



Harris 2006

Harris Interactive Inc
161 Avenue of the Americas
New York, NY 10013

Video Software Dealers Association

Leisure Time and DVD Watching

Datasheeted Questionnaire

Field Dates: June 16th through 19th
Sample size: 1,007 adults 18 and over

[CLICK HERE FOR THE SUMMARY AND PRESS RELEASE](#)

Methodology

This survey was conducted by Harris Interactive by telephone within the United States between June 16 and 19, 2006 among a nationwide cross section of 1,007 adults (aged 18 and over). Figures for age, sex, race, and region were weighted where necessary to bring them into line with their actual proportions in the population.

In theory, with probability samples of this size, one could say with 95 percent certainty that the results for the overall sample have a sampling error of plus or minus 3 percentage points. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (e.g., non-response), question wording and question order, and weighting. It is impossible to quantify the errors that may result from these factors.

About Harris Interactive®

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Notes on reading the results: The percentage of respondents has been included for each item. An asterisk (*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% because of computer rounding or the acceptance of multiple answers from respondents answering that question.

BASE: ALL RESPONDENTS

Q500 Now I'd like to ask you about how you spend your time.

First, I would like to know approximately how many hours a week you spend at your job or occupation, and that includes keeping house or going to school, as well as working for pay or profit. How many hours would you estimate you spend at work, housekeeping, or studies, including any travel time to and from the job or school?

0	11%
1-20	22%
21-40	23%
41-60	29%
61-80	9%
81+	3%
Don't know/refused	3%
MEAN	36.8

BASE: ALL RESPONDENTS

Q505 About how many hours each week do you estimate you have available to relax, watch TV, take part in sports or hobbies, go swimming or skiing, go to the movies, theater, concerts or other forms of entertainment, get together with friends, and so forth?

0	3%
1-10	34%
11-20	29%
21-40	22%
41+	9%
Don't know/ refused	3%
MEAN	20.9

BASE: ALL RESPONDENTS

Q510 What are your two or three favorite leisure time activities? (Open end)

TV (watching)	25%
Reading	23%
Family and kids (spending time with/ play with)	9%
Fishing	9%
Movies (going to)	8%
Gardening	8%
Exercise	6%
Computer-related activities	6%
Team sports (participating in i.e. basketball)	5%
Swimming	5%
Walking	5%
Shopping	4%
Movies (renting)	4%
Bicycling	3%
Music (listening to)	3%
Church; church activities	3%
Hiking	3%
Socializing with friends/ neighbors	3%
Golf	3%
Sleeping	3%
Relaxing	3%
Traveling	2%
Sewing/ crocheting	2%
Music/playing	2%
Bowling	2%
Cards (playing)	2%
Camping	2%
Cooking	2%
Entertaining with friends	2%
Dining out	2%
Housework/ yardwork/ cleaning/ home repair	2%
Eating out	2%
Watching sports events	2%
Hunting	2%
Beach/sun/tan	2%
Running	2%
Crafts	2%
Outdoor activities	1%
Drinking	1%
Boating	1%
Tennis	1%
Snow skiing	1%
Animals/pets/dogs	1%
Video games	1%
Driving around in a car	1%
Writing	1%
Dancing/ going to clubs	1%
Cars (working on)	1%
Gambling	1%
Motorcycling	1%
Skateboarding/ rollerblading/ roller skating	1%

Woodworking/ furniture refinishing	1%
Crosswords/ word search/ puzzles	1%
Painting	*
Photography	*
Volunteer work	*
Theater (going to)	*
Dating	*
Racing (cars/ horses/ unspecified)	*
Canoeing/ kayaking	*
Horseback riding	*
Work/ working	*
Museums (going to)	*
Concerts (going to)	*
Other	5%
None	2%
Don't know/ refused	4%

BASE: ALL RESPONDENTS

Q520 Thinking specifically about movies now, how often in an average month would you say you go to the movies in a theater?

0	55%
1	26%
2	9%
3	5%
4	3%
5	*
6	*
7	*
8	*
10	*
20	*
Don't know/refused	1%
MEAN	0.8

BASE: ALL RESPONDENTS

Q525 How often in an average month would you say you watch a movie on a DVD?

0	20%
1-2	28%
3-5	24%
6-10	15%
11-20	8%
21-30	3%
31+	2%
Don't know/ refused	1%
MEAN	5.7

BASE: ALL RESPONDENTS

Q530 And, how often in an average month would you say you watch a movie on Pay cable, that is a station such as HBO, Showtime, Cinemax or Starz?

0	55%
1-2	11%
3-5	13%
6-10	7%
11-20	6%
21-30	4%
31+	2%
Don't know/ refused	1%
MEAN	4.4

BASE:ALL RESPONDENTS**Q535** If you had to guess, how many DVDs would you say you watch in a typical year?

0	13%
1-20	40%
21-40	12%
41-60	12%
61-100	9%
101-199	3%
200+	8%
Don't know/ refused	3%
MEAN	49.5

BASE:ALL RESPONDENTS**Q540** When you typically watch a DVD, do you watch it alone, watch it with a spouse or partner, watch it with your family, or watch it with a group of friends?

Watch it with your family	41%
Watch it with a spouse or partner	26%
Watch it alone	15%
Watch it with a group of friends	9%
Don't really watch DVDs	9%
Don't know/ refused	*

BASE: ALL RESPONDENTS**Q545** Which would you say you watch more of on DVDs " (ROTATE) Movies or TV shows?

Movies	68%
TV shows	20%
Both about the same	4%
Don't really watch DVDs	9%
Don't know refused	*

BASE: ALL RESPONDENTS**Q550** How often do you rent a DVD and not watch it?

Never	66%
Occasionally	26%
Frequently	6%
Don't know/ refused	2%

BASE: ALL RESPONDENTS**Q555** How often do you buy a DVD and not watch it?

Never	72%
Occasionally	19%
Frequently	7%
Don't know/refused	2%