100722 - HOD FLASH (24 HOUR) SURVEY

QS4Q1: [res transfer_3]Which of the following services do you currently subscribe to? Please select all that apply.

		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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
On-demand streaming platform (e.g., Netflix, Hulu, Disney	57%	55%	59%	63% H	60% H	66% H	58% H	41%	55% m	66% M	65% M	55% m	41%	72% OR	54% r	67% oR	61% R	41%	57%	56%	53%	63%
Cable or satellite TV (e.g., Comcast, DISH Network, Spectru	48%	48%	47%	38%	41%	37%	49% Df	71% DEFG	46%	36%	36%	48%	70% IJKL	30%	46% N	39%	50% N	73% NOPQ	54% UV	53% UV	38%	42%
Streaming service from a specific channel or network (e.g.,	42%	43%	40%	47% H	53% GH	50% gH	38% H	23%	51% M	56% LM	47% M	38% m	23%	43% R	51% R	53% qR	39% R	23%	43%	41%	41%	43%
Live TV from a digital service (e.g., Sling TV, YouTube TV)	20%	24% C	17%	26% GH	27% GH	21% gh	12%	13%	30% LM	29% LM	32% LM	10%	16%	22% pr	25% PR	11%	15%	11%	16%	21%	18%	24% s
Streaming service offered by a cable or satellite provider (e	19%	23% C	15%	23% f	19%	14%	18%	16%	27% k	21%	14%	28% k	19%	19% q	17%	15%	9%	14%	20%	18%	16%	21%
Other streaming services (e.g., YouTube, Twitch)	22%	19%	24%	27% gH	28% gH	22% H	19% H	11%	22% M	26% M	22% M	21% M	6%	33% pQR	31% QR	21%	17%	14%	19%	21%	19%	25%
None of these	7%	5%	8% b	10% Eh	2%	5%	11% Efh	5%	8% J	0%	3%	10% Jm	3%	11%	4%	7%	12% o	7%	7%	5%	12% Tv	6%

* Table Base: US RESPONDENTS

QS4Q2: Which of the following types of devices do you use to watch content on streaming services? Please select all that apply.

		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=829	N=413	N=412	N=261	N=159	N=144	N=134	N=130	N=130	N=80 *	N=74 *	N=68 *	N=63 *	N=130	N=80 *	N=70 *	N=66 *	N=67 *	N=146	N=317	N=162	N=204
Total (Unweighted)	N=845	N=387	N=453	N=241	N=174	N=149	N=132	N=149	N=111	N=84 *	N=65 *	N=55 *	N=75 *	N=130	N=90 *	N=84 *	N=77 *	N=74 *	N=160	N=375	N=164	N=146
Smart TV (without the use of an additional internet-ready	67%	66%	68%	61%	63%	73% De	68%	73% De	55%	66%	71% i	66%	82% IJl	68%	60%	76% o	70%	66%	68%	63%	65%	73% t
Smartphone	62%	61%	63%	76% fGH	71% GH	66% GH	48% H	30%	76% LM	72% LM	64% LM	42%	33%	77% QR	70% qR	69% R	55% R	27%	63%	66% u	57%	58%
Laptop computer	42%	41%	42%	53% FGH	47% GH	39% h	30%	27%	49% LM	48% lM	42%	30%	29%	57% PQR	47% qR	35%	30%	25%	39%	47% U	36%	40%
Tablet	36%	34%	38%	40% GH	43% GH	36%	27%	29%	41% LM	41% LM	38% lm	21%	22%	39%	45%	33%	33%	35%	35%	40% U	28%	37%
Desktop computer	25%	29% C	20%	29% G	28% G	26% G	14%	21%	36% L	27%	30%	17%	26%	22%	29% Q	22%	12%	17%	27%	27% u	19%	24%
Separate internet-ready device plugged into a TV or monit	22%	23%	21%	24%	26% h	17%	26% h	16%	23%	26%	18%	33% km	19%	24%	26%	17%	19%	14%	21%	27% V	24% v	15%
Other	1%	1%	2%	0%	1%	0%	4% Df	3%	1%	0%	0%	4%	2%	0%	3%	1%	3% n	4% n	1%	1%	2%	2%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q3: About 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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
None	9%	8%	9%	14% EGH	5%	13% EgH	6%	4%	12% jm	4%	12%	8%	5%	16% OQR	6%	14% QR	4%	4%	8%	7%	10%	13% T
1-2 ads	32%	34%	31%	49% FGH	44% FGH	24% h	23% h	15%	50% KLM	55% KLM	16%	26% m	13%	47% oPQR	34% QR	31% R	20%	16%	37%	33%	30%	30%
3-4 ads	37%	38%	36%	30%	37%	46% Dg	35%	41% D	31%	33%	54% IJL	36%	43%	28%	42% n	37%	35%	39%	35%	39%	38%	34%
More than 4 ads	22%	19%	24% b	8%	13% d	18% D	36% DEF	40% DEF	7%	9%	18% I	31% IJ	39% IJK	9%	17% n	18% n	41% NOP	40% NOP	19%	22%	23%	24%

* Table Base: US RESPONDENTS

QS4Q4: Which of the following statements are true for you? Please select all that apply.

		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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
Streaming platforms that combine content from multiple	38%	40%	36%	44% GH	52% GH	42% GH	28%	24%	43% Lm	60% ikLM	45% LM	24%	29%	45% qR	43% R	39% R	33% r	20%	45% t	36%	37%	36%
Streaming service bundles (i.e., Disney's bundle of Disney+	35%	38%	32%	49% fGH	46% GH	38% GH	26% H	13%	49% LM	49% lM	49% lM	30% M	11%	49% PQR	43% pQR	28% R	23%	15%	39%	34%	38%	31%
I'm willing to pay more for a streaming service to get an ad	24%	22%	25%	31% GH	26% H	24% H	20%	15%	26%	26%	26%	15%	16%	36% pR	26% r	23%	25% r	14%	19%	26% sU	18%	28% sU
I have canceled a cable TV package in the last 12 months.	11%	12%	10%	16% egH	10%	12%	9%	7%	20% KM	11%	6%	11%	6%	13%	8%	17% qr	7%	8%	5%	12% S	10% s	15% S
None of these	30%	25%	34% B	15%	15%	22%	41% DEF	57% DEFG	13%	11%	13%	41% IJK	50% IJK	18%	19%	31% no	41% NO	63% NOPQ	28%	28%	34%	29%

* Table Base: US RESPONDENTS

QS4Q5: How much do you agree or disagree with each of the following statements?

There are too many ads on streaming platforms.

		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=829	N=413	N=412	N=261	N=159	N=144	N=134	N=130	N=130	N=80 *	N=74 *	N=68 *	N=63 *	N=130	N=80 *	N=70 *	N=66 *	N=67 *	N=146	N=317	N=162	N=204
Total (Unweighted)	N=845	N=387	N=453	N=241	N=174	N=149	N=132	N=149	N=111	N=84 *	N=65 *	N=55 *	N=75 *	N=130	N=90 *	N=84 *	N=77 *	N=74 *	N=160	N=375	N=164	N=146
Agree (Net)	73%	76%	71%	73%	79% f	69%	74%	71%	71%	80%	76%	83%	73%	75% p	77% P	61%	65%	70%	72%	72%	72%	76%
Strongly agree	34%	33%	35%	33%	40% f	29%	34%	35%	28%	42% i	33%	35%	30%	38% p	38% p	25%	33%	40% p	29%	33%	34%	40% s
Somewhat agree	39%	43% c	35%	40%	39%	40%	39%	36%	43%	38%	44%	47%	42%	37%	39%	36%	31%	30%	44%	38%	38%	37%
Disagree (Net)	21%	19%	22%	24%	18%	22%	18%	19%	26% L	17%	18%	9%	20%	21%	19%	27%	27%	17%	24%	22%	19%	18%
Somewhat disagree	15%	14%	17%	18%	13%	16%	13%	16%	16%	14%	14%	8%	18%	20%	11%	17%	19%	14%	18%	15%	14%	15%
Strongly disagree	5%	5%	5%	6%	6%	7%	5%	3%	10% lm	3%	4%	2%	2%	1%	8% N	10% N	9% N	3%	6%	7% v	4%	2%
Not applicable	6%	5%	7%	3%	3%	9% DE	8% de	10% DE	3%	2%	6%	8%	8%	4%	3%	12% no	8%	13% NO	4%	6%	9%	6%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

In general, I'm not interested in the products that are advertised to me on streaming services.

		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=829	N=413	N=412	N=261	N=159	N=144	N=134	N=130	N=130	N=80 *	N=74 *	N=68 *	N=63 *	N=130	N=80 *	N=70 *	N=66 *	N=67 *	N=146	N=317	N=162	N=204
Total (Unweighted)	N=845	N=387	N=453	N=241	N=174	N=149	N=132	N=149	N=111	N=84 *	N=65 *	N=55 *	N=75 *	N=130	N=90 *	N=84 *	N=77 *	N=74 *	N=160	N=375	N=164	N=146
Agree (Net)	70%	71%	69%	72% F	70% f	60%	74% F	75% F	66%	76%	65%	73%	83% IK	78% oP	65%	55%	76% P	67%	69%	69%	73%	71%
Strongly agree	33%	33%	32%	32%	34%	24%	35% f	40% F	27%	38%	29%	32%	44% I	37% P	29%	19%	38% P	36% P	30%	32%	37%	32%
Somewhat agree	38%	39%	37%	40%	37%	36%	40%	35%	39%	38%	35%	41%	40%	41%	36%	36%	38%	31%	39%	38%	36%	39%
Disagree (Net)	25%	25%	24%	25%	25%	33% GH	20%	19%	31% M	23%	33% M	21%	13%	20%	27%	32% n	19%	25%	28%	26%	21%	23%
Somewhat disagree	17%	18%	16%	18%	16%	22% h	16%	13%	23% m	16%	22%	14%	11%	13%	16%	22%	17%	16%	19%	17%	17%	16%
Strongly disagree	7%	7%	8%	7%	9%	10% g	4%	6%	8%	6%	10% m	6%	3%	7%	11% Q	11% q	2%	9% q	8%	9%	4%	7%
Not applicable	5%	3%	7% B	3%	5%	8% d	6%	6%	3%	2%	3%	6%	3%	3%	8%	13% N	5%	8%	3%	5%	6%	6%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

Overall, ads aired on streaming platforms are less interesting than ads aired on other TV services (e.g., cable, satellite).

		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=829	N=413	N=412	N=261	N=159	N=144	N=134	N=130	N=130	N=80 *	N=74 *	N=68 *	N=63 *	N=130	N=80 *	N=70 *	N=66 *	N=67 *	N=146	N=317	N=162	N=204
Total (Unweighted)	N=845	N=387	N=453	N=241	N=174	N=149	N=132	N=149	N=111	N=84 *	N=65 *	N=55 *	N=75 *	N=130	N=90 *	N=84 *	N=77 *	N=74 *	N=160	N=375	N=164	N=146
Agree (Net)	55%	57%	53%	59% H	60% H	56% h	51%	43%	54%	63% M	66% M	57%	45%	64% PQR	57% r	45%	44%	42%	55%	55%	54%	56%
Strongly agree	21%	22%	20%	25% gH	28% FGH	17%	16%	14%	25%	26%	23%	16%	15%	26% P	31% PQR	10%	15%	14%	21%	23%	22%	18%
Somewhat agree	34%	35%	32%	34%	32%	39%	35%	29%	29%	37%	43%	41%	30%	38%	27%	34%	29%	28%	33%	32%	32%	38%
Disagree (Net)	34%	34%	33%	32%	35%	32%	37%	36%	38%	34%	26%	31%	42% k	26%	36%	38%	42% N	30%	38%	34%	33%	32%
Somewhat disagree	26%	27%	23%	24%	27%	23%	25%	30%	30%	28%	19%	23%	37% K	18%	26%	28%	27%	24%	32% T	21%	30% T	25%
Strongly disagree	8%	7%	10%	8%	8%	9%	12%	6%	8%	6%	8%	8%	5%	9%	10%	10%	15%	6%	6%	13% SU	2%	7% u
Not applicable	11%	8%	14% B	9%	5%	12% E	13% E	21% DEf	8%	3%	7%	12% j	13% J	10%	7%	17% o	13%	28% NOq	7%	11%	14% s	12%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

I see the same advertisements repeatedly on streaming services.

		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=829	N=413	N=412	N=261	N=159	N=144	N=134	N=130	N=130	N=80 *	N=74 *	N=68 *	N=63 *	N=130	N=80 *	N=70 *	N=66 *	N=67 *	N=146	N=317	N=162	N=204
Total (Unweighted)	N=845	N=387	N=453	N=241	N=174	N=149	N=132	N=149	N=111	N=84 *	N=65 *	N=55 *	N=75 *	N=130	N=90 *	N=84 *	N=77 *	N=74 *	N=160	N=375	N=164	N=146
Agree (Net)	81%	81%	81%	80%	82%	79%	80%	85%	73%	84%	83%	86% i	84%	86% pq	80%	75%	74%	86%	82%	79%	81%	83%
Strongly agree	42%	38%	46% B	42%	46%	39%	40%	40%	32%	42%	40%	41%	38%	52% p	51%	38%	40%	41%	36%	43%	42%	44%
Somewhat agree	39%	43% c	35%	37%	35%	40%	40%	46% e	41%	42%	43%	45%	46%	34%	29%	37%	34%	45% o	46% t	36%	39%	39%
Disagree (Net)	13%	14%	12%	16% H	15% H	11%	12%	7%	22% kLM	15%	9%	6%	10%	9%	15% r	14% r	18% R	4%	14%	16% v	12%	9%
Somewhat disagree	8%	9%	7%	11% H	10% H	7%	5%	3%	15% lM	9%	7%	5%	3%	7%	11% r	8%	5%	3%	9%	9%	9%	5%
Strongly disagree	5%	5%	5%	5%	5%	4%	7%	4%	8%	6%	3%	1%	6%	2%	3%	6%	12% NoR	1%	5%	7% u	3%	4%
Not applicable	6%	5%	7%	5%	3%	9% E	8% e	8%	5%	1%	8% j	8% j	6%	5%	5%	11%	8%	9%	4%	5%	7%	8%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q6: Which of the following factors do you typically consider when deciding whether to subscribe to a streaming platform or service? Please select all that apply.

		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=829	N=413	N=412	N=261	N=159	N=144	N=134	N=130	N=130	N=80 *	N=74 *	N=68 *	N=63 *	N=130	N=80 *	N=70 *	N=66 *	N=67 *	N=146	N=317	N=162	N=204
Total (Unweighted)	N=845	N=387	N=453	N=241	N=174	N=149	N=132	N=149	N=111	N=84 *	N=65 *	N=55 *	N=75 *	N=130	N=90 *	N=84 *	N=77 *	N=74 *	N=160	N=375	N=164	N=146
Subscription cost	63%	61%	65%	54%	50%	72% DE	74% DE	75% DE	47%	45%	74% IJ	77% IJ	74% IJ	62%	56%	70%	70%	75% O	59%	60%	70% st	65%
Amount of content available	51%	51%	51%	51%	47%	54%	57%	49%	48%	48%	55%	56%	51%	55%	45%	52%	57%	47%	38%	55% S	52% S	55% S
Access to a specific piece of content (e.g., show, movie)	38%	33%	42% B	40%	34%	36%	38%	38%	32%	29%	40%	32%	37%	48% P	38%	32%	44%	40%	37%	36%	35%	42%
Uniqueness of content available (e.g., original or exclusive	36%	34%	38%	36%	39%	36%	31%	35%	35%	44% M	36%	29%	23%	38%	34%	36%	33%	47%	30%	34%	40% s	39%
Diversity of content available (e.g., formats, genres)	32%	32%	33%	45% EFGH	32% G	24%	19%	31% G	44% KLm	34% L	26%	14%	30% l	45% OPQ	30%	22%	25%	33%	33%	33%	29%	34%
Access to an ad-free experience	28%	25%	31%	31%	26%	35% Gh	23%	24%	26% l	24%	34% L	13%	30% L	36% R	29%	36% R	33% r	18%	22%	27%	29%	33% s
Trial experience (e.g., duration, terms)	22%	22%	21%	24%	21%	21%	20%	19%	26%	25%	22%	15%	20%	23%	17%	21%	25%	18%	20%	26% u	18%	20%
Number of users allowed on an account	21%	18%	25% B	29% EGH	18%	22% h	16%	13%	27% jlM	15%	16%	12%	10%	32% R	21%	27%	21%	15%	18%	23%	22%	19%
User feedback (e.g., reviews, recommendations from some	20%	18%	22%	30% EFGH	18%	16%	14%	11%	25% L	23% L	14%	6%	16%	36% OPR	13%	19% r	23% R	7%	20%	21% U	13%	25% U
User interface (e.g., menus, search function)	20%	19%	21%	25% fH	23% H	16%	18%	11%	22%	22%	17%	17%	12%	28% pR	25% R	15%	19%	11%	17%	22%	18%	20%
Brand loyalty	15%	16%	15%	20% fH	23% FGH	11%	13% h	6%	25% KM	18% m	8%	13%	7%	14% r	28% NpQR	14% r	12%	5%	18% u	18% U	10%	14%
Tiered subscription offerings	13%	14%	11%	17% FH	14% h	8%	13% h	6%	25% KLM	15%	6%	9%	7%	10%	12%	10%	18% r	6%	9%	14%	9%	16% su
Other	1%	1%	2%	0%	0%	0%	3% Def	5% DEF	0%	1%	0%	6% Ik	1%	0%	0%	0%	1%	10% NOPQ	0%	1%	0%	4% SU

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q7: 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 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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
Agree (Net)	46%	50% c	43%	56% fGH	65% FGH	45% H	41% H	24%	57% lM	67% LM	54% M	43% m	28%	56% PQR	63% PQR	36% R	40% R	20%	48%	49%	43%	44%
Strongly agree	11%	13%	10%	15% GH	21% FGH	10% H	7% H	2%	18% M	19% lM	13% M	9% m	3%	12% qR	24% NPQR	8% R	5%	1%	9%	12%	15% sV	7%
Somewhat agree	35%	37%	33%	41% H	43% H	35% H	35% H	22%	39% M	47% M	41% M	34%	25%	43% pR	39% R	29%	36% R	19%	39% U	37% U	28%	37% u
Disagree (Net)	54%	50%	57% b	44%	35%	55% dE	59% DE	76% DEFG	43%	33%	46%	57% iJ	72% IJKl	44%	37%	64% NO	60% NO	80% NOPQ	52%	51%	57%	56%
Somewhat disagree	24%	24%	25%	23%	18%	33% dEH	27% e	22%	26%	19%	25%	27%	21%	21%	18%	40% NOR	28%	23%	29%	24%	25%	22%
Strongly disagree	29%	26%	32% b	20%	17%	22%	31% DE	54% DEFG	17%	14%	21%	31% iJ	51% IJKL	23%	20%	23%	32% o	56% NOPQ	23%	27%	32% s	34% S

* 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.

		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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
Agree (Net)	51%	53%	48%	62% GH	64% fGH	53% H	44% H	28%	61% lM	70% KLM	53% M	46%	33%	63% QR	58% QR	54% R	42% R	24%	51%	53%	49%	48%
Strongly agree	16%	16%	16%	24% fGH	26% FGH	15% gH	8% H	3%	20% M	27% LM	17% M	10%	4%	28% PQR	25% QR	14% R	7%	2%	11%	18% Sv	20% Sv	12%
Somewhat agree	35%	37%	32%	38% H	38% H	38% H	35% h	25%	41% m	43% m	37%	36%	30%	35% r	34% r	39% R	34% r	22%	40% U	34%	30%	36%
Disagree (Net)	49%	47%	52%	38%	36%	47% e	56% DE	72% DEFG	39%	30%	47% J	54% iJ	67% IJK	37%	42%	46%	58% NO	76% NOPQ	49%	47%	51%	52%
Somewhat disagree	22%	21%	23%	19%	18%	25%	26% e	23%	18%	17%	23%	25%	22%	20%	18%	26%	27%	24%	24%	19%	24%	22%
Strongly disagree	28%	26%	29%	19%	18%	22%	30% DE	48% DEFG	21%	12%	23%	29% J	44% IJKl	17%	24%	20%	31% N	52% NOPQ	24%	28%	26%	30%

* Table Base: US RESPONDENTS

I would prefer to watch ads before a show rather than 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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
Agree (Net)	77%	78%	76%	74%	83% dh	79%	77%	74%	72%	87% lm	80%	77%	77%	77%	78%	77%	77%	73%	80%	77%	77%	75%
Strongly agree	33%	32%	34%	37% H	35% h	38% H	29%	26%	35%	31%	42% Lm	23%	27%	38% R	39% r	34%	34%	25%	30%	32%	42% STV	29%
Somewhat agree	44%	46%	42%	37%	48% d	41%	48% d	49% D	36%	56% Ik	39%	53% I	50% i	39%	39%	43%	43%	48%	50% U	45% U	35%	46% u
Disagree (Net)	23%	22%	24%	26% e	17%	21%	23%	26% e	28% J	13%	20%	23%	23% j	23%	22%	23%	23%	27%	20%	23%	23%	25%
Somewhat disagree	13%	14%	13%	14%	9%	15%	12%	15% e	16% j	6%	17% j	11%	16% J	12%	12%	14%	12%	14%	13%	13%	12%	15%
Strongly disagree	10%	8%	11%	12% f	8%	6%	12% f	10%	12% K	6%	2%	12% k	7%	11%	10%	9%	11%	13%	7%	10%	11%	11%

* Table Base: US RESPONDENTS

I would buy a product or service directly from an ad as it aired.

		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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
Agree (Net)	35%	38%	33%	43% GH	55% DFGH	38% GH	25% h	16%	41% lM	58% ILM	48% LM	26%	20%	45% PQR	53% PQR	29% R	23% r	12%	38%	36%	32%	35%
Strongly agree	10%	9%	11%	12% GH	20% dFGH	9% h	5%	3%	9%	16% LM	12% Lm	2%	4%	16% PqR	23% PQR	5%	7%	3%	8%	13% V	10%	6%
Somewhat agree	26%	29% C	22%	31% GH	36% GH	30% gH	20% h	13%	32% M	41% LM	36% M	24%	16%	29% QR	30% QR	24% R	16%	10%	30%	24%	22%	29%
Disagree (Net)	65%	62%	67%	57% E	45%	62% E	75% DEF	84% DEFg	59% J	42%	52%	74% IJK	80% IJK	55%	47%	71% NO	77% NO	88% NOPq	62%	64%	68%	65%
Somewhat disagree	31%	32%	31%	30%	25%	34% e	35% e	32%	33%	24%	32%	35%	33%	27%	26%	36%	35%	31%	35%	32%	28%	30%
Strongly disagree	34%	30%	37% b	27%	20%	27%	40% DEF	52% DEFG	26%	19%	20%	39% JK	47% IJK	28%	21%	35% o	42% nO	56% NOPq	28%	32%	40% St	36%

* 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).

		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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
Agree (Net)	60%	60%	60%	69% GH	65% gH	64% H	55% h	45%	61% M	72% lM	67% M	57%	46%	76% OPQR	58%	60% r	53%	45%	59%	61%	59%	59%
Strongly agree	12%	12%	12%	18% GH	19% GH	13% gH	7%	4%	16% LM	22% LM	18% LM	5%	5%	20% PQR	16% R	9% r	8% r	3%	8%	15% S	12%	11%
Somewhat agree	47%	46%	48%	51% h	46%	51%	48%	42%	45%	50%	49%	52%	40%	56% or	42%	52%	45%	43%	51%	46%	47%	49%
Disagree (Net)	40%	40%	40%	31%	35%	36%	45% De	55% DEFg	39%	28%	33%	43% j	54% IJK	24%	42% N	40% N	47% N	55% Np	41%	39%	41%	41%
Somewhat disagree	26%	27%	26%	20%	25%	25%	31% D	34% De	25%	21%	24%	28%	36% iJ	16%	28% N	26%	33% N	32% N	28%	27%	28%	23%
Strongly disagree	14%	14%	14%	11%	11%	11%	14%	21% DEF	14%	8%	9%	16%	18% J	8%	14%	14%	13%	23% N	13%	12%	13%	17%

* Table Base: US RESPONDENTS

I would prefer seeing ads that feature the stars of the show I'm watching.

		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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
Agree (Net)	48%	49%	48%	66% FGH	59% GH	50% GH	35% h	26%	62% LM	62% LM	51% lM	35%	27%	71% OPQR	55% QR	48% R	36%	25%	51%	49%	47%	46%
Strongly agree	14%	14%	14%	23% fGH	23% GH	15% GH	6% H	1%	17% LM	24% LM	22% LM	4%	2%	29% PQR	22% PQR	8% R	7% R	0%	11%	16%	17%	10%
Somewhat agree	34%	35%	34%	43% GH	36% H	34% h	30%	25%	45% klM	38% m	29%	31%	25%	41% qR	34%	40% R	29%	25%	40% u	33%	31%	35%
Disagree (Net)	52%	51%	52%	34%	41%	50% D	65% DEF	74% DEFg	38%	38%	49%	65% IJk	73% IJK	29%	45% N	52% N	64% NO	75% NOP	49%	51%	53%	54%
Somewhat disagree	29%	29%	30%	20%	26%	35% De	34% D	38% DE	19%	26%	34% I	35% I	36% I	20%	26%	36% N	32% n	40% NO	29%	30%	30%	28%
Strongly disagree	22%	22%	22%	14%	16%	15%	31% DEF	36% DEF	19%	12%	14%	29% Jk	36% IJK	9%	19% n	16%	33% NoP	35% NOP	20%	21%	23%	26%

* Table Base: US RESPONDENTS

QS4Q8: In general, would you be more or less likely to watch content if it was co-created (e.g., sponsored, featured product placements) by a non-media brand (e.g., Nike, Coca-Cola)?

		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=1045	N=503	N=538	N=304	N=174	N=164	N=173	N=230	N=153	N=86 *	N=81 *	N=83 *	N=104	N=152	N=88 *	N=84 *	N=90 *	N=127	N=180	N=401	N=215	N=249
Total (Unweighted)	N=1045	N=470	N=570	N=269	N=189	N=169	N=173	N=245	N=122	N=90 *	N=71 *	N=69 *	N=121	N=147	N=99 *	N=98 *	N=104	N=124	N=195	N=456	N=214	N=180
Likely (Net)	27%	32% C	22%	35% fGH	44% FGH	25% gH	16%	12%	36% LM	50% iKLM	34% M	21%	17%	33% PQR	37% PQR	16%	12%	8%	24%	29%	26%	25%
Much more likely	10%	12% C	8%	13% GH	19% FGH	9% H	5%	4%	13% l	27% IKLM	11%	4%	7%	13% R	12% R	7%	7% r	1%	6%	12% S	10%	10%
Somewhat more likely	16%	20% C	14%	22% GH	24% fGH	16% h	11%	8%	23% M	24% M	22% M	17%	10%	20% pQR	25% PQR	9%	5%	7%	18%	17%	16%	15%
Neither more nor less likely	60%	56%	65% B	49%	44%	67% DE	70% DE	77% DEF	45%	39%	60% iJ	67% IJ	73% IJ	52%	48%	74% NO	73% NO	80% NO	66% t	57%	64%	58%
Unlikely (Net)	13%	13%	14%	16% F	12%	8%	14%	11%	18% K	10%	6%	13%	10%	15%	15%	10%	16%	12%	10%	14%	9%	17% sU
Somewhat less likely	7%	8%	7%	11% FH	8%	4%	8%	4%	14% KM	7%	1%	9% k	5%	8%	8%	6%	7%	4%	7% U	7% U	3%	12% tU
Much less likely	6%	4%	7%	6%	5%	4%	6%	7%	5%	3%	5%	4%	5%	7%	6%	4%	9%	8%	3%	7% s	7% s	6%

* Table Base: US RESPONDENTS

100722 - HOD FLASH (24 HOUR) SURVEY

QS4Q1: [res transfer_3]Which of the following services do you currently subscribe to? Please select all that apply.

		Household Income				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)	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
On-demand streaming platform (e.g., Netflix, Hulu, Disney	57%	50%	55%	67% BC	61% B	54%	60%	59%	65% J	46%	64% L	54%	65% N	54%	56%	61%	60%	55%	56%	52%	67% sT
Cable or satellite TV (e.g., Comcast, DISH Network, Spectru	48%	38%	54% Bd	44%	54% Bd	39%	47%	54% F	42%	56% I	48%	47%	47%	48%	53% P	39%	51%	45%	51% U	49% u	37%
Streaming service from a specific channel or network (e.g.,	42%	36%	41%	40%	47% B	41%	41%	46%	49% J	31%	58% L	32%	60% N	33%	42%	43%	42%	41%	40%	51% s	41%
Live TV from a digital service (e.g., Sling TV, YouTube TV)	20%	17%	17%	16%	26% BCD	21%	19%	23%	25% J	14%	29% L	15%	30% N	16%	20%	21%	22%	19%	19%	24%	28% s
Streaming service offered by a cable or satellite provider (e	19%	17%	16%	19%	22%	16%	18%	23% f	23% J	13%	21%	18%	22%	17%	20%	16%	20%	18%	16%	32% SU	16%
Other streaming services (e.g., YouTube, Twitch)	22%	27% E	24%	20%	18%	25% h	23%	18%	24% J	18%	27% L	19%	25%	20%	21%	23%	16%	26% Q	17%	27% S	29% S
None of these	7%	12% CdE	4%	6%	3%	13% GH	5%	3%	4%	11% I	4%	9% K	3%	9% M	5%	8% o	5%	8%	6%	5%	12% St

* Table Base: US RESPONDENTS

QS4Q2: Which of the following types of devices do you use to watch content on streaming services? Please select all that apply.

		Household Income				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)	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=829	N=229	N=134	N=111	N=343	N=264	N=278	N=182	N=546	N=283	N=336	N=493	N=299	N=530	N=535	N=281	N=378	N=450	N=499	N=106	N=144
Total (Unweighted)	N=845	N=241	N=170	N=128	N=294	N=234	N=279	N=212	N=550	N=295	N=352	N=493	N=322	N=523	N=567	N=267	N=442	N=403	N=571	N=111	N=84 *
Smart TV (without the use of an additional internet-ready	67%	59%	64%	63%	74% BCD	64%	62%	73% fG	67%	67%	71% l	64%	72% N	64%	69%	63%	74% R	61%	66%	61%	75% t
Smartphone	62%	67% d	60%	57%	59%	67% H	62%	54%	67% J	52%	73% L	54%	73% N	55%	59%	68% O	58%	65% q	56%	73% S	72% S
Laptop computer	42%	41%	38%	37%	45%	35%	43%	45% f	47% J	31%	50% L	36%	49% N	38%	46% P	34%	40%	43%	40%	50% s	38%
Tablet	36%	37%	39%	31%	36%	39%	33%	33%	39% J	30%	45% L	30%	45% N	31%	35%	38%	33%	38%	31%	47% S	50% S
Desktop computer	25%	24% d	23%	15%	29% D	25%	20%	31% G	28% J	18%	29% l	22%	27%	23%	28% P	19%	28% r	22%	22%	38% Su	24%
Separate internet-ready device plugged into a TV or monit	22%	21%	25%	25%	21%	20%	22%	22%	24%	19%	25%	21%	25%	21%	24%	19%	24%	21%	25% U	22% u	11%
Other	1%	1%	2%	1%	2%	2%	1%	1%	1%	3% i	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q3: About 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		
	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
None	9%	7%	7%	14% BCE	8%	10%	9%	7%	11% j	7%	6%	11% K	5%	11% M	8%	8%	7%	10%	9%	6%	11%
1-2 ads	32%	39% cE	30%	31%	30%	36%	32%	29%	36% J	26%	40% L	28%	40% N	28%	31%	35%	28%	36% Q	29%	36%	39% s
3-4 ads	37%	36%	39%	30%	40% d	36%	37%	38%	35%	39%	40%	35%	39%	36%	36%	40%	42% R	33%	37%	38%	34%
More than 4 ads	22%	17%	25% b	25% b	23%	18%	21%	26% F	18%	28% I	15%	26% K	15%	25% M	24% P	17%	23%	21%	26% U	19%	15%

* Table Base: US RESPONDENTS

QS4Q4: Which of the following statements are true for you? Please select all that apply.

		Household Income				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)	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
Streaming platforms that combine content from multiple	38%	36%	41%	42%	39%	33%	39%	42% f	46% J	27%	51% L	31%	52% N	31%	37%	41%	39%	38%	36%	48% S	37%
Streaming service bundles (i.e., Disney's bundle of Disney+	35%	32%	43% Bd	32%	37%	35%	36%	35%	45% J	21%	50% L	27%	52% N	27%	35%	36%	34%	36%	31%	43% S	41% s
I'm willing to pay more for a streaming service to get an ad	24%	19%	24%	28% b	26%	21%	23%	27%	29% J	16%	27% l	22%	25%	23%	24%	23%	22%	25%	24%	26%	20%
I have canceled a cable TV package in the last 12 months.	11%	16% CD	7%	7%	11%	14%	9%	12%	12%	10%	15% L	9%	16% N	9%	11%	12%	10%	12%	10%	12%	16%
None of these	30%	31%	28%	28%	28%	31%	27%	27%	17%	47% I	13%	39% K	11%	39% M	31% p	24%	31%	28%	34% TU	18%	23%

* Table Base: US RESPONDENTS

QS4Q5: How much do you agree or disagree with each of the following statements?

There are too many ads on streaming platforms.

		Household Income				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)	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=829	N=229	N=134	N=111	N=343	N=264	N=278	N=182	N=546	N=283	N=336	N=493	N=299	N=530	N=535	N=281	N=378	N=450	N=499	N=106	N=144
Total (Unweighted)	N=845	N=241	N=170	N=128	N=294	N=234	N=279	N=212	N=550	N=295	N=352	N=493	N=322	N=523	N=567	N=267	N=442	N=403	N=571	N=111	N=84 *
Agree (Net)	73%	72%	74%	80% e	71%	73%	74%	72%	75%	70%	73%	73%	74%	72%	74%	72%	73%	74%	74%	68%	74%
Strongly agree	34%	31%	36%	30%	37%	30%	37%	33%	35%	33%	35%	34%	34%	34%	36%	30%	33%	35%	35%	34%	29%
Somewhat agree	39%	41%	38%	50% cE	34%	43%	37%	39%	40%	37%	39%	39%	40%	38%	38%	41%	39%	38%	39%	34%	44%
Disagree (Net)	21%	20%	21%	16%	22%	19%	23%	20%	21%	20%	21%	20%	21%	21%	20%	23%	21%	20%	19%	29% S	23%
Somewhat disagree	15%	14%	18%	15%	15%	12%	17%	16%	16%	14%	15%	16%	15%	16%	16%	16%	17%	14%	15%	20%	15%
Strongly disagree	5%	6% d	3%	1%	6% d	7%	6%	4%	5%	6%	6%	4%	5%	5%	5%	6%	4%	6%	4%	9% s	8%
Not applicable	6%	7%	4%	3%	7%	8% g	4%	8% g	4%	10% I	5%	7%	5%	7%	6%	6%	6%	6%	7%	3%	3%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

In general, I'm not interested in the products that are advertised to me on streaming services.

		Household Income				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)	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=829	N=229	N=134	N=111	N=343	N=264	N=278	N=182	N=546	N=283	N=336	N=493	N=299	N=530	N=535	N=281	N=378	N=450	N=499	N=106	N=144
Total (Unweighted)	N=845	N=241	N=170	N=128	N=294	N=234	N=279	N=212	N=550	N=295	N=352	N=493	N=322	N=523	N=567	N=267	N=442	N=403	N=571	N=111	N=84 *
Agree (Net)	70%	71%	69%	71%	70%	66%	72%	72%	67%	76% I	65%	74% K	65%	73% M	72%	66%	73%	69%	70%	68%	74%
Strongly agree	33%	29%	33%	32%	35%	25%	35% F	34% f	31%	36%	29%	35% k	29%	35%	36% P	26%	35%	31%	36% t	26%	26%
Somewhat agree	38%	42%	36%	39%	35%	41%	37%	38%	36%	40%	36%	39%	37%	39%	36%	40%	38%	38%	34%	41%	48% S
Disagree (Net)	25%	23%	24%	24%	27%	27%	24%	24%	29% J	16%	30% L	21%	30% N	22%	23%	28%	23%	26%	24%	32%	22%
Somewhat disagree	17%	20%	19%	18%	15%	17%	16%	21%	20% J	12%	19%	16%	19%	16%	16%	20%	17%	18%	19%	20%	11%
Strongly disagree	7%	4%	6%	7%	11% Bc	10% H	8% h	4%	9% J	4%	11% L	5%	12% N	5%	7%	8%	7%	8%	6%	12% S	11% s
Not applicable	5%	6%	7%	5%	3%	7%	4%	4%	4%	8% I	5%	5%	5%	5%	4%	5%	4%	6%	6% T	0%	4% t

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

Overall, ads aired on streaming platforms are less interesting than ads aired on other TV services (e.g., cable, satellite).

		Household Income				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)	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=829	N=229	N=134	N=111	N=343	N=264	N=278	N=182	N=546	N=283	N=336	N=493	N=299	N=530	N=535	N=281	N=378	N=450	N=499	N=106	N=144
Total (Unweighted)	N=845	N=241	N=170	N=128	N=294	N=234	N=279	N=212	N=550	N=295	N=352	N=493	N=322	N=523	N=567	N=267	N=442	N=403	N=571	N=111	N=84 *
Agree (Net)	55%	61% Cd	50%	50%	54%	59%	53%	53%	55%	54%	57%	53%	58%	53%	55%	56%	53%	56%	51%	55%	60%
Strongly agree	21%	21%	20%	15%	24% d	22%	22%	18%	23%	18%	26% L	18%	24%	19%	22%	20%	19%	23%	20%	24%	21%
Somewhat agree	34%	40% cE	30%	35%	30%	37%	31%	35%	32%	36%	31%	35%	34%	34%	33%	36%	34%	33%	31%	30%	39%
Disagree (Net)	34%	28%	40% B	40% B	35%	31%	34%	35%	35%	31%	33%	35%	33%	34%	33%	35%	36%	32%	35%	38%	35%
Somewhat disagree	26%	22%	33% B	30%	25%	23%	24%	28%	27%	23%	25%	26%	26%	25%	25%	28%	28%	24%	28%	21%	24%
Strongly disagree	8%	6%	7%	10%	10%	7%	10%	8%	8%	8%	9%	8%	7%	9%	9%	8%	8%	8%	7%	17% S	11%
Not applicable	11%	11%	10%	10%	11%	11%	12%	12%	9%	15% I	10%	12%	9%	13%	12%	9%	10%	12%	14% U	8%	5%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

I see the same advertisements repeatedly on streaming services.

		Household Income				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)	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=829	N=229	N=134	N=111	N=343	N=264	N=278	N=182	N=546	N=283	N=336	N=493	N=299	N=530	N=535	N=281	N=378	N=450	N=499	N=106	N=144
Total (Unweighted)	N=845	N=241	N=170	N=128	N=294	N=234	N=279	N=212	N=550	N=295	N=352	N=493	N=322	N=523	N=567	N=267	N=442	N=403	N=571	N=111	N=84 *
Agree (Net)	81%	82%	83%	85%	79%	82%	80%	79%	81%	80%	79%	82%	80%	82%	81%	81%	81%	81%	81%	78%	84%
Strongly agree	42%	38%	46%	41%	43%	37%	45%	38%	43%	39%	44%	40%	43%	41%	45% p	37%	44%	40%	43%	40%	41%
Somewhat agree	39%	44%	36%	44%	36%	45% G	34%	41%	38%	41%	34%	42% K	36%	41%	36%	44% o	37%	41%	38%	37%	43%
Disagree (Net)	13%	13%	12%	11%	14%	11%	15%	12%	14%	10%	16% L	11%	16%	11%	12%	15%	13%	13%	11%	22% S	14%
Somewhat disagree	8%	8%	8%	5%	9%	7%	8%	9%	10% J	4%	10% l	6%	11% N	6%	8%	8%	10% r	6%	7%	15% Su	5%
Strongly disagree	5%	5%	4%	6%	5%	4%	7%	4%	4%	6%	6%	4%	5%	5%	4%	7%	3%	7% Q	4%	8% s	9% s
Not applicable	6%	5%	5%	4%	7%	7%	6%	9%	5%	9% I	5%	7%	5%	7%	7%	4%	6%	7%	8% Tu	0%	2%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q6: Which of the following factors do you typically consider when deciding whether to subscribe to a streaming platform or service? Please select all that apply.

		Household Income				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)	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=829	N=229	N=134	N=111	N=343	N=264	N=278	N=182	N=546	N=283	N=336	N=493	N=299	N=530	N=535	N=281	N=378	N=450	N=499	N=106	N=144
Total (Unweighted)	N=845	N=241	N=170	N=128	N=294	N=234	N=279	N=212	N=550	N=295	N=352	N=493	N=322	N=523	N=567	N=267	N=442	N=403	N=571	N=111	N=84 *
Subscription cost	63%	60%	69% b	60%	63%	60%	65%	66%	60%	70% I	56%	68% K	53%	68% M	63%	62%	67% R	59%	67% T	49%	65% t
Amount of content available	51%	45%	55% b	55% b	53% b	46%	49%	55% f	53%	49%	56% l	48%	54%	50%	54%	47%	56% R	47%	53%	44%	55%
Access to a specific piece of content (e.g., show, movie)	38%	35%	33%	32%	43% bCd	31%	41% F	41% f	38%	38%	35%	39%	33%	40% m	41% P	31%	41% r	34%	38%	36%	36%
Uniqueness of content available (e.g., original or exclusive	36%	28%	32%	42% B	40% B	28%	33%	43% Fg	36%	34%	40% L	32%	41% N	33%	37%	34%	38%	34%	37% t	27%	42% T
Diversity of content available (e.g., formats, genres)	32%	25%	36% B	35% b	35% B	25%	35% F	36% F	35% J	27%	38% L	29%	35%	31%	32%	33%	32%	33%	28%	36%	44% S
Access to an ad-free experience	28%	26%	31%	29%	28%	26%	30%	29%	30%	26%	31%	26%	28%	28%	29%	27%	27%	30%	30%	26%	23%
Trial experience (e.g., duration, terms)	22%	22%	21%	21%	22%	19%	24%	21%	23%	18%	26% L	19%	24%	20%	22%	22%	23%	21%	22%	20%	23%
Number of users allowed on an account	21%	18%	25%	18%	23%	21%	21%	22%	22%	19%	30% L	15%	27% N	18%	23%	18%	23%	20%	22%	26%	17%
User feedback (e.g., reviews, recommendations from some	20%	22%	18%	16%	21%	23%	16%	18%	21%	17%	28% L	14%	27% N	16%	20%	20%	19%	20%	18%	19%	27% s
User interface (e.g., menus, search function)	20%	20%	20%	13%	21% d	18%	20%	22%	22% j	16%	24% L	17%	23% n	18%	21%	18%	21%	18%	18%	17%	30% St
Brand loyalty	15%	18%	15%	12%	16%	15%	17%	14%	17%	12%	20% L	13%	21% N	12%	16%	15%	16%	15%	13%	25% SU	13%
Tiered subscription offerings	13%	15%	11%	11%	13%	13%	13%	10%	14% j	9%	13%	12%	14%	12%	13%	12%	12%	13%	11%	9%	19% St
Other	1%	2%	0%	0%	2%	0%	2%	2%	0%	4% I	1%	2%	1%	2%	2%	1%	1%	2%	2%	0%	1%

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q7: 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		
	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
Agree (Net)	46%	48%	48%	47%	45%	46%	49%	45%	54% J	35%	58% L	40%	60% N	40%	44%	52% o	43%	49% q	42%	64% SU	50%
Strongly agree	11%	11%	10%	11%	12%	12%	11%	13%	14% J	6%	14% L	9%	15% N	9%	10%	13%	8%	14% Q	8%	20% S	17% S
Somewhat agree	35%	37%	38%	36%	33%	34%	38%	31%	39% J	29%	43% L	31%	45% N	31%	34%	39%	35%	35%	34%	45% S	33%
Disagree (Net)	54%	52%	52%	53%	55%	54%	51%	55%	46%	65% I	42%	60% K	40%	60% M	56% p	48%	57% r	51%	58% T	36%	50% T
Somewhat disagree	24%	25%	25%	19%	25%	28%	22%	23%	25%	23%	25%	24%	24%	25%	25%	24%	25%	24%	24%	22%	24%
Strongly disagree	29%	27%	27%	33%	30%	26%	29%	32%	21%	41% I	18%	36% K	16%	36% M	31% p	24%	31%	27%	34% T	14%	26% T

* 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.

		Household Income				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)	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
Agree (Net)	51%	57% E	51%	51%	47%	52%	54%	47%	57% J	42%	62% L	44%	66% N	43%	50%	53%	47%	54% q	45%	64% S	59% S
Strongly agree	16%	15%	16%	15%	17%	17%	16%	17%	19% J	11%	22% L	12%	22% N	13%	15%	18%	13%	18% q	11%	24% S	24% S
Somewhat agree	35%	42% E	35%	36%	31%	35%	38% h	30%	37% j	31%	40% L	32%	44% N	31%	35%	35%	34%	36%	34%	40%	35%
Disagree (Net)	49%	43%	49%	49%	53% B	48%	46%	53%	43%	58% I	38%	56% K	34%	57% M	50%	47%	53% r	46%	55% TU	36%	41%
Somewhat disagree	22%	21%	28% de	19%	21%	26%	20%	21%	21%	23%	19%	24%	19%	23%	21%	24%	24%	20%	22% T	14%	23% t
Strongly disagree	28%	22%	21%	30% bc	32% BC	21%	26%	32% F	22%	35% I	19%	32% K	15%	33% M	29% p	23%	29%	26%	32% tU	23%	18%

* Table Base: US RESPONDENTS

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

		Household Income				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)	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
Agree (Net)	77%	77%	78%	74%	78%	75%	79%	73%	78%	75%	78%	76%	78%	76%	80% p	74%	79% r	75%	77%	79%	75%
Strongly agree	33%	31%	34%	38%	33%	34%	32%	33%	36% J	28%	36%	31%	36%	32%	34%	33%	32%	34%	32%	37%	35%
Somewhat agree	44%	46% d	44%	36%	45% d	41%	47%	41%	42%	46%	42%	45%	42%	45%	46%	41%	48% R	41%	45%	42%	40%
Disagree (Net)	23%	23%	22%	26%	22%	25%	21%	27%	22%	25%	22%	24%	22%	24%	20%	26% o	21%	25% q	23%	21%	25%
Somewhat disagree	13%	12%	13%	18%	13%	14%	13%	18%	13%	14%	13%	13%	14%	13%	11%	18% O	13%	14%	14%	11%	14%
Strongly disagree	10%	11%	9%	8%	9%	12%	8%	9%	9%	11%	9%	11%	7%	11%	10%	8%	8%	11% q	9%	10%	11%

* Table Base: US RESPONDENTS

I would buy a product or service directly from an ad as it aired.

		Household Income				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)	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
Agree (Net)	35%	41% E	37%	35%	31%	39%	38%	33%	43% J	25%	45% L	30%	48% N	30%	35%	37%	33%	37%	29%	57% SU	35%
Strongly agree	10%	11%	10%	6%	10%	11%	11%	9%	12% J	7%	15% L	7%	15% N	7%	11%	9%	7%	12% Q	8%	20% SU	7%
Somewhat agree	26%	29% e	26%	29%	21%	28%	27%	24%	31% J	18%	30% L	23%	33% N	22%	24%	28%	26%	25%	20%	37% S	27%
Disagree (Net)	65%	59%	63%	65%	69% B	61%	62%	67%	57%	75% I	55%	70% K	52%	70% M	65%	63%	67%	63%	71% T	43%	65% T
Somewhat disagree	31%	30%	32%	23%	34% D	30%	29%	30%	32%	29%	30%	32%	28%	32%	30%	33%	30%	32%	34% T	19%	31% t
Strongly disagree	34%	29%	32%	42% Bc	34%	31%	33%	37%	25%	46% I	25%	39% K	24%	38% M	35%	30%	37% r	31%	38% T	23%	34%

* 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		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)	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
Agree (Net)	60%	61%	63%	57%	58%	59%	61%	59%	67% J	50%	67% L	56%	68% N	56%	59%	60%	59%	60%	57%	66%	59%
Strongly agree	12%	15%	10%	14%	11%	14%	12%	13%	14% J	9%	16% L	10%	15%	11%	12%	11%	10%	14% q	10%	20% S	14%
Somewhat agree	47%	47%	53% d	43%	48%	46%	49%	46%	52% J	41%	50%	46%	53% N	45%	47%	49%	49%	46%	48%	46%	45%
Disagree (Net)	40%	39%	37%	43%	42%	41%	39%	41%	33%	50% I	33%	44% K	32%	44% M	41%	40%	41%	40%	43%	34%	41%
Somewhat disagree	26%	26%	26%	28%	27%	27%	27%	27%	21%	34% I	23%	28%	22%	28% m	27%	26%	27%	26%	28% t	20%	25%
Strongly disagree	14%	13%	10%	15%	15%	14%	12%	15%	13%	16%	10%	16% K	10%	16% M	14%	14%	14%	14%	14%	14%	16%

* Table Base: US RESPONDENTS

I would prefer seeing ads that feature the stars of the show I'm watching.

		Household Income				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)	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
Agree (Net)	48%	56% E	53% E	46%	42%	55% H	51%	44%	55% J	39%	59% L	42%	58% N	44%	47%	50%	42%	54% Q	41%	68% SU	53% S
Strongly agree	14%	15%	13%	13%	13%	18%	13%	13%	18% J	9%	22% L	9%	22% N	10%	13%	15%	10%	17% Q	10%	29% SU	16%
Somewhat agree	34%	40% E	40% E	33%	29%	37%	38%	31%	37% J	30%	37%	33%	35%	34%	34%	35%	32%	37%	31%	39% s	37%
Disagree (Net)	52%	44%	47%	54%	58% BC	45%	49%	56% F	45%	61% I	41%	58% K	42%	56% M	53%	50%	58% R	46%	59% TU	32%	47% T
Somewhat disagree	29%	26%	28%	31%	32%	25%	28%	33% f	26%	34% I	28%	30%	30%	29%	29%	31%	35% R	25%	33% T	17%	28% t
Strongly disagree	22%	19%	19%	23%	26% bc	20%	21%	23%	18%	28% I	13%	27% K	13%	27% M	24%	19%	23%	21%	26% T	15%	19%

* Table Base: US RESPONDENTS

QS4Q8: In general, would you be more or less likely to watch content if it was co-created (e.g., sponsored, featured product placements) by a non-media brand (e.g., Nike, Coca-Cola)?

		Household Income				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)	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=1045	N=306	N=166	N=135	N=414	N=339	N=339	N=223	N=616	N=429	N=381	N=664	N=332	N=713	N=686	N=336	N=475	N=570	N=646	N=126	N=176
Total (Unweighted)	N=1045	N=307	N=208	N=155	N=352	N=295	N=337	N=260	N=622	N=423	N=391	N=654	N=353	N=692	N=717	N=311	N=550	N=495	N=723	N=130	N=100
Likely (Net)	27%	28%	27%	26%	26%	28%	28%	25%	33% J	18%	37% L	21%	38% N	21%	27%	26%	27%	26%	22%	39% S	31% s
Much more likely	10%	11%	8%	8%	11%	12%	11%	8%	13% J	6%	14% L	8%	15% N	8%	10%	11%	10%	11%	8%	21% SU	7%
Somewhat more likely	16%	17%	19%	18%	15%	16%	17%	17%	20% J	11%	22% L	13%	23% N	13%	17%	16%	17%	16%	14%	18%	24% S
Neither more nor less likely	60%	59%	62%	69% bE	58%	55%	63% f	62%	55%	68% I	49%	67% K	47%	67% M	62%	58%	62%	60%	66% TU	45%	52%
Unlikely (Net)	13%	13% D	11% d	5%	17% cD	16% G	9%	13%	12%	14%	14%	12%	15%	12%	11%	16%	11%	14%	12%	15%	17%
Somewhat less likely	7%	6% d	7% D	1%	11% BD	9% G	4%	7%	7%	7%	10% L	6%	12% N	5%	6%	10% o	6%	8%	6%	9%	13% S
Much less likely	6%	8% c	3%	4%	6%	7%	5%	6%	5%	7%	4%	7% k	4%	7%	5%	6%	5%	6%	6%	7%	4%

* Table Base: US RESPONDENTS

100722 - HOD FLASH (24 HOUR) SURVEY

QS4Q1: [res transfer_3]Which of the following services do you currently subscribe to? Please select all that apply.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
On-demand streaming platform (e.g., Netflix, Hulu, Disney	57%	eF	61%	F	63%	EF	64%	EF	51%	F	21%	
Cable or satellite TV (e.g., Comcast, DISH Network, Spectru	48%	Cd	39%		38%		40%		63%	ABCD	81%	ABCDE
Streaming service from a specific channel or network (e.g.,	42%	EF	41%	EF	49%	AEF	54%	AbEF	28%		17%	
Live TV from a digital service (e.g., Sling TV, YouTube TV)	20%	EF	28%	EF	26%	aEF	21%	EF	14%		4%	
Streaming service offered by a cable or satellite provider (e	19%		23%		21%		16%		19%		11%	
Other streaming services (e.g., YouTube, Twitch)	22%	EF	31%	aEF	26%	EF	22%	Ef	15%		9%	
None of these	7%		12%	c	6%		6%		7%		4%	

* Table Base: US RESPONDENTS

QS4Q2: Which of the following types of devices do you use to watch content on streaming services? Please select all that apply.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=829		N=107		N=269		N=236		N=198		N=19	**
Total (Unweighted)	N=845		N=77	*	N=289		N=241		N=220		N=18	**
Smart TV (without the use of an additional internet-ready	67%		57%		63%		71%	Bcf	74%	aBCf	50%	
Smartphone	62%	EF	72%	EF	75%	ADEF	66%	EF	35%		38%	
Laptop computer	42%	E	65%	ACDE	46%	E	39%	E	25%		45%	e
Tablet	36%	E	40%	E	42%	E	36%	E	26%		46%	e
Desktop computer	25%	E	32%	E	27%	E	24%	e	17%		41%	E
Separate internet-ready device plugged into a TV or monit	22%		25%		24%		22%		18%		26%	
Other	1%		1%		0%		1%		4%	aCd	6%	C

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q3: About 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 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
None	9%	ef	15%	EF	9%	ef	11%	EF	5%		0%	
1-2 ads	32%	EF	48%	ADEF	48%	ADEF	28%	E	16%		17%	
3-4 ads	37%		29%		33%		41%		38%		49%	bc
More than 4 ads	22%	BC	8%		9%		20%	BC	41%	ABCD	34%	aBCd

* Table Base: US RESPONDENTS

QS4Q4: Which of the following statements are true for you? Please select all that apply.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
Streaming platforms that combine content from multiple	38%	EF	43%	EF	47%	AEF	42%	EF	27%		16%	
Streaming service bundles (i.e., Disney's bundle of Disney+	35%	EF	46%	aEF	49%	ADEF	39%	EF	16%		13%	
I'm willing to pay more for a streaming service to get an ad	24%	F	30%	eF	28%	EF	24%	F	20%	F	5%	
I have canceled a cable TV package in the last 12 months.	11%		16%	de	15%	dE	9%		8%		6%	
None of these	30%	BCd	17%		14%		24%	C	49%	ABCD	73%	ABCDE

* Table Base: US RESPONDENTS

QS4Q5: How much do you agree or disagree with each of the following statements?

There are too many ads on streaming platforms.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=829		N=107		N=269		N=236		N=198		N=19	**
Total (Unweighted)	N=845		N=77	*	N=289		N=241		N=220		N=18	**
Agree (Net)	73%		72%		77%		70%		73%		72%	
Strongly agree	34%		26%		41%	aBD	28%		39%	bD	20%	
Somewhat agree	39%		46%	e	36%		42%		34%		52%	
Disagree (Net)	21%		23%		21%		22%		18%		19%	
Somewhat disagree	15%		17%		17%		15%		13%		19%	
Strongly disagree	5%		6%		4%		7%		5%		0%	
Not applicable	6%	C	4%		2%		8%	C	9%	C	9%	

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

In general, I'm not interested in the products that are advertised to me on streaming services.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=829		N=107		N=269		N=236		N=198		N=19	**
Total (Unweighted)	N=845		N=77	*	N=289		N=241		N=220		N=18	**
Agree (Net)	70%	d	70%		72%	d	63%		76%	D	87%	d
Strongly agree	33%	d	31%		34%	d	25%		40%	aD	42%	
Somewhat agree	38%		39%		38%		38%		36%		45%	
Disagree (Net)	25%		29%		24%		29%	E	19%		9%	
Somewhat disagree	17%		18%		17%		20%		14%		9%	
Strongly disagree	7%		10%		7%		9%		5%		0%	
Not applicable	5%		1%		4%		8%	b	5%		4%	

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

Overall, ads aired on streaming platforms are less interesting than ads aired on other TV services (e.g., cable, satellite).

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=829		N=107		N=269		N=236		N=198		N=19	**
Total (Unweighted)	N=845		N=77	*	N=289		N=241		N=220		N=18	**
Agree (Net)	55%	e	59%	e	61%	E	54%		46%		48%	
Strongly agree	21%	e	26%	E	26%	adE	19%		14%		11%	
Somewhat agree	34%		33%		34%		35%		32%		36%	
Disagree (Net)	34%		31%		33%		33%		38%		33%	
Somewhat disagree	26%		23%		26%		23%		29%		28%	
Strongly disagree	8%		8%		7%		10%		9%		5%	
Not applicable	11%	C	10%		6%		13%	C	16%	C	19%	c

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

I see the same advertisements repeatedly on streaming services.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=829		N=107		N=269		N=236		N=198		N=19	**
Total (Unweighted)	N=845		N=77	*	N=289		N=241		N=220		N=18	**
Agree (Net)	81%		77%		81%		81%		82%		85%	
Strongly agree	42%		37%		46%		39%		43%		33%	
Somewhat agree	39%		39%		36%		42%		39%		52%	
Disagree (Net)	13%		20%	de	14%		10%		10%		6%	
Somewhat disagree	8%		11%	e	10%	E	7%		4%		0%	
Strongly disagree	5%		9%		4%		4%		6%		6%	
Not applicable	6%		3%		4%		9%	c	8%		9%	

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q6: Which of the following factors do you typically consider when deciding whether to subscribe to a streaming platform or service? Please select all that apply.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=829		N=107		N=269		N=236		N=198		N=19	**
Total (Unweighted)	N=845		N=77	*	N=289		N=241		N=220		N=18	**
Subscription cost	63%	C	59%		50%		69%	C	73%	ABC	87%	aBC
Amount of content available	51%		44%		51%		54%		54%		33%	
Access to a specific piece of content (e.g., show, movie)	38%		37%		36%		38%		38%		48%	
Uniqueness of content available (e.g., original or exclusive	36%		33%		38%		35%		35%		38%	
Diversity of content available (e.g., formats, genres)	32%	D	39%	De	41%	ADE	24%		27%		40%	
Access to an ad-free experience	28%		28%		29%		32%	f	25%		11%	
Trial experience (e.g., duration, terms)	22%		21%		25%		20%		19%		27%	
Number of users allowed on an account	21%	dF	30%	DeF	26%	DF	15%		20%	f	0%	
User feedback (e.g., reviews, recommendations from some	20%	E	30%	aDE	26%	aDE	15%		13%		20%	
User interface (e.g., menus, search function)	20%		17%		27%	ADEf	17%		15%		7%	
Brand loyalty	15%	E	21%	E	20%	aE	16%	E	6%		13%	
Tiered subscription offerings	13%		26%	ACDE	12%		10%		10%		11%	
Other	1%		0%		0%		0%		6%	AbCD	0%	

* Table Base: SUBSCRIBES TO ANY DIGITAL STREAMING SERVICE

QS4Q7: 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 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
Agree (Net)	46%	EF	52%	EF	61%	ADEF	51%	EF	30%		18%	
Strongly agree	11%	EF	15%	EF	16%	AEF	14%	EF	4%		0%	
Somewhat agree	35%	EF	37%	eF	44%	AEF	37%	EF	26%		18%	
Disagree (Net)	54%	C	48%		39%		49%	C	70%	ABCD	82%	ABCD
Somewhat disagree	24%		25%		22%		27%		24%		29%	
Strongly disagree	29%	Cd	23%		18%		22%		46%	ABCD	53%	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 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
Agree (Net)	51%	EF	61%	EF	63%	ADEF	54%	EF	34%		29%	
Strongly agree	16%	Ef	25%	aEF	23%	AdEF	17%	EF	5%		3%	
Somewhat agree	35%	e	36%		40%	E	37%	e	29%		26%	
Disagree (Net)	49%	C	39%		37%		46%	C	66%	ABCD	71%	ABCD
Somewhat disagree	22%		20%		18%		24%		24%	c	23%	
Strongly disagree	28%	C	18%		19%		22%		42%	ABCD	48%	ABCD

* Table Base: US RESPONDENTS

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

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
Agree (Net)	77%		70%		79%		80%		75%		76%	
Strongly agree	33%	e	33%		38%	Ef	36%	Ef	27%		21%	
Somewhat agree	44%		37%		41%		44%		48%		55%	b
Disagree (Net)	23%		30%		21%		20%		25%		24%	
Somewhat disagree	13%		16%		12%		13%		13%		23%	c
Strongly disagree	10%		14%	f	9%		8%		12%	f	2%	

* Table Base: US RESPONDENTS

I would buy a product or service directly from an ad as it aired.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
Agree (Net)	35%	EF	34%	EF	52%	ABDEF	39%	EF	19%		13%	
Strongly agree	10%	E	10%	e	16%	AdEF	10%	E	4%		2%	
Somewhat agree	26%	Ef	24%	e	36%	AbEF	29%	EF	15%		11%	
Disagree (Net)	65%	C	66%	C	48%		61%	C	81%	ABCD	87%	ABCD
Somewhat disagree	31%		33%		26%		34%	c	31%		38%	
Strongly disagree	34%	Cd	33%	c	22%		27%		50%	ABCD	49%	aCD

* 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 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
Agree (Net)	60%	E	62%	E	70%	AdE	63%	E	46%		56%	
Strongly agree	12%	E	18%	EF	18%	AdEF	12%	E	5%		3%	
Somewhat agree	47%	e	45%		52%	E	50%	E	41%		53%	
Disagree (Net)	40%	C	38%		30%		37%	c	54%	ABCD	44%	
Somewhat disagree	26%		20%		21%		26%		32%	abC	38%	bC
Strongly disagree	14%	C	17%	C	9%		11%		22%	ACDF	6%	

* Table Base: US RESPONDENTS

I would prefer seeing ads that feature the stars of the show I'm watching.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
Agree (Net)	48%	E	61%	adEF	66%	ADEF	48%	E	27%		35%	
Strongly agree	14%	EF	22%	EF	24%	ADEF	14%	EF	3%		0%	
Somewhat agree	34%	E	39%	E	42%	AdE	34%	E	24%		35%	
Disagree (Net)	52%	bC	39%		34%		52%	bC	73%	ABCD	65%	BC
Somewhat disagree	29%	C	21%		22%		35%	BC	33%	bC	46%	ABC
Strongly disagree	22%	Cd	18%		12%		17%		40%	ABCDF	19%	

* Table Base: US RESPONDENTS

QS4Q8: In general, would you be more or less likely to watch content if it was co-created (e.g., sponsored, featured product placements) by a non-media brand (e.g., Nike, Coca-Cola)?

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1045		N=126		N=304		N=271		N=289		N=55	*
Total (Unweighted)	N=1045		N=84	*	N=320		N=278		N=320		N=43	*
Likely (Net)	27%	EF	32%	EF	40%	ADEF	26%	EF	14%		10%	
Much more likely	10%	Ef	9%	f	18%	ADEF	10%	Ef	5%		0%	
Somewhat more likely	16%	E	22%	E	23%	AdEf	16%	E	9%		10%	
Neither more nor less likely	60%	C	51%		44%		67%	BC	71%	ABC	86%	ABCDe
Unlikely (Net)	13%	D	18%	Df	16%	Df	8%		15%	Df	4%	
Somewhat less likely	7%		12%	D	10%	D	4%		6%		2%	
Much less likely	6%		6%		6%		3%		9%	D	2%	

* Table Base: US RESPONDENTS