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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: ± 1.8 for all adults, ± 2.7 for online video watchers

**THE AP/AOL POLL
CONDUCTED BY IPSOS PUBLIC AFFAIRS
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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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Total with Internet Access	83

[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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Mean.....	11.1

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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Once a month or more	68
Once a week or more	41

[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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Mean	13.9

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:

TOTAL EMPLOYED	76
- 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?

ANY CHILDREN – NET	43
Under 6.....	25
6-12	20
13-17	15
NO CHILDREN	56
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