

Ford Theatres
KEY RESULTS OF AUDIENCE ANALYSIS FROM TICKET BUYER RECORDS
OCTOBER 2008

DEMOGRAPHICS

Income

- **12.8%** \$70,000 - \$79,999
- **11.5%** \$125,000-\$149,999
- **10.9%** \$50,000 - \$59,999
- **9.7%** \$60,000 - \$69,999
- **9.7%** \$100,000 - \$124,999
- **7.9%** \$40,000 - \$49,999
- **7.5%** \$80,000 - \$89,999
- **7.2%** >\$149,999

Educational Level (head of household)

- **44.3%** Completed College
- **35.1%** Completed High School
- **20.4%** Completed Graduate School

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

Age Group

- **32%** Ages 50 - 59
- **26%** Ages 40 – 49
- **16%** Ages 30 – 39
- **15%** Ages 60 – 69
- **5%** Ages 20 – 29
- **4%** Ages 70 – 79
- **2%** Ages 80 – 89

Gender

- **49.8%** Male
- **32.8%** Female

Ethnicity

- **29.1%** Hispanic
- **28.5%** Northern European
- **9.8%** Scottish/Irish
- **7.7%** German
- **6.7%** Asian
- **6.4%** Jewish
- **Under 3%** African American **2.3%**
- **Arab 1.4%**
- **Asian (non-oriental) 1.3%**
- **French 1.7%**
- **Italian 2.6%**
- **Polynesian .8%**
- **Southern European 1.3%**

Marital Status of Ford Patron

51% Married

34.7% Single

Children *(of Ford Patrons who have children, 66.6% have 1 child)*

▪ **76.8%** Child Present

▪ **23.2%** No Child Present

Top 3 Age Groups for Children

• **34%** Ages 4 - 10

• **14.5%** Age 17

• **11.5%** Age 16

• **7.6%** Age 15

Life Events of Ford Patron

• **39.5%** Working Woman

• **31.6%** Senior Adult in Household

• **15.5%** Young Adult in Household

• **7%** Single Parent

Occupation of Ford Patron

○ **38.6%** Professional/Technical

○ **14.3%** Medical Professional

○ **12.6%** Clerical/White Collar

○ **10.1%** Administration/Managerial

BUYING HABITS & INTERESTS

- **Home Owner or Renter**
 - **91.8%** Home Owner
 - **8.2%** Renter
- **Vehicle of Ford Patron (top 3)**
 - **18.1%** Toyota
 - **14.8%** Honda
 - **14.2%** Ford
- **Group Buying Habits (top 3)**
 - **36.7%** ElectronicHomeOffice
 - **20.4%** Gardening
 - **13.8%** Sports & Leisure
- **Individual Buying Habits (top 3)**
 - **46.4%** PC Owner
 - **25.3%** Health & Beauty
 - **17.8%** Home & Garden
- **Group Interests (top 5)**
 - **18.4%** Home Improvement
 - **18.2%** Reading
 - **16.7%** Cooking & Food
 - **12.9%** Travel
 - **12.3%** Exercise Health
- **Individual Interests (top 5)**
 - **7.3%** Computers
 - **7.2%** Consumer Electronics
 - **7.2%** Home Furnishings
 - **5.5%** Reading
 - **5%** Gardening

FORD PATRON COMMUNITY CLUSTER OVERVIEW

- 26% Prime of Lifers**
With an average age of 55, average annual income of \$70,000 - \$80,000 and no children living in the household, these patrons are at a stage in life when they can invest time and money in their interests. More than half are married “empty nesters,” and the vast majority own their own homes. This group of patrons is among the oldest in the community of which they comprise 30%, the LA Cultural Community's largest demographic cluster.
- 19% Mom Stays at Home**
These patron households are mature families in the most traditional sense. They are married home-owners with school-age children – the majority of whom are in middle and high school. This group has very few working women, with the highest number of homemakers in all LASA's demographic clusters. Their average age is 53 and average annual income is \$85,000-\$95,000, the highest of all LA Cultural Consumers. Twenty percent of the LA Cultural Community falls into this cluster of patrons.
- 18% Just Getting Started**
The youngest and least affluent group of LA Cultural Consumers, these patrons average 28 years of age and are earning an average of \$31,000 - \$41,000 annually. Nearly half own their home, some are married, and some have children. Educational attainment is mixed; they are both college-educated and high school / Vo-tech grads. All other LA Cultural Consumers are very active mail order customers, but very few of these patrons use that purchase channel. They comprise 13% of the community's patrons.
- 12% Both Parents Work**
The patrons in these households earn an average of \$88,000 - \$98,000; they are married, own their home, have children at home, and have a working woman present. Their average age is 54. While most of their children are in middle or high school, some households still have children who are 5 years old or younger. These are high school and vocational/technical school graduates whose occupations range from blue collar jobs to white collar clerical, administrative, and professional technical careers. They represent 13% of all LA Cultural Consumers.
- 10% Single Parents**
These patrons have children in the household, are not married, and most are home-owners. They are younger (average age of 48) and their households include more pre-school aged children than those of other LA Cultural Community families. Their average annual income of \$60,000 - \$70,000 is just below average for the community of which they comprise 8% of all households.
- 8% High Achiever Families**
These patrons are the LA Cultural Community's best-educated (vast majority college or graduate school educated), oldest (average age is 56), and among the wealthiest patrons (average annual income of \$88,000 - \$98,000). Most are home owners, married and still have school-aged children living at home. This also is the community's largest career-oriented group with a strong trend toward women in the workforce. Nearly half are employed in the medical, technical or other professions. They comprise 11% of LA Cultural Consumers.
- 7% Midlife & Unattached**
At 6%, this is the smallest LA Cultural Consumer group. Their average age is 54 and half have a female head-of-household. They rent rather than own a home, few are married, and even fewer have children living at home. They are a mix of college-educated and high school / vocational / technical school graduates who earn an annual average income of \$45,000 - \$55,000, well below the community's \$70,000 average