

NOTES

1. Percentages bias in survey questions due to significant number respondents who later (1) were terminated; or (2) dropped out.
2. Age 45+ data.

	S1 – FB Video Steaming (B) Age 45-70+ (27% Male)	S2 – FB Copy of Video Streaming (J) Age 45-70+ (18% Male)	S3 – REDDIT Survey Age 45-70+ (78% Male)	S4 - Imagine RIT Age 45-70+ (31% Male)
Sample	100 Responded (all ages) 22 Responded (age 45-70+) 16 Completed (age 45-70+)	45 Responded (all ages) 38 Responded (age 45-70+) 31 Completed (age 45-70+)	39 Responded (all ages) 10 Responded (age 45-70+) 4 Completed (age 45-70+)	37 Responded (all ages) 13 Responded (age 45-70+) 11 Completed (age 45-70+)
2. Gender	68% Female N=22 27% Male	82% Female N=38 18% Male	11% Female N=9 78% Male	69% Female N=13 31% Male
3. Relationship status	9% Single N=22 68% Married 14% Divorced/Widowed	11% Single N=38 53% Married 37% Divorced/Widowed	11% Single N=9 56% Married 33% Divorced/Widowed	0% Single N=13 85% Married 8% Divorced/Widowed
4. Children	23% No children N=22 77% Some children	18% No children N=38 82% Some children	22% No children N=9 78% Some children	8% No children N=13 92% Some children
5. Primary interest areas*	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>
6. Frequency online buying	14% Frequent (1x/wk) N=21 57% Moderate (1-3x/mo) 24% Rarely (1-6x/yr) 5% Seasonal	26% Frequent (1x/wk) N=38 61% Moderate (1-3x/mo) 13% Rarely (1-6x/yr) 0% Seasonal	33% Frequent (1x/wk) N=9 33% Moderate (1-3x/mo) 33% Rarely (1-6x/yr) 0% Seasonal	39% Frequent (1x/wk) N=13 46% Moderate (1-3x/mo) 15% Rarely (1-6x/yr) 0% Seasonal
7. Monthly online spending	43% Under \$100/mo N=21 57% \$100 - 249/mo 0% \$250 - 499/mo 0% \$500 – 999/mo 0% \$1000 & above	55% Under \$100/mo N=38 32% \$100 - 249/mo 8% \$250 - 499/mo 3% \$500 – 999/mo 3% \$1000 & above	44% Under \$100/mo N=9 44% \$100 - 249/mo 0% \$250 - 499/mo 0% \$500 – 999/mo 11% \$1000 & above	38% Under \$100/mo N=13 62% \$100 - 249/mo 0% \$250 - 499/mo 0% \$500 – 999/mo 0% \$1000 & above
8. Wish-list	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Q Discontinued for Reddit</i>	<i>Q Discontinued for Imagin RIT</i>

Survey Data – Ages 45-70+

	S1 – FB (Noah’s network) Age 45-70+ (27% Male)	S2 – FB (Jenna’s network) Age 45-70+ (18% Male)	S3 – Reddit Age 45-70+ (78% Male)	S4 - Imagine RIT Age 45-70+ (31% Male)
8. Replacement Q Buy yourself Online	N/A	N/A	33% Art (visual & performing) 89% Books N=9 67% Camera, video gear, etc 44% CDs, DVDs, BluRay 44% Clothing 44% Dining & kitchen 100% Electronics 44% Gardening & Lawn 33% Home & furniture 22% Jewelry & watches 44% Shoes 56% Sports/outdoor items 78% Tools 44% Vacations 33% Video Games 33% Do not make wish-lists	8% Art (visual & performing) 85% Books N=13 8% Camera, video gear, etc 23% CDs, DVDs, BluRay 92% Clothing 15% Dining & kitchen 38% Electronics 23% Gardening & Lawn 54% Home & furniture 15% Jewelry & watches 46% Shoes 31% Sports/outdoor items 8% Tools 31% Vacations 15% Video Games 8% Do not make wish-lists
9. Wish-list Use	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Q Discontinued for Reddit</i>	<i>Q Discontinued for ImagineRIT</i>
10. Watch Methods	38% TV (as it airs) N=21 57% TV (from recording) 38% Streaming (TV, Tab, PC) 5% Streaming (Mobile) 29% Rented DVDs	46% TV (as it airs) N=37 49% TV (from recording) 62% Streaming (TV, Tab, PC) 11% Streaming (Mobile) 38% Rented DVDs	38% TV (as it airs) N=8 50% TV (from recording) 75% Streaming (TV, Tab, PC) 38% Streaming (Mobile) 25% Rented DVDs	54% TV (as it airs) N=13 46% TV (from recording) 62% Streaming (TV, Tab, PC) 8% Streaming (Mobile) 23% Rented DVDs

Survey Data – Ages 45-70+

11. Memberships	<p>52% Amazon Prime N=21</p> <p>19% Apple TV</p> <p>19% HBO Now</p> <p>5% Hulu</p> <p>52% Netflix</p> <p>14% Showtime</p> <p>19% YouTube</p> <p>24% None</p>	<p>62% Amazon Prime N=37</p> <p>5% Apple TV</p> <p>11% HBO Now</p> <p>19% Hulu</p> <p>70% Netflix</p> <p>22% Showtime</p> <p>43% YouTube</p> <p>14% None</p>	<p>50% Amazon Prime N=8</p> <p>13% Apple TV</p> <p>25% HBO Now</p> <p>13% Hulu</p> <p>25% Netflix</p> <p>25% Showtime</p> <p>63% YouTube</p> <p>13% None</p>	<p>54% Amazon Prime N=13</p> <p>15% Apple TV</p> <p>8% HBO Now</p> <p>23% Hulu</p> <p>62% Netflix</p> <p>15% Showtime</p> <p>8% YouTube</p> <p>15% None</p>
	S1 – FB (Noah’s network) Age 45-70+ (27% Male)	S2 – FB (Jenna’s network) Age 45-70+ (18% Male)	S3 – Reddit Age 45-70+ (78% Male)	S4 - Imagine RiT Age 45-70+ (31% Male)
12. Netflix Subscriber	<p>75% Yes N=16</p> <p>25% No</p>	<p>77% Yes N=31</p> <p>23% No</p>	<p>43% Yes N=7</p> <p>57% No</p>	<p>91% Yes N=11</p> <p>9% No</p>
13. (3) Favorite Netflix Genres	<p>50% Action & Adventure N=12</p> <p>17% Children & Family</p> <p>67% Comedy</p> <p>25% Documentary</p> <p>58% Drama</p> <p>0% Foreign</p> <p>0% Horror</p> <p>8% Sci-Fi & Fantasy</p> <p>67% TV Series</p> <p>8% Thrillers</p>	<p>32% Action & Adventure N=25</p> <p>24% Children & Family</p> <p>24% Comedy</p> <p>36% Documentary</p> <p>56% Drama</p> <p>16% Foreign</p> <p>4% Horror</p> <p>16% Sci-Fi & Fantasy</p> <p>64% TV Series</p> <p>16% Thrillers</p>	<p>33% Action & Adventure N=3</p> <p>0% Children & Family</p> <p>33% Comedy</p> <p>33% Documentary</p> <p>33% Drama</p> <p>0% Foreign</p> <p>67% Horror</p> <p>0% Sci-Fi & Fantasy</p> <p>67% TV Series</p> <p>33% Thrillers</p>	<p>60% Action & Adventure N=10</p> <p>20% Children & Family</p> <p>60% Comedy</p> <p>10% Documentary</p> <p>50% Drama</p> <p>0% Foreign</p> <p>0% Horror</p> <p>10% Sci-Fi & Fantasy</p> <p>60% TV Series</p> <p>30% Thrillers</p>
14. YouTube browse?	<p>31% Yes N=16</p> <p>69% No</p>	<p>47% Yes N=32</p> <p>53% No</p>	<p>86% Yes N=7</p> <p>14% No</p>	<p>45% Yes N=11</p> <p>55% No</p>

<p>15. Favorite YouTube Channels</p>	<p>0% Automotive N=5 40% Beauty & Fashion 0% Comedy 20% Cooking & Health 40% Film & Entertainment 20% Fitness 0% Gaming 40% Music 0% News & Politics 0% Paid Channels 20% Religion & Spirituality 20% Science & Education 0% Sports 20% Technology 20% Unable to answer</p>	<p>0% Automotive N=15 7% Beauty & Fashion 40% Comedy 33% Cooking & Health 27% Film & Entertainment 33% Fitness 0% Gaming 53% Music 27% News & Politics 0% Paid Channels 67% Religion & Spirituality 20% Science & Education 7% Sports 20% Technology 7% Unable to answer</p>	<p>40% Automotive N=5 0% Beauty & Fashion 20% Comedy 20% Cooking & Health 0% Film & Entertainment 0% Fitness 0% Gaming 0% Music 0% News & Politics 20% Paid Channels 20% Religion & Spirituality 40% Science & Education 20% Sports 40% Technology 20% Unable to answer</p>	<p>40% Automotive N=5 20% Beauty & Fashion 40% Comedy 0% Cooking & Health 20% Film & Entertainment 0% Fitness 0% Gaming 60% Music 20% News & Politics 0% Paid Channels 20% Religion & Spirituality 40% Science & Education 0% Sports 20% Technology 0% Unable to answer</p>
	<p>S1 – FB (Noah’s network) Age 45-70+ (27% Male)</p>	<p>S2 – FB (Jenna’s network) Age 45-70+ (18% Male)</p>	<p>S3 – Reddit Age 45-70+ (78% Male)</p>	<p>S4 - Imagine RIT Age 45-70+ (31% Male)</p>
<p>16. Favorite character</p>	<p><i>Omitted – too little consistency</i></p>			
<p>16. (3) Fav TV shows</p>	<p><i>Content Analysis</i></p>			
<p>17. Character’s show</p>	<p><i>Dropped – too little consistency</i></p>			
<p>17. (3) Fav Movies</p>	<p><i>Content Analysis</i></p>			
<p>18. Extent dress like fav character</p>	<p>75% Ignore that style N=16 6% Rarely notices 19% Sometimes mimics 0% Looks for that style 0% Usually wears that look</p>	<p>50% Ignore that style N=32 25% Rarely notices 19% Sometimes mimics 6% Looks for that style 0% Usually wears that look</p>	<p>50% Ignore that style N=4 50% Rarely notices 0% Sometimes mimics 0% Looks for that style 0% Usually wears that look</p>	<p>18% Ignore that style N=11 36% Rarely notices 36% Sometimes mimics 9% Looks for that style 0% Usually wears that look</p>
<p>19. Likelihood to buy items from fav shows/movies</p>	<p>63% Not interested N=16 25% Occasional / somewhat 13% Definitely</p>	<p>63% Not interested N=32 28% Occasional / somewhat 9% Definitely</p>	<p>75% Not interested N=4 25% Occasional / somewhat 0% Definitely</p>	<p>9% Not interested N=11 82% Occasional / somewhat 9% Definitely</p>

Survey Data – Ages 45-70+

20. Income	6% Under \$25k N=16	6% Under \$25k N=31	25% Under \$25k N=4	0% Under \$25k N=11
	6% \$25,000 – 49,999	10% \$25,000 – 49,999	25% \$25,000 – 49,999	0% \$25,000 – 49,999
	13% \$50,000 – 99,999	29% \$50,000 – 99,999	0% \$50,000 – 99,999	18% \$50,000 – 99,999
	31% \$100,000 – 149,999	26% \$100,000 – 149,999	50% \$100,000 – 149,999	36% \$100,000 – 149,999
	38% \$150,000 – 449,999	26% \$150,000 – 449,999	0% \$150,000 – 449,999	45% \$150,000 – 449,999
	6% \$500,000 & above	3% \$500,000 & above	0% \$500,000 & above	0% \$500,000 & above