

**NOTES**

1. Percentages bias in survey questions due to significant number respondents who later (1) were terminated; or (2) dropped out.

	<b>Video Steaming (B) Age 35-44 (46% Male)</b>	<b>Copy of Video Streaming (J) Age 35-44 (0% Male)</b>	<b>S3 – REDDIT Survey Age 35-44 (100% Male)</b>	<b>S4 - Imagine RIT Survey Age 35-44 (29% Male)</b>
<b>Sample . . . . .</b>	100 Responded (all ages) 13 Responded (age 35-44) 8 Completed (age 35-44)	45 Responded (all ages) 5 Responded (age 35-44) 5 Completed (age 35-44)	39 Responded (all ages) 7 Responded (age 35-44) 2 Completed (age 35-44)	37 Responded (all ages) 7 Responded (age 35-44) 6 Completed (age 35-44)
<b>2. Gender</b>	54% Female N=13 46% Male	100% Female N=5 0% Male	0% Female N=7 100% Male	71% Female N=7 29% Male
<b>3. Relationship status</b>	23% Single N=13 62% Married 15% Divorced/Widowed	60% Single N=5 40% Married 0% Divorced/Widowed	29% Single N=7 71% Married 0% Divorced/Widowed	29% Single N=7 71% Married 0% Divorced/Widowed
<b>4. Children</b>	54% No children N=13 46% Some children	40% No children N=5 60% Some children	29% No children N=7 71% Some children	0% No children N=7 100% Some children
5. Primary interest areas*	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>
<b>6. Frequency online buying</b>	17% Frequent (1x/wk) N=12 58% Moderate (1-3x/mo) 25% Rarely (1-6x/yr) 0% Seasonal	40% Frequent (1x/wk) N=5 40% Moderate (1-3x/mo) 20% Rarely (1-6x/yr) 0% Seasonal	17% Frequent (1x/wk) N=6 50% Moderate (1-3x/mo) 33% Rarely (1-6x/yr) 0% Seasonal	14% Frequent (1x/wk) N=7 71% Moderate (1-3x/mo) 14% Rarely (1-6x/yr) 0% Seasonal
<b>7. Monthly online spending</b>	58% Under \$100/mo N=12 25% \$100 - 249/mo 17% \$250 - 499/mo 0% \$500 – 999/mo 0% \$1000 & above	80% Under \$100/mo N=5 0% \$100 - 249/mo 20% \$250 - 499/mo 0% \$500 – 999/mo 0% \$1000 & above	100% Under \$100/mo N=6 0% \$100 - 249/mo 0% \$250 - 499/mo 0% \$500 – 999/mo 0% \$1000 & above	71% Under \$100/mo N=7 29% \$100 - 249/mo 0% \$250 - 499/mo 0% \$500 – 999/mo 0% \$1000 & above
8. Wish-list	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Q Discontinued for Reddit</i>	<i>Q Discontinued for Imagine RIT</i>
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<p>8. Replacement Q Buy yourself Online</p>	<p>N/A</p>	<p>N/A</p>	<p>33% Art (visual &amp; performing)  <b>50% Books</b> N=6                  17% Camera, video gear, etc                  17% CDs, DVDs, BluRay  <b>50% Clothing</b>                  17% Dining &amp; kitchen  <b>100% Electronics</b>                  17% Gardening &amp; Lawn                  0% Home &amp; furniture                  0% Jewelry &amp; watches                  33% Shoes                  17% Sports/outdoor items                  33% Tools  <b>50% Vacations</b>  <b>50% Video Games</b>                  17% Do not make wish-lists</p>	<p>0% Art (visual &amp; performing)  <b>57% Books</b> N=7  <b>71% Camera, video gear, etc</b>  <b>43% CDs, DVDs, BluRay</b>  <b>100% Clothing</b>  <b>43% Dining &amp; kitchen</b>  <b>71% Electronics</b>                  14% Gardening &amp; Lawn                  29% Home &amp; furniture  <b>71% Jewelry &amp; watches</b>  <b>57% Shoes</b>  <b>43% Sports/outdoor items</b>                  29% Tools  <b>43% Vacations</b>                  29% Video Games                  0% Do not make wish-lists</p>
<p>9. Wish-list Use</p>	<p><i>Not productive – omitted data</i></p>	<p><i>Not productive – omitted data</i></p>	<p><i>Q Discontinued for Reddit</i></p>	<p><i>Q Discontinued for ImagineRIT</i></p>
<p>10. Watch Methods</p>	<p><b>58% TV (as it airs)</b> N=12  <b>67% TV (from recording)</b>                  33% Streaming (TV, Tab, PC)                  17% Streaming (Mobile)                  17% Rented DVDs</p>	<p>0% TV (as it airs) N=5  <b>60% TV (from recording)</b>  <b>80% Streaming (TV, Tab, PC)</b>                  0% Streaming (Mobile)  <b>60% Rented DVDs</b></p>	<p>17% TV (as it airs) N=6                  33% TV (from recording)  <b>83% Streaming (TV, Tab, PC)</b>  <b>66% Streaming (Mobile)</b>                  17% Rented DVDs</p>	<p>43% TV (as it airs) N=7                  43% TV (from recording)  <b>86% Streaming (TV, Tab, PC)</b>                  43% Streaming (Mobile)                  29% Rented DVDs</p>
<p>11. Memberships</p>	<p><b>42% Amazon Prime</b> N=12                  8% Apple TV                  25% HBO Now                  33% Hulu  <b>67% Netflix</b>                  8% Showtime                  8% YouTube                  25% None</p>	<p><b>40% Amazon Prime</b> N=5                  0% Apple TV  <b>40% HBO Now</b>  <b>40% Hulu</b>  <b>80% Netflix</b>                  0% Showtime  <b>40% YouTube</b>                  0% None</p>	<p>33% Amazon Prime N=6                  0% Apple TV                  33% HBO Now                  33% Hulu  <b>83% Netflix</b>                  17% Showtime  <b>50% YouTube</b>                  17% None</p>	<p><b>71% Amazon Prime</b> N=7                  29% Apple TV                  29% HBO Now                  0% Hulu  <b>86% Netflix</b>                  29% Showtime  <b>43% YouTube</b>                  14% None</p>

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<b>12. Netflix Subscriber</b>	<b>89% Yes</b> N=9 11% No	<b>80% Yes</b> N=5 20% No	<b>100% Yes</b> N=5 0% No	<b>100% Yes</b> N=6 0% No
<b>13. (3) Favorite Netflix Genres</b>	29% Action & Adventure N=7 14% Children & Family <b>57% Comedy</b> <b>43% Documentary</b> <b>57% Drama</b> 0% Foreign 0% Horror 0% Sci-Fi & Fantasy <b>86% TV Series</b> 14% Thrillers	25% Action & Adventure N=4 0% Children & Family 25% Comedy 25% Documentary <b>100% Drama</b> 0% Foreign 0% Horror 25% Sci-Fi & Fantasy <b>100% TV Series</b> 0% Thrillers	<b>40% Action &amp; Adventure</b> N=5 20% Children & Family <b>40% Comedy</b> 0% Documentary 20% Drama 20% Foreign 20% Horror 20% Sci-Fi & Fantasy <b>80% TV Series</b> <b>40% Thrillers</b>	<b>67% Action &amp; Adventure</b> N=6 <b>50% Children &amp; Family</b> <b>67% Comedy</b> 0% Documentary 0% Drama 0% Foreign 17% Horror 33% Sci-Fi & Fantasy <b>67% TV Series</b> 0% Thrillers
<b>14. YouTube browse?</b>	<b>63% Yes</b> N=8 37% No	<b>100% Yes</b> N=5 0% No	<b>100% Yes</b> N=5 0% No	<b>100% Yes</b> N=6 0% No
<b>15. Favorite YouTube Channels</b>	20% Automotive N=5 0% Beauty & Fashion <b>40% Comedy</b> 0% Cooking & Health 20% Film & Entertainment 0% Fitness 0% Gaming <b>60% Music</b> 0% News & Politics 0% Paid Channels 0% Religion & Spirituality 20% Science & Education 20% Sports 0% Technology 20% Unable to answer	0% Automotive N=5 20% Beauty & Fashion 20% Comedy 20% Cooking & Health 20% Film & Entertainment <b>40% Fitness</b> 0% Gaming <b>80% Music</b> 0% News & Politics 0% Paid Channels <b>80% Religion &amp; Spirituality</b> 20% Science & Education 0% Sports 0% Technology 0% Unable to answer	20% Automotive N=5 0% Beauty & Fashion 20% Comedy <b>40% Cooking &amp; Health</b> <b>60% Film &amp; Entertainment</b> 20% Fitness <b>40% Gaming</b> <b>60% Music</b> 0% News & Politics 0% Paid Channels 0% Religion & Spirituality 0% Science & Education 0% Sports <b>80% Technology</b> 0% Unable to answer	17% Automotive N=6 0% Beauty & Fashion <b>50% Comedy</b> 0% Cooking & Health 33% Film & Entertainment 17% Fitness 17% Gaming <b>50% Music</b> <b>50% News &amp; Politics</b> 0% Paid Channels 0% Religion & Spirituality <b>50% Science &amp; Education</b> 17% Sports <b>50% Technology</b> 17% Unable to answer

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16. Favorite character	<i>Omitted – too little consistency</i>	<i>Omitted – too little consistency</i>	<i>Q Discontinued for Reddit</i>	<i>Q Discontinued for ImagineRIT</i>
<b>16. (3) Fav TV shows</b>			<i>Content Analysis</i>	<i>Content Analysis</i>
17. Character's show	<i>Dropped – too little consistency</i>	<i>Dropped – too little consistency</i>	<i>Q Discontinued for Reddit</i>	<i>Q Discontinued for ImagineRIT</i>
<b>17. (3) Fav Movies</b>			<i>Content Analysis</i>	<i>Content Analysis</i>
<b>18. Extent dress like fav character</b>	63% Ignore that style N=8 13% Rarely notices 25% Sometimes mimics 0% Looks for that style 0% Usually wears that look	40% Ignore that style N=5 20% Rarely notices 40% Sometimes mimics 0% Looks for that style 0% Usually wears that look	100% Ignore that style N=2 0% Rarely notices 0% Sometimes mimics 0% Looks for that style 0% Usually wears that look	0% Ignore that style N=6 0% Rarely notices 83% Sometimes mimics 17% Looks for that style 0% Usually wears that look
<b>19. Likelihood to buy items from fav shows/movies</b>	63% Not interested N=8 25% Occasional / somewhat 13% Definitely	20% Not interested N=5 80% Occasional / somewhat 0% Definitely	100% Not interested N=2 0% Occasional / somewhat 0% Definitely	0% Not interested N=6 67% Occasional / somewhat 33% Definitely
<b>20. Income</b>	13% Under \$25k N=8 25% \$25,000 – 49,999 25% \$50,000 – 99,999 38% \$100,000 – 149,999 0% \$150,000 – 449,999 0% \$500,000 & above	0% Under \$25k N=5 0% \$25,000 – 49,999 60% \$50,000 – 99,999 40% \$100,000 – 149,999 0% \$150,000 – 449,999 0% \$500,000 & above	0% Under \$25k N=2 0% \$25,000 – 49,999 50% \$50,000 – 99,999 0% \$100,000 – 149,999 50% \$150,000 – 449,999 0% \$500,000 & above	0% Under \$25k N=6 0% \$25,000 – 49,999 33% \$50,000 – 99,999 17% \$100,000 – 149,999 50% \$150,000 – 449,999 0% \$500,000 & above