

DIGITAL

STUDY	SAMPLE	METHODOLOGY	FREQUENCY	DESCRIPTION
Quantified Directly Measured Data (Quantcast)	All network people per month	Cookie data compiled from internal records	Updated continuously	Every month, millions of people use Quantcast reports to get crucial measurement insights into web audiences. Quantcast reports differ a bit from traditional web analytics, as they focus on audience composition. This report tells you the gender, age, children per household, education status, income levels, and other demographic insights of an web property's audience. The index (SiteX vs total internet) represents the delivery of a specific audience segment compared to the internet average of 100. This report shows other sites the audience is likely to visit, and the affinity indicates how much more likely than average.
comScore Media Metrix (comScore Inc.)	Panel consisting of 2 million worldwide members combined with server-side metrics	Online survey combined with server-side metrics	Monthly	comScore is the global source of digital market intelligence that measures the digital world, from emerging markets to converging media. This research compares standard website metrics such as audience size, time spent on the site and page views, along with demographics and target audience profiling.
CP Online User Study	Sample of 35,000 random users	Online survey	Current study issued March, 2012	Measures the usage and behavior of online CP readers, and details their activities, lifestyles, and attitudes.
Google Analytics Visitors Overview (Google)	All network people per month	Data compiled from internal records	Updated continuously	Google Analytics is the enterprise-class web analytics solution offering rich insights into website traffic and marketing effectiveness. This report provides an at-a-glance overview of all the key visitor metrics for CP, including detailed demographics, behaviors, and keyword search terms.
CP Friends Social Media Report	Sample of 5,000 CP Friend users	Data compiled from internal records	Current study issued March, 2012	Profiles usage/engagement with CP Friends social sites, detailing lifestyles, habits, and demographics.
Facebook Insights Report (Facebook)	All FB network people per month	Data compiled from FB records	Updated continuously	Lists, based on gender, location, and language, people who like the CP Facebook page and the total CP Facebook page reach.
CP Client Research Study	Sample of top 10 and bottom 10 performing (based on CTR %) CP client campaigns	Data compiled from internal records	Current study issued March, 2012	Recommendations for increasing campaign performance based on CTR, industry, target audience, and additional creative elements.
Religious Composition of the U.S. (Pew Forum)	Sample of 35,556 adults living in continental US	Telephone interviews	Current study issued Feb, 2008	Based on interviews with more than 35,000 American adults, this extensive survey by the Pew Forum on Religion & Public Life details the religious makeup, religious beliefs and practices as well as social and political attitudes of the American public.
Christianity Remains Dominant Religion in the United States (Gallup)	Sample of 327,244 adults, aged 18 and older	Telephone interviews	Current study issued Dec, 2011	78% of American adults identify with some form of Christian religion. 95% of all Americans who have a religious identity are Christians. More than 9 in 10 Americans say they believe in God, and that 8 in 10 say religion is a very or fairly important part of their lives.

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Do Americans Support Christian Businesses and Brands? (Barna Group)	Sample of 1,022 adults from across the continental United States, age 18 and older	Telephone interviews	Current study issued Feb, 2011	Many contend that faith should be isolated from consumer decisions, and that the marketplace is deeply resistant to products and services delivered by companies who are overtly Christian. In fact, some executives and marketers are so focused on being inoffensive to anyone that many businesses have catered to critics by avoiding or stripping away any hint of faith-friendly practices or mission. However, the research shows that about two out of every five adult consumers (43%) said they would be receptive to buy a particular brand if they knew it was from a company that manages its business according to Christian principles (with 27% of adults strongly so). While most respondents claimed to be indifferent (51%), only 3% indicated that an overt connection to the Christian faith would make them less likely to do business with this type of vendor. In other words, very few Americans appear to be opposed to such faith-related businesses. Products or services managed according to Christian principles generated a positive-to-negative ratio of 14 to 1.
Do Churches Contribute to Their Communities? (Barna Group)	Random sample of 1,021 adults from the US, 18 and older	Online survey	Current study issued July, 2011	The nationwide study shows that three-quarters of U.S. adults believe the presence of a church is "very" (53%) or "somewhat" positive (25%) for their community. In contrast, only one out of every 20 Americans believes that the influence of a church is negative—either very (2%) or somewhat so (3%). Churches are perceived to be an important element of a community, even among the unchurched. Even among the most non-religious adults—atheists and agnostics—the majority simply express neutral perspectives about the role of congregations. Despite the aggressive posture of leading skeptics, most Americans who have no religious affiliation or belief are not overtly hostile to churches. Their response is better characterized as benign indifference.
More Than 9 in 10 Americans Continue to Believe in God (Gallup)	Random sample of 1,018 adults, aged 18 and older	Telephone interviews	Current study issued June, 2011	92% of Americans believe in God. Despite the many changes that have rippled through American society over the last 7 decades since Gallup first asked the whether Americans believe in God, this belief has remained high and relatively stable.
Box Office Study Shows Movies with Christian, Redemptive Values Earn the Most (Christian Film & Television Commission)	2011 domestic box office sales	Research report	Annual report	Movies with very strong Christian, redemptive worldviews reflecting traditional moral values earned four times as much money on average as movies with very strong Non-Christian, Anti-Christian, or mixed worldviews, \$64.3 million versus \$15.9 million. Movies with very strong humanist or atheist worldviews fared even worse, making only \$8.4 million per movie. Also, the stronger the Christian worldview, the more money the movie made.
Social Conservatives a Majority of GOP Primary Voters (Faith & Freedom Coalition)	News organization exit and entrance polls for 8.49 million voters	Research report	Current study issued March, 2012	Self-identified evangelicals comprise a total of 50.53% of all Republican presidential primary voters, according to network exit polls. Evangelicals have cast a majority of the vote in the Republican presidential primaries so far in the 2012 cycle, the highest percentage recorded in a presidential nominating process in the modern era.
The Civic and Community Engagement of Religiously Active Americans (Pew Research Center)	Sample of 2,303 adults, age 18 and older	Telephone interviews	Current study issued Dec, 2011	Compared with those who are not involved with religious organizations, religiously active Americans are more involved in more organizations of all kinds, and devote more time to the groups to which they are active.

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