

Scarborough

PRIME Lingo-Crosstab Report

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

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

		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-E)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers						
Base Total	Target % Index	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100	100.0% 100					
Combined Broadcast & Cable TV (By program type)																							
Comedies	Target % Index	60.2% 100	71.2% 118	64.7% 107	53.9% 89	67.1% 111	78.9% 131	72.3% 120	64.3% 107	71.7% 119	65.6% 109	57.5% 96	55.8% 93	48.9% 81	40.6% 67	65.7% 109	68.9% 114						
Court shows	Target % Index	16.6% 100	17.4% 104	14.6% 88	17.6% 108	15.6% 94	15.1% 91	13.1% 78	14.6% 88	19.0% 115	14.8% 89	17.9% 107	16.2% 101	16.7% 101	19.6% 111	18.4% 111	12.4% 75						
Daytime soap operas	Target % Index	8.5% 100	7.7% 90	7.2% 85	9.7% 113	7.4% 97	5.7% 86	4.3% 71	6.1% 99	8.5% 113	8.0% 94	9.6% 116	9.9% 125	10.7% 143	12.3% 130	11.2% 138	3.3% 38						
Daytime talk shows	Target % Index	15.1% 100	16.1% 107	13.5% 89	15.7% 104	14.5% 96	12.0% 79	10.9% 72	12.0% 90	16.9% 112	12.5% 82	14.3% 94	22.3% 147	20.8% 138	20.3% 135	20.9% 138	7.4% 49						
Documentaries	Target % Index	36.1% 100	42.0% 110	37.4% 104	33.1% 92	39.1% 108	39.7% 110	35.9% 102	30.5% 96	41.3% 112	37.4% 104	34.8% 96	47.5% 132	40.3% 112	33.0% 102	34.1% 102	44.6% 124						
Dramas	Target % Index	39.8% 100	51.7% 130	43.3% 109	33.4% 84	46.4% 117	44.6% 128	35.9% 100	51.9% 102	43.5% 88	35.2% 109	52.7% 132	40.6% 102	29.3% 74	51.9% 130	40.3% 74	40.3% 74						
Game shows	Target % Index	25.0% 100	27.0% 106	24.0% 94	25.8% 101	25.1% 99	26.9% 106	22.5% 88	21.6% 85	25.8% 101	22.0% 88	23.2% 91	23.7% 91	31.6% 124	32.1% 128	27.3% 107	22.7% 89						
Kids shows	Target % Index	17.9% 100	20.7% 116	21.2% 119	14.8% 83	14.8% 118	27.2% 152	29.7% 160	28.6% 150	22.3% 125	21.8% 122	15.3% 86	5.7% 29	4.3% 24	4.2% 23	25.2% 141	16.4% 92						
Late night talk	Target % Index	16.2% 100	21.9% 135	17.3% 107	13.6% 84	19.0% 117	21.6% 133	17.8% 109	13.9% 85	21.9% 138	17.4% 107	14.2% 87	22.4% 138	16.3% 100	12.6% 78	19.7% 113	19.7% 113						
Local news - evening	Target % Index	48.6% 100	43.5% 90	44.3% 91	53.0% 122	44.0% 90	35.4% 82	29.5% 73	30.2% 84	45.6% 105	44.9% 92	51.0% 134	65.2% 141	68.4% 141	68.3% 141	46.0% 96	41.8% 86						
Local news - late	Target % Index	25.3% 100	25.9% 102	24.6% 97	25.9% 101	25.1% 99	22.5% 89	20.3% 80	20.2% 80	27.8% 103	26.0% 103	26.2% 103	28.8% 114	29.2% 115	28.6% 113	25.7% 102	24.4% 96						
Local news - morning	Target % Index	40.8% 100	38.4% 95	37.3% 92	43.4% 107	37.3% 93	28.3% 69	27.3% 67	29.8% 73	42.6% 105	39.6% 98	44.7% 110	50.2% 124	51.5% 127	54.4% 100	40.3% 85	40.3% 85						
Movies	Target % Index	66.8% 100	80.7% 121	71.3% 107	59.1% 88	74.8% 112	84.4% 126	75.4% 113	63.9% 96	79.7% 119	70.6% 106	60.2% 90	75.8% 113	65.6% 98	54.3% 81	74.0% 111	75.6% 113						
Music videos	Target % Index	14.7% 100	19.0% 134	15.7% 106	12.4% 84	17.2% 118	21.1% 157	24.3% 165	12.0% 84	17.3% 144	13.0% 90	6.2% 50	5.9% 43	6.2% 40	17.2% 117	17.2% 116	17.2% 116						
Mystery/suspense/thriller	Target % Index	42.4% 100	51.3% 121	43.8% 103	38.4% 96	46.5% 118	50.0% 163	40.9% 141	35.1% 118	50.4% 151	43.9% 131	38.9% 119	55.5% 143	48.9% 131	40.1% 101	49.7% 131	43.0% 101						
National/network news	Target % Index	27.9% 100	30.1% 108	27.3% 98	27.4% 102	28.3% 102	19.1% 69	17.2% 62	17.9% 64	31.5% 113	27.7% 99	25.2% 90	47.5% 161	44.9% 151	37.2% 133	26.5% 109	30.4% 133						
Novelas	Target % Index	4.8% 100	5.8% 122	5.0% 105	4.3% 89	5.3% 111	6.9% 144	6.7% 140	5.5% 115	6.3% 141	4.9% 102	4.8% 97	3.0% 62	2.4% 51	2.7% 47	7.2% 151	3.2% 47						
Reality - adventure	Target % Index	18.1% 100	20.4% 113	19.3% 106	16.6% 92	19.7% 109	23.2% 128	19.8% 109	19.4% 107	20.9% 115	21.4% 118	18.2% 100	14.4% 79	13.7% 75	12.6% 70	19.8% 108	19.8% 110						
Reality - dating	Target % Index	6.8% 100	9.9% 150	4.7% 118	4.7% 71	8.6% 130	15.1% 228	9.2% 191	8.4% 139	9.2% 150	3.1% 126	6.1% 93	1.9% 65	4.3% 47	4.1% 29	12.7% 191	12.7% 62						
Reality - talent	Target % Index	16.5% 100	21.9% 133	18.6% 113	13.3% 80	19.8% 120	23.3% 141	19.7% 119	16.0% 97	22.6% 137	19.3% 117	13.8% 91	15.0% 110	10.7% 65	15.1% 99	24.0% 146	15.1% 92						
Religious	Target % Index	12.1% 100	11.2% 92	10.8% 89	13.3% 109	11.0% 90	7.5% 62	6.8% 56	8.0% 66	13.5% 111	11.7% 96	12.1% 99	13.6% 112	16.0% 132	18.7% 154	13.3% 109	8.4% 69						
Science fiction	Target % Index	22.8% 100	30.7% 122	23.9% 105	19.3% 85	26.4% 116	35.3% 155	26.9% 109	22.8% 91	31.5% 138	24.8% 109	21.0% 92	20.7% 84	16.6% 72	14.6% 64	19.2% 101	34.4% 151						
Sports	Target % Index	44.0% 100	48.4% 110	44.5% 101	42.0% 98	45.9% 104	45.2% 103	41.1% 94	38.8% 88	50.4% 115	46.1% 105	42.3% 96	50.4% 115	46.8% 106	44.1% 100	34.2% 78	58.9% 134						
Satellite TV	Target % Index	25.3% 100	25.9% 102	24.6% 97	25.9% 101	25.1% 99	22.5% 89	20.3% 80	20.2% 80	27.8% 103	26.0% 103	26.2% 103	28.8% 114	29.2% 115	28.6% 113	25.7% 102	24.4% 96						
Spanish Language Broadcast Television																							
Spanish Language - Daytime	Target % Index	4.7% 100	5.0% 96	5.2% 111	4.4% 84	5.0% 106	5.3% 112	6.8% 145	5.2% 110	5.3% 113	5.4% 114	5.3% 112	1.6% 34	2.0% 44	2.8% 60	6.1% 129	3.8% 80						
Spanish Language - Primetime	Target % Index	5.4% 100	6.1% 98	5.8% 112	4.3% 83	5.1% 107	6.4% 117	7.6% 140	6.0% 114	6.2% 119	6.5% 113	3.0% 44	2.4% 44	3.0% 55	6.9% 127	6.9% 84	6.9% 84						
Radio Formats																							
Newstalk	Target % Index	21.3% 100	22.6% 106	21.6% 101	20.7% 97	22.0% 103	9.7% 46	10.0% 47	9.6% 45	26.1% 118	25.1% 118	21.3% 100	39.3% 185	34.2% 161	27.9% 131	17.7% 83	26.6% 125						
Urban	Target % Index	28.6% 100	35.0% 122	31.2% 109	24.7% 86	32.6% 114	45.9% 160	40.6% 142	39.0% 136	50.4% 151	43.9% 131	38.9% 119	55.5% 143	48.9% 131	40.1% 101	49.7% 131	43.0% 101						
Adult Contemporary, Country and Rock	Target % Index	48.6% 100	50.5% 104	50.6% 104	46.7% 96	50.6% 104	51.8% 106	51.0% 105	51.0% 105	56.6% 116	56.2% 116	55.0% 113	36.1% 74	36.9% 76	33.3% 68	49.8% 102	51.5% 106						
Spanish	Target % Index	8.0% 100	9.5% 118	9.0% 113	6.9% 88	9.2% 110	12.6% 157	12.1% 150	9.8% 125	9.3% 122	8.0% 116	9.3% 100	3.2% 96	2.9% 80	3.1% 69	9.3% 116	9.3% 113						
Sports	Target % Index	8.8% 100	11.0% 112	10.8% 107	7.5% 82	10.9% 108	7.5% 71	14.6% 76	13.2% 70	14.6% 76	13.2% 74	11.2% 114	7.4% 114	6.1% 75	5.1% 52	16.8% 121	16.8% 121						
80's Hits	Target % Index	0.1% 100	0.2% 132	0.1% 109	0.2% 83	0.2% 117	0.2% 156	0.2% 101	0.2% 101	0.2% 145	0.2% 145	0.2% 149	0.0% 17	0.0% 23	0.0% 95	0.1% 112	0.1% 112						
Alternative	Target % Index	8.0% 100	10.7% 134	9.9% 119	6.1% 87	9.9% 125	18.2% 228	15.8% 197	13.3% 167	8.6% 108	8.2% 103	6.1% 76	1.7% 34	1.0% 50	0.8% 59	8.7% 142	8.7% 142						
Blues	Target % Index	0.0% 100	0.0% 33	0.0% 33	0.0% 149	0.0% 149	0.0% 0	0.0% 0	0.0% 0	0.0% 77	0.0% 77	0.0% 122	0.0% 30	0.0% 199	0.0% 199	0.0% 199	0.0% 199						
Christian Adult Contemporary	Target % Index	1.0% 100	1.3% 104	1.2% 104	0.8% 96	1.3% 104	1.0% 96	1.1% 105	1.0% 96	1.9% 116	1.5% 116	1.1% 90	0.7% 74	0.3% 76	0.3% 76	1.5% 106	1.5% 106						
Classic Rock	Target % Index	14.6% 100	15.4% 104	15.4% 104	15.4% 95	15.4% 105	13.7% 89	13.7% 89	13.7% 89	20.4% 145	20.4% 145	20.4% 141	16.9% 141	16.9% 141	16.9% 141	11.4% 73	11.4% 73						
Classical	Target % Index	3.4% 100	3.8% 113	3.5% 104	3.1% 93	3.6% 103	2.2% 61	2.7% 67	2.9% 74	3.0% 87	2.4% 90	2.4% 90	8.4% 240	6.1% 171	4.9% 145	3.9% 110	3.9% 110						
Jazz	Target % Index	1.1% 100	1.4% 126	1.3% 106	0.9% 88	1.3% 107	0.7% 60	0.7% 61	0.7% 61	1.1% 90	0.7% 90	0.7% 90	1.1% 177	0.7% 177	0.7% 177	1.5% 145	1.5% 145						
Oldies	Target % Index	2.3% 100	2.1% 92	2.1% 92	2.4% 107	2.1% 93	1.3% 59	1.2% 52	1.1% 49	2.3% 99	2.3% 99	2.6% 101	3.2% 142	3.4% 142	3.1% 138	2.0% 87	2.2% 87						
Religious	Target % Index	2.4% 100	2.3% 99	2.5% 101	2.4% 96	2.4% 96	0.3% 40	1.4% 51	1.4% 51	3.0% 115	2.8% 115	2.8% 115	3.3% 138	3.3% 138	3.1% 138	2.5% 96	2.3% 96						
World Ethnic	Target % Index	0.3% 100	0.4% 154	0.2% 82	0.3% 92	0.3% 92	0.3% 109	0.3% 161	0.3% 161	0.3% 93	0.3% 93	0.3% 111	0.2% 69	0.2% 69	0.2% 66	0.3% 105	0.3% 105						
Satellite Radio	Target % Index	19.2% 100	23.5% 123	20.9% 109	16.9% 86	21.9% 114	20.0% 104	16.4% 86	14.1% 74	25.9% 135	18.7% 124	16.7% 124	25.2% 131	22.1% 116	15.6% 100	19.1% 100	19.1% 100						
Public Broadcasting Underwriting																							
PBS non-political underwriting announcement	Target % Index	11.1% 100	11.0% 99	9.6% 87	12.0% 109	10.1% 91	4.0% 36	3.7% 33	4.4% 40	9.9% 89	8.6% 78	9.3% 84	25.9% 233	22.8% 205	20.9% 189	11.1% 100	9.1% 82						
NPR non-political underwriting announcement	Target % Index	5.6% 100	8.6% 155	6.3% 113	4.0% 72	7.1% 129	7.4% 133	5.5% 99	3.8% 68	8.6% 156	6.1% 110	4.2% 75	10.6% 192	8.1% 147	3.9% 71	6.5% 117	7.8%						

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

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

		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-E)	18-34 & 3 or more times	18-34 & 1-2 times	18-34 & None	35-59 & 3 or more times	35-59 & 1-2 times	35-59 & None	60+ & 3 or more times	60+ & 1-2 times	60+ & None	Female Movie-Goers	Male Movie-Goers										
Base Total	Target %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%										
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100										
Digital Advertising (Display & Pre-Roll)	Index	100	140	106	82	119	112	88	82	134	103	72	203	148	93	93	148										
National News Websites	Target %	27.7%	36.4%	30.7%	22.7%	32.8%	36.8%	30.6%	26.7%	39.6%	33.6%	24.9%	28.9%	24.2%	16.9%	28.5%	37.5%										
	Index	100	111	111	82	119	133	110	97	144	121	90	104	87	61	103	136										
National + Local Sports Websites	Target %	19.2%	25.1%	21.4%	15.7%	22.8%	26.6%	23.3%	21.8%	25.9%	23.2%	17.1%	17.3%	13.9%	9.8%	12.3%	34.4%										
	Index	100	131	149	82	119	149	121	112	135	121	89	90	72	51	64	179										
Mobile (impressions purchased per website)	Target %	46.4%	62.5%	56.5%	34.4%	58.7%	81.2%	74.8%	60.5%	62.6%	56.7%	37.9%	28.0%	22.8%	11.1%	58.2%	59.2%										
	Index	100	135	122	74	126	175	161	130	135	122	82	60	49	24	125	128										
Hulu	Target %	5.7%	10.1%	6.4%	3.6%	7.8%	16.1%	10.8%	7.8%	8.3%	4.9%	3.4%	2.9%	2.0%	1.0%	7.3%	8.3%										
	Index	100	178	113	64	137	282	190	127	142	97	59	51	32	17	126	147										
Pandora (Autoplay Video)	Target %	19.5%	28.6%	23.9%	13.6%	25.6%	42.4%	35.5%	27.1%	26.0%	22.3%	13.4%	6.4%	6.6%	4.0%	27.0%	24.1%										
	Index	100	146	123	70	131	217	182	139	133	114	68	43	34	21	138	123										
Facebook	Target %	57.3%	68.7%	66.2%	47.6%	67.2%	83.2%	80.9%	70.1%	67.4%	65.8%	50.6%	44.6%	40.8%	27.4%	70.4%	63.6%										
	Index	100	120	116	83	117	145	141	122	118	115	88	78	71	48	123	111										
Twitter	Target %	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	Target %	75.4%	86.0%	83.3%	66.8%	84.3%	93.5%	91.4%	83.9%	87.0%	84.6%	73.0%	70.2%	65.4%	48.6%	83.5%	85.1%										
	Index	100	114	110	89	112	124	121	111	115	112	97	93	87	62	111	113										
YouTube	Target %	43.5%	56.1%	50.0%	34.9%	52.3%	73.5%	66.6%	57.6%	54.3%	48.3%	37.0%	27.8%	24.1%	15.9%	48.8%	56.1%										
	Index	100	129	115	80	120	169	153	132	125	111	85	64	55	37	112	129										
Outdoor																											
Outdoor Digital Signage/Display and billboards	Target %	20.0%	24.5%	22.5%	16.8%	23.3%	25.0%	22.7%	18.8%	26.5%	25.1%	19.9%	19.9%	16.1%	11.6%	19.8%	27.0%										
	Index	100	123	113	84	116	125	113	94	132	126	99	99	80	58	99	135										
Outdoor Transit Ads (Buses, Light Rail, etc)	Target %	11.3%	14.2%	11.5%	10.1%	12.5%	16.7%	15.4%	14.6%	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	81	86	66	58	106	116										
NASCAR car sponsorship/ Sprint Cup races	Target %	16.2%	13.5%	13.8%	18.7%	13.7%	12.2%	10.8%	14.0%	14.7%	15.3%	20.9%	13.5%	15.5%	19.2%	17.8%	17.8%										
	Index	100	83	85	115	84	76	66	87	91	95	129	84	96	119	62	110										
Theater																											
Movie Theater ads	Target %	26.8%	52.6%	38.0%	0.0%	54.4%	81.5%	37.7%	0.0%	83.0%	37.8%	0.0%	84.0%	39.2%	0.0%	53.3%	55.5%										
	Index	100	308	142	0	203	304	140	0	310	141	0	313	146	0	109	207										

