PostTrak

Use real-time theatrical exit polling to find out how much moviegoers spent and what they thought of the film.

**Comscore PostTrak®** exit polling service reports audience demographics and the aspects of each title that trigger interest and attendance, all in real time. Using information gathered in movie theater exit polls conducted on films in their first two days of wide release, PostTrak combines Comscore’s census-level box office metrics with partner Screen Engine’s monitoring of audience composition and post-opening results.

PostTrak delivers a transparent, 360-degree view of a film’s performance and its viewers including overall audience reaction and specifics like gender and age information that can ultimately be used to better leverage opening weekend audience reactions and decide how to adjust messaging with greater immediacy using real-time box office and polling data.

**Why Comscore**

**NATIONAL SCALE**
Receive insights from audience exit polls conducted in multiple markets.

**TIMELY RESULTS**
Decide how to adjust messaging with greater immediacy with exit polling data.

**COMPREHENSIVE INSIGHTS**
Find out what exactly viewers thought of your movie, as well as the demographic data that makes up your audience, including age and gender.

*PostTrak* reveals how moviegoers become aware of a movie, their primary reason for attending, how the film compared to their expectations, their urgency to tell others about the movie and whether or not they plan on purchasing or renting the movie on DVD/Blu-ray Disc or video on demand.
How Comscore can help

- Predict future ticket sales and project DVD, rental and video on demand more accurately with the ability to search by gender, age and overall audience reaction.
- Get insight into a movie’s longevity with information from multiple cities.
- Gain access to exclusive audience information universally collected in weeks one and two.

How PostTrak Works

As moviegoers exit movie theater auditoriums, they are asked to participate in a short survey about the film they just saw.

Interviews are conducted via personal intercepts, and interviewers perform a theater-audit to ensure accurate representation of movie-goers.

Survey data is loaded in real-time to Comscore servers and available on the same day.

Polling is conducted in four theaters chosen to represent the country’s general population.

Ready to learn more? To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.