



Power Analysis

The document that follows summarizes a “Power Analysis” that was done in October 2007 by Sequent Partners in conjunction with Ball State University during the development and negotiation stages of the commission of the CRE’s Video Consumer Mapping study. The goal of the analysis was to determine what sample size(s) would adequately balance the need for quality data across a long list of breakouts within budget constraints.

Actual data from Ball State University’s Middletown Media Study II was used in the Power Analysis. The Middletown Media Study II includes data similar to the proposed CRE VCM study, using an observational methodology to examine media usage across list of demographic and media-relevant breakouts.

RECOMMENDATION

Based on the Power Analysis, the CRE’s budgetary constraints, and the predictive potential of a sizeable “high-tech” sub-sample, the Council decided upon a core sample of 350.

BACKGROUND

The “Power Analysis” consisted of a series of comparisons between key breakouts. A total of four (4) sample sizes were examined. Nine (9) breakout comparisons were made across eight (8) different media usage variables resulting in a total of 80 comparisons made at each sample size.

Sample Sizes:

250	400
350	500

Breakout Comparison Pairs:

Men vs. Women	18-34 vs. 35-54
With Children vs. Without Children	18-34 vs. 55+
Hi-Tech vs. All Others	35-54 vs. 55+
In-Home vs. Mid-Range	In-Home vs. Out-of-Home
Out-of-Home vs. Mid-Range	Spanish Dominant HHs. vs. English Dominant

The In-Home segment consumes 90% or more of all of their TV and video viewing in-home. The Out-of-Home segment consumes 30% or more of all of their TV and Video viewing out-of-home. The Mid-range segment consumes less than 90% and more than 70% of all of their TV and Video viewing in-home.

Media Usage Variables:

Average Daily Reach Live TV Viewing	Average Daily Minutes Live TV Viewing
Average Daily Reach Video Playback	Average Daily Minutes Video Playback
Average Daily Reach In-Home Video (incl. TV)	Average Daily Minutes In-Home Video (incl. TV)
Average Daily Out-of-Home Video (incl. TV)	Average Daily Minutes Out-of-Home Video (incl. TV)

The video noted in In-Home and Out-of-Home Video included: DVD, VCR, Video on Demand/PPV, Computer Video, Digital video stored on computer, Digital video streaming to computer, DVD on computer, Mobile Video, Portable DVD, Video on personal (non-phone) devices (iPods, PSP, etc.), Video on mobile phone, Environmental/Other video as well as Live TV and DVR playback.

Statistical criteria were selected that are consistent with levels used in typical marketing research and business decision-making.

A significance level of .10 was used. Significance deals with what is known as Type I errors, or “false positives”, it is the chance that research will identify a meaningful relationship when one does not, in fact, exist. The larger the significance level, the more likely a false positive conclusion will be made. A .10 level of significance means there is a 10% chance that an observed difference is not true.

An 80% power level was agreed upon by the Committee. The power is the probability that the test will not make what is known as a Type II error, which is concluding there is no relationship between factors when, in fact, there is one. When Type II errors occur it is known as a “false negative”. Generally, the smaller the sample size or data set, the less power it has (the lower the power number), the more difficult it is to detect meaningful differences and easier it is to make false negative conclusions.

SUMMARY OF COMPARISONS

Table 1, on the following page, summarizes the results across four sample sizes. Among the 80 comparisons, 21 showed significant differences with the largest sample size, N=500; 15 comparisons were significant for the smallest sample size, N=250. An example of a significant difference is: 18-34s showed significantly different Average Daily Reach of DVR Video Playback than 55+ for all sample sizes. This would count as one (1) towards the “Total Significant Differences” column for each sample size.

While 21 of the 80 comparisons were significant, 51 were not, even at the largest sample size. This is attributed to the ambition of the committee and the desire to include as many relevant sub-samples as possible, such as Spanish speakers (15%). The Power Analysis confirmed that it was not realistic within the budget constraints to drill down to breakouts so small in size, so they were not included in later analyses.

The Power Analysis also showed that High-tech participants did not show significant differences at any of the sample sizes. This breakout was particularly important to the committee. Therefore, an additional sub-sample was considered, to allow for statistical comparisons. Subsequent analysis taking into account that the Middletown II Study was fielded in 2005, while the most current Nielsen Home Technology Study reported Hi-tech penetration above 30%, led the committee to agree that the Hi-tech

incidence in the core sample at the time of fielding would be sufficient for valid statistical comparisons to be made.

The largest sample size in the analysis (N=500), was used as the standard that the smaller sample sizes were compared to in determining the drop in sample quality.

As shown in Table 1, when the sample was cut to N=400, the same number of significant differences were found as with N=500. At N=350, there were 19 significant differences, a 10% fall in from N=500. At N=250, there were 15 significant differences found, with a much greater fall-off (-29%) from N=500.

It was agreed that the steep decline seen in N=250 was unacceptable, but that N=350 would still yield insights into the broad patterns in media usage that the study was attempting to investigate.

Table 1: Sensitivity of Various Sample Sizes

Sample Size	Total Significant Differences between breakouts	Fall-off from N=500	% Fall-off from N=500
N=500	21	--	--
N=400	21	0	0%
N=350	19	2	-10%
N=250	15	6	-29%

STATISTICALLY SIGNIFICANT DIFFERENCES

Table 1, in the previous section, summarized the total significant differences at each sample size. Table 2, below, illustrates in more detail how many significant differences were found by sample size for each of the eight (8) media variables examined.

As the table shows, there were no significant differences found in the Average Daily Reach of Live TV Viewing, although there were differences in each of the other media variables.

Table 2: Statistically Significant Differences by Sample Size by Media Variable

Sample Size	Statistical Differences found out of 9 possible per table								Total	Diff from N=500
	Average Daily Reach				Average Daily Minutes					
	Live TV Viewing	Video Playback	In-Home Video	Out of Home Video	Live TV Viewing	Video Playback	In-Home Video	Out of Home Video		
N=500	0	2	3	2	3	3	4	4	21	--
N=400	0	2	3	2	3	3	4	4	21	0
N=350	0	2	2	2	3	2	4	4	19	2
N=250	0	2	2	2	2	2	2	3	15	6

Tables 3-10 on the following pages detail the significant differences found for each media variable listing all of the breakout comparisons.

As noted in the summary, no significant differences were found for the Average Daily Reach of Live TV Viewing.

Table 3: Statistically Significant Differences in Average Daily Reach: Live TV Viewing

Estimated Minimum Detectable Difference in Average Daily Reach between Groups based on the Study Design										Significance
Breakout Comparisons	Test Proportion	Minimum detectable differences between groups				Ratio	Proportions		Differences Between Proportions	at 250+ at 350+ at 400+ at 500
		N=250	N=350	N=400	N=500					
Live Television Viewing										
49% Men / 51% Women	0.9	0.11	0.09	0.09	0.08	1.04	0.89	0.92	0.03	
30% 18-34 / 40% 35-54 / 30% 55+1	0.9									
18-34 vs 35-54	0.9	0.13	0.11	0.11	0.09	1.33	0.87	0.91	0.04	
18-34 vs 55+	0.9	0.14	0.12	0.11	0.10	1.00	0.87	0.96	0.09	(close)
35-54 vs 55+	0.9	0.13	0.11	0.11	0.09	0.75	0.91	0.96	0.05	
33% With children / 67% without children	0.9	0.12	0.10	0.09	0.08	2.03	0.92	0.91	0.01	
15% Spanish speaking / 85% English speaking2	0.9	0.15	0.13	0.12	0.11	8.50				
10% hi-tech users / 90% all others3	0.9	0.19	0.16	0.15	0.13	9.00	0.93	0.9	0.03	
75% In-home centric / 10% midrange 15% Out-of-home4	0.9									
in-home vs midrange	0.9	0.19	0.16	0.15	0.13	0.13	0.96	1	0.04	
in-home vs out-of-home	0.9	0.16	0.13	0.12	0.11	0.20	0.96	0.96	0	
midrange vs out-of-home	0.9	0.23	0.19	0.18	0.16	1.50	1	0.96	0.04	

For Average Daily Reach of DVR Playback (below) we start to see some of the statistical differences. Looking at the column labeled Differences Between Proportions, we see that both the 18-34 vs. 55+ and 35-54 vs. 55+ comparisons showed significant differences (indicated by their red font) for all samples sizes (N= 250, 250, 400 and 500).

Table 4: Statistically Significant Differences in Average Daily Reach: DVR Video Playback

Estimated Minimum Detectable Difference in Average Daily Reach between Groups based on the Study Design										Significance
Breakout Comparisons	Test Proportion	Minimum detectable differences between groups				Ratio	Proportions		Differences Between Proportions	at 250+ at 350+ at 400+ at 500
		N=250	N=350	N=400	N=500					
Video Playback										
49% Men / 51% Women	0.3	0.17	0.17	0.15	0.14	1.04	0.32	0.33	0.01	
30% 18-34 / 40% 35-54 / 30% 55+1	0.3									
18-34 vs 35-54	0.3	0.20	0.17	0.16	0.14	1.33	0.43	0.35	0.08	
18-34 vs 55+	0.3	0.22	0.19	0.17	0.15	1.00	0.43	0.14	0.29	
35-54 vs 55+	0.3	0.20	0.17	0.16	0.14	0.75	0.35	0.14	0.21	
33% With children / 67% without children	0.3	0.18	0.15	0.14	0.13	2.03	0.4	0.28	0.12	
15% Spanish speaking / 85% English speaking2	0.3	0.23	0.20	0.18	0.16	8.50				
10% hi-tech users / 90% all others3	0.3	0.28	0.24	0.22	0.20	9.00	0.28	0.34	0.06	
75% In-home centric / 10% midrange 15% Out-of-home4	0.3									
in-home vs midrange	0.3	0.29	0.24	0.23	0.20	0.13	0.37	0.41	0.04	
in-home vs out-of-home	0.3	0.24	0.20	0.19	0.17	0.20	0.37	0.25	0.12	
midrange vs out-of-home	0.3	0.35	0.29	0.27	0.24	1.50	0.41	0.25	0.16	

For Average Daily Reach of In-Home Video we see some two comparisons showing significant differences across all sample sizes: In-Home vs. Out-of-Home and Mid-Range vs. Out-of-Home. We also see that the 18-34 vs. 55+ comparison was significantly different for this variable for N=350, 400 and 500.

Table 5: Statistically Significant Differences in Average Daily Reach: In-Home Video

Estimated Minimum Detectable Difference in Average Daily Reach between Groups based on the Study Design										Significance
Breakout Comparisons	Test Proportion	Minimum detectable differences between groups				Ratio	Proportions		Differences Between Proportions	at 250+ at 350+ at 400+ at 500
		N=250	N=350	N=400	N=500					
In-Home Video										
49% Men / 51% Women	0.9	0.11	0.11	0.10	0.09	1.04	0.86	0.93	0.07	
30% 18-34 / 40% 35-54 / 30% 55+1	0.9									
18-34 vs 35-54	0.9	0.13	0.11	0.11	0.09	1.33	0.84	0.91	0.07	
18-34 vs 55+	0.9	0.14	0.12	0.11	0.10	1.00	0.84	0.96	0.12	
35-54 vs 55+	0.9	0.13	0.11	0.11	0.09	0.75	0.91	0.96	0.05	
33% With children / 67% without children	0.9	0.12	0.10	0.09	0.08	2.03	0.9	0.9	0	
15% Spanish speaking / 85% English speaking2	0.9	0.15	0.13	0.12	0.11	8.50				
10% hi-tech users / 90% all others3	0.9	0.19	0.16	0.15	0.13	9.00	0.84	0.91	0.07	
75% In-home centric / 10% midrange 15% Out-of-home4	0.9									
in-home vs midrange	0.9	0.19	0.16	0.15	0.13	0.13	1	1	0	
in-home vs out-of-home	0.9	0.16	0.13	0.12	0.11	0.20	1	0.69	0.31	
midrange vs out-of-home	0.9	0.23	0.19	0.18	0.16	1.50	1	0.69	0.31	

For all sample sizes, there were significant differences seen in In-Home vs. Out-of-Home and In-Home vs. Mid-Range for Daily Reach of Out-of-Home Video.

Table 6: Statistically Significant Differences in Average Daily Reach: Out-of-Home Video

Estimated Minimum Detectable Difference in Average Daily Reach between Groups based on the Study Design										Significance
Breakout Comparisons	Test Proportion	Minimum detectable differences between groups				Ratio	Proportions		Differences Between Proportions	at 250+ at 350+ at 400+ at 500
		N=250	N=350	N=400	N=500					
Out-of-home Video										
49% Men / 51% Women	0.4	0.18	0.18	0.17	0.15	1.04	0.43	0.31	0.12	
30% 18-34 / 40% 35-54 / 30% 55+1	0.4									
18-34 vs 35-54	0.4	0.22	0.19	0.17	0.15	1.33	0.38	0.4	0.02	
18-34 vs 55+	0.4	0.23	0.20	0.19	0.17	1.00	0.38	0.3	0.08	
35-54 vs 55+	0.4	0.22	0.19	0.17	0.15	0.75	0.4	0.3	0.1	
33% With children / 67% without children	0.4	0.19	0.16	0.15	0.14	2.03	0.39	0.34	0.05	
15% Spanish speaking / 85% English speaking2	0.4	0.25	0.21	0.20	0.18	8.50				
10% hi-tech users / 90% all others3	0.4	0.30	0.26	0.24	0.21	9.00	0.33	0.51	0.18	
75% In-home centric / 10% midrange 15% Out-of-home4	0.4									
in-home vs midrange	0.4	0.31	0.26	0.24	0.22	0.13	0.21	1	0.79	
in-home vs out-of-home	0.4	0.26	0.22	0.20	0.18	0.20	0.21	1	0.79	
midrange vs out-of-home	0.4	0.37	0.31	0.29	0.26	1.50	1	1	0	

18-34 vs. 35-54 and 18-34 vs. 55+ showed significant differences at all sample sizes for Daily Minutes of Live TV Viewing. In-Home vs. Out-of-Home showed significant differences for N=350, 400 and 500.

Table 7: Statistically Significant Differences in Average Daily Minutes: Live TV Viewing

Estimated Minimum Detectable Difference in Average Total Minutes of Viewing per Day between Groups based on the Study Design								Significance	
Breakout Comparisons	Test Means	Minimum detectable differences between groups				Ratio	Means	Differences Between Means	at 250+ at 350+ at 400+ at 500
		N=250	N=350	N=400	N=500				
Live Television Viewing									
49% Men / 51% Women	202	74.80	63.22	59.14	52.89	1.04	227 255	28	
30% 18-34 / 40% 35-54 / 30% 55+1	202								
18-34 vs 35-54	202	90.32	76.33	71.40	63.86	1.33	191 228	37	
18-34 vs 55+	202	96.55	81.60	76.33	68.27	1.00	191 331	140	
35-54 vs 55+	202	90.32	76.33	71.40	63.86	0.75	228 331	103	
33% With children / 67% without children	202	79.53	67.21	62.87	56.23	2.03	219 259	40	
15% Spanish speaking / 85% English speaking ²	202	102.07	86.27	80.70	72.18	8.50			
10% hi-tech users / 90% all others ³	202	124.65	105.35	98.54	88.14	9.00	237 242	5	
75% In-home centric / 10% midrange 15% Out-of-home ⁴	202								
in-home vs midrange	202	125.89	106.39	99.52	89.02	0.13	273 249	24	
in-home vs out-of-home	202	105.77	89.39	83.62	74.79	0.20	273 182	91	
midrange vs out-of-home	202	152.66	129.02	120.69	107.95	1.50	249 182	67	

For all sample sizes, there were significant differences seen in In-Home vs. Out-of-Home and In-Home vs. Mid-Range for Daily Minutes of DVR Video Playback.

Table 8: Statistically Significant Differences in Average Daily Minutes: DVR Video Playback

Estimated Minimum Detectable Difference in Average Total Minutes of Viewing per Day between Groups based on the Study Design								Significance	
Breakout Comparisons	Test Means	Minimum detectable differences between groups				Ratio	Means	Differences Between Means	at 250+ at 350+ at 400+ at 500
		N=250	N=350	N=400	N=500				
Video Playback									
49% Men / 51% Women	73	27.03	26.38	24.68	22.07	1.04	33 33	0	
30% 18-34 / 40% 35-54 / 30% 55+1	73								
18-34 vs 35-54	73	32.64	27.58	25.80	23.08	1.33	47 30	17	
18-34 vs 55+	73	34.89	29.49	27.58	24.67	1.00	47 18	29	
35-54 vs 55+	73	32.64	27.58	25.80	23.08	0.75	30 18	12	
33% With children / 67% without children	73	28.74	24.29	22.72	20.32	2.03	35 32	3	
15% Spanish speaking / 85% English speaking ²	73	36.89	31.18	29.16	26.08	8.50			
10% hi-tech users / 90% all others ³	73	45.05	38.07	35.61	31.85	9.00	25 35	10	
75% In-home centric / 10% midrange 15% Out-of-home ⁴	73								
in-home vs midrange	73	45.49	38.45	35.97	32.17	0.13	106 30	76	
in-home vs out-of-home	73	38.22	32.30	30.22	27.03	0.20	106 64	42	
midrange vs out-of-home	73	55.17	46.63	43.62	39.01	1.50	30 64	34	

18-34 vs. 55+ and In-Home vs. Out-of-Home showed significant differences for Daily Minutes of in-Home Video usage for all sample sizes. Mid-Range vs. Out-of-Home and 35-54 vs. 55+ showed significant differences for N=350, 400 and 500.

Table 9: Statistically Significant Differences in Average Daily Minutes: In-Home Video

Estimated Minimum Detectable Difference in Average Total Minutes of Viewing per Day between Groups based on the Study Design							Significance		
Breakout Comparisons	Test Means	Minimum detectable differences between groups				Ratio	Means	Differences Between Means	at 250+ at 350+ at 400+ at 500
		N=250	N=350	N=400	N=500				
In-Home Video									
49% Men / 51% Women	218	80.73	78.78	73.69	65.91	1.04	225	270	45
30% 18-34 / 40% 35-54 / 30% 55+1	218								
18-34 vs 35-54	218	97.47	82.38	77.06	68.92	1.33	209	234	25
18-34 vs 55+	218	104.20	88.06	82.38	73.68	1.00	209	331	122
35-54 vs 55+	218	97.47	82.38	77.06	68.92	0.75	234	331	97
33% With children / 67% without children	218	85.83	72.54	67.85	60.69	2.03	228	265	37
15% Spanish speaking / 85% English speaking2	218	110.16	93.10	87.09	77.89	8.50			
10% hi-tech users / 90% all others3	218	134.52	113.69	106.35	95.12	9.00	208	261	53
75% In-home centric / 10% midrange 15% Out-of-home4	218								
in-home vs midrange	218	135.86	114.82	107.41	96.07	0.13	310	227	83
in-home vs out-of-home	218	114.14	96.47	90.24	80.71	0.20	310	67	243
midrange vs out-of-home	218	164.75	139.24	130.25	116.50	1.50	227	67	160

In-Home vs. Mid-Range, In-Home vs. Out-of-Home and Mid-Range vs. Out-of-Home all showed significant differences for Daily Minutes of Out-of-Home Video at all sample sizes. Hi-Tech Users vs. All Other showed significant differences at N=350, 400 and 500.

Table 10: Statistically Significant Differences in Average Daily Minutes: Out-of-Home Video

Estimated Minimum Detectable Difference in Average Total Minutes of Viewing per Day between Groups based on the Study Design							Significance		
Breakout Comparisons	Test Means	Minimum detectable differences between groups				Ratio	Means	Differences Between Means	at 250+ at 350+ at 400+ at 500
		N=250	N=350	N=400	N=500				
Out-of-home Video									
49% Men / 51% Women	65	24.07	23.49	21.97	19.65	1.04	32	17	15
30% 18-34 / 40% 35-54 / 30% 55+1	65								
18-34 vs 35-54	65	29.06	24.56	22.98	20.55	1.33	28	23	5
18-34 vs 55+	65	31.07	26.26	24.56	21.97	1.00	28	14	14
35-54 vs 55+	65	29.06	24.56	22.98	20.55	0.75	23	14	9
33% With children / 67% without children	65	25.59	21.63	20.23	18.09	2.03	25	24	1
15% Spanish speaking / 85% English speaking2	65	32.85	27.76	25.97	23.23	8.50			
10% hi-tech users / 90% all others3	65	40.11	33.90	31.71	28.36	9.00	15	53	38
75% In-home centric / 10% midrange 15% Out-of-home4	65								
in-home vs midrange	65	40.51	34.24	32.02	28.64	0.13	1	51	50
in-home vs out-of-home	65	34.03	28.76	26.91	24.07	0.20	1	129	128
midrange vs out-of-home	65	49.12	41.52	38.84	34.74	1.50	51	129	78

APPENDIX

1. Formulae: from Appendix III-B of the CRE Non-response Analysis

Formulae for proportions

$$n_1 = \frac{(Z_{1-\alpha/2}\sqrt{(r+1)\bar{p}\bar{q}} + Z_{1-\beta}\sqrt{rp_1q_1 + p_2q_2})^2}{r * (p_1 - p_2)^2}; \bar{p} = \frac{(p_1 + p_2)}{(r+1)}; \bar{q} = (1 - \bar{p}); r = n_2 / n_1$$

where n_i is the sample size of group i ; r is the rate of sample size of group 1 to group 2; p_i is the proportion of group i ; and z is the normal score.

Fleiss, Levin, and Paik, (2003) - without continuity correction

Illustration for $p_1=0.55$ (see graph 2)

$$n_1 = \frac{\left(1.9599 \sqrt{(2.5+1) * \left(\frac{0.55+p_2}{2.5+1} \right) * \left(1 - \left(\frac{0.55+p_2}{2.5+1} \right) \right)} + 0.8416 \sqrt{2.5 * 0.55 * (1-0.55) + p_2 * (1-p_2)} \right)^2}{2.5 * (0.55 - p_2)^2}$$

Formulae for means

$$n_1 = \frac{(\sigma_1^2 + \sigma_2^2 / r) * (Z_{1-\alpha/2} + Z_{1-\beta})^2}{(\mu_1 - \mu_2)^2}; r = n_2 / n_1$$

where n_i is the sample size of group i ; r is the rate of sample size of group 1 to group 2; σ_i^2 is the variance of group i ; μ_i is the mean of group i ; and z is the normal score.

Rosner, B. (2000). *Fundamentals of Biostatistics*. 2nd Edition. Pacific Grove, CA: Duxbury.

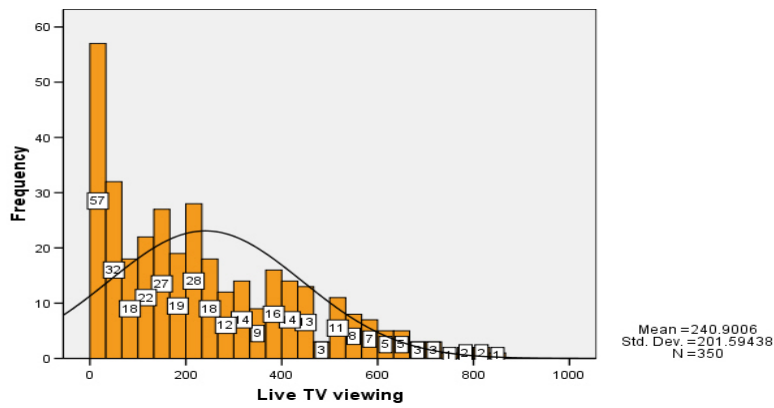
Illustration for $\sigma_2^2 = 2.0$ (see graph 1)

$$n_1 = \frac{(2.289^2 + 2.0^2 / 2.5) * (1.9599 + 0.8416)^2}{\Delta^2} \quad r = 5000 / 2000 = 2.5$$

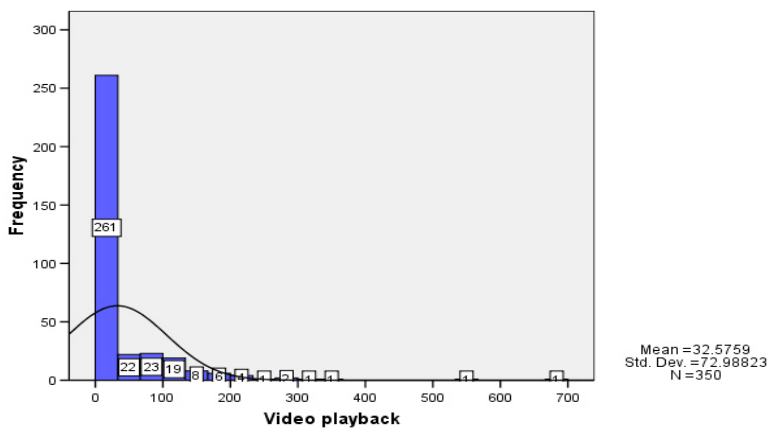
2. Sample Sizes and Frequency Distributions

A. Frequency Distribution of Media Use by Duration

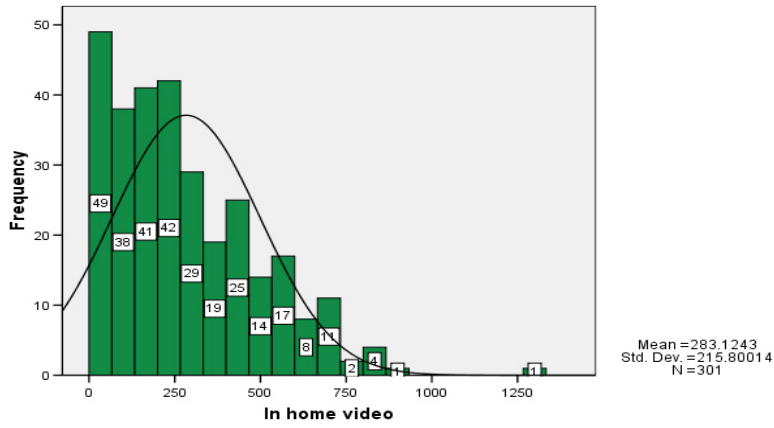
Live TV Viewing
Average 241 Minutes



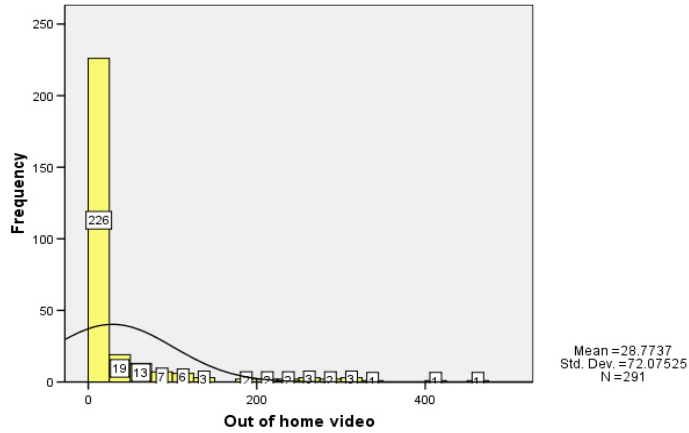
Video Playback
Average 33 Minutes



In-Home Video (Including TV)
Average 283 Minutes



Out-of-Home Video (Including TV)
Average 29 Minutes

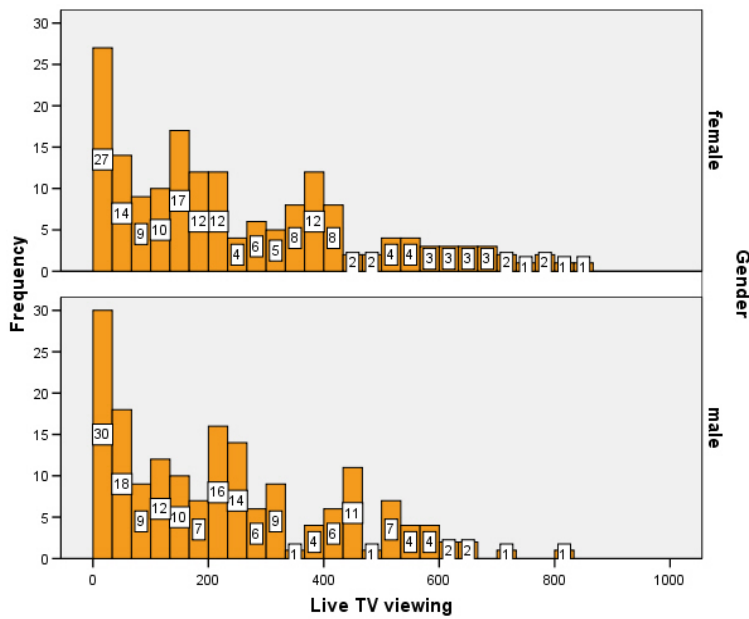


B. Sample Sizes and Frequency Distribution of Media Use by Duration by Breakouts

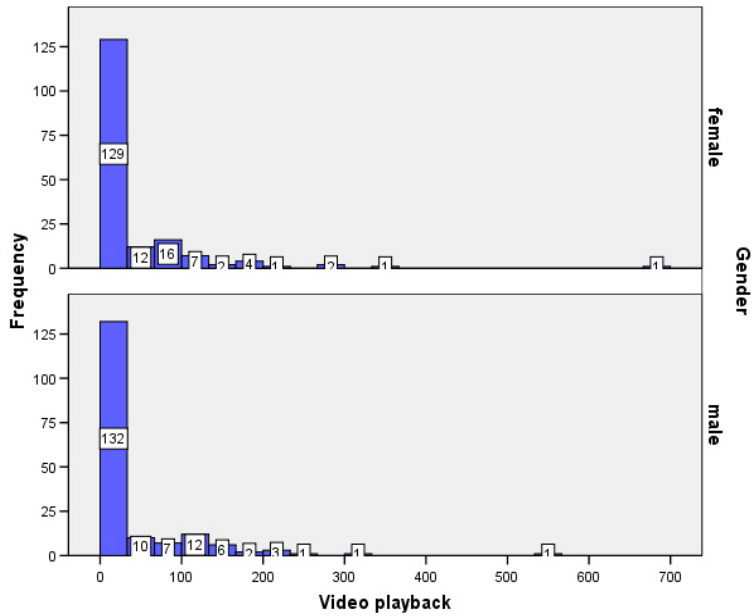
Sample Sizes for Media Duration Comparisons by Gender

Gender		In-Home Video	Out-of-Home Video	Video Playback	Live TV Viewing
Male	N	143	137	175	175
	Mean	281.6168	31.5316	32.5318	227.0925
Female	N	158	154	175	175
	Mean	284.4886	26.3202	32.6200	254.7087
Total	N	301	291	350	350
	Mean	283.1243	28.7737	32.5759	240.9006

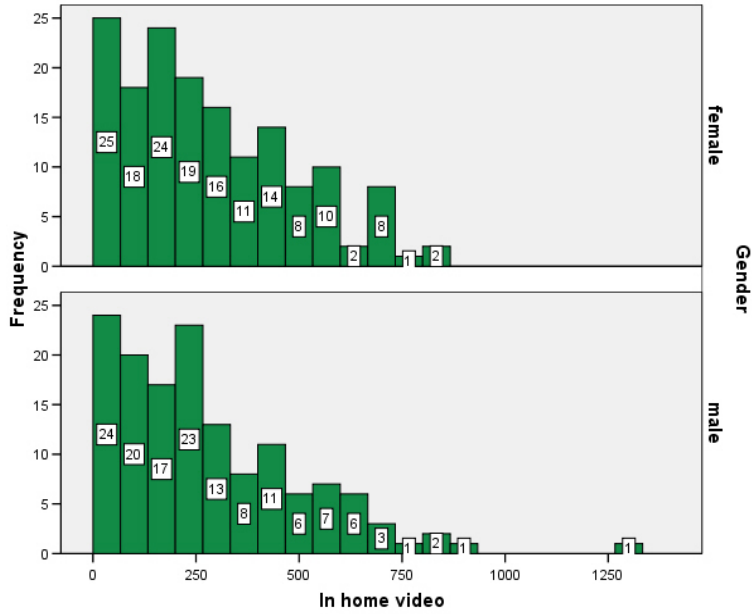
Live TV Viewing Average Minutes
Females (255) vs. Males (227)



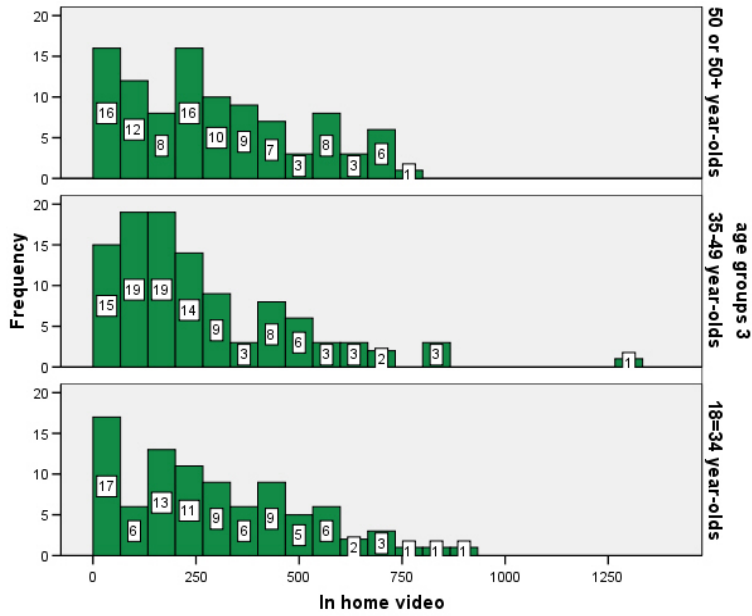
Video Playback Viewing Average Minutes
Females (33) vs. Males (33)



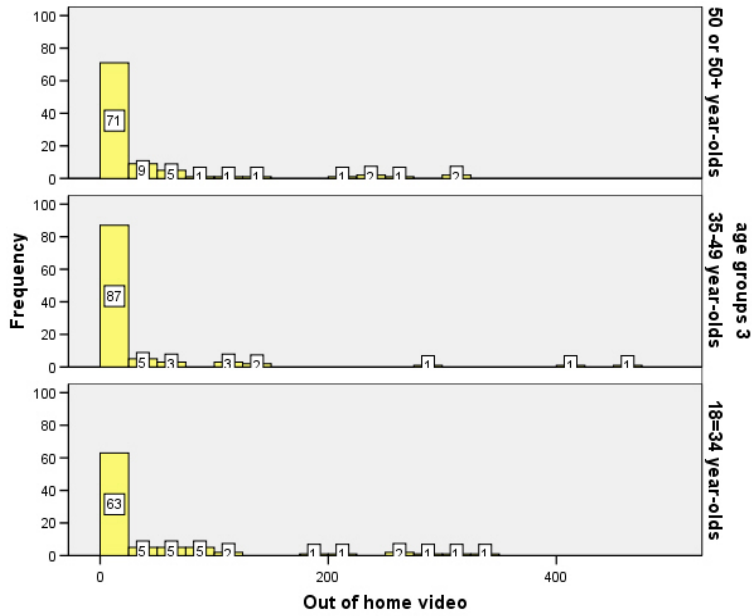
Total In-Home Video Viewing Average Minutes
Females (284) vs. Males (282)



Total In-Home Video Viewing Average Minutes
18-34 (296) vs. 35-49 (267) vs. 50+ (291)



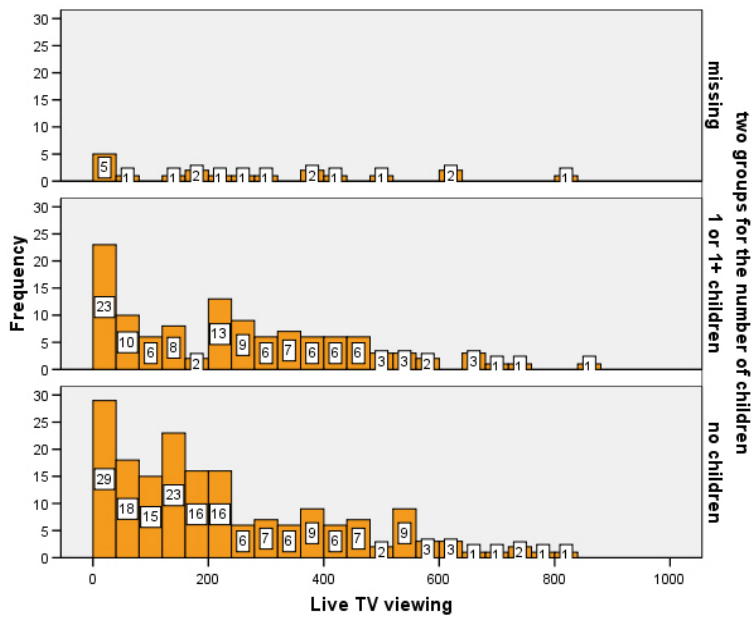
Out-of-Home Video Viewing Average Minutes
18-34 (36) vs. 35-49 (23) vs. 50+ (28)



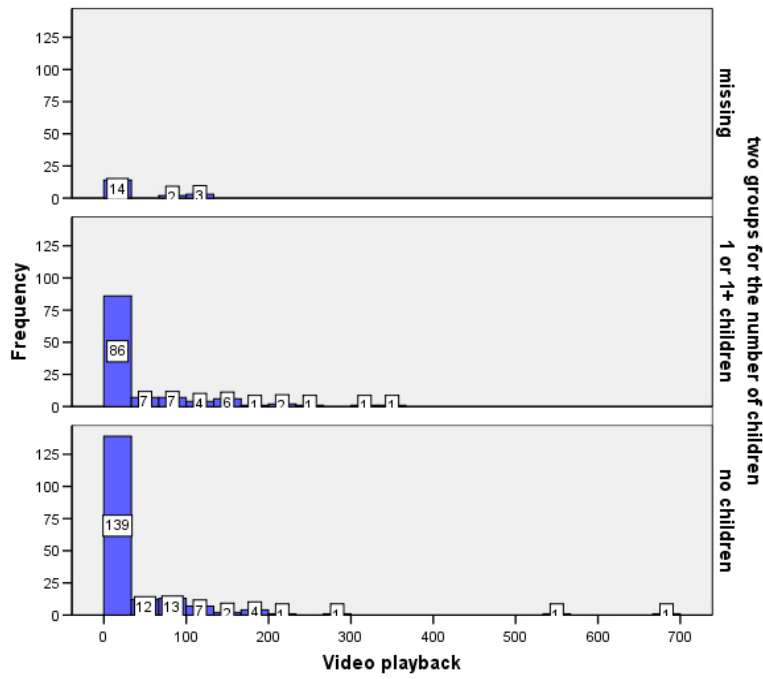
Sample Sizes for Media Duration Comparisons by Presence of Children

Gender		In-Home Video	Out-of-Home Video	Video Playback	Live TV Viewing
No Children	N	175	168	181	181
	Mean	276.3232	26.7432	29.7941	227.1005
1+ Children	N	109	106	116	116
	Mean	300.0647	34.1478	33.7078	245.5178
Missing data	N	17	17	19	19
	Mean	244.5167	15.3314	29.3026	270.4588
Total	N	3001	291	316	316
	Mean	283.1243	28.7737	31.2012	236.4682

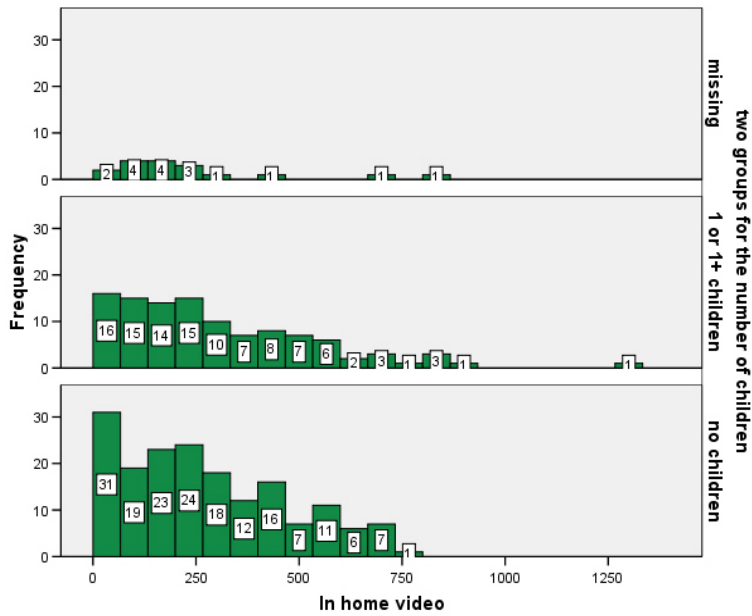
Live TV Viewing Average Minutes
Presence of Any Child(ren) (246) vs. No Children Present (227)



Video Playback Viewing Average Minutes
 Presence of Any Child(ren) (34) vs. No Children Present (30)



Total In Home Video Viewing Average Minutes
 Presence of Any Child(ren) (300) vs. No Children Present (276)



Out-of-Home Viewing Average Minutes
 Presence of Any Child(ren) (34) vs. No Children Present (27)

