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.

			Gender			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=1075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=1075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
On-demand streaming platform (e.g., Netflix, Hulu	An 64%	67%	63%	71% H	74% H	70% H	65% H	44%	66%	79% M	69%	68%	56%	76% <mark>qR</mark>	68% <mark>R</mark>	70% <mark>R</mark>	63% R	34%	57%	65% <mark>s</mark>	64%	70% <mark>S</mark>
Cable or satellite TV (e.g., Comcast, DISH Network	, Sp 50%	52%	49%	38%	43%	50% D	61% DEf	65% DEF	39%	51%	47%	64% Ik	66% Ik	37%	36%	52% NO	57% NO	65% NO	59% <mark>U</mark>	51% <mark>U</mark>	40%	51% <mark>u</mark>
Streaming service from a specific channel or netwo	ork 34%	41% C	28%	48% EFGH	37% H	34% H	29% H	17%	52% kLM	44%	37%	34%	28%	44% OpQR	30% <mark>R</mark>	31% <mark>R</mark>	24% R	7%	27%	36% <mark>S</mark>	31%	39% <mark>S</mark>
Live TV from a digital service (e.g., Sling, YouTube T	⁻ V, 29%	32%	26%	38% FGH	38% FGH	26% H	24% H	14%	39% KM	43% KIM	22%	27%	20%	36% QR	33% <mark>R</mark>	30% R	21% R	8%	24%	25%	36% <mark>ST</mark>	31%
Streaming service offered by a cable or satellite pr	ovi 19%	25% C	15%	25% H	20%	17%	20%	13%	26%	24%	23%	25%	22%	23% pR	16% r	13%	15% r	6%	19%	18%	16%	24%
Other streaming services (e.g., YouTube, Twitch)	26%	28%	25%	40% GH	31% GH	32% GH	16% <mark>h</mark>	9%	37% LM	32% M	38% LM	21% m	9%	43% oPQR	30% <mark>QR</mark>	25% <mark>qR</mark>	12%	9%	22%	29%	21%	31% <mark>su</mark>
None of these	7%	5%	9% <mark>B</mark>	4%	5%	5%	9% <mark>d</mark>	16% DEF	5%	0%	7% j	8% j	7% j	3%	9% N	4%	9% N	22% NOPQ	7%	6%	9%	8%
Count	2.31	2.49	2.16	2.63	2.47	2.34	2.23	1.76	2.64	2.73	2.43	2.47	2.08	2.62	2.22	2.26	2.02	1.49	2.15	2.30	2.18	2.54
* Table Base:	US RESPONDENTS																					
QS1Q2: Have you or has someone else in your ho	usehold paid to upgr	ade any of the foll	owing services to an ad-	free experience?																		
Live TV from a digital service (e.g., Sling, YouTub	e TV, Hulu Live)																					
			Gender			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=306	N=161	N=141	N=120	N=68 *	N=44 *	N=44 *	N=31 *	N=63 *	N=38 *	N=18 **	N=24 **	N=21 **	N=58 *	N=30 *	N=26 **	N=20 **	N=10 **	N=46 *	N=102	N=78 *	N=80 *
Total (Unweighted)	N=316	N=137	N=174	N=147	N=58 *	N=47 *	N=37 *	N=27 **	N=63 *	N=24 **	N=17 **	N=19 **	N=17 **	N=84 *	N=34 *	N=30 *	N=18 **	N=10 **	N=55 *	N=120	N=67 *	N=74 *
Yes	69%	75% <mark>C</mark>	61%	79% GH	75% <mark>gH</mark>	67% <mark>h</mark>	55%	40%	86% M	74%	80%	78%	45%	71% <mark>QR</mark>	77% <mark>QR</mark>	59% <mark>q</mark>	27%	29%	67%	69%	64%	74%
No	28%	22%	34% b	18%	23%	23%	44% Def	59% DEF	13%	25%	12%	22%	53% IK	23%	20%	31%	71% NOP	71% NOp	30%	25%	35%	23%
Not at all sure	3%	2%	5%	3%	2%	10%	1%	1%	2%	1%	9%	0%	2%	5%	3%	10%	3%	0%	3%	6%	1%	3%
* Table Base:	SUBSCRIBES TO A	DIGITAL SERVICE																				
Streaming service offered by a cable or satellite p	orovider (e.g., Xfinity	Stream, DISH Anyv	vhere)																			
			Gender			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=209	N=125	N=81 *	N=79 *	N=35 *	N=30 *	N=36 *	N=29 **	N=42 *	N=21 **	N=19 **	N=22 **	N=22 **	N=37 *	N=14 **	N=11 **	N=14 **	N=7 **	N=35 *	N=75 *	N=36 *	N=63 *
Total (Unweighted)	N=204	N=101	N=99 *	N=95 *	N=31 *	N=29 **	N=30 *	N=19 **	N=41 *	N=14 **	N=17 **	N=18 **	N=13 **	N=54 *	N=17 **	N=12 **	N=12 **	N=6 **	N=37 *	N=85 *	N=33 *	N=49 *
Yes	65%	64%	65%	79% FH	66% <mark>H</mark>	55%	74% <mark>H</mark>	26%	82% KM	67% <mark>m</mark>	50%	80% M	26%	75% <mark>r</mark>	65%	64%	64%	24%	66%	65%	65%	65%
No	31%	31%	32%	19%	31%	45% D	26%	55% D	17%	33%	50% I	20%	49% <mark>i</mark>	21%	28%	36%	36%	76% <mark>n</mark>	31%	33%	34%	27%
Not at all sure	4%	5%	3%	2%	3%	0%	0%	19% DFG	1%	0%	0%	0%	25% IjKl	3%	7%	0%	0%	0%	2%	2%	2%	8%
* Table Base:	SUBSCRIBES TO A	DIGITAL SERVICE																				
Streaming service from a specific channel or netw	vork (e.g., Discovery+	, NBC Peacock, HB	80 Max)																			
			Gender			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=367	N=207	N=152	N=153	N=65 *	N=58 *	N=52 *	N=38 *	N=83 *	N=38 *	N=31 *	N=29 **	N=30 *	N=70 *	N=27 **	N=27 **	N=23 **	N=9 **	N=50 *	N=148	N=68 *	N=101
Total (Unweighted)	N=363	N=177	N=178	N=165	N=62 *	N=56 *	N=46 *	N=34 *	N=79 *	N=30 *	N=25 **	N=22 **	N=26 **	N=86 *	N=32 *	N=31 *	N=24 **	N=8 **	N=59 *	N=159	N=55 *	N=90 *
Yes	61%	64%	57%	65% H	75% <mark>GH</mark>	60%	52%	37%	67% <mark>m</mark>	77% IM	81% IM	52%	36%	63% P	70% P	37%	52%	40%	62%	61%	58%	64%
No	34%	30%	41% b	32%	22%	34%	47% <mark>E</mark>	46% e	30%	19%	14%	48% JK	44% k	35%	26%	56% <mark>O</mark>	46%	53%	33%	37%	37%	29%

SUBSCRIBES TO A DIGITAL SERVICE * Table Base: On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)

5%

6%

$W_{ost}(\mathcal{V})$
Wost (\/)
, vest(v)
N=180
N=148
69%
31%
, 1%
(U) 5

2% 3% 4% 6% 1% DeG 3% 4% 5% 0% 20% II 2% 3% 7% 5% 3% 5% 7%

* Table Base: SUBSCRIBES TO A DIGITAL SERVICE

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

Not at all sure

			Gender				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=285	N=144	N=137	N=126	N=55 *	N=54	*	N=30 *	N=20 **	N=59 *	N=28 **	N=31 *	N=18 **	N=9 **	N=68 *	N=27 **	N=22 **	N=11 **	N=11 **	N=41 *	N=117	N=46 *	N=80 *
Total (Unweighted)	N=306	N=118	N=183	N=151	N=51 *	N=58	*	N=27 **	N=19 **	N=56 *	N=17 **	N=28 **	N=12 **	N=8 **	N=95 *	N=34 *	N=30 *	N=15 **	N=11 **	N=55 *	N=140	N=44 *	N=67 *
Yes	45%	46%	43%	53% FH	61% FGI	1 27%		30%	15%	57% KM	73% KLM	26%	25%	0%	49%	49%	29%	39%	27%	52%	44%	40%	44%
No	52%	50%	55%	47%	33%	66%	DE	66% <mark>E</mark>	79% <mark>DE</mark>	43%	20%	62% J	75% J	87% <mark>iJ</mark>	50%	47%	71%	50%	73%	45%	51%	59%	53%
Not at all sure	4%	5%	2%	1%	6% <mark>d</mark>	7%	D	4%	6%	0%	7%	12% I	0%	13%	1%	4%	0%	10% <mark>n</mark>	0%	4%	5%	1%	3%

* 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.

			Gender			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=1075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=1075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
None	13%	13%	13%	14%	17%	11%	13%	10%	13%	11%	17%	13%	16%	14% pr	24% nPR	5%	13%	5%	15%	12%	15%	12%
1-2 ads	36%	38%	34%	47% FGH	44% GH	36% <mark>gH</mark>	26%	23%	48% LM	53% LM	37% <mark>m</mark>	28%	22%	47% <mark>oQR</mark>	36%	35%	24%	24%	31%	37%	35%	40% <mark>s</mark>
3-4 ads	32%	30%	35%	32%	29%	35%	36%	29%	32%	25%	27%	32%	27%	33%	33%	42%	40%	31%	32%	33%	31%	31%
More than 4 ads	19%	19%	18%	7%	9%	18% <mark>DE</mark>	25% DE	38% DEFG	8%	11%	19%	27% lj	35% I <mark>Jk</mark>	6%	7%	18% <mark>No</mark>	23% NO	40% NOPQ	22%	19%	19%	16%

* 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.

			Gender			Age					Male Ag	ge				Female Ag	е				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=1075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=1075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
NET: AGREE	49%	49%	49%	56% gH	54% H	59% <mark>GH</mark>	46% H	32%	58% M	53% M	54% M	47% m	28%	53% <mark>R</mark>	55% <mark>R</mark>	64% QR	44%	36%	50%	48%	51%	49%
Strongly agree	15%	16%	14%	18%	18%	17%	12%	12%	15%	20%	15%	19%	12%	20% <mark>Q</mark>	16% <mark>q</mark>	20% <mark>Q</mark>	7%	11%	17%	16%	14%	15%
Somewhat agree	34%	33%	35%	38% H	36% H	42% H	33% H	21%	43% IM	34% M	39% M	28%	16%	33%	39% r	45% nR	38%	25%	33%	33%	38%	34%
NET: DISAGREE	51%	51%	51%	44%	46%	41%	54% <mark>dF</mark>	68% DI	EFG 42%	47%	46%	53%	72% IJK	47%	45%	36%	56% P	64% NC)P 50%	52%	49%	51%
Somewhat disagree	23%	19%	27% <mark>B</mark>	22%	26%	18%	23%	27%	17%	24%	17%	20%	21%	27%	28%	19%	26%	32% <mark>p</mark>	24%	24%	20%	24%
Strongly disagree	27%	32% C	24%	22%	20%	23%	32% DE	41% DI	EF 25%	23%	29%	34%	51% IJK	19%	17%	17%	30% <mark>op</mark>	33% NC	P 26%	28%	29%	27%

* Table Base: US RESPONDENTS

	Gender	Age
I would interact with an ad (e.g., answering a surve	y, scanning a QR code) before or during a show in exchange for an otherwise ad-free experience.	
* Table Base:	US RESPONDENTS	

		0 1		Gender		•	Age					Male Age					Female Age	9				Region	
	Total	I (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=10	075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=10	075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
NET: AGREE	56%		55%	57%	65% <mark>GH</mark>	64% <mark>gH</mark>	68% GH	53% H	32%	62% M	65% M	68% M	56% M	27%	69% QR	63% <mark>R</mark>	67% <mark>QR</mark>	50%	37%	48%	59% <mark>S</mark>	60% <mark>s</mark>	55%
Strongly agree	19%		17%	19%	26% GH	21% <mark>g</mark> H	24% GH	12%	8%	22% M	22% M	23% M	12%	6%	30% QR	20%	24% <mark>qR</mark>	13%	10%	18%	22%	16%	17%
Somewhat agree	38%		38%	38%	39% H	43% <mark>H</mark>	44% H	41% H	24%	40% M	43% M	45% M	44% M	21%	39%	43% r	43% r	37%	27%	30%	38%	43% <mark>S</mark>	38%
NET: DISAGREE	44%		45%	43%	35%	36%	32%	47% DeF	68% DE	FG 38%	35%	32%	44%	73% IJK	<mark>(L</mark> 31%	37%	33%	50% NP	63% NOP	52% <mark>Tu</mark>	41%	40%	45%
Somewhat disagree	19%		19%	19%	16%	23% d	17%	19%	22%	17%	26%	14%	18%	23%	14%	21%	19%	20%	22%	27% TUV	19%	16%	16%
Strongly disagree	25%		25%	24%	19%	12%	16%	28% dEF	46% DE	FG 22% j	9%	18%	26% J	51% I <mark>JK</mark>	L 17%	16%	13%	30% NoP	41% NOP	24%	22%	24%	29%

* Table Base: US RESPONDENTS

I would prefer to watch ads before a show rat	her than during a sho	w.																				
			Gender			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=1075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=1075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
NET: AGREE	80%	77%	83% <mark>B</mark>	79%	82%	83%	74%	83% <mark>g</mark>	72%	77%	85% i	77%	77%	86% <mark>Q</mark>	87% <mark>Q</mark>	81%	71%	88% <mark>Q</mark>	74%	82% <mark>s</mark>	80%	82%
Strongly agree	41%	39%	44%	47% Fg	45% f	34%	37%	40%	42%	50% <mark>K</mark>	30%	34%	34%	52% <mark>oPq</mark>	40%	37%	40%	46%	44%	40%	42%	41%
Somewhat agree	39%	38%	39%	32%	38%	49% Deg	37%	43% D	30%	28%	55% IJ	43% i	43% i	34%	47% <mark>nq</mark>	43%	32%	42%	30%	42% <mark>S</mark>	38%	40% <mark>s</mark>
NET: DISAGREE	20%	23% C	17%	21%	18%	17%	26% h	17%	28% <mark>k</mark>	23%	15%	23%	23%	14%	13%	19%	29% NOR	12%	26% t	18%	20%	18%
Somewhat disagree	12%	14%	10%	13%	13%	8%	15% f	9%	18% <mark>m</mark>	18%	9%	12%	7%	9%	9%	7%	18% <mark>np</mark>	9%	18% tuV	11%	10%	9%
Strongly disagree	8%	10%	7%	8%	4%	10%	11% <mark>e</mark>	8%	10%	5%	6%	11%	15% j	6%	4%	13% noR	11% r	2%	8%	7%	10%	9%

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

			Gender			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=1075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=1075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
NET: AGREE	36%	37%	35%	42% GH	55% DFGH	39% <mark>gH</mark>	28%	19%	41% IM	68% IKLM	40% M	27% M	11%	43% qR	43% <mark>qR</mark>	38%	29%	25%	34%	40%	33%	35%
Strongly agree	11%	11%	10%	17% GH	15% <mark>GH</mark>	13% GH	4%	4%	13% IM	16% LM	18% LM	4%	0%	21% PQR	13% <mark>Q</mark>	8%	3%	7%	9%	13%	8%	12%
Somewhat agree	25%	26%	25%	25% H	40% DFGH	26% H	24% <mark>h</mark>	15%	27% M	51% IKLM	22%	23%	11%	22%	30%	30%	26%	18%	25%	27%	25%	23%
NET: DISAGREE	64%	63%	65%	58% <mark>E</mark>	45%	61% <mark>E</mark>	72% DEf	81% DEF	59% J	32%	60% J	73% <mark>i</mark> J	89% IJKL	57%	57%	62%	71% no	75% <mark>NO</mark>	66%	60%	67%	65%
Somewhat disagree	31%	28%	35% <mark>b</mark>	31% <mark>e</mark>	22%	35% <mark>E</mark>	37% E	31% e	29% J	14%	31% J	40% J	26%	33%	29%	40%	35%	35%	39% tuv	30%	29%	29%
Strongly disagree	32%	35%	30%	27%	23%	25%	35% e	50% DEFG	30%	19%	29%	34%	62% IJKL	24%	28%	22%	36% np	40% NP	27%	30%	38% <mark>s</mark>	36% <mark>s</mark>
* Table Base:	US RESPONDENTS	S																				
I would prefer seeing ads that are relevant to th	e show that I'm watch	ning (e.g., advertising	g similar products, follov	wing a similar tone or	theme).																	
			Gender			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=1075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=1075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
NET: AGREE	61%	61%	61%	70% GH	73% <mark>GH</mark>	70% <mark>GH</mark>	51% <mark>h</mark>	40%	66% LM	79% LM	70% LM	48%	40%	74% <mark>QR</mark>	68% <mark>R</mark>	70% <mark>qR</mark>	55%	40%	49%	63% <mark>S</mark>	60% <mark>s</mark>	67% <mark>S</mark>
Strongly agree	16%	15%	17%	24% GH	21% GH	18% GH	9%	7%	20% LM	28% kLM	13%	6%	4%	29% OQR	14%	22% r	11%	10%	15%	18%	15%	17%
Somewhat agree	45%	46%	44%	45% H	52% H	52% H	43%	33%	46%	50%	57% M	41%	36%	45% r	54% <mark>R</mark>	48% r	44%	31%	34%	45% <mark>S</mark>	45% <mark>s</mark>	50% <mark>S</mark>
NET: DISAGREE	39%	39%	39%	30%	27%	30%	49% DEF	60% DEFg	34%	21%	30%	52% IJK	60% IJK	26%	32%	30%	45% <mark>Np</mark>	60% NOP	51% TuV	37%	40%	33%
Somewhat disagree	23%	23%	23%	18%	19%	21%	30% Def	27% <mark>d</mark>	19%	13%	19%	34% <mark>IJk</mark>	30% J	17%	26%	23%	27%	24%	29% T	20%	25%	22%
Strongly disagree	16%	16%	16%	12%	7%	9%	18% <mark>EF</mark>	33% DEFG	15%	8%	11%	18%	29% IJK	9%	7%	7%	19% <mark>nOp</mark>	36% NOPO	22% V	17%	16%	11%
* Table Base:	US RESPONDENT	S																				
I would prefer seeing ads that feature the stars	of the show I'm watch	ing.																				
		-	Gender			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=1075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=1075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
NET: AGREE	48%	49%	47%	65% FGH	60% FGH	46% <mark>gH</mark>	36%	26%	63% KLM	71% KLM	44% M	37% <mark>m</mark>	22%	67% OPQR	50% <mark>qR</mark>	49% <mark>qR</mark>	34%	30%	41%	51% <mark>s</mark>	47%	49%
Strongly agree	14%	16% <mark>c</mark>	11%	23% FGH	21% FGH	9%	4%	7%	22% KLM	34% KLM	8%	5%	5%	24% OPQR	9%	10%	4%	8%	12%	17%	12%	12%
Somewhat agree	34%	33%	36%	42% gH	39% H	37% H	31% H	20%	41% M	37% M	35% M	32% m	17%	43% <mark>qR</mark>	41% <mark>R</mark>	39% <mark>R</mark>	30%	22%	29%	34%	35%	37%
NET: DISAGREE	52%	51%	53%	35%	40%	54% DE	64% DEf	74% DEF	37%	29%	56% IJ	63% IJ	78% IJKI	33%	50% N	51% <mark>N</mark>	66% Nop	70% NOP	59% <mark>t</mark>	49%	53%	51%
Somewhat disagree	28%	27%	30%	19%	25%	31% D	39% DE	34% D	19%	14%	35% IJ	37% IJ	35% IJ	19%	35% N	27%	40% N	33% N	33% <mark>t</mark>	24%	34% T	27%
Strongly disagree	24%	24%	24%	16%	15%	23%	26% DE	39% DEFG	18%	15%	21%	26%	43% <mark>IJK</mark> I	15%	16%	25% <mark>n</mark>	26% <mark>n</mark>	36% <mark>NO</mark>	26%	25%	19%	24%
* Table Base:	US RESPONDENTS	S																				
I will stop watching a show if it has too many ad	ds.																					
			Gender			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 (К)	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=1075	N=509	N=540	N=319	N=177	N=170	N=182	N=227	N=160	N=87 *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=187	N=411	N=218	N=259
Total (Unweighted)	N=1075	N=448	N=603	N=366	N=167	N=178	N=172	N=192	N=152	N=62 *	N=75 *	N=78 *	N=96 *	N=214	N=105	N=103	N=94 *	N=96 *	N=211	N=450	N=192	N=222
NET: AGREE	65%	68% <mark>c</mark>	61%	68% <mark>g</mark>	65%	68%	58%	62%	65%	63%	72%	68%	72%	71% <mark>QR</mark>	66% <mark>Q</mark>	64% <mark>q</mark>	50%	55%	61%	65%	66%	66%
Strongly agree	30%	34% C	26%	33%	36% f	25%	28%	28%	31%	36%	32%	35%	37%	34% PQR	36% PQr	18%	21%	20%	28%	29%	34%	31%
Somewhat agree	35%	34%	35%	35%	29%	43% EG	31%	35%	34%	27%	40%	32%	35%	37%	30%	46% <mark>OQ</mark>	29%	34%	33%	37%	32%	35%
NET: DISAGREE	35%	32%	39% <mark>b</mark>	32%	35%	32%	42% d	38%	35%	37%	28%	32%	28%	29%	34%	36%	50% NOp	45% N	39%	35%	34%	34%
Somewhat disagree	22%	21%	24%	20%	25%	20%	28% d	21%	22%	26%	19%	24%	15%	18%	24%	21%	31% N	25%	26% t	18%	23%	25% <mark>t</mark>
Strongly disagree	13%	11%	15%	12%	10%	12%	14%	17%	13%	11%	9%	8%	14%	11%	10%	15%	19% n	20% no	13%	16% V	11%	9%
* Table Base:	US RESPONDENTS	S .																				
I multitask (e.g., channel surf, check my phone)) during commercial b	reaks.	Canada			-										- · · ·					Desia	
	T _A (/A)		Gender			Age			40.04/11		Male Age					Female Age					Region	147 . 7.1
T .4.1	i otal (A)		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+ (IVI)	18-34 (N)	35-44 (U)	45-54 (P)	55-64 (Q)	65+ (K)	Northeast (S)	South (T)	Wildwest (U)	west (V)
I OTAI	N=10/5	N=509	N=540	N=319	N=1//	N=1/U	N=182	N=227	N=160	N=8/ *	N=82 *	N=88 *	N=104	N=158	N=90 *	N=88 *	N=94 *	N=123	N=18/	N=411	N=218	N=259
i otal (Unweighted)	IN=10/5	N=448	N=bU3		N=10/	N=1/8	N=1/2	N=192	IN=152	N=62 *	N=/5			IN=214	IN=105	N=1U3	N=94 [↑]	IN=96 *	N=211	N=450	N=192	N=222
	/8%	/b%	80%	/ 0%	81%	89% DeGH	/8%	/2%	/5%	/0%	91% IJM	84% jM	66% 2007	//%	91% NQR	8/% Q	/3%	//%	81%	80%	/3%	/9%
Strongly agree	40%	38% 2004	43%	43% G	43% g	46% G	32%	38%	42%	32%	40%	33%	39%	44% q	53% Qr	52% Qr	31%	3/%	42%	42%	3/%	41%
Somewnat agree	38% 23%	38%	38%	34%	38%	42% d	46% Dh	34%	34%	38%	51% IM	51% IM	21%	34%	38% 0%	34%	42%	40%	39%	38%	36%	38%
	22%	24%	20%	24% F	19% t	11%	22% F	28% F	25% K	30% KI	9%	16%	34% KL	23% 0	9%	13%	27% OP	23% O	19%	20%	2/%	21%
Somewnat disagree	12%	14%	10%	16% FG	15% FG	/%	/%	11%	16%	25% KLm	1%	b%	10%	1/% OPq	5%	b%	8%	11%	12%	13%	14%	8%
Strongly disagree	10%	10%	10%	/%	4%	5%	15% DEF	17% DEF	9%	5%	2%	10% <mark>k</mark>	24% IJKI	6%	4%	7%	20% NOP	11% <mark>0</mark>	8%	8%	13% t	12%

* Table Base: US RESPONDENTS

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.

			House	ehold Income				Education			Er	nployed	(Children in HH		Parent o	of Child Under 18	Home	e Ownership		M	arital Status		Race/Ethnicity	, y
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75К - \$99.9К (D)	\$100K+	(E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)		No (J)	Yes (K)	No (L)	Yes (M))	No (N)	Homeowner (O)	Renter (P)	Marrie	ed (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=646		N=429	N=410	N=665	N=363		N=712	N=759	N=293	N=493	}	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267		N=314	N=349	N=269	N=643		N=432	N=412	N=663	N=363		N=712	N=714	N=334	N=484	ļ	N=591	N=736	N=90 *	N=138
On-demand streaming platform (e.g., Netflix, Hulu, Am	a: 64%	50%	71% <mark>B</mark>	74% <mark>B</mark>	71%	В	54%	67% F	71% F	69%	J	57%	75% L	58%	76%	Ν	58%	65%	65%	69%	R	61%	61%	64%	72% <mark>S</mark>
Cable or satellite TV (e.g., Comcast, DISH Network, Spe	ct 50%	41%	48%	57% <mark>B</mark>	55%	В	45%	46%	57% <mark>FG</mark>	47%		55%	42%	55% <mark>K</mark>	43%		54% M	56% P	35%	56%	R	46%	55% <mark>TU</mark>	41%	40%
Streaming service from a specific channel or network (e.¦34%	24%	30%	37% <mark>B</mark>	44%	BC	28%	37% F	36% f	40%	J	25%	41% L	30%	42%	Ν	30%	34%	34%	37%		32%	30%	37%	45% <mark>S</mark>
Live TV from a digital service (e.g., Sling, YouTube TV, F	lu 29%	27%	27%	30%	31%		26%	28%	31%	34%	J	21%	36% L	24%	38%	Ν	24%	29%	28%	29%		28%	27%	30%	33%
Streaming service offered by a cable or satellite provide	er 19%	14%	17%	23% B	24%	В	14%	19%	24% F	23%	J	14%	23% L	17%	23%		18%	21% p	15%	22%	r	17%	17%	17%	27% <mark>S</mark>
Other streaming services (e.g., YouTube, Twitch)	26%	26%	30%	29%	25%		23%	29%	26%	31%	J	20%	34% L	22%	33%	Ν	23%	25%	31% <mark>0</mark>	22%		30% <mark>Q</mark>	21%	31%	34% <mark>S</mark>
None of these	7%	9% <mark>dE</mark>	10% <mark>dE</mark>	4%	4%		12% <mark>gH</mark>	7%	5%	6%		10% i	4%	9% <mark>K</mark>	4%		9% M	6%	11% <mark>O</mark>	6%		9%	9% t	3%	4%
Count	2.31	1.93	2.33	2.53	2.54		2.01	2.33	2.50	2.50		2.02	2.55	2.16	2.59		2.16	2.36	2.19	2.41		2.23	2.22	2.22	2.55

* 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)

			Hous	sehold Income			Education			Employed		Children in HH	Pare	nt of Child Under 18	Hom	e Ownership	Ν	Marital Status		Race/Ethnicity	/
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75К - \$99.9К (D)	\$100K+ (E)	HS or Less (F)	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=306	N=81 *	N=46 *	N=41 *	N=128	N=84 *	N=103	N=73 *	N=218	N=89 *	N=148	N=159	N=137	N=169	N=217	N=81 *	N=143	N=164	N=176	N=38 *	N=59 *
Total (Unweighted)	N=316	N=105	N=54 *	N=48 *	N=93 *	N=81 *	N=99 *	N=86 *	N=226	N=90 *	N=151	N=165	N=136	N=180	N=218	N=91 *	N=150	N=166	N=203	N=26 **	N=51 *
Yes	69%	57%	74% <mark>b</mark>	72%	75% <mark>B</mark>	74% <mark>g</mark>	59%	67%	75% J	54%	73%	65%	73%	66%	69%	66%	70%	68%	63%	67%	80% <mark>S</mark>
No	28%	36% <mark>e</mark>	24%	28%	23%	20%	38% F	29%	21%	43%	23%	32%	23%	31%	29%	27%	28%	27%	33% U	29%	16%
Not at all sure	3%	8%	2%	0%	3%	5%	3%	4%	4%	3%	4%	3%	4%	3%	2%	8% <mark>O</mark>	2%	5%	4%	4%	4%

* Table Base: SUBSCRIBES TO A DIGITAL SERVICE

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

			House	ehold Income			Education			Employed	C	Children in HH	Parent	of Child Under 18	Home	e Ownership	M	arital Status		Race/Ethnicity	
	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)	No (L)	Yes (M)	No (N)	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=96 *	N=113	N=82 *	N=127	N=161	N=45 *	N=110	N=99 *	N=113	N=21 **	N=49 *
Total (Unweighted)	N=204	N=63 *	N=32 *	N=34 *	N=68 *	N=49 *	N=61 *	N=58 *	N=156	N=48 *	N=93 *	N=111	N=83 *	N=121	N=148	N=52 *	N=98 *	N=106	N=123	N=21 **	N=38 *
Yes	65%	71%	68%	55%	67%	64%	68%	68%	68%	59%	76% L	56%	75% <mark>n</mark>	59%	68%	55%	64%	66%	56%	67%	82% <mark>S</mark>
No	31%	28%	29%	43%	27%	34%	31%	29%	28%	39%	22%	39% <mark>K</mark>	24%	35%	28%	42%	30%	32%	42% <mark>U</mark>	33% U	6%
Not at all sure	4%	1%	3%	2%	6%	3%	1%	3%	5%	1%	2%	5%	1%	6%	4%	3%	6%	2%	2%	0%	12% <mark>S</mark>

* Table Base: SUBSCRIBES TO A DIGITAL SERVICE

Streaming service from a specific channel or network (e.g., Dis	iscovery+, NBC Peacock, HBO Max)
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		Household Income					Education			Employed		Children in HH	Parent	t of Child Under 18	Home	Ownership	N	larital Status		Race/Ethnicity	
	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)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=367	N=73 *	N=50 *	N=50 *	N=180	N=92 *	N=136	N=86 *	N=259	N=108	N=166	N=201	N=154	N=213	N=259	N=101	N=180	N=186	N=200	N=47 *	N=81 *
Total (Unweighted)	N=363	N=104	N=62 *	N=61 *	N=121	N=92 *	N=125	N=96 *	N=245	N=118	N=160	N=203	N=145	N=218	N=244	N=111	N=175	N=188	N=235	N=38 *	N=54 *
Yes	61%	65%	58%	60%	62%	60%	61%	64%	66% J	51%	63%	60%	62%	60%	64%	57%	63%	60%	62%	57%	58%
No	34%	32%	35%	35%	33%	33%	38%	35%	29%	47%	33%	35%	35%	34%	32%	38%	32%	37%	34%	43%	31%
Not at all sure	5%	2%	6%	5%	5%	7% <mark>Gh</mark>	1%	1%	5%	2%	4%	5%	3%	6%	4%	4%	6%	4%	4%	0%	11% st

* Table Base: SUBSCRIBES TO A DIGITAL SERVICE On-demand streaming platform (e.g., Netflix, Hulu, Amazon Prime Video)

			House	ehold Income			Education		Ei	nployed	Chi	dren in HH	Parent of	Child Under 18	Home	e Ownership	Mari	tal Status		Race/Ethnicity	
	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)	No (L)	Yes (M)	No (N)	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=309	N=384	N=277	N=416	N=495	N=190	N=340	N=352	N=400	N=80 *	N=130
Total (Unweighted)	N=698	N=228	N=130	N=109	N=197	N=175	N=242	N=180	N=447	N=251	N=307	N=391	N=272	N=426	N=469	N=216	N=338	N=360	N=471	N=57 *	N=95 *
Yes	67%	63%	65%	68%	73% <mark>b</mark>	64%	65%	68%	75% J	53%	78% L	59%	77% N	61%	69%	65%	68%	67%	61%	61%	83% <mark>ST</mark>
No	31%	35% <mark>e</mark>	35%	32%	25%	35%	32%	31%	23%	45%	20%	40% <mark>K</mark>	21%	38% M	30%	33%	32%	30%	37% <mark>U</mark>	36% <mark>U</mark>	16%
Not at all sure	2%	2%	1%	1%	1%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	3%	1%	3%	2%	4%	0%

* Table Base: SUBSCRIBES TO A DIGITAL SERVICE

Other streaming services (e.g., YouTube, Twitch)																					
			Hous	ehold Income			Education			Employed		Children in HH	Parent o	of Child Under 18	Home	Ownership	Ma	arital Status		Race/Ethnicity	
	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)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=285	N=77 *	N=50 *	N=40 *	N=103	N=76 *	N=109	N=62 *	N=199	N=85 *	N=138	N=147	N=121	N=164	N=189	N=91 *	N=108	N=176	N=141	N=39 *	N=60 *
Total (Unweighted)	N=306	N=120	N=53 *	N=45 *	N=71 *	N=88 *	N=102	N=76 *	N=207	N=99 *	N=146	N=160	N=126	N=180	N=186	N=113	N=127	N=179	N=180	N=26 **	N=51 *
Yes	45%	35%	53% <mark>b</mark>	53%	46%	42%	44%	43%	50% J	32%	50%	39%	50%	40%	46%	42%	45%	44%	43%	37%	60% <mark>s</mark>
No	52%	60%	45%	47%	50%	53%	54%	55%	48%	61% i	45%	58% <mark>k</mark>	46%	56%	51%	53%	50%	53%	53%	58%	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%	5%	3%

* 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.

	Household Income							Education		I	Employed	Chil	dren in HH	Parent of	f Child Under 18	Home	Ownership	Mar	ital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75К - \$99.9К (D)	\$100K+(E)	F	HS or Less (F)	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=1075	N=298	N=167	N=136	N=413	Ν	N=330	N=368	N=238	N=646	N=429	N=410	N=665	N=363	N=712	N=759	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267	Ν	N=314	N=349	N=269	N=643	N=432	N=412	N=663	N=363	N=712	N=714	N=334	N=484	N=591	N=736	N=90 *	N=138
None	13%	13%	13%	16%	12%	1	14%	12%	13%	14%	12%	13%	13%	12%	14%	12%	15%	9%	17% <mark>Q</mark>	12%	15%	16%
1-2 ads	36%	36%	30%	30%	43% <mark>C</mark>	.D 3	33%	36%	38%	39% J	31%	47% L	30%	46% N	31%	38%	33%	37%	35%	33%	36%	42% <mark>s</mark>
3-4 ads	32%	33%	36%	35%	29%	3	36%	30%	34%	32%	32%	31%	33%	32%	32%	30%	39% <mark>O</mark>	32%	32%	33%	39%	29%
More than 4 ads	19%	17%	20%	19%	16%	1	17%	22% H	15%	14%	25%	9%	25% <mark>K</mark>	10%	23% M	20% P	14%	22% R	16%	22% tu	11%	13%

* 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.

		Household Income					Education			Employed		Children in HH		Parent of Child U	Inder 18	Hon	ne Ownership		Marital Status		Race/Ethnici'	ty
	Total (A)	Less than \$50K (B)	\$50К - \$74.9К (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)	Yes (M)	No	(N)	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=646	N=429	N=410	N=665	N=363	N=7	12	N=759	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267	N=314	N=349	N=269	N=643	N=432	N=412	N=663	N=363	N=7	12	N=714	N=334	N=484	N=591	N=736	N=90 *	N=138
NET: AGREE	49%	52%	48%	51%	50%	49%	47%	52%	55% J	41%	57% <mark>L</mark>	45%	58%	N 45%	ò	50%	47%	49%	50%	46%	61% <mark>S</mark>	52%
Strongly agree	15%	19% <mark>c</mark>	12%	14%	16%	16%	12%	19% <mark>g</mark>	17%	13%	20% L	13%	21%	N 13%	, 5	16% <mark>p</mark>	11%	16%	15%	14%	19%	20%
Somewhat agree	34%	33%	36%	36%	34%	32%	35%	33%	38% J	28%	37%	32%	37%	32%	ò	33%	36%	33%	35%	32%	43% <mark>s</mark>	32%
NET: DISAGREE	51%	48%	52%	49%	50%	51%	53%	48%	45%	59%	43%	55% <mark>K</mark>	42%	55%	6 M	50%	53%	51%	50%	54% T	39%	48%
Somewhat disagree	23%	25%	29%	21%	21%	27%	23%	25%	21%	27% i	22%	24%	22%	24%	, 5	23%	26%	23%	24%	25% <mark>t</mark>	15%	21%
Strongly disagree	27%	23%	23%	29%	28%	24%	30%	23%	24%	33%	21%	31% <mark>K</mark>	20%	31%	6 M	28%	27%	29%	26%	29%	24%	27%

* 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.

			House	ehold Income			Education			Employed		Children in HH	Pa	arent of Chi	ild Under 18	Hom	e Ownership		Marital Status		Race/Ethnicit	.y
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75К - \$99.9К (D)	\$100K+(E)	HS or Less (F)	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=1075	N=298	N=167	N=136	N=413	N=330	N=368	N=238	N=646	N=429	N=410	N=665	N=363		N=712	N=759	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267	N=314	N=349	N=269	N=643	N=432	N=412	N=663	N=363		N=712	N=714	N=334	N=484	N=591	N=736	N=90 *	N=138
NET: AGREE	56%	56%	52%	58%	61%	52%	59%	59%	64%	J 44%	66% L	51%	66%	N	51%	56%	57%	54%	58%	52%	68% <mark>S</mark>	60%
Strongly agree	19%	23% cd	14%	14%	20%	16%	22%	17%	22%	J 13%	23% L	16%	24%	N	16%	18%	18%	19%	19%	16%	33% <mark>Su</mark>	20%
Somewhat agree	38%	34%	38%	44% <mark>b</mark>	41%	36%	37%	42%	42%	J 31%	43% L	35%	42% r	า	35%	38%	39%	36%	39%	37%	35%	40%
NET: DISAGREE	44%	44%	48%	42%	39%	48%	41%	41%	36%	56% I	34%	49% <mark>K</mark>	34%		49% <mark>M</mark>	44%	43%	46%	42%	48% T	32%	40%
Somewhat disagree	19%	21%	23% e	20%	16%	24%	19%	17%	17%	23% i	19%	19%	18%		20%	20%	17%	19%	19%	21% T	10%	18%
Strongly disagree	25%	23%	25%	22%	23%	24%	22%	24%	19%	33%	16%	30% <mark>K</mark>	16%		29% M	24%	26%	27%	23%	27%	22%	22%

* Table Base: US RESPONDENTS

I would prefer to watch ads before a show rathe	r than during a show.																				
			House	ehold Income			Education			Employed		Children in HH	Pare	ent of Child Under 18	Hom	e Ownership	N	larital Status		Race/Ethnicity	/
	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)	No (L)	Yes (M)	No (N)	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=646	N=429	N=410	N=665	N=363	N=712	N=759	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267	N=314	N=349	N=269	N=643	N=432	N=412	N=663	N=363	N=712	N=714	N=334	N=484	N=591	N=736	N=90 *	N=138
NET: AGREE	80%	82%	86% <mark>e</mark>	80%	78%	78%	82%	81%	82%	78%	79%	81%	80%	80%	80%	82%	82%	78%	81%	74%	81%
Strongly agree	41%	42%	44%	45%	41%	36%	44% f	46% f	44% j	37%	42%	41%	42%	41%	42%	41%	43%	40%	43%	40%	38%
Somewhat agree	39%	40%	42%	34%	38%	42%	38%	35%	37%	41%	37%	40%	38%	39%	38%	41%	39%	38%	38%	33%	43%
NET: DISAGREE	20%	18%	14%	20%	22% c	22%	18%	19%	18%	22%	21%	19%	20%	20%	20%	18%	18%	22%	19%	26%	19%
Somewhat disagree	12%	9%	9%	13%	13%	12%	10%	11%	13%	10%	14%	10%	13%	11%	12%	11%	11%	12%	12%	15%	10%
Strongly disagree	8%	9%	5%	8%	8%	10%	7%	8%	6%	12%	7%	9%	6%	9%	9%	7%	7%	9%	7%	11%	9%

* Table Base: US RESPONDENTS

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

			Housel	nold Income			Education			Employed	Ch	nildren in HH	Paren	t of Child Under 18	Hom	e Ownership	Μ	arital Status		Race/Ethnicity	,
	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)	No (L)	Yes (M)	No (N)	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=646	N=429	N=410	N=665	N=363	N=712	N=759	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267	N=314	N=349	N=269	N=643	N=432	N=412	N=663	N=363	N=712	N=714	N=334	N=484	N=591	N=736	N=90 *	N=138
NET: AGREE	36%	39% <mark>c</mark>	29%	34%	40% C	37%	33%	39%	44% J	25%	46% L	30%	49% N	30%	37%	35%	36%	37%	33%	49% <mark>S</mark>	44% <mark>S</mark>
Strongly agree	11%	12% <mark>d</mark>	7%	6%	14% cD	10%	8%	15% <mark>fG</mark>	14% J	7%	15% L	9%	15% <mark>N</mark>	9%	11%	10%	11%	11%	9%	17% <mark>S</mark>	15% <mark>s</mark>
Somewhat agree	25%	26%	22%	27%	26%	27%	25%	24%	30% J	18%	32% L	21%	34% N	21%	26%	25%	25%	26%	24%	31%	29%
NET: DISAGREE	64%	61%	71% <mark>bE</mark>	66%	60%	63%	67%	61%	56%	75%	54%	70% <mark>K</mark>	51%	70% M	63%	65%	64%	63%	67% TU	51%	56%
Somewhat disagree	31%	31%	38% E	34%	28%	30%	32%	33%	29%	35%	26%	35% <mark>K</mark>	23%	35% M	30%	34%	29%	33%	33%	26%	28%
Strongly disagree	32%	31%	33%	32%	33%	33%	34%	27%	27%	40%	28%	35% <mark>K</mark>	28%	35% <mark>m</mark>	33%	30%	35%	30%	34%	26%	28%

* 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).

		Household Income				Education			Employed		Children in HH	Paren	t of Child Under 18	Hom	e Ownership	Γ	/larital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100К+ (E)	HS or Less (F)	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=1075	N=298	N=167	N=136	N=413	N=330	N=368	N=238	N=646	N=429	N=410	N=665	N=363	N=712	N=759	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267	N=314	N=349	N=269	N=643	N=432	N=412	N=663	N=363	N=712	N=714	N=334	N=484	N=591	N=736	N=90 *	N=138
NET: AGREE	61%	61%	62%	63%	62%	59%	62%	63%	65% J	55%	66% L	58%	68% N	58%	61%	61%	59%	63%	58%	68%	65%
Strongly agree	16%	18%	12%	19%	18%	14%	19%	16%	20% J	11%	20% L	14%	20% <mark>n</mark>	15%	16%	16%	14%	18%	14%	16%	24% <mark>S</mark>
Somewhat agree	45%	43%	50%	44%	44%	44%	42%	48%	44%	45%	45%	44%	48%	43%	45%	45%	44%	45%	44%	52%	41%
NET: DISAGREE	39%	39%	38%	37%	38%	41%	38%	37%	35%	45%	34%	42% <mark>K</mark>	32%	42% M	39%	39%	41%	37%	42%	32%	35%
Somewhat disagree	23%	22%	25%	24%	21%	22%	23%	23%	24%	21%	22%	23%	20%	24%	22%	27%	24%	22%	23%	19%	23%
Strongly disagree	16%	16%	13%	13%	17%	19%	15%	13%	12%	23%	13%	18% <mark>K</mark>	12%	18% <mark>M</mark>	18%	13%	17%	16%	19%	13%	12%

* Table Base: US RESPONDENTS

I would prefer seeing ads that feature the stars o	f the show I'm watching	•																			
			Hous	ehold Income			Education		I	Employed	Chi	ildren in HH	Parent o	f Child Under 18	Home	e Ownership	Μ	arital Status		Race/Ethnicity	/
	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)	No (L)	Yes (M)	No (N)	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=646	N=429	N=410	N=665	N=363	N=712	N=759	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267	N=314	N=349	N=269	N=643	N=432	N=412	N=663	N=363	N=712	N=714	N=334	N=484	N=591	N=736	N=90 *	N=138
NET: AGREE	48%	53% C	42%	49%	48%	51%	48%	44%	52% J	41%	57% L	42%	56% N	44%	48%	47%	44%	51% <mark>q</mark>	43%	60% <mark>S</mark>	60% <mark>S</mark>
Strongly agree	14%	16%	10%	10%	16%	12%	15%	16%	18% J	8%	17% L	12%	16%	13%	14%	13%	14%	14%	12%	13%	20% <mark>S</mark>
Somewhat agree	34%	37%	32%	40%	31%	39% H	34%	28%	35%	33%	40% L	30%	40% N	31%	34%	34%	30%	37% <mark>Q</mark>	30%	46% <mark>S</mark>	40% <mark>s</mark>
NET: DISAGREE	52%	47%	58% <mark>B</mark>	51%	52%	49%	52%	56%	48%	59% I	43%	58% <mark>K</mark>	44%	56% M	52%	53%	56% r	49%	57% <mark>TU</mark>	40%	40%
Somewhat disagree	28%	28%	34%	25%	26%	25%	29%	34% f	28%	29%	24%	31% <mark>K</mark>	25%	30%	27%	32%	31%	26%	33% TU	14%	18%
Strongly disagree	24%	19%	24%	25%	26% b	23%	23%	22%	20%	30% I	19%	27% K	19%	26% M	25%	20%	25%	22%	24%	27%	21%

* Table Base: US RESPONDENTS

I will stop watching a show if it has too many ads.

		Household Income					Education			Ei	nployed	C	Children in HH	Parent o	f Child Under 18	Home	e Ownership	Μ	larital Status		Race	Ethnicity/	
	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)	No (L)	Yes (M)	No (N)	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=646		N=429	N=410	N=665	N=363	N=712	N=759	N=293	N=493	N=582	N=655	N=126		N=180
Total (Unweighted)	N=1075	N=415	N=183	N=150	N=267	N=314	N=349	N=269	N=643		N=432	N=412	N=663	N=363	N=712	N=714	N=334	N=484	N=591	N=736	N=90	*	N=138
NET: AGREE	65%	66%	61%	61%	66%	58%	66%	66%	70%	J	57%	69% L	62%	69% <mark>n</mark>	62%	65%	65%	65%	64%	64%	58%		72% <mark>t</mark>
Strongly agree	30%	34%	28%	27%	31%	26%	34% f	32%	34%	J	24%	35% L	27%	34%	28%	30%	28%	30%	31%	28%	32%		32%
Somewhat agree	35%	32%	33%	34%	35%	32%	32%	34%	36%		32%	35%	34%	35%	34%	34%	37%	35%	34%	36%	26%		40% <mark>t</mark>
NET: DISAGREE	35%	34%	39%	39%	34%	42%	34%	34%	30%		43%	31%	38% K	31%	38% m	35%	35%	35%	36%	36%	42%	u	28%
Somewhat disagree	22%	20%	25%	33% BE	19%	29% <mark>gH</mark>	22%	17%	21%		25%	17%	25% <mark>K</mark>	17%	25% M	23%	21%	23%	22%	24%	20%		18%
Strongly disagree	13%	14% D	14% <mark>d</mark>	6%	14% D	12%	13%	17%	9%		19% I	13%	13%	14%	12%	12%	13%	12%	14%	11%	22%	SU	10%

* Table Base: US RESPONDENTS

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

		Household Income						Education			Employe	d		Children in HH	P	arent of Child Under 18	Hom	e Ownership	N	/larital Status		Race/Ethnicit	/		
	Total (A)	Less than \$50K (B)	\$50K - \$	574.9K (C)	\$75K - \$99.9K (D) \$10	DOK+ (E)	HS or L	ess (F)	Some College (G)	College Grad+ (H)	Yes (I)	No	(L)	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=1075	N=298	N=167		N=136	N=4	413	N=330		N=368	N=238	N=646	N=4	429	N=410	N=665	N=363	N=712	N=759	N=293	N=493	N=582	N=655	N=126	N=180
Total (Unweighted)	N=1075	N=415	N=183		N=150	N=2	267	N=314		N=349	N=269	N=643	N=4	432	N=412	N=663	N=363	N=712	N=714	N=334	N=484	N=591	N=736	N=90 *	N=138
NET: AGREE	78%	75%	86%	Bde	77%	79%	%	73%		80% f	84% F	81% J	749	%	81%	77%	81%	77%	78%	79%	81%	77%	80% <mark>t</mark>	70%	78%
Strongly agree	40%	37%	50%	BD	34%	42%	%	36%		42%	46% F	42%	39%	%	44%	38%	44%	39%	41%	37%	42%	39%	41%	34%	41%
Somewhat agree	38%	38%	37%		43%	36%	%	37%		38%	38%	40%	35%	%	37%	39%	38%	38%	37%	42%	39%	37%	39%	36%	37%
NET: DISAGREE	22%	25% <mark>C</mark>	14%		23% C	219	% <mark>C</mark>	27%	gH	20%	16%	19%	26%	% I	19%	23%	19%	23%	22%	21%	19%	23%	20%	30% <mark>s</mark>	22%
Somewhat disagree	12%	13%	10%		12%	119	%	15%	Н	12%	7%	12%	119	%	13%	11%	13%	11%	11%	12%	10%	13%	11%	14%	11%
Strongly disagree	10%	12% C	3%		11% <mark>C</mark>	10%	% <mark>C</mark>	12%		8%	9%	7%	15%	% I	7%	12% <mark>K</mark>	6%	12% M	11%	8%	9%	10%	9%	15%	11%
* Table Base:	US RESPONDEN	NTS																							

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 18-2	24 (B)	Millennial	s 25-40 (C)	Gen X 41-5	56 (D)	Boomers 5	57-75 (E)	Silent 76-9	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, A	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%	е	12%		26%	е
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% <mark>c</mark>
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)	Millennia	als 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	l (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-9	3 (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%	С	1%		0%	

* Table Base:				SUBSCRIBES TO A DIGITAL SERVICE

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

	Total (A)		Gen Z 18-2	24 (B)	Millennial	s 25-40 (C)	Gen X 41-5	56 (D)	Boomers 5	7-75 (E)	Silent 76-9	3 (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%	С	51%		41%		57%	С	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 18-2	24 (B)	Millennial	s 25-40 (C)	Gen X 41-	56 (D)	Boomers 5	57-75 (E)	Silent 76-9) 3 (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 18-2	24 (B)	Millennial	s 25-40 (C)	Gen X 41-5	56 (D)	Boomers 57-75 (E)	Silent 76-9	3 (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%	е	56%	aEf	58%	AEf	37%	39%	
Strongly agree	15% <mark>E</mark> 2		16%	е	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%	С	24%		21%		23%		39%	ABCD	35%	С

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

* Table Base:

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%	С	27%	
Strongly disagree	32%	Cd	30%		24%		26%		43%	ABCD	58%	ABCD

* Table Base:

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).

US RESPONDENTS

US RESPONDENTS

	Total (A) Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomer	s 57-75 (E)	Silent 76-93 (F)			
Total	N=1075		N=125	N=125		N=324		N=256			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%	С	25%		17%		19%		29%	aCD	31%	С
Strongly disagree	16%	CD	14%		9%		10%		29%	ABCD	25%	CD
* Table Base:	US RESP	ONDENTS										
I would prefer seeing ads that feature	the stars of the show I	'm watchi	ng.									
	Total (A)	Gen Z 1	.8-24 (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

* Table Base:

US RESPONDENTS

I will stop watching a show if it has too many ads.

	Total (A) N=1075		Gen Z 18-24 (B)	Millennials 25-40 (C) N=324		Gen X 41-56 (D) N=256		Boomers 57-75 (E) N=295		Silent 76-93 (F)	
Total			N=125							N=70	*
Total (Unweighted)	N=1075		N=153	N=332		N=265		N=287		N=37	*
NET: AGREE	65%	е	67%	68%	E	68%	е	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%	В	26%		40%	В	39%	В	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

Ι.