

Los Angeles Times / Bloomberg

Movies in Theaters, DVDs, and What Comes Next *A Look Inside The Entertainment Life Of 12-24 Year Olds*

This is the first annual Los Angeles Times/Bloomberg survey of pop culture and entertainment in the United States. The survey focused on teenagers between the ages of 12 and 17 and young adults between the ages of 18 and 24, an age group important to the entertainment industry. The industry is busy working out ways to target and keep this audience. Do they release music for downloading and CD sales at the same time? Do they release movies to DVD and for downloading when they are first being screened in theaters? Is piracy affecting their profit margins and is there a way to financially tap into file sharing networks? The survey took a look at the group of young people who are driving an industry to innovate, shape and adapt.

This is the second of four poll releases, a look at way teens and young adults go to the movies, or stay home and watch them on DVD. Poll stories and this release can be found at: www.latimes.com/timespoll.

Summary

A majority of teens and young adults still go to the theater, the survey found. More than two out of three teenagers and just over half of young adults said they'd seen a movie in a theater in the last month and more than a third of teens and almost three out of 10 adults ages 18 to 24 went to three or more. Young adults, more so than teenagers, say they are seeing fewer movies in theaters than they did last year.

The top two reasons why each group said they liked going to the theater are that it was a chance to go out with friends, or that they liked watching movies on the big screen. The two biggest drawbacks about theater-going for each group were the high price of tickets and expensive concessions. A distant third is the rude people who talk during the movie. Most teens and young adults said that what motivates them to go to a movie in a theater is because they'd seen an ad, or liked the trailer or as a fun thing to do with friends, while very few read movie reviews.

Despite being fond of multitasking in most other situations, teens and young adults said that they tend to focus on a movie they are watching at home, rather than doing multiple things at once.

Very few teens - fewer than one in 10 - said they'd ever downloaded movies either legally or illegally, but about a third said their friends have downloaded movies to watch at home, including just over one in 10 who said their friends have downloaded movies illegally.

Almost all teens and young adults know it is illegal to shoplift an item worth less than \$20, and most know it is illegal to buy a bootleg DVD or videotape, to download a movie from an unauthorized file sharing service, or to copy a movie from a friend who didn't pay for it, but nearly three out of five in each group said it is not a crime to copy a movie from a friend who paid for it.

Movies in Theaters

About a fifth of teenagers said they went to the movies that week, while just about the same share went the week before. (for a combined 37% who went in the previous two weeks), compared to about a quarter of the young adults who went in

the same two week period. More than two fifths of the older group saw one movie within the last month (47% for males and 41% for females), while a third of teenagers saw one movie.

How many movies have you seen in a movie theater within the last month?

	-----males-----			-----females-----		
	12-17	12-14	15-17	12-17	12-14	15-17
One movie	34	36	33	32	32	33
Two	29	28	29	33	33	32
Three	18	15	21	18	20	16
Four	10	10	9	6	6	5
Five or more	9	11	8	11	9	14
Avg/month	2.7	2.5	2.8	2.5	2.6	2.4

	-----males-----			-----females-----		
	18-24	18-20	21-24	18-24	18-20	21-24
One movie	47	48	46	41	30	49
Two	27	23	30	31	35	28
Three	11	13	8	16	16	16
Four	9	6	14	7	8	6
Five or more	6	10	2	5	11	1
Avg/month	2.2	2.3	2.1	2.2	2.5	1.9

Teenagers are seeing more movies than young adults. Three in 10 young respondents (including 33% who are 12-14 years old and 27% who are 15-17) said they are seeing more movies in a theater than they did a year ago, compared to two in 10 of the older age group (including 23% who are 18-20 years old and 18% who are 21-24). Conversely, 43% of those 18-24 years old are seeing fewer movies than a year ago, compared to 26% for teenagers. Forty-four percent of teenagers are seeing the same number of movies, compared to 37% for the young adults.

We asked respondents the reasons they went to a movie and the top mentions from each age group and both sexes cited they saw the ads about the movie (which was mostly seen by all on television), it's a chance to go out with their friends, recommendation from a friend and the trailer they saw in the theater.

Of the following reasons for going to a movie in the theater, please select the 3 most important reasons.(Top four mentions)

	-----12-17-----			-----18-24-----		
	All	Males	Females	All	Males	Female
Chance to go out						
with friends	70	66	73	64	63	66
Saw ads	70	68	72	63	60	65
Friend's recom-						
mendation	53	52	53	51	56	46
Liked trailer	45	46	44	47	46	48

The movie experience for the younger set appeared to be a chance to go out with their friends. But the older teens – 15 to 17 – by far gave it as their top reason for going to a movie (73% for boys 15 to 17; 78% for girls 15 to 17) than their younger or older counterparts.

As was shown above that going as a group was one of the most important reasons for going to a movie, it was also the top mention for teenagers when asked what they liked most about going to a movie in a theater. Nearly half of this age group said they can go with their group of friends. This social activity was something more girls do than boys – 55% of teenage girls said it was a chance to be with their friends, while 42% of boys gave that response. More than two-fifths of the teenagers also cited they liked the large screen. But this response was mentioned more by boys than girls (47% of boys cited a large screen, compared to 34% for girls). Nearly three in 10 teenagers said they liked the whole movie theater experience.

For the young adult, more than a third thought the large screen was what they liked most, followed by the whole theater experience (31%) and 29% said they could go with their friends. The women in this age group had a slightly different bent than their younger counterpart. They had three top mentions that virtually had the same degree of importance -- the whole movie experience (34%), the large screen (32%) and can meet up with friends (30%). For men who are 18-24 years old, their reasons were slightly different -- 40% cited the large screen is what draws them to the movies, followed by they can meet friends (28%) and the whole theater experience (28%). A quarter of this group also mentioned the sound system.

The poll then asked what is liked least about going to a movie in a theater. Both age groups mentioned expensive concessions, such as popcorn, candy and soda -- 49% of teenagers and 42% of young adults. This was followed by high ticket prices -- 38% cited by teenagers and 43% by young adults. The third top mention was rude movie goers/people who talk during the movie -- 24% of teenagers mentioned this as did 31% of young adults.

A small plurality of young adults and more than a third of teenagers said they usually let their friends know about a movie they just saw the next time they met. More than a fifth each of both age groups said they tell their friends right after seeing the movie, and less than one in seven of the young adults and less than one in eight teenagers said they let their friends know either that day or night about the movie. However a quarter of the younger respondents said they talked about the movie to their friends when they were at school, while just 12% of the older group cited school or work as to how they communicate to their friends about the movie they just saw.

If they had their choice of watching a movie that came out in the theaters and available for home viewing on the same day, many said it depended on the movie that was being released. But the finding that nearly half of the 18-24 year old group would rather watch the movie at home, compared to 10% who would rather go to the movie theater and 41% said it depended on what movie was being released should be worrisome to the movie industry. Among young adults, the older adults (21-24) are more strongly inclined to want to watch movies at home (56%), compared to the 18-20 year olds (39%). Teenagers, however, were more ambivalent -- 29% would want to go to a movie theater, 35% would rather stay at home and 36% said it would depend on the movie.

Movies and multitasking

The biggest supplementary activity for teenagers who do other things while watching movies was to talk on the phone -- more than four in 10 reported doing so. About a third (35%) reported doing homework, 27% surfed the Internet, and 23% text messaged with friends.

Girls who multitask while watching movies were especially likely to report talking on the phone during that time -- 52% reported doing so compared to 36% of boys. About one in four teenage boys who multitask movies reported playing video games, IM-ing, surfing the web, and doing their homework while watching movies at home.

Movies are at least somewhat engrossing, however, since 62% of teens and 67% of young adults said they do focus on them. Only one in five teens and 12% of young adults reported doing two or more things while watching a movie. Talking on the phone was the most popular activity among those who reported doing one other thing while movie watching. Three-fourths of young men and three out of five young women said they prefer to watch a movie and do nothing else. Among the 18 to 24 year olds who did other things while watching movies, 24% reported web surfing, and 29% said they talk on the phone.

When you are watching a movie at home, do you usually prefer to focus on just the movie you're watching, or do you like to do other things at the same time?

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Focus on the movie	62	67	64	60	60	67	76	60	72	61
Do other things	37	33	34	38	40	31	23	39	26	37
Not watch movies at home	1	-	2	2	v	2	1	1	2	2

Analysis by Susan H. Pinkus and Jill Darling Richardson

**Results from the Los Angeles Times/Bloomberg
Entertainment Poll**
(of teenagers and young adults)
June 23-July 03, 2006

Note: indicates less than 0.5%

Q1. When was the last time that you went to a movie in a theater?

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>		<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>
This week	<u>19</u>	<u>15</u>	<u>17</u>	<u>21</u>	<u>21</u>	<u>12</u>	<u>13</u>	<u>16</u>	<u>13</u>	<u>7</u>
A week ago	<u>18</u>	<u>18</u>	<u>20</u>	<u>15</u>	<u>17</u>	<u>12</u>	<u>17</u>	<u>19</u>	<u>7</u>	<u>9</u>
A couple of weeks ago	<u>19</u>	<u>19</u>	<u>24</u>	<u>15</u>	<u>18</u>	<u>16</u>	<u>16</u>	<u>19</u>	<u>13</u>	<u>18</u>
Later (net)	<u>43</u>	<u>47</u>	<u>36</u>	<u>47</u>	<u>43</u>	<u>53</u>	<u>47</u>	<u>43</u>	<u>60</u>	<u>57</u>
Within the last month	<u>13</u>	<u>19</u>	<u>9</u>	<u>13</u>	<u>12</u>	<u>11</u>	<u>15</u>	<u>12</u>	<u>12</u>	<u>8</u>
A couple of months ago	<u>17</u>	<u>17</u>	<u>17</u>	<u>14</u>	<u>22</u>	<u>19</u>	<u>18</u>	<u>19</u>	<u>16</u>	<u>22</u>
Sometime within the last year	<u>9</u>	<u>7</u>	<u>9</u>	<u>14</u>	<u>6</u>	<u>12</u>	<u>8</u>	<u>7</u>	<u>18</u>	<u>13</u>
Longer ago than that	<u>3</u>	<u>4</u>	<u>1</u>	<u>5</u>	<u>3</u>	<u>11</u>	<u>7</u>	<u>5</u>	<u>15</u>	<u>14</u>
Do not go to movies (net)	<u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>6</u>	<u>6</u>	<u>3</u>	<u>6</u>	<u>9</u>
I never go to movies in theaters	<u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>5</u>	<u>5</u>	<u>3</u>	<u>4</u>	<u>7</u>
I never watch movies	—	—	—	<u>1</u>	—	<u>2</u>	<u>1</u>	—	<u>2</u>	<u>2</u>

(ASKED OF THOSE WHO HAVE GONE TO THE MOVIES IN THE LAST MONTH)

Q2. Just your best guess, how many movies have you seen in a movie theatre within the last month?

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>		<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>
One	<u>33</u>	<u>36</u>	<u>32</u>	<u>33</u>	<u>33</u>	<u>44</u>	<u>48</u>	<u>30</u>	<u>46</u>	<u>49</u>
Two	<u>31</u>	<u>28</u>	<u>33</u>	<u>29</u>	<u>32</u>	<u>29</u>	<u>23</u>	<u>35</u>	<u>30</u>	<u>28</u>
Three	<u>18</u>	<u>15</u>	<u>20</u>	<u>21</u>	<u>16</u>	<u>13</u>	<u>13</u>	<u>16</u>	<u>8</u>	<u>16</u>
Four	<u>8</u>	<u>10</u>	<u>6</u>	<u>9</u>	<u>5</u>	<u>8</u>	<u>6</u>	<u>8</u>	<u>14</u>	<u>6</u>
Five+	<u>10</u>	<u>11</u>	<u>9</u>	<u>8</u>	<u>14</u>	<u>6</u>	<u>10</u>	<u>11</u>	<u>2</u>	<u>1</u>

(ASKED OF RESPONDENTS WHO GO TO MOVIES IN THEATERS)(ORDER OF STATEMENTS ROTATED)

Q3. Of the following reasons for going to a movie in the theater, please select the 3 most important reasons.

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Want to see the movie on opening day/weekend	30	34	32	28	28	32	34	42	31	26
Saw ads about the movie	70	68	72	68	73	63	63	59	58	69
Saw it online	8	5	6	14	8	7	11	3	5	8
Liked the trailer in the theater	45	49	43	43	45	47	40	48	52	48
Recommendation from a friend	53	55	54	50	51	51	60	48	52	45
Read a review	11	13	7	13	10	16	10	13	20	18
It's a chance to go out with my friends	70	58	69	73	78	64	69	69	58	65
It's a chance to spend time with family	3	3	4	3	1	3	1	3	3	3
On a date/girl or boy friend wants to see movie	–	1	1	1	–	2	2	–	2	5
Other	8	8	12	6	5	9	9	9	13	5

Q3A-1. Which of these is most important? (SELECTED ANSWERS SHOWN)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Want to see the movie on opening day/weekend	6	7	7	7	4	8	11	4	10	7
Saw ads about the movie	16	19	13	13	19	16	11	13	11	26
Saw it online	1	–	1	3	–	–	–	–	1	–
Liked the trailer in the theater	14	14	16	12	16	18	14	24	16	18
Recommendation from a friend	8	10	6	8	7	9	8	12	11	6
Read a review	2	3	3	1	2	3	2	1	6	2
It's a chance to go out with my friends	46	38	45	50	49	37	47	38	34	31
Other	7	9	9	6	3	9	7	8	11	10

Q3A-2. Which of these is most important? (REMAINING SELECTED ANSWERS SHOWN)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Want to see the movie on opening day/weekend	12	12	16	11	8	9	9	14	7	8
Saw ads about the movie	23	22	25	24	22	25	30	27	24	21
Saw it online	2	2	1	3	1	2	2	2	2	1
Liked the trailer in the theater	17	23	13	16	18	17	9	13	27	16
Recommendation from a friend	24	21	23	22	29	20	27	21	13	20
Read a review	3	3	–	6	1	6	4	7	6	9
It's a chance to go out with my friends	17	15	19	17	18	18	14	16	17	23
Other	2	2	3	1	3	3	5	–	4	2

Q3A-3. Which of these is most important? (REMAINING SELECTED ANSWERS SHOWN)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Want to see the movie on opening day/weekend	12	16	8	10	16	15	13	23	14	12
Saw ads about the movie	32	29	35	32	32	23	22	23	24	23
Saw it online	5	3	4	8	6	6	9	1	2	8
Liked the trailer in the theater	13	12	13	15	11	13	16	12	11	14
Recommendation from a friend	22	26	25	20	16	23	24	17	29	21
Read a review	6	8	5	6	7	7	5	6	8	8
It's a chance to go out with my friends	7	5	4	7	12	11	9	17	9	12
Other	3	1	6	2	–	2	2	1	3	2

Q4. Thinking about how much you went to the movies a year ago, would you say you are seeing more movies, fewer movies, or about the same number of movies this year in theaters than you did a year ago? (SELECT ONE)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
More movies in theaters than a year ago	30	32	34	27	26	20	21	26	25	12
Fewer movies in theaters than a year ago	26	24	20	32	28	43	42	38	41	47
Same number of movies as a year ago	44	44	46	41	46	37	37	36	34	41

Q5. What do you like most about going to a movie in a theater? (SELECT TWO)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Get to see it when it first opens	14	12	13	13	19	18	23	26	17	11
The large screen	41	44	35	50	32	36	35	24	43	36
The sound system	19	19	13	29	11	22	20	12	30	23
Can go with a group of friends	48	36	55	46	54	29	35	47	22	21
Like to see trailers for upcoming movies	4	2	7	3	5	7	4	8	8	7
Theaters are more comfortable cooler than my home	5	5	8	5	3	3	1	2	9	2
Like the whole theater experience	27	32	28	22	27	31	31	37	26	33
Enjoyable family outing	17	20	21	10	18	14	14	13	10	17
Other	3	4	6	2	1	3	1	2	5	2
No reason/just like it	4	3	2	5	7	7	6	3	3	12

Q6. What do you like least about going to a movie in a theater? (SELECT TWO)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Bad movies	13	13	14	13	14	12	18	9	10	11
Too many advertisements before the movies	15	15	19	16	11	12	7	12	17	11
Don't like the advertisements before the movies	8	5	8	9	7	6	6	7	6	7
Too many trailers before the movies	4	6	3	4	3	1	–	2	2	–
Expensive concessions (popcorn, candy, soda)	49	54	37	52	52	42	44	37	40	44
Dirty theaters	10	7	15	8	10	10	4	11	14	11
Rude movie goers/people who talk during the movie	24	17	28	25	27	31	29	26	35	30
Sound system too loud	3	3	5	2	2	3	2	7	–	3
Can't talk to my friends	3	2	6	2	1	1	1	1	1	2
Theaters are less comfortable than my home	4	3	2	6	7	12	14	16	10	10
Ticket prices are too high	38	39	35	37	42	43	44	37	38	49
No reason/just don't like going	1	1	1	1	–	1	–	3	1	1
Like going to theaters/nothing to dislike	7	10	8	5	4	3	4	5	2	2
Other	1	2	2	1	–	1	3	2	–	1

Q7. How soon after you have seen a movie in a theater do you usually let your friends know about the movie? (SELECT ONE)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
During the movie	2	2	4	2	3	1	1	–	–	1
Right after the movie	22	17	23	26	20	23	27	26	25	18
Sometime that day/night	14	13	16	10	18	16	18	17	8	20
When I go to school or place of work	24	26	22	24	22	12	11	11	11	15
Next time I see them	36	41	33	36	35	43	38	42	53	39
Other	1	–	1	1	1	1	–	2	–	3
Don't talk to friends about movies	1	1	1	1	1	4	5	2	3	4

Q8. If a new movie came out in theaters AND was available for home viewing on exactly the same day, would you generally prefer to go to a theater to watch the movie, or would you generally prefer to watch the movie at home?

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Watch movie in theater	29	32	30	24	32	10	13	12	8	9
Watch movie at home	35	35	29	41	32	49	38	40	59	54
Depends on movie	36	33	41	35	36	41	49	48	33	37

Q31. When it comes to downloading movies, which of the following applies to your friends? (SELECT ALL THAT APPLY)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
My friends have downloaded movies from a legal file-sharing service	21	20	18	26	19	26	27	24	29	23
My friends have downloaded movies from an unauthorized file-sharing	12	8	13	17	10	21	30	22	24	12
My friends have never downloaded a movie	73	76	76	65	76	60	55	61	55	68

Q32. And yourself. Which of the following applies to you? (SELECT ALL THAT APPLY)

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
I have downloaded movies from a legal file-sharing service	6	5	5	8	7	6	9	5	6	4
I have downloaded movies from an unauthorized file-sharing service	3	1	2	5	2	6	10	4	8	2
I have never downloaded a movie	92	94	94	89	92	89	82	92	88	94

Q34. Which statement comes closest to describing your attitude toward downloading movies from an unauthorized file sharing service:

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
I would pay for it if the price was right	18	16	20	20	17	24	24	23	29	22
I would not pay for it at any price	10	6	7	16	7	13	15	14	11	12
I would never download movies from an unauthorized file sharing service	72	78	73	64	76	63	61	63	60	66

Please indicate if you think you would be committing a crime in each of the following situations, and if so, how serious it would be.

Q35B. BUYING A BOOTLEG (COPIED OR RECORDED) DVD OR VIDEOTAPE

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Crime (net)	<u>84</u>	<u>87</u>	<u>80</u>	<u>85</u>	<u>84</u>	<u>78</u>	<u>80</u>	<u>81</u>	<u>76</u>	<u>79</u>
Minor crime	60	67	55	56	62	65	65	68	61	66
Serious crime	24	20	25	29	22	14	15	13	15	12
Not a crime	<u>16</u>	<u>13</u>	<u>20</u>	<u>15</u>	<u>16</u>	<u>21</u>	<u>20</u>	<u>19</u>	<u>24</u>	<u>22</u>

Q35E. COPYING A DVD OR VIDEOTAPE FROM A FRIEND WHO PAID FOR IT

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Crime (net)	<u>42</u>	<u>42</u>	<u>36</u>	<u>46</u>	<u>42</u>	<u>41</u>	<u>37</u>	<u>45</u>	<u>40</u>	<u>41</u>
Minor crime	<u>31</u>	<u>33</u>	<u>24</u>	<u>34</u>	<u>32</u>	<u>32</u>	<u>29</u>	<u>33</u>	<u>30</u>	<u>35</u>
Serious crime	<u>11</u>	<u>9</u>	<u>12</u>	<u>12</u>	<u>10</u>	<u>8</u>	<u>8</u>	<u>12</u>	<u>10</u>	<u>6</u>
Not a crime	<u>58</u>	<u>58</u>	<u>64</u>	<u>54</u>	<u>58</u>	<u>60</u>	<u>63</u>	<u>55</u>	<u>60</u>	<u>59</u>

Q35F. COPYING A DVD OR VIDEOTAPE FROM A FRIEND WHO DIDN'T PAY FOR IT

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Crime (net)	<u>81</u>	<u>81</u>	<u>81</u>	<u>81</u>	<u>80</u>	<u>74</u>	<u>76</u>	<u>79</u>	<u>70</u>	<u>74</u>
Minor crime	<u>52</u>	<u>53</u>	<u>49</u>	<u>54</u>	<u>51</u>	<u>55</u>	<u>53</u>	<u>51</u>	<u>51</u>	<u>60</u>
Serious crime	<u>29</u>	<u>29</u>	<u>32</u>	<u>26</u>	<u>29</u>	<u>19</u>	<u>23</u>	<u>28</u>	<u>19</u>	<u>14</u>
Not a crime	<u>19</u>	<u>18</u>	<u>19</u>	<u>20</u>	<u>20</u>	<u>26</u>	<u>24</u>	<u>21</u>	<u>30</u>	<u>26</u>

Q35H. DOWNLOADING FREE MOVIES FROM AN UNAUTHORIZED FILE-SHARING SERVICE

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Crime (net)	<u>83</u>	<u>84</u>	<u>82</u>	<u>82</u>	<u>84</u>	<u>77</u>	<u>73</u>	<u>76</u>	<u>79</u>	<u>79</u>
Minor crime	<u>53</u>	<u>57</u>	<u>45</u>	<u>52</u>	<u>57</u>	<u>57</u>	<u>51</u>	<u>55</u>	<u>58</u>	<u>62</u>
Serious crime	<u>30</u>	<u>27</u>	<u>37</u>	<u>29</u>	<u>27</u>	<u>20</u>	<u>22</u>	<u>21</u>	<u>21</u>	<u>17</u>
Not a crime	<u>17</u>	<u>16</u>	<u>18</u>	<u>19</u>	<u>16</u>	<u>23</u>	<u>27</u>	<u>24</u>	<u>21</u>	<u>21</u>

Q35I. SHOPLIFTING AN ITEM WORTH LESS THAN \$20

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Crime (net)	<u>97</u>	<u>95</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>97</u>	<u>98</u>	<u>98</u>	<u>94</u>	<u>98</u>
Minor crime	<u>37</u>	<u>36</u>	<u>32</u>	<u>41</u>	<u>41</u>	<u>55</u>	<u>57</u>	<u>44</u>	<u>62</u>	<u>55</u>
Serious crime	<u>60</u>	<u>59</u>	<u>66</u>	<u>56</u>	<u>57</u>	<u>42</u>	<u>41</u>	<u>54</u>	<u>32</u>	<u>43</u>
Not a crime	<u>3</u>	<u>5</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>6</u>	<u>2</u>

Q35J. SHOPLIFTING AN ITEM MORE THAN \$20

	Teens 12-17	---Ages 12-14--		---Ages 15-17--		Adults 18-24	---Ages 18-20--		---Ages 21-24--	
		Male	Female	Male	Female		Male	Female	Male	Female
Crime (net)	99	99	99	99	100	98	99	99	96	98
Minor crime	14	14	8	16	17	26	26	20	28	28
Serious crime	85	85	91	83	83	72	73	79	68	70
Not a crime	1	1	1	1	-	2	1	1	4	2

How the poll was conducted

The Los Angeles Times/ Bloomberg poll was conducted between June 23 and July 3, 2006 using the Knowledge Networks web-enabled panel, which provides a representative nationwide sample of U.S. households. Of the 4,466 minors and young adults invited to participate in the survey, 1,904 (43%) responded to the survey with 1,650 qualifying. The 1,650 qualified respondents included 839 minors between the ages of 12 and 17 years old and 811 young adults between the ages of 18 and 24 years old. The margin of sampling error for both groups is plus or minus 3 percentage points in either direction. In order to provide as representative a sample as possible, the survey results were weighted to U.S. Census population benchmarks for 12 to 24 year olds residing in the United States in terms of age, race/ethnicity, gender, region, urban/rural and internet access.