



Reader Buying Habits*

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|---------------------------------|--------------------|------------|
| MM readers who own: | VCR | 85% |
| | DVD Player | 94% |
| | Computer..... | 94% |
| | CD-ROM | 84% |
| | CD Player..... | 96% |
| | Camcorder..... | 68% |
| <hr/> | | |
| Films attended per month: | 12+ | 10% |
| | 6+..... | 16% |
| | 3+..... | 35% |
| <hr/> | | |
| Movies rented per month: | 12+ | 19% |
| | 6+..... | 34% |
| | 3+..... | 20% |
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| Videotapes purchased per year: | 12+ | 29% |
| | 6+..... | 8% |
| | 3+..... | 10% |
| <hr/> | | |
| DVDs purchased per year: | 12+ | 65% |
| | 6+..... | 16% |
| | 3+..... | 10% |
| <hr/> | | |
| Soundtracks purchased per year: | 12+ | 15% |
| | 6+..... | 15% |
| | 3+..... | 21% |
| <hr/> | | |
| Books purchased per year: | 12+ | 55% |
| | 6+..... | 29% |
| | 3+..... | 10% |
| <hr/> | | |
| Bookbuyers: | Biographies | 66% |
| | Screenplays..... | 77% |
| | How-to..... | 81% |
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| Software: | Moviemaking | 74% |
| | Screenwriting..... | 86% |
| | Games | 16% |

*Results compiled from our 2006 mail and telephone survey.

MOVIE MAKER

THE ART AND BUSINESS OF MAKING MOVIES

Ian Bage **TEL:** 800/677-4424 **EMAIL:** ian@moviemaker.com **WEB:** www.moviemaker.com