

participant^o
MEDIA



The Participant Index
Inaugural Research Results

June 2014

Where the Data Comes From



Social Issues

Top social issues associated with the entertainment title.

Emotional Involvement Scale

Social Actions Scale

Social Impact Score (Average of Emotional Involvement & Social Actions Scores)

Viewer Demo*

Demographic data is drawn from eight demographic questions in the TPI audience survey.

Social Conversations & Viewers

Total social conversations (Crimson Hexagon) & viewers (Opus & Rentrak).

How They Watched

This data comes from the TPI survey; respondents are asked how they first watched the title in question.

Issues They Saw

The word cloud is constructed from the top open-ended responses in the TPI audience survey; respondents are asked to give their perspective on the title's core social issue.

Impact on Viewers

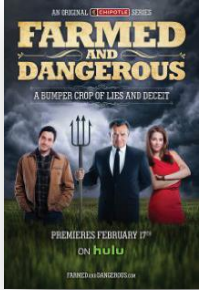
These three charts come three questions in the TPI audience survey.

KNOWLEDGE: Assesses how knowledge of a core social issue has changed after viewing.

NARRATIVE INVOLVEMENT: Assess the level of narrative involvement in a title from a five-point scale.

SOCIAL ACTIONS: Assesses the specific types and categories of social action from a 19-point scale (in four categories from individual information-seeking to community-level action).

Farmed and Dangerous



Social Issues

- Food Sustainability
- Agriculture
- Corporate Corruption



Viewer Demo*

Male	57%
Female	43%
Average Age	36.2
White	71%
African-American	13%
Hispanic	15%
Average Income	\$78,384
Republican	17%
Ind. lean GOP	13%
Ind. lean Dem	14%
Democrat	38%
College grads	63%
Employed/Self Empl.	80%

Social Conversations

Social Conversations** 9,322
(Viewership information via Hulu: N/A)

How They Watched (Top 5)

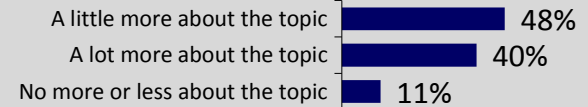
Streaming/download service	38%
On TV (live)	14%
Video on Demand	11%
DVD/Blu-ray	10%
Movie theater	9%

Issues They Saw

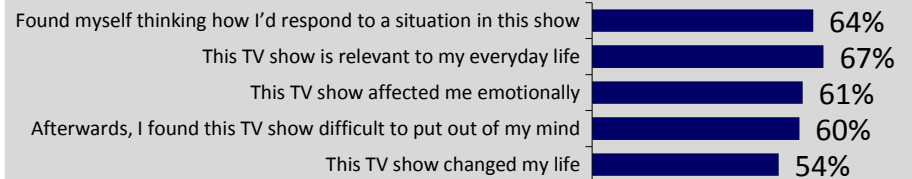


Impact on Viewers

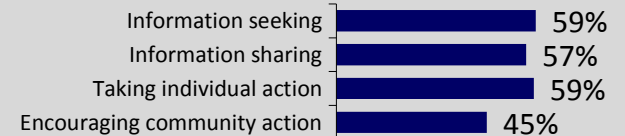
Knowledge of an Issue



Emotional Impact



Social Actions Taken



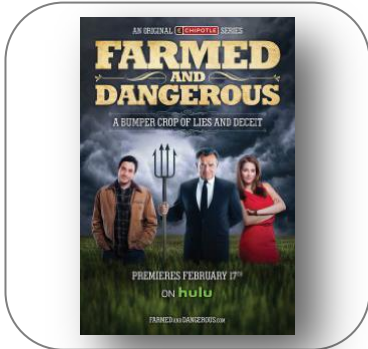
Impact on Viewers data based on 96% of Farmed and Dangerous viewers who attach a specific social issue to Farmed and Dangerous

*Data based on a sample N=371

** Social conversations based on premiere date of 2/17/2014



Farmed and Dangerous



Knowledge of an Issue

Overall, nearly 91% of those who saw *Farmed and Dangerous* say that they came away from the program with more knowledge about the attached social issues than they did before watching.

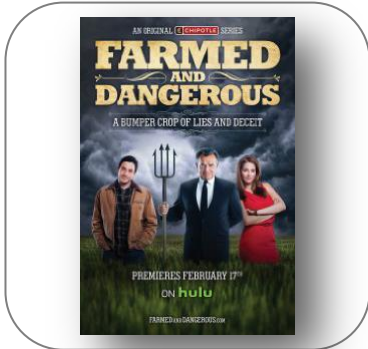
Knowledge of an Issue

	Gender			Age			Ethnicity		
	Total	Male	Female	18 to 34	35 to 54	55+	White	African-American	Hispanic
A little more about the topic	48%	49%	48%	55%	43%	32%	47%	53%	33%
A lot more about the topic	40%	41%	39%	35%	43%	56%	40%	40%	52%
No more or less about the topic	11%	10%	13%	10%	13%	12%	13%	6%	15%

	Census Region					Income			Political Identification			
	Total	North	South	Mid-west	West	Less than \$50K	\$50K to less than \$100K	\$100K or more	Republican	Ind. lean GOP	Ind. lean Dem	Democrat
A little more about the topic	48%	43%	50%	59%	41%	43%	47%	60%	52%	48%	38%	51%
A lot more about the topic	40%	49%	33%	33%	46%	43%	43%	31%	36%	43%	47%	42%
No more or less about the topic	11%	8%	17%	8%	13%	15%	11%	9%	12%	9%	15%	7%



Farmed and Dangerous



Emotional Impact

2 in 3 viewers of Farmed and Dangerous say that the show is relevant to their everyday life, including 71% of women who watched.

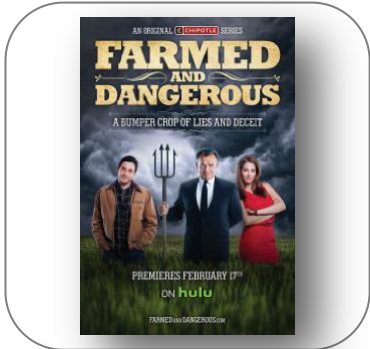
Emotional Impact

	Gender			Age			Ethnicity		
	Total	Male	Female	18 to 34	35 to 54	55+	White	African-American	Hispanic
Found myself thinking how I'd responded to a situation in this TV show	64%	67%	61%	65%	61%	71%	63%	74%	67%
This TV show is relevant to my everyday life	67%	64%	71%	66%	64%	82%	64%	79%	60%
This TV show affected me emotionally	61%	59%	63%	63%	55%	68%	58%	70%	65%
Afterwards, I found this TV show difficult to put out of my mind	60%	60%	60%	62%	57%	62%	57%	72%	62%
This TV show changed my life	54%	57%	50%	59%	48%	44%	49%	74%	60%

	Census Region					Income			Political Identification			
	Total	North	South	Mid-west	West	Less than \$50K	\$50K to less than \$100K	\$100K or more	Republican	Ind. lean GOP	Ind. lean Dem	Democrat
Found myself thinking how I'd responded to a situation in this TV show	64%	69%	61%	63%	65%	59%	65%	70%	59%	68%	66%	70%
This TV show is relevant to my everyday life	67%	68%	61%	64%	76%	57%	69%	77%	66%	68%	66%	76%
This TV show affected me emotionally	61%	76%	49%	57%	61%	60%	60%	61%	59%	61%	58%	70%
Afterwards, I found this TV show difficult to put out of my mind	60%	69%	54%	58%	59%	56%	60%	67%	55%	61%	62%	67%
This TV show changed my life	54%	64%	48%	49%	55%	54%	55%	53%	57%	48%	53%	62%

Based on 96% of Farmed and Dangerous viewers who attach a specific social issue to Farmed and Dangerous

Farmed and Dangerous



Social Actions Taken

Nearly 6 in 10 of those who watched *Farmed and Dangerous* say they engaged in some kind of information-seeking activity as a direct result of the viewing, with a matching percentage saying that they engaged in some kind of individual action.

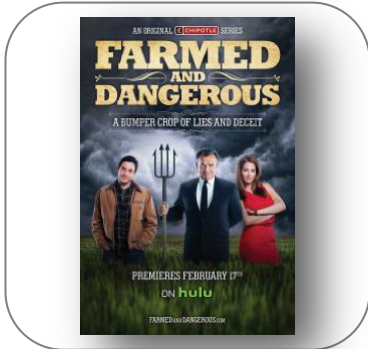
Social Actions Taken

	Total	Gender		Age			Ethnicity		
		Male	Female	18 to 34	35 to 54	55+	White	African-American	Hispanic
Information seeking	59%	61%	57%	61%	55%	68%	58%	64%	71%
Information sharing	57%	59%	53%	56%	54%	71%	55%	66%	58%
Taking individual action	59%	61%	56%	62%	50%	71%	58%	60%	63%
Encouraging community action	45%	49%	40%	49%	37%	47%	42%	62%	62%

	Total	Census Region				Income			Political Identification			
		North	South	Mid-west	West	Less than \$50K	\$50K to less than \$100K	\$100K or more	Republican	Ind. lean GOP	Ind. lean Dem	Democrat
Information seeking	59%	63%	60%	50%	64%	60%	60%	60%	59%	66%	62%	64%
Information sharing	57%	61%	54%	53%	57%	55%	60%	50%	50%	57%	77%	60%
Taking individual action	59%	68%	54%	50%	63%	61%	62%	51%	55%	64%	62%	64%
Encouraging community action	45%	52%	44%	32%	50%	45%	47%	40%	43%	61%	40%	45%



Farmed and Dangerous

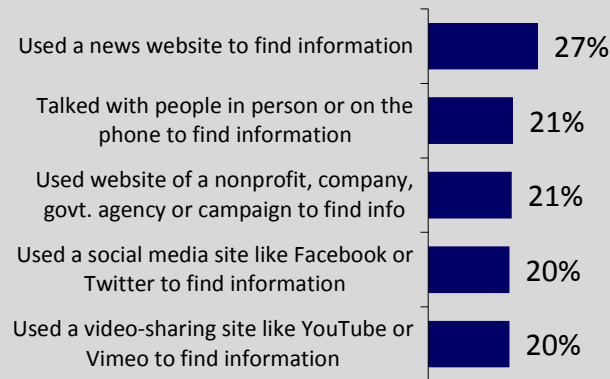


Social Action 19-Point Scale

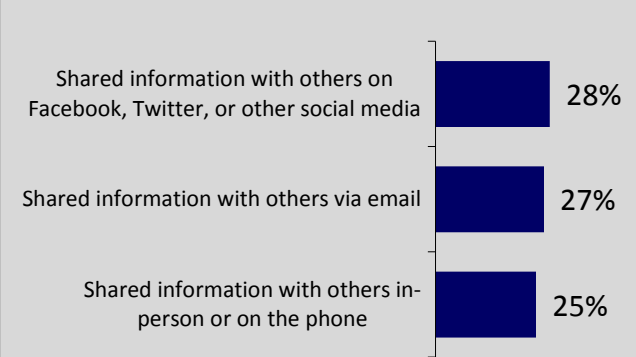
Nearly 3 in 10 viewers who watched *Farmed and Dangerous* (28%) shared information via social media, with nearly as many (27%) having shared information via email or used a news website to find information.

Social Action 19-Point Scale

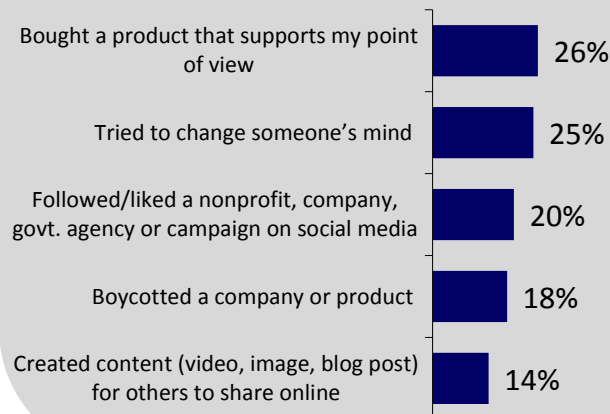
Information Seeking



Information Sharing



Taking Individual Action



Encouraging Community Action

