

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1158 adults. Fieldwork was undertaken between 8th - 10th September 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	472	561	285	350	398
Base: All US adults who ever watch TV		1031	515	516	323	334	374
A very big fan	9%		11%	6%	17%	7%	3%
Somewhat of a fan	26%		27%	26%	34%	29%	17%
Not a very big fan	26%		25%	26%	23%	27%	27%
Not a fan at all	26%		26%	26%	15%	24%	38%
Don't know	14%		11%	16%	11%	14%	15%
Net: Fan		35%	38%	32%	51%	35%	20%
Net: Not a fan		52%	51%	52%	38%	51%	64%

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	472	561	285	350	398
Base: All US adults who ever watch TV		1031	515	516	323	334	374
A very big fan	15%		16%	14%	22%	15%	8%
Somewhat of a fan	38%		37%	39%	44%	41%	29%
Not a very big fan	22%		23%	22%	17%	22%	27%
Not a fan at all	15%		15%	14%	5%	13%	24%
Don't know	11%		10%	11%	12%	10%	10%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Region				
	Northeast	Midwest	South	West	White

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	192	227	363	251	716
Base: All US adults who ever watch TV		1031	200	223	364	244	656
A very big fan	9%		12%	6%	10%	7%	5%
Somewhat of a fan	26%		21%	24%	27%	32%	25%
Not a very big fan	26%		25%	28%	25%	25%	26%
Not a fan at all	26%		25%	29%	25%	25%	29%
Don't know	14%		17%	13%	14%	11%	14%
Net: Fan		35%	34%	29%	36%	38%	30%
Net: Not a fan		52%	50%	58%	50%	51%	56%

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	192	227	363	251	716
Base: All US adults who ever watch TV		1031	200	223	364	244	656
A very big fan	15%		17%	10%	17%	14%	14%
Somewhat of a fan	38%		31%	40%	37%	42%	35%
Not a very big fan	22%		26%	23%	22%	18%	24%
Not a fan at all	15%		11%	17%	14%	16%	15%
Don't know	11%		14%	10%	9%	10%	11%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Race			Educ:	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	99	126	92	386	341
Base: All US adults who ever watch TV		1031	124	158	92	414	331
A very big fan	9%		12%	18%	14%	12%	6%
Somewhat of a fan	26%		25%	35%	23%	24%	30%
Not a very big fan	26%		20%	24%	30%	24%	24%
Not a fan at all	26%		26%	12%	26%	25%	24%
Don't know	14%		17%	12%	7%	15%	16%
Net: Fan	35%		37%	52%	36%	36%	36%
Net: Not a fan	52%		46%	36%	57%	50%	48%

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	99	126	92	386	341
Base: All US adults who ever watch TV		1031	124	158	92	414	331
A very big fan	15%		15%	16%	14%	17%	14%
Somewhat of a fan	38%		30%	54%	40%	34%	42%
Not a very big fan	22%		22%	12%	25%	22%	19%
Not a fan at all	15%		19%	9%	13%	17%	12%
Don't know	11%		13%	9%	8%	11%	12%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Education		Marital		
	4-year	Post Grad	Married	Separated	Divorced

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	194	112	515	15	110
Base: All US adults who ever watch TV		1031	185	100	490	18	102
A very big fan	9%	6%	7%	7%	19%	8%	
Somewhat of a fan	26%	25%	26%	26%	5%	26%	
Not a very big fan	26%	30%	29%	26%	62%	18%	
Not a fan at all	26%	28%	31%	28%	5%	28%	
Don't know	14%	11%	6%	13%	9%	20%	
Net: Fan	35%	31%	33%	33%	23%	34%	
Net: Not a fan	52%	58%	61%	54%	68%	46%	

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	194	112	515	15	110
Base: All US adults who ever watch TV		1031	185	100	490	18	102
A very big fan	15%	13%	12%	15%	16%	13%	
Somewhat of a fan	38%	42%	34%	35%	26%	34%	
Not a very big fan	22%	24%	28%	24%	24%	22%	
Not a fan at all	15%	12%	19%	15%	30%	17%	
Don't know	11%	10%	7%	10%	5%	15%	

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Status			Children under the age of 18	
	Widowed	Never married	Domestic / civil partnership	Yes	No

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	45	323	25	253	780
Base: All US adults who ever watch TV		1031	40	357	25	248	783
A very big fan	9%		6%	11%	15%	13%	7%
Somewhat of a fan	26%		14%	28%	32%	33%	24%
Not a very big fan	26%		20%	25%	29%	24%	26%
Not a fan at all	26%		43%	22%	24%	18%	29%
Don't know	14%		17%	14%	-	12%	14%
Net: Fan		35%	20%	39%	47%	46%	31%
Net: Not a fan		52%	63%	48%	53%	43%	55%

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	45	323	25	253	780
Base: All US adults who ever watch TV		1031	40	357	25	248	783
A very big fan	15%		7%	15%	22%	22%	12%
Somewhat of a fan	38%		27%	44%	49%	39%	37%
Not a very big fan	22%		21%	20%	10%	19%	23%
Not a fan at all	15%		35%	10%	19%	10%	16%
Don't know	11%		11%	11%	-	10%	11%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Income				Facebook
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	360	272	248	153	824
Base: All US adults who ever watch TV		1031	379	273	229	150	823
A very big fan	9%		13%	6%	7%	5%	10%
Somewhat of a fan	26%		27%	28%	30%	17%	27%
Not a very big fan	26%		26%	23%	24%	32%	25%
Not a fan at all	26%		20%	30%	30%	30%	25%
Don't know	14%		15%	14%	9%	17%	13%
Net: Fan	35%		39%	33%	37%	21%	36%
Net: Not a fan	52%		46%	53%	53%	61%	50%

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	360	272	248	153	824
Base: All US adults who ever watch TV		1031	379	273	229	150	823
A very big fan	15%		17%	14%	14%	10%	15%
Somewhat of a fan	38%		39%	38%	38%	35%	38%
Not a very big fan	22%		18%	24%	24%	27%	22%
Not a fan at all	15%		14%	15%	13%	16%	13%
Don't know	11%		12%	9%	10%	13%	11%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total					
	Twitter	LinkedIn	Google+	MySpace	Pinterest

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	413	278	283	63	281
Base: All US adults who ever watch TV		1031	416	272	283	64	264
A very big fan	9%	9%	6%	11%	13%	8%	
Somewhat of a fan	26%	30%	28%	31%	36%	28%	
Not a very big fan	26%	25%	29%	24%	25%	27%	
Not a fan at all	26%	23%	25%	21%	19%	23%	
Don't know	14%	13%	13%	12%	8%	14%	
Net: Fan		35%	39%	34%	43%	49%	35%
Net: Not a fan		52%	48%	54%	45%	43%	51%

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	413	278	283	63	281
Base: All US adults who ever watch TV		1031	416	272	283	64	264
A very big fan	15%	15%	13%	19%	21%	16%	
Somewhat of a fan	38%	40%	41%	39%	44%	39%	
Not a very big fan	22%	22%	24%	22%	19%	24%	
Not a fan at all	15%	12%	12%	10%	10%	10%	
Don't know	11%	12%	11%	9%	6%	11%	

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	99	326	6	175	20
Base: All US adults who ever watch TV		1031	99	330	8	186	19
A very big fan	9%		6%	8%	-	13%	22%
Somewhat of a fan	26%		30%	32%	10%	33%	24%
Not a very big fan	26%		29%	26%	61%	26%	34%
Not a fan at all	26%		25%	22%	-	18%	13%
Don't know	14%		10%	13%	29%	9%	7%
Net: Fan	35%		36%	40%	10%	47%	46%
Net: Not a fan	52%		54%	47%	61%	44%	47%

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	99	326	6	175	20
Base: All US adults who ever watch TV		1031	99	330	8	186	19
A very big fan	15%		17%	15%	12%	22%	27%
Somewhat of a fan	38%		43%	39%	46%	45%	54%
Not a very big fan	22%		24%	23%	24%	22%	8%
Not a fan at all	15%		7%	12%	19%	3%	4%
Don't know	11%		9%	11%	-	8%	7%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total					
	Other	Don't know	None	Every day	5 to 6 times a week

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

Unweighted base	1033	21	2	111	557	166
Base: All US adults who ever watch TV	1031	21	3	110	545	159
A very big fan	9%	5%	-	2%	8%	11%
Somewhat of a fan	26%	35%	-	20%	23%	31%
Not a very big fan	26%	45%	43%	30%	26%	30%
Not a fan at all	26%	11%	57%	30%	27%	20%
Don't know	14%	4%	-	18%	16%	8%
Net: Fan	35%	39%	-	22%	31%	42%
Net: Not a fan	52%	56%	100%	60%	53%	50%

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

Unweighted base	1033	21	2	111	557	166
Base: All US adults who ever watch TV	1031	21	3	110	545	159
A very big fan	15%	28%	-	11%	16%	19%
Somewhat of a fan	38%	35%	-	35%	35%	46%
Not a very big fan	22%	22%	43%	21%	22%	17%
Not a fan at all	15%	-	57%	19%	16%	10%
Don't know	11%	15%	-	14%	12%	9%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	TV Frequency				
	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

	Unweighted base	1033	161	53	45	11	40
Base: All US adults who ever watch TV		1031	167	54	53	9	43
A very big fan	9%	8%	16%	6%	-	2%	
Somewhat of a fan	26%	29%	32%	23%	20%	34%	
Not a very big fan	26%	25%	23%	22%	44%	15%	
Not a fan at all	26%	27%	22%	31%	26%	29%	
Don't know	14%	11%	7%	18%	10%	20%	
Net: Fan	35%	37%	49%	29%	20%	36%	
Net: Not a fan	52%	52%	44%	53%	70%	44%	

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

	Unweighted base	1033	161	53	45	11	40
Base: All US adults who ever watch TV		1031	167	54	53	9	43
A very big fan	15%	11%	13%	14%	8%	7%	
Somewhat of a fan	38%	39%	48%	25%	28%	43%	
Not a very big fan	22%	24%	26%	30%	45%	23%	
Not a fan at all	15%	16%	6%	16%	10%	18%	
Don't know	11%	10%	7%	15%	10%	9%	

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total		
	Never	Don't know

ZYT_q5_1. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that have been rebooted (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)

Unweighted base	1033	-	-
Base: All US adults who ever watch TV	1031	-	-
A very big fan	9%	-	-
Somewhat of a fan	26%	-	-
Not a very big fan	26%	-	-
Not a fan at all	26%	-	-
Don't know	14%	-	-
Net: Fan	35%	-	-
Net: Not a fan	52%	-	-

ZYT_q5_2. In general, how big of a fan, if at all, are you of each of the following types of TV show? Please select one option on each row.

- Shows that are a revival (i.e., shows that have been brought back after being off the air and continue with the same story line)

Unweighted base	1033	-	-
Base: All US adults who ever watch TV	1031	-	-
A very big fan	15%	-	-
Somewhat of a fan	38%	-	-
Not a very big fan	22%	-	-
Not a fan at all	15%	-	-
Don't know	11%	-	-

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+
Net: Fan	53%	53%	66%	56%	38%
Net: Not a fan	37%	36%	22%	35%	52%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	165	171	137	125	74
	358	194	164	164	118	76
Nostalgia	38%	36%	42%	35%	39%	45%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	47%	31%	42%	35%	42%
Today's actors playing my favorite characters	29%	32%	25%	30%	33%	20%
Seeing the same story play out in today's world	36%	33%	40%	37%	34%	39%
Seeing new story lines	40%	36%	44%	36%	42%	44%
Other	2%	1%	3%	4%	1%	1%
Don't know	6%	4%	7%	6%	3%	8%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
Base: All US adults who ever watch TV and are fans of revival TV shows	532	240	292	182	195	155
	542	270	272	214	186	142
Nostalgia	44%	38%	50%	44%	46%	42%
A reunion of the old cast for another run	47%	42%	52%	45%	53%	43%
Today's actors playing my favorite characters	22%	21%	22%	24%	23%	16%
Modern production technology (e.g., CGI, special effects, etc.)	23%	30%	17%	28%	23%	17%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Region					
	Total	Northeast	Midwest	South	West	White
Net: Fan	53%	48%	51%	54%	56%	49%
Net: Not a fan	37%	38%	40%	37%	34%	40%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	63	64	120	89	204
	358	67	65	132	93	195
Nostalgia	38%	35%	44%	42%	32%	43%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	29%	40%	41%	46%	39%
Today's actors playing my favorite characters	29%	35%	34%	24%	27%	26%
Seeing the same story play out in today's world	36%	41%	41%	37%	27%	42%
Seeing new story lines	40%	37%	40%	42%	38%	44%
Other	2%	-	7%	2%	-	2%
Don't know	6%	1%	3%	8%	7%	7%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of revival TV shows	532	93	114	190	135	346
	542	96	113	197	136	324
Nostalgia	44%	43%	46%	47%	39%	49%
A reunion of the old cast for another run	47%	58%	51%	47%	36%	52%
Today's actors playing my favorite characters	22%	25%	14%	26%	19%	20%
Modern production technology (e.g., CGI, special effects, etc.)	23%	30%	16%	25%	22%	24%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Race			Educ.		
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	
Net: Fan	53%	46%	70%	54%	51%	56%
Net: Not a fan	37%	41%	21%	37%	39%	32%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	37	63	32	122	117
Nostalgia	358	46	83	34	148	120
Modern production technology improving the show (e.g., CGI, special effects, etc.)	38%	45%	22%	40%	35%	42%
Today's actors playing my favorite characters	40%	34%	46%	37%	38%	37%
Seeing the same story play out in today's world	29%	33%	25%	45%	26%	27%
Seeing new story lines	36%	29%	35%	17%	27%	48%
Other	40%	47%	31%	27%	34%	42%
Don't know	2%	-	2%	3%	3%	2%
	6%	5%	5%	-	7%	3%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Base: All US adults who ever watch TV and are fans of revival TV shows	532	52	87	47	191	189
Nostalgia	542	57	111	50	209	186
A reunion of the old cast for another run	44%	38%	36%	39%	35%	50%
Today's actors playing my favorite characters	47%	50%	35%	36%	42%	50%
Modern production technology (e.g., CGI, special effects, etc.)	22%	29%	19%	29%	23%	23%
	23%	20%	25%	21%	23%	25%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Education		Marital			
	4-year	Post Grad	Married	Separated	Divorced	
Net: Fan	53%	55%	45%	50%	42%	46%
Net: Not a fan	37%	35%	48%	39%	53%	39%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	61	36	161	4	35
	358	57	33	161	4	34
Nostalgia	38%	43%	34%	41%	81%	31%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	46%	48%	41%	25%	31%
Today's actors playing my favorite characters	29%	33%	40%	32%	25%	13%
Seeing the same story play out in today's world	36%	38%	33%	40%	19%	31%
Seeing new story lines	40%	51%	41%	44%	-	37%
Other	2%	2%	-	2%	-	5%
Don't know	6%	5%	6%	4%	-	10%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of revival TV shows	532	102	50	259	7	50
	542	102	45	246	7	47
Nostalgia	44%	53%	42%	43%	33%	47%
A reunion of the old cast for another run	47%	51%	49%	46%	10%	45%
Today's actors playing my favorite characters	22%	20%	13%	21%	43%	13%
Modern production technology (e.g., CGI, special effects, etc.)	23%	20%	26%	18%	14%	28%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



Total	Status			Children under the age of 18		
	Widowed	Never married	Domestic / civil partnership	Yes	No	
Net: Fan	53%	34%	59%	71%	61%	50%
Net: Not a fan	37%	55%	30%	29%	29%	39%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	9	116	11	114	222
	358	8	138	12	113	244
Nostalgia	38%	32%	35%	54%	38%	38%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	30%	42%	28%	36%	42%
Today's actors playing my favorite characters	29%	19%	29%	37%	34%	26%
Seeing the same story play out in today's world	36%	19%	35%	46%	37%	36%
Seeing new story lines	40%	-	41%	8%	32%	43%
Other	2%	-	2%	-	3%	2%
Don't know	6%	21%	5%	8%	5%	6%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of revival TV shows	532	14	185	17	153	379
	542	13	211	18	152	390
Nostalgia	44%	32%	47%	35%	43%	45%
A reunion of the old cast for another run	47%	53%	50%	44%	47%	47%
Today's actors playing my favorite characters	22%	12%	24%	18%	24%	21%
Modern production technology (e.g., CGI, special effects, etc.)	23%	23%	29%	30%	19%	25%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Income				
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Net: Fan	53%	52%	53%	45%	54%
Net: Not a fan	37%	39%	38%	42%	36%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	125	91	90	30	278
	358	150	91	85	32	299
Nostalgia	38%	36%	41%	44%	25%	39%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	39%	40%	38%	44%	41%
Today's actors playing my favorite characters	29%	27%	24%	37%	25%	30%
Seeing the same story play out in today's world	36%	32%	37%	38%	51%	34%
Seeing new story lines	40%	38%	40%	43%	38%	40%
Other	2%	1%	4%	-	6%	1%
Don't know	6%	6%	6%	4%	3%	6%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Base: All US adults who ever watch TV and are fans of revival TV shows	532	197	142	127	66	433
	542	213	142	120	67	443
Nostalgia	44%	44%	47%	43%	41%	46%
A reunion of the old cast for another run	47%	43%	51%	48%	52%	48%
Today's actors playing my favorite characters	22%	22%	19%	23%	22%	24%
Modern production technology (e.g., CGI, special effects, etc.)	23%	23%	23%	24%	24%	24%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Net: Fan	53%	54%	53%	58%	65%	55%
Net: Not a fan	37%	34%	36%	33%	29%	34%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	150	85	117	31	97
	358	161	92	121	31	93
Nostalgia	38%	38%	43%	36%	34%	47%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	44%	57%	43%	43%	36%
Today's actors playing my favorite characters	29%	37%	31%	39%	28%	33%
Seeing the same story play out in today's world	36%	37%	48%	33%	48%	42%
Seeing new story lines	40%	42%	43%	38%	36%	44%
Other	2%	1%	1%	2%	6%	1%
Don't know	6%	4%	6%	5%	12%	4%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest
Base: All US adults who ever watch TV and are fans of revival TV shows	532	216	138	159	40	147
	542	225	145	164	42	145
Nostalgia	44%	47%	50%	47%	43%	60%
A reunion of the old cast for another run	47%	49%	52%	47%	59%	53%
Today's actors playing my favorite characters	22%	18%	21%	24%	16%	20%
Modern production technology (e.g., CGI, special effects, etc.)	23%	27%	28%	35%	47%	23%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Social networks membership					
	Tumblr	Instagram	nosquare	Snapchat	Periscope	
Total						
Net: Fan	53%	60%	55%	58%	67%	80%
Net: Not a fan	37%	31%	35%	42%	25%	12%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	34	126	1	78	10
	358	36	131	1	87	9
Nostalgia	38%	50%	36%	-	35%	47%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	56%	41%	100%	42%	41%
Today's actors playing my favorite characters	29%	27%	34%	-	36%	31%
Seeing the same story play out in today's world	36%	48%	43%	-	39%	53%
Seeing new story lines	40%	42%	42%	-	35%	38%
Other	2%	3%	1%	-	1%	-
Don't know	6%	-	3%	-	4%	-

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of revival TV shows	532	57	175	3	113	16
	542	59	180	4	125	15
Nostalgia	44%	57%	44%	21%	43%	30%
A reunion of the old cast for another run	47%	56%	47%	100%	50%	73%
Today's actors playing my favorite characters	22%	14%	22%	-	29%	27%
Modern production technology (e.g., CGI, special effects, etc.)	23%	42%	25%	21%	29%	45%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Other	Don't know	None	Every day	5 to 6 times a week
Net: Fan	53%	63%	-	46%	51%	65%
Net: Not a fan	37%	22%	100%	40%	38%	27%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	8	-	26	159	67
	358	8	-	24	169	67
Nostalgia	38%	52%	-	59%	42%	45%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	38%	-	19%	43%	48%
Today's actors playing my favorite characters	29%	47%	-	11%	25%	41%
Seeing the same story play out in today's world	36%	63%	-	46%	32%	36%
Seeing new story lines	40%	55%	-	32%	40%	39%
Other	2%	-	-	4%	1%	1%
Don't know	6%	10%	-	4%	7%	2%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base					
Base: All US adults who ever watch TV and are fans of revival TV shows	532	14	-	53	278	103
	542	13	-	51	277	103
Nostalgia	44%	57%	-	32%	48%	49%
A reunion of the old cast for another run	47%	41%	-	42%	47%	48%
Today's actors playing my favorite characters	22%	30%	-	14%	21%	24%
Modern production technology (e.g., CGI, special effects, etc.)	23%	51%	-	18%	20%	36%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	TV Frequency					
	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Net: Fan	53%	50%	61%	39%	36%	50%
Net: Not a fan	37%	40%	32%	46%	54%	41%

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

	Unweighted base	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Base: All US adults who ever watch TV and are fans of rebooted TV shows	336	56	24	14	2	14
	358	63	27	15	2	15
Nostalgia	38%	31%	11%	33%	100%	50%
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	31%	27%	46%	-	27%
Today's actors playing my favorite characters	29%	23%	44%	33%	49%	6%
Seeing the same story play out in today's world	36%	33%	55%	69%	49%	33%
Seeing new story lines	40%	37%	24%	57%	49%	59%
Other	2%	4%	8%	-	-	-
Don't know	6%	8%	-	8%	-	6%

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

	Unweighted base	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Base: All US adults who ever watch TV and are fans of revival TV shows	532	77	32	19	4	19
	542	83	33	21	3	21
Nostalgia	44%	43%	8%	45%	55%	33%
A reunion of the old cast for another run	47%	46%	39%	57%	49%	43%
Today's actors playing my favorite characters	22%	19%	12%	33%	27%	21%
Modern production technology (e.g., CGI, special effects, etc.)	23%	14%	28%	52%	-	9%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total		
		Never	Don't know
Net: Fan	53%	-	-
Net: Not a fan	37%	-	-

ZYT_q6. For which, if any, of the following reasons are you a fan of rebooted TV shows (i.e., shows that discarded all continuity in an established series in order to recreate its characters, timeline and backstory from the beginning)? Please select all that apply.

Unweighted base	336	-	-
Base: All US adults who ever watch TV and are fans of rebooted TV shows	358	-	-
Nostalgia	38%	-	-
Modern production technology improving the show (e.g., CGI, special effects, etc.)	40%	-	-
Today's actors playing my favorite characters	29%	-	-
Seeing the same story play out in today's world	36%	-	-
Seeing new story lines	40%	-	-
Other	2%	-	-
Don't know	6%	-	-

ZYT_q7. For which, if any, of the following reasons are you a fan of revival TV shows (i.e., shows that have been brought back after being off the air and continue with the same story line)? Please select all that apply.

Unweighted base	532	-	-
Base: All US adults who ever watch TV and are fans of revival TV shows	542	-	-
Nostalgia	44%	-	-
A reunion of the old cast for another run	47%	-	-
Today's actors playing my favorite characters	22%	-	-
Modern production technology (e.g., CGI, special effects, etc.)	23%	-	-

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Seeing the continuation of the story	60%	56%	65%	60%	62%	58%
Other	3%	3%	3%	3%	1%	4%
Don't know	3%	4%	3%	2%	4%	6%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base					
	1033	472	561	285	350	398
Base: All US adults who ever watch TV	1031	515	516	323	334	374
Strongly agree	17%	22%	12%	26%	19%	8%
Somewhat agree	38%	39%	37%	38%	36%	41%
Somewhat disagree	21%	18%	24%	16%	22%	24%
Strongly disagree	13%	12%	14%	12%	10%	17%
Don't know	10%	9%	12%	8%	12%	11%
Net: Agree	55%	61%	50%	63%	55%	48%
Net: Disagree	34%	30%	38%	28%	33%	41%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base					
	1033	472	561	285	350	398
Base: All US adults who ever watch TV	1031	515	516	323	334	374
Strongly agree	18%	16%	19%	23%	23%	9%
Somewhat agree	41%	41%	41%	48%	35%	40%
Somewhat disagree	18%	19%	17%	13%	20%	21%
Strongly disagree	10%	11%	9%	6%	9%	15%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Region				
		Northeast	Midwest	South	West	White
Seeing the continuation of the story	60%	56%	68%	58%	60%	64%
Other	3%	2%	3%	1%	6%	4%
Don't know	3%	-	4%	4%	5%	3%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base					
	1033	192	227	363	251	716
Base: All US adults who ever watch TV	1031	200	223	364	244	656
Strongly agree	17%	19%	15%	17%	18%	15%
Somewhat agree	38%	40%	34%	43%	33%	37%
Somewhat disagree	21%	17%	27%	18%	23%	21%
Strongly disagree	13%	14%	13%	12%	15%	15%
Don't know	10%	11%	11%	10%	11%	11%
Net: Agree	55%	58%	49%	60%	51%	52%
Net: Disagree	34%	31%	40%	30%	38%	36%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base					
	1033	192	227	363	251	716
Base: All US adults who ever watch TV	1031	200	223	364	244	656
Strongly agree	18%	17%	16%	20%	16%	17%
Somewhat agree	41%	46%	39%	43%	36%	37%
Somewhat disagree	18%	16%	20%	18%	18%	20%
Strongly disagree	10%	7%	10%	9%	14%	11%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Race			Educ:	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Seeing the continuation of the story	60%	49%	55%	61%	52%	65%
Other	3%	-	1%	2%	1%	3%
Don't know	3%	4%	4%	3%	4%	3%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base	99	126	92	386	341
Base: All US adults who ever watch TV	1031	124	158	92	414	331
Strongly agree	17%	14%	26%	18%	17%	18%
Somewhat agree	38%	38%	40%	44%	40%	38%
Somewhat disagree	21%	26%	18%	19%	19%	22%
Strongly disagree	13%	9%	8%	13%	12%	11%
Don't know	10%	12%	8%	6%	12%	11%
Net: Agree	55%	53%	66%	62%	56%	56%
Net: Disagree	34%	35%	26%	32%	31%	33%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base	99	126	92	386	341
Base: All US adults who ever watch TV	1031	124	158	92	414	331
Strongly agree	18%	16%	20%	18%	17%	19%
Somewhat agree	41%	48%	52%	39%	44%	41%
Somewhat disagree	18%	15%	11%	23%	14%	18%
Strongly disagree	10%	8%	9%	10%	11%	8%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Education		Marital		
		4-year	Post Grad	Married	Separated	Divorced
Seeing the continuation of the story	60%	72%	53%	59%	57%	57%
Other	3%	4%	3%	3%	-	2%
Don't know	3%	4%	2%	4%	-	8%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base	194	112	515	15	110
Base: All US adults who ever watch TV	1031	185	100	490	18	102
Strongly agree	17%	18%	13%	15%	20%	14%
Somewhat agree	38%	36%	38%	41%	33%	34%
Somewhat disagree	21%	21%	26%	22%	36%	22%
Strongly disagree	13%	16%	19%	11%	5%	15%
Don't know	10%	10%	4%	10%	5%	15%
Net: Agree	55%	54%	51%	57%	54%	48%
Net: Disagree	34%	36%	45%	33%	41%	38%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base	194	112	515	15	110
Base: All US adults who ever watch TV	1031	185	100	490	18	102
Strongly agree	18%	20%	10%	16%	22%	19%
Somewhat agree	41%	37%	35%	41%	61%	36%
Somewhat disagree	18%	22%	28%	20%	13%	11%
Strongly disagree	10%	8%	18%	10%	-	15%

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Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Status			Children under the age of 18	
		Widowed	Never married	Domestic / civil partnership	Yes	No
Seeing the continuation of the story	60%	52%	64%	45%	51%	64%
Other	3%	-	3%	5%	1%	3%
Don't know	3%	10%	2%	-	3%	4%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base	45	323	25	253	780
Base: All US adults who ever watch TV	1031	40	357	25	248	783
Strongly agree	17%	8%	21%	21%	23%	15%
Somewhat agree	38%	35%	36%	31%	39%	38%
Somewhat disagree	21%	25%	18%	22%	18%	22%
Strongly disagree	13%	15%	15%	18%	8%	15%
Don't know	10%	17%	9%	8%	12%	10%
Net: Agree	55%	43%	57%	52%	62%	53%
Net: Disagree	34%	40%	34%	40%	26%	37%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base	45	323	25	253	780
Base: All US adults who ever watch TV	1031	40	357	25	248	783
Strongly agree	18%	10%	19%	33%	23%	16%
Somewhat agree	41%	30%	43%	34%	42%	41%
Somewhat disagree	18%	23%	17%	17%	15%	19%
Strongly disagree	10%	10%	10%	7%	7%	11%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Income				Facebook
		Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Seeing the continuation of the story	60%	54%	63%	63%	70%	58%
Other	3%	3%	2%	2%	5%	3%
Don't know	3%	3%	2%	6%	5%	3%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base	360	272	248	153	824
Base: All US adults who ever watch TV	1031	379	273	229	150	823
Strongly agree	17%	22%	14%	16%	11%	19%
Somewhat agree	38%	38%	37%	44%	33%	38%
Somewhat disagree	21%	22%	22%	19%	20%	22%
Strongly disagree	13%	10%	16%	13%	17%	12%
Don't know	10%	9%	11%	7%	19%	10%
Net: Agree	55%	60%	51%	60%	44%	56%
Net: Disagree	34%	31%	38%	33%	37%	34%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base	360	272	248	153	824
Base: All US adults who ever watch TV	1031	379	273	229	150	823
Strongly agree	18%	19%	17%	19%	11%	18%
Somewhat agree	41%	45%	42%	36%	35%	42%
Somewhat disagree	18%	15%	16%	22%	25%	18%
Strongly disagree	10%	10%	8%	12%	11%	9%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total					
		Twitter	LinkedIn	Google+	MySpace	Pinterest
Seeing the continuation of the story	60%	60%	68%	56%	65%	67%
Other	3%	5%	6%	3%	5%	1%
Don't know	3%	2%	4%	4%	4%	2%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base	413	278	283	63	281
Base: All US adults who ever watch TV	1031	416	272	283	64	264
Strongly agree	17%	20%	18%	26%	25%	18%
Somewhat agree	38%	38%	39%	38%	42%	37%
Somewhat disagree	21%	20%	19%	20%	13%	21%
Strongly disagree	13%	13%	14%	11%	14%	13%
Don't know	10%	10%	10%	5%	6%	10%
Net: Agree	55%	57%	58%	64%	67%	55%
Net: Disagree	34%	33%	33%	31%	27%	35%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base	413	278	283	63	281
Base: All US adults who ever watch TV	1031	416	272	283	64	264
Strongly agree	18%	18%	17%	20%	24%	21%
Somewhat agree	41%	43%	42%	46%	48%	41%
Somewhat disagree	18%	18%	20%	19%	15%	18%
Strongly disagree	10%	10%	9%	8%	5%	8%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Social networks membership					
	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Seeing the continuation of the story	60%	92%	58%	21%	62%	53%
Other	3%	6%	4%	21%	3%	-
Don't know	3%	-	3%	-	2%	-

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base	1033	99	326	6	175	20
Base: All US adults who ever watch TV		1031	99	330	8	186	19
Strongly agree	17%	25%	21%	51%	30%	30%	
Somewhat agree	38%	36%	32%	-	35%	41%	
Somewhat disagree	21%	23%	25%	49%	18%	25%	
Strongly disagree	13%	9%	13%	-	9%	4%	
Don't know	10%	7%	10%	-	8%	-	
Net: Agree	55%	61%	52%	51%	65%	71%	
Net: Disagree	34%	32%	38%	49%	27%	29%	

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base	1033	99	326	6	175	20
Base: All US adults who ever watch TV		1031	99	330	8	186	19
Strongly agree	18%	25%	19%	12%	25%	33%	
Somewhat agree	41%	43%	43%	49%	46%	56%	
Somewhat disagree	18%	18%	16%	28%	15%	7%	
Strongly disagree	10%	4%	10%	-	2%	4%	

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total					
		Other	Don't know	None	Every day	5 to 6 times a week
Seeing the continuation of the story	60%	93%	-	67%	58%	66%
Other	3%	7%	-	-	3%	3%
Don't know	3%	-	-	3%	3%	3%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

Unweighted base	1033	21	2	111	557	166
Base: All US adults who ever watch TV	1031	21	3	110	545	159
Strongly agree	17%	51%	-	8%	18%	19%
Somewhat agree	38%	30%	57%	46%	36%	42%
Somewhat disagree	21%	10%	43%	10%	20%	20%
Strongly disagree	13%	8%	-	19%	14%	13%
Don't know	10%	-	-	16%	12%	5%
Net: Agree	55%	81%	57%	54%	54%	62%
Net: Disagree	34%	19%	43%	30%	34%	33%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

Unweighted base	1033	21	2	111	557	166
Base: All US adults who ever watch TV	1031	21	3	110	545	159
Strongly agree	18%	23%	-	14%	18%	23%
Somewhat agree	41%	52%	-	34%	39%	46%
Somewhat disagree	18%	14%	43%	16%	18%	13%
Strongly disagree	10%	7%	57%	16%	12%	9%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	TV Frequency				
		2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Seeing the continuation of the story	60%	59%	59%	64%	50%	64%
Other	3%	1%	-	6%	-	4%
Don't know	3%	5%	3%	4%	-	4%

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

	Unweighted base	161	53	45	11	40
Base: All US adults who ever watch TV	1031	167	54	53	9	43
Strongly agree	17%	11%	28%	14%	-	13%
Somewhat agree	38%	42%	43%	31%	27%	45%
Somewhat disagree	21%	23%	15%	30%	26%	21%
Strongly disagree	13%	14%	8%	11%	27%	6%
Don't know	10%	10%	6%	14%	20%	15%
Net: Agree	55%	53%	71%	46%	27%	58%
Net: Disagree	34%	37%	23%	41%	53%	27%

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

	Unweighted base	161	53	45	11	40
Base: All US adults who ever watch TV	1031	167	54	53	9	43
Strongly agree	18%	15%	19%	14%	18%	10%
Somewhat agree	41%	42%	45%	32%	18%	59%
Somewhat disagree	18%	20%	18%	26%	35%	14%
Strongly disagree	10%	9%	7%	13%	10%	4%

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total		
		Never	Don't know
Seeing the continuation of the story	60%	-	-
Other	3%	-	-
Don't know	3%	-	-

ZYT_q8_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I want to see how modern technology (e.g., CGI, special effects, etc.) can improve my favorite TV shows from the past

Unweighted base	1033	-	-
Base: All US adults who ever watch TV	1031	-	-
Strongly agree	17%	-	-
Somewhat agree	38%	-	-
Somewhat disagree	21%	-	-
Strongly disagree	13%	-	-
Don't know	10%	-	-
Net: Agree	55%	-	-
Net: Disagree	34%	-	-

ZYT_q8_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I enjoy watching the old cast of a TV show navigate today's world in the revival of the TV show

Unweighted base	1033	-	-
Base: All US adults who ever watch TV	1031	-	-
Strongly agree	18%	-	-
Somewhat agree	41%	-	-
Somewhat disagree	18%	-	-
Strongly disagree	10%	-	-

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Don't know	13%	13%	13%	10%	14%	15%
Net: Agree	59%	57%	60%	71%	58%	49%
Net: Disagree	28%	30%	26%	19%	28%	37%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	472	561	285	350	398
Base: All US adults who ever watch TV	1031	515	516	323	334	374
Strongly agree	20%	21%	19%	29%	20%	13%
Somewhat agree	50%	45%	54%	47%	49%	52%
Somewhat disagree	13%	16%	10%	12%	13%	15%
Strongly disagree	6%	7%	5%	4%	6%	8%
Don't know	11%	10%	12%	8%	13%	12%
Net: Agree	70%	67%	72%	76%	68%	65%
Net: Disagree	19%	23%	16%	16%	18%	23%

Cell Contents (Column Percentages)

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Region				White
		Northeast	Midwest	South	West	
Don't know	13%	13%	14%	10%	17%	15%
Net: Agree	59%	63%	55%	62%	52%	55%
Net: Disagree	28%	24%	31%	27%	32%	31%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	192	227	363	251	716
Base: All US adults who ever watch TV	1031	200	223	364	244	656
Strongly agree	20%	22%	17%	23%	16%	16%
Somewhat agree	50%	48%	48%	51%	50%	52%
Somewhat disagree	13%	13%	14%	11%	16%	12%
Strongly disagree	6%	7%	5%	5%	7%	6%
Don't know	11%	10%	15%	10%	11%	13%
Net: Agree	70%	71%	65%	74%	66%	69%
Net: Disagree	19%	20%	19%	16%	23%	18%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Race			Educ:	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Don't know	13%	13%	8%	11%	13%	14%
Net: Agree	59%	64%	72%	57%	61%	60%
Net: Disagree	28%	23%	20%	33%	25%	26%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	99	126	92	386	341
Base: All US adults who ever watch TV	1031	124	158	92	414	331
Strongly agree	20%	27%	31%	18%	20%	21%
Somewhat agree	50%	45%	38%	57%	47%	51%
Somewhat disagree	13%	15%	16%	12%	14%	12%
Strongly disagree	6%	5%	8%	6%	7%	4%
Don't know	11%	8%	7%	7%	12%	11%
Net: Agree	70%	72%	69%	75%	67%	73%
Net: Disagree	19%	20%	24%	18%	20%	16%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Education		Marital			
	Total	4-year	Post Grad	Married	Separated	Divorced
Don't know	13%	13%	9%	12%	5%	20%
Net: Agree	59%	57%	45%	57%	82%	55%
Net: Disagree	28%	30%	46%	31%	13%	25%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	194	112	515	15	110
Base: All US adults who ever watch TV	1031	185	100	490	18	102
Strongly agree	20%	19%	16%	18%	27%	20%
Somewhat agree	50%	52%	51%	52%	33%	49%
Somewhat disagree	13%	12%	19%	14%	35%	5%
Strongly disagree	6%	7%	8%	5%	-	9%
Don't know	11%	11%	7%	11%	5%	17%
Net: Agree	70%	70%	66%	70%	60%	69%
Net: Disagree	19%	19%	27%	19%	35%	14%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Status			Children under the age of 18	
		Widowed	Never married	Domestic / civil partnership	Yes	No
Don't know	13%	27%	11%	8%	13%	13%
Net: Agree	59%	40%	62%	67%	65%	56%
Net: Disagree	28%	34%	27%	24%	21%	31%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	45	323	25	253	780
Base: All US adults who ever watch TV	1031	40	357	25	248	783
Strongly agree	20%	13%	22%	34%	27%	18%
Somewhat agree	50%	57%	47%	33%	47%	50%
Somewhat disagree	13%	8%	13%	26%	12%	14%
Strongly disagree	6%	4%	7%	3%	4%	7%
Don't know	11%	18%	11%	4%	9%	12%
Net: Agree	70%	70%	70%	67%	74%	68%
Net: Disagree	19%	12%	20%	29%	16%	20%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Income				Facebook
		Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Don't know	13%	10%	17%	10%	19%	13%
Net: Agree	59%	65%	59%	56%	46%	60%
Net: Disagree	28%	25%	24%	35%	35%	27%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	360	272	248	153	824
Base: All US adults who ever watch TV	1031	379	273	229	150	823
Strongly agree	20%	24%	22%	16%	12%	20%
Somewhat agree	50%	48%	48%	53%	53%	50%
Somewhat disagree	13%	13%	13%	16%	9%	14%
Strongly disagree	6%	6%	5%	6%	8%	5%
Don't know	11%	9%	13%	8%	18%	11%
Net: Agree	70%	72%	70%	69%	65%	70%
Net: Disagree	19%	19%	17%	23%	17%	19%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Don't know	13%	11%	12%	8%	7%	12%
Net: Agree	59%	62%	59%	66%	72%	63%
Net: Disagree	28%	27%	29%	27%	20%	26%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	413	278	283	63	281
Base: All US adults who ever watch TV	1031	416	272	283	64	264
Strongly agree	20%	20%	20%	24%	27%	22%
Somewhat agree	50%	53%	53%	53%	57%	53%
Somewhat disagree	13%	13%	11%	13%	4%	11%
Strongly disagree	6%	5%	7%	3%	6%	4%
Don't know	11%	10%	10%	7%	6%	10%
Net: Agree	70%	73%	72%	77%	84%	76%
Net: Disagree	19%	17%	18%	17%	10%	14%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Social networks membership					
	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Don't know	13%	10%	12%	10%	12%	-
Net: Agree	59%	68%	62%	61%	71%	89%
Net: Disagree	28%	22%	25%	28%	17%	11%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	99	326	6	175	20
Base: All US adults who ever watch TV	1031	99	330	8	186	19
Strongly agree	20%	27%	21%	22%	28%	23%
Somewhat agree	50%	53%	49%	78%	50%	59%
Somewhat disagree	13%	9%	13%	-	12%	7%
Strongly disagree	6%	3%	5%	-	1%	4%
Don't know	11%	8%	11%	-	9%	7%
Net: Agree	70%	80%	71%	100%	78%	82%
Net: Disagree	19%	12%	19%	-	13%	11%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total					
		Other	Don't know	None	Every day	5 to 6 times a week
Don't know	13%	5%	-	20%	14%	9%
Net: Agree	59%	75%	-	48%	57%	69%
Net: Disagree	28%	20%	100%	32%	30%	22%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	21	2	111	557	166
Base: All US adults who ever watch TV	1031	21	3	110	545	159
Strongly agree	20%	34%	-	18%	22%	16%
Somewhat agree	50%	50%	43%	48%	51%	60%
Somewhat disagree	13%	7%	57%	9%	11%	10%
Strongly disagree	6%	5%	-	8%	5%	7%
Don't know	11%	4%	-	18%	12%	8%
Net: Agree	70%	84%	43%	65%	72%	76%
Net: Disagree	19%	12%	57%	17%	16%	17%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total	TV Frequency				
		2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Don't know	13%	15%	11%	15%	20%	12%
Net: Agree	59%	56%	64%	46%	36%	69%
Net: Disagree	28%	29%	24%	39%	45%	18%

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	161	53	45	11	40
Base: All US adults who ever watch TV	1031	167	54	53	9	43
Strongly agree	20%	18%	27%	20%	18%	13%
Somewhat agree	50%	41%	51%	35%	16%	53%
Somewhat disagree	13%	23%	7%	24%	38%	11%
Strongly disagree	6%	8%	5%	9%	10%	4%
Don't know	11%	10%	11%	12%	18%	19%
Net: Agree	70%	59%	78%	55%	35%	66%
Net: Disagree	19%	31%	11%	33%	47%	15%

Cell Contents (Col

YouGov NY

Reboots and revivals

US_nat Sample: 8th - 10th September 2017



	Total		
		Never	Don't know
Don't know	13%	-	-
Net: Agree	59%	-	-
Net: Disagree	28%	-	-

ZYT_q8_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Both reboots and revivals provide an opportunity for older and younger generations of viewers to each enjoy the TV show

Unweighted base	1033	-	-
Base: All US adults who ever watch TV	1031	-	-
Strongly agree	20%	-	-
Somewhat agree	50%	-	-
Somewhat disagree	13%	-	-
Strongly disagree	6%	-	-
Don't know	11%	-	-
Net: Agree	70%	-	-
Net: Disagree	19%	-	-

Cell Contents (Col