

# WHO ARE THE "VALUES" AUDIENCE?

## MOVIE GENRES MOST LIKELY TO WATCH...



CLASSICS



ROMANCE



FAITH



SPIRITUALITY



FAMILY

FAITH IS EXTREMELY IMPORTANT TO THEM



64%

ATTEND RELIGIOUS SERVICES

52%

PRAY SEVERAL TIMES A DAY

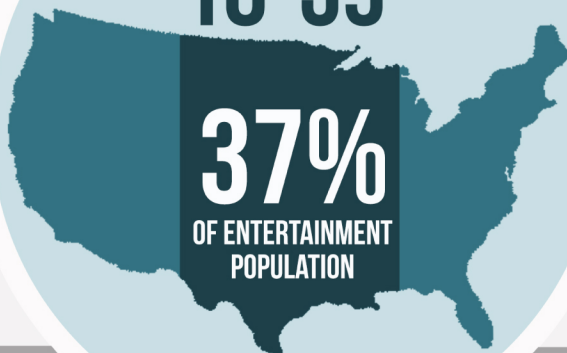
46%

IDENTIFY AS EVANGELICAL OR "BORN-AGAIN" CHRISTIAN

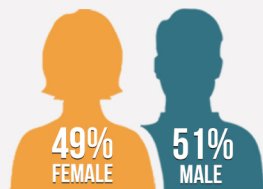
34%

ATTEND RELIGIOUS ACTIVITIES REGULARLY

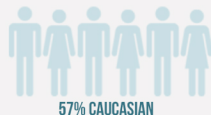
VALUES AUDIENCE=  
**52 MILLION**  
AMERICANS AGED  
**18-59**



DEMOGRAPHICS OF "VALUES- AUDIENCE"



**MORE LIKELY TO:**  
BE YOUNG ADULTS (52% UNDER AGE 34)  
BE PARENTS (51%)  
RESIDE IN SOUTH (42%)




CLEAN CONTENT IS VERY IMPORTANT




**52%** SAID IT IS  
IMPORTANT TO KNOW ABOUT  
EXPLICIT CONTENT BEFORE  
THEY WATCH A TV OR MOVIE

**82%** SAID IT IS  
IMPORTANT TO KNOW ABOUT  
EXPLICIT CONTENT BEFORE  
THEIR KIDS WATCH

THEY'RE MORE DIGITALLY EXPERIENCED

  
29% BOUGHT DIGITALLY

  
25% RENTED DIGITALLY

MORE LIKELY THAN GEN POP  
TO STREAM AMAZON PRIME

**38%** STREAMED  
**amazon**  
Prime

**61%** STREAMED  
**NETFLIX**