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Interview dates: July 27-30, August 1-3, & August 7-9, 2006  
Interviews: 3003 adults, 1347 online video watchers  
Margin of error:  $\pm 1.8$  for all adults,  $\pm 2.7$  for online video watchers

**THE AP/AOL POLL  
CONDUCTED BY IPSOS PUBLIC AFFAIRS  
PROJECT # 81-5681-03**

**NOTE: all results shown are percentages unless otherwise labeled.**

**ONLINE VIDEO STUDY**

1. Do you personally have Internet access at ...

Home.....	69
Work.....	48
Someplace else.....	52
Do not have Internet access.....	17
Not sure.....	-
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<b>Total with Internet Access.....</b>	<b>83</b>

**[ASKED ONLY OF RESPONDENTS WITH INTERNET ACCESS]**

2. Have you ever used the Internet to watch or download a video clip, or not?

Yes.....	54
No.....	46
Not sure.....	-

**NOTE: RESULTS FOR ALL REMAINING QUESTIONS ARE BASED ON THE 45 OF ALL ADULTS (1347 RESPONDENTS) WHO HAVE USED THE INTERNET TO WATCH OR DOWNLOAD A VIDEO CLIP**

3. Do you have regular access to high-speed, broadband Internet service such as a cable modem or DSL, or is your Internet access only through a dial-up telephone modem?

High speed/broadband.....	79
Dial-up telephone modem.....	15
(DO NOT READ) Both.....	3
Not sure.....	2

4. Excluding e-mail, how many hours per week, on average, do you typically spend on the Internet or World Wide Web?

2 hours or less.....	24
3-5 hours.....	24
6-15 hours.....	30
Over 15 hours.....	21
Not sure.....	1
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<b>Mean.....</b>	<b>11.1</b>

5. How frequently do you watch video on a computer? Would you say...

Every day .....	7
Several times a week .....	13
At least once a week .....	21
A few times a month .....	14
At least once a month.....	13
Less often than that.....	32
Not sure.....	-
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<b>Once a month or more .....</b>	<b>68</b>
<b>Once a week or more .....</b>	<b>41</b>

**[ASKED ONLY OF RESPONDENTS WHO USE THE INTERNET TO WATCH OR DOWNLOAD VIDEO CLIPS AT HOME AND WORK]**

6. Do you watch online video...

Mostly at home .....	73
Mostly at work .....	18
(DO NOT READ) About equally ..	7
Not sure.....	2

7. Have you watched or downloaded this type of video on a computer, or not?

TABLE RANKED BY % YES

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>
News videos .....	72	28	-
Short clips from movies or television programs .....	59	41	-
Music videos.....	48	52	-
Clips or highlights of sporting events ...	44	56	-
Amateur videos or home videos posted to websites.....	43	57	-
Clips or highlights of concerts.....	23	77	-
Full-length movies or TV shows.....	22	78	-
Live sporting events.....	17	83	-
Video podcasts .....	17	81	2
Live concerts .....	9	91	-

8. Do you usually discover or come across videos online this way?

TABLE RANKED BY % YES

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>
Come across videos as you browse the web.....	69	31	-
Hear about videos from friends .....	61	39	-
Have a set list of sites that you visit regularly .....	58	42	-
Use a search engine to specifically search for videos.....	37	63	-
Hear about videos from television or magazines.....	36	64	-

9. Compared to a year ago, would you say you watch more online video, less online video, or about the same amount of online video?

More .....	32
Less.....	15
About the same .....	52
Not sure.....	1

10. Have you ever paid to watch any type of video online, or not?

Yes.....	7
No .....	93
Not sure .....	-

11a. What do you LIKE about watching online video?

Convenience .....	22
Accessibility.....	21
Entertaining	8
Like to watch the news/ weather report.....	7
Fast/ quick.....	6
Different/ unique .....	5
Educational .....	4
Can see what I missed.....	4
Can check out new movies / music.....	4
Current/ up-to-date .....	3
Variety.....	3
Short clips .....	2
Free.....	2
Watch/ keep updated on sports...	2
More detail/ gives more information .....	2
Can fast forward/ pause .....	1
Can save/ share the video.....	1
No commercials.....	-
Other .....	14
Nothing.....	10
Not sure.....	4

11b. What do you DISLIKE about watching online video?

Poor quality .....	17
Problems with audio/ video playback .....	14
Download time.....	12
Screen resolution is too small .....	6
Slow (unspecified) .....	4
Ads/ commercials .....	4
Loading time.....	3
Inappropriate content .....	2
Lack of comfort/ ability to sit .....	2
Small .....	2
Don't have time .....	2
Virus .....	1
Too short.....	1
Cost.....	1
Watching alone/ by self .....	-
Other .....	13
Nothing.....	24
Not sure.....	5

12. Approximately how many hours of television do you watch per week?

1 hour or less .....	6
2-3 hours.....	10
4-5 hours.....	12
6-9 hours.....	14
10-14 hours.....	21
15-19 hours.....	9
20-24 hours.....	13
25 or more hours.....	15
Not sure .....	1
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<b>Mean.....</b>	<b>13.9</b>

13. Would you say that you watch less television now that you can watch video online, more television now that you can watch video online, or have your television viewing habits remained unchanged by online video?

Less television.....	10
More television .....	3
Unchanged.....	87
Not sure.....	-

14. Which would you prefer? Would you...

Rather watch online videos for free but have to watch advertisements before the videos.....	71
Rather pay to watch online videos that do not include advertisements.....	23
Not sure.....	6

15. If you were to use the Internet to download and save videos, how would you most prefer to watch them?

On your computer monitor .....	54
On a television set connected to a computer .....	37
On a portable device like a PDA or an iPod.....	7
Not sure .....	2

**DEMOGRAPHICS**

**NOTE: Results for demographic questions represent individuals who have used the internet to watch or download a video clip unless otherwise indicated.**

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

**(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)**

D1c. Are you:

18-34 .....	44
35-49 .....	30
50-64 .....	21
65 and over .....	4
Refused/not sure .....	1

D2. Are you employed:

<b>TOTAL EMPLOYED .....</b>	<b>76</b>
- Full time.....	60
- Part time.....	16
Not employed .....	12
Retired.....	9
Refused/not sure .....	3

D3. What is the last year of school you completed?

Grade school or some high school .....	3
Completed high school .....	15
Some community college or university, but did not finish .....	22
Completed technical school or a community college .....	12
Completed a university or Bachelor's degree ....	28
Completed a post-graduate degree such as a Master's or Ph.D. ....	20
Refused/not sure .....	-

D4. Are you currently married?

Yes .....	56
No.....	44
Refused/not sure .....	-

D5. Including yourself and any children, how many people are currently living in your household?

1 .....	14
2 .....	30
3 .....	20
4 .....	20
5 .....	9
6 or more .....	6
Refused/not sure .....	1

**(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)**

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

<b>ANY CHILDREN – NET .....</b>	<b>43</b>
Under 6.....	25
6-12 .....	20
13-17 .....	15
<b>NO CHILDREN .....</b>	<b>56</b>
Refused/not sure .....	1

D7a. Are you of Hispanic ethnicity?

**(Q.D8b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D7a.)**

D7b. Are you white, black, Asian, or some other race?

**(RESULTS SHOWN IN SUMMARY BELOW.)**

White .....	67
Black.....	10
Hispanic.....	14
Asian.....	6
American Indian.....	1
Other.....	2
Refused .....	1

D8. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	5
\$15,000 to less than \$20,000 .....	3
\$20,000 to less than \$25,000 .....	6
\$25,000 to less than \$30,000 .....	5
\$30,000 to less than \$40,000 .....	7
\$40,000 to less than \$50,000 .....	10
\$50,000 to less than \$75,000 .....	18
\$75,000 to less than \$100,000 .....	11
\$100,000 or more .....	22
Refused/not sure .....	13

**REGION:**

Northeast.....	20
Midwest .....	21
South.....	34
West .....	25

**METROPOLITAN STATUS:**

Urban.....	34
Suburban.....	53
Rural.....	13

**GENDER:**

Male .....	54
Female .....	46