

VERSION 1

Version 1 Movie

What is your gender?

Male

Female

What is your age? _____

Please indicate which category your household income falls into.

0 - \$30,000

\$30,001 - \$40,000

\$40,001 - \$50,000

\$50,001 - \$70,000

\$70,001 - \$100,000

More than \$100,000

What type of Internet do you currently have in your home?

DSL

Cable

Fiber

Satellite

Other

I don't have internet at home

Do you own any of the following? (Please indicate all that apply.)

DVD player

Blu-ray player

Smart TV which can connect to the Internet

Laptop

Tablet

Desktop computer

Smartphone

Which device do you usually use to watch movies not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

Which device do you usually use to watch TV shows not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

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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)

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

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\$24	\$29	\$8	
Going to the store and back will take 1 hour.	You can start watching the movie IMMEDIATELY.	You can start watching the movie IMMEDIATELY.	

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\$20	\$38	\$25	
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VERSION 4

What is your gender?

Male

Female

What is your age? _____

Please indicate which category your household income falls into.

0 - \$30,000

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

Version 5 Movie

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

Version 5 Movie

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

Version 5 Movie

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

Version 5 Movie

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

Version 5 Movie

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

Version 5 Movie

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

VERSION 6

What is your gender?

Male

Female

What is your age? _____

Please indicate which category your household income falls into.

0 - \$30,000

\$30,001 - \$40,000

\$40,001 - \$50,000

\$50,001 - \$70,000

\$70,001 - \$100,000

More than \$100,000

What type of Internet do you currently have in your home?

DSL

Cable

Fiber

Satellite

Other

I don't have internet at home

Do you own any of the following? (Please indicate all that apply.)

DVD player

Blu-ray player

Smart TV which can connect to the Internet

Laptop

Tablet

Desktop computer

Smartphone

Which device do you usually use to watch movies not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

Which device do you usually use to watch TV shows not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

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)

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$8	\$21	\$36	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You need to wait 30 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$12	\$40	\$28	
Going to the store and back will take 10 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$30	\$25	\$20	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You can start watching the first episode IMMEDIATELY.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$5	\$35	\$24	
Going to the store and back will take 10 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$12	\$21	\$10	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You can start watching the first episode IMMEDIATELY.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$30	\$30	\$28	
Going to the store and back will take 20 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 30 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$8	\$40	\$36	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You need to wait 3 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$5	\$25	\$24	
Going to the store and back will take 20 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 30 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$20	\$35	\$20	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 15 minutes before you can start watching the first episode.	

VERSION 7

What is your gender?

Male

Female

What is your age? _____

Please indicate which category your household income falls into.

0 - \$30,000

\$30,001 - \$40,000

\$40,001 - \$50,000

\$50,001 - \$70,000

\$70,001 - \$100,000

More than \$100,000

What type of Internet do you currently have in your home?

DSL

Cable

Fiber

Satellite

Other

I don't have internet at home

Do you own any of the following? (Please indicate all that apply.)

DVD player

Blu-ray player

Smart TV which can connect to the Internet

Laptop

Tablet

Desktop computer

Smartphone

Which device do you usually use to watch movies not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

Which device do you usually use to watch TV shows not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

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)

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$5	\$25	\$20	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$30	\$35	\$24	
Going to the store and back will take 20 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$8	\$30	\$36	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You need to wait 15 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$20	\$40	\$10	
Going to the store and back will take 5 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$20	\$30	\$36	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 3 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$5	\$35	\$28	
Going to the store and back will take 20 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$12	\$21	\$24	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You need to wait 15 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$30	\$25	\$10	
Going to the store and back will take 10 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

VERSION 8

What is your gender?

Male

Female

What is your age? _____

Please indicate which category your household income falls into.

0 - \$30,000

\$30,001 - \$40,000

\$40,001 - \$50,000

\$50,001 - \$70,000

\$70,001 - \$100,000

More than \$100,000

What type of Internet do you currently have in your home?

DSL

Cable

Fiber

Satellite

Other

I don't have internet at home

Do you own any of the following? (Please indicate all that apply.)

DVD player

Blu-ray player

Smart TV which can connect to the Internet

Laptop

Tablet

Desktop computer

Smartphone

Which device do you usually use to watch movies not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

Which device do you usually use to watch TV shows not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

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)

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$5	\$35	\$20	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 30 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$20	\$21	\$36	
Going to the store and back will take 5 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$30	\$40	\$28	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 3 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$12	\$25	\$10	
Going to the store and back will take 10 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 30 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$8	\$30	\$24	
Going to the store and back will take 5 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$12	\$30	\$24	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You need to wait 3 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$20	\$35	\$36	
Going to the store and back will take 5 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$5	\$40	\$10	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You need to wait 15 minutes before you can start watching the first episode.	

VERSION 9

What is your gender?

Male

Female

What is your age? _____

Please indicate which category your household income falls into.

0 - \$30,000

\$30,001 - \$40,000

\$40,001 - \$50,000

\$50,001 - \$70,000

\$70,001 - \$100,000

More than \$100,000

What type of Internet do you currently have in your home?

DSL

Cable

Fiber

Satellite

Other

I don't have internet at home

Do you own any of the following? (Please indicate all that apply.)

DVD player

Blu-ray player

Smart TV which can connect to the Internet

Laptop

Tablet

Desktop computer

Smartphone

Which device do you usually use to watch movies not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

Which device do you usually use to watch TV shows not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

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)

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$8	\$35	\$28	
Going to the store and back will take 5 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$5	\$40	\$20	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You can start watching the first episode IMMEDIATELY.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$20	\$21	\$24	
Going to the store and back will take 10 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$8	\$40	\$10	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 15 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$12	\$35	\$20	
Going to the store and back will take 1 hour.	You can start watching the first episode IMMEDIATELY.	You need to wait 3 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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 show.
\$5	\$25	\$36	
Going to the store and back will take 10 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

VERSION 10

What is your gender?

Male

Female

What is your age? _____

Please indicate which category your household income falls into.

0 - \$30,000

\$30,001 - \$40,000

\$40,001 - \$50,000

\$50,001 - \$70,000

\$70,001 - \$100,000

More than \$100,000

What type of Internet do you currently have in your home?

DSL

Cable

Fiber

Satellite

Other

I don't have internet at home

Do you own any of the following? (Please indicate all that apply.)

DVD player

Blu-ray player

Smart TV which can connect to the Internet

Laptop

Tablet

Desktop computer

Smartphone

Which device do you usually use to watch movies not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

Which device do you usually use to watch TV shows not playing on live TV? (Please indicate all that apply.)

TV

Desktop computer

Laptop

Tablet

Smart phone

Other

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)

First choice: 1 2 3 4

Second choice: 1 2 3 4

Option 1: Buy the DVD for the season.	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 show.
\$20	\$21	\$10	
Going to the store and back will take 10 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 2 hours before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

Option 1: Buy the DVD for the season.	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 show.
\$5	\$30	\$28	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 3 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

Option 1: Buy the DVD for the season.	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 show.
\$8	\$35	\$20	
Going to the store and back will take 20 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 30 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

Option 1: Buy the DVD for the season.	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 show.
\$20	\$35	\$24	
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.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

Option 1: Buy the DVD for the season.	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 show.
\$30	\$40	\$36	
Going to the store and back will take 30 minutes.	You can start watching the first episode IMMEDIATELY.	You need to wait 3 minutes before you can start watching the first episode.	

First choice: 1 2 3 4

Second choice: 1 2 3 4

<p>Option 1: Buy the DVD for the season.</p>	<p>Option 2: Buy the season on Cable on Demand (such as Xfinity on Demand)</p>	<p>Option 3: Buy the season on a streaming service (such as Amazon, VUDU or Google Play)</p>	<p>Option 4: I do not buy or watch this TV show.</p>
<p style="text-align: center;">\$5</p>	<p style="text-align: center;">\$21</p>	<p style="text-align: center;">\$28</p>	
<p>Going to the store and back will take 20 minutes.</p>	<p>You can start watching the first episode IMMEDIATELY.</p>	<p>You need to wait 30 minutes before you can start watching the first episode.</p>	

First choice: 1 2 3 4

Second choice: 1 2 3 4

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

First choice: 1 2 3 4

Second choice: 1 2 3 4

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