

1. A PVR is a Personal Video Recorder or a Digital Video Recorder that is built into some satellite and digital cable receivers that allows you to record programs and pause or rewind Live television. It does not need tapes. Do you own a PVR?

SUBSAMPLE:ADULTS

	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	944	944	190	455	412	497	290	375	486	401	298
WEIGHTED SAMPLE	944	944	303	573	475	560	300	385	363	278	204
Yes	127	127	42	73	67	81	40	54	49	36	26
	13.5	13.5	13.9	12.7	14.1	14.5	13.2	13.9	13.6	12.8	12.7
No	814	814	260	500	407	478	259	330	311	240	178
	86.2	86.2	85.8	87.1	85.7	85.4	86.4	85.8	85.8	86.4	87.0
Don't Know/Refused	3	3	1	1	1	1	1	1	2	2	1
	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.6	0.8	0.4

2. When you fast forward or skip commercials, do you ever stop to watch commercials that are of interest to you?

SUBSAMPLE:ADULTS											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	81	81	21	42	39	50	25	36	37	26	16
WEIGHTED SAMPLE	86	86	33	52	46	57	26	37	29	18	11
Yes	44	44	17	28	26	32	15	21	14	8	5
	51.2	51.2	53.2	54.2	56.7	56.6	56.4	56.3	47.7	42.7	43.0
No	42	42	15	24	20	25	11	16	15	10	6
	48.8	48.8	46.8	45.8	43.3	43.4	43.6	43.7	52.3	57.3	57.0
Don't Know/Refused	-	-	-	-	-	-	-	-	-	-	-

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

SUBSAMPLE:ADULTS											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	41	41	12	23	22	28	14	20	17	11	7
WEIGHTED SAMPLE	44	44	17	28	26	32	15	21	14	8	5
You were interested in the brand or subject matter	18 40.1	18 40.1	5 30.0	12 41.2	12 44.2	15 45.3	7 50.0	10 50.0	6 43.2	3 37.8	1 29.0
You found the commercial entertaining	20 45.1	20 45.1	8 46.2	11 40.1	9 35.7	12 38.4	5 34.9	8 39.3	7 47.7	4 45.9	2 44.5
Some other reason	5 11.4	5 11.4	3 15.1	4 13.3	4 14.3	4 11.6	2 15.1	2 10.7	1 9.1	1 16.3	1 26.5
Don't Know/Refused	2 3.5	2 3.5	2 8.7	2 5.4	2 5.8	2 4.7	-	-	-	-	-

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

SUBSAMPLE:ADULTS											
	TOTAL	18+	18-34	18-49	25-49	25-54	35-49	35-54	50+	55+	60+
UNWEIGHTED SAMPLE	81	81	21	42	39	50	25	36	37	26	16
WEIGHTED SAMPLE	86	86	33	52	46	57	26	37	29	18	11
Yes	60	60	25	38	34	42	17	25	20	12	8
	69.7	69.7	76.7	72.9	73.7	73.6	64.4	67.0	68.9	66.3	69.6
No	25	25	8	13	11	14	8	11	9	6	3
	29.0	29.0	23.3	24.9	23.9	24.5	31.4	30.0	31.1	33.7	30.4
Don't Know/Refused	1	1	-	1	1	1	1	1	-	-	-
	1.3	1.3		2.1	2.4	1.9	4.3	3.0			