



# TALKING SOCIAL TV 2: FURTHER ANALYSIS ON SOCIALLY CONNECTED VIEWERS

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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.

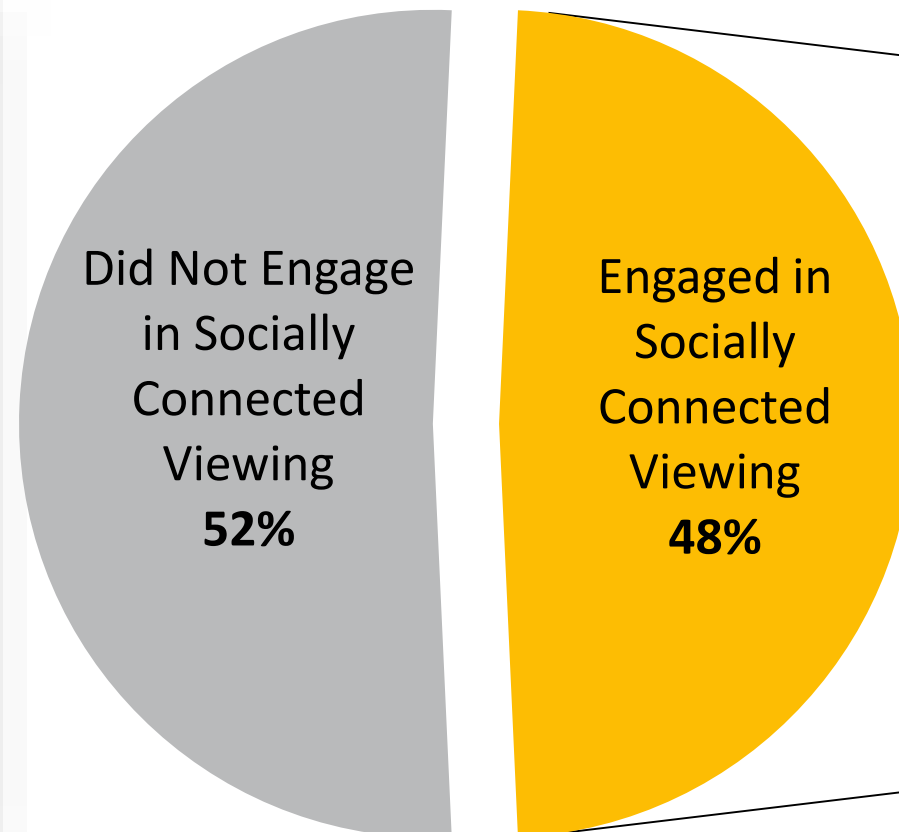


## SOCIALLY CONNECTED VIEWING

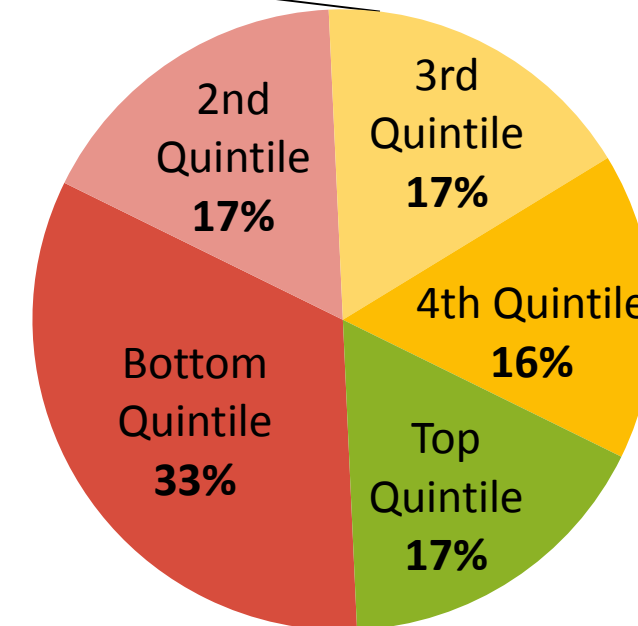
Viewing instances where:

- > 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 <sup>nd</sup> Quintile	2
3 <sup>rd</sup> Quintile	3-4
4 <sup>th</sup> 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 <sup>nd</sup> Quintile	3 <sup>rd</sup> Quintile	4 <sup>th</sup> Quintile	Top Quintile	
<b>GENDER</b>	Men	49%	43%	50%	49%	36%	45%
	Women	51%	57%	50%	51%	64%	55%
<b>AGE</b>	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
<b>RACE/ ETHNICITY</b>	Hispanic	13%	16%	15%	16%	21%	23%
	AA	11%	15%	12%	16%	11%	17%
	Asian/Pacific Islander	5%	6%	5%	5%	4%	0%
<b>PARENTS</b>	Have Children in Home	50%	55%	52%	52%	56%	58%

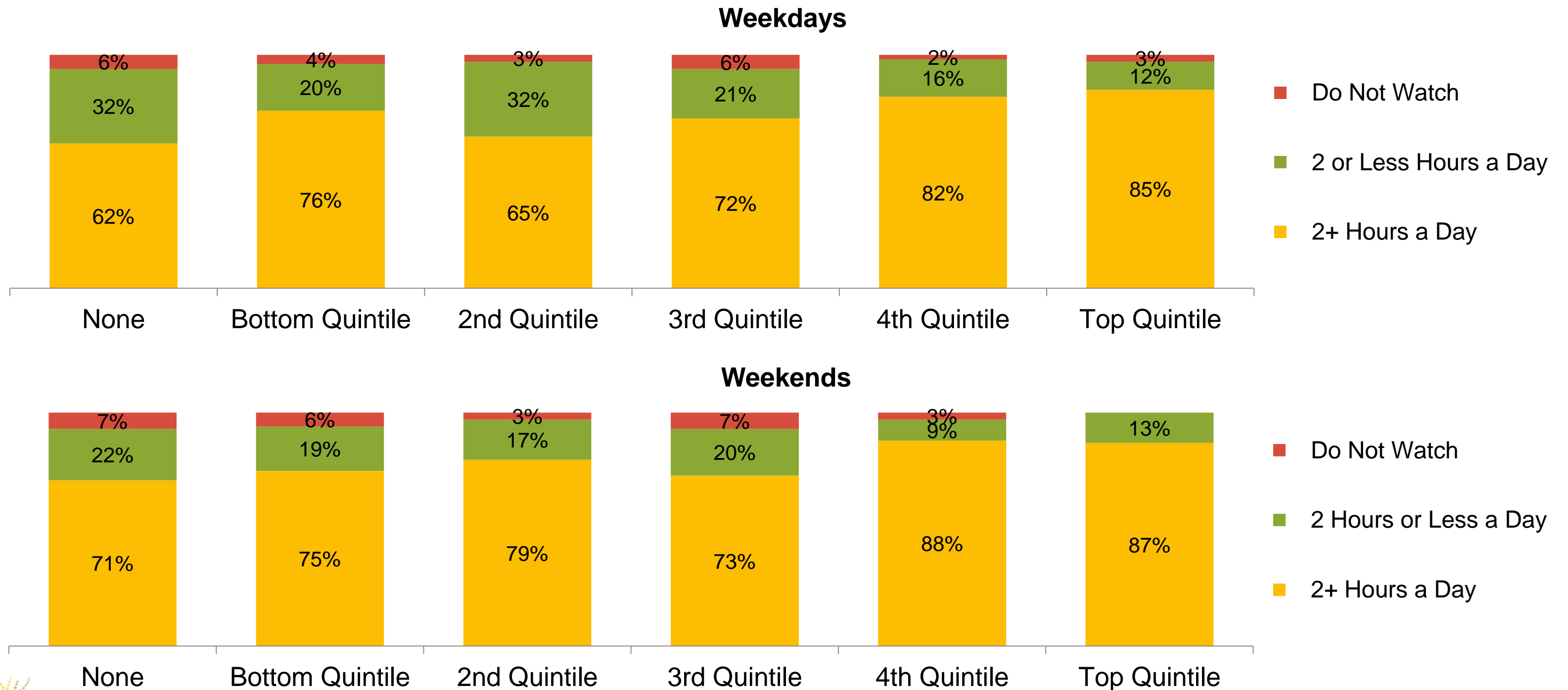
Base: Respondents (Did Not Engage in Socially Connected Viewing, n=845; Bottom Quintile, n=260; 2<sup>nd</sup> Quintile, n=143; 3<sup>rd</sup> Quintile, n=147; 4<sup>th</sup> Quintile, n=135; Top Quintile, n=135)

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

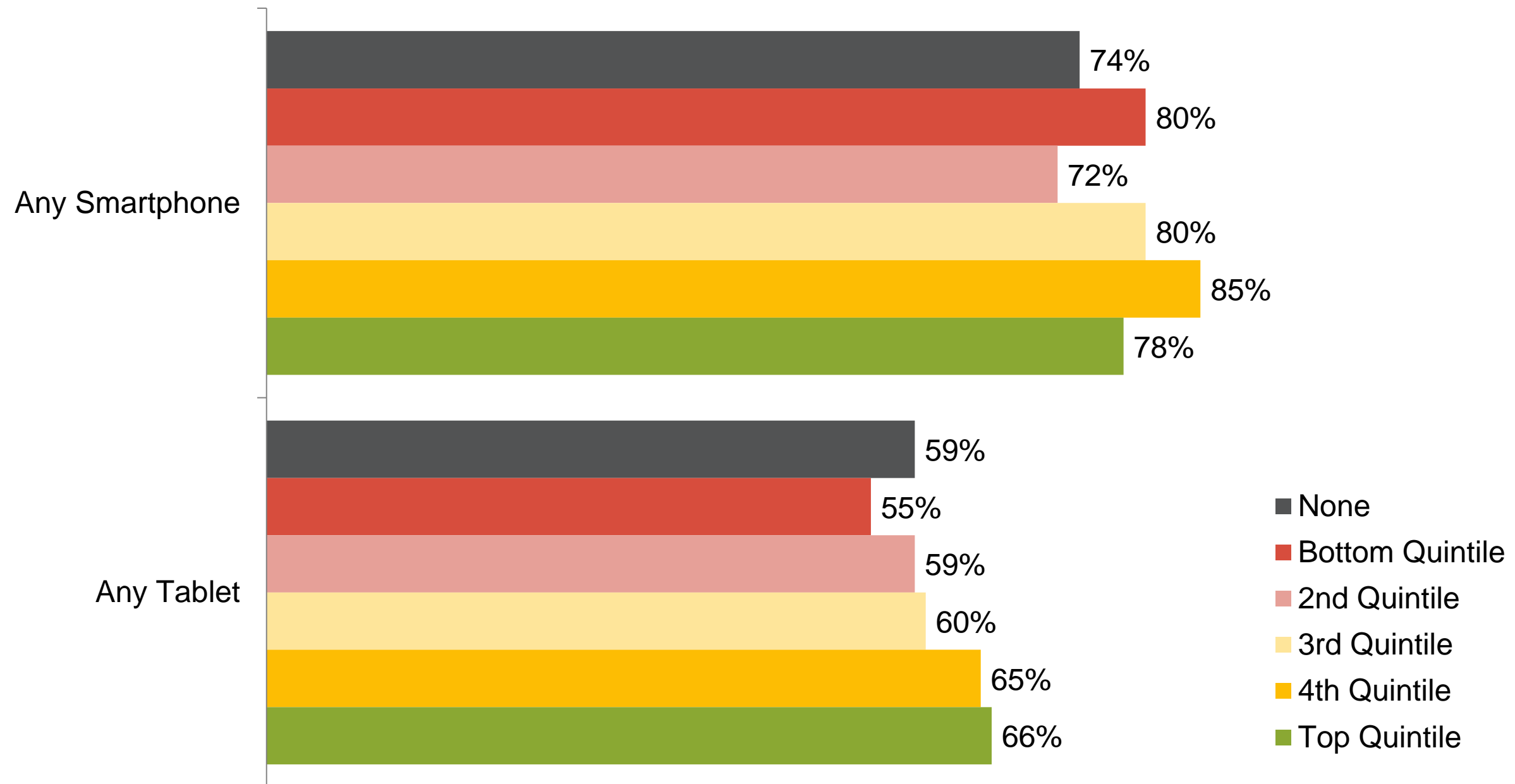
## TV HABITS – HOURS WATCHED PER DAY



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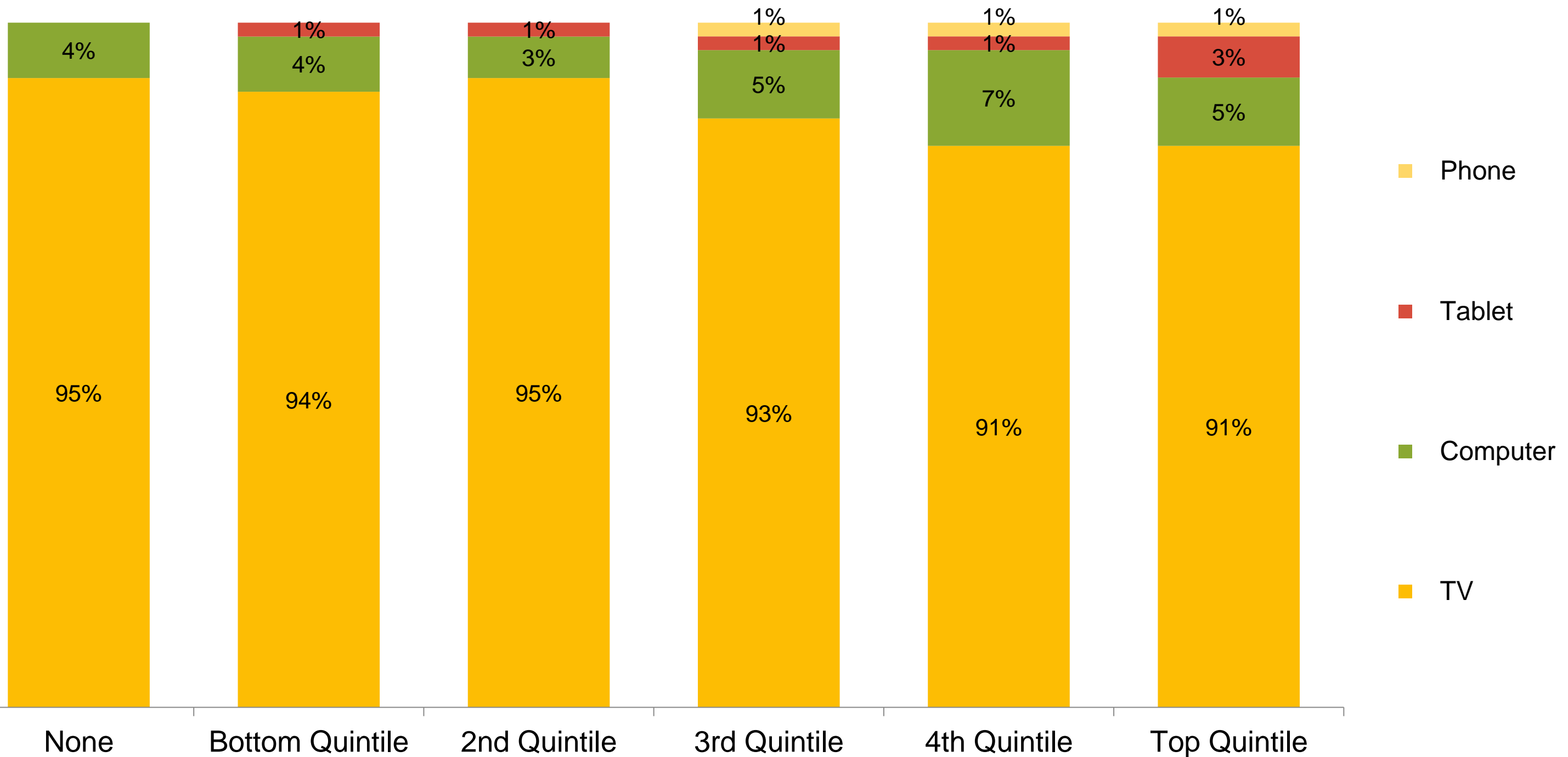
# THE MOST SOCIALLY CONNECTED VIEWERS MORE LIKELY TO OWN SMARTPHONES

## DEVICE OWNERSHIP



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

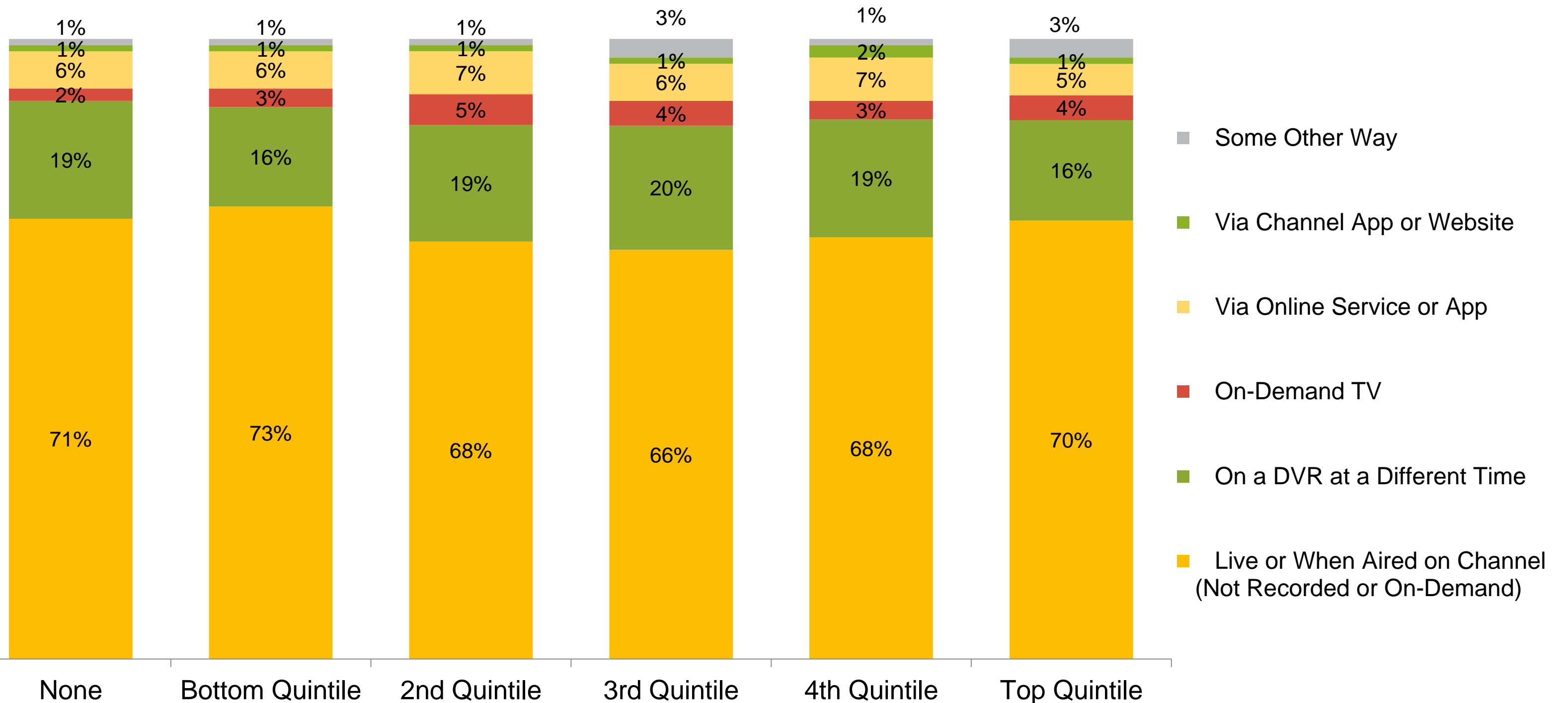
## SCREEN USED TO WATCH



# 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; 2<sup>nd</sup> Quintile, n=5,099; 3<sup>rd</sup> Quintile, n=5,280; 4<sup>th</sup> Quintile, n=5,298; Top Quintile, n=7,253)  
Source: CRE Talking Social TV 2: September – October 2013