



TALKING SOCIAL TV 2: FURTHER ANALYSIS ON SOCIALLY CONNECTED VIEWERS

July 1, 2014



cre

council for research excellence

ABOUT THIS ANALYSIS

- > Half of the respondents engaged in 1+ instances of socially connected viewing during the main 3 weeks of the study. They were divided into quintiles (as closely as possible). A sixth group is also shown comprised of those who had no instances of socially connected viewing.

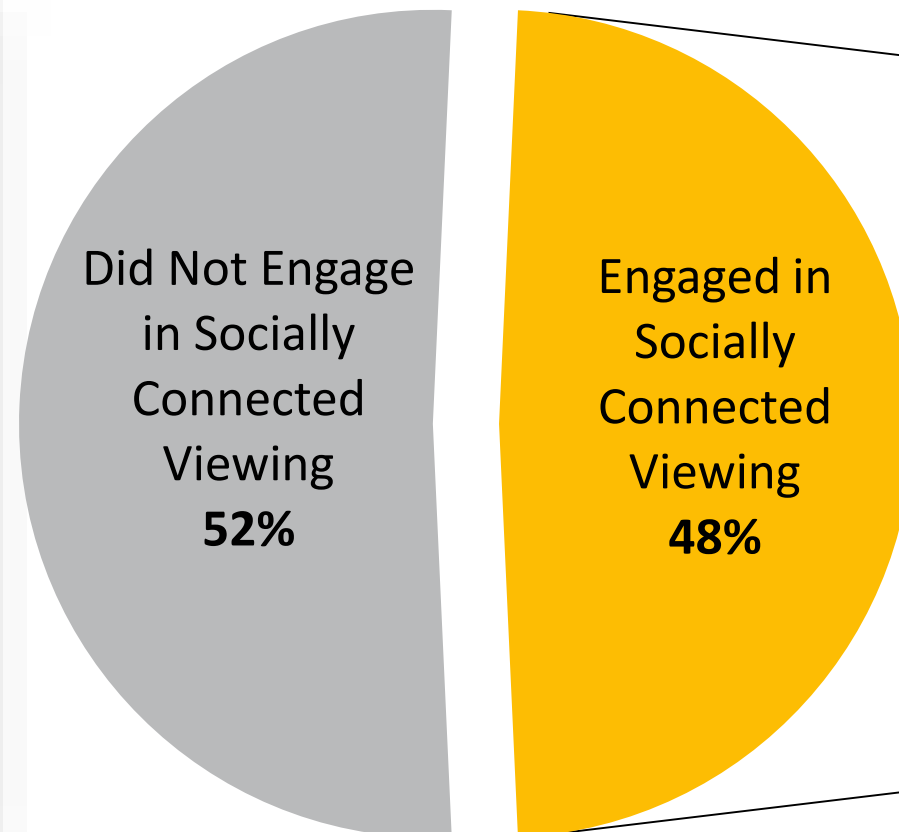


SOCIALLY CONNECTED VIEWING

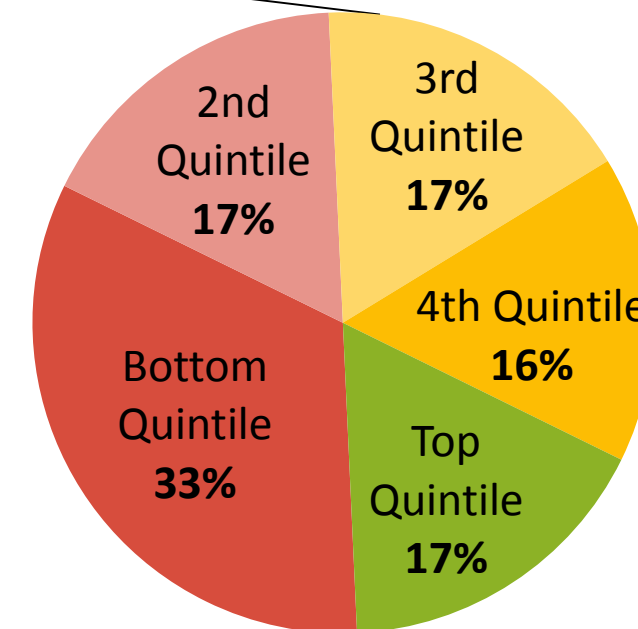
Viewing instances where:

- > People viewed specifically because of something they read or saw on SM, or
- > People communicated about the show they were viewing via SM.

% OF RESPONDENTS



% OF SOCIALLY CONNECTED VIEWERS



NUMBER OF SOCIALLY CONNECTED VIEWING INSTANCES (WEEKS 1-3)

Bottom Quintile	1
2 nd Quintile	2
3 rd Quintile	3-4
4 th Quintile	5-8
Top Quintile	9+

UPPER QUINTILES OF SOCIALLY CONNECTED VIEWING: MORE MULTICULTURAL, YOUNGER

SOCIALLY CONNECTED VIEWING DEMOGRAPHICS, BY QUINTILES

		None	Bottom Quintile	2 nd Quintile	3 rd Quintile	4 th Quintile	Top Quintile
GENDER	Men	49%	43%	50%	49%	36%	45%
	Women	51%	57%	50%	51%	64%	55%
AGE	15 - 17 Years	12%	11%	12%	10%	13%	14%
	18 - 24 Years	9%	10%	13%	15%	11%	11%
	25 - 34 Years	22%	26%	24%	23%	24%	24%
	35 - 44 Years	22%	24%	23%	29%	25%	30%
	45 - 54 Years	34%	29%	27%	23%	28%	22%
	Median Age	37 Years	36 Years	35 Years	35 Years	36 Years	35 Years
RACE/ ETHNICITY	Hispanic	13%	16%	15%	16%	21%	23%
	AA	11%	15%	12%	16%	11%	17%
	Asian/Pacific Islander	5%	6%	5%	5%	4%	0%
PARENTS	Have Children in Home	50%	55%	52%	52%	56%	58%

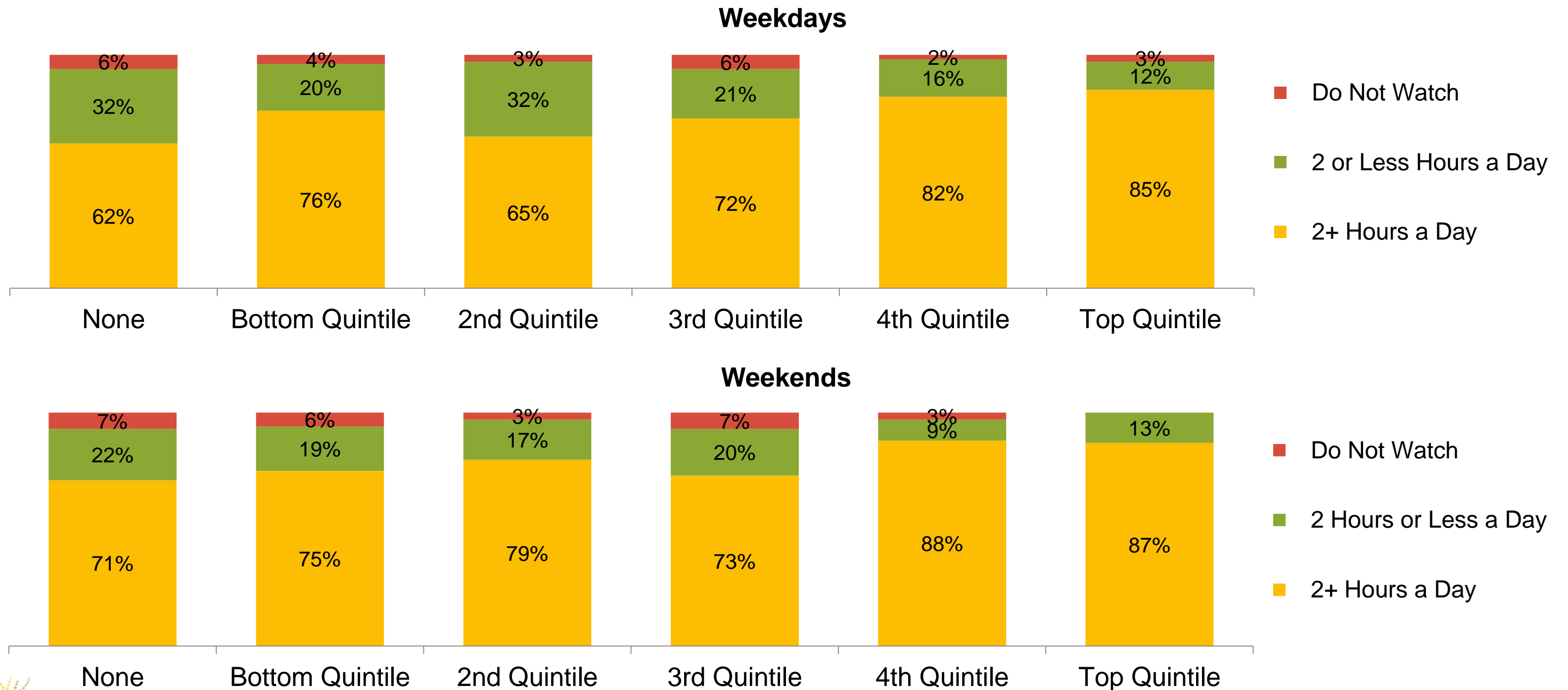
Base: Respondents (Did Not Engage in Socially Connected Viewing, n=845; Bottom Quintile, n=260; 2nd Quintile, n=143; 3rd Quintile, n=147; 4th Quintile, n=135; Top Quintile, n=135)

Note: Green/red font indicates results that are significantly higher/lower than respondents that did not socially connect while viewing at the 90% confidence level.

Source: CRE Talking Social TV 2: September – October 2013

THE MOST SOCIALLY CONNECTED VIEWERS ARE ALSO THE HEAVIEST TV VIEWERS

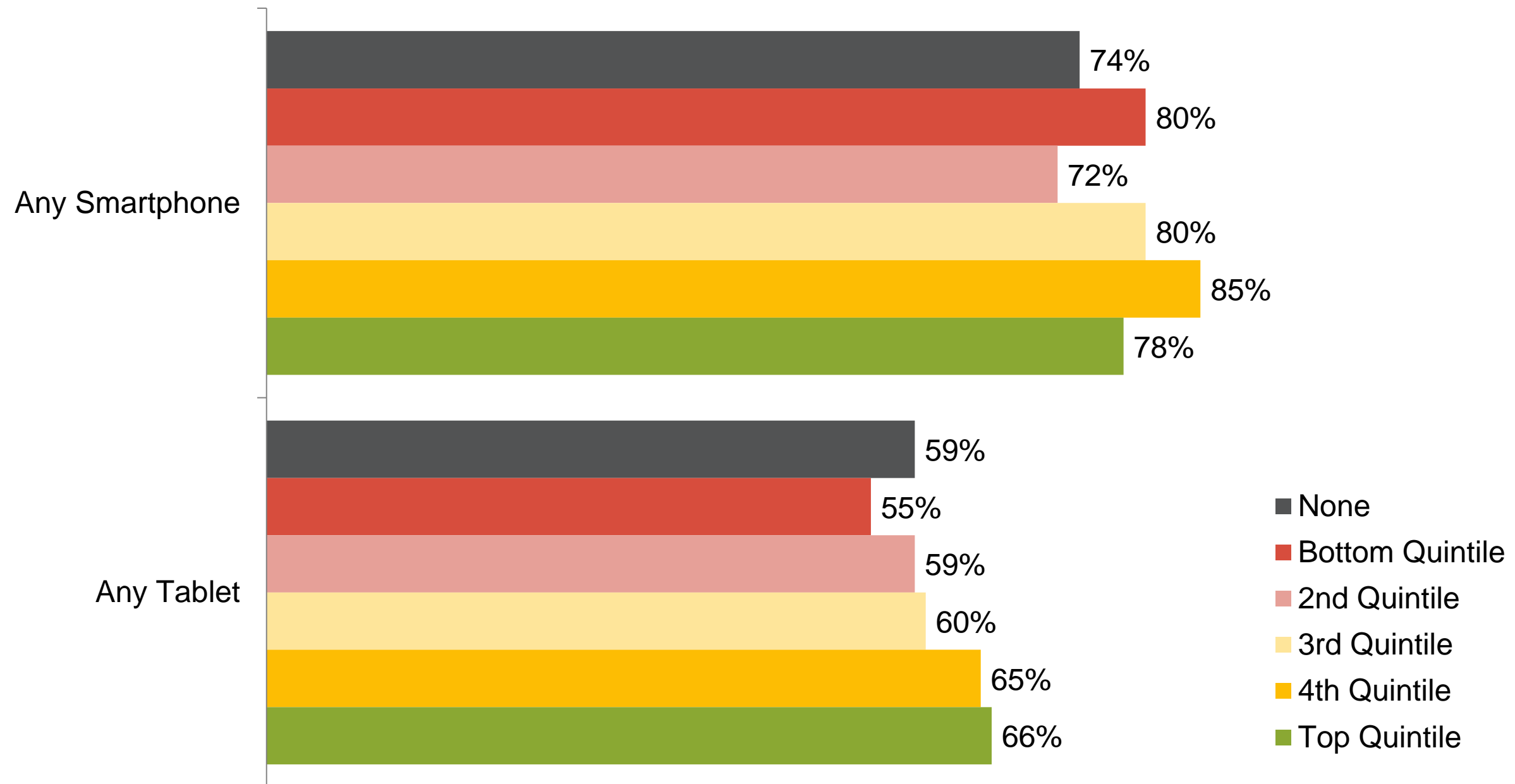
TV HABITS – HOURS WATCHED PER DAY



Base: Respondents (Did Not Engage in Socially Connected Viewing, n=845; Bottom Quintile, n=260; 2nd Quintile, n=143; 3rd Quintile, n=147; 4th Quintile, n=135; Top Quintile, n=135)
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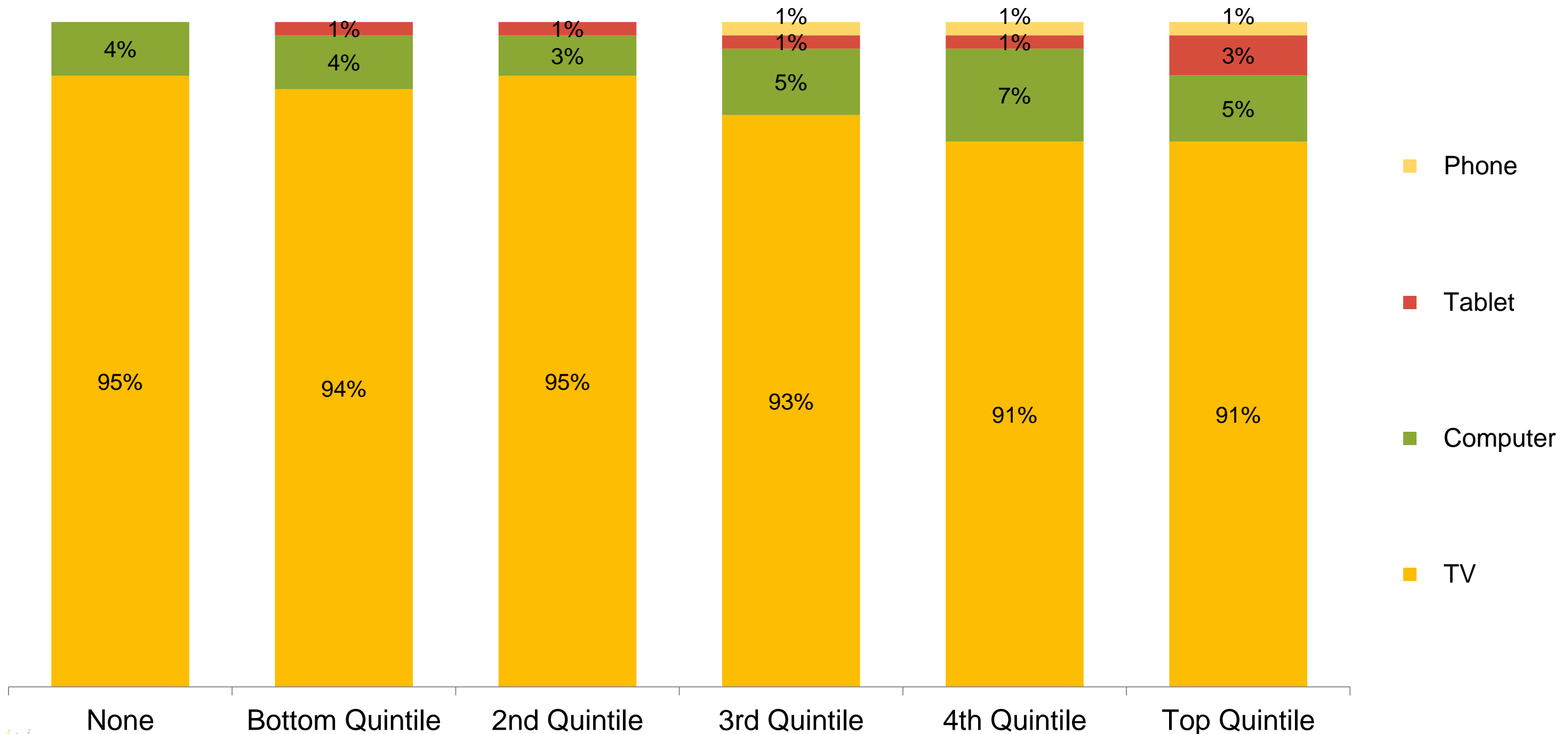
THE MOST SOCIALLY CONNECTED VIEWERS MORE LIKELY TO OWN SMARTPHONES

DEVICE OWNERSHIP



ARE MORE LIKELY TO WATCH PRIMETIME TV USING DEVICES OTHER THAN TELEVISIONS

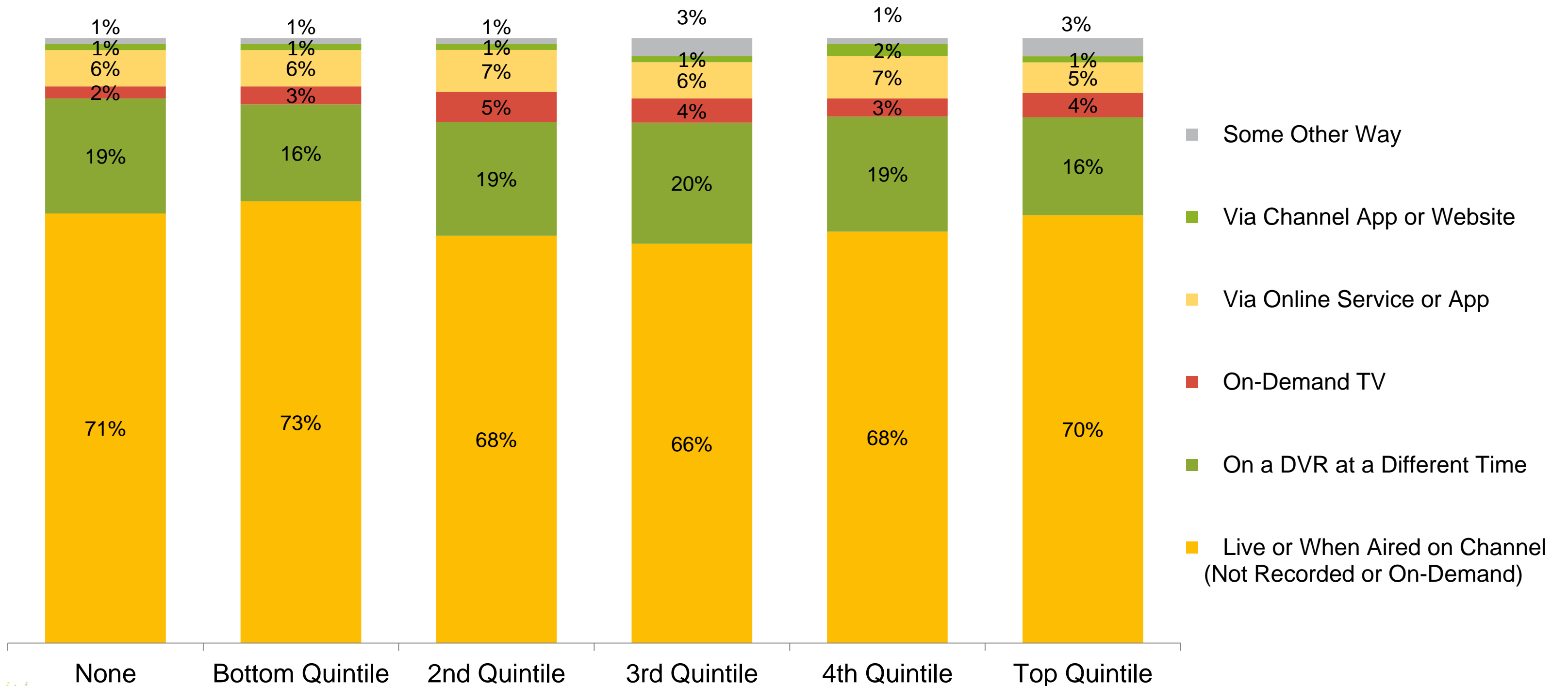
SCREEN USED TO WATCH



AND ARE AS LIKELY TO WATCH PRIMETIME SHOWS AS THEY AIR

(VS THE NON SOCIALLY CONNECTED)

HOW WATCHING



Base: Watching Instances (Did Not Engage in Socially Connected Viewing, n=24,399; Bottom Quintile, n=8,236; 2nd Quintile, n=5,099; 3rd Quintile, n=5,280; 4th Quintile, n=5,298; Top Quintile, n=7,253)
Source: CRE Talking Social TV 2: September – October 2013