

1. Digital television requires a box to decode and select the channels you wish to watch. Do you subscribe to digital television provided by either a satellite TV or digital cable TV provider?

SURVEY BASE	SUBSAMPLE: ADULTS										
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
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UNWEIGHTED SAMPLE	1,000	987	131	365	320	417	248	345	622	525	415
WEIGHTED SAMPLE	1,000	987	293	563	451	542	289	380	424	334	258
Yes (%)	63.6	63.7	67.6	68.2	66.5	65.5	66.9	65.5	57.6	56.7	54.2
No (%)	34.0	33.9	30.0	29.4	32.1	32.8	30.9	32.1	39.9	41.0	42.8
Don't Know/Refused (%)	2.4	2.4	2.4	2.4	1.4	1.7	2.2	2.4	2.5	2.3	3.0

3. What was the main reason for stopping to watch the commercial?

Base : Subscribers of a digital TV service who own a PVR and use it to skip commercials but stop to watch some commercials

	SUBSAMPLE: ADULTS										
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
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UNWEIGHTED SAMPLE	86	86	9	40	36	46	32	42	46	36	23
WEIGHTED SAMPLE	85	85	19	54	43	53	35	45	31	21	13
You were interested in the brand or subject matter (%)	41.3	41.3	49.4	42.6	39.9	37.4	37.5	35.1	39.1	44.8	48.8
You found the commercial entertaining (%)	42.9	42.9	33.5	38.4	40.4	46.4	43.0	49.5	50.7	40.5	31.0
Other reason (%)	12.4	12.4	8.3	15.9	19.7	16.2	19.5	15.4	6.4	9.2	15.6
Don't Know/Refused (%)	3.4	3.4	8.7	3.2	0.0	0.0	0.0	0.0	3.8	5.5	4.6

4. When you fast forward or skip commercials are you ever aware of the advertisers in the commercials you are skipping?

Base : Subscribers of a digital TV service who own a PVR and use it to skip commercials

	SUBSAMPLE: ADULTS										
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
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UNWEIGHTED SAMPLE	176	174	26	82	74	89	58	73	92	77	52
WEIGHTED SAMPLE	188	186	59	125	104	118	68	82	61	47	31
Yes (%)	66.7	66.9	67.4	69.8	75.7	74.1	71.2	69.6	61.0	60.9	52.9
No (%)	32.6	32.5	32.6	29.3	23.1	24.9	27.1	29.0	39.0	39.1	47.1
Don't Know/Refused (%)	0.6	0.6	0.0	0.9	1.1	1.0	1.7	1.4	0.0	0.0	0.0