

What	is your gender?		
	Male		Female
What	is your age?		
	indicate which category your household income falls into.	_	\$70.004 \$70.000
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000 \$40,001 - \$50,000		\$70,001 - \$100,000 More than \$100,000
_	\$10,001 \$60,000	_	12012 11411 \$100,000
	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
Ц	Fiber	Ц	I don't have internet at home
Do yo	u own any of the following? (Please indicate all that apply.)		
•	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		
Which	device do you usually use to watch movies not playing on live	TV?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Which	n device do you usually use to watch TV shows not playing on l	ive T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 1 Movie

Imagine you would like to watch the popular movie "Star Wars Episode III – Revenge of the Sith" (2005) in High Definition. You currently don't own this movie. This movie is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This movie is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$12	\$21	\$30	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
30 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on Buy the movie on Cable on		Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this
\$24	\$29	\$8	movie.
Going to the store	You can start watching the	You can start watching the	
and back will take	movie	movie	
1 hour.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on Buy the movie on Cable on		Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$20	\$38	\$25	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on Buy the movie on Cable on		Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$29	\$25	\$14	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	ion 1: Option 2: Option 3:		Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$6	\$35	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
20 minutes.	inutes. IMMEDIATELY.	can start watching the	
		movie.	

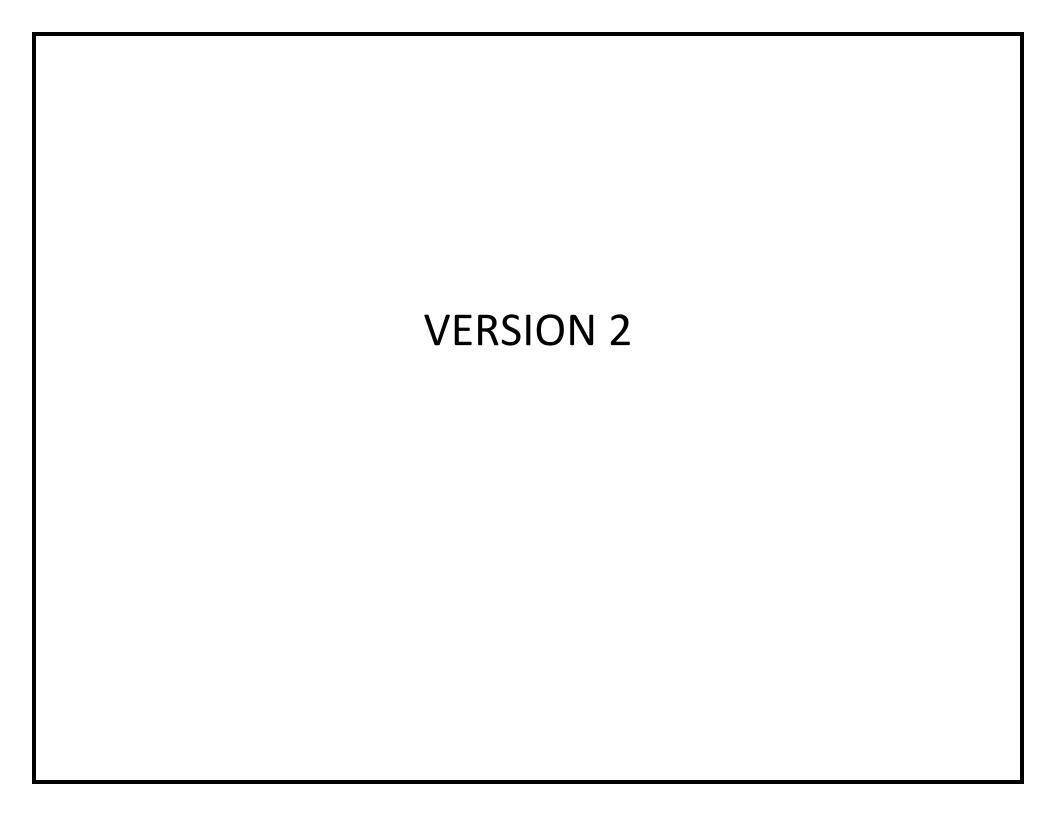
Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on Buy the movie on Cable on		Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$20	\$21	\$8	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	45 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Buy the movie on Cable on		
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$29	\$29	\$25	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
20 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on Buy the movie on Cable on		Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$12	\$38	\$30	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	15 minutes before	
1 hour.	ur. IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2: Option 3:		Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$6	\$25	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Buy the movie on Cable on Buy		
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$35	\$14	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	



	is your gender?		
	Male		Female
What	is your age?		
	indicate which category your household income falls into. 0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000 \$40,001 - \$50,000		\$70,001 - \$100,000 More than \$100,000
What	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
	Fiber		I don't have internet at home
Do yo	u own any of the following? (Please indicate all that apply.)		
	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet Laptop		Smartphone
Which	device do you usually use to watch movies not playing on live T	TV?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Which	device do you usually use to watch TV shows not playing on liv	e T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 2 Movie

Imagine you would like to watch the popular movie "Star Wars Episode III – Revenge of the Sith" (2005) in High Definition. You currently don't own this movie. This movie is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This movie is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$6	\$25	\$14	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
1 hour.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this
\$20	\$21	\$25	movie.
Going to the store	You can start watching the	You can start watching the	
and back will take	movie	movie	
30 minutes.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$29	\$35	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$12	\$29	\$30	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$38	\$8	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

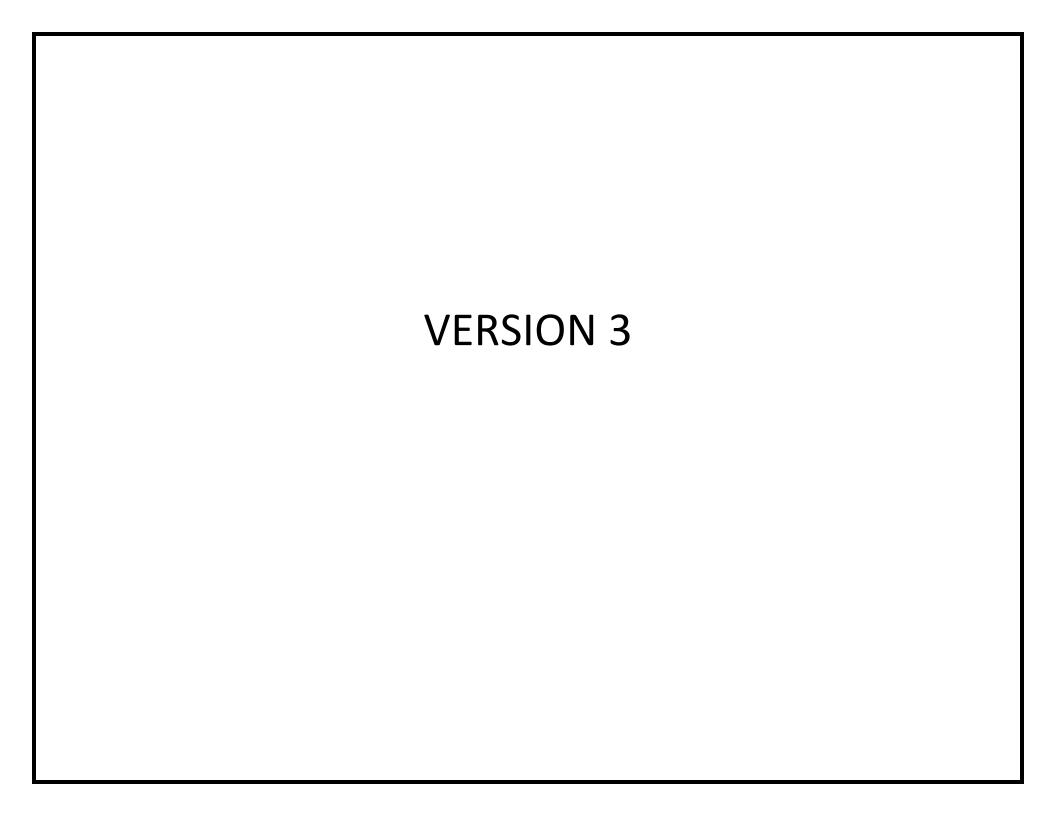
Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$29	\$30	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$6	\$35	\$25	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
20 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$20	\$21	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	45 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$29	\$25	\$8	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 2:	Option 3:	Option 4:
Buy the movie on Cable on	Buy the movie on a	
Demand (such as Xfinity on	streaming service (such	
Demand)	as Amazon, VUDU or	I do not buy or
	Google Play)	watch this
\$38	\$14	movie.
You can start watching the	You need to wait	
movie	15 minutes before	
IMMEDIATELY.	you can start watching	
	Buy the movie on Cable on Demand (such as Xfinity on Demand) \$38 You can start watching the	Buy the movie on Cable on Demand (such as Xfinity on Demand) \$\frac{38}{38}\$ You can start watching the movie Buy the movie on a streaming service (such as Amazon, VUDU or Google Play) You need to wait 15 minutes before



What	is your gender?		
	Male		Female
What	is your age?		
Please	e indicate which category your household income falls into.		
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000		\$70,001 - \$100,000
	\$40,001 - \$50,000		More than \$100,000
What	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
	Fiber		I don't have internet at home
Do yo	u own any of the following? (Please indicate all that apply.)		
•	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		-
Whicl	n device do you usually use to watch movies not playing on live	ſV?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Whicl	n device do you usually use to watch TV shows not playing on liv	e T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 3 Movie

Imagine you would like to watch the popular movie "Star Wars Episode III – Revenge of the Sith" (2005) in High Definition. You currently don't own this movie. This movie is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This movie is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$6	\$35	\$14	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
30 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$21	\$30	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$29	\$38	\$25	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	45 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$20	\$25	\$8	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$12	\$29	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

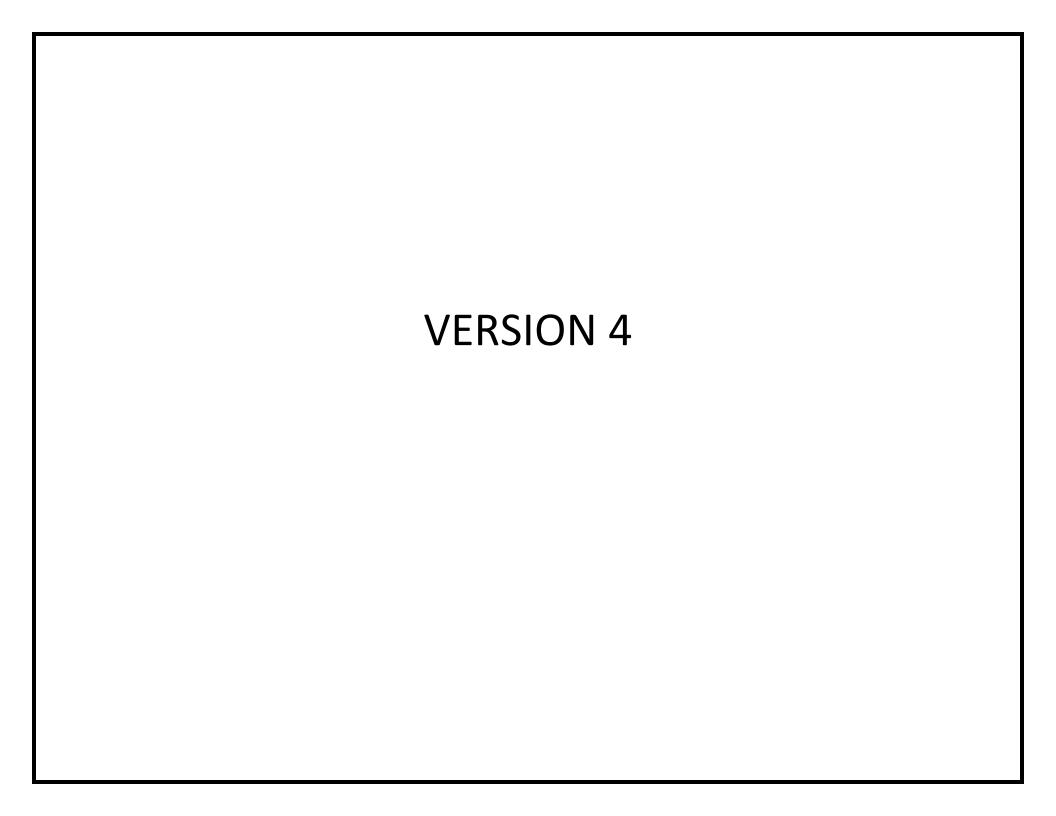
Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this
\$20	\$29	\$20	movie.
Going to the store	You can start watching the	You can start watching the	
and back will take	movie	movie	
30 minutes.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$35	\$30	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	_
Blu-Ray.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this
\$12	\$21	\$14	movie.
Going to the store and back will take	You can start watching the movie	You can start watching the movie	
30 minutes.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$29	\$25	\$25	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this
\$6	\$38	\$8	movie.
Going to the store and back will take	You can start watching the movie	You can start watching the movie	
30 minutes.	IMMEDIATELY.	IMMEDIATELY.	



What	is your gender?		
	Male		Female
What	is your age?		
	indicate which category your household income falls into.	_	\$70.004 \$70.000
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000 \$40,001 - \$50,000		\$70,001 - \$100,000 More than \$100,000
_	\$10,001 \$60,000	_	12012 11411 \$100,000
	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
Ц	Fiber	Ц	I don't have internet at home
Do yo	u own any of the following? (Please indicate all that apply.)		
•	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		
Which	device do you usually use to watch movies not playing on live	TV?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Which	n device do you usually use to watch TV shows not playing on l	ive T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 4 Movie

Imagine you would like to watch the popular movie "Star Wars Episode III – Revenge of the Sith" (2005) in High Definition. You currently don't own this movie. This movie is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This movie is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on Buy the movie on Cable on		Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$12	\$35	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
20 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$6	\$38	\$14	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	45 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Buy the movie on Cable on Buy the		
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$21	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this
\$29	\$25	\$30	movie.
Going to the store	You can start watching the	You can start watching the	
and back will take	movie	movie	
1 hour.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$20	\$29	\$8	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

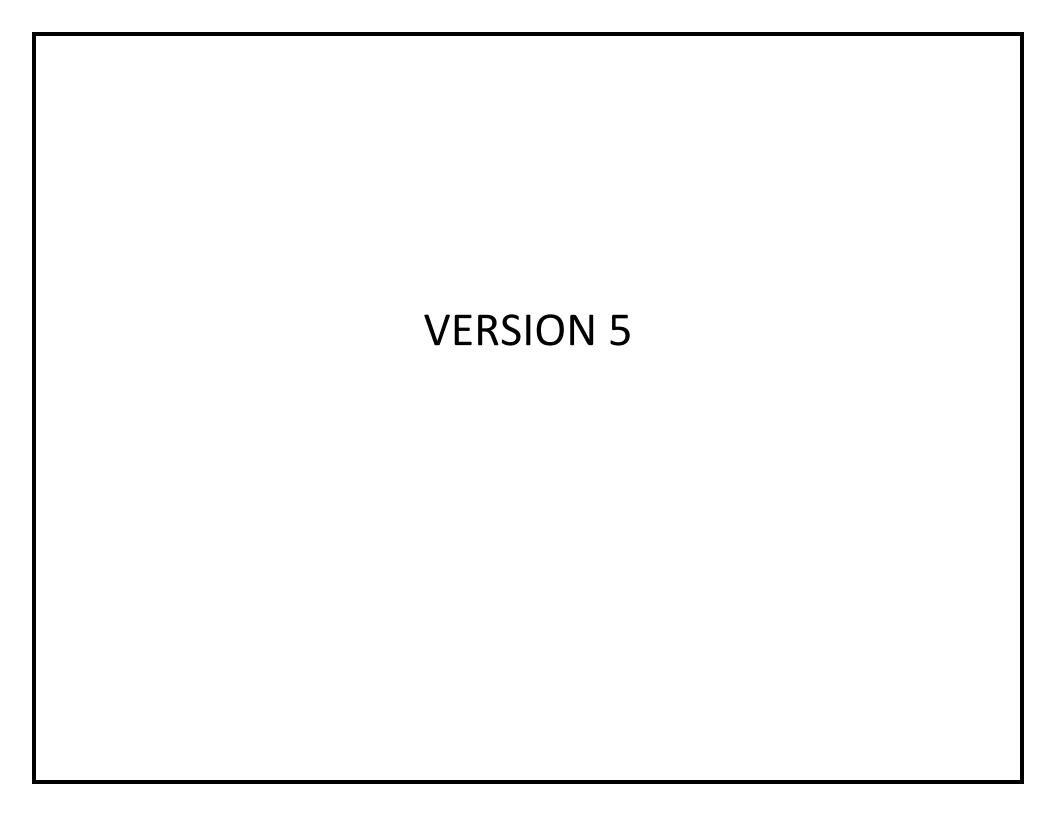
Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$12	\$38	\$8	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	45 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$29	\$25	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
5 minutes. IMMEDIATE		can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$20	\$35	\$14	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	45 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$6	\$25	\$30	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$29	\$21	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	45 minutes before	
30 minutes. IMMEDIATELY.		you can start watching	
		the movie.	



What	is your gender?		
	Male		Female
What	is your age?		
	indicate which category your household income falls into.	_	\$70.004 \$70.000
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000 \$40,001 - \$50,000		\$70,001 - \$100,000 More than \$100,000
_	\$10,001 \$60,000	_	12012 11411 \$100,000
	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
Ц	Fiber	Ц	I don't have internet at home
Do yo	u own any of the following? (Please indicate all that apply.)		
•	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		
Which	device do you usually use to watch movies not playing on live	TV?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Which	n device do you usually use to watch TV shows not playing on l	ive T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 5 Movie

Imagine you would like to watch the popular movie "Star Wars Episode III – Revenge of the Sith" (2005) in High Definition. You currently don't own this movie. This movie is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This movie is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$21	\$8	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	9 hours before you	
20 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	_
Blu-Ray.	Demand (such as Xfinity on	streaming service (such as	
	Demand) Amazon, VUDU or Google		I do not buy or
		Play)	watch this
\$6	\$29	\$25	movie.
Going to the store	You can start watching the	You can start watching the	
and back will take	movie	movie	
30 minutes.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$12	\$35	\$14	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 2:	Option 3:	Option 4:
Buy the movie on Cable on	Buy the movie on a	
Demand (such as Xfinity on	streaming service (such as	
Demand)	Amazon, VUDU or Google	I do not buy or
	Play)	watch this
\$25	\$30	movie.
You can start watching the	You can start watching the	
movie	movie	
IMMEDIATELY.	IMMEDIATELY.	
	Buy the movie on Cable on Demand (such as Xfinity on Demand) \$25 You can start watching the movie	Buy the movie on Cable on Demand (such as Xfinity on Demand) Buy the movie on a streaming service (such as Amazon, VUDU or Google Play) You can start watching the You can start watching the

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$29	\$38	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

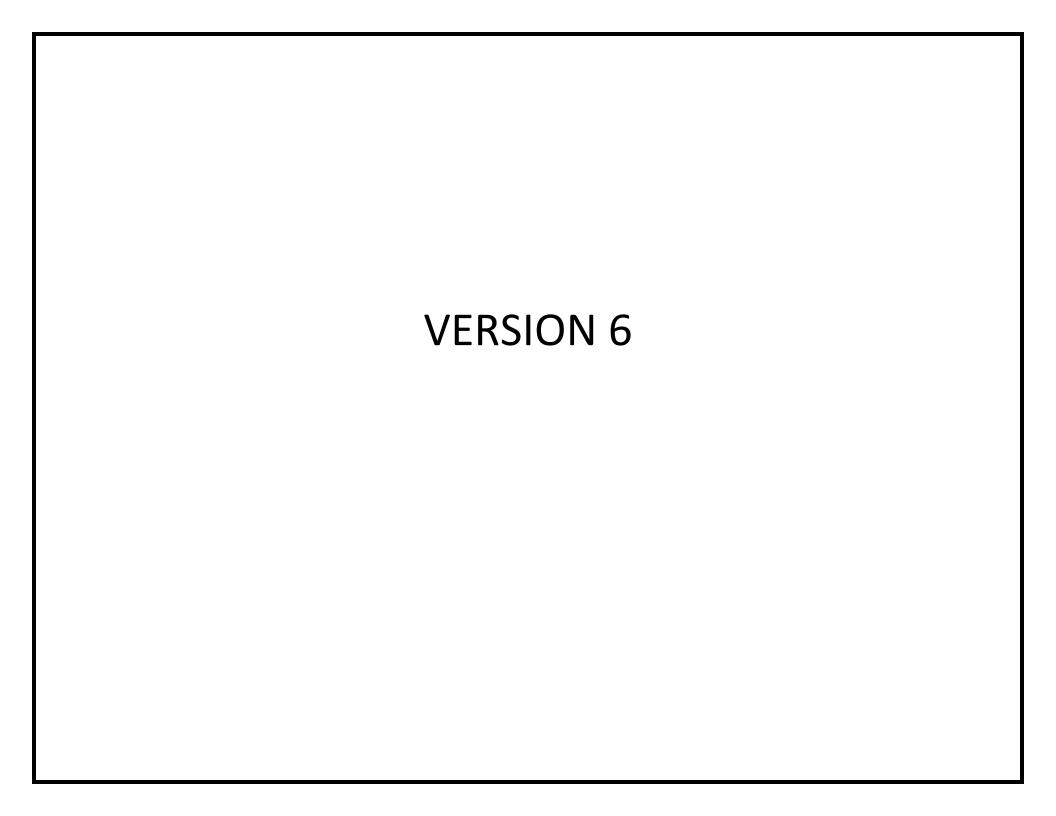
Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$24	\$35	\$20	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the movie.	

Option 1:	Option 2:	Option 3:	Option 4:	
Buy the movie on	Buy the movie on Cable on	Buy the movie on a		
Blu-Ray.	Demand (such as Xfinity on	streaming service (such		
	Demand)	as Amazon, VUDU or	I do not buy or	
		Google Play)	watch this	
\$29	\$38	\$30	movie.	
Going to the store	You can start watching the	You need to wait		
and back will take	movie	45 minutes before		
1 hour.	IMMEDIATELY.	you can start watching the movie.		

Option 1:	Option 2:	Option 3:	Option 4:	
Buy the movie on	Buy the movie on Cable on	Buy the movie on a		
Blu-Ray.	Demand (such as Xfinity on	streaming service (such		
	Demand)	as Amazon, VUDU or	I do not buy or	
		Google Play)	watch this	
\$6	\$21	\$25	movie.	
Going to the store	You can start watching the	You need to wait		
and back will take	movie	2 hours before you		
10 minutes.	IMMEDIATELY.	can start watching the		
		movie.		

Option 1:	Option 2:	Option 3:	Option 4:
Buy the movie on	Buy the movie on Cable on	Buy the movie on a	
Blu-Ray.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this
\$20	\$25	\$14	movie.
Going to the store	You can start watching the	You need to wait	
and back will take	movie	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		movie.	

Option 1:	Option 2:	Option 3:	Option 4:	
Buy the movie on	Buy the movie on Cable on	Buy the movie on a		
Blu-Ray.	Demand (such as Xfinity on	streaming service (such		
	Demand)	as Amazon, VUDU or	I do not buy or	
		Google Play)	watch this	
\$12	\$29	\$8	movie.	
Going to the store	You can start watching the	You need to wait		
and back will take	movie	45 minutes before		
1 hour.	IMMEDIATELY.	you can start watching the movie.		



What	is your gender?		
	Male		Female
What	is your age?		
Please	indicate which category your household income falls into.		
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000		\$70,001 - \$100,000
	\$40,001 - \$50,000		More than \$100,000
What	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
	Fiber		I don't have internet at home
Do voi	u own any of the following? (Please indicate all that apply.)		
	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		1
Which	device do you usually use to watch movies not playing on live	Γ V ?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Which	n device do you usually use to watch TV shows not playing on liv	e T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 6 TV

Imagine you would like to watch the popular TV show "Modern Family" Season 1 (2008, Standard Definition). You currently don't own this TV show. This show is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This show is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$21	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	30 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$30	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	3 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$12	\$40	\$28	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such as	
	demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this TV
\$30	\$25	\$20	show.
Going to the store and back will take	You can start watching the first episode	You can start watching the first episode	
30 minutes.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$35	\$24	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

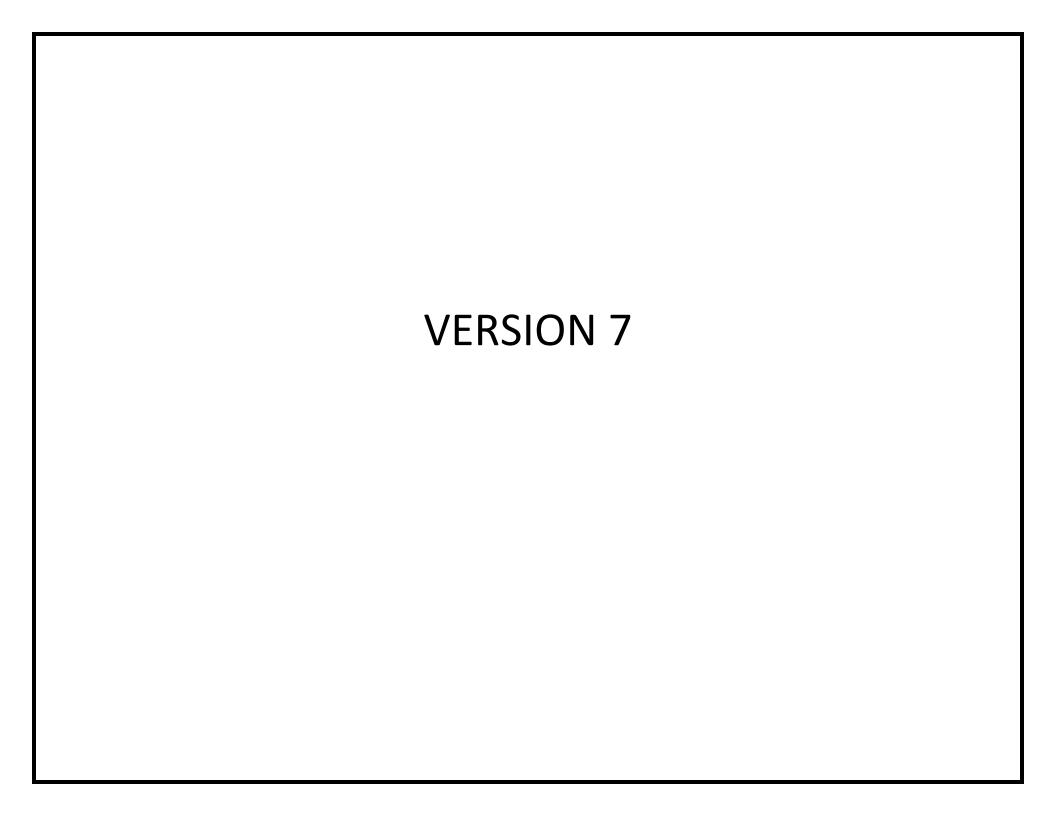
Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such as	
	demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this TV
\$12	\$21	\$10	show.
Going to the store and back will take	You can start watching the first episode	You can start watching the first episode	
30 minutes.	-	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$30	\$30	\$28	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	30 minutes before	
20 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$40	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	3 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$25	\$24	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	30 minutes before	
20 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$35	\$20	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	



What	is your gender?		
	Male		Female
What	is your age?		
	indicate which category your household income falls into.		
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000		\$70,001 - \$100,000
Ц	\$40,001 - \$50,000	Ц	More than \$100,000
What	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
	Fiber		I don't have internet at home
Do vo	u own any of the following? (Please indicate all that apply.)		
•	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		-
Which	device do you usually use to watch movies not playing on live	TV?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Which	device do you usually use to watch TV shows not playing on l	ive T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 7 TV

Imagine you would like to watch the popular TV show "Modern Family" Season 1 (2008, Standard Definition). You currently don't own this TV show. This show is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This show is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$25	\$20	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
1 hour. IMMEDIATELY.		can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$12	\$21	\$28	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$30	\$35	\$24	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
20 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$30	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$40	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

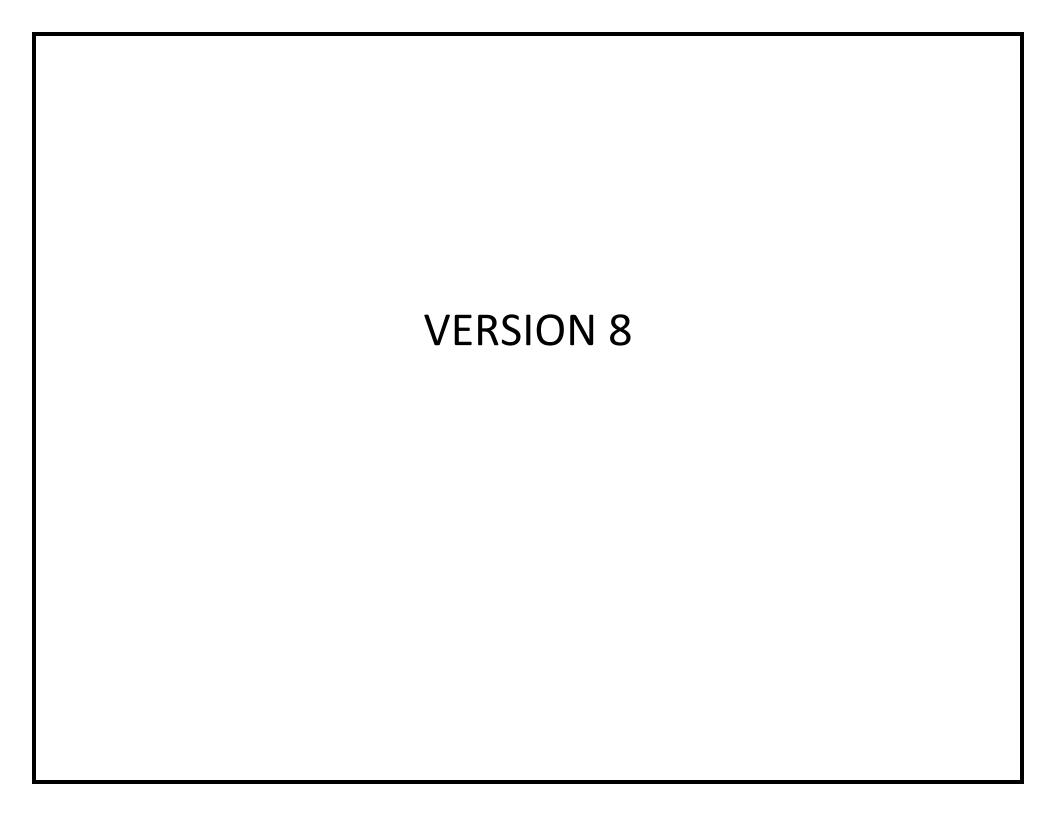
Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$30	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	3 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$35	\$28	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
20 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$12	\$21	\$24	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on cable on-	Buy the season on a	
DVD.	demand (such as Xfinity on-	streaming service (such	
	demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$30	\$25	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
10 minutes. IMMEDIATELY.		can start watching the	
		first episode.	

Option 1: Buy the season on DVD.	Option 2: Buy the season on cable on- demand (such as Xfinity on- demand)	Option 3: Buy the season on a streaming service (such as Amazon, VUDU or Google Play)	Option 4: I do not buy or watch this TV	
\$8	\$40	\$20	show.	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You can start watching the first episode IMMEDIATELY.		



What	is your gender?		
	Male		Female
What	is your age?		
	indicate which category your household income falls into.	_	\$70.004 \$70.000
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000 \$40,001 - \$50,000		\$70,001 - \$100,000 More than \$100,000
_	\$10,001 \$60,000	_	12012 11411 \$100,000
	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
Ц	Fiber	Ц	I don't have internet at home
Do yo	u own any of the following? (Please indicate all that apply.)		
•	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		
Which	device do you usually use to watch movies not playing on live	TV?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Which	n device do you usually use to watch TV shows not playing on l	ive T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 8 TV

Imagine you would like to watch the popular TV show "Modern Family" Season 1 (2008, Standard Definition). You currently don't own this TV show. This show is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This show is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$35	\$20	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	30 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$21	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$30	\$40	\$28	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	3 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$12	\$25	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	30 minutes before	
10 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$30 \$24		show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

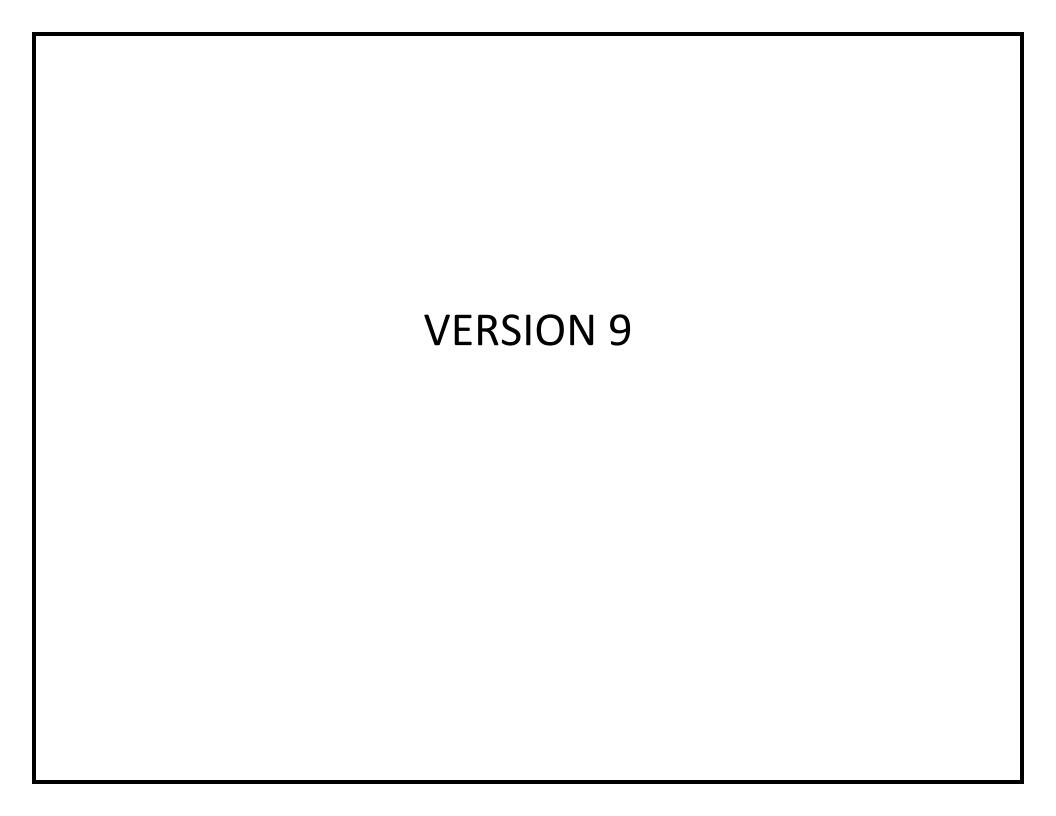
Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$12	\$30	\$24	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	3 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$35	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$21	\$20	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this TV
\$30	\$25	\$28	show.
Going to the store and back will take	You can start watching the first episode	You can start watching the first episode	
1 hour.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$40	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the first episode.	



What	is your gender?		
	Male		Female
What	is your age?		
Please	e indicate which category your household income falls into.		
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000		\$70,001 - \$100,000
	\$40,001 - \$50,000		More than \$100,000
What	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
	Fiber		I don't have internet at home
Do yo	u own any of the following? (Please indicate all that apply.)		
•	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		-
Whicl	n device do you usually use to watch movies not playing on live	ſV?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Whicl	n device do you usually use to watch TV shows not playing on liv	e T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other

Version 9 TV

Imagine you would like to watch the popular TV show "Modern Family" Season 1 (2008, Standard Definition). You currently don't own this TV show. This show is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This show is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$35	\$28	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this TV
\$5	\$40	\$20	show.
Going to the store and back will take	You can start watching the first episode	You can start watching the first episode	
30 minutes.	IMMEDIATELY.	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$21	\$24	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$30	\$25	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$12	\$30	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	30 minutes before	
5 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

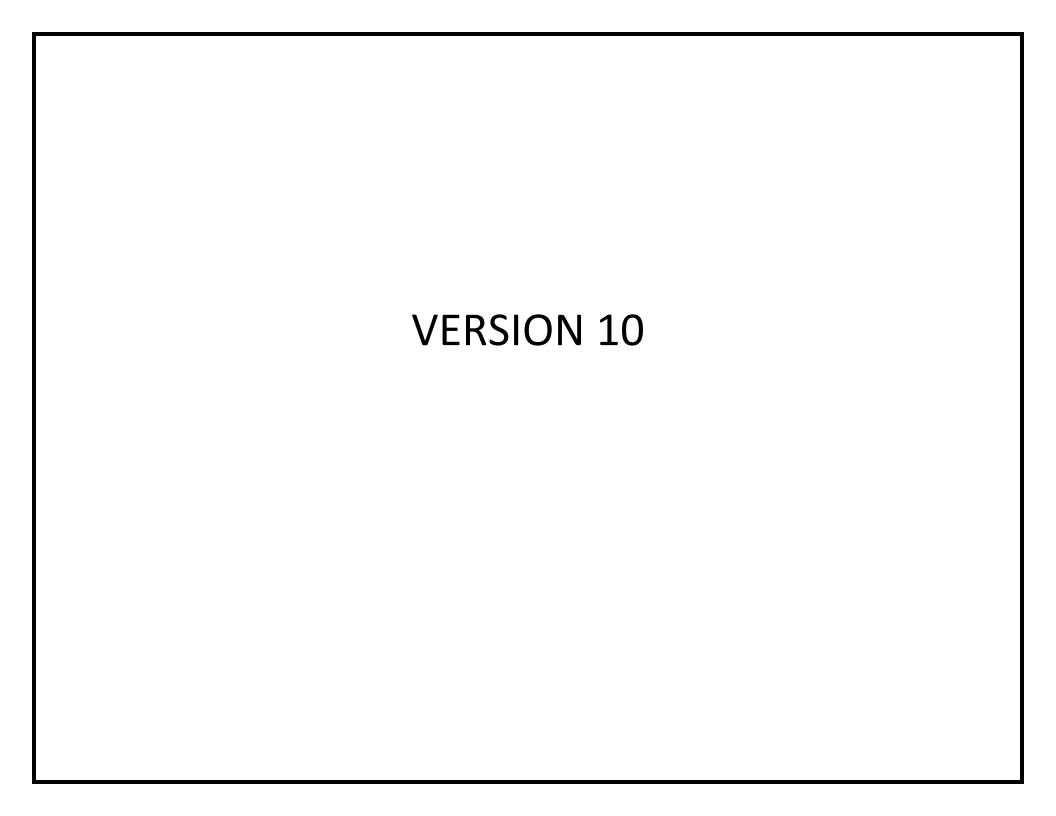
Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$40	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$30	\$28	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
20 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$12	\$35	\$20	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	3 minutes before	
1 hour.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$25	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the season on	Buy the season on Cable on	Buy the season on a	
DVD.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$30	\$21	\$24	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	



What	is your gender?		
	Male		Female
What	is your age?		
	indicate which category your household income falls into.		
	0 - \$30,000		\$50,001 - \$70,000
	\$30,001 - \$40,000		\$70,001 - \$100,000
Ц	\$40,001 - \$50,000	Ц	More than \$100,000
What	type of Internet do you currently have in your home?		
	DSL		Satellite
	Cable		Other
	Fiber		I don't have internet at home
Do vo	u own any of the following? (Please indicate all that apply.)		
•	DVD player		Tablet
	Blu-ray player		Desktop computer
	Smart TV which can connect to the Internet		Smartphone
	Laptop		•
Which	n device do you usually use to watch movies not playing on live T	Γ V ?	(Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
Which	n device do you usually use to watch TV shows not playing on liv	e T	V? (Please indicate all that apply.)
	TV		Tablet
	Desktop computer		Smart phone
	Laptop		Other
	<u> </u>		

Version 10 TV

Imagine you would like to watch the popular TV show "Modern Family" Season 1 (2008, Standard Definition). You currently don't own this TV show. This show is not available on Netflix, Amazon Prime or Hulu, and it is also not available for rent anywhere. This show is only available for purchase.

Imagine the four options below are your only choices. Which one would you choose? (Please indicate your first choice and your second choice)

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	
the season.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$20	\$21	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
10 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	
the season.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$30	\$28	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	3 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	
the season.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$35	\$20	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	30 minutes before	
20 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	
the season.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this TV
\$12	\$25	\$36	show.
Going to the store and back will take	You can start watching the first episode	You can start watching the first episode	
1 hour.	-	IMMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	
the season.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$30	\$40	\$24	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
20 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	-
the season.	Demand (such as Xfinity on	streaming service (such as	
	Demand)	Amazon, VUDU or Google	I do not buy or
		Play)	watch this TV
\$20	\$35	\$24	show.
Going to the store and back will take	You can start watching the first episode	You can start watching the first episode	
	*	IMMEDIATELY.	
1 hour.	IMMEDIATELY.	IMIMEDIATELY.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	
the season.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$30	\$40	\$36	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	3 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for the	Buy the season on Cable on	Buy the season on a	
season.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$5	\$21	\$28	show.
Going to the store and	You can start watching the	You need to wait	
back will take	first episode	30 minutes before	
20 minutes.	IMMEDIATELY.	Jour Court Start Water In 119	
		the first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	
the season.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$12	\$25	\$20	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	2 hours before you	
5 minutes.	IMMEDIATELY.	can start watching the	
		first episode.	

Option 1:	Option 2:	Option 3:	Option 4:
Buy the DVD for	Buy the season on Cable on	Buy the season on a	
the season.	Demand (such as Xfinity on	streaming service (such	
	Demand)	as Amazon, VUDU or	I do not buy or
		Google Play)	watch this TV
\$8	\$30	\$10	show.
Going to the store	You can start watching the	You need to wait	
and back will take	first episode	15 minutes before	
30 minutes.	IMMEDIATELY.	you can start watching	
		the first episode.	