%	13.2%	12.0%	8.9%	8.7%	8.5%	5.6%	4.9%							
	Index	100	123	115	82	118	121	103	102	131	127	87	91	87	50	106							
Take college courses	Vert %	5.4%	8.7%	6.7%	3.7%	7.1%	15.3%	10.9%	8.3%	5.9%	4.5%	3.2%	2.0%	1.6%	0.9%	7.2%							
	Index	100	162	116	68	132	285	204	154	84	60	37	31	17	13	130							
Traffic	Vert %	8.6%	7.8%	6.3%	5.3%	8.0%	6.3%	8.0%	6.3%	8.1%	6.3%	5.0%	6.3%	5.4%	3.2%	8.9%							
	Index	100	126	117	80	120	121	121	95	144	129	93	100	80	54	148							
Travel reservations (airline, hotel, auto rental, etc.)	Vert %	20.4%	29.2%	24.9%	14.7%	26.2%	23.6%	20.3%	14.1%	33.4%	27.5%	16.9%	31.2%	25.0%	12.3%	25.2%							
	Index	100	143	120	71	129	116	69	115	160	135	83	123	100	63	154							
Video clips (YouTube, etc.)	Vert %	27.6%	35.9%	32.3%	21.7%	33.6%	45.9%	41.3%	32.3%	34.3%	31.2%	23.6%	20.7%	18.3%	11.7%	28.5%							
	Index	100	130	117	79	122	166	150	117	124	113	86	75	66	42	103							
Watch free TV programs	Vert %	11.6%	16.6%	12.6%	8.0%	14.0%	19.4%	14.0%	10.5%	10.5%	7.5%	6.5%	4.6%	3.3%	1.5%	15.6%							
	Index	100	150	115	73	128	224	177	138	128	99	69	42	30	15	142							
Watch live sports	Vert %	4.8%	7.4%	5.3%	3.5%	6.1%	10.5%	7.2%	6.1%	6.6%	5.0%	3.2%	3.4%	2.5%	1.9%	3.3%							
	Index	100	158	111	72	128	217	127	105	121	97	53	71	53	37	130							
Watch TV programs using online subscription service	Vert %	10.9%	17.7%	13.4%	6.9%	14.9%	26.6%	22.4%	15.1%	14.1%	10.4%	6.0%	4.7%	4.0%	2.0%	14.0%							
	Index	100	163	123	63	138	264	208	139	130	95	55	43	37	19	129							
Weather	Vert %	29.7%	31.4%	32.2%	21.5%	31.9%	28.0%	28.7%	26.6%	33.7%	35.2%	30.8%	31.3%	23.9%	29.9%	35.3%							
	Index	100	106	109	93	108	97	91	85	114	125	104	97	80	97	119							
Other coupons	Vert %	8.1%	10.8%	9.7%	6.1%	10.1%	9.6%	10.2%	6.1%	12.1%	10.0%	7.1%	10.3%	8.2%	4.9%	8.6%							
	Index	100	133	120	75	125	118	125	76	150	127	101	104	102	51	100							
Other use	Vert %	12.2%	12.4%	12.6%	11.7%	12.6%	12.3%	13.5%	12.3%	12.2%	12.5%	12.2%	13.1%	12.0%	10.6%	10.8%							
	Index	100	102	105	96	104	101	111	101	101	103	100	108	99	87	89							
Ways used Internet/apps in past 30 days on smartphone																							
Automobile information	Vert %	4.8%	7.3%	5.6%	3.5%	6.2%	11.3%	8.1%	6.7%	6.5%	5.3%	3.8%	1.5%	1.6%	0.7%	4.2%							
	Index	100	151	115	72	128	234	168	139	134	109	79	32	34	15	87							
Banking	Vert %	21.1%	32.8%	26.0%	13.9%	28.5%	49.0%	39.1%	28.6%	30.2%	24.2%	14.4%	8.4%	6.9%	2.8%	28.4%							
	Index	100	155	123	66	139	232	135	130	142	114	62	40	34	13	140							
Blogs (read or contributed to)	Vert %	7.6%	11.8%	9.9%	4.8%	10.6%	18.6%	16.8%	10.4%	10.3%	8.0%	4.7%	2.2%	1.9%	0.7%	11.0%							
	Index	100	154	130	62	139	243	220	135	130	104	62	29	25	9	144							
Cable TV network site	Vert %	2.0%	3.2%	2.4%	1.3%	2.4%	3.6%	4.2%	3.7%	2.4%	1.6%	0.8%	0.6%	0.3%	0.2%	3.0%							
	Index	100	162	119	66	135	233	180	127	157	93	39	29	15	120	151							
Consumer reviews (products, services, etc.)	Vert %	7.7%	12.6%	9.5%	4.7%	10.7%	18.3%	14.2%	9.5%	11.9%	8.9%	4.9%	3.7%	2.6%	1.1%	9.6%							
	Index	100	165	125	69	133	239	184	134	155	116	63	48	34	18	154							
Daily deals (Groupon, LivingSocial, etc.)	Vert %	10.9%	18.4%	13.5%	6.7%	15.3%	24.2%	18.8%	13.5%	13.5%	7.2%	5.4%	3.8%	1.2%	17.5%	12.8%							
	Index	100	168	123	61	140	221	172	119	123	66	50	35	11	160	117							
Download newspaper, radio, or TV apps	Vert %	4.0%	5.9%	5.0%	3.1%	6.2%	7.3%	5.2%	7.6%	6.1%	3.2%	2.5%	2.5%	0.8%	1.1%	7.6%							
	Index	100	145	122	63	138	232	151	123	156	107	66	60	57	16	121							
Fantasy football or other fantasy sports	Vert %	3.0%	4.3%	3.8%	2.1%	4.0%	7.1%	5.8%	4.8%	3.5%	3.5%	2.1%	0.8%	0.6%	0.1%	6.6%							
	Index	100	144	124	70	131	236	191	160	116	116	68	28	21	5	116							
Financial information/services	Vert %	6.0%	10.3%	7.2%	3.7%	8.3%	15.0%	10.1%	7.6%	9.4%	6.9%	3.5%	3.3%	2.4%	1.0%	6.8%							
	Index	100	173	120	62	139	253	169	127	158	116	59	58	41	17	115							
Find a business address or phone number	Vert %	22.4%	33.6%	28.1%	14.9%	30.1%	42.1%	36.6%	26.0%	35.1%	28.6%	14.7%	11.3%	4.6%	30.2%	30.1%							
	Index	100	150	126	68	135	168	126	116	157	128	70	62	49	22	126							
Games (play or download)	Vert %	18.5%	27.7%	23.2%	12.3%	24.9%	40.1%	33.6%	24.5%	22.1%	12.7%	7.5%	8.5%	7.3%	3.0%	25.7%							
	Index	100	150	126	66	135	181	132	116	110	81	46	58	48	23	130							
Instant messaging	Vert %	27.1%	39.3%	33.5%	18.8%	35.6%	51.8%	44.7%	31.3%	39.6%	33.6%	21.1%	15.6%	13.0%	6.3%	35.3%							
	Index	100	145	124	69	131	191	165	115	148	124	80	58	48	23	130							
Job/employment search	Vert %	9.3%	7.1%	3.9%	1.9%	16.0%	12.4%	9.0%	7.1%	5.7%	3.4%	6.3%	2.3%	1.7%	5	146							
	Index	100	158	122	68	135	211	154	120	115	97	63	23	17	5	123							
Listen to a local radio station online	Vert %	8.1%	12.9%	10.1%	5.3%	11.1%	19.2%	15.5%	10.6%	12.1%	9.3%	5.7%	2.6%	2.0%	1.0%	10.6%							
	Index	100	158	124	70	131	236	191	126	130	114	62	32	12	25	130							
Listen to Internet radio (HeartRadio, Radio.com, etc.)	Vert %	11.2%	13.8%	7.4%	15.2%	26.7%	21.7%	15.6%	16.2%	12.5%	7.7%	3.3%	2.7%	1.2%	14.1%	16.3%							
	Index	100	156	123	66	135	237	193	138	144	111	68	29	24	11	126							
Listen to online music service (Last.fm, Pandora, Spotify, etc.)	Vert %	23.2%	19.7%	16.2%	10.6%	21.6%	37.7%	32.0%	21.7%	18.9%	16.9%	9.1%	3.9%	3.4%	1.4%	21.0%							
	Index	100	153	129	63	138	248	210	143	129	126	60	28	25	9	138							
Local news	Vert %	14.0%	22.0%	17.1%	9.2%	18.9%	33.1%	26.5%	19.1%	20.7%	15.7%	9.6%	4.4%	3.5%	1.6%	17.9%							
	Index	100	157	125	68	135	186	136	126	135	108	68	31	25	12	128							
Local/community events	Vert %	11.8%	16.2%	14.8%	8.4%	15.3%	20.6%	19.0%	14.7%	17.5%	15												

Projected: 242,797,984 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	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			
Weather	Index	130	147	129	147	224	117	224	117	45	130	130	130	130	130	130		
	Vert %	32.5%	43.6%	40.0%	23.9%	50.6%	50.6%	44.1%	41.6%	26.9%	20.4%	16.8%	8.1%	20.4%	42.4%			
Other coupons	Index	100	134	123	73	127	171	124	128	83	63	52	25	124	131			
	Vert %	5.4%	34.4%	6.6%	7.5%	6.6%	9.5%	6.5%	6.2%	3.3%	3.5%	1.1%	0.3%	5.3%	5.3%			
Other use	Index	100	167	122	63	138	177	120	186	138	68	64	35	15	171	102		
	Vert %	6.3%	8.8%	7.4%	4.7%	7.9%	12.2%	10.6%	9.0%	8.2%	7.1%	4.9%	3.7%	2.5%	6.4%	9.6%		
Ways used Internet/apps in past 30 days on tablet	Index	100	140	118	75	126	195	168	144	130	78	60	40	21	102	153		
Automobile information	Vert %	2.4%	3.6%	2.6%	1.8%	2.9%	3.1%	2.6%	2.1%	5.0%	2.8%	2.3%	1.8%	0.9%	2.1%	3.9%		
	Index	100	153	109	76	125	132	113	91	211	96	77	75	40	89	165		
Banking	Vert %	8.1%	12.1%	9.6%	5.7%	10.8%	12.3%	10.8%	8.7%	12.3%	6.8%	5.7%	2.8%	10.2%	10.2%	10.2%		
	Index	100	149	119	71	130	169	133	98	157	128	84	70	35	134	125		
Blogs (read or contributed to)	Vert %	4.6%	7.6%	5.7%	2.9%	6.4%	9.3%	7.4%	5.1%	8.6%	5.7%	3.1%	2.7%	2.4%	1.1%	6.2%		
	Index	100	165	122	63	138	195	168	144	130	78	60	40	21	102	153		
Cable TV network site	Vert %	2.1%	4.0%	2.4%	1.3%	3.0%	4.6%	2.8%	1.9%	4.4%	2.6%	1.6%	2.1%	1.2%	0.6%	3.2%		
	Index	100	166	111	63	138	215	130	89	204	120	75	58	27	127	151		
Consumer reviews (products, services, etc.)	Vert %	4.9%	7.6%	6.0%	3.3%	6.8%	9.3%	7.4%	5.1%	8.6%	5.7%	3.1%	2.7%	2.4%	1.1%	6.2%		
	Index	100	155	123	66	134	138	121	79	192	141	78	62	43	119	152		
Daily deals (Groupon, LivingSocial, etc.)	Vert %	4.1%	6.8%	5.0%	2.7%	5.7%	7.0%	5.0%	3.8%	5.8%	3.1%	1.3%	1.3%	0.6%	4.6%	4.6%		
	Index	100	165	120	64	137	170	121	92	188	74	75	31	190	112	111		
Download newspaper, radio, or TV apps	Vert %	3.3%	5.5%	3.5%	2.3%	4.2%	6.0%	3.2%	3.2%	5.5%	4.0%	2.4%	4.4%	3.1%	1.5%	3.6%		
	Index	100	168	109	70	130	185	98	99	168	123	73	135	96	47	109		
Fantasy football or other fantasy sports	Vert %	1.3%	1.9%	1.4%	0.9%	1.6%	2.4%	1.9%	1.2%	1.5%	0.9%	0.3%	0.2%	0.2%	0.8%	2.6%		
	Index	100	153	114	72	128	193	158	154	109	117	72	49	27	14	65		
Financial information/services	Vert %	3.0%	4.7%	3.7%	2.0%	4.0%	4.8%	3.7%	2.6%	5.2%	4.1%	2.1%	3.5%	2.5%	1.4%	3.4%		
	Index	100	156	122	67	132	160	124	87	172	120	85	117	70	85	114		
Find a business address or phone number	Vert %	7.4%	10.6%	8.9%	5.3%	9.5%	8.2%	8.5%	6.6%	13.2%	10.3%	6.2%	9.8%	6.7%	3.1%	9.6%		
	Index	100	143	121	71	129	111	115	90	179	139	84	133	90	42	130		
Games (play or download)	Vert %	11.6%	16.6%	13.2%	14.4%	19.2%	14.3%	12.1%	17.3%	19.3%	9.3%	10.2%	15.3%	15.3%	12.3%	12.3%		
	Index	100	144	115	75	125	167	124	105	151	122	81	88	78	46	139		
Instant messaging	Vert %	6.8%	10.4%	7.7%	4.9%	8.7%	11.7%	8.7%	7.3%	10.8%	8.1%	5.1%	7.3%	5.3%	2.9%	8.9%		
	Index	100	154	114	69	133	172	128	107	172	119	78	107	78	51	138		
Job/employment search	Vert %	2.7%	4.4%	3.2%	1.8%	3.6%	6.1%	5.0%	3.9%	4.5%	2.8%	1.8%	1.0%	0.3%	4.1%	3.2%		
	Index	100	160	118	67	133	222	162	143	168	102	67	105	37	12	149		
Listen to a local radio station online	Vert %	4.0%	3.1%	4.0%	3.4%	3.6%	3.4%	3.6%	3.4%	3.4%	3.0%	1.6%	1.5%	1.4%	3.7%	3.1%		
	Index	100	156	119	68	132	195	141	125	171	127	71	58	59	25	142		
Listen to Internet radio (HeartRadio, Radio.com, etc.)	Vert %	3.6%	5.8%	4.3%	2.4%	4.8%	7.7%	5.8%	4.2%	6.1%	4.1%	2.5%	1.8%	2.0%	0.9%	4.8%		
	Index	100	151	119	69	133	204	119	109	162	119	74	51	34	132	141		
Listen to online music service (Last.fm, Pandora, Spotify, etc.)	Vert %	5.2%	7.7%	6.5%	3.3%	6.9%	10.5%	9.0%	6.2%	7.6%	6.3%	3.5%	2.8%	2.3%	1.4%	7.1%		
	Index	100	149	125	67	134	204	175	121	147	121	68	54	44	26	137		
Listen to radio (local or internet radio)	Vert %	7.3%	8.4%	7.2%	4.1%	8.4%	11.4%	7.1%	7.3%	10.8%	8.1%	5.1%	7.3%	5.3%	2.9%	8.9%		
	Index	100	158	117	69	132	204	153	124	166	115	71	57	57	26	132		
Local news	Vert %	5.8%	8.0%	7.1%	4.4%	7.4%	7.8%	6.2%	5.8%	9.4%	6.0%	5.1%	5.4%	4.5%	2.5%	6.4%		
	Index	100	125	105	65	126	152	98	132	104	98	77	63	43	107	110		
Local/community events	Vert %	2.6%	4.4%	3.1%	1.7%	3.6%	4.0%	2.8%	2.6%	5.6%	3.9%	1.9%	2.5%	1.8%	0.8%	3.8%		
	Index	100	165	119	65	136	151	107	98	214	160	73	95	70	30	144		
Maps/GPS (Google Maps, MapQuest, etc.)	Vert %	11.7%	9.3%	6.4%	10.4%	10.4%	8.4%	14.7%	14.7%	10.5%	10.5%	8.2%	9.4%	9.2%	9.2%	11.3%		
	Index	100	141	113	78	123	116	102	89	171	126	89	127	99	55	111		
Medical services/information	Vert %	2.5%	3.8%	2.9%	1.8%	3.2%	2.9%	2.5%	1.7%	4.8%	3.1%	2.0%	3.6%	3.1%	1.6%	3.6%		
	Index	100	153	117	71	130	117	102	67	172	124	62	124	62	143	139		
Movie listings	Vert %	4.4%	11.1%	5.6%	1.4%	7.6%	9.8%	5.7%	1.8%	13.3%	6.3%	1.6%	9.1%	3.7%	0.8%	7.6%		
	Index	100	250	125	31	171	220	128	40	300	141	36	204	83	19	171		
Movies (watch or download)	Vert %	12.1%	8.4%	10.4%	4.4%	10.4%	11.4%	8.4%	8.0%	14.4%	8.0%	4.4%	9.1%	9.1%	9.1%	10.4%		
	Index	100	173	120	62	139	228	162	120	180	122	61	56	38	21	130		
Music (listen or download - iTunes, Rhapsody, etc.)	Vert %	4.8%	8.9%	5.5%	3.0%	6.7%	11.5%	7.0%	5.5%	9.4%	5.6%	3.1%	2.9%	2.4%	1.2%	6.2%		
	Index	100	183	113	63	139	228	162	120	180	122	61	56	38	21	130		
National news	Vert %	6.6%	9.3%	8.2%	4.7%	8.6%	8.6%	6.9%	5.8%	10.9%	10.0%	5.4%	7.2%	6.2%	3.1%	6.5%		
	Index	100	140	124	71	130	130	104	87	165	151	81	109	94	46	98		
Personal ads/dating	Vert %	0.9%	1.5%	1.0%	0.6%	1.2%	2.2%	1.3%	1.2%	1.5%	1.0%	0.7%	0.4%	0.5%	0.1%	1.2%		
	Index	100	168	112	60	126	146	128	161	112	124	64	112	112	35	138		
Photo processing/sharing (Snapfish, Shutterfly, etc.)	Vert %	3.0%	5.0%	3.7%	1.9%	4.2%	5.8%	4.0%	2.7%	5.2%	4.1%	2.2%	3.1%	2.2%	1.0%	4.6%		
	Index	100	166	123	62	139	193	132	88	173	137	71	102	73	32	152		
Podcasts (watch, listen, or download)	Vert %	2.6%	1.1%	1.1%	2.1%	2.8%	1.8%	2.6%	1.7%	2.6%	1.3%	1.3%	1.5%	1.5%	0.3%	2.4%		
	Index	100	161	116	69	132	172	109	106	190	136	78	84	81	30	116		
Real estate listings	Vert %	3.1%	5.0%	3.8%	2.0%	4.2%	4.6%	4.1%	2.5%	6.4%	4.3%	2.6%	3.0%	2.3%	0.9%	4.0%		
	Index	100	123	100	60	141	130	148	82	136	148	84	75	85	34	109		
Restaurant information (reviews, reservations, etc.)	Vert %	6.0%	9.9%	7.3%	3.8%	8.2%	8.2%	6.8%	4.9%	11.8%	8.2%	4.4%	9.1%	6.2%	2.3%	8.3%		
	Index	100	164	121	64	137	137	112	82	196	136	74	151	103	38	138		
Scan QR code (mobile device barcode for prod info/discounts)	Vert %	1.3%	0.8%	0.5%	1.1%	1.8%	0.6%	0.6%	0.3%	0.6%	0.6%	0.3%	0.4%	0.3%	0.1%	0.6%		
	Index	100	178	107	68	133	253	113	89	175	123	74	75	57	45	139		
Shopping (Google, Yahoo!, etc.)	Vert %	23.8%	31.3%	27.3%	19.0%	28.8%	32.4%	28.9%	25.7%	34.7%	29.8%	21.2%	22.5%	18.5%	11.8%	28.2%		
	Index	100	131	114	70	120	114	126	121	186	130	84	78	51	118	149		
Shopping	Vert %	9.0%	13.5%	10.8%	6.2%	11.8%	14.5%	11.4%	8.4%	14.8%	12.1%	7.3%	9.1%	6.6%	3.1%	12.5%		
	Index	100	151	121	69	132	162	137	94	165	135	82	101	74	35	140		
Social networking (Facebook, Twitter, LinkedIn, etc.)	Vert %	25.9%	22.3%	14.4%	23.4%	29.3%	25.1%	20.7%	27.4%	23.3%	16.1%	16.9%	13.8%	21.6%	21.6%	21.6%		
	Index	100	136	116	77	123	154	122	109	144	123	86	87	72	43	133		
Sports scores/updates	Vert %	3.6%	5.4%	4.3%	2.5%	4.7%	4.9%	4.1%	3.7%	6.3%	5.2%	2.8%	4.3%	2.6%	1.3%	2.2%		
	Index	100	149	120	69	131	147	102	74	175	127	62	73	36	12	137		
Take college courses	Vert %	0.9%	1.5%	0.9%	0.6%	1.3%	3.4%	1.7%	1.5%	1.2%	0.7%	0.4%	0.3%	0.2%	0.1%	1.4%		
	Index	100	201	102	63	138	367	185	158	132	74	47	32	19	13	155		
Traffic	Vert %	3.9%	2.9%	2.5%	3.2%	3.7%	2.5%	2.2%	3.0%	3.7%	1.8%	1.8%	2.2%	1.8%	0.3%	3.9%		
	Index	100	166	119	65	136	158	108	83	205	145	75	95	78	39	109		
Travel reservations (airline, hotel, auto rental, etc.)	Vert %	4.8%	8.4%	5.7%	3.0%	6.7%	7.5%	5.0%	3.7%	10.2%	6.9%	3.6%	6.5%	4.3%	1.8%	7.0%		
	Index	100	174	118	63	139	214	134	77	136	154	75	89	37	144	133		
Video clips (YouTube, etc.)	Vert %	11.3%	17.4%	13.3%	7.9%	14.8%	21.2%	16.1%	12.7%	18.6%	14.3%							

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

U.S. Crosstabulations 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							
Local/community events	Vert %	0.6%	0.3%	0.3%	0.4%	0.7%	0.4%	0.6%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.1%	0.4%	0.5%	0.5%	0.5%	0.5%		
Maps/GPS (Google Maps, MapQuest, etc.)	Vert %	1.3%	1.1%	1.2%	0.8%	1.2%	1.3%	0.9%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%		
Medical services/information	Vert %	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%	0.3%	0.3%	0.3%		
Movie listings	Vert %	0.5%	0.8%	0.5%	0.3%	0.8%	1.1%	0.8%	0.6%	0.8%	0.3%	0.5%	0.2%	0.1%	0.8%	0.8%	0.3%	0.3%	0.3%	0.3%		
Movies (watch or download)	Vert %	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%	0.5%	3.4%	5.1%	1.5%	1.7%	1.5%		
Music (listen or download - iTunes, Rhapsody, etc.)	Vert %	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%	0.3%	1.5%	1.7%	1.5%	1.7%	1.5%		
National news	Vert %	1.0%	1.4%	1.2%	0.7%	1.2%	2.1%	1.9%	1.2%	1.0%	0.9%	0.6%	0.2%	0.5%	0.8%	1.0%	1.2%	1.0%	1.2%	1.0%		
Personal ads/dating	Vert %	0.2%	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%	0.3%	0.3%		
Photo processing/sharing (Snapfish, Shutterfly, etc.)	Vert %	0.3%	0.4%	0.4%	0.3%	0.4%	0.6%	0.7%	0.6%	0.4%	0.3%	0.2%	0.0%	0.1%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%		
Podcasts (watch, listen, or download)	Vert %	0.4%	0.6%	0.5%	0.3%	0.5%	0.7%	0.6%	0.7%	0.6%	0.2%	0.2%	0.0%	0.1%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%		
Real estate listings	Vert %	0.3%	0.5%	0.2%	0.2%	0.3%	0.7%	0.4%	0.3%	0.5%	0.2%	0.2%	0.1%	0.1%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%		
Restaurant information (reviews, reservations, etc.)	Vert %	0.4%	0.6%	0.4%	0.3%	0.5%	0.5%	0.5%	0.5%	0.7%	0.4%	0.3%	0.5%	0.2%	0.1%	0.5%	0.4%	0.4%	0.4%	0.4%		
Scan QR code (mobile device barcode for prod info/discounts)	Vert %	0.2%	0.2%	0.2%	0.2%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%	0.3%	0.0%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%		
Search (Google, Yahoo!, etc.)	Vert %	2.0%	2.5%	2.2%	1.8%	2.3%	3.6%	2.9%	3.5%	2.3%	2.2%	1.6%	0.8%	1.1%	0.6%	2.2%	2.4%	2.4%	2.4%	2.4%		
Shopping	Vert %	0.5%	0.6%	0.5%	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%	0.5%	0.5%		
Social networking (Facebook, Twitter, LinkedIn, etc.)	Vert %	1.0%	1.7%	1.6%	1.3%	1.7%	2.6%	2.2%	1.7%	1.3%	1.2%	0.8%	0.4%	0.6%	0.5%	1.8%	1.9%	1.9%	1.9%	1.9%		
Sports scores/updates	Vert %	0.6%	0.7%	0.8%	0.4%	0.7%	0.9%	1.0%	0.7%	0.6%	0.8%	0.5%	0.5%	0.3%	0.2%	0.5%	1.0%	1.0%	1.0%	1.0%		
Take college courses	Vert %	0.2%	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%	0.3%	0.3%		
Traffic	Vert %	1.0%	1.6%	1.5%	0.8%	1.0%	0.7%	0.6%	0.7%	0.6%	0.2%	0.2%	0.0%	0.1%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%		
Travel reservations (airline, hotel, auto rental, etc.)	Vert %	0.2%	0.4%	0.2%	0.2%	0.3%	0.5%	0.2%	0.3%	0.4%	0.3%	0.2%	0.2%	0.1%	0.2%	0.2%	0.4%	0.4%	0.4%	0.4%		
Video clips (YouTube, etc.)	Vert %	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%	1.5%	1.7%	1.5%	1.5%		
Watch free TV programs	Vert %	2.0%	2.6%	2.0%	2.0%	2.0%	3.0%	3.0%	2.5%	1.5%	1.5%	1.0%	0.5%	0.7%	1.8%	2.0%	2.0%	2.0%	2.0%	2.0%		
Watch live sports	Vert %	0.8%	1.3%	1.0%	0.6%	1.1%	2.1%	1.6%	1.2%	0.8%	0.6%	0.6%	0.6%	0.4%	0.2%	0.7%	1.6%	1.6%	1.6%	1.6%		
Watch TV programs using online subscription service	Vert %	4.9%	7.3%	6.2%	3.2%	6.6%	10.6%	9.6%	6.5%	7.0%	5.6%	3.3%	1.9%	1.7%	0.7%	5.5%	7.8%	7.8%	7.8%	7.8%		
Weather	Vert %	1.8%	1.8%	1.6%	1.3%	1.6%	2.1%	1.6%	1.5%	1.0%	0.9%	0.7%	0.5%	0.7%	0.5%	1.7%	1.7%	1.7%	1.7%	1.7%		
Other coupons	Vert %	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%	0.2%	0.2%	0.2%	0.0%	0.1%	0.0%	0.2%	0.3%	0.3%	0.3%	0.3%		
Other use	Vert %	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%	0.5%	1.1%	2.2%	2.2%	2.2%	2.2%		
Broadcast TV networks/stations watched past 7 days	Vert %	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%	62.8%	62.8%	62.8%		
ABC	Vert %	1.0%	1.2%	1.1%	0.9%	1.0%	0.8%	0.7%	0.6%	1.1%	1.0%	0.9%	1.2%	1.1%	1.0%	0.9%	0.8%	0.8%	0.8%	0.8%		
Azteca America	Vert %	1.3%	1.8%	1.6%	1.2%	1.8%	2.0%	1.9%	1.6%	1.9%	2.0%	1.9%	0.8%	0.9%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%		
CBS	Vert %	58.8%	60.9%	58.4%	59.3%	59.3%	46.5%	45.0%	42.5%	65.6%	61.7%	58.6%	73.3%	67.9%	69.4%	59.0%	59.7%	59.7%	59.7%	59.7%		
CW	Vert %	16.1%	19.5%	15.1%	15.4%	16.7%	19.0%	14.6%	15.0%	20.4%	15.4%	16.1%	18.7%	15.4%	14.8%	16.9%	16.5%	16.5%	16.5%	16.5%		
FOX	Vert %	56.8%	60.3%	56.7%	55.5%	56.0%	55.0%	49.7%	46.2%	63.5%	60.1%	59.5%	57.1%	63.5%	62.8%	54.8%	61.5%	61.5%	61.5%	61.5%		
Independent	Vert %	3.9%	4.0%	3.6%	4.1%	3.7%	2.1%	2.1%	2.1%	6.8%	6.3%	6.0%	5.8%	6.0%	5.1%	3.4%	4.1%	4.1%	4.1%	4.1%		
ION	Vert %	10.3%	11.3%	9.0%	10.2%	9.2%	9.8%	7.8%	8.3%	11.3%	9.0%	10.8%	13.7%	11.4%	11.2%	11.8%	7.0%	7.0%	7.0%	7.0%		
MyNetworkTV	Vert %	5.7%	5.1%	4.8%	6.5%	4.9%	3.6%	3.3%	5.0%	5.9%	5.1%	6.9%	5.8%	6.7%	7.1%	4.8%	5.0%	5.0%	5.0%	5.0%		
NBC	Vert %	51.0%	55.2%	50.7%	49.7%	52.4%	41.7%	37.9%	33.5%	60.1%	53.9%	50.8%	70.3%	66.6%	60.1%	50.9%	53.9%	53.9%	53.9%	53.9%		
PBS	Vert %	27.1%	28.4%	26.8%	27.3%	27.3%	8.2%	7.4%	6.6%	28.1%	26.8%	24.3%	48.9%	43.7%	37.1%	27.3%	26.8%	26.8%	26.8%	26.8%		
Telemundo	Vert %	4.5%	4.6%	5.0%	4.2%	4.8%	5.3%	6.4%	4.7%	5.5%	5.3%	5.1%	1.7%	1.7%	2.7%	5.5%	4.1%	4.1%	4.1%	4.1%		
Univis	Vert %	2.3%	2.2%	2.0%	2.2%	2.5%	2.7%	3.6%	2.7%	2.6%	2.7%	2.6%	0.8%	0.8%	1.2%	2.8%	2.1%	2.1%	2.1%	2.1%		
Univision	Vert %	5.1%	6.4%	6.2%	6.3%	6.1%	8.1%	6.0%	7.4%	11.3%	11.3%	11.7%	2.6%	3.5%	3.0%	5.6%	5.6%	5.6%	5.6%	5.6%		
Any broadcast viewing past 7 days	Vert %	85.6%	86.9%	86.4%	84.7%	86.6%	79.2%	78.5%	72.7%	90.1%	89.3%	86.5%	94.7%	94.1%	91.2%	87.6%	85.5%	85.5%	85.5%	85.5%		
Cable networks/stations watched past 7 days	Vert %	10.1%	10.1%	9.9%	10.4%	9.2%	10.4%	9.2%	8.5%	10.5%	10.4%	10.1%	11.1%	10.7%	10.7%	10.7%	10.7%	10.7%	10.7%	10.7%		
A&E	Vert %	27.2%	32.2%	27.6%	25.3%	29.3%	30.8%	26.4%	22.9%	33.0%	28.0%	26.8%	33.1%	28.7%	25.1%	29.1%	29.4%	29.4%	29.4%	29.4%		
ABC Family	Vert %	16.5%	22.5%	17.5%	13.7%	19.3%	23.3%	18.4%	14.4%	21.1%	15.9%	13.4%	13.0%	11.4%	10.5%	24.0%	14.1%	14.1%	14.1%	14.1%		
Adult Swim	Vert %	9.8%	9.9%	7.9%	8.2%	8.2%	17.6%	13.5%	11.1%	7.1%	5.1%	4.1%	1.4%	0.9%	0.6%	5.6%	11.2%	11.2%	11.2%	11.2%		
AMC	Vert %	16.8%	23.0%	17.0%	14.9%	19.2%	23.8%	16.5%	13.4%	22.3%	16.7%	14.8%	22.7%	18.7%	14.8%	15.9%	22.9%	22.9%	22.9%	22.9%		
Animal Planet	Vert %	15.2%	16.1%	15.0%	15.0%	15.4%	15.6%	13.9%	11.5%	16.6%	15.3%	15.2%	16.1%	16.2%	17.1%	15.7%	15.1%	15.1%	15.1%	15.1%		
BET	Vert %	10.0%	10.6%	9.9%	9.9%	10.2%	10.3%	9.2%	7.6%	11.0%	10.1%	10.0%	10.7%	11.3%	10.4%	9.9%	9.9%	9.9%	9.9%	9.9%		
Bio (Biography)	Vert %	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%	5.2%	5.2%	5.2%		
Boomerang	Vert %	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%	2.4%	2.4%	2.4%		
Bravo	Vert %	9.5%	13.2%	10.1%	11.2%	10.2%	10.2%	7.4%	14.1%	10.5%	8.2%	11.1%	7.1%	7.1%	14.2%	8.0%	8.0%	8.0%	8.0%	8.0%		
CI (Crime & Investigation Network)	Vert %	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%	4.5%	2.9%	2.9%	2.9%	2.9%		
CMT (Country Music Television)	Vert %	7.6%	7.1%	6.8%	8.3%	6.9%	8.0%	6.7%	8.0%	6.9%	8.7%	5.9%	6.6%	8.1%	7.2%	6.6%	6.6%	6.6%	6.6%	6.6%		
CN (Cartoon Network)	Vert %	5.5%	8.5%	6.0%	4.1%	6.9%	10.9%	8.2%	6.0%	8.1%	5.7%	4.2%	2.7%	2.6%	2.6%	6.4%	7.4%	7.4%	7.4%	7.4%		
CNBC	Vert %	7.3%	9.4%	6.8%	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%	10.0%	10.0%		
CNN	Vert %	18.0%	23.2%	16.9%	16.8%	19.2%	12.4%	11.4%	23.2%	16.6%	15.2%	12.6%	26.6%	22.6%	17.3%	20.8%	13.8%	13.8%	13.8%	13.8%		
CNN en Español	Vert %	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%	1.0%	1.0%	1.0%	1.0%		
Comedy Central	Vert %	14.4%	21.1%	15.7%	11.2%	17.7%	26.7%	20.6%	16.8%	20.6%	15.0%	11.9%	11.9%	8.7%	6.4%	23.3%	11.9%	11.9%	11			

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

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		35-59 & 3 or more times		35-59 & 1-2 times		60+ & 3 or more times		60+ & 1-2 times		Female Movie-Goers	
		Count	Vert %	Count	Vert %	Count	Vert %	Count	Vert %	Count	Vert %	Count	Vert %	Count	Vert %	Count	Vert %	Count	Vert %	Count	Vert %	Count	Vert %
ESP24	100	144	100	127	88	103	72	153	107	163	113	116	83	116	83	116	83	116	83	116	83	116	83
ESP24	Index	14.8%	16.6%	13.9%	14.6%	14.9%	15.5%	15.2%	15.3%	12.3%	12.1%	16.8%	14.1%	13.9%	13.9%	18.4%	16.6%	16.5%	17.2%	17.2%	17.2%	23.4%	17.7%
ESP24	Index	100	113	94	99	101	105	84	82	114	114	114	95	94	125	112	117	117	117	117	50	158	
ESP24	Index	4.9%	6.2%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	2.4%	8.2%	
ESP24	Index	100	127	94	88	106	131	106	85	133	133	133	95	88	106	89	108	89	108	89	50	167	
ESPN	Index	4.4%	5.2%	4.6%	4.0%	4.8%	5.7%	4.5%	3.2%	4.7%	4.6%	3.2%	4.7%	4.6%	3.8%	5.3%	4.7%	4.7%	4.7%	4.7%	7.8%	1.8%	
ESPN	Index	100	119	104	91	109	130	102	73	132	132	132	108	105	127	112	120	108	108	108	49	177	
ESPN	Index	18.8%	22.6%	19.5%	17.0%	20.8%	21.6%	17.1%	13.9%	24.7%	24.7%	24.7%	20.9%	17.9%	21.5%	20.7%	18.3%	22.9%	22.9%	22.9%	18.1%	18.1%	
ESPN	Index	100	120	104	91	110	115	91	74	127	127	127	111	95	111	95	110	97	110	97	122	96	
ESPN	Index	3.7%	3.8%	3.2%	3.9%	3.4%	1.5%	1.3%	1.9%	3.0%	3.0%	3.0%	3.0%	3.0%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	4.9%	9.3%	
ESPN	Index	100	103	87	107	83	37	52	104	104	104	104	84	84	104	84	104	84	104	84	56	142	
ESPN	Index	1.1%	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%	0.6%	0.7%	0.7%	0.7%	0.7%	1.8%	1.8%	
ESPN	Index	100	115	108	90	110	142	94	112	129	129	129	106	87	106	52	52	96	96	96	65	161	
ESPN	Index	17.4%	16.1%	16.0%	16.8%	16.8%	18.8%	8.9%	17.0%	15.8%	15.8%	15.8%	16.8%	26.0%	29.1%	29.3%	29.3%	29.3%	29.3%	29.3%	13.8%	18.8%	
ESPN	Index	100	92	108	92	55	51	51	51	78	78	78	85	101	140	169	168	168	168	168	79	106	
ESPN	Index	6.7%	6.9%	5.8%	7.2%	6.2%	5.8%	5.0%	5.1%	7.4%	7.4%	7.4%	5.7%	6.7%	7.7%	7.3%	9.3%	9.3%	9.3%	9.3%	3.2%	9.4%	
ESPN	Index	100	103	86	108	92	74	77	77	111	111	111	85	101	116	116	139	139	139	139	48	141	
ESPN	Index	8.6%	9.2%	8.4%	8.5%	8.7%	7.5%	6.7%	6.3%	9.9%	9.9%	9.9%	8.7%	7.6%	10.7%	10.8%	11.2%	10.5%	12.5%	12.5%	5.2%	12.5%	
ESPN	Index	100	107	98	99	101	87	77	77	116	116	116	101	89	124	126	131	131	131	131	60	146	
ESPN	Index	15.6%	21.3%	16.0%	13.3%	17.9%	26.8%	17.0%	15.8%	13.0%	13.0%	13.0%	15.8%	13.0%	15.1%	11.8%	10.1%	14.6%	14.6%	14.6%	21.3%	15.6%	
ESPN	Index	100	137	103	85	115	172	122	109	124	124	124	99	88	97	76	65	65	65	65	95	137	
ESPN	Index	1.2%	1.8%	1.3%	1.0%	1.5%	2.7%	2.0%	1.9%	1.6%	1.6%	1.6%	1.1%	0.9%	0.6%	0.5%	0.4%	0.5%	0.4%	0.5%	2.3%	2.3%	
ESPN	Index	100	146	107	79	121	217	164	150	128	128	128	90	75	43	53	53	53	53	53	61	198	
ESPN	Index	2.1%	2.2%	2.3%	1.9%	2.3%	2.5%	3.0%	1.7%	2.6%	2.3%	2.4%	0.8%	0.4%	0.1%	0.4%	0.7%	0.4%	0.7%	0.4%	2.7%	1.8%	
ESPN	Index	100	106	112	91	110	110	110	110	147	147	147	113	114	114	114	45	45	45	45	129	88	
ESPN	Index	5.6%	5.6%	4.9%	5.1%	4.9%	5.1%	2.8%	2.8%	2.6%	2.6%	2.6%	4.0%	4.0%	4.0%	4.0%	11.1%	11.1%	11.1%	11.1%	3.1%	7.4%	
ESPN	Index	100	102	88	107	93	50	42	46	94	94	94	75	83	214	200	181	175	175	175	37	103	
ESPN	Index	3.8%	3.9%	3.6%	4.0%	3.7%	3.8%	2.9%	2.3%	4.2%	4.2%	4.2%	3.6%	3.6%	3.6%	3.6%	4.7%	4.7%	4.7%	4.7%	4.3%	3.0%	
ESPN	Index	100	102	98	104	100	99	91	77	104	104	104	95	77	112	145	145	145	145	145	92	112	
ESPN	Index	7.4%	7.8%	7.1%	7.5%	7.3%	6.9%	6.0%	6.9%	8.7%	8.7%	8.7%	7.7%	7.9%	7.6%	7.6%	7.4%	7.4%	7.4%	7.4%	10.6%	10.6%	
ESPN	Index	100	105	95	101	99	80	80	80	117	117	117	103	107	103	103	102	100	100	100	59	143	
ESPN	Index	16.1%	15.4%	17.5%	17.5%	17.5%	17.5%	7.8%	6.1%	14.8%	14.8%	14.8%	15.4%	15.4%	15.4%	15.4%	26.6%	26.6%	26.6%	26.6%	19.9%	8.9%	
ESPN	Index	100	95	89	109	91	48	38	53	96	96	96	86	96	181	162	165	165	165	165	123	55	
ESPN	Index	18.3%	20.0%	20.1%	16.9%	20.0%	15.2%	14.6%	11.9%	21.7%	22.6%	22.6%	17.7%	25.5%	24.1	18.4	18.4	23.8%	23.8%	23.8%	15.9%	15.9%	
ESPN	Index	100	110	110	110	110	83	65	65	119	119	119	80	124	132	132	132	132	132	132	101	130	
ESPN	Index	28.6%	29.7%	28.3%	28.3%	28.6%	26.5%	23.1%	21.3%	29.9%	29.2%	28.7%	35.3%	35.8%	32.7%	35.8%	32.7%	31.9%	36.6%	36.6%	21.9%	36.6%	
ESPN	Index	100	104	99	99	101	93	81	75	105	105	105	102	101	124	125	115	115	115	115	77	128	
ESPN	Index	4.8%	4.8%	4.5%	4.5%	4.5%	2.7%	1.6%	1.6%	4.8%	4.8%	4.8%	3.2%	4.5%	4.5%	4.5%	6.8%	6.8%	6.8%	6.8%	3.9%	5.6%	
ESPN	Index	100	113	82	106	94	62	36	48	136	136	136	91	105	161	145	150	150	150	92	95		
ESPN	Index	3.6%	5.1%	3.6%	3.2%	4.1%	4.3%	2.6%	3.0%	5.6%	4.2%	3.6%	5.6%	3.6%	5.6%	3.6%	2.8%	2.8%	2.8%	2.8%	2.9%	5.4%	
ESPN	Index	100	97	107	87	104	83	72	72	163	163	163	119	99	119	119	119	119	119	119	80	151	
ESPN	Index	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%	1.4%	1.4%	1.4%	2.1%	1.4%	
ESPN	Index	100	72	87	118	81	22	41	36	96	103	109	115	132	190	99	99	99	99	99	62	62	
ESPN	Index	18.5%	21.5%	18.5%	17.4%	18.5%	17.4%	18.5%	17.4%	22.5%	22.5%	22.5%	18.5%	20.1%	22.5%	22.5%	27.2%	27.2%	27.2%	27.2%	10.1%	10.1%	
ESPN	Index	100	117	99	95	105	98	81	77	123	123	123	102	94	139	122	109	148	148	148	58	58	
ESPN	Index	9.6%	9.1%	9.9%	9.6%	9.7%	9.7%	7.5%	8.2%	11.7%	9.2%	9.4%	12.5%	10.5%	10.8%	14.0%	14.0%	14.0%	14.0%	14.0%	4.9%	4.9%	
ESPN	Index	100	115	99	99	101	99	99	99	109	109	109	98	112	145	145	145	145	145	145	145	145	
ESPN	Index	0.6%	0.9%	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%	1.1%	1.1%	1.1%	0.3%	1.1%	
ESPN	Index	100	159	93	83	117	162	66	64	168	168	168	115	94	98	88	84	84	84	84	184	43	
ESPN	Index	4.0%	3.5%	3.6%	3.7%	3.5%	2.7%	3.7%	2.7%	3.7%	3.7%	3.7%	4.3%	4.5%	4.5%	4.5%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	
ESPN	Index	100	109	97	99	101	97	74	73	112	112	112	105	94	124	123	54	153	153	153	54	153	
ESPN	Index	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%	9.8%	9.8%	9.8%	6.5%	9.8%	
ESPN	Index	100	92	106	84	108	52	56	56	131	131	131	86	86	164	164	131	131	131	131	130	130	
ESPN	Index	9.7%	16.1%	10.6%	6.9%	12.6%	27.0%	18.7%	15.2%	12.1%	7.7%	6.0%	4.0%	2.9%	2.1%	14.1%	11.0%	14.1%	11.0%	14.1%	11.0%	11.0%	
ESPN	Index	100	166	109	71	130	277	192	156	125	125	125	79	62	21	22	22	22	22	22	144	113	
ESPN	Index	4.6%	4.1%	4.6%	5.3%	5.3%	2.7%	7.8%	7.8%	13.3%	13.3%	13.3%	10.6%	12.5%	12.5%	12.5%	0.7%	5.3%	5.3%	5.3%	5.4%	5.4%	
ESPN	Index	100	168	101	68	133	330	193	162	135	135	135	65	56	31	17	15	132	132	132	134	134	
ESPN	Index	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%	0.3%	1.2%	1.2%	1.2%	1.2%	0.6%	0.6%	
ESPN	Index	100	129	113	128	109	215	201	141	177	201	201	117	26	79	26	79	79	79	79	190	190	
ESPN	Index	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%	12.9%	18.0%	12.9%	18.0%	18.0%	
ESPN	Index	100	105	95	101	99	76	60	56	109	98	96	150	150	141	141	83	116	116	116	83	116	
ESPN	Index	2.8%	4.6%	2.7%	2.2%	3.4%	5.6%	3.0%	2.6%	4.6%	4.6%	4.6%	3.1%	2.1%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	4.8%	4.8%	
ESPN	Index	100	164	87	79	122</																	

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 ALMA Awards	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	
		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
American Music Awards	Vert %	13.8%	100	15.8%	100	14.0%	100	12.9%	100	14.7%	100	14.8%	100	12.3%	100	11.0%	100	16.8%	100	15.3%	100	14.6%	100	15.7%	100	14.1%	100	12.3%	100	17.4%	100
Barbara Walters Specials	Vert %	10.5%	100	11.5%	100	9.8%	100	10.7%	100	10.4%	100	5.2%	100	4.2%	100	4.4%	100	11.6%	100	10.3%	100	9.9%	100	22.7%	100	18.6%	100	16.2%	100	6.2%	100
BET Awards	Vert %	8.6%	100	11.0%	100	8.8%	100	8.1%	100	9.6%	100	13.5%	100	11.1%	100	10.8%	100	11.5%	100	8.3%	100	8.6%	100	5.4%	100	5.6%	100	1.5%	100	11.9%	100
CMA Awards (Country Music Association Awards)	Vert %	17.1%	100	16.4%	100	16.9%	100	17.5%	100	16.7%	100	14.6%	100	13.4%	100	14.0%	100	18.0%	100	17.2%	100	18.0%	100	20.6%	100	20.3%	100	19.8%	100	13.3%	100
Dick Clark's New Year's Rockin' Eve	Vert %	24.2%	100	25.7%	100	23.0%	100	23.0%	100	21.6%	100	21.6%	100	19.2%	100	28.5%	100	29.0%	100	27.5%	100	24.1%	100	22.4%	100	26.6%	100	26.6%	100	24.6%	100
Emmy Awards - Daytime Entertainment	Vert %	6.5%	100	7.0%	100	6.4%	100	6.3%	100	6.6%	100	5.8%	100	5.7%	100	6.9%	100	6.1%	100	5.9%	100	9.5%	100	8.5%	100	7.8%	100	8.6%	100	4.5%	100
Emmy Awards - Primetime	Vert %	12.1%	100	15.0%	100	12.5%	100	10.8%	100	13.4%	100	11.4%	100	9.7%	100	14.9%	100	12.6%	100	10.7%	100	22.2%	100	17.1%	100	13.1%	100	15.4%	100	11.2%	100
ESPys	Vert %	3.7%	100	4.6%	100	4.2%	100	3.1%	100	4.3%	100	5.1%	100	4.1%	100	4.8%	100	3.4%	100	2.3%	100	2.3%	100	2.0%	100	2.3%	100	2.0%	100	6.9%	100
Golden Globe Awards	Vert %	14.2%	100	18.9%	100	15.0%	100	12.0%	100	16.4%	100	15.4%	100	12.9%	100	19.1%	100	15.6%	100	12.5%	100	25.0%	100	17.5%	100	12.8%	100	19.5%	100	13.0%	100
Grammy Awards	Vert %	20.2%	100	25.4%	100	21.4%	100	17.7%	100	22.8%	100	24.7%	100	20.9%	100	18.8%	100	22.6%	100	19.1%	100	23.7%	100	19.5%	100	15.0%	100	26.4%	100	18.8%	100
Kennedy Center Honors	Vert %	8.8%	100	8.8%	100	8.1%	100	8.8%	100	8.7%	100	11.3%	100	10.3%	100	9.3%	100	11.2%	100	9.5%	100	11.7%	100	9.6%	100	7.4%	100	13.1%	100	9.3%	100
Kids' Choice Awards	Vert %	4.4%	100	6.4%	100	4.7%	100	3.5%	100	5.3%	100	4.7%	100	6.5%	100	6.2%	100	4.8%	100	3.8%	100	2.3%	100	1.2%	100	1.0%	100	6.8%	100	3.7%	100
Latin Grammy Awards	Vert %	3.9%	100	4.8%	100	4.7%	100	3.2%	100	4.7%	100	5.6%	100	6.2%	100	5.3%	100	4.8%	100	3.6%	100	2.3%	100	1.9%	100	2.0%	100	5.4%	100	4.0%	100
Macy's Thanksgiving Day Parade	Vert %	34.8%	100	35.8%	100	35.0%	100	35.0%	100	34.5%	100	30.8%	100	28.4%	100	36.8%	100	33.6%	100	33.6%	100	43.1%	100	42.9%	100	41.2%	100	38.7%	100	31.3%	100
Miss America Pageant	Vert %	9.2%	100	10.2%	100	9.8%	100	9.8%	100	8.6%	100	7.3%	100	6.8%	100	9.1%	100	7.9%	100	8.5%	100	12.7%	100	11.7%	100	13.7%	100	10.6%	100	6.3%	100
Miss Universe Pageant	Vert %	6.2%	100	6.3%	100	6.1%	100	6.2%	100	5.6%	100	5.5%	100	5.0%	100	6.7%	100	6.0%	100	5.6%	100	7.0%	100	7.2%	100	7.8%	100	7.4%	100	4.9%	100
Miss USA Pageant	Vert %	5.1%	100	5.2%	100	5.8%	100	5.8%	100	4.5%	100	4.5%	100	4.3%	100	5.3%	100	5.4%	100	5.5%	100	5.8%	100	5.6%	100	5.6%	100	6.4%	100	7.4%	100
MTV Music Awards	Vert %	8.1%	100	11.9%	100	8.5%	100	6.5%	100	9.7%	100	18.8%	100	13.5%	100	12.0%	100	9.1%	100	6.7%	100	6.0%	100	4.9%	100	3.7%	100	14.3%	100	10.7%	100
MTV Video Music Awards	Vert %	9.4%	100	13.5%	100	9.7%	100	7.7%	100	11.2%	100	20.4%	100	15.8%	100	11.7%	100	8.7%	100	7.6%	100	4.5%	100	2.9%	100	2.7%	100	12.6%	100	9.7%	100
NAACP Image Awards	Vert %	3.6%	100	2.7%	100	2.9%	100	2.9%	100	2.9%	100	1.7%	100	1.9%	100	3.4%	100	3.4%	100	3.6%	100	3.6%	100	3.2%	100	3.6%	100	3.2%	100	3.6%	100
National Dog Show	Vert %	14.9%	100	14.6%	100	13.8%	100	15.7%	100	14.1%	100	9.1%	100	8.1%	100	7.9%	100	15.4%	100	14.5%	100	15.5%	100	22.7%	100	21.5%	100	16.8%	100	11.1%	100
The Oscars (Academy Awards)	Vert %	27.8%	100	34.5%	100	29.6%	100	24.2%	100	31.4%	100	26.5%	100	23.0%	100	17.9%	100	34.1%	100	29.8%	100	50.0%	100	41.0%	100	30.0%	100	34.6%	100	27.9%	100
People's Choice Awards	Vert %	12.2%	100	14.0%	100	10.3%	100	9.8%	100	10.3%	100	7.8%	100	6.5%	100	10.3%	100	9.6%	100	14.5%	100	11.7%	100	13.2%	100	10.6%	100	13.8%	100	7.4%	100
Premio Lo Nuestro	Vert %	4.5%	100	4.8%	100	5.1%	100	4.0%	100	4.9%	100	5.6%	100	5.4%	100	5.1%	100	5.2%	100	4.7%	100	1.6%	100	1.5%	100	2.2%	100	6.0%	100	3.7%	100
Premios Juventud	Vert %	3.6%	100	3.7%	100	4.1%	100	3.2%	100	4.0%	100	5.1%	100	6.0%	100	4.0%	100	3.9%	100	3.7%	100	0.6%	100	1.1%	100	1.6%	100	5.0%	100	2.8%	100
Rose Parade	Vert %	20.7%	100	20.0%	100	19.6%	100	21.5%	100	11.6%	100	11.2%	100	17.0%	100	20.6%	100	18.7%	100	34.8%	100	35.0%	100	33.4%	100	21.3%	100	14.0%	100	8.0%	100
Screen Actors Guild Awards	Vert %	4.2%	100	5.6%	100	4.3%	100	3.6%	100	4.8%	100	3.8%	100	3.3%	100	5.4%	100	4.3%	100	3.6%	100	4.8%	100	6.4%	100	4.5%	100	5.6%	100	3.9%	100
Thanksgiving Day Parade on CBS	Vert %	23.2%	100	22.9%	100	22.1%	100	24.0%	100	22.4%	100	19.0%	100	17.8%	100	22.6%	100	22.1%	100	22.8%	100	30.7%	100	30.1%	100	30.4%	100	24.2%	100	20.4%	100
Tony Awards	Vert %	4.7%	100	6.2%	100	4.2%	100	5.2%	100	3.0%	100	3.2%	100	1.8%	100	4.5%	100	3.6%	100	3.2%	100	13.2%	100	9.2%	100	6.5%	100	3.5%	100	8.8%	100
Victoria's Secret Fashion Show	Vert %	9.5%	100	11.7%	100	10.2%	100	8.4%	100	10.7%	100	13.5%	100	12.4%	100	10.2%	100	9.5%	100	8.5%	100	6.5%	100	5.8%	100	5.2%	100	12.1%	100	9.3%	100
Special TV sports programs watched past 12 months	Vert %	100	123	107	86	113	170	141	130	150	141	130	150	141	130	150	141	130	150	141	130	150	141	130	150	141	130	150	141	130	150
Australian Open	Vert %	4.0%	100	4.7%	100	4.1%	100	3.7%	100	4.3%	100	3.4%	100	2.8%	100	5.2%	100	4.1%	100	3.7%	100	6.8%	100	5.3%	100	4.2%	100	2.9%	100	5.9%	100
BCS National Championship football game	Vert %	13.0%	100	14.0%	100	13.5%	100	12.3%	100	13.3%	100	12.3%	100	12.4%	100	14.5%	100	12.3%	100	14.5%	100	11.7%	100	13.4%	100	6.1%	100	22.5%	100	17.0%	100
Belmont Stakes	Vert %	11.5%	100	10.5%	100	10.8%	100	12.3%	100	10.7%	100	5.5%	100	5.3%	100	9.6%	100	10.8%	100	10.8%	100	21.3%	100	20.7%	100	19.1%	100	9.1%	100	12.4%	100
Breeders' Cup	Vert %	4.8%	100	4.5%	100	4.5%	100	4.5%	100	4.5%	100	2.7%	100	2.5%	100	4.5%	100	4.9%	100	4.9%	100	7.9%	100	7.7%	100	7.2%	100	3.6%	100	5.6%	100
British Open	Vert %	8.9%	100	9.4%	100	8.5%	100	8.0%	100	8.5%	100	5.0%	100	5.0%	100	9.2%	100	8.0%	100	8.0%	100	16.8%	100	15.9%	100	13.3%	100	4.8%	100	13.4%	100
College World Series (baseball)	Vert %	6.9%	100	7.1%	100	6.8%	100	6.9%	100	5.7%	100	5.7%	100	5.0%	100	7.1%	100	7.0%	100	6.2%	100	9.9%	100	8.4%	100	9.0%	100	3.7%	100	10.5%	100
Daytona 500	Vert %	14.6%	100	12.8%	100	13.0%	100	13.0%	100	11.6%	100	9.4%	100	11.0%	100	13.0%	100	15.0%	100	17.9%	100	14.6%	100	15.3%	100	18.0%	100	9.1%	100	17.2%	100
French Open	Vert %	4.8%	100	5.0%	100	4.9%	100	4.3%	100	4.3%	100	3.6%	100	3.7%	100	6.9%	100	5.4%	100	4.4%	100	6.3%	100	6.4%	100	3.8%	100	7.2%	100	11.8%	100
Indianapolis 500	Vert %	10.4%	100	9.3%	100	9.2%	100	11.5%	100	9.2%	100	6.7%	100	5.8%	100	9.5%	100	9.7%	100	12.2%	100	13.6%	100	14.1%	100	14.2%	100	6.5%	100	12.2%	100
Kentucky Derby	Vert %	21.9%	100	20.9%	100	20.7%	100	23.0%	100	20.8%	100	12.2%	100	11.1%	100	20.3%	100	21.2%	100	21.1%	100	37.9%	100	37.1%	100	33.6%	100	18.4%	100	23.5%	100
Little League World Series	Vert %	12.2%	100	11.6%	100	11.8%	100	12.8%	100	7.6%	100	7.0%	100	8.0%	100	13.6%	100	12.6%	100	12.6%	100	16.3%	100	15.6%	100	16.9%	100	7.9%	100	15.7%	100
Masters	Vert %	16.1%	100	16.5																											

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

U.S. Crosstabulations 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																			
		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		
		All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index	All Adults	Vert %	Index		
European soccer		0.4%	0.7%	173	0.5%	0.2%	59	0.6%	0.5%	143	0.2%	0.7%	186	0.2%	0.5%	153	0.4%	0.7%	186	0.4%	0.3%	158	0.5%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%
Formula One (F1) racing		0.2%	0.4%	110	0.2%	0.2%	62	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%	110	0.3%	0.2%
High school sports		1.1%	1.0%	100	1.5%	0.9%	86	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%	100	1.3%	0.9%
Major League Baseball playoffs		3.5%	4.5%	108	3.8%	3.1%	86	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%	108	4.0%	4.0%
Mexican League		0.4%	0.7%	100	0.5%	0.3%	60	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	1.0%	0.5%	0.6%	
Mexican Soccer National Team		0.4%	0.4%	100	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%	60	0.4%	0.3%
Monday Night Football		2.7%	3.8%	100	2.9%	2.3%	72	3.2%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%
NBA Finals		1.1%	1.7%	100	1.9%	0.9%	83	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%
NBA playoffs		1.2%	1.7%	100	1.4%	1.0%	83	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%	100	1.3%	1.9%
NCAA Men's Tournament		1.9%	2.3%	100	2.2%	1.4%	79	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%	100	2.3%	3.0%
NCAA Women's Tournament		0.4%	0.8%	100	0.4%	0.4%	83	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%
NFL playoffs		2.7%	3.6%	100	2.9%	2.3%	72	3.2%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%	100	3.3%	3.3%
PGA TOUR (men's golf)		0.5%	0.7%	100	0.4%	0.4%	83	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%	100	0.5%	0.9%
Pro boxing		0.2%	0.3%	100	0.2%	0.2%	74	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%			
Pro/college lacrosse		0.2%	0.2%	100	0.3%	0.1%	74	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%	0.2%	0.4%		
Regular season Major League Baseball		1.7%	2.0%	100	1.8%	1.5%	90	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%	100	1.9%	1.9%
Regular season NBA		0.3%	0.3%	100	0.3%	0.3%	94	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.3%			
Regular season NFL (excl. home teams & Sunday/Monday Night Football)		3.2%	4.1%	100	3.4%	2.8%	87	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%	100	3.7%	3.7%
Regular season NHL		0.2%	0.2%	100	0.2%	0.2%	87	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%	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%			
Stanley Cup playoffs		1.3%	1.8%	100	1.5%	1.0%	96	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%	1.6%	2.1%		
Sunday Night Football		2.5%	3.5%	100	2.7%	2.0%	79	3.0%	3.5%	3.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	
Super Bowl		2.5%	3.5%	100	2.7%	2.0%	79	3.0%	3.5%	3.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	3.0%	2.1%	2.6%	4.3%	
Supercross/Motocross		0.2%	0.2%	100	0.2%	0.2%	87	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%	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%			
U.S. Soccer National Team		0.4%	0.7%	100	0.4%	0.3%	60	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%	0.5%	0.8%		
World Series		3.8%	3.0%	100	2.5%	2.2%	75	3.1%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%	2.4%	2.9%	2.4%		
None		77.3%	72.5%	94	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%	104	77.3%	74.9%
Sports watched on TV (broadcast or cable) past 12 months		5.8%	8.4%	140	6.7%	5.3%	126	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	
European soccer		0.4%	0.7%	173	0.5%	0.2%	59	0.6%	0.5%	143	0.2%	0.7%	186	0.2%	0.5%	153	0.4%	0.7%	186	0.4%	0.3%	158	0.5%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%	168	0.3%	0.3%
Extreme/action sports		4.2%	5.9%	100	4.6%	3.4%	81	5.1%	7.5%	4.7%	4.4%	6.1%	5.5%	3.8%	2.7%	2.3%	2.2%	3.2%	7.2%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%	10.1%	7.9%	5.3%	8.8%	9.1%	7.3%		
Figure skating		14.7%	14.6%	100	14.6%	13.8%	100	14.6%	10.9%	10.9%	8.6%	7.6%	17.5%	15.2%	12.0%																														

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

U.S. Crosstabulations 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	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								
Index		100	126	95	94	106	157	122	125	131	95	108	58	46	54	72	143								
TV programs - type typically watch																									
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	100	118	109	89	117	120	131	120	119	120	119	120	119	109	114	114								
Court shows	Vert %	16.6%	17.4%	14.6%	17.6%	15.6%	15.1%	13.1%	14.6%	19.0%	14.8%	17.9%	18.2%	16.7%	19.6%	18.4%	12.4%								
	Index	100	104	88	106	94	91	78	88	115	89	107	110	101	118	111	75								
Daytime soap operas	Vert %	8.5%	7.7%	7.2%	8.7%	7.4%	5.7%	4.3%	6.1%	8.5%	8.0%	9.6%	9.9%	10.1%	12.3%	11.2%	3.5%								
	Index	100	90	85	113	87	51	31	71	85	80	113	116	125	143	130	38								
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%	20.8%	20.3%	20.9%	7.4%								
	Index	100	107	89	104	96	79	72	79	112	82	94	147	138	135	138	49								
Documentaries	Vert %	36.1%	42.0%	33.1%	39.1%	35.9%	35.9%	30.1%	37.4%	34.3%	34.9%	47.3%	40.3%	33.0%	34.1%	44.6%	34.1%								
	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	100	130	109	84	117	128	112	90	117	109	128	130	102	88	130	130								
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	100	106	94	101	99	106	88	85	101	88	91	117	124	126	107	89								
Kids shows	Vert %	20.7%	21.2%	14.8%	21.0%	21.2%	29.7%	27.2%	28.6%	22.3%	15.3%	15.3%	4.3%	4.2%	25.3%	16.4%	5.7%								
	Index	100	116	119	83	118	152	166	160	125	86	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	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	100	90	91	109	91	61	62	73	94	92	105	134	141	141	95	86								
Local news - late	Vert %	25.9%	25.9%	24.6%	25.5%	25.1%	22.5%	20.3%	20.2%	27.6%	26.0%	28.6%	29.2%	29.6%	25.7%	24.4%	24.4%								
	Index	100	102	97	101	99	89	80	80	109	103	103	114	115	113	102	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%	48.8%	50.2%	51.5%	40.7%	34.4%								
	Index	100	95	92	107	93	69	73	73	124	107	124	127	124	127	100	100								
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	100	121	107	88	112	126	113	96	119	106	90	113	98	81	111	113								
Music videos	Vert %	14.7%	19.7%	15.7%	12.4%	17.2%	24.3%	21.2%	17.2%	21.2%	13.3%	12.3%	7.4%	6.3%	17.2%	17.2%	17.1%								
	Index	100	134	106	84	116	197	165	144	117	88	85	60	43	40	117	116								
Mystery/suspense/crime	Vert %	42.4%	51.3%	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	100	121	103	81	110	126	110	96	131	115	96	131	115	94	115	104								
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	100	108	98	98	102	69	62	64	113	99	90	170	181	133	95	109								
Novelas	Vert %	5.8%	5.8%	5.3%	5.3%	5.8%	6.7%	6.7%	5.3%	5.3%	4.9%	4.7%	3.0%	2.4%	3.5%	7.2%	3.3%								
	Index	100	122	105	89	111	144	140	115	131	102	100	62	51	57	151	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	100	113	106	92	113	128	107	108	110	118	109	75	70	68	110	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	100	150	118	71	130	228	191	139	126	93	65	53	47	29	191	62								
Reality - talent	Vert %	21.9%	19.5%	19.3%	15.3%	19.3%	19.7%	18.3%	22.3%	19.3%	13.7%	13.3%	15.6%	10.7%	18.4%	24.0%	15.1%								
	Index	100	133	113	80	120	141	119	97	137	117	84	101	65	146	92	92								
Religious	Vert %	12.1%	11.2%	10.8%	13.3%	11.0%	7.5%	6.8%	8.0%	13.6%	11.7%	12.1%	13.6%	16.0%	18.7%	13.3%	8.4%								
	Index	100	92	89	104	90	62	56	62	132	122	154	162	190	212	109	69								
Science fiction	Vert %	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	100	135	105	85	116	155	118	100	138	109	92	91	72	64	84	151								
Sports	Vert %	44.4%	48.4%	42.0%	45.9%	45.2%	41.1%	38.0%	45.9%	46.1%	42.1%	42.1%	50.4%	46.5%	44.1%	34.2%	58.9%								
	Index	100	110	101	96	104	103	94	88	115	105	96	115	106	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%	1.8%	1.3%	2.3%	1.5%	1.0%	2.2%	2.6%								
	Index	100	168	115	66	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%	2.6%	2.0%	1.4%	3.5%	3.8%	1.6%	2.0%	2.6%								
	Index	100	114	112	81	120	64	44	64	120	77	108	187	203	100	130	130								
\$100 or more	Vert %	1.9%	3.0%	2.1%	1.3%	2.4%	2.1%	1.6%	0.8%	2.9%	2.2%	1.5%	4.0%	2.8%	1.4%	2.3%	2.6%								
	Index	100	163	114	69	132	115	84	42	157	121	80	263	150	75	123	142								
Nothing	Vert %	94.2%	95.7%	95.7%	96.2%	92.6%	94.5%	94.5%	96.2%	91.4%	93.9%	95.6%	89.4%	91.4%	96.5%	93.6%	92.6%								
	Index	100	97	99	102	88	98	100	102	97	99	101	95	97	102	99	88								
Amount HHLD contributed to public TV past 12 months (HHLD)																									
Less than \$35	Vert %	4.2%	5.3%	4.8%	3.4%	5.0%	5.1%	4.5%	3.1%	5.1%	4.6%	3.3%	6.1%	5.8%	3.8%	5.1%	4.9%								

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

U.S. Crosstabulations for Movie Audiences and Attendance Campaign
(MAAAC) Media Plan

U.S. Crosstabulations 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		Did Not Attend Movie		1+ movies (A+B)		18-34 & 3 or more times		18-34 & 1-2 times		35-59 & 3 or more times		35-59 & 1-2 times		60+ & 3 or more times		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 %
TV shows	100	130	100	130	112	82	118	128	105	97	146	130	96	102	130	96	102	130	96	102	130	96	102	130	96
Newspaper print edition Quintile - National	23.7%	23.7%	26.3%	26.3%	19.7%	19.7%	27.8%	27.8%	33.1%	27.5%	24.9%	28.7%	24.9%	31.8%	28.7%	22.9%	22.2%	18.5%	12.0%	27.5%	28.0%	11.8	118	118	
Newspaper print edition 1st Quintile (heaviest)	100	128	111	83	83	117	117	140	140	116	105	134	121	97	84	102	78	51	116	116	118	118	118	118	
Newspaper print edition 2nd Quintile (heavy)	19.5%	21.8%	18.7%	18.7%	19.1%	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%	19.2%	20.6%	19.2%	20.6%	19.2%	20.6%	
Newspaper print edition 3rd Quintile (medium)	100	112	96	98	102	102	65	55	55	106	92	83	209	181	149	98	106	98	106	98	106	98	106	98	
Newspaper print edition 4th Quintile (light)	19.8%	19.9%	20.4%	19.5%	20.2%	20.2%	17.3%	17.4%	17.2%	21.4%	21.8%	19.8%	22.0%	22.6%	22.6%	22.6%	22.6%	15.4%	13.5%	21.5%	22.4%	20.6%	19.8%	19.8%	
Newspaper print edition 5th Quintile (lightest)	100	100	103	103	98	102	88	102	87	88	102	104	114	114	114	114	114	104	104	104	104	104	104	104	
Radio Quintile - National	21.4%	21.4%	20.0%	21.8%	18.7%	18.7%	17.5%	24.2%	22.6%	17.2%	18.5%	22.2%	12.8%	15.7%	20.5%	19.2%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	18.1%	
Radio 1st Quintile (heaviest)	100	81	99	108	92	87	119	112	112	85	92	110	63	78	102	96	89	89	89	89	89	89	89	89	
Radio 2nd Quintile (heavy)	20.2%	21.4%	21.0%	19.3%	21.3%	21.3%	26.3%	21.3%	21.3%	20.8%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	21.3%	
Radio 3rd Quintile (medium)	100	108	104	96	105	105	137	130	128	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	
Radio 4th Quintile (light)	20.2%	19.8%	19.9%	20.6%	20.6%	19.9%	20.3%	20.3%	20.2%	17.2%	18.2%	18.8%	24.0%	23.2%	23.1%	21.3%	18.3%	18.3%	18.3%	18.3%	18.3%	18.3%	18.3%	18.3%	
Radio 5th Quintile (lightest)	100	98	98	102	102	98	101	100	100	85	90	103	119	115	114	105	91	105	91	105	91	105	91	105	
TV Quintile - National	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%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	16.0%	
Television 1st Quintile (heaviest)	100	76	87	117	83	69	80	93	61	71	85	117	136	174	86	79	79	79	79	79	79	79	79	79	
Television 2nd Quintile (heavy)	19.1%	16.1%	15.4%	22.5%	15.6%	9.2%	9.1%	9.9%	15.4%	14.0%	20.1%	30.3%	26.8%	34.7%	17.2%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%	
Television 3rd Quintile (medium)	100	84	80	118	82	48	48	52	81	73	105	169	158	181	90	73	73	73	73	73	73	73	73	73	
Television 4th Quintile (light)	20.2%	19.7%	19.4%	20.8%	19.5%	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	
Television 5th Quintile (lightest)	100	100	100	96	103	103	96	103	96	103	103	96	103	96	103	96	103	96	103	96	103	96	103	96	
Miles traveled Quintile - National	20.2%	22.1%	22.1%	18.0%	18.0%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	22.8%	
Miles traveled 1st Quintile (heaviest)	100	110	104	97	103	103	97	103	97	103	103	97	103	97	103	97	103	97	103	97	103	97	103	97	
Miles traveled 2nd Quintile (heavy)	20.2%	21.2%	21.1%	19.3%	21.1%	22.3%	21.2%	20.4%	20.8%	20.4%	20.8%	20.4%	20.8%	20.4%	20.8%	20.4%	20.8%	20.4%	20.8%	20.4%	20.8%	20.4%	20.8%	20.4%	
Miles traveled 3rd Quintile (medium)	100	106	101	97	103	100	97	103	100	97	93	105	101	96	118	108	102	101	105	105	105	105	105	105	
Miles traveled 4th Quintile (light)	20.2%	17.7%	19.7%	21.4%	19.0%	17.4%	19.9%	20.5%	16.6%	18.8%	20.5%	16.6%	18.8%	20.5%	16.6%	18.8%	20.5%	16.6%	18.8%	20.5%	16.6%	18.8%	20.5%	16.6%	
Miles traveled 5th Quintile (lightest)	100	85	94	108	88	94	108	88	94	108	88	94	108	88	94	108	88	94	108	88	94	108	88	94	
Internet use Quintile - National	20.2%	14.2%	16.1%	24.9%	15.4%	15.9%	17.5%	24.6%	12.4%	13.9%	22.0%	14.7%	18.9%	28.8%	17.7%	12.9%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	14.2%	
Internet use 1st Quintile (heaviest)	100	70	80	123	76	79	87	121	61	69	109	72	84												

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

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

AACM Media Plan Profiles (M-S 6am-Mid cume)	Index	All Adults		3+ Movies		1-2 Movies		Movie		1+ movies (A+B)		times		times		18-34 & None		times		35-59 & 1-2 times		35-59 & None		times		60+ & 1-2 times		60+ & None		Goers		Male Movie-Goers	
		100	61	69	133	66	19	25	52	46	51	97	167	190	237	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	66	
Vert %	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	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%	0.1%	0.2%		
	100	132	117	101	83	156	117	49	168	140	117	49	168	140	23	17	49	23	17	49	23	17	49	23	17	49	23	17	49	23	17	49	
Vert %	5.3%	6.1%	5.7%	4.7%	5.8%	9.1%	8.9%	9.8%	5.9%	5.0%	5.0%	0.7%	0.5%	0.6%	0.4%	0.7%	7.9%																
	100	115	109	89	101	111	174	170	186	111	103	96	14	10	10	76	150																
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%	12.7%	28.2%	21.3%																
	100	114	106	94	91	109	105	94	91	95	127	135	131	87	80	83	120	97															
Vert %	7.5%	8.6%	8.6%	6.5%	8.6%	8.3%	8.3%	6.8%	11.5%	11.3%	9.9%	3.3%	2.9%	2.1%	7.8%	9.6%	7.1%																
	100	114	114	86	114	110	110	110	153	150	131	44	38	28	103	126	130																
Vert %	0.6%	0.6%	0.7%	0.7%	0.7%	0.1%	0.1%	0.1%	0.3%	0.3%	0.1%	2.0%	1.6%	1.0%	0.6%	0.4%	0.3%																
	100	89	77	77	118	81	21	22	8	40	41	42	213	261	294	91	71																
Vert %	3.5%	3.7%	4.0%	3.1%	3.9%	3.1%	3.8%	3.4%	5.0%	5.0%	4.3%	2.1%	1.4%	1.4%	3.6%	4.2%	4.7%																
	100	108	114	89	111	109	106	111	142	142	129	59	41	104	119	128	116																
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%	1.2%	1.0%	2.9%	4.8%	5.1%																
	100	104	109	93	107	113	122	113	131	132	133	35	33	27	82	135	130																
Vert %	5.5%	4.8%	4.7%	4.8%	4.7%	1.8%	1.8%	2.0%	6.1%	5.8%	5.2%	10.1%	8.1%	6.0%	4.4%	5.8%	4.4%																
	100	112	99	96	104	32	37	41	137	118	107	208	167	122	90	120	120																
Vert %	8.8%	11.0%	10.5%	9.0%	10.6%	7.0%	7.5%	7.5%	14.5%	13.2%	11.2%	11%	9.5%	7.4%	5.1%	16.8%	12.0%																
	100	112	107	92	108	71	76	76	148	134	114	113	97	75	52	171	116																
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%	13.7%																
	100	134	119	76	125	228	197	167	108	103	76	114	13	10	109	142	142																
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%	0.0%																
	100	33	58	149	0	49	0	0	0	0	0	0	0	0	49	0	0																

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 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							
Vert %	100	74	79	122	77	105	95	125	52	64	103	63	77	93	48	31							
Index	100	83	90	112	87	105	108	142	69	72	92	70	99	117	100	74							
Vert %	8.5%	7.6%	8.3%	8.9%	8.0%	8.1%	8.7%	8.9%	6.5%	7.1%	7.8%	8.8%	10.1%	10.3%	8.8%	8.1%							
Index	100	88	95	103	85	103	106	84	77	77	92	84	120	122	104	71							
Vert %	4.9%	4.6%	4.8%	5.0%	4.7%	5.1%	5.3%	4.9%	3.6%	4.0%	4.8%	5.4%	5.7%	5.3%	4.9%	4.5%							
Index	100	94	103	98	102	107	110	105	75	88	110	112	110	110	110	101							
Vert %	6.2%	6.0%	6.4%	6.2%	6.2%	6.6%	6.7%	6.4%	5.0%	5.6%	5.5%	6.7%	7.5%	7.1%	6.8%	5.7%							
Index	100	97	102	100	100	109	108	102	80	90	88	107	120	113	109	91							
Vert %	16.8%	17.3%	17.4%	16.3%	17.4%	16.4%	17.4%	15.6%	16.7%	16.7%	16.4%	20.4%	18.8%	16.6%	17.6%	17.2%							
Index	100	103	103	97	100	104	104	99	100	99	100	112	99	100	100	98							
Vert %	13.4%	15.3%	14.9%	11.9%	15.1%	13.4%	13.9%	11.8%	16.5%	16.4%	13.4%	16.5%	13.5%	9.9%	13.8%	16.5%							
Index	100	114	111	88	112	110	103	98	123	122	100	122	100	74	103	123							
Vert %	11.4%	14.0%	13.2%	9.5%	13.5%	10.9%	10.4%	7.9%	17.5%	17.3%	12.6%	10.9%	7.2%	11.9%	11.2%	10.4%							
Index	100	122	115	83	118	95	91	69	103	142	106	110	95	63	104	132							
Vert %	5.9%	7.3%	7.2%	4.5%	7.4%	5.6%	4.7%	3.6%	10.8%	10.3%	6.3%	6.1%	4.4%	2.9%	5.8%	9.2%							
Index	100	121	120	75	125	79	121	102	154	142	99	103	48	17	104	121							
Vert %	2.8%	3.9%	3.3%	2.1%	3.5%	2.7%	2.1%	1.7%	5.3%	4.5%	2.8%	3.4%	2.6%	1.6%	2.8%	4.3%							
Index	100	139	117	76	125	96	74	60	158	160	100	119	94	56	99	88							
Household size (HHL)																							
Vert %	13.4%	10.7%	9.8%	16.6%	10.1%	5.8%	5.5%	6.5%	8.3%	7.6%	12.8%	24.5%	22.9%	28.8%	10.8%	9.3%							
Index	100	80	73	124	76	43	41	68	62	56	95	183	171	215	81	67							
Vert %	31.2%	28.5%	28.5%	34.4%	20.8%	19.9%	21.0%	18.6%	24.2%	24.2%	31.0%	53.0%	54.7%	51.2%	28.2%	28.2%							
Index	100	91	91	109	91	63	67	59	77	73	96	168	174	163	90	92							
Vert %	19.9%	20.9%	20.7%	19.1%	20.8%	23.0%	23.1%	24.9%	23.0%	23.0%	22.1%	21.3%	13.1%	12.0%	20.1%	21.6%							
Index	100	104	104	96	115	115	115	115	115	115	115	66	60	80	101	86							
Vert %	18.1%	20.6%	21.0%	15.4%	20.9%	24.8%	24.9%	24.7%	24.4%	24.7%	18.6%	5.2%	5.3%	4.4%	20.4%	21.4%							
Index	100	114	116	85	115	137	138	137	135	137	103	29	29	24	113	118							
Vert %	9.7%	11.2%	11.6%	8.0%	11.5%	14.7%	13.2%	12.2%	2.7%	13.3%	9.2%	2.2%	2.4%	1.1%	11.5%	11.5%							
Index	100	116	120	82	118	158	151	138	125	137	100	24	22	21	111	118							
Vert %	4.2%	4.7%	4.7%	3.6%	4.7%	6.7%	5.8%	6.2%	4.8%	5.3%	4.3%	0.9%	1.1%	0.9%	5.1%	4.3%							
Index	100	114	113	88	114	140	116	88	116	104	120	20	22	21	103	103							
Vert %	1.7%	1.8%	2.1%	1.5%	2.0%	2.4%	2.7%	2.9%	1.8%	2.3%	1.6%	0.5%	0.5%										

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

Crosstabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan English and Spanish equally		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										
Among Hispanics:Length of residence in United States		Vert % Index	0.2% 100	0.2% 97	0.2% 93	0.2% 105	0.2% 95	0.2% 89	0.2% 106	0.2% 143	0.2% 128	0.2% 96	0.2% 118	0.1% 56	0.1% 66	0.1% 81	0.2% 89	0.2% 101									
Less than 3 years		Vert % Index	0.2% 144	0.3% 84	0.2% 84	0.2% 84	0.2% 84	0.2% 84	0.5% 119	0.2% 94	0.4% 102	0.2% 102	0.2% 102	0.0% 12	0.0% 12	0.0% 12	0.2% 92	0.2% 88									
3 - 4 years		Vert % Index	0.2% 100	0.2% 104	0.2% 99	0.2% 99	0.2% 101	0.2% 175	0.5% 175	0.5% 238	0.5% 83	0.2% 77	0.2% 91	0.0% 15	0.0% 10	0.0% 11	0.3% 11	0.2% 86									
5 - 9 years		Vert % Index	0.8% 100	0.8% 104	0.8% 99	0.8% 99	0.7% 101	0.4% 175	0.4% 175	0.7% 238	0.7% 83	0.6% 77	0.6% 91	0.0% 15	0.0% 10	0.0% 11	1.1% 11	0.9% 86									
10 - 14 years		Vert % Index	1.4% 100	1.2% 104	1.8% 99	1.2% 99	1.2% 101	1.9% 175	1.9% 175	3.0% 238	2.1% 83	1.5% 77	1.5% 91	0.1% 15	0.2% 10	0.2% 11	1.9% 11	1.2% 86									
15 - 19 years		Vert % Index	1.0% 100	1.0% 104	1.3% 99	0.9% 99	1.2% 101	1.2% 175	1.8% 175	1.3% 238	1.3% 83	1.5% 77	1.1% 91	0.2% 15	0.2% 10	0.2% 11	1.4% 11	1.0% 86									
20 - 24 years		Vert % Index	1.1% 100	1.1% 104	1.0% 99	1.0% 99	1.0% 101	1.0% 175	1.0% 175	1.0% 238	1.0% 83	1.0% 77	1.0% 91	0.1% 15	0.1% 10	0.1% 11	1.2% 11	0.9% 86									
25 years or more		Vert % Index	2.2% 100	2.5% 104	2.0% 99	2.3% 99	2.2% 101	1.4% 175	0.8% 175	0.6% 238	3.0% 83	3.0% 77	3.0% 91	2.0% 15	2.0% 10	2.0% 11	2.2% 11	2.2% 86									
Born in United States		Vert % Index	8.0% 100	11.4% 104	8.9% 99	6.2% 99	9.8% 101	17.0% 175	14.3% 175	11.4% 238	9.8% 83	7.1% 77	5.7% 91	4.2% 15	3.6% 10	3.2% 11	9.9% 11	9.8% 86									
Among Hispanics:Spanish language dominant		Vert % Index	7.6% 100	7.5% 104	8.5% 99	7.1% 99	8.1% 101	10.1% 175	12.1% 175	10.0% 238	7.7% 83	8.1% 77	8.1% 91	2.3% 15	2.6% 10	3.7% 11	8.6% 11	7.5% 86									
Yes		Vert % Index	7.6% 100	7.5% 104	8.5% 99	7.1% 99	8.1% 101	10.1% 175	12.1% 175	10.0% 238	7.7% 83	8.1% 77	8.1% 91	2.3% 15	2.6% 10	3.7% 11	8.6% 11	7.5% 86									
No		Vert % Index	11.5% 100	8.2% 104	6.6% 99	9.3% 99	14.7% 101	11.5% 175	8.9% 175	11.1% 238	5.8% 83	4.5% 77	3.5% 91	2.9% 15	2.9% 10	3.5% 11	9.4% 11	9.1% 86									
Currently enrolled/attending classes at a college/university		Vert % Index	10.6% 100	15.6% 104	12.4% 99	7.7% 99	13.6% 101	34.6% 175	28.1% 175	23.9% 238	5.1% 83	5.2% 77	3.8% 91	1.6% 15	1.1% 10	0.7% 11	13.7% 11	13.5% 86									
Yes		Vert % Index	10.6% 100	15.6% 104	12.4% 99	7.7% 99	13.6% 101	34.6% 175	28.1% 175	23.9% 238	5.1% 83	5.2% 77	3.8% 91	1.6% 15	1.1% 10	0.7% 11	13.7% 11	13.5% 86									
No		Vert % Index	89.4% 100	84.4% 104	87.6% 99	92.3% 99	86.4%<																				

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

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

AACA Media Plan		All Adults	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)		times	times	18-34 & None		35-59 & 1-2 times		35-59 & None		60+ & 1-2 times		60+ & None		Goers	Male Movie-Goers	
						times	times			times	times	times	times	times	times	times	times					
Asian - non-Hispanic	Index	14	101	94	59	101	99	101	99	101	99	101	99	101	99	101	99	101	99	101	99	
Asian - non-Hispanic	Vert %	2.9%	3.7%	3.3%	3.3%	2.4%	3.5%	5.6%	4.8%	4.0%	3.2%	3.1%	2.4%	1.2%	1.0%	2.9%	4.1%	1.2%	1.0%	2.9%	4.1%	
Asian - non-Hispanic	Index	100	127	113	82	118	191	163	148	110	105	82	40	42	35	98	110	94	105	96	110	
Other - non-Hispanic	Vert %	3.3%	3.6%	3.3%	3.1%	3.2%	3.9%	3.8%	4.0%	3.9%	4.2%	3.8%	3.1%	2.4%	2.1%	3.8%	3.1%	2.4%	2.1%	3.8%	3.1%	
Other - non-Hispanic	Index	100	112	96	98	102	121	117	123	94	94	116	73	66	58	94	94	111	104	111	104	
White - Hispanic	Vert %	11.3%	13.5%	12.8%	9.6%	13.0%	16.4%	16.8%	12.9%	14.5%	12.9%	11.1%	6.0%	5.4%	5.4%	14.1%	11.1%	6.0%	5.4%	14.1%	11.1%	
White - Hispanic	Index	100	119	113	85	115	145	148	114	128	114	96	48	53	48	125	105	48	53	125	105	
Black/African American - Hispanic	Vert %	1.0%	1.0%	1.0%	0.9%	1.0%	1.0%	0.9%	1.0%	0.9%	0.7%	0.8%	0.2%	0.2%	0.2%	1.0%	1.0%	0.2%	0.2%	1.0%	1.0%	
Black/African American - Hispanic	Index	100	107	107	93	107	166	169	170	94	71	83	21	25	50	102	113	21	25	102	113	
Asian - Hispanic	Vert %	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	
Asian - Hispanic	Index	100	104	104	83	104	145	145	104	174	102	42	22	22	63	134	102	42	22	134	102	
Other - Hispanic	Vert %	2.6%	4.0%	2.7%	2.1%	3.2%	6.7%	4.8%	4.4%	3.3%	2.2%	1.9%	0.6%	0.4%	0.6%	2.8%	3.3%	0.6%	0.4%	2.8%	3.3%	
Other - Hispanic	Index	100	153	105	78	122	258	183	166	124	82	73	22	15	21	108	138	22	15	108	138	
Sex of respondent																						
Men	Vert %	48.6%	48.1%	47.0%	49.8%	47.4%	51.1%	49.2%	52.3%	48.3%	47.1%	51.0%	42.2%	43.0%	46.5%	0.0%	100.0%	42.2%	43.0%	46.5%	0.0%	
Men	Index	100	99	97	102	98	105	101	108	99	97	105	87	105	87	0	208	87	105	87	0	
Women	Vert %	51.4%	51.9%	53.0%	50.2%	52.6%	48.9%	50.8%	47.7%	51.7%	49.0%	49.0%	57.8%	57.0%	53.5%	100.0%	0.0%	57.8%	57.0%	53.5%	100.0%	
Women	Index	100	101	103	98	102	95	99	93	101	103	95	112	111	104	195	0	112	111	104	195	0
Census divisions																						
East North Central	Vert %	14.7%	13.0%	14.7%	15.4%	14.0%	13.1%	15.0%	14.4%	12.5%	14.5%	16.0%	13.8%	14.4%	15.4%	14.1%	13.9%	13.8%	14.4%	15.4%	14.1%	
East North Central	Index	100	88	99	105	95	89	102	98	85	98	109	94	98	105	96	117	94	109	96	117	
East South Central	Vert %	5.9%	4.5%	5.4%	6.7%	5.1%	4.7%	5.6%	6.3%	4.8%	5.3%	6.7%	3.7%	5.3%	7.1%	5.2%	5.0%	5.3%	6.7%	3.7%	5.0%	
East South Central	Index	100	100	92	113	86	94	107	92	82	90	113	80	110	88							

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

U.S. Crosstabulations 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	
		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			60+ & 3 or more times			60+ & 1-2 times			60+ & None				
		All Adults	3+ Movies	1-2 Movies	Movie	1+ movies (A+B)	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times		
New Orleans DMA		0.5%	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
New York DMA		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%	6.2%	7.0%	6.2%	6.2%	7.0%	6.2%	6.2%	7.0%	6.2%	7.0%	6.7%	6.7%
Norfolk/Portsmouth/Newport News DMA		0.6%	0.6%	0.6%	0.6%	0.7%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Oklahoma City DMA		0.6%	0.6%	0.6%	0.6%	0.6%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Orlando/Daytona Beach/Melbourne DMA		1.3%	1.3%	1.4%	1.2%	1.4%	1.0%	1.4%	0.9%	1.4%	1.4%	1.4%	1.1%	1.8%	1.3%	1.5%	1.3%	1.5%	1.3%	1.5%	1.3%	1.5%	1.3%	1.5%	1.4%	1.4%	1.1%
Philadelphia DMA		2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.4%	2.4%
Phoenix DMA		1.6%	2.2%	1.8%	1.3%	1.8%	2.5%	1.5%	1.3%	2.2%	1.9%	1.2%	1.8%	1.8%	1.5%	1.9%	1.8%	1.5%	1.9%	1.8%	1.5%	1.9%	1.8%	1.5%	2.0%	2.0%	2.0%
Pittsburgh DMA		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%	0.8%	1.1%	1.2%	0.9%	0.8%	1.1%	1.2%	0.9%	0.9%	0.9%	0.9%
Portland DMA		1.0%	1.0%	1.0%	1.1%	1.0%	1.1%	1.0%	0.9%	1.1%	1.0%	1.1%	1.0%	1.2%	1.1%	1.0%	1.2%	1.1%	1.0%	1.2%	1.1%	1.0%	1.2%	1.1%	0.9%	1.2%	1.2%
Providence/New Bedford DMA		0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Raleigh/Durham DMA		1.0%	0.9%	1.0%	0.9%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	0.8%	1.1%	0.9%	1.0%	0.8%	1.1%	0.9%	1.0%	1.0%	1.0%	1.0%	1.0%
Richmond/Petersburg DMA		0.5%	0.4%	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Roanoke/Lynchburg DMA		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%	0.4%	0.2%	0.3%	0.6%	0.3%	0.6%	0.3%	0.6%	0.3%	0.6%	0.3%	0.3%	0.3%
Rochester DMA		0.3%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%	0.4%	0.4%
Sacramento/Stockton/Modesto DMA		1.3%	1.5%	1.3%	1.3%	1.4%	1.3%	1.3%	1.3%	1.4%	1.3%	1.3%	1.4%	1.3%	1.3%	1.4%	1.3%	1.3%	1.4%	1.3%	1.3%	1.4%	1.3%	1.3%	1.4%	1.4%	1.4%
Salt Lake City DMA		0.9%	1.3%	1.1%	0.6%	1.2%	1.6%	1.3%	0.7%	1.1%	1.2%	0.6%	1.0%	0.8%	0.5%	1.1%	1.0%	0.8%	0.5%	1.1%	1.0%	0.8%	0.5%	1.1%	1.2%	1.2%	1.2%
San Antonio DMA		0.8%	1.2%	0.8%	0.7%	0.9%	1.3%	0.9%	0.6%	1.3%	0.8%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.9%	1.0%	1.0%

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

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

All Adults		3+ Movies		1-2 Movies		Movie		1+ movies (A+B)		18-34 & 3 or more times		35-59 & 1-2 times		35-59 & None		60+ & 1-2 times		60+ & None		Goers		Male Movie-Goers	
Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index	Vert %	Index
Corrective eye surgery	100	97	87	57	409	7.1%	6.0%	5.9%	9.1%	6.2%	5.7%	4.5%	6.1%	6.1%	66	14.6%	13.2%	13.6%	20.0	21.0	6.2%	5.4%	
Cosmetic surgery	100	102	102	102	102	1.8%	2.8%	2.1%	1.2%	2.4%	2.1%	1.3%	2.1%	1.3%	97	2.8%	2.3%	1.1%	2.6%	2.0%	2.6%	2.0%	
Hospital emergency room	100	102	102	102	102	35.3%	35.9%	35.9%	34.7%	35.9%	38.1%	37.1%	34.8%	35.2%	35.7%	34.3%	33.0%	34.1%	35.2%	38.1%	33.4%	33.4%	
Maternity care	100	102	102	102	102	8.5%	6.8%	9.9%	8.3%	10.3%	10.8	10.5	99	100	101	97	93	97	100	108	98	7.9%	
Mental healthcare	100	102	102	102	102	5.7%	6.6%	6.1%	5.2%	6.3%	8.3%	7.4%	6.9%	6.4%	6.1%	6.1%	3.7%	3.8%	2.8%	6.8%	5.7%	5.7%	
Neurology	100	102	102	102	102	6.4%	6.8%	6.3%	6.4%	6.8%	6.2%	6.0%	6.8%	6.8%	6.7%	6.7%	7.0%	6.7%	7.0%	5.9%	5.9%	5.9%	
Orthopedics	100	102	102	102	102	11.8%	13.3%	12.0%	11.1%	12.4%	10.5%	8.6%	7.3%	13.3%	103	102	105	100	105	100	109	10.8	
Pediatrics	100	102	102	102	102	13.2%	14.6%	16.3%	10.8%	15.7%	18.5%	20.8%	21.6%	16.9%	19.0%	12.1%	2.6%	1.8%	1.4%	17.9%	13.2%	13.2%	
Teeth whitening, veneers, etc.	100	102	102	102	102	4.0%	6.1%	4.3%	3.1%	5.0%	8.7%	5.6%	4.7%	4.0%	3.0%	3.8%	2.9%	2.1%	2.1%	4.8%	5.2%	5.2%	
Treatment for substance abuse, smoking, or nutrition	100	102	102	102	102	1.3%	1.4%	1.3%	1.2%	1.3%	1.8%	1.7%	1.6%	1.5%	1.4%	1.3%	0.3%	0.6%	0.6%	1.5%	1.2%	1.2%	
Urgent care facility (excluding emergency room)	100	102	102	102	102	19.1%	22.4%	22.4%	15.9%	22.4%	23.7%	23.9%	17.7%	24.0%	23.7%	18.1%	17.0%	16.5%	11.9%	23.8%	20.9%	20.9%	
Any overnight stay procedure	100	102	102	102	102	14.8%	14.1%	14.0%	15.5%	14.0%	11.8%	11.3%	12.2%	13.3%	14.0%	14.2%	19.7%	18.7%	19.7%	15.5%	15.2%	15.2%	
No. of Arena Football League (AFL) games attended past 12 mos	100	95	94	105	95	0.7%	1.5%	0.7%	0.5%	1.0%	1.7%	0.6%	0.4%	1.6%	0.8%	0.6%	1.2%	0.7%	0.5%	0.9%	1.1%	0.8%	
1 - 2 games	100	207	92	67	134	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.5%	0.2%	0.3%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.3%	0.3%	
3 - 9 games	100	114	125	114	125	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	
10+ games	100	128	66	111	89	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	
None	100	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	98.8%	
No. of College baseball games attended past 12 months	100	99	100	100	99	2.0%	3.2%	2.5%	1.3%	2.8%	3.6%	2.8%	1.4%	3.1%	2.5%	1.3%	2.5%	2.1%	1.3%	2.1%	3.5%	3.5%	
1 - 2 games	100	156	124	65	135	0.8%	1.2%	0.8%	0.6%	0.9%	1.3%	0.7%	0.6%	1.3%	0.8%	0.6%	0.8%	0.6%	0.6%	0.7%	1.1%		

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

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	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	Index	63	138	115	138	112	112	138	121	132	138	121	132	138	121	150	150	
	3 - 9 games	0.5%	1.1%	0.6%	0.3%	1.6%	0.7%	1.0%	0.7%	0.4%	0.5%	0.3%	0.2%	0.6%	0.3%	1.0%	1.0%	
	Index	100	205	116	53	148	290	55	179	131	65	58	35	110	110	191	191	
	10+ games	0.4%	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	
None	Index	100	85	85	101	101	159	60	121	76	114	91	56	95	103	98	98	
	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%	95.9%	
	Index	100	98	100	101	99	97	99	100	98	99	101	100	101	102	100	99	
No. of Men's tennis (ATP) events attended past 12 months	Vert %	0.9%	1.2%	1.0%	0.6%	1.1%	1.1%	1.0%	0.6%	1.4%	1.1%	0.7%	1.1%	0.9%	0.5%	0.8%	1.4%	
	Index	100	142	118	74	127	128	116	73	162	127	82	127	102	64	92	166	
	3 - 9 events	0.4%	0.7%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	
	Index	100	186	74	86	115	136	65	142	100	68	58	271	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%	0.3%	0.4%	0.4%	0.3%	0.3%	
	Index	100	120	71	111	111	89	60	130	133	117	111	104	111	80	98	164	
	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%	98.6%	97.7%	
	Index	100	99	100	100	100	100	100	100	99	100	100	99	100	100	100	99	
No. of Minor League Baseball games attended past 12 mo	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%	2.2%	4.3%	6.0%	
	Index	100	132	128	73	128	131	125	77	140	138	85	116	99	54	108	150	
	3 - 9 games	1.0%	1.7%	1.1%	0.7%	1.3%	1.9%	1.9%	0.6%	1.6%	1.6%	1.1%	0.7%	0.8%	0.6%	1.9%	1.9%	
	Index	100	166	111	70	131	185	90	59	154	131	75	155	102	70	80	188	
10+ games	Vert %	0.4%	0.5%	0.4%	0.5%	0.4%	0.4%	0.3%	0.4%	0.6%	0.4%	0.3%	0.4%	0.3%	0.4%	0.4%	0.4%	
	Index	100	109	81	108	91	82	101	98	126	101	127	85	92	83	101	101	
	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%	91.7%	
	Index	100	98	99	101	99	98	99	101	98	98	101	99	100	102	100	97	
No. of Minor League Hockey games attended past 12 months	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%	0.4%	1.2%	2.0%	
	Index	100	135	135	66	135	175	170	80	132	136	86	105	69	30	103	170	
	3 - 9 games	0.4%	0.6%	0.4%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.7%	
	Index	100	147	100	84	117	140	83	116	191	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%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%	
	Index	100	81	75	122	115	39	110	130	130	130	86	105	125	86	105	86	
	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%	97.1%	
	Index	100	99	100	100	100	99	99	100	99	99	100	101	101	101	100	99	
No. of Monster Jam (monster trucks) events attd past 12 mths	Vert %	1.8%	3.0%	2.0%	1.3%	2.4%	3.6%	2.5%	1.9%	3.5%	2.3%	1.5%	1.0%	0.7%	0.6%	1.9%	2.9%	
	Index	100	165	112	70	131	197	134	108	189	127	79	57	37	31	105	161	
	3 - 9 events	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.4%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	
	Index	100	160	81	90	110	205	85	65	171	94	110	53	45	84	108	116	
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%	0.2%	
	Index	100	118	115	118	118	146	134	134	146	75	134	76	104	112	76	112	
	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%	96.7%	
	Index	100	99	100	101	99	98	100	100	98	100	100	101	101	101	100	99	
No. of NASCAR events attended past 12 months	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%	2.1%	1.7%	2.0%	3.7%	
	Index	100	114	110	89	111	118	107	84	126	124	111	83	81	65	78	147	
	3 - 9 events	0.7%	0.9%	0.8%	0.6%	0.7%	0.8%	0.7%	0.4%	0.9%	0.7%	0.7%	0.6%	0.5%	0.7%	0.6%	0.9%	
	Index	100	112	88	103	96	109	69	83	96	99	114	148	96	106	72	124	
10+ events	Vert %	0.6%	0.4%	0.3%	0.9%	0.4%	0.2%	0.3%	0.7%	0.6%	0.3%	0.6%	0.5%	0.6%	1.0%	0.4%	0.4%	
	Index	100	86	72	137	62	46	108	135	87	95	151	46	87	151	67	87	
	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%	97.2%	95.1%	
	Index	100	100	100	100	100	100	100	100	99	100	99	100	101	100	101	99	
No. of NFL Basketball Assoc (NBA) games attd pst 12 months	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%	5.3%	7.8%	
	Index	100	170	117	65	136	193	137	81	175	124	76	116	63	38	111	163	
	3 - 9 games	1.9%	2.3%	2.7%	1.1%	2.7%	2.5%	2.7%	1.6%	3.7%	2.7%	1.9%	2.4%	1.3%	0.9%	1.9%	3.9%	
	Index	100	204	107	59	142	250	133	86	201	105	52	126	64	47	103	186	
10+ games	Vert %	1.8%	1.5%	1.4%	1.1%	1.8%	2.5%	2.0%	1.5%	2.5%	1.3%	1.1%	1.3%	1.1%	0.8%	1.4%	2.3%	
	Index	100	158	101	76	125	140	102	79	170	140	79	152	91	76	94	158	
	Vert %	91.9%	85.6%	91.0%	94.7%	89.0%	83.1%	88.9%	93.0%	85.4%	90.9%	94.2%	90.8%	94.7%	96.5%	91.4%	86.4%	
	Index	100	93	99	103	97	90	97	101	93	99	103	99	103	105	99	94	
No. of National Football League (NFL) games attd past 12 mos	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%	13.0%	
	Index	100	157	116	70	131	170	131	84	170	118	81	108	84	45	102	164	
	3 - 9 games	2.9%	4.1%	2.9%	2.5%	3.4%	3.8%	2.9%	2.6%	4.5%	3.2%	2.6%	3.7%	2.4%	2.0%	2.8%	3.9%	
	Index	100	140	101	95	110	132	96	116	154	112	84	128	84	68	128	159	
10+ games	Vert %	3.0%	4.4%	3.0%	2.5%	3.5%	5.3%	3.4%	2.8%	4.0%	2.9%	2.6%	3.7%	2.6%	2.2%	4.6%	6.6%	
	Index	100	147	100	83	117	178	114	94	132	140	85	122	86	74	85	152	
	Vert %	86.1%	79.0%	84.8%	89.5%	82.7%	77.3%	83.3%	87.8%	78.1%	84.6%	88.3%	88.6%	92.2%	86.5%	78.5%	78.5%	
	Index	100	92	98	104	96	90	97	102	91	98	103	102	107	102	91	91	
No. of National Hockey League (NHL) games attd pst 12 months	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%	7.4%	
	Index	100	146	128	67	134	167	140	89	149	140	81	103	69	35	102	169	
	3 - 9 games	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%	2.2%	
	Index	100	165	115	67	115	133	94	112	147	117	84	113	84	72	93	113	
10+ games	Vert %	0.8%	0.9%	0.8%	0.9%	1.0%	0.9%	0.7%	1.0%	0.9%	0.7%	0.7%	0.7%	0.7%	0.6%	1.2%	1.2%	
	Index	100	109	106	93	107	116	108	90	114	114	107	87	87	85	77	142	
	Vert %	90.6%	92.1%	92.1%	92.4%	91.6%	89.4%	91.3%	94.3%	90.4%	91.6%	94.3%	93.3%	95.4%	97.2%	93.7%	89.2%	
	Index	100	97	99	102	98	98	98	101	97	98	101	100	100	100	100	95	
No. of NHRA Drag Racing events attended past 12 months	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%	0.8%	0.7%	1.6%	
	Index	100	140	84	96	104	154	63	93	149	105	114	97	74	75	63	150	
	3 - 9 events	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%	0.3%	0.2%	0.3%	
	Index	100	96	65	111	108	134	134	114	149	99	101	98	107	98	101	110	
10+ events	Vert %	0.3%	0.3%	0.4%	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.5%	0.3%	0.2%	0.4%	0.3%	0.3%	
	Index	100	81	62	127	73	56	76	71	121	51	151	95	81	137	63	83	
	Vert %	98.3%	97.8%	98.3%	98.3%	98.4%	97.8%	99.0%	98.3%	97.6%	98.0%	98.0%	98.0%	98.6%	98.5%	98.9%	97.8%	
	Index	100	100	100	100	100	100	100	100	99								

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

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

MAAAC) Media Plan	All Adults 10 - 19 minutes	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	
Vert %	18.9%	18.9%	21.3%	14.0%	17.1%	21.7%	17.1%	17.1%	13.0%	21.9%	21.1%	17.9%	6.3%	8.2%	6.6%	17.4%	20.2%
	Index	100	115	115	115	130	135	107	133	128	109	51	50	40	108	123	123
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	100	111	114	86	100	125	105	125	125	49	49	46	100	117	120	120
Vert %	12.0%	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%	14.4%
	Index	100	118	116	84	117	126	118	140	142	143	113	54	48	32	98	137
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%	1.8%	1.2%	3.8%	5.4%	5.4%
	Index	100	116	114	87	114	115	117	125	138	145	109	47	45	30	94	135
Vert %	3.6%	3.9%	4.0%	3.2%	3.9%	2.9%	3.4%	3.2%	5.0%	5.0%	5.1%	4.3%	2.3%	2.3%	1.8%	3.8%	4.0%
	Index	100	108	111	90	110	82	94	91	141	143	121	89	86	51	107	113
Vert %	40.0%	32.7%	31.9%	47.7%	32.7%	25.2%	24.6%	21.8%	32.6%	32.6%	68.1%	70.2%	77.5%	38.3%	25.4%	33.5%	33.5%
	Index	100	82	80	119	80	63	62	82	54	53	81	170	175	194	96	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%	32.5%	24.3%	17.0%	17.0%
	Index	100	76	89	116	84	80	96	114	70	80	104	82	96	131	98	68
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	100	97	100	101	99	99	95	93	95	97	111	114	110	105	92	92
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%	19.4%
	Index	100	111	105	93	107	102	99	93	113	105	94	123	117	92	104	110
Vert %	10.9%	13.8%	12.4%	9.1%	12.9%	13.8%	11.8%	9.3%	14.6%	13.8%	10.8%	12.0%	10.8%	7.6%	12.2%	13.6%	13.6%
	Index	100	126	113	83	118	126	108	85	133	123	92	110	99	70	112	124
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	100	123	107	87	113	126	94	94	132	124	102	98	83	64	95	133
Vert %	8.1%	9.6%	9.7%	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	100	118	119	82	119	123	130	93	126	127	99	93	79	53	99	140
Vert %	4.1%	1.8%	2.2%	2.2%	2.0%	2.3%	1.0%	6.2%	1.3%	1.3%	1.6%	2.7%	2.7%	1.6%	2.0%	2.0%	2.1%
	Index	100	43	52	150	49	57	63	152	32	38	131	38	64	173	47	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%	13.2%	14.7%	14.7%	14.7%
	Index	100	113	106	91	109	114	106	100	124	107	90	91	106	88	103	115
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	100	212	110	44	154	366	163	102	157	102	50	50	16	158	120	120
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%	0.7%	0.4%	0.8%	0.8%	0.8%
	Index	100	161	93	82	118	169	110	108	197	79	92	77	88	53	122	114
Vert %	2.2%	3.8%	2.4%	2.4%	3.0%	10.8%	3.4%	2.4%	1.1%	4.2%	2.6%	1.5%	3.7%	2.7%	1.6%	3.3%	2.7%
	Index	100	171	117	65	136	152	108	52	191	120	67	167	123	71	147	124
Vert %	23.0%	25.8%	23.2%	22.0%	24.1%	28.9%	24.9%	22.8%	27.1%	22.7%	22.5%	20.2%	21.2%	20.9%	22.6%	25.6%	25.6%
	Index	100	111	101	96	104	117	98	117	108	99	91	91	88	92	111	111
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	100	157	120	68	133	176	127	86	167	131	71	104	81	49	138	128
Vert %	8.0%	14.8%	10.0%	11.8%	11.4%	13.6%	11.4%	13.6%	8.1%	13.6%	4.4%	6.0%	3.8%	1.5%	11.3%	12.9%	12.9%
	Index	100	185	125	54	147	262	173	101	170	120	56	75	47	19	141	154
Vert %	3.3%	5.0%	3.3%	2.7%	3.9%	4.8%	3.8%	2.8%	5.8%	3.2%	2.9%	3.7%	2.7%	2.4%	4.0%	3.9%	3.9%
	Index	100	150	100	82	110	138	115	83	176	115	81	114	81	70	110	110
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	100	151	111	75	125	203	129	109	133	109	83	89	81	41	138	112
Vert %	4.0%	4.9%	2.1%	0.9%	7.3%	3.2%	3.0%	1.6%	4.5%	1.7%	0.9%	1.6%	1.3%	0.5%	3.6%	2.0%	2.0%
	Index	100	244	106	45	157	355	159	78	223	84	43	81	63	23	178	103
Vert %	9.4%	12.6%	10.1%	7.8%	11.0%	12.9%	10.3%	8.1%	13.7%	10.1%	7.5%	10.3%	9.8%	8.0%	11.9%	10.1%	10.1%
	Index	100	134	108	83	117	139	86	108	146	105	85	105	95	126	109	105
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%	10.1%	10.7%	10.7%
	Index	100	152	111	75	126	210	151	108	141	107	77	69	48	47	122	130
Vert %	10.6%	14.5%	11.9%	8.3%	12.9%	16.1%	13.2%	10.3%	14.3%	12.1%	12.0%	9.2%	11.5%	9.3%	13.7%	11.9%	11.9%
	Index	100	136	112	80	121	151	125	97	137	113	86	108	87	59	129	102
Vert %	0.6%	1.5%	0.7%	0.3%	1.0%	1.9%	0.9%	0.4%	1.4%	0.5%	0.3%	0.8%	0.6%	0.2%	1.3%	0.6%	0.6%
	Index	100	232	108	48	153	299	141	65	210	99	84	102	85	35	109	109
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	100	171	116	65	136	205	133	96	166	114	65	119	87	43	114	160
Vert %	5.0%	4.7%	4.5%	5.4%	5.4%	5.1%	3.9%	5.1%	4.6%	4.6%	5.0%	4.4%	5.3%	6.1%	4.7%	4.4%	4.4%
	Index	100	95	90	108	92	101	79	102	92	101	88	105	121	94	89	89
Vert %	10.4%	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	100	150	110	76	125	182	102	86	142	83	102	67	57	114	138	138
Vert %	1.1%	1.9%	1.3%	0.7%	1.5%	1.7%	1.1%	0.5%	2.2%	1.6%	0.7%	1.6%	1.1%	0.7%	1.7%	1.4%	1.4%
	Index	100	176	118	61	140	159	96	43	201	144	68	160	100	66	153	125
Vert %	14.6%	18.3%	13.9%	13.7%	15.5%	17.8%	13.6%	12.2%	19.5%	13.7%	14.3%	16.7%	15.1%	14.1%	15.2%	15.9%	15.9%
	Index	100	125	95	84	112	122	93	84	122	94	98	104	93	104	109	109
Vert %	9.6%	14.0%	10.4%	7.6%	11.7%	19.1%	14.1%	11.6%	13.9%	8.0%	4.3%	3.7%	4.3%	11.7%	11.7%	11.7%	11.7%
	Index	100	145	108	79	121	198	148	120	144	108	83	49	38	45	121	122
Vert %	3.6%	4.5%	3.2%	3.4%	3.7%	4.1%	2.4%	2.9%	5.1%	3.3%	3.4%	3.9%	3.6%	3.9%	3.9%	3.9%	3.9%
	Index	100	126	104	96	104	116	88	81	144	105	94	110	110	109	109	98
Vert %	44.4%	50.9%	47.8%	40.2%	48.8%	55.8%	52.2%	48.2%	51.0%	47.6%	42.7%	39.9%	39.9%	32.6%	48.3%	49.3%	49.3%
	Index	100	114	108	90	110	126	118	104	115	109	104	91	90	75	107	109
Vert %	9.																

U.S. Crosstabulations for Movie Audiences and Attendants

LongHorn Steakhouse	Vert %
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[illegible]

U.S. Crosstabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan

U.S. Extrapolations for Movie Audiences and Attendance Campaign (MAACA) Media Plan		No. Movies Attended at a Theater in Past 3 Months										Combined Genre and Movie Attendance Groups										Sex of respondent Female Movie-GoersMale Movie-Goers										
		All Adults		3+ Movies		1-2 Movies		Did Not Attend Movie		1+ movies (A+B)		16-34 & 3+ more times		15-34 & 1-2		35-59 & 3+ or more		35-59 & 1-2 times		35-59 & None				60+ & 3+ or more times		60+ & 1-2 times		60+ & None				
Costco	Index	100	151	113	74	169	127	175	131	98	155	114	78	100	77	51	156	95	156	95	156	95	156	95	156	95	156	95	156	95	156	95
	Vert %	21.8%	30.6%	24.7%	14.3%	77	26.8%	26.6%	20.1%	14.7%	32.5%	26.7%	18.4%	34.2%	28.2%	16.6%	26.6%	20.7%	26.6%	20.7%	26.6%	20.7%	26.6%	20.7%	26.6%	20.7%	26.6%	20.7%	26.6%	20.7%	26.6%	20.7%
Dillard's	Index	100	140	113	72	140	127	140	113	72	140	127	140	113	72	140	127	140	113	72	140	127	140	113	72	140	127	140	113	72	140	127
	Vert %	7.2%	11.4%	8.0%	5.2%	9.2%	10.0%	10.0%	7.5%	4.8%	12.0%	7.8%	4.8%	12.7%	8.4%	6.0%	10.7%	7.7%	10.7%	7.7%	10.7%	7.7%	10.7%	7.7%	10.7%	7.7%	10.7%	7.7%	10.7%	7.7%	10.7%	7.7%
Dollar General	Index	100	158	111	72	129	139	105	68	126	107	108	67	176	130	84	148	107	176	130	84	148	107	176	130	84	148	107	176	130	84	148
	Vert %	30.1%	28.7%	28.3%	28.3%	31.7%	28.5%	31.7%	27.0%	28.5%	31.7%	27.0%	28.5%	31.7%	27.0%	28.5%	31.7%	27.0%	28.5%	31.7%	27.0%	28.5%	31.7%	27.0%	28.5%	31.7%	27.0%	28.5%	31.7%	27.0%	28.5%	31.7%
Dollar Tree	Index	100	95	94	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
	Vert %	36.2%	34.1%	37.3%	34.1%	34.1%	38.3%	41.7%	38.1%	35.4%	41.2%	37.5%	34.7%	35.2%	35.4%	35.2%	35.4%	35.2%	35.4%	35.2%	35.4%	35.2%	35.4%	35.2%	35.4%	35.2%	35.4%	35.2%	35.4%	35.2%	35.4%	35.2%
Family Dollar	Index	100	111	94	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
	Vert %	24.4%	24.0%	22.7%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%	25.6%
HomeGoods	Index	100	98	93	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105
	Vert %	10.1%	7.5%	7.5%	4.9%	4.9%	7.2%	8.5%	5.9%	5.2%	11.2%	6.6%	6.3%	13.4%	8.4%	6.3%	13.4%	8.4%	6.3%	13.4%	8.4%	6.3%	13.4%	8.4%	6.3%	13.4%	8.4%	6.3%	13.4%	8.4%	6.3%	13.4%
JCPenney	Index	100	151	113	74	127	108	82	63	107	127	108	82	63	107	127	108	82	63	107	127	108	82	63	107	127	108	82	63	107	127	108
	Vert %	27.1%	35.5%	30.4%	22.2%	32.2%	34.4%	27.3%	20.4%	14.7%	38.4%	31.5%	22.4%	35.5%	33.4%	23.2%	36.6%	27.4%	36.6%	27.4%	36.6%	27.4%	36.6%	27.4%	36.6%	27.4%	36.6%	27.4%	36.6%	27.4%	36.6%	27.4%
Kmart	Index	100	121	101	82	117	110	117	110	117	110	117	110	117	110	117	110	117	110	117	110	117	110	117	110	117	110	117	110	117	110	117
	Vert %	22.7%	24.8%	22.9%	21.9%	23.6%	24.2%	21.2%	18.8%	26.2%	23.1%	22.2%	23.1%	25.4%	23.8%	26.4%	20.5%	23.8%	26.4%	20.5%	23.8%	26.4%	20.5%	23.8%	26.4%	20.5%	23.8%	26.4%	20.5%	23.8%	26.4%	20.5%
Kohl's	Index	100	109	101	96	104	106	93	83	103	110	102	98	102	111	105	102	111	105	102	111	105	102	111	105	102	111	105	102	111	105	102
	Vert %	39.0%	37.9%	37.2%	35.2%	37.4%	34.0%	32.3%	23.6%	41.9%	37.9%	34.0%	32.3%	41.9%	37.9%	34.0%	32.3%	41.9%	37.9%	34.0%	32.3%	41.9%	37.9%	34.0%	32.3%	41.9%	37.9%	34.0%	32.3%	41.9%	37.9%	34.0%
Lord & Taylor	Index	100	124	118	80	118	120	110	102	75	133	127	85	133	125	78	137	102	137	102	137	102	137	102	137	102	137	102	137	102	137	102
	Vert %	1.6%	2.9%	1.8%	1.0%	1.2%	2.2%	1.5%	1.0%	3.1%	2.0%	1.2%	1.5%	3.5%	2.0%	0.8%	2.9%	1.0%	2.9%	1.0%	2.9%	1.0%	2.9%	1.0%	2.9%	1.0%	2.9%	1.0%	2.9%	1.0%	2.9%	
Macy's	Index	100	182	163	112	138	152	162	132	102	172	162	132	102	172	162	132	102	172	162	132	102	172	162	132	102	172	162	132	102	172	162
	Vert %	23.1%	35.0%	26.6%	16.8%	29.8%	32.5%	34.2%	24.2%	16.6%	35.9%	27.2%	17.3%	37.4%	26.6%	16.2%	34.2%	24.2%	37.4%	26.6%	16.2%	34.2%	24.2%	37.4%	26.6%	16.2%	34.2%	24.2%	37.4%	26.6%	16.2%	34.2%
Marshalls	Index	100	151	115	72	128	140	105	72	155	128	118	75	164	128	70	143	107	164	128	70	143	107	164	128	70	143	107	164	128	70	143
	Vert %	21.6%	21.6%	16.0%	10.2%	18.6%	22.8%	17.2%	12.7%	22.1%	17.3%	15.9%	12.7%	24.9%	18.3%	10.9%	23.9%	16.9%	24.9%	18.3%	10.9%	23.9%	16.9%	24.9%	18.3%	10.9%	23.9%	16.9%	24.9%	18.3%	10.9%	23.9%
Neiman Marcus	Index	100	152	117	71	121	160	120	89	155	123	79	126	96	49	164	91	164	91	164	91	164	91	164	91	164	91	164	91	164	91	164
	Vert %	1.1%	2.7%	0.9%	0.7%	1.6%	1.8%	0.7%	0.7%	2.9%	1.5%	0.7%	1.5%	0.7%	1.5%	0.8%	1.9%	0.7%	1.9%	0.7%	1.9%	0.7%	1.9%	0.7%	1.9%	0.7%	1.9%	0.7%	1.9%	0.7%	1.9%	
Nordstrom	Index	100	240	161	63	237	355	237	63	250	355	237	63	250	355	237	63	250	355	237	63	250	355	237	63	250	355	237	63	250	355	237
	Vert %	4.9%	10.1%	5.4%	2.8%	7.1%	10.9%	5.4%	3.0%	9.6%	5.7%	3.1%	9.7%	4.7%	2.2%	9.4%	5.7%	9.4%	5.7%	9.4%	5.7%	9.4%	5.7%	9.4%	5.7%	9.4%	5.7%	9.4%	5.7%	9.4%	5.7%	9.4%
Nordstrom Rack	Index	100	205	110	56	145	220	110	61	195	220	110	61	195	220	110	61	195	220	110	61	195	220	110	61	195	220	110	61	195	220	110
	Vert %	7.5%	15.0%	8.0%	4.0%	10.5%	16.5%	8.0%	4.0%	15.0%	16.5%	8.0%	4.0%	15.0%	16.5%	8.0%	4.0%	15.0%	16.5%	8.0%	4.0%	15.0%	16.5%	8.0%	4.0%	15.0%	16.5%	8.0%	4.0%	15.0%	16.5%	8.0%
Ross Dress For Less	Index	100	200	121	51	150	250	137	88	177	250	137	88	177	250	137	88	177	250	137	88	177	250	137	88	177	250	137	88	177	250	137
	Vert %	11.3%	16.9%	13.0%	8.1%	14.4%	18.9%	14.9%	11.0%	17.9%	13.0%	8.4%	11.1%	15.8%	12.5%	8.1%	15.8%	12.5%	15.8%	12.5%	15.8%	12.5%	15.8%	12.5%	15.8%	12.5%	15.8%	12.5%	15.8%	12.5%	15.8%	12.5%
Saks Fifth Avenue	Index	100	150	120	80	118	122	118	80	122	118	122	118	80	122	118	80	122	118	80	122	118	122	118	80	122	118	80	122	118	80	122
	Vert %	1.1%	2.6%	1.0%	0.6%	1.6%	2.9%	0.8%	0.7%	2.4%	1.1%	0.7%	2.4%	1.0%	0.4%	1.9%	1.3%	1.9%	1.3%	1.9%	1.3%	1.9%	1.3%	1.9%	1.3%	1.9%	1.3%	1.9%	1.3%	1.9%	1.3%	
Sam's Club	Index	100	244	91	54	147	273	76	62	227	273	76	62	227	273	76	62	227	273	76	62	227	273	76	62	227	273	76	62	227	273	76
	Vert %	20.8%	26.0%	23.3%	18.0%	23.7%	24.2%	20.3%	16.3%	28.7%	24.2%	20.3%	16.3%	28.7%	24.2%	20.3%	16.3%	28.7%	24.2%	20.3%	16.3%	28.7%	24.2%	20.3%	16.3%	28.7%	24.2%	20.3%	16.3%	28.7%	24.2%	20.3%
Sears	Index	100	125	89	107	87	116	96	108	116	96	108	116	96	108	116	96	108	116	96	108	116	96	108	116	96	108	116	96	108	116	96
	Vert %	20.4%	25.3%	21.7%	17.8%	23.0%	22.4%	17.7%	14.3%	27.6%	23.6%	19.1%	26.1%	24.7%	18.7%	22.6%	23.6%	19.1%	26.1%	24.7%	18.7%	22.6%	23.6%	19.1%	26.1%	24.7%	18.7%	22.6%	23.6%	19.1%	26.1%	24.7%
Stein Mart	Index	100	124	87	110	87	110	87	110	87	110	87	110	87	110	87	110	87	110	87	110	87	110	87	110	87	110	87	110	87	110	87
	Vert %	2.5%	4.3%	3.0%	2.1%	3.5%	2.4%	1.5%	1.3%	4.2%	3.2%	2.0%	1.7%	5.3%	2.7%	4.6%	2.2%	5.3%	2.7%	4.6%	2.2%	5.3%	2.7%	4.6%	2.2%	5.3%	2.7%	4.6%	2.2%	5.3%	2.7%	
Target	Index	100	154	109	75	126	86	55	48	152	86	55	48	152	86	55	48	152	86	55	48	152	86	55	48	152	86	55	48	152	86	55
	Vert %	63.0%	57.0%	56.0%	36.0%	57.0%	56.0%	36.0%	25.0%	59.4%	42.0%	35.0%	25.0%	59.4%	42.0%	35.0%	25.0%	59.4%	42.0%	35.0%	25.0%	59.4%	42.0%	35.0%	25.0%	59.4%	42.0%	35.0%	25.0%	59.4%	42.0%	35.0%
TJ Maxx	Index	100	133	120	76	126	127	126	88	139	125	81	139	125	81	139	125	81	139	125	81	139	125	81	139	125	81	139	125	81	139	125
	Vert %	14.9%	21.9%	17.0%	11.1%	18.6%	22.8%	18.6%	13.8%	26.3%	18.6%	13.8%	26.3%	18.6%	13.8%	26.3%	18.6%	13.8%	26.3%	18.6%	13.8%	26.3%	18.6%	13.8%	26.3%	18.6%	13.8%	26.3%	18.6%	13.8%	26.3%	18.6%
Walmart	Index	100	147	110	75	153	124</																									

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

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	Female Movie-Goers	Male Movie-Goers										
10 - 19 texts	Vert %	12.6%	15.7%	15.2%	9.9%	15.4%	18.0%	19.1%	15.6%	12.7%	16.4%	7.4%	5.4%	3.2%	14.1%	14.1%										
Index	100	124	120	79	122	143	143	120	140	130	121	86	43	25	131	112										
20 - 29 texts	Vert %	6.8%	9.9%	12.4%	4.9%	8.8%	12.8%	12.4%	10.2%	11.1%	7.7%	5.0%	2.4%	1.9%	0.8%	9.6%	8.0%									
Index	100	140	120	61	120	162	168	150	123	113	73	35	17	9	5	145	130									
30 - 49 texts	Vert %	4.3%	6.2%	5.1%	3.2%	5.5%	10.8%	8.2%	7.4%	4.5%	4.7%	2.9%	1.0%	0.5%	0.4%	5.3%	5.3%									
Index	100	143	118	73	128	251	190	171	105	108	67	22	13	10	132	132										
50 - 74 texts	Vert %	2.9%	4.9%	3.5%	1.9%	4.0%	8.6%	6.8%	4.9%	3.0%	2.3%	1.4%	0.5%	0.3%	0.1%	4.2%	3.6%									
Index	100	169	120	63	138	295	233	169	129	79	49	17	9	5	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%	0.9%	1.0%									
Index	100	181	110	65	136	353	223	176	102	66	49	21	6	6	130	142										
100 texts or more	Vert %	3.5%	4.0%	2.1%	1.4%	4.9%	8.7%	6.2%	4.4%	2.8%	1.7%	0.9%	0.3%	0.2%	0.3%	4.0%	4.0%									
Index	100	189	112	61	140	409	245	183	73	54	36	14	6	4	141	139										
None	Vert %	8.5%	6.1%	7.8%	9.7%	7.1%	4.1%	5.9%	8.3%	6.1%	8.6%	10.9%	9.8%	10.3%	9.2%	5.7%	8.6%									
Index	100	72	86	82	85	63	46	63	75	101	120	122	116	109	67	104										
Use wireless/cell phone	Vert %	92.0%	96.3%	95.6%	88.3%	95.8%	97.9%	97.8%	94.2%	97.2%	96.7%	91.4%	91.6%	89.1%	79.8%	95.9%	95.8%									
Yes	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%	4.2%									
Index	100	47	55	147	52	26	28	28	70	36	42	107	105	136	253	51	53									
Events attended past 12 months (net)	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%										
ACC basketball	Index	100	136	114	79	122	119	96	103	155	127	84	129	116	54	93										
ACC football	Vert %	0.5%	0.7%	0.6%	0.4%	0.7%	0.7%	0.6%	0.6%	0.8%	0.5%	0.5%	0.5%	0.3%	0.5%	0.8%										
Index	100	140	115	76	125	131	119	111	173	120	76	94	98	51	93	160										
ACC sports event	Vert %	0.9%	1.2%	1.0%	0.7%	1.1%	1.2%	0.9%	0.9%	1.3%	1.1%	0.7%	1.0%	0.5%	0.8%	1.3%										
Index	100	137	114	106	123	100	106	105	147	130	112	83	115	63	96	165										
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%	0.4%									
Index	100	184	145	43	159	164	166	61	215	158	52	157	76	17	141	178										
AHL (American Hockey League)	Vert %	1.1%	1.0%	1.0%	0.5%	1.1%	1.6%	1.3%	0.8%	1.2%	0.4%	0.4%	0.4%	0.2%	0.4%	1.3%										
Index	100	141	127	69	132	186	138	96	146	150	84	47	53	29	106	161										
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	171	101	55	132	146	205	72	142	100	60	73	133	13	139	139										
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%	0.4%									
Index	100	176	121	60	141	210	123	55	180	132	89	103	91	28	127	157										
American Athletic Conference basketball	Vert %	0.4%	0.3%	0.2%	0.1%	0.3%	0.4%	0.3%	0.1%	0.4%	0.3%	0.1%	0.3%	0.2%	0.3%	0.3%										
Index	100	164	120	65	136	173	135	47	139	103	59	108	131	86	109	166										
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%	0.5%									
Index	100	137	158	57	144	169	201	71	124	162	29	167	45	68	118	274										
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%	0.6%	0.9%									
Index	100	191	122	54	147	220	158	42	191	104	55	138	100	61	112	186										
Atlantic 10 Conference basketball	Vert %	0.3%	0.2%	0.1%	0.1%	0.3%	0.2%	0.1%	0.2%	0.3%	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	168										
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%	0.3%									
Index	100	124	104	64	137	243	130	87	142	93	112	84	95	112	121	165										
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%	0.8%									
Index	100	131	101	88	112	59	63	108	190	130	98	146	103	62	92	134										
Atlantic Sun Conference sports event	Vert %	0.2%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%									
Index	100	252	110	40	162	321	139	8	162	107	50	302	62	51	143	183										
Big 12 basketball	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	136	66	10	110	183	174	16	70	11	147	77	55	68	156	168										
Big 12 basketball - men's	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%	0.3%									
Index	100	163	123	63	138	168	154	77	165	109	72	148	100	43	97	183										
Big 12 basketball - women's	Vert %	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
Index	100	212	132	40	161	132	223	0	321	80	54	145	89	51	101	228										
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	37	144	169	217	17	99	178	89	115	89	57	159	199										
Big 12 football	Vert %	0.3%																								

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

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)	times	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	
Florida State League minor league baseball (A)	Vert %	0.3%	0.3%	0.4%	0.2%	0.4%	0.3%	0.3%	0.3%	0.1%	0.2%	0.5%	0.1%	0.2%	0.3%	0.3%	0.3%	0.5%	
	Index	100	117	137	25	130	98	92	88	25	121	161	83	149	91	104	104	157	
Frontier League baseball	Vert %	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%	0.3%	
	Index	131	138	136	125	89	125	89	82	135	165	82	165	82	96	132	130	132	
Great Lakes Intercollegiate Athletic Conference sports event	Vert %	0.0%	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%	0.1%	
	Index	100	135	135	45	156	286	157	60	123	126	56	159	117	21	123	193	193	
H1 Unlimited boat races	Vert %	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	
	Index	100	188	100	69	132	146	103	57	208	88	84	233	171	58	112	112	155	
Horizon League sports event	Vert %	0.1%	0.2%	0.1%	0.1%	0.1%	0.3%	0.1%	0.0%	0.2%	0.0%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	
	Index	100	220	82	69	132	239	123	64	213	64	104	200	47	49	96	172	172	
IMG College baseball	Vert %	0.1%	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%	
	Index	100	123	105	89	111	42	148	120	155	82	89	208	81	67	116	116	108	
IMG College basketball	Vert %	1.3%	2.2%	1.4%	0.8%	1.7%	2.3%	1.4%	1.0%	2.2%	1.4%	0.8%	1.9%	1.4%	0.7%	1.2%	2.2%	2.2%	
	Index	100	175	112	77	135	112	77	119	179	112	77	112	87	62	96	126	126	
IMG College football	Vert %	1.9%	3.2%	2.2%	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%	3.2%	
	Index	100	171	116	65	136	188	137	71	177	112	76	109	90	46	103	178	178	
IMG College hockey	Vert %	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	
	Index	100	211	128	43	158	293	72	68	186	225	44	110	2	25	162	154	154	
IMG College sports event	Vert %	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%	6.1%	
	Index	100	169	116	66	135	188	126	72	170	126	75	132	93	49	103	171	171	
Indiana University sports event	Vert %	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%	0.1%	
	Index	100	143	122	71	129	223	86	140	86	172	45	105	68	55	107	154	154	
International League minor league baseball (AAA)	Vert %	1.8%	1.8%	1.6%	0.9%	1.7%	1.9%	1.6%	0.9%	1.9%	1.6%	1.0%	1.5%	1.3%	0.7%	1.4%	2.0%	2.0%	
	Index	100	143	127	68	133	149	121	66	150	143	81	117	102	53	110	158	158	
Ironman triathlon	Vert %	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%	0.0%	0.1%	
	Index	100	268	60	44	136	59	34	287	100	116	128	21	103	21	110	210	210	
ISC (International Speedway Corp.) tracks	Vert %	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%	1.0%	
	Index	100	122	109	87	114	74	93	83	135	113	114	78	56	85	145	145	145	
Learfield Collegiate Properties 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%	0.0%	0.0%	
	Index	100	111	98	97	103	75	147	136	178	60	134	48	96	22	90	117	117	
Learfield Collegiate Properties basketball	Vert %	0.8%	1.3%	0.9%	0.6%	1.1%	1.6%	0.9%	0.7%	1.2%	0.9%	0.6%	0.8%	1.2%	0.8%	0.4%	0.8%	1.3%	
	Index	100	165	110	70	130	115	84	148	130	115	84	148	77	92	150	150	150	
Learfield Collegiate Properties football	Vert %	1.2%	1.7%	1.5%	0.8%	1.6%	2.1%	1.6%	1.1%	1.5%	1.7%	0.8%	1.2%	1.0%	0.5%	1.1%	2.1%	2.1%	
	Index	100	142	131	66	135	178	140	93	130	143	65	100	85	47	97	177	177	
Learfield Collegiate Properties hockey	Vert %	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	
	Index	100	127	157	55	146	105	142	46	163	213	80	56	53	31	95	203	203	
Learfield Collegiate Properties sports event	Vert %	2.8%	4.7%	3.2%	1.8%	3.7%	5.6%	3.3%	2.2%	4.5%	3.3%	2.0%	3.7%	2.5%	1.3%	3.0%	4.6%	4.6%	
	Index	100	171	135	66	136	201	80	132	180	120	80	132	48	23	107	166	166	
Major Arena Soccer League (MASL)	Vert %	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%	0.1%	
	Index	100	128	163	51	150	186	286	77	110	104	93	56	78	30	117	187	187	
Major League Baseball (MLB)	Vert %	21.5%	21.5%	16.8%	9.7%	18.7%	16.5%	11.3%	23.3%	18.3%	18.5%	18.5%	18.5%	13.3%	7.3%	15.1%	21.5%	21.5%	
	Index	100	153	119	69	132	151	117	81	164	131	77	134	96	52	111	154	154	
Major League Lacrosse (MLL)	Vert %	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%	0.1%	
	Index	100	154	149	59	132	142	191	41	154	149	59	132	68	46	135	135	135	
Major League Soccer (MLS)	Vert %	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%	2.2%	
	Index	100	184	129	52	149	233	155	75	201	144	61	62	44	25	130	170	170	
Michigan State University sports event	Vert %	0.2%	0.2%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	
	Index	100	179	132	52	149	105	133	75	248	113	52	177	173	36	109	194	194	
Mid-American Conference (MAC) basketball	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%	0.0%	0.0%	
	Index	100	171	102	51	146	105	46	131	75	60	36	60	36	19	119	119	119	
Mid-American Conference (MAC) football	Vert %	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%	0.0%	0.1%	0.1%	0.1%	
	Index	100	138	135	65	136	150	138	123	150	161	54	81	67	38	119	154	154	
Mid-American Conference (MAC) sports event	Vert %	0.4%	0.3%	0.1%	0.0%	0.3%	0.3%	0.1%	0.0%	0.4%	0.1%	0.0%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	
	Index	100	178	128	55	147	192	136	62	160	152	59	190	58	44	124	172	172	
Mid-Eastern Athletic Conference (MEAC) sports event	Vert %	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%	0.1%	0.1%	
	Index	100	135	141	38	132	209	107	62	131	72	105	113	48	61	113	113	113	
Midwest League minor league baseball (A)	Vert %	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%	0.3%	0.5%	0.5%	
	Index	100	118	123	79	121	96	125	59	119	140	94	157	81	75	100	145	145	
Missouri Valley Conference sports event	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%	0.0%	0.0%	0.0%	
	Index	100	215	80	71	130	87	84	100	206	89	98	508	51	17	132	127	127	
Mountain View Conference basketball	Vert %	0.2%	0.4%	0.1%	0.1%	0.2%	0.5%	0.1%	0.1%	0.3%	0.1%	0.1%	0.3%	0.2%	0.1%	0.2%	0.3%	0.3%	
	Index	100	254	87	58	140	205	42	58	214	58	124	202	54	24	120	173	173	
Mountain West Conference football	Vert %	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%	0.3%	0.3%	
	Index	100	178	104	70	131	206	104	77	175	108	84	134	93	47	116	147	147	
Mountain West Conference sports event	Vert %	0.5%	1.0%	0.5%	0.3%	0.7%	1.3%	0.5%	0.3%	0.8%	0.6%	0.3%	0.6%	0.4%	0.2%	0.6%	0.8%	0.8%	
	Index	100	199	111	59	129	271	113	84	196	121	84	271	65	43	116	131	131	
National Basketball Association (NBA)	Vert %	4.6%	8.8%	5.4%	2.6%	6.7%	9.9%	6.3%	3.6%	9.5%	5.9%	3.0%	5.2%	2.8%	1.4%	5.1%	8.4%	8.4%	
	Index	100	191	118	56	145	216	138	78	207	128	65	113	60	31	111	183	183	
National Football League (NFL)	Vert %	5.8%	6.7%	4.2%	2.7%	7.1%	9.7%	4.7%	2.3%	10.7%	7.2%	5.3%	6.8%	4.6%	2.6%	5.3%	10.2%	10.2%	
	Index	100	160	113	71	130	164	120	79	180	121	88	112	81	43	92	172	172	
National Hockey League (NHL)	Vert %	3.6%	5.5%	4.6%	2.3%	4.9%	6.1%	5.2%	3.2%	6.1%	5.0%	2.8%	3.4%	2.7%	1.2%	3.6%	6.4%	6.4%	
	Index	100	152	127	66	125	142	88	77	167	139	87	147	99	72	136	166	166	
National Lacrosse League (NLL)	Vert %	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	
	Index	100	69	154	71	130	64	187	128	140	164	77	74	21	138	121	121	121	
National Premier Soccer League (NPSL)	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%	0.0%	
	Index	100	89	155	45	157	65	121	81	513	69	11	322	115	60	161	152	152	
National Women's Soccer League (NWSL)	Vert %	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%	0.1%	0.1%	
	Index	100	155	122	66	149	116	34	112	140	94	110	147	103	53	133			

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

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		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	
		Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Single-A (A) Minor League Baseball	Vert %	2.3%	3.1%	138	1.8%	121	1.6%	74	1.0%	127	1.7%	131	1.7%	104	1.5%	166	2.2%	139	1.8%	139	1.8%	109	1.4%	70	0.9%	110	1.4%	137	1.8%	128	1.7%
South Atlantic League minor league baseball (A)	Vert %	0.4%	0.5%	10	0.1%	9	0.0%	5	0.0%	10	0.1%	10	0.1%	8	0.0%	16	0.2%	10	0.1%	10	0.1%	10	0.1%	9	0.1%	7	0.0%	10	0.1%	10	0.1%
Southern Conference sports event	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
Southern League minor league baseball (AA)	Vert %	0.3%	0.4%	15	0.2%	10	0.1%	5	0.0%	15	0.2%	15	0.2%	10	0.1%	25	0.3%	20	0.3%	20	0.3%	20	0.3%	15	0.2%	10	0.1%	15	0.2%	15	0.2%
Southern Professional Hockey League (SPHL)	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
Southland Conference sports event	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speedway Motorsports tracks	Vert %	0.6%	0.7%	30	0.4%	20	0.3%	10	0.1%	30	0.4%	30	0.4%	20	0.3%	60	0.8%	50	0.7%	50	0.7%	40	0.5%	30	0.4%	40	0.5%	40	0.5%	40	0.5%
Stonach Group horse racing tracks	Vert %	0.4%	0.6%	20	0.3%	15	0.2%	10	0.1%	20	0.3%	20	0.3%	15	0.2%	40	0.5%	35	0.5%	35	0.5%	30	0.4%	25	0.3%	30	0.4%	30	0.4%	30	0.4%
Summit League 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sun Belt Conference football	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sun Belt Conference sports event	Vert %	0.1%	0.2%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
Syracuse University sports event	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
Texas League minor league baseball (AA)	Vert %	0.3%	0.7%	15	0.2%	10	0.1%	5	0.0%	15	0.2%	15	0.2%	10	0.1%	25	0.3%	20	0.3%	20	0.3%	20	0.3%	15	0.2%	10	0.1%	15	0.2%	15	0.2%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
United States Hockey League (USHL)	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Arkansas sports event	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Georgia sports event	Vert %	0.1%	0.2%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Kentucky basketball	Vert %	0.1%	0.2%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Kentucky sports event	Vert %	0.2%	0.2%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Louisville basketball	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Miami sports event	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Michigan 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
University of Mississippi 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
University of North Carolina sports event	Vert %	0.1%	0.2%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
University of Tennessee basketball	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Tennessee sports event	Vert %	0.1%	0.2%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Texas sports event	Vert %	0.2%	0.3%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
University of Tulsa sports event	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
University of Virginia sports event	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
University of Wisconsin basketball	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
USL Premier Development League (PDL) soccer	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
USL Professional Division (USL Pro) soccer	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Virginia Tech University sports event	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
Wake Forest 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Coast Conference basketball	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
West Coast Conference sports event	Vert %	0.2%	0.3%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
Western Athletic Conference (WAC) sports event	Vert %	0.1%	0.1%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
Western Michigan University sports event	Vert %	0.1%	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
WHL (Western Hockey League)	Vert %	0.2%	0.2%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%	1	0.0%
Women's National Basketball Association (WNBA)	Vert %	0.3%	0.6%	15	0.2%	10	0.1%	5	0.0%	15																					

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

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

AAAC Media Plan	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	Movie	1+ movies (A+B)	times	times	18-34 & None	times	35-59 & 1-2 times	35-59 & None	times	60+ & 1-2 times	60+ & None	Goers	Male Movie-Goers							
Hiking - backpacking	Index	15.5%	21.1%	19.1%	11.2%	19.8%	26.8%	22.9%	16.1%	20.1%	19.4%	12.5%	12.6%	6.0%	11.2%	6.0%	16.7%						
	Vert %	100	137	123	73	128	174	148	104	130	126	81	82	72	39	108	109						
Hunting	Index	7.2%	5.6%	7.2%	5.6%	6.7%	7.5%	7.5%	9.3%	7.5%	7.5%	8.5%	5.5%	3.5%	2.9%	10.8%	10.9%						
	Vert %	100	81	101	108	94	106	104	130	75	109	116	49	77	77	41	152						
Jogging - running	Index	26.5%	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%						
	Vert %	100	146	123	69	131	216	181	132	127	113	68	44	26	124	140	140						
Lawn care	Index	49.9%	48.9%	51.2%	49.2%	50.3%	42.5%	43.6%	44.1%	53.9%	56.8%	53.6%	50.7%	51.6%	48.2%	41.8%	59.8%						
	Vert %	100	98	103	99	101	85	87	88	108	114	107	102	97	84	120	120						
Photography	Index	17.4%	22.2%	20.7%	13.8%	21.2%	26.2%	22.3%	16.9%	21.3%	21.0%	14.7%	16.9%	17.0%	10.3%	21.8%	20.6%						
	Vert %	100	127	118	79	129	158	139	107	122	120	84	97	59	104	104	104						
Play a musical instrument	Index	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%						
	Vert %	100	121	117	82	118	162	159	120	100	99	80	85	58	96	143	143						
Sewing - crafts	Index	15.4%	16.1%	16.6%	10.4%	16.6%	14.4%	14.4%	13.2%	16.4%	15.1%	17.6%	16.6%	19.2%	26.3%	5.4%	10.8%						
	Vert %	100	105	108	64	107	97	98	86	107	108	88	115	125	107	35	171						
Snow skiing - snowboarding	Index	4.3%	6.4%	5.5%	2.8%	5.8%	9.0%	6.7%	5.0%	6.2%	5.8%	3.1%	2.0%	2.6%	0.9%	4.5%	7.3%						
	Vert %	100	148	128	66	135	209	157	115	143	134	72	46	31	104	169	169						
Soccer	Index	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%						
	Vert %	100	155	125	65	136	267	200	143	120	114	65	18	15	9	89	188						
Softball - baseball	Index	6.2%	7.8%	7.8%	4.4%	8.0%	11.9%	10.6%	8.0%	7.7%	8.1%	4.6%	2.7%	2.1%	1.5%	5.2%	11.0%						
	Vert %	100	134	127	71	129	193	172	131	125	131	74	43	34	25	85	179						
Swimming	Index	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%						
	Vert %	100	132	120	76	125	160	142	112	125	124	82	78	62	51	158	158						
Tennis	Index	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%						
	Vert %	100	165	127	60	141	218	170	121	144	125	61	109	58	21	106	180						
Volunteer work	Index	27.4%	38.6%	32.6%	22.2%	33.2%	38.2%	30.8%	22.4%	35.2%	32.2%	22.3%	37.9%	32.2%	22.0%	37.0%	30.9%						
	Vert %	100	131	115	80	121	134	110	80	126	118	80	136	119	79	133	108						
Yoga - pilates	Index	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%	7.7%						
	Vert %	100	152	129	63	138	192	168	100	136	122	65	112	76	35	196	74						
Airlines used for domestic/foreign travel past 12 months	Index	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%						
	Vert %	100	151	127	75	136	145	117	77	145	137	77	117	108	51	137	137						
American	Index	9.3%	14.6%	10.8%	6.6%	12.2%	13.6%	10.0%	7.4%	15.4%	11.6%	7.4%	15.0%	10.1%	5.0%	11.3%	13.2%						
	Vert %	100	157	115	70	130	145	107	79	165	124	79	161	109	53	121	141						
Delta	Index	13.1%	19.2%	15.8%	9.2%	17.6%	18.8%	15.1%	10.8%	16.8%	15.1%	10.8%	14.9%	15.9%	14.9%	15.9%	18.7%						
	Vert %	100	147	121	70	131	144	115	82	149	128	73	151	114	58	119	144						
Frontier	Index	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%						
	Vert %	100	157	117	69	132	116	111	77	164	115	60	123	75	40	105	105						
JetBlue	Index	4.9%	7.9%	5.3%	3.5%	6.3%	7.3%	5.1%	3.9%	8.5%	5.5%	3.9%	7.5%	5.4%	2.8%	6.4%	6.1%						
	Vert %	100	161	109	72	128	149	104	80	175	114	79	155	110	58	131	125						
Southwest	Index	14.0%	22.1%	16.8%	9.6%	18.5%	18.1%	14.3%	9.6%	24.1%	17.9%	10.6%	17.9%	13.0%	5.6%	13.7%	19.5%						
	Vert %	100	157	118	69	132	136	102	68	182	126	76	167	128	60	126	139						
United	Index	10.7%	16.4%	12.8%	7.3%	14.1%	13.8%	11.4%	7.9%	18.5%	13.7%	8.4%	16.9%	13.0%	8.4%	17.1%	15.2%						
	Vert %	100	129	132	89	132	129	113	74	192	137	92	159	122	74	159	159						
US Airways	Index	7.8%	11.6%	9.0%	5.6%	10.0%	10.9%	8.3%	6.2%	12.5%	9.6%	6.2%	11.3%	8.7%	4.5%	9.1%	10.8%						
	Vert %	100	150	116	72	128	140	107	79	161	124	80	145	112	58	118	140						
Any airline flown	Index	40.5%	55.8%	47.2%	31.0%	50.4%	51.9%	43.2%	57.6%	49.7%	33.4%	58.9%	48.8%	26.9%	48.9%	52.0%	52.0%						
	Vert %	100	138	116	76	124	128	106	80	142	123	82	147	120	66	121	128						
Car rental companies used past 12 months	Index	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%						
	Vert %	100	173	112	67	134	118	82	60	220	131	82	181	116	51	110	162						
Avis	Index	3.6%	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%						
	Vert %	100	111	70	43	82	70	43	25	142	88	46	88	46	25	110	110						
Budget	Index	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%						
	Vert %	100	162	114	69	132	112	85	66	207	134	78	166	119	59	113	153						
Dollar	Index	1.9%	2.2%	1.4%	0.9%	1.4%	1.6%	1.4%	3.8%	2.0%	1.4%	1.4%	2.0%	1.4%	0.9%	2.2%	2.8%						
	Vert %	100	149	115	73	127	93	74	196	146	92	157	101	49	111	146	146						
Enterprise	Index	12.8%	18.9%	14.0%	8.4%	15.8%	16.4%	11.9%	9.6%	21.8%	15.8%	10.6%	17.9%	13.4%	7.7%	14.7%	17.0%						
	Vert %	100	151	111	75	126	126	95	77	174	126	84	126	84	52	143	170						
Hertz	Index	6.0%	9.4%	6.9%	4.1%	7.8%	8.3%	5.6%	5.4%	10.6%	8.1%	4.6%	8.8%	6.6%	2.7%	6.8%	8.9%						
	Vert %	100	157	116	69	131	139	94	90	179	136	77	148	110	45	115	150						
National	Index	2.2%	3.6%	2.5%	1.5%	3.0%	2.7%	1.9%	1.2%	4.9%	3.7%	1.9%	4.2%	3.1%	1.5%	4.2%	4.2%						
	Vert %	100	160	121	68	126	136	75	52	222	169	79	189	98	58	85	129						
Thrifty	Index	1.5%	2.4%	1.9%	1.0%	2.1%	1.7%	1.3%	0.9%	2.9%	2.5%	1.2%	2.5%	1.6%	0.8%	2.4%	2.4%						
	Vert %	100	157	126	64	137	113	89	51	192	165	81	167	104	51	120	156						
Zipcar	Index	0.3%	0.3%	0.3%	0.2%	0.4%	0.4%	0.4%	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%						
	Vert %	100	184	125	82	149	149	129	75	129	111	59	39	11	59	11	105						
None	Index	72.9%	60.8%	68.8%	70.7%	65.9%	66.6%	74.9%	79.1%	55.1%	63.6%	76.9%	61.3%	70.2%	83.7%	69.2%	62.2%						
	Vert %	100	83	94	109	90	91	103	109	76	87	105	84	96	115	95	85						
Any car rental	Index	38.2%	20.3%	34.1%	31.2%	34.4%	25.1%	20.9%	33.6%	44.9%	38.7%	36.4%	38.7%	36.4%	30.8%	37.4%	30.8%						
	Vert %	100	145	115	75	126	123	92	77	166	134	85	143	110	60	114	139						
Casino activities done past 12 months	Index	25.2%	31.0%	26.8%	22.1%	28.4%	26.2%	24.3%	20.0%	33.1%	27.1%	22.7%	35.7%	30.6%	22.9%	29.4%	27.1%						
	Vert %	100	123	106	88	113	104	96	79	131													

U.S. Crosstabulations for Movie Audiences and Attendance Campaign (MAAAC) Media Plan

U.S. Substitutions for Movie Audiences and Attendance Campaign (IMAX) Media Plan		No. Movies Attended at a Theater in Past 3 Months										Combined Area and Movie Attendance										Sex of respondent											
		All Adults	3+ Movies		1-2 Movies		Did Not Attend Movie		1 movie (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		
Comfort Inn	Index	10.4%	14.1%	11.9%	8.2%	12.2%	13.8%	10.4%	8.1%	14.4%	12.5%	8.5%	14.1%	13.4%	8.0%	12.7%	12.8%	10.0%	12.5%	8.5%	14.1%	13.4%	8.0%	12.7%	12.8%	10.0%	12.5%	8.5%	14.1%	13.4%	8.0%	12.7%	12.8%
Courtyard by Marriott	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Days Inn	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Embassy Suites	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Fairfield Inn	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Four Points by Sheraton	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Gaylord	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Hilton	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Holiday Inn	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Hyatt	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
La Quinta	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Marriott	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Moetel 6	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Quality Inn	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Radisson	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Sheraton	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Spring Hill Suites	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Super 8	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Westin	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Woods	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
None	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Any bed & breakfast	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Any hotel/motel	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Any upscale hotel	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
No. of domestic air travel trips past 12 months	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
1 trip/Total	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
2 trips/Total	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
3 trips/Total	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
4 trips/Total	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
5 - 9 trips/Total	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
10 trips or more/Total	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
None/Total	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Any domestic air round trip	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Places visited overnight or longer past 12 months	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Canada	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Chicago	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Las Vegas	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Los Angeles	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Mexico	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
New York City	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
Orlando	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	
San Francisco	Index	10.0%	14.0%	10.8%	5.0%	13.5%	13.2%	10.0%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%	13.8%	12.9%	8.2%	13.8%	12.9%	8.2%	13.8%	12.9%	7.7%									

U.S. Crosstabulations for Movie Audiences and Attendants

Index

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

U.S. Crosstabulations for Movie Audiences and Attendance Campaign

AACAP 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		35-59 & None		35-59 & 1-2 times		60+ & 3 or more times		60+ & 1-2 times		Female Movie-Goers	Male Movie-Goers
		times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times	times
Online bill paying	Vert %	37.6%	38.4%	35.5%	25.7%	36.8%	35.5%	35.3%	28.1%	41.3%	39.7%	39.7%	28.4%	34.2%	30.7%	20.6%	38.2%	30.7%	20.6%	38.2%	30.7%	37.6%	37.6%
Index	Index	100	121	117	82	113	114	113	80	132	127	127	91	110	98	66	116	110	66	116	110	117	117
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%	4.2%	4.7%	4.7%	6.5%	4.7%	4.7%	6.5%	4.7%	6.9%	6.9%
Index	Index	100	104	96	101	104	120	100	100	120	110	115	73	73	100	100	107	100	100	107	100	107	107
Refinance home mortgage	Vert %	5.7%	6.9%	6.8%	4.6%	6.8%	5.2%	5.0%	4.4%	8.8%	8.8%	5.9%	6.4%	5.3%	3.3%	6.0%	7.8%	3.3%	6.0%	7.8%	3.3%	7.8%	7.8%
Index	Index	100	121	119	81	120	90	87	76	154	154	103	112	93	57	104	136	57	104	136	57	104	136
Savings account	Vert %	67.6%	76.1%	73.2%	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%	57.8%	72.3%	76.4%	57.8%	76.4%	76.4%
Index	Index	100	113	108	92	110	114	109	92	111	110	102	106	102	86	107	113	106	102	106	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%	1.7%	13.8%	12.6%	1.7%	13.8%	12.6%
Index	Index	100	129	125	74	126	196	196	146	117	111	79	33	26	17	132	120	26	132	120	17	132	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%	19.9%	13.3%	13.6%	16.6%	16.6%	16.6%
Index	Index	100	128	109	84	116	101	80	65	122	112	82	190	154	103	105	128	154	103	105	128	128	128
Money market funds	Vert %	15.3%	17.8%	16.0%	13.9%	16.7%	9.8%	8.2%	19.6%	17.9%	14.3%	23.8%	17.6%	23.8%	17.6%	18.2%	18.2%	23.8%	17.6%	18.2%	18.2%	18.2%	18.2%
Index	Index	100	117	105	91	109	62	64	54	130	115	93	196	156	115	101	119	196	156	115	101	119	119
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%	39.6%	33.8%	21.5%	21.8%	30.1%	30.1%
Index	Index	100	119	113	85	115	65	71	56	130	122	93	218	182	108	108	130	218	182	108	108	130	130
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%	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	168	153	110	102	117	117
Stocks or stock options	Vert %	25.3%	31.6%	27.5%	21.6%	29.1%	25.0%	20.4%	16.4%	33.7%	30.4%	23.0%	40.5%	36.1%	23.5%	25.3%	33.3%	40.5%	36.1%	23.5%	25.3%	33.3%	33.3%
Index	Index	100	126	109	85	115	99	81	65	133	116	91	160	143	93	100	132	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%	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	168	168	115	98	117	168	168	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%	32.1%	37.3%	53.0%	54.3%	45.0%	45.0%
Index	Index	100	87	94	108	91	110	116	128	81	87	106	59	68	97	99	82	59	68	97	99	82	82
Any investment	Vert %	45.4%	52.3%	48.6%	40.8%	50.1%	40.1%	38.6%	47.1%	36.6%	42.1%	52.7%	27.6%	32.1%	47.0%	45.7%	55.0%	27.6%	32.1%	47.0%	45.7%	55.0%	55.0%
Index	Index	100	115	108	90	110	88	81	66	123	115	93	150	138	103	101	121	150	138	103	101	121	121
Organizations (types) contributed money to past 12 mo (HHLd)																							
Arts/cultural	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%	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	236	152	71	129	145	236	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%	13.5%	9.7%	5.6%	7.8%	8.4%	8.4%
Index	Index	100	140	117	76	125	115	105	70	125	110	71	208	156	101	108	108	208	156	101	108	108	108
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%	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	160	135	97	131	98	98
Military/veterans	Vert %	16.2%	18.2%	15.2%	16.1%	16.1%	12.5%	9.9%	16.1%	14.5%	13.9%	11.1%	27.6%	24.6%	15.2%	16.8%	16.8%	27.6%	24.6%	15.2%	16.8%	16.8%	16.8%
Index	Index	100	113	94	99	101	77	61	56	105	86	82	193	170	153	97	104	193	170	153	97	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%	6.8%	9.6%	9.6%	19.0%	13.6%	6.8%	9.6%	9.6%	9.6%
Index	Index	100	143	104	82	118	80	57	45	135	89	67	276	188	105	126	126	276	188	105	126	126	126
Religious	Vert %	38.2%	42.7%	40.9%	34.9%	41.6%	37.1%	31.9%	26.0%	44.5%	43.0%	33.1%	49.6%	52.3%	42.2%	42.3%	40.8%	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	130	137	110	111	107	107
Social care/welfare	Vert %	12.8%	17.1%	14.2%	10.3%	15.3%	12.7%	10.6%	8.5%	17.3%	14.6%	11.9%	19.2%	15.5%	15.5%	15.5%	15.5%	19.2%	15.5%	15.5%	15.5%	15.5%	15.5%
Index	Index	100	134	111	81	120	100	83	67	136	116	79	195	150	93	120	119	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%	29.9%	26.2%	26.5%	24.0%	24.0%	29.9%	26.2%	26.5%	24.0%	24.0%	24.0%
Index	Index	100	103	105	103	104	85	82	83	104	104	95	134	123	104	109	109	134	123	104	109	109	109
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%	14.7%	17.5%	28.8%	26.3%	26.8%	26.8%
Index	Index	100	77	88	115	84	97	113	138	74	83	122	46	56	91	83	85	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%	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	183	143	92	113	118	118
Bankruptcy attorney	Vert %	1.0%	1.5%	1.0%	0.9%	1.0%	0.9%	1.1%	0.9%	1.0%	1.1%	0.9%	0.8%	0.8%	0.8%	0.8%	0.8%	1.0%	0.8%	0.8%	0.8%	0.8%	0.8%
Index	Index	100	153	89	88	113	182	58	91	154	117	110	97	82	57	109	116	154	117	110	97	82	82
Cash advance or title loan shop	Vert %	1.7%	1.7%	1.9%	1.6%	1.8%	2.5%	2.4%	1.9%	1.6%	1.9%	1.9%	0.7%	0.9%	0.9%	2.0%	1.7%	0.7%	0.9%	2.0%	1.7%	1.7%	1.7%
Index	Index	1																					

U.S. Crosstabulations for Movie Audiences and Attendants

Fanta Zero	Vert %
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Projected: 242,977,984 Adults 18+, Respondents: 203,921

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

AACAP Media Plan		All Adults										3+ Movies										1-2 Movies										Movie										1+ movies (A+B)										times										18-34 & 1+ times										35-59 & 1+ 2 times										35-59 & 1+ times										times										60+ & 1+ 2 times										60+ & 1+ times										Goers										Male Movie Goers																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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Projected: 242,977,984 Adults 18+; Respondents: 203,921

U.S. Crosstabulations 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	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							
Less than once a month		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	106	96	103	100	102	96	102	99	101	111	89							
Never		28.7%	23.1%	23.3%	30.1%	23.2%	27.0%	35.0%	21.2%	21.3%	29.1%	19.9%	20.9%	27.7%	19.8%	27.1%	101						
Index		100	87	87	113	87	101	131	79	80	109	75	77	104	74	101							
Coupons - frequency of use for other products/service (HHLd)																							
More than once a week		7.2%	8.4%	7.5%	6.4%	8.3%	10.1%	8.0%	7.6%	10.1%	7.9%	7.0%	6.3%	4.7%	8.6%	7.9%							
Index		100	129	104	87	113	138	109	104	138	107	96	92	66	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%							
Index		100	120	110	87	114	115	119	76	125	106	92	119	104	98	113							
2 to 3 times a month		13.6%	16.6%	14.5%	12.0%	15.3%	17.3%	14.8%	12.8%	16.6%	14.9%	12.2%	15.1%	13.2%	11.2%	16.1%							
Index		100	122	107	88	112	127	109	94	122	110	90	111	96	82	118							
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%							
Index		100	102	115	90	110	100	113	91	100	120	97	110	108	80	123							
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%	12.6%	12.1%	11.2%	13.2%							
Index		100	98	107	96	104	90	106	100	102	109	95	106	102	96	112							
Never		52.3%	46.0%	46.4%	57.0%	47.5%	46.0%	47.5%	55.2%	44.7%	47.3%	55.3%	48.5%	52.6%	60.4%	44.4%							
Index		100	88	92	109	91	88	91	106	85	90	106	93	101	115	85							
How household usually obtains cents-off coupons (HHLd)																							
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%							
Index		100	139	116	76	125	153	133	99	146	118	83	101	82	50	129							
In-store circulars		23.3%	24.5%	24.0%	22.5%	24.2%	19.7%	19.7%	17.5%	28.0%	26.1%	24.4%	26.5%	26.9%	23.7%	25.8%							
Index		100	105	103	96	104	85	84	75	120	112	104	114	115	102	96							
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%							
Index		100	111	107	92	108	115	106	93	114	110	97	98	100	85	116							
Internet sites/apps		14.8%	19.3%	16.4%	10.9%	18.7%	24.0%	24.1%	17.0%	19.9%	18.2%	11.8%	9.5%	8.6%	5.4%	18.4%							
Index		100	131	125	74	127	162	163	115	135	123	80	64	58	36	124							
Magazines		15.1%	17.3%	15.3%	14.2%	16.0%	13.7%	12.4%	16.0%	13.9%	12.9%	12.4%	22.4%	21.4%	17.2%	18.8%							
Index		100	115	101	94	106	80	82	106	92	86	148	142	114	124	86							
Mail		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%							
Index		100	112	108	91	110	110	107	91	113	108	93	114	110	88	113							
Preferred customer card/loyalty card		26.4%	31.6%	29.5%	22.6%	30.4%	31.0%	29.3%	23.1%	34.3%	31.3%	24.8%	28.4%	25.9%	19.5%	33.1%							
Index		100	120	112	86	115	117	111	87	130	118	94	107	98	74	127							
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%							
Index		100	106	108	93	107	93	103	85	120	115	101	97	102	89	124							
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%							
Index		100	176	119	61	140	221	167	105	201	119	67	42	36	21	161							
Sunday newspaper		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%	48.8%	45.0%							
Index		100	108	100	97	103	77	79	72	112	103	95	138	132	117	112							
Text messages		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%							
Index		100	157	120	64	137	227	172	126	169	119	67	52	27	15	165							
Weekday newspaper		18.2%	20.1%	17.5%	16.0%	18.4%	18.9%	15.7%	15.8%	17.8%	15.6%	15.3%	26.6%	25.4%	22.9%	18.1%							
Index		100	110	96	99	101	104	86	87	98	86	84	146	139	126	99							
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%							
Index		100	98	101	100	100	107	105	111	99	108	102	78	76	90	94							
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%							
Index		100	83	86	115	85	97	101	134	75	79	110	73	76	107	70							