



Poll Position

National Poll of 1,179 Registered Voters · Conducted 01.15.12 · Margin of Error +/- 3 percentage points*

11. When you go online to view free content, what do you think is the acceptable duration of an online advertisement you must view before seeing that free content?

| | Age | | | | Race | | | | Gender | | Party | | | |
|------------|-------|-------|-------|-------|------|-------|-------|----------|--------|------|--------|------------|----------|-------------|
| | Total | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other | Male | Female | Republican | Democrat | Independent |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 15 seconds | 54.1 | 56.7 | 60.5 | 54.4 | 40.1 | 60.3 | 33.3 | 40.1 | 47.3 | 55.7 | 52.6 | 56.9 | 53.0 | 52.0 |
| 30 seconds | 12.1 | 7.9 | 15.5 | 13.1 | 9.2 | 10.8 | 18.2 | 13.7 | 14.3 | 11.7 | 12.5 | 11.8 | 11.8 | 12.9 |
| 45 seconds | 4.2 | 4.6 | .9 | 7.4 | 3.2 | 2.1 | 11.6 | 9.3 | 5.3 | 4.7 | 3.8 | 2.2 | 5.6 | 5.1 |
| 60 seconds | 2.9 | .0 | 3.7 | 4.4 | 1.8 | 2.3 | 7.7 | 1.6 | 1.3 | 2.2 | 3.5 | 3.3 | 2.7 | 2.6 |
| No opinion | 26.7 | 30.8 | 19.5 | 20.7 | 45.6 | 24.5 | 29.3 | 35.3 | 31.8 | 25.7 | 27.6 | 25.8 | 26.9 | 27.4 |

Data for Poll Position survey research is collected using interactive voice response technology. Field work for all Poll Position surveys is conducted by Majority Opinion Research. Data are weighted by age, race, and gender. Questions of a political nature are additionally weighted by political party affiliation.

* Margin of error for demographic subgroups higher.