

Q51R21 - HOD FLASH (24 Hour)

Q51R21: Which of the following services do you or does someone else in your household use? Please do not consider services that you access using an account provided by someone outside of your immediate household.

	Household Income					Education			Employed	Children in HH	Parent of Child Under 18	Home Ownership		Marital Status		Race/Ethnicity					
	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)	No (L)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1075	N=298	N=167	N=136	N=413	N=330	N=368	N=238	N=446	N=429	N=410	N=665	N=363	N=712	N=293	N=493	N=582	N=655	N=126	N=180	
Total (Unweighted)	N=1075	N=415	N=239	N=150	N=507	N=314	N=349	N=229	N=422	N=412	N=410	N=663	N=363	N=712	N=293	N=493	N=582	N=655	N=126	N=180	
On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)	50%	71%	B	74%	B	54%	57%	F	69%	J	55%	57%	L	58%	65%	69%	R	61%	61%	64%	72%
Cable or satellite TV (e.g., Comcast, DISH Network, Spectrum)	41%	48%	57%	B	55%	B	45%	46%	46%	47%	47%	55%	I	42%	55%	46%	R	46%	55%	41%	40%
Streaming service from a specific channel or network (e.g., HBO Max)	24%	30%	37%	B	44%	BC	28%	37%	F	40%	J	25%	I	41%	L	42%	N	37%	32%	30%	37%
Live TV from a digital service (e.g., Sling, YouTube TV, Hulu Live)	27%	27%	30%	B	31%	31%	26%	28%	F	34%	J	21%	21%	24%	29%	28%	27%	29%	28%	33%	33%
Streaming service offered by a cable or satellite provider	19%	14%	17%	23%	24%	B	14%	19%	24%	F	23%	14%	23%	L	17%	23%	P	15%	22%	17%	27%
Other streaming services (e.g., YouTube, Twitch)	30%	25%	30%	29%	35%	33%	29%	23%	29%	31%	J	20%	34%	L	22%	33%	N	23%	23%	33%	34%
None of these	7%	9%	DE	4%	4%	12%	GH	7%	6%	10%	I	4%	9%	K	4%	9%	M	6%	11%	9%	4%
Count	2.31	1.93	2.33	2.53	2.54	2.01	2.33	2.50	2.50	2.02	1.71	2.55	2.16	2.59	2.16	2.36	2.19	2.41	2.23	2.22	2.55

* Table Base: US RESPONDENTS

Q51Q2: Have you or has someone else in your household paid to upgrade any of the following services to an ad-free experience?

	Household Income					Education			Employed	Children in HH	Parent of Child Under 18	Home Ownership		Marital Status		Race/Ethnicity					
	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)	No (L)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1075	N=298	N=167	N=136	N=413	N=330	N=368	N=238	N=446	N=429	N=410	N=665	N=363	N=712	N=293	N=493	N=582	N=655	N=126	N=180	
Total (Unweighted)	N=1075	N=415	N=239	N=150	N=507	N=314	N=349	N=229	N=422	N=412	N=410	N=663	N=363	N=712	N=293	N=493	N=582	N=655	N=126	N=180	
Live TV from a digital service (e.g., Sling, YouTube TV, Hulu Live)	69%	57%	74%	B	72%	75%	B	74%	67%	75%	J	54%	73%	65%	73%	66%	69%	66%	70%	68%	80%
Not at all sure	3%	8%	2%	0%	3%	5%	3%	4%	3%	4%	3%	3%	4%	3%	2%	8%	0%	2%	5%	4%	4%

* Table Base: US RESPONDENTS

SUBSCRIBES TO A DIGITAL SERVICE

	Household Income					Education			Employed	Children in HH	Parent of Child Under 18	Home Ownership		Marital Status		Race/Ethnicity					
	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)	No (L)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=209	N=43	N=28	N=31	N=99	N=47	N=68	N=57	N=149	N=60	N=59	N=113	N=82	N=127	N=61	N=45	N=110	N=99	N=113	N=21	N=49
Total (Unweighted)	N=209	N=157	N=83	N=54	N=184	N=81	N=99	N=68	N=156	N=89	N=83	N=147	N=83	N=127	N=61	N=45	N=110	N=99	N=113	N=21	N=49
Streaming service offered by a cable or satellite provider (e.g., Xfinity Stream, DISH Anywhere)	65%	71%	68%	55%	67%	64%	68%	59%	64%	68%	59%	76%	L	56%	70%	N	68%	68%	66%	56%	67%
Not at all sure	4%	1%	3%	2%	0%	3%	1%	3%	5%	1%	2%	5%	K	24%	35%	28%	42%	30%	42%	3%	6%

* Table Base: US RESPONDENTS

SUBSCRIBES TO A DIGITAL SERVICE

	Household Income					Education			Employed	Children in HH	Parent of Child Under 18	Home Ownership		Marital Status		Race/Ethnicity					
	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)	No (L)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=363	N=104	N=61	N=61	N=245	N=118	N=125	N=96	N=245	N=108	N=118	N=203	N=145	N=218	N=111	N=175	N=188	N=235	N=38	N=54	
Total (Unweighted)	N=363	N=104	N=61	N=61	N=245	N=118	N=125	N=96	N=245	N=108	N=118	N=203	N=145	N=218	N=111	N=175	N=188	N=235	N=38	N=54	
Streaming service from a specific channel or network (e.g., Discovery, NBC Peacock, HBO Max)	61%	65%	58%	60%	62%	60%	61%	64%	66%	J	51%	63%	60%	67%	60%	64%	67%	63%	60%	62%	57%
Not at all sure	5%	2%	6%	5%	2%	7%	GH	1%	2%	5%	2%	4%	5%	4%	4%	6%	4%	4%	4%	6%	11%

* Table Base: US RESPONDENTS

SUBSCRIBES TO A DIGITAL SERVICE

	Household Income					Education			Employed	Children in HH	Parent of Child Under 18	Home Ownership		Marital Status		Race/Ethnicity					
	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)	No (L)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=693	N=150	N=118	N=101	N=295	N=178	N=247	N=168	N=448	N=245	N=245	N=384	N=277	N=416	N=190	N=340	N=352	N=400	N=80	N=130	
Total (Unweighted)	N=693	N=228	N=130	N=101	N=307	N=199	N=247	N=168	N=448	N=245	N=245	N=384	N=277	N=416	N=190	N=340	N=352	N=400	N=80	N=130	
On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)	67%	63%	65%	68%	73%	B	64%	65%	68%	75%	J	53%	78%	L	59%	77%	N	61%	63%	61%	83%
Not at all sure	2%	2%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	3%	1%	3%	0%

* Table Base: US RESPONDENTS

SUBSCRIBES TO A DIGITAL SERVICE

	Household Income					Education			Employed	Children in HH	Parent of Child Under 18	Home Ownership		Marital Status		Race/Ethnicity				
	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)	No (L)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=306	N=120	N=53	N=45	N=211	N=102	N=176	N=76	N=207	N=99	N=88	N=160	N=121	N=180	N=86	N=113	N=127	N=179	N=26	N=51
Total (Unweighted)	N=306	N=120	N=53	N=45	N=211	N=102	N=176	N=76	N=207	N=99	N=88	N=160	N=121	N=180	N=86	N=113	N=127	N=179	N=26	N=51
Other streaming services (e.g., YouTube, Twitch)	43%	35%	43%	35%	46%	42%	44%	42%	44%	42%	32%	50%	39%	50%	40%	46%	42%	44%	43%	37%
Not at all sure	4%	4%	2%	1%	4%	4%	2%	2%	2%	7%	I	4%	3%	3%	4%	3%	5%	5%	3%	4%

* Table Base: US RESPONDENTS

Q51Q3: How many ads do you expect to see in a 30-minute show if you are not sure, please provide your best estimate.

	Household Income					Education			Employed	Children in HH	Parent of Child Under 18	Home Ownership		Marital Status		Race/Ethnicity				
	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)	No (L)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1075	N=298	N=167	N=136	N=413	N=330	N=368	N=238	N=446	N=429	N=410	N=665	N=363	N=712	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=239	N=150	N=507	N=314	N=349	N=229	N=422	N=412	N=410	N=663	N=363	N=712	N=293	N=493	N=582	N=655	N=126	N=180
None	13%	13%	16%	12%	14%	14%	13%	14%	14%	J	13%	13%	14%	13%	14%	13%	14%	13%	12%	15%
1-2 ads	36%	36%	30%	30%	33%	33%	36%	36%	39%	J	31%	30%	47%	L	30%	37%	35%	33%	37%	35%
3-4 ads	32%	33%	36%	35%	29%	36%	30%	34%	32%	32%	31%	33%	32%	32%	30%	33%	32%	33%	33%	29%
More than 4 ads	19%	17%	20%	19%	16%	17%	22%	H	15%	14%	22%	1%	9%	25%	K	20%	23%	M	20%	13%

* Table Base: US RESPONDENTS

Q51Q4: 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.

	Household Income					Education			Employed	Children in HH	Parent of Child Under 18	Home Ownership		Marital Status		Race/Ethnicity				
	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)	No (L)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1075	N=298	N=167	N=136	N=413	N=330	N=368	N=238	N=446	N=429	N=410	N=665	N=363	N=712	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=239	N=150	N=507	N=314	N=349	N=229	N=422	N=412	N=410	N=663	N=363	N=712	N=293	N=493	N=582	N=655	N=126	N=180
NET AGREE	48%	51%	51%	49%	47%	47%	51%	47%	47%	J	41%	57%	L	45%	50%	47%	50%	47%	50%	47%
Strongly agree	15%	19%	C	12%	16%	12%	16%	12%	16%	17%	17%	20%	L	13%	16%	11%	14%	16%	19%	20%
Somewhat agree	34%	32%	36%	36%	34%	33%	38%	33%	38%	J	28%	37%	32%	37%	36%	33%	35%	32%	34%	32%
NET DISAGREE	51%	49%	50%	49%	53%	53%	49%	53%	49%	I	58%	42%	K	55%	48%	54%	53%	49%	54%	51%
Somewhat disagree	23%	25%	29%	21%	21%	23%	25%	21%	27%	I	22%	24%	23%	24%	26%	23%	24%	25%	24%	21%
Strongly disagree	27%	23%	23%	24%	23%	24%	23%	24%	23%	I	21%	24%	20%	21%	28%	27%	29%	26%	29%	24%

* 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.

051821 - HOD FLASH (24 Hour)

QS1Q1: Which of the following services do you or does someone else in your household use? Please do not consider services 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=1075	N=125	N=324	N=256	N=295	N=70 *
Total (Unweighted)	N=1075	N=153	N=332	N=265	N=287	N=37 *
On-demand streaming platform (e.g., Netflix, Hulu, Ai 64%	eF	69% EF	74% AEF	68% EF	57% f	37%
Cable or satellite TV (e.g., Comcast, DISH Network, Sp 50%	BC	36%	40%	52% BC	61% ABC	77% ABCD
Streaming service from a specific channel or network 34%	EF	46% ADEF	44% ADEF	33% eF	25% f	10%
Live TV from a digital service (e.g., Sling, YouTube TV, 29%	EF	37% aEF	37% AEF	30% EF	20% f	5%
Streaming service offered by a cable or satellite provi 19%	E	23% E	23% E	19% e	12%	26% e
Other streaming services (e.g., YouTube, Twitch) 26%	E	37% AEF	38% ADEF	28% Ef	12%	12%
None of these 7%		4%	4%	5%	12% aBCD	11%
Count	2.31	2.52	2.60	2.37	1.99	1.79

* Table Base: US RESPONDENTS

QS1Q2: Have you or has someone else in your household paid to upgrade any of the following services to an ad-free experience?

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=306	N=47 *	N=119	N=78 *	N=59 *	N=4 **
Total (Unweighted)	N=316	N=64 *	N=122	N=77 *	N=51 *	N=2 **
Yes	69%	70%	79% adEf	66%	55%	0%
No	28%	24%	19%	28%	43% abC	100% c
Not at all sure	3%	6%	2%	6%	2%	0%

* Table Base: SUBSCRIBES TO A 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=209	N=29 **	N=76 *	N=50 *	N=37 *	N=18 **
Total (Unweighted)	N=204	N=41 *	N=77 *	N=46 *	N=33 *	N=7 **
Yes	65% f	75% dF	78% aDF	53%	66%	26%
No	31%	21%	20%	47% aBC	33%	47%
Not at all sure	4%	4%	2%	0%	2%	28% AbCDE

* Table Base: SUBSCRIBES TO A 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=367	N=58 *	N=142	N=85 *	N=74 *	N=7 **
Total (Unweighted)	N=363	N=65 *	N=144	N=84 *	N=67 *	N=3 **
Yes	61%	61%	71% aE	61%	48%	17%
No	34%	35%	27%	34%	50% aC	12%
Not at all sure	5%	4%	2%	5%	3%	71% ABCDE

* Table Base: SUBSCRIBES TO A 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=693	N=87 *	N=239	N=174	N=168	N=25 **
Total (Unweighted)	N=698	N=107 *	N=239	N=181	N=159	N=12 **
Yes	67% E	78% aDE	80% ADE	60%	52%	65%
No	31% bC	21%	20%	36% BC	47% ABCd	35%
Not at all sure	2%	1%	1%	4% C	1%	0%

* Table Base: SUBSCRIBES TO A 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=285	N=46 *	N=122	N=72 *	N=36 *	N=9 **
Total (Unweighted)	N=306	N=62 *	N=127	N=77 *	N=35 *	N=5 **
Yes	45% E	49% E	58% aDE	34%	19%	23%
No	52% c	51%	41%	57% c	81% ABCD	63%
Not at all sure	4%	0%	2%	9% abc	0%	14% Be

* Table Base: SUBSCRIBES TO A DIGITAL SERVICE

QS1Q3: How many ads do you expect to see in a 30-minute show? 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=1075	N=125	N=324	N=256	N=295	N=70 *
Total (Unweighted)	N=1075	N=153	N=332	N=265	N=287	N=37 *
None	13%	18%	15%	12%	12%	7%
1-2 ads	36% E	49% ADE	46% ADE	35% E	23%	31%
3-4 ads	32%	28%	33%	32%	36%	23%
More than 4 ads	19% BC	6%	7%	21% BC	29% ABCd	40% ABCD

* Table Base: US RESPONDENTS

QS1Q4: 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=1075	N=125	N=324	N=256	N=295	N=70 *
Total (Unweighted)	N=1075	N=153	N=332	N=265	N=287	N=37 *
NET: AGREE	49% E	48% e	56% aEf	58% AEF	37%	39%
Strongly agree	15% E	16% e	19% E	16% E	9%	19%

Somewhat agree	34%		32%		37%	EF	42%	AEF	28%		20%	
NET: DISAGREE	51%	cD	52%		44%		42%		63%	AbCD	61%	cd
Somewhat disagree	23%		28%	d	23%		19%		24%		26%	
Strongly disagree	27%	C	24%		21%		23%		39%	ABCD	35%	c

* 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=1075		N=125		N=324		N=256		N=295		N=70	*
Total (Unweighted)	N=1075		N=153		N=332		N=265		N=287		N=37	*
NET: AGREE	56%	EF	59%	EF	65%	AEF	69%	AEF	42%	f	24%	
Strongly agree	19%	EF	17%	E	27%	AbEF	23%	EF	9%		5%	
Somewhat agree	38%	F	42%	F	38%	F	46%	AcEF	33%		19%	
NET: DISAGREE	44%	CD	41%		35%		31%		58%	ABCD	76%	ABCDe
Somewhat disagree	19%		20%		18%		18%		21%		22%	
Strongly disagree	25%	CD	21%		18%		14%		37%	ABCD	55%	ABCDe

* 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=1075		N=125		N=324		N=256		N=295		N=70	*
Total (Unweighted)	N=1075		N=153		N=332		N=265		N=287		N=37	*
NET: AGREE	80%	b	72%		81%		82%	b	79%		90%	b
Strongly agree	41%		42%		47%	DE	36%		36%		54%	de
Somewhat agree	39%		31%		33%		46%	aBC	43%	bC	36%	
NET: DISAGREE	20%		28%	adf	19%		18%		21%		10%	
Somewhat disagree	12%		16%		14%		9%		11%		6%	
Strongly disagree	8%		12%	C	5%		9%		10%	c	4%	

* 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=1075		N=125		N=324		N=256		N=295		N=70	*
Total (Unweighted)	N=1075		N=153		N=332		N=265		N=287		N=37	*
NET: AGREE	36%	EF	39%	EF	48%	AEF	43%	aEF	21%		15%	
Strongly agree	11%	EF	11%	Ef	18%	AEF	13%	EF	3%		0%	
Somewhat agree	25%	E	28%	E	30%	E	30%	E	18%		15%	
NET: DISAGREE	64%	Cd	61%		52%		57%		79%	ABCD	85%	ABCD
Somewhat disagree	31%		31%		28%		31%		37%	c	27%	
Strongly disagree	32%	Cd	30%		24%		26%		43%	ABCD	58%	ABCD

* Table Base: US RESPONDENTS
I would prefer seeing ads that are relevant to the show that I'm watching (e.g., advertising similar products, following a similar tone or theme).

	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=1075		N=125		N=324		N=256		N=295		N=70	*
Total (Unweighted)	N=1075		N=153		N=332		N=265		N=287		N=37	*
NET: AGREE	61%	Ef	61%	E	74%	ABEF	70%	AbEF	42%		44%	
Strongly agree	16%	E	24%	aEF	23%	AEF	17%	E	7%		6%	
Somewhat agree	45%	E	37%		51%	BE	54%	ABE	35%		37%	
NET: DISAGREE	39%	CD	39%	Cd	26%		30%		58%	ABCD	56%	aCD
Somewhat disagree	23%	c	25%		17%		19%		29%	aCD	31%	c
Strongly disagree	16%	CD	14%		9%		10%		29%	ABCD	25%	CD

* Table Base: US RESPONDENTS
I would prefer seeing ads that feature the stars of the show I'm watching.

	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=1075		N=125		N=324		N=256		N=295		N=70	*
Total (Unweighted)	N=1075		N=153		N=332		N=265		N=287		N=37	*
NET: AGREE	48%	Ef	66%	ADEF	63%	ADEF	47%	E	28%		31%	
Strongly agree	14%	E	22%	ADE	23%	ADEf	10%	E	4%		9%	
Somewhat agree	34%	E	44%	AEF	40%	Ef	37%	E	24%		22%	
NET: DISAGREE	52%	BC	34%		37%		53%	BC	72%	ABCD	69%	aBC
Somewhat disagree	28%	Bc	16%		22%		31%	BC	38%	ABC	32%	b
Strongly disagree	24%	C	17%		15%		23%	C	34%	ABCD	37%	BC

* Table Base: US RESPONDENTS
I will stop watching a show if it has too many ads.

	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=1075		N=125		N=324		N=256		N=295		N=70	*
Total (Unweighted)	N=1075		N=153		N=332		N=265		N=287		N=37	*
NET: AGREE	65%	e	67%		68%	E	68%	e	58%		64%	
Strongly agree	30%		35%		34%	d	26%		27%		27%	
Somewhat agree	35%		32%		34%		41%	aE	31%		37%	
NET: DISAGREE	35%		33%		32%		32%		42%	aCd	36%	
Somewhat disagree	22%		19%		22%		20%		24%		30%	
Strongly disagree	13%		14%		10%		12%		18%	aC	6%	

* 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=1075		N=125		N=324		N=256		N=295		N=70	*
Total (Unweighted)	N=1075		N=153		N=332		N=265		N=287		N=37	*
NET: AGREE	78%	BF	63%		83%	BF	86%	ABEF	77%	Bf	61%	
Strongly agree	40%		37%		43%	e	47%	E	34%		35%	
Somewhat agree	38%	B	26%		40%	B	39%	B	43%	Bf	26%	
NET: DISAGREE	22%	D	37%	ACDE	17%		14%		23%	D	39%	ACDe
Somewhat disagree	12%		25%	ACDEF	13%		9%		8%		9%	

Strongly disagree

10% CD 12% Cd 5% 5% 14% aCD 29% ABCDe

* Table Base:

US RESPONDENTS

