

101521 - HOD FLASH (24 HOUR)

QS2Q1: [res transfer_1]Which of the following services does your household currently use? Please select all that apply.

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)	
Total	N=996	N=545	N=781	N=523	
Total (Unweighted)	N=996	N=523	N=720	N=437	
Any streaming service	78%	72%	100%	B	100%
On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)	63%	61%	81%	B	80%
Streaming service from a specific channel or network (e.g., Discovery+, NBC Peacock, HBO Max)	32%	29%	41%	BE	48%
Live TV from a digital service (e.g., Sling, YouTube TV, Hulu Live)	25%	19%	32%	BE	38%
Streaming service offered by a cable or satellite provider (e.g., Xfinity Stream, DISH Anywhere)	19%	19%	24%		27%
Other streaming services (e.g., YouTube, Twitch)	27%	25%	34%	B	39%
Cable or satellite TV (e.g., Comcast, DISH Network, Spectrum Cable)	55%	100%	50%	g	50%
None of these	6%	0%	0%		0%
Count	2.27	2.52	2.62	2.83	

* Table Base: US RESPONDENTS

QS2Q2: Have you or has someone else in your household paid to upgrade any of the following services to an ad-free experience? Please do not consider services or platforms that you access using an account provided by someone outside of your immediate household.

Live TV from a digital service (e.g., Sling, YouTube TV, Hulu Live)

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)	
Total	N=248	N=102	N=248	N=201	
Total (Unweighted)	N=205	N=73	N=205	N=154	
Yes	64%	76%	64%	e	79%
No	35%	22%	35%	D	20%
Not at all sure	1%	2%	1%		2%

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Streaming service offered by a cable or satellite provider (e.g., Xfinity Stream, DISH Anywhere)

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)	
Total	N=185	N=104	N=185	N=143	
Total (Unweighted)	N=151	N=86	N=151	N=112	
Yes	59%	62%	59%		76%
No	39%	35%	39%	DG	22%
Not at all sure	3%	3%	3%		2%

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Streaming service from a specific channel or network (e.g., Discovery+, NBC Peacock, HBO Max)

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)	
Total	N=317	N=158	N=317	N=251	
Total (Unweighted)	N=292	N=137	N=292	N=212	
Yes	66%	70%	66%	E	83%
No	34%	30%	34%	D	17%
Not at all sure	1%	0%	1%		0%

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)	
Total	N=632	N=331	N=632	N=419	
Total (Unweighted)	N=577	N=271	N=577	N=352	

Yes	62%	61%		62%		93%	BCEFG
No	37%	38%	DG	37%	DG	7%	
Not at all sure	1%	1%		1%		0%	

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Other streaming services (e.g., YouTube, Twitch)

	Total (A)	Cable or satellite TV (B)		Any streaming service (C)		Upgraded to ad-free experience (D)	
Total	N=269	N=135		N=269		N=205	
Total (Unweighted)	N=241	N=105		N=241		N=163	
Yes	51%	59%	e	51%		67%	CEf
No	46%	39%		46%	DG	30%	
Not at all sure	2%	2%		2%		2%	

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

QS2Q3: How many individual streaming services or platforms - both paid and free-to-access - does your household currently use? Please do not consider services or platforms that you access using an account provided by someone outside of your immediate household.

	Total (A)	Cable or satellite TV (B)		Any streaming service (C)		Upgraded to ad-free experience (D)	
Total	N=781	N=392		N=781		N=523	
Total (Unweighted)	N=720	N=327		N=720		N=437	
1 to 3	46%	50%	dFG	46%	FG	41%	FG
4 to 6	36%	38%	EG	36%	EG	40%	EG
7 to 10	10%	7%	EF	10%	EF	13%	bEF
More than 10	4%	3%	EF	4%	EF	6%	EF
Not at all sure	3%	2%	e	3%	dEF	1%	

* Table Base: USES A TYPE OF STREAMING OR DIGITAL SERVICE

QS2Q4: On average, how many ads would you expect to play during a 30-minute show on a streaming platform? If you are not sure, please provide your best estimate.

	Total (A)	Cable or satellite TV (B)		Any streaming service (C)		Upgraded to ad-free experience (D)	
Total	N=781	N=392		N=781		N=523	
Total (Unweighted)	N=720	N=327		N=720		N=437	
None	21%	23%	g	21%	g	23%	g
1 to 2 ads	44%	45%	G	44%	G	44%	G
3 to 4 ads	27%	25%		27%	E	26%	e
More than 4 ads	7%	7%		7%		6%	

* Table Base: USES A TYPE OF STREAMING OR DIGITAL SERVICE

QS2Q5: How much do you agree or disagree with each of the following statements?

I would interact with an ad (e.g., answering a survey, scanning a QR code) before or during a show to receive a discount on a product or service.

	Total (A)	Cable or satellite TV (B)		Any streaming service (C)		Upgraded to ad-free experience (D)	
Total	N=996	N=545		N=781		N=523	
Total (Unweighted)	N=996	N=523		N=720		N=437	
NET: AGREE	55%	54%		57%		63%	BE
Strongly agree	18%	15%		21%	BE	25%	BE
Somewhat agree	38%	40%		37%		38%	
NET: DISAGREE	45%	46%	DG	43%		37%	
Somewhat disagree	24%	24%		23%		20%	
Strongly disagree	21%	21%	G	19%	g	17%	

* Table Base: US RESPONDENTS

I would interact with an ad (e.g., answering a survey, scanning a QR code) before or during a show in exchange for an otherwise ad-free experience.

	Total (A)	Cable or satellite TV (B)		Any streaming service (C)		Upgraded to ad-free experience (D)	
Total	N=996	N=545		N=781		N=523	
Total (Unweighted)	N=996	N=523		N=720		N=437	
NET: AGREE	53%	53%		57%	E	65%	BCE
Strongly agree	19%	18%		22%	E	28%	BE

Somewhat agree	35%	35%		35%		37%
NET: DISAGREE	47%	47%	DG	43%	DG	35%
Somewhat disagree	25%	24%		23%		19%
Strongly disagree	22%	23%	DG	20%	G	16%

* Table Base: US RESPONDENTS

I would prefer to watch ads before a show rather than during a show.

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)
Total	N=996	N=545	N=781	N=523
Total (Unweighted)	N=996	N=523	N=720	N=437
NET: AGREE	82%	85%	83%	83%
Strongly agree	39%	40%	43%	42%
Somewhat agree	42%	44%	40%	41%
NET: DISAGREE	18%	15%	17%	17%
Somewhat disagree	10%	9%	8%	8%
Strongly disagree	8%	6%	8%	10%

* Table Base: US RESPONDENTS

I would pay more attention to ads if I could choose when (i.e., at what point during a show) they aired.

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)
Total	N=996	N=545	N=781	N=523
Total (Unweighted)	N=996	N=523	N=720	N=437
NET: AGREE	56%	59%	58%	65%
Strongly agree	20%	18%	22%	29%
Somewhat agree	36%	40%	35%	36%
NET: DISAGREE	44%	41%	42%	35%
Somewhat disagree	26%	24%	24%	20%
Strongly disagree	18%	17%	18%	15%

* Table Base: US RESPONDENTS

I multitask (e.g., channel surf, check my phone) during commercial breaks.

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)
Total	N=996	N=545	N=781	N=523
Total (Unweighted)	N=996	N=523	N=720	N=437
NET: AGREE	81%	82%	85%	86%
Strongly agree	41%	43%	45%	47%
Somewhat agree	40%	39%	39%	39%
NET: DISAGREE	19%	18%	15%	14%
Somewhat disagree	11%	10%	10%	10%
Strongly disagree	8%	8%	6%	5%

* Table Base: US RESPONDENTS

I would buy a product or service directly from an ad during a show.

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)
Total	N=996	N=545	N=781	N=523
Total (Unweighted)	N=996	N=523	N=720	N=437
NET: AGREE	37%	37%	39%	47%
Strongly agree	11%	11%	13%	19%
Somewhat agree	26%	27%	26%	29%
NET: DISAGREE	63%	63%	61%	53%
Somewhat disagree	30%	29%	27%	25%
Strongly disagree	33%	34%	34%	28%

* Table Base: US RESPONDENTS

When I watch a show on a streaming platform, I often see the same ad(s) multiple times.

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)
Total	N=614	N=302	N=614	N=403
Total (Unweighted)	N=586	N=269	N=586	N=348
NET: AGREE	88%	87%	88%	85%
Strongly agree	42%	40%	42%	41%
Somewhat agree	45%	47%	45%	45%

NET: DISAGREE	12%	13%	12%	15%
Somewhat disagree	9%	9%	9%	11%
Strongly disagree	3%	4%	3%	4%

* Table Base: USES A TYPE OF STREAMING OR DIGITAL SERVICE
I'm okay with seeing an ad right after I have paused a show.

	Total (A)	Cable or satellite TV (B)	Any streaming service (C)	Upgraded to ad-free experience (D)
Total	N=996	N=545	N=781	N=523
Total (Unweighted)	N=996	N=523	N=720	N=437
NET: AGREE	50%	48%	52%	54%
Strongly agree	14%	11%	16% BE	22% BcE
Somewhat agree	37%	38%	36%	32%
NET: DISAGREE	50%	52%	48%	46%
Somewhat disagree	29%	32% d	28%	25%
Strongly disagree	20%	19%	21%	21%

* Table Base: US RESPONDENTS

101521 - HOD FLASH (24 HOUR)

QS2Q1: [res transfer_1]Which of the following services does your household currently use? Please select all that apply.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)
Total	N=996		N=101		N=260		N=254		N=303		N=77 *
Total (Unweighted)	N=996		N=72 *		N=238		N=223		N=373		N=88 *
Any streaming service	78% EF		90% aEF		92% ADEF		80% EF		68% F		52%
On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)	63% F		64% f		70% EF		68% eF		58%		46%
Streaming service from a specific channel or network	32% F		35% F		44% ADEF		31% F		27% F		9%
Live TV from a digital service (e.g., Sling, YouTube TV)	25% F		36% DEF		37% ADEF		19% f		20% F		7%
Streaming service offered by a cable or satellite provider	19% D		19%		29% ADEF		11%		16%		15%
Other streaming services (e.g., YouTube, Twitch)	27% EF		47% ADEF		37% ADEF		25% F		19% f		8%
Cable or satellite TV (e.g., Comcast, DISH Network, Spectrum)	55% bc		38%		45%		56% bc		59% BC		86% ABCDE
None of these	6%		9%		4%		4%		10% acD		4%
Count	2.27		2.48		2.65		2.15		2.09		1.75

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

QS2Q2: Have you or has someone else in your household paid to upgrade any of the following services to an ad-free experience? Please do not consider services or platforms that you access using an account provided by someone outside of your immediate household.

Live TV from a digital service (e.g., Sling, YouTube TV, Hulu Live)

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)
Total	N=248		N=37 *		N=96 *		N=49 *		N=61 *		N=6 **
Total (Unweighted)	N=205		N=22 **		N=83 *		N=37 *		N=57 *		N=6 **
Yes	64% Ef		80% EF		79% aEF		69% EF		32%		4%
No	35% c		20%		20%		31%		64% ABCD		96% ABCD
Not at all sure	1%		0%		1%		0%		4%		0%

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Streaming service offered by a cable or satellite provider (e.g., Xfinity Stream, DISH Anywhere)

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)
Total	N=185		N=19 **		N=76 *		N=28 **		N=50 *		N=12 **
Total (Unweighted)	N=151		N=14 **		N=51 *		N=26 **		N=48 *		N=12 **
Yes	59% E		88% EF		71% Ef		66% E		30%		33%
No	39%		12%		28%		27%		69% ABCD		51%
Not at all sure	3%		0%		1%		7%		0%		16% aCe

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Streaming service from a specific channel or network (e.g., Discovery+, NBC Peacock, HBO Max)

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)
Total	N=317		N=35 *		N=113		N=80 *		N=81 *		N=7 **
Total (Unweighted)	N=292		N=28 **		N=105		N=68 *		N=80 *		N=10 **
Yes	66%		76%		72%		63%		57%		49%
No	34%		24%		27%		37%		43% c		47%
Not at all sure	1%		0%		1%		0%		0%		4%

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)
Total	N=632		N=65 *		N=181		N=174		N=177		N=35 *
Total (Unweighted)	N=577		N=48 *		N=169		N=135		N=192		N=33 *
Yes	62% EF		81% aDEF		81% ADEF		54%		47%		38%
No	37% bC		19%		19%		42% BC		51% ABC		61% ABC
Not at all sure	1%		0%		0%		4% c		1%		1%

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Other streaming services (e.g., YouTube, Twitch)

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)
Total	N=269		N=47 *		N=96 *		N=63 *		N=57 *		N=6 **
Total (Unweighted)	N=241		N=35 *		N=84 *		N=53 *		N=62 *		N=7 **
Yes	51%		49%		65% De		39%		43%		58%
No	46% c		51%		32%		56% C		56% C		42%
Not at all sure	2%		0%		3%		4%		2%		0%

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

QS2Q3: How many individual streaming services or platforms - both paid and free-to-access - does your household currently use? Please do not consider services or platforms that you access using an account provided by someone outside of your immediate household.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=781	N=91 *	N=239	N=203	N=207	N=40 *
Total (Unweighted)	N=720	N=67 *	N=214	N=164	N=234	N=40 *
1 to 3	46% C	46%	35%	48% c	52% C	71% AbCd
4 to 6	36%	32%	42% EF	41% ef	30%	19%
7 to 10	10%	8%	17% ADef	5%	9%	1%
More than 10	4%	10% e	4%	4%	2%	2%
Not at all sure	3%	3%	2%	1%	6% d	7% d

* Table Base: USES A TYPE OF STREAMING OR DIGITAL SERVICE

QS2Q4: On average, how many ads would you expect to play during a 30-minute show on a streaming platform? If you are not sure, please provide your best estimate.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=781	N=91 *	N=239	N=203	N=207	N=40 *
Total (Unweighted)	N=720	N=67 *	N=214	N=164	N=234	N=40 *
None	21%	28%	19%	18%	23%	31%
1 to 2 ads	44% E	47%	51% E	47% e	34%	38%
3 to 4 ads	27%	23%	28%	28%	27%	29%
More than 4 ads	7% c	2%	3%	7%	16% ABCD	3%

* Table Base: USES A TYPE OF STREAMING OR DIGITAL SERVICE

QS2Q5: How much do you agree or disagree with each of the following statements?

I would interact with an ad (e.g., answering a survey, scanning a QR code) before or during a show to receive a discount on a product or service.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=996	N=101	N=260	N=254	N=303	N=77 *
Total (Unweighted)	N=996	N=72 *	N=238	N=223	N=373	N=88 *
NET: AGREE	55% ef	65% EF	68% ADEF	52%	47%	41%
Strongly agree	18% Ef	20% Ef	32% ADEF	16% E	8%	8%
Somewhat agree	38%	45%	36%	36%	39%	34%
NET: DISAGREE	45% C	35%	32%	48% C	53% aBC	59% aBC
Somewhat disagree	24%	17%	19%	30% C	25%	25%
Strongly disagree	21% c	17%	13%	18%	28% ACD	34% AbCD

* Table Base: US RESPONDENTS

I would interact with an ad (e.g., answering a survey, scanning a QR code) before or during a show in exchange for an otherwise ad-free experience.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=996	N=101	N=260	N=254	N=303	N=77 *
Total (Unweighted)	N=996	N=72 *	N=238	N=223	N=373	N=88 *
NET: AGREE	53% F	62% dF	68% ADEF	47%	49%	36%
Strongly agree	19% EF	17% F	35% ABDEF	16% F	11% f	3%
Somewhat agree	35%	46% d	33%	30%	37%	33%
NET: DISAGREE	47% C	38%	32%	53% bC	51% C	64% ABC
Somewhat disagree	25%	21%	18%	31% C	25%	32% C
Strongly disagree	22% c	17%	14%	23% c	26% C	31% C

* Table Base: US RESPONDENTS

I would prefer to watch ads before a show rather than during a show.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=996	N=101	N=260	N=254	N=303	N=77 *
Total (Unweighted)	N=996	N=72 *	N=238	N=223	N=373	N=88 *
NET: AGREE	82%	81%	86%	81%	80%	79%
Strongly agree	39% f	39%	45% eF	43% F	35%	25%
Somewhat agree	42%	41%	41%	38%	44%	53% d
NET: DISAGREE	18%	19%	14%	19%	20%	21%
Somewhat disagree	10%	10%	8%	10%	11%	15%
Strongly disagree	8%	9%	6%	9%	9%	7%

* Table Base: US RESPONDENTS

I would pay more attention to ads if I could choose when (i.e., at what point during a show) they aired.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=996	N=101	N=260	N=254	N=303	N=77 *
Total (Unweighted)	N=996	N=72 *	N=238	N=223	N=373	N=88 *
NET: AGREE	56% E	59% E	70% AdEF	60% Ef	44%	45%
Strongly agree	20% Ef	25% Ef	32% AdEF	21% Ef	12%	10%
Somewhat agree	36%	34%	38%	38%	32%	35%
NET: DISAGREE	44% C	41%	30%	40% c	56% ACD	55% Cd
Somewhat disagree	26% c	19%	18%	24%	34% AbCd	35% C
Strongly disagree	18%	22%	12%	17%	22% C	20%

* Table Base: US RESPONDENTS

I multitask (e.g., channel surf, check my phone) during commercial breaks.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=996	N=101	N=260	N=254	N=303	N=77 *
Total (Unweighted)	N=996	N=72 *	N=238	N=223	N=373	N=88 *
NET: AGREE	81% F	79% f	81% F	86% F	82% F	62%
Strongly agree	41%	33%	48%	41%	41%	35%
Somewhat agree	40% f	46% f	34%	45% cF	41% f	27%
NET: DISAGREE	19%	21%	19%	14%	18%	38% AbCDE
Somewhat disagree	11%	11%	11%	10%	9%	18% e
Strongly disagree	8%	10%	8%	4%	8%	20% ACDE

* Table Base: US RESPONDENTS

I would buy a product or service directly from an ad during a show.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=996	N=101	N=260	N=254	N=303	N=77 *
Total (Unweighted)	N=996	N=72 *	N=238	N=223	N=373	N=88 *
NET: AGREE	37% EF	50% dEF	54% ADEF	33% F	28% f	15%
Strongly agree	11% EF	9%	23% ABDEF	11% EF	4%	2%
Somewhat agree	26% F	41% ADEF	31% dF	21%	23%	13%
NET: DISAGREE	63% C	50%	46%	67% bC	72% ABC	85% ABCDe
Somewhat disagree	30%	26%	26%	31%	30%	42% aC
Strongly disagree	33% C	24%	20%	36% C	42% ABC	43% bC

* Table Base: US RESPONDENTS

When I watch a show on a streaming platform, I often see the same ad(s) multiple times.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=614	N=66 *	N=194	N=167	N=159	N=28 **
Total (Unweighted)	N=586	N=49 *	N=180	N=137	N=185	N=35 *
NET: AGREE	88%	83%	85%	93%	88%	84%
Strongly agree	42%	35%	45% f	42%	46% f	24%
Somewhat agree	45%	48%	41%	50%	42%	59%
NET: DISAGREE	12%	17%	15%	7%	12%	16%
Somewhat disagree	9% D	12% D	13% D	2%	11% D	13% D
Strongly disagree	3%	5%	2%	6% e	1%	3%

* Table Base: US RESPONDENTS

I'm okay with seeing an ad right after I have paused a show.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=996	N=101	N=260	N=254	N=303	N=77 *
Total (Unweighted)	N=996	N=72 *	N=238	N=223	N=373	N=88 *
NET: AGREE	50% eF	51%	58% EF	56% EF	43%	35%
Strongly agree	14% EF	26% ADEF	25% ADEF	12% EF	3%	1%
Somewhat agree	37%	24%	33%	43% Bc	39% b	34%
NET: DISAGREE	50%	49%	42%	44%	57% aCD	65% ACD
Somewhat disagree	29%	25%	23%	27%	33% C	50% ABCDE
Strongly disagree	20%	24%	19%	17%	24%	15%

* Table Base: US RESPONDENTS

101521 - HOD FLASH (24 HOUR)

Q32Q1: [re transfer_1] Which of the following services does your household currently use? Please select all that apply.

	Age										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=996	N=463	N=524	N=267	N=344	N=443	N=161	N=173	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240												
Total (Unweighted)	N=996	N=539	N=642	N=321	N=413	N=530	N=187	N=200	N=143	N=85	N=80	N=88	N=112	N=174	N=95	N=82	N=119	N=183	N=373	N=204	N=240	N=240												
Any streaming service	73%	82%	75%	92%	HGH	84%	GH	80%	GH	84%	IM	83%	87%	89%	87%	87%	87%	87%	87%	87%	87%	87%												
On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)	63%	64%	69%	H	65%	h	71%	H	59%	53%	57%	68%	65%	61%	79%	OPQR	63%	R	75%	QR	54%	46%												
Streaming service from a specific channel or network (e.g., Disney, YouTube TV, Hulu Live)	27%	27%	27%	H	42%	GH	33%	H	29%	19%	19%	20%	36%	27%	43%	QR	31%	R	22%	13%	26%	30%												
Live TV from a digital service (e.g., Sling, YouTube TV, Hulu Live)	29%	29%	33%	HGH	34%	GH	21%	20%	14%	14%	14%	17%	16%	14%	16%	R	16%	R	12%	12%	27%	18%												
Streaming service offered by a cable or satellite provider (e.g., YouTube TV, Hulu Live)	22%	23%	23%	g	23%	g	13%	13%	18%	20%	36%	16%	20%	12%	19%	12%	19%	17%	P	23%	15%	18%												
Other streaming services (e.g., YouTube, Twitch, etc.)	23%	23%	23%	GH	30%	GH	20%	20%	14%	20%	14%	14%	19%	19%	19%	19%	19%	19%	19%	19%	23%	28%												
Cable or satellite TV (e.g., Comcast, DISH Network, Spectrum)	55%	59%	51%	41%	GH	54%	GH	52%	53%	52%	57%	53%	59%	57%	53%	52%	52%	52%	N	52%	52%	56%												
None of these	6%	5%	5%	5%	5%	5%	4%	10%	7%	6%	4%	5%	3%	5%	5%	5%	5%	5%	NP	9%	7%	8%												
Count	2,127	2,427	2,509	2,427	2,650	2,200	1,999	2,559	3,021	2,728	2,333	2,224	2,327	2,210	2,122	1,911	1,777	2,322	2,226	2,088	2,239													

* Table Base: US RESPONDENTS

Q32Q2: Have you or has someone else in your household paid to upgrade any of the following services to an ad-free experience? Please do not consider services or platforms that you access using an account provided by someone outside of your immediate household.

	Age										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=205	N=79	N=121	N=75	N=77	N=121	N=52	N=52	N=20	N=23	N=23	N=15	N=14	N=11	N=11	N=13	N=17	N=19	N=34	N=94	N=53	N=44												
Total (Unweighted)	64%	70%	56%	79%	GH	74%	GH	70%	GH	35%	24%	85%	LM	89%	LM	83%	M	41%	21%	75%	QR	56%												
Yes	33%	43%	47%	21%	22%	22%	30%	65%	69%	15%	11%	17%	59%	65%	65%	65%	65%	65%	65%	65%	65%	65%												
No	3%	2%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%												
Not at all sure	1%	2%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%												

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Streaming service offered by a cable or satellite provider (e.g., Xfinity Stream, DISH Anywhere)

	Age										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=155	N=79	N=79	N=62	N=39	N=21	N=23	N=20	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10												
Total (Unweighted)	N=155	N=62	N=86	N=44	N=26	N=18	N=21	N=21	N=15	N=15	N=15	N=15	N=15	N=15	N=15	N=15	N=15	N=15	N=15	N=15	N=15	N=15												
Yes	50%	40%	68%	GH	68%	GH	63%	h	29%	40%	98%	MLM	64%	41%	QR	51%	49%	QR	61%	51%	46%	46%												
No	39%	26%	54%	B	32%	10%	33%	66%	DE	65%	DE	24%	2%	36%	J	41%	J	53%	J	39%	3%	24%												
Not at all sure	3%	0%	0%	2%	0%	0%	5%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%												

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Streaming service from a specific channel or network (e.g., Discovery, NBC Peacock, HBO Max)

	Age										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=317	N=173	N=142	N=100	N=72	N=52	N=50	N=43	N=35	N=34	N=27	N=27	N=27	N=45	N=37	N=26	N=20	N=16	N=47	N=133	N=52	N=55												
Total (Unweighted)	N=317	N=173	N=142	N=100	N=72	N=52	N=50	N=43	N=35	N=34	N=27	N=27	N=27	N=45	N=37	N=26	N=20	N=16	N=47	N=133	N=52	N=55												
Yes	66%	71%	59%	69%	78%	fg	57%	54%	62%	72%	86%	1	61%	43%	80%	66%	R	71%	R	52%	56%	31%												
No	34%	28%	40%	31%	20%	43%	45%	E	38%	28%	13%	39%	J	47%	J	20%	33%	48%	23%	43%	67%	53%												
Not at all sure	1%	1%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%												

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)

	Age										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=632	N=291	N=334	N=184	N=114	N=103	N=103	N=120	N=47	N=57	N=52	N=54	N=63	N=117	N=54	N=43	N=48	N=57	N=116	N=211	N=117	N=168												
Total (Unweighted)	N=632	N=291	N=334	N=184	N=114	N=103	N=103	N=120	N=47	N=57	N=52	N=54	N=63	N=117	N=54	N=43	N=48	N=57	N=116	N=211	N=117	N=168												
Yes	62%	68%	56%	78%	FGH	75%	FGH	47%	52%	IL	91%	KLM	52%	61%	59%	R	41%	R	28%	62%	56%	60%												
No	30%	27%	43%	19%	20%	25%	20%	50%	DE	50%	DE	46%	40%	39%	J	51%	N	54%	N	33%	35%	43%												
Not at all sure	1%	1%	1%	0%	0%	4%	d	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%												

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Other streaming services (e.g., YouTube, Twitch)

	Age										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=269	N=144	N=123	N=100	N=61	N=42	N=34	N=31	N=46	N=42	N=18	N=19	N=20	N=54	N=19	N=24	N=15	N=12	N=57	N=86	N=56	N=69												
Total (Unweighted)	N=269	N=144	N=123	N=100	N=61	N=42	N=34	N=31	N=46	N=42	N=18	N=19	N=20	N=54	N=19	N=24	N=15	N=12	N=57	N=86	N=56	N=69												
Yes	51%	57%	44%	52%	GH	39%	48%	40%	57%	71%	K	26%	66%	48%	R	57%	49%	33%	49%	45%	48%	63%												
No	46%	40%	54%	46%	28%	61%	E	50%	59%	E	43%	20%	74%	J	40%	0%	46%	49%	47%	51%	63%	82%												
Not at all sure	2%	3%	2%	1%	0%	0%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%												

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Q32Q3: How many individual streaming services or platforms - both paid and free-to-access - does your household currently use? Please do not consider services or platforms that you access using an account provided by someone outside of your immediate household.

	Age										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=781	N=478	N=394	N=245	N=142	N=134	N=120	N=104	N=78	N=78	N=78	N=78	N=78	N=141	N=63	N=70	N=55	N=72	N=137	N=286	N=152	N=206												
Total (Unweighted)	N=781	N=478	N=394	N=245	N=142	N=134	N=120	N=104	N=78	N=78	N=78	N=78	N=78	N=141	N=63	N=70	N=55	N=72	N=137	N=286	N=152	N=206												
1 to 3	46%	47%	40%	40%	47%	40%	46%	47%	42%	46%	DEFG	39%	31%	71%	UHL	41%	45%	40%	62%	NO	50%	45%												
4 to 6	36%	35%	38%	38%	H	40%	H	44%	H	36%	H	22%	37%	M	37%	M	43%	M	16%	39%	44%	3%												
7 to 10	10%	11%	8%	12%	h	14%	h	7%	11%	h	4%	5%	15%	0%	1%	0%	0%	0%	1%	1%	1%	1%												
More than 10	4%	5%	3%	7%	H	4%	2%	5%	h	0%	12%	4%	0%	4%	1%	0%	0%	0%	4%	0%	3%	3%												
Not at all sure	3%	3%	4%	3%	3%	2%	1%	5%	7%	f	4%	0%	1%	0%	0%	0%	0%	0%	11%	NDP	9%	3%												

* Table Base: USES A TYPE OF STREAMING OR DIGITAL SERVICE

Q32Q4: On average, how many ads would you expect to play during a 30-minute show on a streaming platform? If you are not sure, please provide your best estimate.

	Age										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=781	N=478	N=394	N=245	N=14																													

* Table Base: US RESPONDENTS
I would prefer to watch ads before a show rather than during a show.

	Age												Region													
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)				
Total	N=996	N=483	N=513	N=267	N=189	N=161	N=173	N=126	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240				
Total (Unweighted)	N=996	N=519	N=477	N=231	N=169	N=130	N=187	N=205	N=97	N=48	N=48	N=48	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204				
NET: AGREE	82%	81%	83%	85%	G	86%	G	77%	73%	84%	G	88%	I	84%	80%	73%	77%	83%	pQ	74%	74%	91%	pQ	81%	82%	83%
Strongly agree	39%	37%	42%	43%	H	43%	39%	37%	33%	53%	LM	42%	m	37%	28%	24%	28%	45%	40%	48%	41%	39%	39%	40%	40%	
Somewhat agree	42%	44%	41%	41%		43%	38%	35%	31%	33%		42%		43%	33%	33%	44%	42%	34%	28%	50%	pQ	42%	43%	41%	
NET: DISAGREE	18%	19%	17%	15%		14%	23%	27%	DEH	16%	12%	16%	20%	27%	I	23%	17%	17%	26%	18%	26%	18%	19%	17%	19%	
Somewhat disagree	10%	10%	10%	9%		8%	12%	14%	e	10%	7%	4%	12%	14%		14%	10%	8%	12%	13%	7%	14%	9%	12%	9%	
Strongly disagree	8%	9%	7%	6%		6%	11%	12%	gh	6%	5%	12%		8%	6%	4%	14%	14%	11%	R	7%	6%	9%	10%	10%	

* Table Base: US RESPONDENTS
I would pay more attention to ads if I could choose when (i.e., at what point during a show) they aired.

	Age												Region													
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)				
Total	N=996	N=463	N=533	N=267	N=169	N=161	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240				
Total (Unweighted)	N=996	N=519	N=477	N=231	N=169	N=130	N=187	N=205	N=97	N=48	N=48	N=48	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204				
NET: AGREE	50%	50%	50%	64%	GH	68%	GH	57%	g	44%	47%	44%	47%	69%	LM	71%	LM	55%	35%	48%	59%	f	61%	R	60%	57%
Strongly agree	20%	27%	C	15%	30%	GH	24%	H	21%	H	16%	n	9%	48%	KLM	29%	M	24%	m	21%	8%	16%	1%	19%	13%	17%
Somewhat agree	30%	41%		33%	44%		38%	28%	38%	g	21%	42%	IL	31%	15%	40%	IL	43%	46%	41%	39%	37%	34%	47%	34%	
NET: DISAGREE	44%	44%	44%	36%	22%	32%	43%	56%	DEF	53%	DE	31%	29%	45%	U	32%	U	42%	35%	40%	49%	54%	OD	43%	44%	
Somewhat disagree	26%	27%	24%	20%	20%	25%	33%	De	32%	DE	19%	28%	39%	U	32%	21%	21%	22%	27%	33%	n	25%	24%	32%	23%	
Strongly disagree	18%	17%	19%	16%	12%	18%	24%	E	21%	e	12%	10%	17%	26%	J	20%	20%	13%	19%	21%	20%	18%	16%	19%	21%	

* Table Base: US RESPONDENTS
I multitask (e.g., channel surf, check my phone) during commercial breaks.

	Age												Region										
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=996	N=463	N=533	N=267	N=169	N=161	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	
Total (Unweighted)	N=996	N=519	N=477	N=231	N=169	N=130	N=187	N=205	N=97	N=48	N=48	N=48	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	
NET: AGREE	81%	79%	83%	81%	85%	81%	77%	79%	81%	84%	81%	72%	79%	83%	81%	86%	79%	83%	76%	79%	87%	St	83%
Strongly agree	41%	39%	44%	44%	43%	42%	46%	36%	44%	33%	44%	43%	30%	44%	48%	39%	47%	41%	41%	39%	37%	41%	39%
Somewhat agree	40%	40%	39%	37%	42%	39%	42%	43%	35%	42%	42%	38%	42%	38%	38%	47%	33%	40%	36%	40%	50%	svv	34%
NET: DISAGREE	19%	21%	17%	19%	17%	15%	19%	23%	21%	19%	16%	17%	28%	17%	15%	14%	21%	19%	24%	U	21%	u	13%
Somewhat disagree	11%	11%	10%	12%	10%	11%	11%	11%	9%	11%	12%	9%	13%	12%	8%	14%	12%	9%	14%	11%	8%	10%	
Strongly disagree	8%	10%	7%	9%	5%	5%	9%	12%	df	12%	8%	4%	9%	15%	13%	6%	9%	10%	10%	10%	5%	7%	

* Table Base: US RESPONDENTS
I would buy a product or service directly from an ad during a show.

	Age												Region										
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=996	N=463	N=533	N=267	N=169	N=161	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	
Total (Unweighted)	N=996	N=519	N=477	N=231	N=169	N=130	N=187	N=205	N=97	N=48	N=48	N=48	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	
NET: AGREE	37%	44%	C	31%	47%	FGH	29%	H	33%	H	39%	KLM	KLK	34%	m	17%	34%	31%	31%	44%	36%	38%	39%
Strongly agree	11%	16%	C	7%	17%	GH	20%	GH	11%	gh	4%	2%	LM	15%	L	1%	7%	10%	R	8%	R	6%	f
Somewhat agree	26%	28%		24%	36%	PH	27%	H	17%	17%	3%	SH	15%	40%	LM	36%	M	18%	32%	M	11%	11%	33%
NET: DISAGREE	63%	56%	60%	69%	B	66%	53%	71%	DE	67%	DE	81%	DEIG	53%	U	33%	U	37%	U	33%	UM	57%	69%
Somewhat disagree	30%	24%	35%	23%	27%	24%	27%	30%	D	17%	12%	29%	23%	37%	U	31%	U	31%	42%	38%	28%	31%	34%
Strongly disagree	33%	32%	34%	B	21%	25%	38%	De	41%	DE	45%	DE	16%	24%	24%	37%	I	41%	I	46%	U	25%	27%

* Table Base: US RESPONDENTS
When I watch a show on a streaming platform, I often see the same ad(s) multiple times.

	Age												Region										
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=614	N=287	N=327	N=155	N=113	N=108	N=87	N=111	N=81	N=66	N=50	N=44	N=47	N=114	N=47	N=57	N=43	N=64	N=108	N=227	N=114	N=164	
Total (Unweighted)	N=580	N=300	N=280	N=174	N=92	N=84	N=96	N=140	N=80	N=58	N=51	N=54	N=54	N=134	N=54	N=53	N=56	N=86	N=141	N=116	N=127		
NET: AGREE	85%	85%	85%	84%	89%	89%	87%	89%	87%	87%	81%	82%	73%	81%	97%	N	80%	N	98%	N	80%	85%	
Strongly agree	42%	43%	42%	43%	38%	43%	60%	DEH	31%	30%	IM	25%	31%	46%	59%	IM	25%	31%	56%	Nr	40%	61%	NgR
Somewhat agree	43%	41%	43%	41%	53%	50%	43%	30%	43%	23%	48%	43%	49%	41%	49%	41%	50%	42%	53%	62%	42%	53%	
NET: DISAGREE	12%	9%	15%	9%	16%	15%	11%	13%	13%	13%	18%	27%	1%	19%	OOD	3%	10%	4%	7%	2%	20%	T	
Somewhat disagree	9%	13%	C	6%	12%	13%	10%	11%	f	9%	13%	2%	18%	25%	K	14%	OOD	0%	4%	3%	1%	18%	
Strongly disagree	3%	3%		3%	1%	3%	1%	2%	2%	0%	9%	1%	3%	5%	3%	7%	1%	2%	1%	2%	3%	4%	

* Table Base: US RESPONDENTS
I'm okay with seeing an ad right after I have passed a show.

	Age												Region										
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=996	N=463	N=533	N=267	N=169	N=161	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	
Total (Unweighted)	N=996	N=519	N=477	N=231	N=169	N=130	N=187	N=205	N=97	N=48	N=48	N=48	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	
NET: AGREE	50%	56%	C	45%	54%	H	57%	H	38%	H	47%	37%	73%	LM	65%	M	67%	M	50%	M	28%	40%	50%
Strongly agree	14%	18%		10%	20%	FGH	13%	GH	4%	2%	36%	LM	28%	LM	2%	2%	18%	11%	R	8%	6%	2%	
Somewhat agree	37%	38%		36%	38%		42%	D	42%	D	33%	37%	LM	47%	IM	47%	M	27%	22%	39%	N	43%	
NET: DISAGREE	50%	44%	55%	B	46%	43%	42%	53%	3%	63%	DEF	27%	35%	33%	50%	I	72%	U	60%	50%	50%		
Somewhat disagree	29%	25%	33%	B	23%	24%	23%	29%	42%	DEIG	15%	18%	20%	18%	21%	50%	U	33%	33%	27%	22%		
Strongly disagree	20%	18%	22%	21%	19%	16%	24%	21%	13%	15%	15%	28%	I	22%	22%	18%	20%	27%	23%	20%			

* Table Base: US RESPONDENTS

101521 - HOD FLASH (24 HOUR)

Q52Q1: [res transfer_1]Which of the following services does your household currently use? Please select all that apply.

	Household Income										HS or Less (F)	Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50k (B)	\$50k - \$74.9k (C)	\$75k - \$99.9k (D)	\$100k+ (E)	No (I)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)		Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=650	N=323	N=673	N=127	N=239	N=481	N=515	N=640	N=109	N=150			
Total (Unweighted)	N=996	N=504	N=163	N=124	N=148	N=218	N=338	N=236	N=472	N=324	N=261	N=735	N=240	N=756	N=62	N=295	N=437	N=559	N=738	N=107	N=74			
Any streaming service	75%	72%	72%	70%	75%	74%	74%	74%	74%	75%	74%	75%	74%	73%	74%	74%	74%	74%	75%	76%	76%			
On-demand streaming platform (e.g., Netflix, Hulu Live)	63%	54%	64%	64%	58%	67%	66%	67%	69%	67%	70%	60%	71%	67%	63%	69%	69%	69%	63%	61%	76%			
Streaming service from a specific channel or on 32%	29%	33%	28%	28%	37%	23%	32%	37%	38%	23%	41%	27%	44%	26%	30%	39%	35%	29%	31%	33%				
Live TV from a digital service (e.g., Sling, YouTube TV, Hulu Live)	21%	21%	23%	21%	21%	21%	22%	22%	23%	23%	23%	20%	23%	20%	24%	23%	24%	24%	24%	24%				
Streaming service offered by a cable or satellite 19%	10%	17%	17%	17%	28%	17%	17%	20%	24%	11%	24%	15%	24%	15%	20%	17%	23%	14%	18%	20%				
Other streaming services (e.g., YouTube, Twitch) 27%	29%	28%	21%	21%	26%	23%	29%	31%	30%	23%	30%	25%	30%	26%	24%	37%	25%	29%	25%	23%				
Cable or satellite TV (e.g., Comcast, DISH Network, S) 46%	56%	70%	67%	58%	47%	58%	58%	57%	56%	52%	50%	57%	51%	56%	59%	46%	41%	49%	57%	53%				
None of these 6%	8%	7%	6%	6%	9%	9%	9%	6%	9%	5%	7%	4%	7%	6%	6%	6%	6%	7%	4%	6%				
Count	2.27	1.97	2.32	2.24	2.55	1.93	2.28	2.39	2.48	1.98	2.54	2.12	2.60	2.10	2.24	2.44	2.43	2.12	2.22	2.31	2.43			

* Table Base: US RESPONDENTS

Q52Q2: Have you or has someone else in your household paid to upgrade any of the following services to an ad-free experience? Please do not consider services or platforms that you access using an account provided by someone outside of your immediate household.

	Household Income										HS or Less (F)	Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50k (B)	\$50k - \$74.9k (C)	\$75k - \$99.9k (D)	\$100k+ (E)	No (I)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)		Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=248	N=60	N=40	N=23	N=115	N=74	N=75	N=49	N=175	N=115	N=133	N=113	N=113	N=134	N=171	N=72	N=125	N=122	N=152	N=38	N=35			
Total (Unweighted)	N=205	N=93	N=38	N=22	N=44	N=65	N=70	N=42	N=127	N=78	N=80	N=125	N=77	N=128	N=118	N=74	N=93	N=113	N=139	N=52	N=17			
Yes	64%	63%	53%	59%	74%	70%	48%	70%	73%	42%	83%	40%	80%	45%	63%	67%	65%	63%	59%	63%	73%			
No	35%	36%	45%	41%	24%	30%	51%	29%	25%	58%	17%	50%	14%	52%	36%	33%	37%	37%	41%	10%				
Not at all sure	1%	0%	0%	2%	0%	0%	1%	5%	2%	0%	0%	2%	0%	2%	0%	2%	0%	2%	0%	0%				

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

	Household Income										HS or Less (F)	Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50k (B)	\$50k - \$74.9k (C)	\$75k - \$99.9k (D)	\$100k+ (E)	No (I)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)		Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=185	N=29	N=27	N=22	N=102	N=28	N=61	N=45	N=107	N=48	N=85	N=85	N=83	N=101	N=142	N=41	N=112	N=73	N=115	N=27	N=30			
Total (Unweighted)	N=151	N=51	N=28	N=22	N=81	N=25	N=42	N=27	N=77	N=49	N=83	N=100	N=49	N=91	N=107	N=41	N=108	N=63	N=108	N=33	N=12			
Yes	59%	48%	58%	65%	62%	33%	55%	62%	67%	36%	77%	43%	81%	40%	62%	50%	62%	54%	57%	81%				
No	39%	45%	35%	33%	38%	67%	38%	37%	32%	63%	22%	53%	18%	58%	36%	42%	37%	42%	41%	15%				
Not at all sure	3%	6%	7%	0%	0%	0%	6%	1%	1%	1%	1%	4%	1%	4%	3%	2%	1%	5%	2%	4%				

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

	Household Income										HS or Less (F)	Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50k (B)	\$50k - \$74.9k (C)	\$75k - \$99.9k (D)	\$100k+ (E)	No (I)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)		Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=117	N=31	N=28	N=21	N=135	N=32	N=117	N=82	N=117	N=88	N=115	N=141	N=141	N=116	N=118	N=67	N=147	N=150	N=139	N=46	N=46			
Total (Unweighted)	N=92	N=31	N=24	N=15	N=104	N=21	N=71	N=42	N=104	N=118	N=101	N=115	N=141	N=116	N=109	N=67	N=147	N=159	N=123	N=33	N=26			
Yes	66%	66%	53%	59%	68%	74%	59%	68%	70%	49%	77%	43%	74%	40%	60%	67%	60%	67%	59%	80%				
No	34%	31%	47%	41%	30%	26%	40%	31%	30%	49%	20%	40%	25%	40%	34%	33%	39%	38%	40%	14%				
Not at all sure	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%				

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

	Household Income										HS or Less (F)	Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50k (B)	\$50k - \$74.9k (C)	\$75k - \$99.9k (D)	\$100k+ (E)	No (I)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)		Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=577	N=266	N=101	N=74	N=162	N=162	N=203	N=147	N=107	N=267	N=390	N=171	N=211	N=406	N=371	N=192	N=307	N=414	N=63	N=55				
Total (Unweighted)	N=522	N=256	N=99	N=54	N=129	N=107	N=137	N=96	N=77	N=249	N=326	N=171	N=211	N=406	N=371	N=192	N=307	N=414	N=63	N=55				
Yes	62%	58%	59%	54%	70%	70%	53%	69%	70%	48%	69%	58%	75%	55%	63%	66%	63%	61%	56%	68%				
No	37%	41%	41%	46%	30%	30%	45%	30%	30%	52%	31%	42%	25%	45%	37%	34%	37%	39%	32%	31%				
Not at all sure	1%	0%	0%	0%	0%	0%	1%	1%	2%	1%	2%	1%	2%	1%	2%	0%	2%	0%	2%	0%				

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

	Household Income										HS or Less (F)	Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50k (B)	\$50k - \$74.9k (C)	\$75k - \$99.9k (D)	\$100k+ (E)	No (I)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)		Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=269	N=83	N=45	N=26	N=94	N=63	N=107	N=68	N=75	N=104	N=165	N=97	N=173	N=173	N=87	N=118	N=151	N=159	N=115	N=25	N=49			
Total (Unweighted)	N=241	N=124	N=38	N=29	N=35	N=68	N=92	N=61	N=137	N=104	N=85	N=156	N=80	N=161	N=142	N=88	N=93	N=148	N=163	N=24	N=26			
Yes	44%	44%	33%	37%	57%	44%	42%	46%	44%	44%	59%	46%	62%	45%	54%	47%	59%	45%	52%	66%				
No	46%	52%	65%	63%	39%	52%	56%	53%	56%	56%	41%	52%	38%	53%	43%	52%	39%	52%	47%	29%				
Not at all sure	2%	5%	0%	0%	4%	3%	2%	2%	3%	0%	1%	3%	3%	2%	3%	2%	1%	3%	1%	6%				

* Table Base: USE A TYPE OF STREAMING OR DIGITAL SERVICE

Q52Q3: How many individual streaming services or platforms - both paid and free-to-access - does your household currently use? Please do not consider services or platforms that you access using an account provided by someone outside of your immediate household.

	Household Income										HS or Less (F)	Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50k (B)	\$50k - \$74.9k (C)	\$75k - \$99.9k (D)	\$100k+ (E)	No (I)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)		Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=720	N=351	N=116	N=88	N=219	N=125	N=247	N=175	N=129	N=335	N=429	N=279	N=328	N=213	N=462	N=237	N=318	N=402	N=510	N=87	N=63			
Total (Unweighted)	N=470	N=200	N=70	N=41	N=129	N=70	N=129	N=75	N=129	N=226	N=326	N=194	N=276	N=213	N=462	N=237	N=318	N=402	N=510	N=87	N=63			
1 to 3	40%	51%	44%	41%	44%	53%	46%	47%	42%	54%	43%	52%	37%	52%	45%	49%	45%	48%	47%	46%				
4 to 6	30%	30%	38%	43%	40%	27%	40%	38%	40%	43%	42%	42%	42%	33%	38%	33%	30%	37%	37%	33%				
7 to 10	10%	10%	11%	9%	11%	7%	9%	9%	11%	8%	14%	7%	16%	6%	10%	9%	12%	8%	9%	7%				
More than 10	1%	0%	5%	4%	4%	5%	3%	4%	4%	3%	4%	4%	4%	3%	7%	0%	5%	4%	3%	12%				
Not at all sure	3%	6%	2%	4%	3%	6%	4%	4%	6%	1%	2%	4%	2%	4%	2%	4%	2%	4%	4%	2%				

* Table Base: USES A TYPE OF STREAMING OR DIGITAL SERVICE

Q52Q4: On average, how many ads do you expect to play during a 30-minute show on a streaming platform? If you are not sure, please provide your best estimate.

	Household Income										HS or Less (F)	Education		Employed	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50k (B)	\$50k - \$74.9k (C)	\$75k - \$99.9k (D)	\$100k+ (E)	No (I)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)		Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=781	N=209	N=117	N=87	N=129	N=202	N=287	N=175	N=492	N=289	N=301	N=479	N=287	N=494	N=164	N=201	N=388	N=393	N=477	N=94	N=129			
Total (Unweighted)	N=720	N=210	N=124	N=88	N=129	N=215	N=247	N=175	N=429	N=335	N=429	N=279	N=328	N=213										

NET: DISAGREE	47%	47%	44%	52%	42%	55%	H	47%	41%	40%	55%	I	42%	49%	42%	49%	41%	49%	P	39%	47%	47%	47%	44%	41%
Somewhat disagree	25%	25%	23%	30%	23%	27%		28%	23%	24%	26%		26%	24%	26%	25%	24%	26%		26%	24%	25%	24%	24%	23%
Strongly disagree	22%	22%	22%	19%	25%	18%	gh	19%	19%	16%	30%	I	16%	14%	16%	14%	M	24%	P	13%	22%	21%	23%	21%	19%

* Table Base: US RESPONDENTS
I would prefer to watch ads before a show rather than during a show.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Marital Status	Race/Ethnicity	Hispanic (U)	
	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total (Unweighted)	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
NET: AGREE	82%	77%	81%	89%	85%	b	76%	84%	f	82%	84%	81%	80%	82%	82%	84%	84%	84%	81%
Strongly agree	39%	38%	39%	38%	41%		42%	42%	40%	41%	38%	42%	42%	39%	39%	40%	39%	40%	39%
Somewhat agree	42%	38%	43%	51%	B	43%	42%	42%	43%	42%	43%	42%	42%	43%	44%	41%	45%	45%	45%
NET: DISAGREE	18%	23%	De	19%	13%	15%	24%	K	16%	18%	16%	19%	14%	20%	18%	16%	16%	16%	18%
Somewhat disagree	10%	11%	DE	15%	6%	12%	12%	10%	11%	11%	11%	11%	8%	11%	10%	10%	11%	11%	11%
Strongly disagree	8%	10%	C	4%	DE	6%	9%	12%	E	6%	7%	8%	6%	9%	8%	6%	7%	8%	9%

* Table Base: US RESPONDENTS
I would pay more attention to ads if I could choose when (i.e., at what point during a show) they aired.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Marital Status	Race/Ethnicity	Hispanic (U)	
	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total	N=996	N=286	N=160 <td>N=123</td> <td>N=368</td> <td>N=271</td> <td>N=365</td> <td>N=222</td> <td>N=577</td> <td>N=419</td> <td>N=346</td> <td>No (L)</td> <td>Yes (M)</td> <td>No (N)</td> <td>Homeowner (O)</td> <td>Renter (P)</td> <td>AA (T)</td> <td>White (S)</td>	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total (Unweighted)	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
NET: AGREE	50%	50%	53%	58%	42%		49%	52%	67%	FG	63%	J	46%	59%	L	50%	57%	50%	54%
Strongly agree	20%	20%	17%	16%	15%		15%	20%	27%	J	27%	L	12%	29%	L	16%	21%	20%	16%
Somewhat agree	36%	34%	37%	36%	34%		34%	33%	43%	FG	37%	40%	33%	33%	K	34%	36%	33%	38%
NET: DISAGREE	44%	46%	47%	42%	38%		51%	H	48%	H	33%	37%	54%	I	31%	50%	K	29%	51%
Somewhat disagree	26%	27%	29%	22%	22%		27%	24%	24%	28%	24%	28%	29%	M	27%	25%	M	25%	24%
Strongly disagree	18%	19%	18%	13%	16%		24%	H	19%	H	9%	13%	26%	I	12%	21%	K	11%	22%

* Table Base: US RESPONDENTS
I multitask (e.g., channel surf, check my phone) during commercial breaks.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Marital Status	Race/Ethnicity	Hispanic (U)	
	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total (Unweighted)	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
NET: AGREE	41%	35%	34%	37%	35%		31%	43%	F	45%	F	43%	40%	45%	40%	47%	R	37%	40%
Strongly agree	40%	43%	e	49%	E	40%	35%	44%	39%	40%	39%	41%	35%	42%	40%	38%	37%	42%	40%
Somewhat agree	19%	22%	17%	24%	15%		26%	19%	15%	20%	21%	18%	20%	19%	20%	15%	16%	21%	20%
NET: DISAGREE	11%	11%	12%	13%	9%		11%	12%	9%	13%	10%	13%	10%	11%	10%	10%	11%	12%	9%
Somewhat disagree	8%	10%	c	5%	11%		6%	14%	GH	6%	6%	8%	7%	9%	9%	5%	6%	11%	q
Strongly disagree	8%	10%	c	5%	11%		6%	14%	GH	6%	6%	8%	7%	9%	9%	5%	6%	11%	q

* Table Base: US RESPONDENTS
I would buy a product or service directly from an ad during a show.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Marital Status	Race/Ethnicity	Hispanic (U)	
	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total (Unweighted)	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
NET: AGREE	37%	36%	38%	27%	44%	D	34%	34%	39%	46%	J	25%	49%	L	31%	30%	35%	34%	38%
Strongly agree	11%	8%	6%	6%	7%		7%	12%	16%	J	5%	20%	L	7%	22%	N	6%	16%	16%
Somewhat agree	26%	28%	32%	d	21%		24%	27%	27%	30%	J	20%	29%	34%	n	23%	25%	27%	22%
NET: DISAGREE	63%	64%	62%	73%	56%		66%	60%	61%	54%		75%	51%	60%	68%	70%	M	60%	62%
Somewhat disagree	30%	33%	e	29%	24%		31%	24%	35%	I	27%	34%	26%	31%	33%	30%	29%	26%	33%
Strongly disagree	33%	31%	33%	31%	32%		35%	34%	32%	29%	40%	I	24%	38%	K	21%	39%	M	35%

* Table Base: US RESPONDENTS
When I watch a show on a streaming platform, I often see the same ads multiple times.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Marital Status	Race/Ethnicity	Hispanic (U)	
	N=614	N=165	N=93	N=77	N=250	N=148	N=229	N=146	N=383	N=231	N=239	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total	N=614 <td>N=165</td> <td>N=93</td> <td>N=77</td> <td>N=250</td> <td>N=148</td> <td>N=229</td> <td>N=146</td> <td>N=383</td> <td>N=231</td> <td>N=239</td> <td>No (L)</td> <td>Yes (M)</td> <td>No (N)</td> <td>Homeowner (O)</td> <td>Renter (P)</td> <td>AA (T)</td> <td>White (S)</td>	N=165	N=93	N=77	N=250	N=148	N=229	N=146	N=383	N=231	N=239	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total (Unweighted)	N=614 <td>N=165</td> <td>N=93</td> <td>N=77</td> <td>N=250</td> <td>N=148</td> <td>N=229</td> <td>N=146</td> <td>N=383</td> <td>N=231</td> <td>N=239</td> <td>No (L)</td> <td>Yes (M)</td> <td>No (N)</td> <td>Homeowner (O)</td> <td>Renter (P)</td> <td>AA (T)</td> <td>White (S)</td>	N=165	N=93	N=77	N=250	N=148	N=229	N=146	N=383	N=231	N=239	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
NET: AGREE	88%	91%	88%	88%	86%		85%	88%	88%	86%	88%	85%	89%	87%	85%	88%	87%	86%	90%
Strongly agree	42%	43%	32%	41%	47%		44%	41%	42%	41%	45%	44%	42%	42%	43%	39%	45%	40%	44%
Somewhat agree	45%	49%	56%	43%	40%		51%	45%	46%	46%	47%	44%	46%	46%	46%	46%	48%	45%	55%
NET: DISAGREE	12%	9%	14%	12%	14%		15%	13%	12%	11%	14%	12%	11%	14%	10%	11%	12%	10%	10%
Somewhat disagree	9%	5%	9%	9%	12%		8%	12%	10%	10%	8%	10%	9%	10%	8%	13%	9%	9%	4%
Strongly disagree	3%	4%	3%	7%	1%		7%	2%	1%	1%	0%	1%	5%	2%	3%	2%	3%	2%	0%

* Table Base: US RESPONDENTS
I'm okay with seeing an ad right after I have paused a show.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	Children in HH	Parent of Child Under 18	Home Ownership	Married (Q)	Marital Status	Race/Ethnicity	Hispanic (U)	
	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222 <td>N=577</td> <td>N=419</td> <td>N=346</td> <td>No (L)</td> <td>Yes (M)</td> <td>No (N)</td> <td>Homeowner (O)</td> <td>Renter (P)</td> <td>AA (T)</td> <td>White (S)</td>	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
Total (Unweighted)	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	AA (T)	White (S)	
NET: AGREE	50%	49%	50%	50%	54%		51%	51%	56%	J	42%	59%	L	46%	63%	N	44%	48%	58%
Strongly agree	14%	11%	13%	9%	19%		13%	14%	18%	J	7%	19%	L	11%	23%	N	9%	13%	16%
Somewhat agree	37%	37%	39%	40%	35%		43%	37%	38%	J	35%	40%	40%	35%	42%	35%	42%	37%	45%
NET: DISAGREE	50%	51%	50%	50%	46%		55%	49%	49%		58%	I	41%	54%	K	37%	56%	M	52%
Somewhat disagree	29%	29%	30%	30%	28%		28%	31%	33%		32%	30%	26%	31%	22%	31%	32%	31%	29%
Strongly disagree	20%	23%	17%	21%	18%		27%	18%	16%		26%	I	15%	23%	K	14%	23%	M	21%

* Table Base: US RESPONDENTS