



Ford Theatres
KEY RESULTS OF AUDIENCE ANALYSIS FROM TICKET BUYER RECORDS
Summer 2010
DEMOGRAPHICS

Income

- 7.3 % < \$29,999
- 19.6% \$30,000 - \$59,999
- 25.8 \$60,000 - \$99,999
- 32.2 \$100,000 - \$149,999
- 7.6% >\$149,999

Educational Level (head of household)

- 24.5% Masters or other Higher Education Degree (s)
- 35.3% College degree
- 40.0% High School Diploma
- Vocational School

**Above percentages are similar to educational level of additional individuals in household.*

Age Group

- 3.5% Ages 20 – 29
- 15.1% Ages 30 – 39
- 24% Ages 40 – 49
- 32.3% Ages 50 - 59
- 17.9% Ages 60 – 69
- 5.2% Ages 70 – 79
- 2% Ages 80 – 89

Gender

- 61.6% Male

- 38.4% Female

Ethnicity

- 24.7% Hispanic
- 29.8% Northern European
- 10.3 % Scottish/Irish
- 8.0% German
- 8.1% Asian/Pacific Islander
- 5.6% Jewish
- 3.6% African American

(Under 3%)

- .8% Polynesian
- 1.9% Southern European
- 2.9 % Italian
- 2.1% French
- .6% Asian (non-Oriental)
- 1.3 % Arab
- .3% Miscellaneous

Marital Status of Ford Patron

- 64.2% Married
- 30.0% Single
- 4.6% Inferred Married
- 1.1% Inferred Single

Children (of Ford Patrons who have children, 50.3 have 1 child)

- 64% Child Present
- 36% No Child Present

Top 3 Age Groups for Children

- 36.2% Ages 4 – 10
- 11.7% Age 17
- 8.9% Age 16

Life Events of Ford Patron

- 44.1% New Parent (up to 12 months)
- 19.7% Working Woman
- 14.2% Single Parent
- 7.6% Young Adult in Household
- .3% Senior Adult in Household

Occupation of Ford Patron

- 36.8% Clerical/White Collar
- 11.4% Administration/Managerial
- 11.0% Medical Professional
- 9.0% Professional/Technical

Home Owner or Renter

- 94.4% Home Owner
- 5.6% Renter

Group Interests (top 5)

- 19.3 % Electronics & Computer
- 17.4% Home Improvement
- 17.7% Reading
- 12.5% Exercise Health
- 11.9% Travel

Individual Interests (top 5)

- 7.2% Computers
- 6.5% Home Furnishings
- 6.2% Reading
- 5.9% Consumer Electronics
- 5% Gardening