

1. How often do you watch TV?

Several times a day	43%
Once a day	20%
A few times a week	18%
Once a week	4%
A few times a month	4%
Seldom	8%
Never	3%

2. Do you have a cable subscription?

Yes	34%
No	66%

3. Do you currently use any streaming video services?

Yes	82%
No	18%

4. Generally speaking, how satisfied are you with personalized show recommendations that streaming services make for you?

Among people who use a streaming video service

Very satisfied	27%
Somewhat satisfied	53%
Somewhat dissatisfied	9%
Very dissatisfied	3%
Not sure	9%

5. Do you pay for any streaming video services?

Among people who use a streaming video service

Yes	80%
No	20%

6. Do you share the password for a streaming service that you pay for with anyone outside your household?

Among people who pay for a streaming video service

Yes	25%
No	75%

7. Do you use a streaming service paid for by someone outside of your household who shares the password?

Among people who use a streaming video service

Yes	24%
No	76%

8. Do you think it's OK to use someone else's password for a streaming service you don't pay for?

Yes	52%
No	48%

9. Which of the following do you regularly use to watch TV? Select all that apply.

Among people who watch TV

A television set	85%
A smartphone	27%
A computer	18%
A tablet	12%
None of the above	2%

10. Where do you regularly watch TV? Select all that apply.

Among people who watch TV

In your living room	69%
In your bedroom	52%
In another room in your home	17%
While commuting	6%
At work	5%
None of the above	2%

11. Who do you watch TV with most often?

Among people who watch TV

Your spouse or partner	40%
Your children	6%
Your parents	5%
Friends	4%
Your siblings	2%
Other family members	2%
Roommates	1%
Coworkers	0%
Someone else	1%
No one	39%

12. How similar is your taste in TV to that of the person you watch with most regularly?

Among people who watch TV with someone else

Very similar	31%
Somewhat similar	51%
Not very similar	12%
Not at all similar	4%
Not sure	2%

13. Which of the following types of TV do you enjoy? Select all that apply.

Among people who watch TV

Comedy	61%
Drama	51%
Action	51%
Crime	49%
Documentary	48%
Mystery	43%
Thriller	42%
News	38%
Sports	37%
Science fiction	36%
Historical	36%
Fantasy	31%
Romance	30%
Reality	27%
Animated	27%
Horror	27%
Superhero	26%
Game show	25%
Kids and family	20%
Talk show	18%
None of the above	2%

14. Which of the following types of TV do you enjoy most?

Among people who watch TV

Comedy	14%
Sports	10%
Drama	9%
Crime	7%
Action	7%
Documentary	7%
Science fiction	6%
Mystery	4%
Reality	4%
Horror	4%
Animated	4%
Thriller	4%
News	4%
Romance	3%
Historical	3%
Game show	2%
Superhero	2%
Kids and family	2%
Fantasy	2%
Talk show	1%
None of the above	2%

15. When it comes to TV, do you ever feel like you have a hard time choosing what to watch because you are overwhelmed by the number of options?

Among people who watch TV

Yes	41%
No	59%

16. Where do you get suggestions for new TV shows to watch? Select all that apply.

Among people who watch TV

Friends	50%
Family members	45%
Social media	38%
Recommendations from streaming services	37%
Ads or trailers	30%
What is on live TV or cable	21%
Online reviews or critics	21%
Awards shows or nominations	10%
Somewhere else	3%
None of the above	13%

17. How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	A great deal	A fair amount	Not very much	Not at all	Not sure
Family members	51%	43%	5%	0%	0%
Friends	47%	45%	6%	0%	1%
Awards shows or nominations	32%	55%	11%	2%	0%
What is on live TV or cable	27%	56%	12%	1%	3%
Ads or trailers	25%	59%	14%	0%	2%
Online reviews or critics	25%	61%	12%	1%	1%
Social media posts or discussions	24%	60%	13%	1%	2%
Recommendations from streaming services	23%	60%	14%	1%	1%

18. How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Often	Sometimes	Rarely	Never	Not sure
Is in a specific genre you like	48%	40%	7%	3%	2%
Is part of a series you're already watching	44%	39%	10%	5%	2%
Matches your current mood	33%	44%	12%	7%	4%
Is new or you haven't seen it	33%	46%	12%	5%	3%
Is from a favorite actor or creator	31%	49%	12%	6%	2%
Fits the amount of time you have	29%	45%	14%	8%	4%
Is something you've already seen before	29%	45%	16%	8%	3%
Was recommended by a friend	26%	46%	16%	9%	2%
Lets you multitask while watching	26%	36%	20%	13%	5%
Teaches you something new	22%	46%	22%	7%	3%
Has received good reviews from critics	21%	44%	19%	10%	5%
Is on live TV or cable	20%	36%	18%	20%	6%
Was chosen by someone else in your household	20%	44%	17%	15%	4%
Gives you something to discuss with other people	16%	37%	25%	18%	4%
Was recommended by a streaming service	14%	47%	21%	14%	3%
Has good music	14%	38%	29%	17%	3%
Has won or been nominated for awards	13%	35%	25%	20%	7%
Requires a lot of focus	12%	43%	28%	12%	4%

19. Do you generally prefer to watch TV content that is...?

Among people who watch TV

Easy to follow without paying full attention	50%
Complicated and requires your full attention to follow	30%
Not sure	19%

20. How often do you do the following regarding TV shows you've watched?

Among people who watch TV

	Often	Sometimes	Rarely	Never	Not sure
Look up information about the actors or creators	20%	43%	19%	17%	1%
Discuss them with people you know	19%	49%	20%	10%	2%
Read or listen to reviews or episode recaps	9%	34%	27%	28%	2%
Read or post about them on social media	8%	26%	22%	42%	2%
Watch behind-the-scenes content or interviews	8%	29%	34%	27%	2%
Join online discussions or look up theories	7%	16%	20%	54%	2%
Rate or review them online	7%	19%	24%	49%	2%

21. Do you generally prefer TV shows where...?

Among people who watch TV

All episodes are released at once	50%
Episodes are released weekly	30%
Not sure	21%

22. Which do you prefer most when it comes to TV shows?

Among people who watch TV

Episodes shorter than around 30 minutes	4%
Around 30-minute episodes	22%
Around hour-long episodes	52%
Episodes longer than around an hour	4%
Episodes that vary in length across a season	7%
Not sure	11%

23. If you had to choose, which do you prefer most?

Among people who watch TV

Serialized shows, which include story arcs that span multiple episodes or seasons	53%
Episodic shows, which include self-contained stories that can be watched in any order ..	21%
Neither	9%
Not sure	17%

24. When you watch TV, how often do you binge-watch, meaning you watch multiple episodes of a TV show in rapid succession?

Among people who watch TV

Always	5%
Most of the time	24%
About half the time	22%
Sometimes	39%
Never	10%

25. When you start watching a TV show with multiple seasons, how often do you end up finishing the entire series — meaning all its existing seasons?

Among people who watch TV

Always	16%
Usually	40%
Sometimes	28%
Rarely	9%
Never	5%
Not sure	2%

26. Have you ever watched TV at a faster than normal speed (e.g., 1.5x)?

Among people who watch TV

Yes	9%
No, but I might be interested in trying	16%
No, and I would not be interested in trying	68%
Not sure	7%

27. While watching TV at home, how frequently do you...?

Among people who watch TV

	Often	Sometimes	Rarely	Never	Not sure
Eat a meal or snack	46%	44%	7%	3%	1%
Watch with someone else	33%	35%	20%	11%	1%
Spend time with a pet	31%	23%	9%	35%	1%
Look at something else on your phone	31%	43%	18%	8%	1%
Fall asleep while watching	18%	39%	28%	14%	1%
Talk with someone else about what you're watching	17%	44%	22%	16%	1%
Do something else on your computer	15%	37%	21%	26%	1%
Do household chores	12%	41%	25%	21%	1%
Exercise or stretch	10%	26%	25%	37%	2%
Work or study	8%	24%	22%	43%	2%

28. Do you generally enjoy the title sequences at the start of TV shows, or do you wish they would do away with them?

Among people who watch TV

I enjoy them, keep them	48%
I dislike them, get rid of them	22%
Not sure	30%

29. When the option is available, do you generally skip the title sequences at the start of TV shows, or do you watch them?

Among people who watch TV

I always skip them	12%
I usually skip them	30%
I sometimes skip them	36%
I never skip them	14%
Not sure	8%

30. When the option is available, do you generally skip recaps of previous episodes at the start of TV shows, or do you watch them?

Among people who watch TV

I always skip them	13%
I usually skip them	29%
I sometimes skip them	37%
I never skip them	14%
Not sure	7%

31. How much does it bother you if a TV show or episode you haven't seen but intend to watch is spoiled for you?

Among people who watch TV

A lot	28%
A little	48%
Not at all	23%

32. When watching TV in a language you know, how often do you do so with the subtitles on?

Among people who watch TV

Always	14%
Most of the time	16%
Sometimes	25%
Rarely	18%
Never	26%

33. Which of the following are reasons you ever use subtitles when watching TV in a language you know? Select all that apply.

Among people who watch TV and ever use subtitles

Enhanced comprehension	46%
Helps to understand accents	41%
In a noisy environment	35%
Hearing difficulties	32%
Appreciation of dialogue	24%
To avoid disturbing others	23%
Sound sensitivity	19%
To enable multitasking	18%
Preference of fellow viewers	12%
Learning a new language	12%
Other reason	4%

34. Which of the following are reasons you ever do NOT use subtitles when watching TV in a language you know? Select all that apply.

Among people who watch TV and do not always use subtitles

They are distracting	42%
They clutter the screen	37%
They are unnecessary	35%
They don't match the pace of the dialogue	28%
They don't match the words spoken	26%
Preference for listening	23%
They are inconvenient to turn on	11%
Preferences of fellow viewers	11%
Other reason	3%

35. When watching TV in a language you don't know, do you generally prefer ...?

Among people who watch TV

Reading subtitles	39%
Listening to dubbed audio, meaning the original dialogue is replaced with a new recording in a language you know	21%
I only watch TV in languages I know	34%
Not sure	6%

36. Overall, do you think TV is getting better or worse?

Getting better	19%
About the same	43%
Getting worse	27%
Not sure	11%

37. Do you think we're currently in the "golden age of television"?

Yes	30%
No	70%

38. Compared to 15 years ago, do you think TV shows produced today are more or less likely to...?

	More likely	Less likely	No difference	Not sure
Contain nudity or violence	68%	9%	15%	8%
Feature diverse stories and casts	64%	10%	15%	10%
Contain offensive content	63%	15%	15%	7%
Be created for niche audiences	58%	11%	15%	16%
Contain morally complex characters	52%	17%	18%	14%
Contain original ideas	27%	44%	19%	10%

39. Do you ever keep track of TV shows or movies you have watched, such as by writing them down or logging them in an app?

Yes	17%
No	77%
Not sure	6%

40. If you had to choose, which do you currently enjoy watching more?

TV shows	41%
Movies	37%
Neither	9%
Not sure	12%

YouGov Survey: TV Watching

September 8 - 13, 2026 - 2,167 U.S. adult citizens



Interviewing Dates	September 8 - 10, 2026 September 9 - 13, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.051 to 6.559, with a mean of one and a standard deviation of 0.977.
Number of respondents	2,167
Margin of error	± 2.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	69 questions not reported.

YouGov Survey: TV Watching

September 8 - 13, 2026 - 2,167 U.S. adult citizens



1. Frequency of Watching TV

How often do you watch TV?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Several times a day	43%	40%	46%	25%	34%	51%	58%	43%	51%	39%	43%	44%
Once a day	20%	18%	22%	11%	21%	21%	25%	23%	9%	15%	19%	21%
A few times a week	18%	20%	16%	32%	22%	12%	8%	16%	23%	25%	16%	20%
Once a week	4%	3%	4%	8%	5%	2%	1%	3%	6%	4%	4%	4%
A few times a month	4%	5%	4%	11%	4%	2%	2%	4%	5%	5%	5%	3%
Seldom	8%	9%	7%	9%	10%	8%	5%	9%	3%	9%	9%	7%
Never	3%	5%	1%	3%	5%	3%	2%	3%	3%	3%	4%	1%
Totals	100%	100%	100%	99%	101%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(2,166)	(1,048)	(1,118)	(503)	(587)	(637)	(439)	(1,424)	(262)	(352)	(1,413)	(753)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Several times a day	43%	46%	40%	45%	48%	48%	43%	45%	45%	100%	0%	0%
Once a day	20%	21%	18%	20%	22%	22%	18%	22%	22%	0%	100%	0%
A few times a week	18%	17%	19%	16%	17%	15%	14%	18%	20%	0%	0%	48%
Once a week	4%	5%	3%	3%	4%	3%	4%	4%	2%	0%	0%	11%
A few times a month	4%	2%	5%	5%	2%	3%	6%	3%	3%	0%	0%	12%
Seldom	8%	8%	10%	6%	5%	8%	9%	7%	7%	0%	0%	22%
Never	3%	2%	4%	4%	1%	2%	6%	1%	1%	0%	0%	9%
Totals	100%	101%	99%	99%	99%	101%	100%	100%	100%	100%	100%	102%
Unweighted N	(2,166)	(709)	(811)	(646)	(875)	(713)	(843)	(608)	(517)	(919)	(455)	(792)

YouGov Survey: TV Watching

September 8 - 13, 2026 - 2,167 U.S. adult citizens



2. Has Cable Subscription

Do you have a cable subscription?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	34%	37%	32%	32%	33%	33%	41%	31%	48%	42%	34%	36%
No	66%	63%	68%	68%	67%	67%	59%	69%	52%	58%	66%	64%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,164)	(1,046)	(1,118)	(501)	(586)	(638)	(439)	(1,422)	(262)	(352)	(1,412)	(752)

	Party ID			House vote intent		Family income			Watches TV			
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	34%	41%	26%	38%	40%	42%	28%	37%	48%	43%	29%	27%
No	66%	59%	74%	62%	60%	58%	72%	63%	52%	57%	71%	73%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,164)	(710)	(810)	(644)	(876)	(711)	(842)	(606)	(518)	(919)	(454)	(790)

YouGov Survey: TV Watching

September 8 - 13, 2026 - 2,167 U.S. adult citizens



3. Uses Streaming

Do you currently use any streaming video services?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	82%	78%	85%	79%	87%	84%	76%	82%	80%	83%	78%	89%
No	18%	22%	15%	21%	13%	16%	24%	18%	20%	17%	22%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,162)	(1,048)	(1,114)	(503)	(585)	(636)	(438)	(1,421)	(262)	(351)	(1,410)	(752)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	82%	84%	81%	80%	88%	82%	74%	87%	90%	87%	90%	72%
No	18%	16%	19%	20%	12%	18%	26%	13%	10%	13%	10%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,162)	(707)	(810)	(645)	(872)	(713)	(840)	(607)	(517)	(917)	(455)	(789)

4. Satisfaction With Streaming Recommendations

Generally speaking, how satisfied are you with personalized show recommendations that streaming services make for you?

Among people who use a streaming video service

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very satisfied	27%	25%	29%	33%	31%	25%	19%	25%	33%	31%	27%	26%
Somewhat satisfied	53%	52%	53%	44%	50%	58%	55%	54%	48%	54%	53%	53%
Somewhat dissatisfied	9%	10%	7%	12%	9%	6%	8%	10%	10%	5%	8%	9%
Very dissatisfied	3%	5%	2%	4%	3%	3%	3%	3%	4%	4%	3%	3%
Not sure	9%	8%	9%	7%	7%	8%	14%	9%	5%	6%	9%	9%
Totals	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,792)	(838)	(954)	(405)	(520)	(541)	(326)	(1,180)	(219)	(291)	(1,116)	(676)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Very satisfied	27%	27%	22%	33%	23%	30%	28%	27%	25%	33%	22%	22%
Somewhat satisfied	53%	52%	51%	55%	54%	54%	54%	52%	52%	51%	56%	53%
Somewhat dissatisfied	9%	8%	12%	5%	10%	8%	6%	9%	11%	6%	11%	10%
Very dissatisfied	3%	2%	4%	2%	3%	3%	4%	4%	3%	2%	4%	4%
Not sure	9%	11%	11%	5%	9%	6%	8%	8%	8%	8%	7%	11%
Totals	101%	100%	100%	100%	99%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,792)	(615)	(666)	(511)	(773)	(575)	(649)	(523)	(460)	(796)	(409)	(587)

5. Pays for Streaming

Do you pay for any streaming video services?

Among people who use a streaming video service

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	80%	79%	82%	75%	81%	81%	84%	82%	75%	81%	76%	87%
No	20%	21%	18%	25%	19%	19%	16%	18%	25%	19%	24%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,796)	(839)	(957)	(405)	(521)	(542)	(328)	(1,183)	(219)	(292)	(1,117)	(679)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	80%	81%	78%	82%	87%	87%	73%	86%	90%	84%	86%	72%
No	20%	19%	22%	18%	13%	13%	27%	14%	10%	16%	14%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,796)	(618)	(665)	(513)	(775)	(577)	(650)	(525)	(461)	(797)	(410)	(589)

6. Shares Streaming Password

Do you share the password for a streaming service that you pay for with anyone outside your household?

Among people who pay for a streaming video service

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	25%	23%	26%	43%	34%	17%	10%	24%	15%	37%	21%	30%
No	75%	77%	74%	57%	66%	83%	90%	76%	85%	63%	79%	70%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,500)	(697)	(803)	(316)	(444)	(469)	(271)	(996)	(176)	(244)	(889)	(611)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	25%	26%	26%	22%	27%	21%	17%	30%	29%	20%	25%	33%
No	75%	74%	74%	78%	73%	79%	83%	70%	71%	80%	75%	67%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,500)	(522)	(541)	(437)	(674)	(500)	(504)	(465)	(422)	(682)	(364)	(454)

7. Uses Someone Else's Streaming Password

Do you use a streaming service paid for by someone outside of your household who shares the password?

Among people who use a streaming video service

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	24%	23%	25%	44%	28%	16%	12%	23%	20%	32%	24%	24%
No	76%	77%	75%	56%	72%	84%	88%	77%	80%	68%	76%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,791)	(836)	(955)	(405)	(521)	(539)	(326)	(1,179)	(219)	(291)	(1,114)	(677)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	24%	28%	24%	20%	27%	20%	22%	24%	26%	23%	19%	29%
No	76%	72%	76%	80%	73%	80%	78%	76%	74%	77%	81%	71%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,791)	(614)	(665)	(512)	(772)	(575)	(649)	(524)	(458)	(793)	(410)	(588)

8. OK To Use Someone Else's Streaming Password

Do you think it's OK to use someone else's password for a streaming service you don't pay for?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	52%	50%	55%	68%	63%	48%	34%	52%	50%	57%	51%	55%
No	48%	50%	45%	32%	37%	52%	66%	48%	50%	43%	49%	45%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,158)	(1,043)	(1,115)	(500)	(585)	(636)	(437)	(1,422)	(260)	(349)	(1,407)	(751)

	Party ID			House vote intent		Family income			Watches TV			
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	52%	59%	55%	44%	58%	42%	48%	55%	55%	51%	54%	54%
No	48%	41%	45%	56%	42%	58%	52%	45%	45%	49%	46%	46%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,158)	(707)	(807)	(644)	(874)	(711)	(840)	(606)	(517)	(916)	(455)	(786)

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9. Devices Used To Watch TV

Which of the following do you regularly use to watch TV? Select all that apply.

Among people who watch TV

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A television set	85%	81%	88%	70%	83%	90%	94%	85%	82%	88%	83%	88%
A smartphone	27%	33%	23%	49%	40%	20%	6%	24%	43%	33%	27%	28%
A computer	18%	23%	13%	34%	23%	13%	5%	15%	26%	20%	16%	22%
A tablet	12%	14%	11%	18%	16%	9%	9%	11%	17%	19%	11%	15%
None of the above	2%	3%	1%	3%	2%	1%	1%	2%	1%	2%	2%	1%
Unweighted N	(2,105)	(1,011)	(1,094)	(481)	(566)	(626)	(432)	(1,383)	(257)	(343)	(1,364)	(741)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A television set	85%	88%	82%	85%	91%	89%	82%	89%	90%	94%	92%	69%
A smartphone	27%	30%	27%	25%	26%	23%	28%	26%	28%	25%	19%	36%
A computer	18%	21%	18%	15%	19%	14%	15%	17%	19%	18%	12%	21%
A tablet	12%	13%	10%	14%	12%	13%	11%	13%	16%	14%	10%	12%
None of the above	2%	0%	2%	2%	0%	2%	3%	1%	1%	0%	0%	5%
Unweighted N	(2,105)	(698)	(781)	(626)	(860)	(698)	(804)	(601)	(510)	(919)	(455)	(730)

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10. Where TV Is Watched

Where do you regularly watch TV? Select all that apply.

Among people who watch TV

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
In your living room	69%	69%	69%	62%	70%	69%	75%	71%	58%	74%	67%	73%
In your bedroom	52%	53%	52%	62%	55%	52%	40%	45%	80%	60%	55%	47%
In another room in your home	17%	19%	16%	16%	22%	16%	16%	18%	23%	15%	15%	22%
While commuting	6%	8%	4%	13%	9%	3%	0%	4%	13%	4%	5%	7%
At work	5%	6%	4%	8%	8%	3%	0%	4%	8%	7%	4%	6%
None of the above	2%	3%	1%	2%	3%	2%	1%	3%	1%	2%	3%	1%
Unweighted N	(2,105)	(1,011)	(1,094)	(481)	(566)	(626)	(432)	(1,383)	(257)	(343)	(1,364)	(741)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
In your living room	69%	69%	65%	73%	76%	76%	61%	76%	79%	77%	73%	57%
In your bedroom	52%	59%	53%	45%	53%	44%	57%	47%	46%	56%	45%	52%
In another room in your home	17%	20%	18%	14%	21%	19%	13%	19%	24%	20%	14%	16%
While commuting	6%	8%	4%	6%	6%	6%	4%	6%	9%	6%	3%	7%
At work	5%	4%	3%	7%	5%	7%	4%	4%	9%	7%	3%	3%
None of the above	2%	1%	3%	2%	1%	2%	4%	1%	1%	0%	0%	6%
Unweighted N	(2,105)	(698)	(781)	(626)	(860)	(698)	(804)	(601)	(510)	(919)	(455)	(730)

11. People You Watch TV With

Who do you watch TV with most often?

Among people who watch TV

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Your spouse or partner	40%	38%	41%	20%	49%	44%	42%	42%	31%	37%	33%	52%
Your children	6%	3%	9%	4%	10%	6%	4%	5%	5%	8%	6%	7%
Your parents	5%	7%	4%	15%	5%	3%	1%	5%	7%	6%	6%	4%
Friends	4%	6%	3%	9%	4%	2%	2%	4%	7%	2%	4%	4%
Your siblings	2%	2%	2%	4%	1%	2%	1%	2%	2%	3%	3%	1%
Other family members	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	3%	1%
Roommates	1%	1%	1%	2%	0%	1%	1%	1%	0%	2%	1%	1%
Coworkers	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Someone else	1%	1%	1%	2%	1%	1%	0%	1%	1%	2%	1%	0%
No one	39%	40%	38%	42%	28%	38%	47%	37%	45%	37%	43%	29%
Totals	100%	100%	102%	101%	100%	99%	100%	99%	101%	99%	100%	99%
Unweighted N	(2,105)	(1,011)	(1,094)	(481)	(566)	(626)	(432)	(1,383)	(257)	(343)	(1,364)	(741)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Your spouse or partner	40%	37%	34%	48%	42%	53%	23%	47%	63%	45%	41%	32%
Your children	6%	6%	6%	7%	5%	7%	7%	7%	5%	6%	8%	5%
Your parents	5%	7%	7%	3%	6%	3%	5%	7%	3%	4%	3%	8%
Friends	4%	4%	5%	3%	4%	3%	4%	4%	3%	3%	2%	7%
Your siblings	2%	3%	2%	2%	2%	1%	3%	1%	1%	1%	4%	3%
Other family members	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%
Roommates	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Coworkers	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

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		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Someone else	1%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%
No one	39%	39%	42%	34%	36%	30%	53%	32%	21%	36%	38%	42%
Totals	100%	99%	101%	101%	100%	100%	99%	102%	101%	99%	100%	101%
Unweighted N	(2,105)	(698)	(781)	(626)	(860)	(698)	(804)	(601)	(510)	(919)	(455)	(730)

12. Similarity of TV Taste to Viewing Partner

How similar is your taste in TV to that of the person you watch with most regularly?

Among people who watch TV with someone else

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very similar	31%	31%	31%	31%	30%	33%	28%	31%	27%	33%	29%	33%
Somewhat similar	51%	52%	50%	53%	52%	48%	51%	53%	51%	42%	51%	51%
Not very similar	12%	12%	13%	13%	7%	13%	18%	10%	20%	11%	14%	11%
Not at all similar	4%	3%	5%	1%	6%	4%	2%	4%	1%	7%	3%	5%
Not sure	2%	3%	2%	2%	4%	2%	0%	2%	1%	7%	3%	0%
Totals	100%	101%	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,345)	(658)	(687)	(294)	(425)	(394)	(232)	(892)	(136)	(240)	(815)	(530)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Very similar	31%	28%	29%	35%	30%	36%	26%	32%	35%	35%	30%	25%
Somewhat similar	51%	54%	51%	48%	56%	50%	48%	55%	52%	49%	54%	52%
Not very similar	12%	14%	13%	11%	11%	11%	16%	8%	11%	13%	10%	13%
Not at all similar	4%	1%	6%	4%	2%	3%	5%	5%	2%	2%	6%	5%
Not sure	2%	2%	2%	2%	2%	1%	5%	0%	0%	1%	1%	4%
Totals	100%	99%	101%	100%	101%	101%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,345)	(434)	(484)	(427)	(541)	(492)	(412)	(411)	(411)	(582)	(310)	(452)

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13. Favorite TV Show Genres

Which of the following types of TV do you enjoy? Select all that apply.

Among people who watch TV

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Comedy	61%	60%	63%	57%	68%	65%	54%	63%	57%	62%	59%	65%
Drama	51%	41%	61%	41%	51%	57%	54%	52%	57%	46%	49%	56%
Action	51%	57%	46%	51%	52%	58%	42%	49%	62%	55%	53%	48%
Crime	49%	46%	51%	40%	46%	56%	50%	50%	50%	48%	49%	48%
Documentary	48%	45%	50%	36%	48%	53%	51%	49%	40%	48%	42%	57%
Mystery	43%	38%	48%	35%	43%	45%	48%	45%	38%	41%	42%	46%
Thriller	42%	39%	45%	36%	45%	47%	37%	40%	44%	46%	43%	41%
News	38%	42%	34%	23%	32%	42%	52%	36%	46%	37%	33%	46%
Sports	37%	52%	23%	36%	35%	38%	38%	33%	46%	45%	33%	43%
Science fiction	36%	47%	26%	35%	39%	40%	29%	37%	33%	37%	35%	38%
Historical	36%	40%	32%	26%	36%	38%	42%	39%	28%	34%	33%	41%
Fantasy	31%	33%	29%	39%	40%	31%	15%	30%	37%	33%	32%	29%
Romance	30%	20%	39%	36%	36%	25%	26%	27%	37%	37%	30%	31%
Reality	27%	20%	33%	25%	33%	30%	17%	24%	39%	34%	27%	26%
Animated	27%	31%	23%	47%	36%	21%	8%	23%	35%	32%	27%	26%
Horror	27%	30%	24%	31%	32%	31%	11%	25%	31%	33%	30%	20%
Superhero	26%	32%	21%	33%	31%	28%	11%	24%	31%	29%	27%	25%
Game show	25%	23%	27%	23%	28%	24%	26%	23%	35%	28%	23%	29%
Kids and family	20%	15%	24%	23%	32%	17%	8%	18%	26%	23%	19%	22%
Talk show	18%	17%	19%	16%	20%	18%	17%	14%	36%	23%	17%	20%
None of the above	2%	2%	2%	3%	1%	3%	1%	2%	1%	3%	2%	2%
Unweighted N	(2,105)	(1,011)	(1,094)	(481)	(566)	(626)	(432)	(1,383)	(257)	(343)	(1,364)	(741)

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	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Comedy	61%	64%	61%	59%	67%	59%	61%	62%	64%	66%	64%	54%
Drama	51%	57%	50%	48%	61%	49%	49%	54%	56%	61%	55%	37%
Action	51%	46%	52%	56%	50%	55%	52%	50%	55%	56%	50%	45%
Crime	49%	50%	46%	52%	51%	54%	48%	43%	54%	56%	51%	38%
Documentary	48%	49%	48%	45%	54%	45%	46%	49%	53%	54%	48%	39%
Mystery	43%	44%	43%	43%	46%	43%	42%	40%	46%	50%	51%	30%
Thriller	42%	41%	43%	42%	45%	40%	43%	41%	42%	50%	44%	31%
News	38%	41%	33%	41%	47%	42%	35%	38%	47%	49%	36%	24%
Sports	37%	37%	31%	44%	38%	46%	26%	40%	49%	45%	31%	29%
Science fiction	36%	35%	40%	33%	40%	34%	35%	40%	37%	40%	39%	29%
Historical	36%	35%	37%	36%	41%	39%	33%	38%	39%	37%	41%	31%
Fantasy	31%	31%	35%	26%	33%	25%	32%	30%	32%	35%	28%	28%
Romance	30%	33%	25%	33%	30%	31%	29%	28%	32%	32%	28%	28%
Reality	27%	30%	26%	25%	27%	27%	30%	24%	29%	33%	22%	22%
Animated	27%	27%	31%	22%	26%	19%	29%	25%	25%	26%	22%	30%
Horror	27%	30%	24%	26%	30%	25%	28%	26%	25%	30%	24%	24%
Superhero	26%	26%	28%	24%	26%	23%	26%	23%	28%	28%	26%	24%
Game show	25%	30%	24%	21%	31%	24%	23%	27%	26%	33%	19%	19%
Kids and family	20%	19%	20%	21%	17%	23%	19%	18%	22%	23%	16%	18%
Talk show	18%	24%	15%	15%	23%	17%	18%	16%	19%	23%	13%	14%
None of the above	2%	2%	3%	2%	1%	2%	4%	0%	1%	0%	1%	5%
Unweighted N	(2,105)	(698)	(781)	(626)	(860)	(698)	(804)	(601)	(510)	(919)	(455)	(730)

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14. Favorite TV Show Genre

Which of the following types of TV do you enjoy most?

Among people who watch TV

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Comedy	14%	12%	16%	14%	19%	11%	13%	16%	8%	11%	13%	17%
Sports	10%	17%	3%	10%	8%	8%	13%	9%	12%	10%	9%	11%
Drama	9%	6%	12%	9%	8%	10%	8%	9%	10%	6%	8%	11%
Crime	7%	4%	9%	6%	4%	8%	8%	8%	3%	6%	7%	7%
Action	7%	8%	6%	11%	5%	5%	6%	4%	10%	15%	9%	3%
Documentary	7%	6%	7%	3%	7%	8%	8%	7%	4%	7%	7%	7%
Science fiction	6%	9%	3%	4%	5%	8%	6%	7%	1%	4%	7%	6%
Mystery	4%	4%	5%	3%	4%	3%	9%	5%	5%	3%	4%	6%
Reality	4%	1%	7%	3%	4%	5%	4%	4%	4%	6%	5%	3%
Horror	4%	4%	4%	4%	4%	7%	1%	4%	7%	5%	5%	2%
Animated	4%	5%	3%	9%	5%	3%	0%	4%	7%	2%	4%	4%
Thriller	4%	3%	5%	3%	5%	4%	3%	3%	5%	4%	4%	4%
News	4%	5%	3%	1%	2%	4%	7%	4%	4%	4%	4%	4%
Romance	3%	2%	4%	4%	5%	2%	2%	3%	2%	5%	3%	3%
Historical	3%	3%	3%	1%	2%	3%	4%	3%	1%	4%	2%	4%
Game show	2%	2%	3%	1%	3%	2%	3%	2%	2%	1%	2%	3%
Superhero	2%	4%	1%	5%	1%	3%	0%	2%	4%	2%	3%	2%
Kids and family	2%	0%	3%	1%	2%	2%	1%	2%	3%	1%	1%	2%
Fantasy	2%	1%	2%	4%	2%	1%	0%	2%	2%	1%	2%	2%
Talk show	1%	1%	0%	1%	1%	0%	1%	0%	3%	1%	1%	0%
None of the above	2%	2%	2%	3%	1%	3%	1%	2%	1%	3%	2%	2%
Totals	101%	99%	101%	100%	97%	100%	98%	100%	98%	101%	102%	103%
Unweighted N	(2,103)	(1,011)	(1,092)	(481)	(565)	(626)	(431)	(1,382)	(256)	(343)	(1,363)	(740)

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	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Comedy	14%	16%	15%	12%	16%	12%	13%	15%	17%	12%	16%	15%
Sports	10%	11%	7%	11%	10%	12%	6%	11%	12%	11%	9%	9%
Drama	9%	11%	9%	7%	12%	7%	6%	10%	11%	11%	7%	7%
Crime	7%	6%	5%	9%	5%	11%	7%	4%	6%	7%	9%	5%
Action	7%	4%	6%	10%	5%	7%	8%	7%	5%	7%	4%	8%
Documentary	7%	7%	8%	5%	7%	6%	7%	7%	6%	6%	5%	8%
Science fiction	6%	6%	6%	8%	6%	7%	8%	7%	5%	6%	9%	5%
Mystery	4%	4%	5%	5%	5%	3%	4%	5%	4%	5%	7%	3%
Reality	4%	5%	4%	3%	4%	3%	6%	3%	2%	4%	5%	4%
Horror	4%	5%	5%	2%	4%	2%	6%	3%	2%	5%	2%	4%
Animated	4%	4%	7%	1%	3%	1%	4%	2%	4%	2%	4%	6%
Thriller	4%	4%	3%	4%	5%	3%	3%	5%	4%	5%	5%	2%
News	4%	5%	2%	5%	5%	6%	4%	4%	5%	5%	4%	2%
Romance	3%	3%	2%	4%	3%	4%	2%	3%	3%	3%	3%	4%
Historical	3%	1%	3%	4%	2%	5%	2%	4%	4%	3%	3%	3%
Game show	2%	2%	3%	2%	2%	2%	2%	3%	1%	4%	0%	2%
Superhero	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	1%	3%
Kids and family	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	3%	2%
Fantasy	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%
Talk show	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	2%	1%
None of the above	2%	2%	3%	2%	1%	2%	4%	0%	1%	0%	1%	5%
Totals	101%	102%	100%	100%	101%	99%	98%	98%	99%	101%	101%	99%
Unweighted N	(2,103)	(696)	(781)	(626)	(859)	(698)	(804)	(601)	(509)	(919)	(454)	(729)

15. TV Choice Overload

When it comes to TV, do you ever feel like you have a hard time choosing what to watch because you are overwhelmed by the number of options?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	41%	40%	41%	50%	47%	39%	28%	40%	39%	46%	38%	45%
No	59%	60%	59%	50%	53%	61%	72%	60%	61%	54%	62%	55%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,104)	(1,010)	(1,094)	(480)	(566)	(626)	(432)	(1,383)	(256)	(343)	(1,363)	(741)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	41%	45%	44%	33%	43%	34%	40%	39%	42%	40%	45%	39%
No	59%	55%	56%	67%	57%	66%	60%	61%	58%	60%	55%	61%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,104)	(698)	(780)	(626)	(860)	(698)	(803)	(601)	(510)	(919)	(455)	(729)

16. Sources of TV Suggestions

Where do you get suggestions for new TV shows to watch? Select all that apply.

Among people who watch TV

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Friends	50%	50%	51%	58%	57%	47%	42%	52%	47%	49%	44%	62%
Family members	45%	44%	45%	43%	49%	45%	42%	46%	48%	41%	41%	51%
Social media	38%	37%	38%	59%	55%	28%	14%	34%	49%	45%	35%	42%
Recommendations from streaming services	37%	35%	40%	44%	44%	38%	23%	34%	43%	40%	34%	43%
Ads or trailers	30%	30%	30%	30%	33%	34%	21%	28%	38%	30%	29%	32%
What is on live TV or cable	21%	22%	20%	14%	20%	22%	27%	19%	31%	24%	19%	25%
Online reviews or critics	21%	23%	19%	29%	27%	17%	13%	19%	28%	23%	15%	31%
Awards shows or nominations	10%	12%	9%	13%	12%	11%	5%	8%	16%	11%	7%	15%
Somewhere else	3%	2%	3%	1%	1%	3%	4%	3%	2%	2%	3%	2%
None of the above	13%	14%	12%	12%	9%	16%	15%	14%	7%	13%	16%	8%
Unweighted N	(2,105)	(1,011)	(1,094)	(481)	(566)	(626)	(432)	(1,383)	(257)	(343)	(1,364)	(741)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Friends	50%	52%	50%	49%	57%	48%	44%	52%	60%	49%	55%	48%
Family members	45%	47%	43%	45%	51%	47%	39%	47%	55%	48%	44%	41%
Social media	38%	43%	34%	37%	40%	35%	34%	41%	41%	37%	35%	41%
Recommendations from streaming services	37%	38%	39%	35%	41%	31%	35%	38%	43%	39%	36%	36%
Ads or trailers	30%	33%	30%	27%	32%	27%	31%	28%	34%	36%	30%	22%

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	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
What is on live TV or cable	21%	23%	19%	22%	25%	25%	19%	24%	25%	31%	17%	11%
Online reviews or critics	21%	26%	21%	16%	27%	16%	18%	21%	26%	23%	20%	18%
Awards shows or nominations	10%	14%	9%	8%	16%	7%	9%	10%	14%	14%	7%	8%
Somewhere else	3%	2%	4%	1%	3%	1%	3%	2%	3%	2%	3%	2%
None of the above	13%	12%	13%	14%	9%	14%	16%	9%	11%	8%	13%	20%
Unweighted N	(2,105)	(698)	(781)	(626)	(860)	(698)	(804)	(601)	(510)	(919)	(455)	(730)

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17A. Trust in TV Suggestions — Family members

How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	51%	47%	55%	57%	44%	51%	54%	50%	63%	44%	52%	49%
A fair amount	43%	46%	40%	34%	51%	42%	42%	45%	33%	39%	41%	45%
Not very much	5%	6%	5%	8%	4%	7%	4%	4%	4%	14%	5%	5%
Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	0%	0%	1%	1%	1%	0%	0%	0%	0%	3%	1%	0%
Totals	99%	99%	101%	100%	100%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(979)	(450)	(529)	(215)	(291)	(283)	(190)	(654)	(111)	(166)	(583)	(396)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A great deal	51%	54%	45%	55%	52%	54%	49%	52%	54%	54%	47%	50%
A fair amount	43%	44%	46%	39%	44%	41%	44%	44%	39%	42%	44%	44%
Not very much	5%	3%	8%	5%	3%	4%	5%	4%	7%	4%	8%	6%
Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Not sure	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Totals	99%	101%	100%	99%	99%	99%	99%	100%	100%	100%	101%	100%
Unweighted N	(979)	(344)	(350)	(285)	(440)	(323)	(351)	(279)	(272)	(454)	(221)	(304)

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17B. Trust in TV Suggestions — Friends

How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	47%	46%	48%	55%	49%	44%	42%	47%	55%	47%	49%	46%
A fair amount	45%	47%	43%	37%	43%	48%	54%	47%	37%	40%	44%	46%
Not very much	6%	4%	8%	7%	6%	6%	4%	5%	5%	10%	6%	6%
Not at all	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Not sure	1%	2%	1%	1%	1%	3%	0%	1%	2%	3%	1%	2%
Totals	99%	99%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,079)	(510)	(569)	(291)	(316)	(292)	(180)	(734)	(116)	(176)	(627)	(452)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A great deal	47%	53%	44%	46%	55%	44%	44%	50%	47%	50%	45%	45%
A fair amount	45%	45%	44%	47%	42%	52%	46%	42%	46%	44%	47%	45%
Not very much	6%	2%	9%	6%	3%	4%	8%	7%	4%	3%	6%	9%
Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Not sure	1%	0%	3%	1%	1%	0%	1%	0%	3%	2%	1%	1%
Totals	99%	100%	100%	100%	101%	100%	99%	99%	100%	99%	100%	100%
Unweighted N	(1,079)	(383)	(385)	(311)	(494)	(332)	(366)	(316)	(303)	(453)	(262)	(364)

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17C. Trust in TV Suggestions — Awards shows or nominations

How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	32%	33%	*	*	*	*	*	27%	*	*	34%	30%
A fair amount	55%	54%	*	*	*	*	*	57%	*	*	52%	57%
Not very much	11%	10%	*	*	*	*	*	12%	*	*	8%	13%
Not at all	2%	2%	*	*	*	*	*	4%	*	*	5%	0%
Not sure	0%	0%	*	*	*	*	*	0%	*	*	0%	0%
Totals	100%	99%	*	*	*	*	*	100%	*	*	99%	100%
Unweighted N	(216)	(120)	(96)	(71)	(72)	(49)	(24)	(105)	(42)	(48)	(109)	(107)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A great deal	32%	32%	*	*	29%	*	*	*	*	36%	*	*
A fair amount	55%	57%	*	*	61%	*	*	*	*	51%	*	*
Not very much	11%	7%	*	*	7%	*	*	*	*	11%	*	*
Not at all	2%	4%	*	*	3%	*	*	*	*	2%	*	*
Not sure	0%	0%	*	*	0%	*	*	*	*	0%	*	*
Totals	100%	100%	*	*	100%	*	*	*	*	100%	*	*
Unweighted N	(216)	(107)	(59)	(50)	(127)	(53)	(68)	(62)	(68)	(115)	(35)	(66)

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17D. Trust in TV Suggestions — What is on live TV or cable

How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	27%	26%	28%	*	25%	25%	23%	22%	*	*	29%	25%
A fair amount	56%	56%	57%	*	61%	61%	56%	59%	*	*	54%	59%
Not very much	12%	14%	11%	*	9%	9%	18%	13%	*	*	11%	14%
Not at all	1%	1%	0%	*	1%	0%	2%	1%	*	*	1%	0%
Not sure	3%	3%	4%	*	4%	5%	1%	4%	*	*	5%	2%
Totals	99%	100%	100%	*	100%	100%	100%	99%	*	*	100%	100%
Unweighted N	(461)	(243)	(218)	(80)	(124)	(130)	(127)	(276)	(74)	(86)	(278)	(183)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A great deal	27%	34%	15%	31%	29%	30%	27%	26%	29%	30%	*	*
A fair amount	56%	56%	60%	53%	57%	52%	56%	55%	56%	55%	*	*
Not very much	12%	8%	17%	12%	11%	16%	11%	15%	12%	11%	*	*
Not at all	1%	1%	1%	1%	1%	0%	0%	1%	2%	1%	*	*
Not sure	3%	1%	7%	2%	1%	2%	6%	3%	1%	3%	*	*
Totals	99%	100%	100%	99%	99%	100%	100%	100%	100%	100%	*	*
Unweighted N	(461)	(163)	(143)	(155)	(200)	(175)	(164)	(142)	(121)	(282)	(88)	(91)

17E. Trust in TV Suggestions — Ads or trailers

How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	25%	22%	28%	31%	27%	25%	17%	22%	*	42%	27%	23%
A fair amount	59%	59%	59%	52%	57%	59%	71%	59%	*	41%	58%	61%
Not very much	14%	15%	12%	12%	13%	16%	11%	17%	*	11%	13%	15%
Not at all	0%	1%	0%	1%	0%	0%	1%	0%	*	2%	0%	1%
Not sure	2%	3%	1%	3%	4%	0%	1%	2%	*	4%	3%	1%
Totals	100%	100%	100%	99%	101%	100%	101%	100%	*	100%	101%	101%
Unweighted N	(627)	(291)	(336)	(148)	(179)	(195)	(105)	(383)	(91)	(110)	(385)	(242)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A great deal	25%	34%	16%	28%	27%	26%	24%	23%	27%	28%	19%	26%
A fair amount	59%	54%	66%	56%	61%	52%	60%	63%	54%	62%	62%	49%
Not very much	14%	11%	14%	16%	11%	20%	13%	13%	17%	10%	16%	19%
Not at all	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%
Not sure	2%	2%	4%	0%	1%	0%	3%	1%	1%	0%	3%	4%
Totals	100%	101%	100%	101%	100%	99%	101%	100%	99%	100%	100%	99%
Unweighted N	(627)	(230)	(221)	(176)	(275)	(203)	(242)	(182)	(159)	(318)	(135)	(173)

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17F. Trust in TV Suggestions — Online reviews or critics

How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	25%	25%	24%	18%	32%	22%	*	19%	*	37%	23%	27%
A fair amount	61%	60%	62%	67%	58%	60%	*	67%	*	45%	60%	62%
Not very much	12%	13%	11%	13%	8%	16%	*	13%	*	13%	15%	9%
Not at all	1%	0%	1%	1%	0%	1%	*	0%	*	2%	1%	0%
Not sure	1%	1%	1%	1%	2%	0%	*	1%	*	4%	1%	2%
Totals	100%	99%	99%	100%	100%	99%	*	100%	*	101%	100%	100%
Unweighted N	(471)	(249)	(222)	(155)	(161)	(103)	(52)	(251)	(77)	(112)	(244)	(227)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A great deal	25%	26%	15%	38%	26%	40%	26%	23%	30%	29%	*	21%
A fair amount	61%	62%	65%	54%	64%	47%	57%	66%	62%	61%	*	63%
Not very much	12%	11%	17%	6%	9%	11%	15%	8%	8%	8%	*	14%
Not at all	1%	0%	1%	1%	0%	2%	1%	1%	1%	1%	*	1%
Not sure	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	*	1%
Totals	100%	100%	99%	100%	100%	101%	100%	99%	101%	100%	*	100%
Unweighted N	(471)	(200)	(155)	(116)	(248)	(121)	(159)	(138)	(134)	(214)	(94)	(163)

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17G. Trust in TV Suggestions — Social media posts or discussions

How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	24%	28%	21%	27%	31%	18%	*	19%	33%	34%	24%	24%
A fair amount	60%	52%	67%	59%	52%	66%	*	65%	54%	50%	59%	62%
Not very much	13%	18%	9%	12%	14%	13%	*	15%	8%	10%	14%	13%
Not at all	1%	1%	1%	0%	2%	0%	*	1%	2%	1%	2%	0%
Not sure	2%	1%	2%	1%	2%	2%	*	0%	3%	5%	2%	1%
Totals	100%	100%	100%	99%	101%	99%	*	100%	100%	100%	101%	100%
Unweighted N	(869)	(415)	(454)	(313)	(322)	(177)	(57)	(508)	(130)	(185)	(530)	(339)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A great deal	24%	25%	19%	29%	25%	33%	24%	20%	30%	33%	17%	19%
A fair amount	60%	60%	60%	59%	61%	54%	60%	62%	57%	53%	71%	62%
Not very much	13%	10%	19%	11%	13%	11%	12%	16%	12%	12%	10%	16%
Not at all	1%	2%	0%	1%	0%	1%	2%	1%	0%	2%	0%	1%
Not sure	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(869)	(330)	(285)	(254)	(376)	(258)	(307)	(261)	(222)	(351)	(175)	(343)

17H. Trust in TV Suggestions — Recommendations from streaming services

How much do you trust the TV suggestions you get from each of the following?

Among people who watch TV; each respondent was asked only about the sources they named

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A great deal	23%	26%	21%	23%	31%	21%	*	20%	35%	32%	22%	24%
A fair amount	60%	55%	64%	56%	54%	63%	*	63%	57%	54%	61%	58%
Not very much	14%	17%	12%	17%	12%	15%	*	15%	6%	12%	13%	16%
Not at all	1%	0%	2%	3%	1%	1%	*	1%	0%	0%	2%	1%
Not sure	1%	1%	1%	2%	2%	1%	*	1%	2%	2%	2%	1%
Totals	99%	99%	100%	101%	100%	101%	*	100%	100%	100%	100%	100%
Unweighted N	(793)	(341)	(452)	(209)	(259)	(235)	(90)	(482)	(112)	(145)	(464)	(329)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A great deal	23%	24%	18%	30%	23%	34%	20%	25%	26%	26%	18%	23%
A fair amount	60%	61%	57%	63%	62%	54%	65%	59%	57%	60%	63%	58%
Not very much	14%	14%	21%	6%	14%	11%	13%	14%	17%	12%	17%	17%
Not at all	1%	0%	2%	1%	0%	1%	0%	2%	0%	2%	1%	0%
Not sure	1%	1%	2%	1%	1%	1%	2%	0%	0%	1%	1%	2%
Totals	99%	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(793)	(289)	(301)	(203)	(372)	(214)	(285)	(233)	(211)	(350)	(176)	(267)

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18A. TV-Watching Behaviors — Is in a specific genre you like

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	48%	51%	45%	50%	43%	49%	50%	49%	47%	41%	46%	52%
Sometimes	40%	37%	42%	38%	46%	39%	35%	41%	39%	38%	38%	43%
Rarely	7%	7%	7%	10%	4%	6%	9%	6%	11%	11%	9%	3%
Never	3%	4%	3%	0%	3%	6%	2%	3%	3%	6%	4%	2%
Not sure	2%	1%	3%	1%	3%	0%	4%	1%	0%	4%	3%	0%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,047)	(505)	(542)	(248)	(280)	(301)	(218)	(673)	(133)	(176)	(671)	(376)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	48%	43%	47%	54%	47%	53%	46%	50%	48%	55%	51%	36%
Sometimes	40%	44%	40%	35%	42%	34%	40%	39%	43%	36%	34%	49%
Rarely	7%	8%	7%	6%	8%	7%	7%	9%	3%	6%	4%	10%
Never	3%	3%	4%	3%	1%	4%	5%	2%	5%	2%	7%	4%
Not sure	2%	1%	2%	2%	1%	2%	3%	0%	1%	2%	3%	1%
Totals	100%	99%	100%	100%	99%	100%	101%	100%	100%	101%	99%	100%
Unweighted N	(1,047)	(335)	(410)	(302)	(417)	(345)	(409)	(300)	(246)	(469)	(217)	(361)

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18B. TV-Watching Behaviors — Is part of a series you're already watching

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	44%	39%	48%	34%	46%	46%	49%	45%	40%	43%	39%	53%
Sometimes	39%	43%	36%	52%	38%	35%	35%	38%	51%	36%	40%	37%
Rarely	10%	8%	11%	7%	9%	11%	10%	11%	6%	10%	11%	7%
Never	5%	7%	3%	4%	5%	7%	4%	4%	2%	8%	6%	3%
Not sure	2%	2%	2%	3%	2%	2%	2%	2%	1%	3%	3%	1%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,045)	(500)	(545)	(235)	(276)	(321)	(213)	(681)	(144)	(154)	(681)	(364)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	44%	50%	40%	43%	49%	43%	40%	47%	48%	52%	47%	33%
Sometimes	39%	36%	41%	41%	38%	39%	38%	41%	37%	36%	38%	44%
Rarely	10%	8%	10%	10%	8%	11%	12%	7%	10%	8%	8%	13%
Never	5%	4%	6%	5%	4%	4%	7%	3%	5%	3%	7%	7%
Not sure	2%	1%	3%	2%	1%	3%	2%	1%	1%	1%	1%	4%
Totals	100%	99%	100%	101%	100%	100%	99%	99%	101%	100%	101%	101%
Unweighted N	(1,045)	(336)	(383)	(326)	(416)	(361)	(385)	(303)	(256)	(460)	(214)	(370)

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18C. TV-Watching Behaviors — Matches your current mood

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	33%	31%	36%	35%	39%	32%	27%	32%	35%	35%	31%	37%
Sometimes	44%	45%	43%	43%	41%	45%	46%	44%	44%	40%	42%	47%
Rarely	12%	11%	12%	10%	14%	8%	18%	12%	16%	9%	13%	9%
Never	7%	9%	6%	5%	2%	14%	5%	8%	5%	12%	9%	5%
Not sure	4%	4%	3%	7%	4%	1%	3%	4%	0%	4%	5%	2%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,058)	(521)	(537)	(227)	(283)	(334)	(214)	(700)	(128)	(167)	(680)	(378)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	33%	38%	32%	31%	37%	32%	30%	37%	39%	40%	32%	25%
Sometimes	44%	44%	44%	43%	50%	45%	44%	43%	40%	45%	43%	43%
Rarely	12%	7%	12%	17%	6%	15%	12%	13%	11%	8%	15%	16%
Never	7%	8%	7%	7%	4%	7%	10%	5%	7%	5%	6%	13%
Not sure	4%	2%	5%	3%	3%	2%	3%	2%	3%	3%	5%	4%
Totals	100%	99%	100%	101%	100%	101%	99%	100%	100%	101%	101%	101%
Unweighted N	(1,058)	(334)	(419)	(305)	(430)	(356)	(404)	(320)	(248)	(490)	(222)	(346)

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18D. TV-Watching Behaviors — Is new or you haven't seen it

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	33%	31%	35%	33%	38%	31%	32%	36%	35%	31%	32%	35%
Sometimes	46%	46%	47%	49%	40%	47%	49%	46%	44%	42%	46%	47%
Rarely	12%	14%	11%	9%	15%	11%	13%	12%	16%	13%	13%	12%
Never	5%	5%	5%	4%	1%	8%	4%	4%	5%	11%	5%	4%
Not sure	3%	4%	3%	4%	5%	2%	2%	3%	1%	3%	4%	3%
Totals	99%	100%	101%	99%	99%	99%	100%	101%	101%	100%	100%	101%
Unweighted N	(1,049)	(494)	(555)	(238)	(281)	(303)	(227)	(691)	(125)	(167)	(692)	(357)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	33%	36%	27%	38%	35%	36%	31%	35%	37%	40%	36%	22%
Sometimes	46%	40%	49%	49%	46%	48%	46%	49%	43%	47%	50%	44%
Rarely	12%	15%	13%	9%	14%	10%	14%	10%	12%	8%	12%	18%
Never	5%	7%	4%	3%	3%	4%	6%	3%	6%	2%	1%	10%
Not sure	3%	2%	6%	2%	2%	1%	3%	2%	2%	3%	1%	6%
Totals	99%	100%	99%	101%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,049)	(356)	(390)	(303)	(441)	(332)	(415)	(294)	(238)	(464)	(230)	(354)

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18E. TV-Watching Behaviors — Is from a favorite actor or creator

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	31%	27%	34%	27%	36%	33%	27%	31%	32%	30%	29%	35%
Sometimes	49%	49%	48%	47%	51%	47%	51%	50%	39%	55%	48%	50%
Rarely	12%	13%	11%	15%	10%	11%	12%	11%	20%	8%	12%	12%
Never	6%	8%	4%	9%	3%	5%	9%	7%	5%	6%	8%	3%
Not sure	2%	3%	2%	2%	0%	4%	2%	2%	5%	1%	3%	1%
Totals	100%	100%	99%	100%	100%	100%	101%	101%	101%	100%	100%	101%
Unweighted N	(1,043)	(489)	(554)	(246)	(277)	(298)	(222)	(693)	(129)	(156)	(679)	(364)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	31%	33%	27%	33%	33%	32%	33%	30%	32%	39%	30%	21%
Sometimes	49%	47%	50%	50%	51%	49%	46%	50%	50%	47%	54%	47%
Rarely	12%	12%	15%	9%	11%	12%	12%	11%	11%	7%	12%	19%
Never	6%	5%	6%	7%	4%	6%	5%	7%	7%	4%	4%	11%
Not sure	2%	2%	2%	2%	1%	2%	3%	2%	0%	3%	1%	2%
Totals	100%	99%	100%	101%	100%	101%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,043)	(348)	(362)	(333)	(413)	(351)	(400)	(300)	(251)	(445)	(240)	(358)

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18F. TV-Watching Behaviors — Fits the amount of time you have

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	29%	28%	29%	34%	31%	29%	22%	29%	30%	26%	28%	30%
Sometimes	45%	44%	46%	47%	48%	44%	42%	42%	49%	51%	42%	50%
Rarely	14%	14%	14%	12%	11%	16%	17%	15%	9%	17%	16%	11%
Never	8%	9%	7%	5%	5%	9%	12%	9%	8%	3%	9%	5%
Not sure	4%	5%	3%	2%	6%	2%	6%	5%	4%	3%	5%	3%
Totals	100%	100%	99%	100%	101%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,049)	(513)	(536)	(241)	(298)	(303)	(207)	(698)	(124)	(172)	(679)	(370)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	29%	28%	29%	29%	29%	31%	28%	26%	34%	31%	31%	24%
Sometimes	45%	46%	42%	48%	43%	46%	42%	46%	47%	42%	47%	48%
Rarely	14%	13%	16%	14%	15%	13%	15%	14%	12%	16%	16%	11%
Never	8%	12%	7%	6%	10%	8%	9%	9%	6%	7%	6%	10%
Not sure	4%	2%	6%	3%	3%	3%	5%	4%	1%	4%	0%	6%
Totals	100%	101%	100%	100%	100%	101%	99%	99%	100%	100%	100%	99%
Unweighted N	(1,049)	(346)	(373)	(330)	(416)	(371)	(401)	(308)	(246)	(446)	(228)	(374)

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18G. TV-Watching Behaviors — Is something you've already seen before

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	29%	24%	33%	33%	33%	27%	23%	30%	23%	24%	28%	30%
Sometimes	45%	48%	42%	45%	46%	45%	44%	44%	54%	48%	45%	46%
Rarely	16%	17%	15%	11%	14%	18%	20%	15%	21%	16%	16%	16%
Never	8%	9%	6%	7%	3%	8%	12%	8%	2%	9%	8%	8%
Not sure	3%	2%	4%	5%	3%	2%	1%	3%	0%	3%	4%	0%
Totals	101%	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,052)	(506)	(546)	(227)	(285)	(311)	(229)	(687)	(125)	(184)	(685)	(367)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	29%	32%	24%	30%	26%	28%	29%	27%	25%	32%	30%	23%
Sometimes	45%	44%	47%	43%	50%	44%	43%	53%	45%	47%	46%	42%
Rarely	16%	19%	16%	13%	18%	15%	17%	12%	21%	14%	17%	18%
Never	8%	3%	8%	11%	5%	11%	7%	8%	9%	6%	7%	11%
Not sure	3%	1%	5%	2%	1%	2%	4%	1%	1%	1%	1%	6%
Totals	101%	99%	100%	99%	100%	100%	100%	101%	101%	100%	101%	100%
Unweighted N	(1,052)	(364)	(388)	(300)	(446)	(340)	(420)	(280)	(252)	(479)	(210)	(363)

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18H. TV-Watching Behaviors — Was recommended by a friend

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	26%	27%	26%	30%	32%	26%	19%	28%	29%	25%	24%	31%
Sometimes	46%	45%	47%	44%	45%	44%	52%	49%	34%	46%	46%	46%
Rarely	16%	18%	15%	18%	15%	18%	14%	15%	19%	13%	15%	18%
Never	9%	9%	9%	8%	6%	10%	12%	6%	14%	16%	11%	4%
Not sure	2%	2%	3%	1%	2%	2%	4%	2%	4%	0%	3%	1%
Totals	99%	101%	100%	101%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(995)	(469)	(526)	(232)	(271)	(293)	(199)	(656)	(121)	(154)	(649)	(346)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	26%	33%	20%	28%	34%	27%	23%	29%	33%	29%	24%	25%
Sometimes	46%	40%	52%	46%	45%	50%	42%	46%	52%	47%	52%	41%
Rarely	16%	18%	14%	18%	13%	18%	20%	16%	11%	14%	13%	20%
Never	9%	7%	11%	9%	6%	4%	14%	8%	3%	7%	9%	11%
Not sure	2%	3%	4%	0%	2%	1%	2%	1%	1%	3%	1%	3%
Totals	99%	101%	101%	101%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(995)	(306)	(397)	(292)	(405)	(329)	(359)	(309)	(242)	(406)	(227)	(361)

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18I. TV-Watching Behaviors — Lets you multitask while watching

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	26%	22%	30%	30%	36%	22%	19%	24%	47%	27%	28%	24%
Sometimes	36%	35%	36%	36%	40%	37%	30%	37%	29%	35%	34%	39%
Rarely	20%	22%	19%	17%	13%	22%	28%	21%	21%	20%	21%	19%
Never	13%	17%	10%	9%	5%	16%	20%	15%	3%	13%	12%	15%
Not sure	5%	4%	5%	8%	5%	2%	4%	3%	0%	5%	5%	3%
Totals	100%	100%	100%	100%	99%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,068)	(511)	(557)	(232)	(300)	(318)	(218)	(722)	(117)	(170)	(685)	(383)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	26%	34%	23%	23%	29%	25%	25%	30%	24%	35%	25%	17%
Sometimes	36%	28%	37%	42%	34%	38%	37%	35%	37%	35%	36%	37%
Rarely	20%	20%	20%	21%	20%	21%	22%	16%	22%	16%	21%	24%
Never	13%	15%	14%	10%	14%	13%	11%	15%	16%	10%	14%	16%
Not sure	5%	3%	7%	4%	4%	3%	5%	3%	1%	4%	3%	6%
Totals	100%	100%	101%	100%	101%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,068)	(358)	(412)	(298)	(437)	(336)	(400)	(290)	(279)	(447)	(242)	(378)

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18J. TV-Watching Behaviors — Teaches you something new

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	22%	22%	21%	18%	28%	22%	19%	19%	36%	26%	22%	21%
Sometimes	46%	45%	47%	44%	38%	48%	54%	48%	42%	35%	42%	54%
Rarely	22%	20%	24%	24%	25%	21%	18%	21%	17%	28%	23%	21%
Never	7%	10%	5%	9%	5%	8%	6%	9%	3%	4%	9%	3%
Not sure	3%	3%	4%	5%	4%	2%	3%	3%	2%	7%	4%	1%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,060)	(532)	(528)	(248)	(299)	(293)	(220)	(696)	(132)	(175)	(702)	(358)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	22%	23%	20%	22%	25%	24%	20%	25%	21%	23%	26%	17%
Sometimes	46%	48%	45%	46%	47%	45%	48%	41%	52%	50%	46%	41%
Rarely	22%	21%	22%	22%	20%	22%	19%	24%	21%	20%	22%	25%
Never	7%	6%	7%	9%	5%	8%	9%	7%	5%	4%	5%	12%
Not sure	3%	2%	6%	1%	2%	1%	4%	3%	1%	3%	1%	5%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,060)	(351)	(398)	(311)	(422)	(352)	(421)	(294)	(258)	(459)	(226)	(375)

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18K. TV-Watching Behaviors — Has received good reviews from critics

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	21%	20%	22%	19%	31%	21%	15%	19%	29%	27%	19%	26%
Sometimes	44%	41%	47%	52%	42%	40%	44%	44%	54%	42%	41%	51%
Rarely	19%	22%	16%	18%	17%	20%	21%	20%	13%	15%	22%	14%
Never	10%	12%	8%	7%	4%	14%	13%	12%	3%	9%	12%	7%
Not sure	5%	4%	6%	3%	6%	5%	7%	5%	1%	6%	7%	2%
Totals	99%	99%	99%	99%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,074)	(528)	(546)	(262)	(269)	(336)	(207)	(687)	(130)	(184)	(716)	(358)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	21%	25%	15%	24%	25%	23%	21%	17%	28%	25%	20%	18%
Sometimes	44%	46%	46%	40%	50%	38%	42%	48%	45%	43%	48%	44%
Rarely	19%	17%	23%	17%	18%	17%	22%	20%	16%	18%	18%	21%
Never	10%	8%	8%	14%	5%	18%	11%	12%	8%	9%	13%	10%
Not sure	5%	3%	8%	4%	2%	5%	5%	3%	3%	5%	1%	7%
Totals	99%	99%	100%	99%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,074)	(361)	(387)	(326)	(439)	(354)	(415)	(311)	(244)	(468)	(221)	(385)

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18L. TV-Watching Behaviors — Is on live TV or cable

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	20%	20%	20%	13%	19%	24%	22%	16%	36%	20%	23%	15%
Sometimes	36%	35%	37%	30%	34%	36%	44%	38%	31%	32%	29%	47%
Rarely	18%	20%	17%	23%	20%	17%	15%	19%	16%	23%	20%	16%
Never	20%	16%	23%	25%	18%	20%	15%	21%	13%	19%	21%	18%
Not sure	6%	8%	4%	9%	10%	3%	4%	6%	4%	5%	8%	4%
Totals	100%	99%	101%	100%	101%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,045)	(501)	(544)	(246)	(289)	(323)	(187)	(690)	(126)	(174)	(661)	(384)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	20%	20%	18%	23%	20%	26%	21%	22%	16%	28%	19%	10%
Sometimes	36%	37%	31%	41%	38%	39%	38%	37%	35%	36%	40%	33%
Rarely	18%	20%	17%	20%	20%	18%	18%	22%	17%	16%	20%	21%
Never	20%	21%	24%	12%	19%	13%	17%	16%	27%	16%	16%	26%
Not sure	6%	3%	10%	4%	4%	4%	6%	3%	5%	3%	5%	11%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,045)	(350)	(405)	(290)	(445)	(321)	(384)	(289)	(274)	(446)	(221)	(377)

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18M. TV-Watching Behaviors — Was chosen by someone else in your household

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	20%	17%	22%	15%	28%	22%	12%	21%	21%	20%	18%	22%
Sometimes	44%	47%	42%	49%	48%	41%	40%	42%	43%	43%	42%	49%
Rarely	17%	18%	17%	24%	11%	18%	16%	17%	21%	13%	18%	16%
Never	15%	16%	15%	9%	8%	16%	29%	16%	14%	19%	18%	10%
Not sure	4%	3%	4%	3%	5%	3%	4%	4%	1%	6%	4%	3%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,044)	(483)	(561)	(243)	(282)	(308)	(211)	(674)	(122)	(184)	(671)	(373)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	20%	21%	19%	19%	18%	21%	16%	19%	25%	20%	19%	19%
Sometimes	44%	48%	43%	42%	51%	45%	38%	50%	49%	44%	43%	45%
Rarely	17%	14%	17%	22%	14%	18%	20%	12%	18%	17%	15%	19%
Never	15%	15%	17%	14%	15%	14%	23%	13%	7%	16%	20%	12%
Not sure	4%	2%	5%	3%	3%	2%	4%	6%	1%	3%	3%	5%
Totals	100%	100%	101%	100%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,044)	(346)	(390)	(308)	(431)	(346)	(390)	(309)	(254)	(453)	(231)	(360)

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18N. TV-Watching Behaviors — Gives you something to discuss with other people

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	16%	16%	17%	19%	21%	15%	10%	12%	36%	20%	14%	20%
Sometimes	37%	37%	37%	45%	37%	37%	29%	36%	31%	41%	35%	40%
Rarely	25%	25%	26%	23%	22%	25%	32%	30%	18%	16%	26%	25%
Never	18%	19%	17%	7%	12%	22%	27%	18%	15%	19%	21%	12%
Not sure	4%	3%	4%	5%	7%	1%	2%	4%	0%	5%	4%	3%
Totals	100%	100%	101%	99%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,059)	(523)	(536)	(244)	(301)	(310)	(204)	(685)	(130)	(189)	(688)	(371)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	16%	19%	18%	12%	21%	13%	14%	15%	21%	19%	11%	17%
Sometimes	37%	36%	36%	38%	37%	39%	36%	40%	32%	40%	36%	34%
Rarely	25%	25%	23%	29%	26%	26%	24%	23%	32%	23%	31%	26%
Never	18%	18%	17%	19%	15%	20%	23%	15%	13%	16%	20%	18%
Not sure	4%	2%	5%	3%	2%	1%	4%	6%	1%	2%	2%	6%
Totals	100%	100%	99%	101%	101%	99%	101%	99%	99%	100%	100%	101%
Unweighted N	(1,059)	(350)	(383)	(326)	(440)	(353)	(415)	(280)	(271)	(454)	(220)	(384)

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180. TV-Watching Behaviors — Was recommended by a streaming service

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	14%	13%	15%	21%	17%	15%	5%	12%	22%	20%	13%	17%
Sometimes	47%	42%	52%	45%	57%	49%	37%	44%	50%	55%	44%	54%
Rarely	21%	22%	20%	22%	18%	19%	27%	23%	22%	12%	22%	20%
Never	14%	19%	10%	11%	6%	13%	26%	17%	4%	12%	17%	9%
Not sure	3%	3%	3%	0%	2%	4%	4%	3%	2%	1%	4%	1%
Totals	99%	99%	100%	99%	100%	100%	99%	99%	100%	100%	100%	101%
Unweighted N	(1,070)	(511)	(559)	(234)	(285)	(321)	(230)	(710)	(135)	(162)	(667)	(403)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	14%	17%	13%	14%	15%	13%	18%	10%	17%	16%	13%	14%
Sometimes	47%	46%	45%	51%	49%	45%	43%	55%	46%	45%	52%	48%
Rarely	21%	19%	24%	20%	21%	23%	18%	22%	21%	21%	25%	19%
Never	14%	14%	14%	14%	13%	17%	16%	12%	15%	15%	9%	16%
Not sure	3%	3%	4%	1%	1%	1%	5%	1%	1%	3%	1%	3%
Totals	99%	99%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,070)	(354)	(390)	(326)	(439)	(369)	(402)	(307)	(266)	(461)	(241)	(367)

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18P. TV-Watching Behaviors — Has good music

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	14%	16%	13%	18%	27%	9%	6%	11%	20%	23%	14%	15%
Sometimes	38%	37%	38%	40%	34%	38%	37%	38%	43%	35%	38%	36%
Rarely	29%	29%	28%	22%	28%	30%	34%	30%	23%	22%	26%	33%
Never	17%	16%	18%	15%	9%	21%	21%	18%	13%	18%	18%	15%
Not sure	3%	2%	3%	5%	2%	2%	2%	3%	2%	3%	4%	1%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,066)	(509)	(557)	(233)	(294)	(329)	(210)	(698)	(134)	(179)	(695)	(371)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	14%	16%	9%	17%	15%	17%	14%	16%	14%	18%	8%	13%
Sometimes	38%	35%	43%	35%	37%	34%	39%	37%	35%	37%	34%	41%
Rarely	29%	28%	28%	30%	31%	28%	28%	26%	31%	30%	37%	22%
Never	17%	20%	16%	15%	15%	18%	16%	18%	19%	14%	18%	20%
Not sure	3%	1%	4%	3%	1%	3%	3%	3%	2%	2%	3%	4%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,066)	(372)	(385)	(309)	(458)	(348)	(410)	(308)	(253)	(472)	(252)	(341)

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18Q. TV-Watching Behaviors — Has won or been nominated for awards

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	13%	11%	14%	17%	14%	12%	9%	10%	22%	14%	10%	17%
Sometimes	35%	38%	33%	36%	42%	33%	31%	37%	31%	35%	33%	39%
Rarely	25%	26%	24%	18%	21%	26%	33%	26%	25%	24%	25%	25%
Never	20%	19%	20%	15%	16%	25%	20%	21%	15%	17%	21%	18%
Not sure	7%	6%	9%	14%	6%	3%	7%	7%	8%	9%	10%	1%
Totals	100%	100%	100%	100%	99%	99%	100%	101%	101%	99%	99%	100%
Unweighted N	(1,023)	(476)	(547)	(239)	(262)	(305)	(217)	(663)	(130)	(170)	(657)	(366)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	13%	15%	12%	12%	14%	12%	16%	7%	16%	12%	11%	14%
Sometimes	35%	43%	33%	30%	48%	27%	29%	42%	37%	35%	37%	34%
Rarely	25%	18%	27%	31%	22%	30%	23%	28%	24%	27%	27%	21%
Never	20%	21%	18%	22%	12%	26%	24%	17%	19%	19%	20%	21%
Not sure	7%	4%	11%	6%	3%	5%	8%	6%	4%	6%	5%	10%
Totals	100%	101%	101%	101%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,023)	(353)	(362)	(308)	(405)	(343)	(385)	(295)	(247)	(468)	(215)	(340)

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18R. TV-Watching Behaviors — Requires a lot of focus

How often do you seek out TV content because it...?

Among people who watch TV; respondents were asked about 9 of the 18 reasons

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	12%	12%	13%	18%	15%	10%	8%	10%	23%	16%	13%	12%
Sometimes	43%	46%	41%	43%	46%	45%	38%	46%	40%	37%	41%	49%
Rarely	28%	26%	30%	19%	24%	29%	39%	28%	25%	31%	28%	27%
Never	12%	13%	11%	14%	11%	14%	8%	11%	11%	14%	13%	10%
Not sure	4%	4%	5%	7%	4%	2%	6%	5%	1%	3%	5%	3%
Totals	99%	101%	100%	101%	100%	100%	99%	100%	100%	101%	100%	101%
Unweighted N	(1,025)	(492)	(533)	(253)	(255)	(310)	(207)	(684)	(122)	(164)	(664)	(361)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	12%	12%	12%	13%	13%	14%	11%	11%	13%	16%	10%	10%
Sometimes	43%	45%	40%	46%	45%	45%	39%	49%	47%	46%	39%	43%
Rarely	28%	27%	27%	30%	27%	28%	31%	23%	29%	27%	37%	24%
Never	12%	14%	13%	9%	10%	11%	15%	11%	9%	9%	10%	16%
Not sure	4%	2%	8%	2%	4%	3%	5%	6%	2%	2%	4%	7%
Totals	99%	100%	100%	100%	99%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,025)	(347)	(368)	(310)	(421)	(347)	(391)	(288)	(252)	(443)	(222)	(360)

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19. Preferred Level of Complexity

Do you generally prefer to watch TV content that is...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Easy to follow without paying full attention	50%	46%	54%	47%	55%	49%	50%	51%	50%	46%	52%	47%
Complicated and requires your full attention to follow	30%	33%	28%	29%	28%	32%	33%	30%	34%	35%	28%	36%
Not sure	19%	21%	18%	24%	18%	19%	17%	19%	17%	19%	20%	18%
Totals	99%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(2,100)	(1,010)	(1,090)	(481)	(566)	(625)	(428)	(1,379)	(257)	(342)	(1,360)	(740)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Easy to follow without paying full attention	50%	52%	44%	56%	47%	59%	50%	55%	51%	54%	53%	44%
Complicated and requires your full attention to follow	30%	31%	29%	32%	35%	30%	28%	29%	35%	31%	33%	28%
Not sure	19%	17%	28%	11%	18%	11%	22%	15%	14%	15%	15%	28%
Totals	99%	100%	101%	99%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(2,100)	(698)	(779)	(623)	(860)	(696)	(800)	(600)	(510)	(916)	(454)	(729)

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20A. Frequency of TV Engagement — Look up information about the actors or creators

How often do you do the following regarding TV shows you've watched?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	20%	18%	21%	21%	22%	19%	16%	20%	17%	19%	17%	24%
Sometimes	43%	47%	38%	44%	51%	42%	33%	42%	48%	38%	39%	49%
Rarely	19%	19%	20%	20%	16%	18%	24%	20%	21%	19%	20%	19%
Never	17%	14%	20%	12%	9%	19%	26%	17%	13%	20%	22%	9%
Not sure	1%	1%	1%	2%	1%	2%	0%	1%	1%	3%	2%	0%
Totals	100%	99%	100%	99%	99%	100%	99%	100%	100%	99%	100%	101%
Unweighted N	(2,078)	(999)	(1,079)	(478)	(558)	(618)	(424)	(1,364)	(253)	(339)	(1,344)	(734)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	20%	22%	18%	18%	23%	18%	18%	20%	21%	22%	21%	16%
Sometimes	43%	40%	44%	43%	43%	43%	41%	45%	46%	44%	41%	42%
Rarely	19%	20%	21%	17%	22%	19%	18%	17%	21%	17%	21%	22%
Never	17%	16%	15%	20%	11%	21%	21%	17%	12%	16%	17%	19%
Not sure	1%	1%	2%	1%	1%	0%	1%	1%	0%	2%	0%	1%
Totals	100%	99%	100%	99%	100%	101%	99%	100%	100%	101%	100%	100%
Unweighted N	(2,078)	(686)	(774)	(618)	(850)	(686)	(795)	(589)	(507)	(908)	(451)	(718)

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20B. Frequency of TV Engagement — Discuss them with people you know

How often do you do the following regarding TV shows you've watched?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	19%	19%	19%	28%	23%	15%	14%	19%	23%	19%	16%	25%
Sometimes	49%	47%	50%	47%	53%	50%	44%	49%	47%	50%	47%	51%
Rarely	20%	22%	19%	16%	16%	19%	29%	21%	25%	15%	22%	17%
Never	10%	11%	9%	6%	7%	13%	12%	10%	4%	14%	13%	4%
Not sure	2%	1%	3%	4%	1%	2%	1%	1%	1%	1%	2%	2%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	100%	99%	100%	99%
Unweighted N	(2,076)	(999)	(1,077)	(475)	(560)	(616)	(425)	(1,364)	(251)	(339)	(1,343)	(733)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	19%	25%	16%	18%	26%	16%	18%	20%	21%	20%	17%	19%
Sometimes	49%	47%	48%	51%	51%	51%	46%	47%	54%	52%	50%	44%
Rarely	20%	18%	21%	21%	17%	23%	20%	23%	19%	19%	23%	21%
Never	10%	8%	11%	10%	5%	11%	13%	8%	6%	8%	10%	12%
Not sure	2%	2%	4%	0%	1%	1%	3%	1%	0%	2%	0%	4%
Totals	100%	100%	100%	100%	100%	102%	100%	99%	100%	101%	100%	100%
Unweighted N	(2,076)	(687)	(772)	(617)	(851)	(688)	(791)	(591)	(507)	(905)	(454)	(716)

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20C. Frequency of TV Engagement — Read or listen to reviews or episode recaps

How often do you do the following regarding TV shows you've watched?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	9%	9%	9%	12%	14%	7%	6%	7%	14%	15%	8%	12%
Sometimes	34%	34%	33%	37%	37%	34%	27%	31%	46%	33%	31%	40%
Rarely	27%	28%	27%	26%	24%	27%	33%	31%	20%	20%	27%	28%
Never	28%	27%	29%	22%	24%	30%	34%	29%	16%	30%	32%	20%
Not sure	2%	1%	2%	4%	1%	2%	0%	1%	3%	1%	2%	0%
Totals	100%	99%	100%	101%	100%	100%	100%	99%	99%	99%	100%	100%
Unweighted N	(2,076)	(997)	(1,079)	(476)	(556)	(620)	(424)	(1,364)	(252)	(338)	(1,341)	(735)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	9%	11%	7%	10%	11%	8%	8%	11%	10%	11%	5%	9%
Sometimes	34%	34%	31%	36%	35%	33%	32%	35%	34%	37%	31%	31%
Rarely	27%	26%	27%	30%	27%	29%	29%	27%	27%	26%	29%	28%
Never	28%	28%	32%	24%	26%	30%	29%	26%	29%	23%	36%	29%
Not sure	2%	1%	3%	1%	0%	1%	2%	1%	0%	2%	0%	2%
Totals	100%	100%	100%	101%	99%	101%	100%	100%	100%	99%	101%	99%
Unweighted N	(2,076)	(686)	(774)	(616)	(848)	(687)	(794)	(589)	(506)	(904)	(450)	(721)

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20D. Frequency of TV Engagement — Read or post about them on social media

How often do you do the following regarding TV shows you've watched?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	8%	9%	8%	14%	16%	4%	2%	6%	17%	12%	7%	11%
Sometimes	26%	25%	26%	35%	34%	25%	10%	24%	31%	26%	24%	28%
Rarely	22%	23%	20%	23%	19%	21%	24%	22%	21%	21%	21%	22%
Never	42%	41%	44%	22%	30%	49%	65%	46%	30%	40%	45%	37%
Not sure	2%	1%	3%	6%	1%	2%	0%	2%	1%	1%	2%	2%
Totals	100%	99%	101%	100%	100%	101%	101%	100%	100%	100%	99%	100%
Unweighted N	(2,078)	(993)	(1,085)	(476)	(558)	(619)	(425)	(1,367)	(253)	(336)	(1,344)	(734)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	8%	10%	6%	9%	10%	8%	9%	9%	8%	10%	5%	9%
Sometimes	26%	25%	25%	27%	27%	24%	26%	28%	24%	25%	23%	27%
Rarely	22%	23%	21%	21%	24%	22%	21%	20%	22%	22%	19%	23%
Never	42%	41%	44%	42%	39%	46%	42%	43%	45%	41%	52%	37%
Not sure	2%	1%	4%	0%	1%	0%	3%	1%	1%	2%	1%	3%
Totals	100%	100%	100%	99%	101%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(2,078)	(691)	(772)	(615)	(853)	(688)	(791)	(593)	(506)	(907)	(451)	(719)

20E. Frequency of TV Engagement — Watch behind-the-scenes content or interviews

How often do you do the following regarding TV shows you've watched?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	8%	9%	7%	15%	12%	5%	3%	7%	7%	16%	8%	9%
Sometimes	29%	29%	29%	31%	36%	28%	22%	28%	38%	35%	27%	33%
Rarely	34%	36%	32%	32%	32%	37%	34%	36%	31%	20%	32%	36%
Never	27%	24%	30%	19%	19%	29%	42%	27%	21%	29%	30%	21%
Not sure	2%	2%	2%	4%	1%	2%	0%	2%	3%	1%	2%	1%
Totals	100%	100%	100%	101%	100%	101%	101%	100%	100%	101%	99%	100%
Unweighted N	(2,082)	(1,002)	(1,080)	(475)	(560)	(619)	(428)	(1,368)	(253)	(339)	(1,346)	(736)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	8%	9%	6%	9%	9%	9%	7%	9%	10%	9%	7%	7%
Sometimes	29%	32%	26%	30%	33%	26%	29%	32%	27%	29%	28%	30%
Rarely	34%	31%	38%	32%	35%	34%	34%	31%	36%	34%	36%	33%
Never	27%	26%	29%	27%	23%	30%	28%	27%	27%	26%	29%	28%
Not sure	2%	2%	2%	2%	1%	1%	2%	0%	0%	2%	0%	2%
Totals	100%	100%	101%	100%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(2,082)	(690)	(774)	(618)	(855)	(687)	(796)	(595)	(502)	(910)	(449)	(722)

20F. Frequency of TV Engagement — Join online discussions or look up theories

How often do you do the following regarding TV shows you've watched?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	7%	7%	8%	13%	14%	3%	1%	5%	12%	11%	6%	9%
Sometimes	16%	18%	15%	27%	28%	9%	4%	14%	20%	24%	14%	20%
Rarely	20%	22%	18%	25%	20%	21%	15%	21%	24%	19%	17%	26%
Never	54%	52%	57%	31%	37%	64%	80%	58%	43%	45%	60%	44%
Not sure	2%	1%	2%	3%	1%	2%	0%	2%	1%	1%	2%	1%
Totals	99%	100%	100%	99%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(2,082)	(1,001)	(1,081)	(477)	(561)	(616)	(428)	(1,369)	(251)	(340)	(1,347)	(735)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	7%	10%	6%	7%	8%	6%	7%	8%	8%	8%	6%	8%
Sometimes	16%	18%	15%	16%	19%	14%	14%	19%	18%	15%	10%	21%
Rarely	20%	21%	19%	21%	22%	19%	20%	21%	20%	19%	20%	22%
Never	54%	50%	57%	55%	51%	60%	57%	52%	53%	56%	63%	47%
Not sure	2%	1%	3%	1%	1%	0%	2%	0%	0%	2%	1%	2%
Totals	99%	100%	100%	100%	101%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(2,082)	(686)	(773)	(623)	(851)	(693)	(797)	(593)	(505)	(909)	(451)	(721)

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20G. Frequency of TV Engagement — Rate or review them online

How often do you do the following regarding TV shows you've watched?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	7%	8%	6%	11%	10%	6%	2%	6%	13%	11%	6%	10%
Sometimes	19%	20%	18%	24%	32%	14%	8%	17%	30%	16%	17%	23%
Rarely	24%	25%	22%	29%	22%	26%	19%	23%	24%	30%	24%	23%
Never	49%	45%	52%	33%	36%	53%	71%	53%	31%	42%	51%	44%
Not sure	2%	1%	2%	4%	1%	2%	1%	1%	2%	1%	2%	1%
Totals	101%	99%	100%	101%	101%	101%	101%	100%	100%	100%	100%	101%
Unweighted N	(2,084)	(1,003)	(1,081)	(478)	(560)	(620)	(426)	(1,369)	(253)	(340)	(1,348)	(736)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	7%	7%	6%	9%	7%	9%	7%	6%	9%	9%	7%	5%
Sometimes	19%	19%	17%	21%	18%	19%	19%	20%	19%	18%	19%	21%
Rarely	24%	23%	24%	24%	24%	22%	24%	24%	26%	23%	21%	27%
Never	49%	49%	51%	46%	49%	49%	48%	49%	46%	49%	53%	46%
Not sure	2%	1%	3%	0%	1%	0%	2%	1%	0%	2%	0%	2%
Totals	101%	99%	101%	100%	99%	99%	100%	100%	100%	101%	100%	101%
Unweighted N	(2,084)	(690)	(777)	(617)	(853)	(688)	(793)	(595)	(508)	(908)	(451)	(724)

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21. Preferred Show Release Schedule

Do you generally prefer TV shows where...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
All episodes are released at once	50%	44%	55%	54%	51%	47%	48%	48%	48%	53%	47%	54%
Episodes are released weekly	30%	34%	26%	29%	30%	29%	30%	29%	42%	28%	32%	25%
Not sure	21%	22%	19%	17%	20%	24%	22%	23%	10%	19%	21%	21%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,105)	(1,011)	(1,094)	(481)	(566)	(626)	(432)	(1,383)	(257)	(343)	(1,364)	(741)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
All episodes are released at once	50%	49%	50%	49%	50%	49%	47%	46%	59%	50%	55%	46%
Episodes are released weekly	30%	33%	25%	31%	32%	33%	31%	32%	25%	32%	27%	28%
Not sure	21%	17%	25%	20%	19%	18%	22%	23%	16%	19%	18%	25%
Totals	101%	99%	100%	100%	101%	100%	100%	101%	100%	101%	100%	99%
Unweighted N	(2,105)	(698)	(781)	(626)	(860)	(698)	(804)	(601)	(510)	(919)	(455)	(730)

22. Preferred Episode Length

Which do you prefer most when it comes to TV shows?

Among people who watch TV

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Episodes shorter than around 30 minutes	4%	5%	3%	6%	4%	4%	1%	3%	6%	3%	4%	4%
Around 30-minute episodes	22%	22%	21%	32%	27%	17%	13%	21%	23%	26%	21%	23%
Around hour-long episodes	52%	50%	54%	39%	45%	56%	67%	56%	48%	41%	51%	55%
Episodes longer than around an hour	4%	3%	4%	3%	5%	4%	4%	3%	8%	6%	4%	3%
Episodes that vary in length across a season	7%	7%	7%	4%	6%	8%	9%	6%	10%	9%	7%	7%
Not sure	11%	13%	10%	17%	12%	11%	6%	12%	5%	16%	13%	9%
Totals	100%	100%	99%	101%	99%	100%	100%	101%	100%	101%	100%	101%
Unweighted N	(2,104)	(1,010)	(1,094)	(481)	(566)	(625)	(432)	(1,382)	(257)	(343)	(1,363)	(741)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Episodes shorter than around 30 minutes	4%	5%	4%	4%	4%	3%	4%	4%	4%	3%	4%	4%
Around 30-minute episodes	22%	22%	23%	21%	21%	21%	21%	20%	26%	18%	20%	28%
Around hour-long episodes	52%	50%	51%	56%	56%	58%	51%	56%	54%	58%	60%	41%
Episodes longer than around an hour	4%	4%	3%	4%	4%	4%	4%	5%	3%	4%	4%	3%

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	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Episodes that vary in length across a season	7%	6%	7%	8%	5%	7%	8%	5%	5%	8%	6%	6%
Not sure	11%	13%	13%	8%	10%	7%	12%	10%	7%	8%	7%	18%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	99%	99%	101%	100%
Unweighted N	(2,104)	(698)	(781)	(625)	(860)	(697)	(803)	(601)	(510)	(919)	(455)	(729)

23. Preference for Episodic or Serialized Shows

If you had to choose, which do you prefer most?

Among people who watch TV

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Serialized shows, which include story arcs that span multiple episodes or seasons	53%	51%	54%	54%	58%	51%	48%	53%	50%	49%	49%	59%
Episodic shows, which include self-contained stories that can be watched in any order	21%	21%	21%	22%	23%	19%	23%	22%	22%	23%	21%	22%
Neither	9%	10%	8%	7%	5%	10%	14%	9%	6%	12%	10%	7%
Not sure	17%	17%	16%	17%	15%	19%	15%	16%	22%	16%	20%	11%
Totals	100%	99%	99%	100%	101%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(2,104)	(1,010)	(1,094)	(481)	(566)	(625)	(432)	(1,382)	(257)	(343)	(1,364)	(740)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Serialized shows, which include story arcs that span multiple episodes or seasons	53%	56%	51%	51%	56%	51%	48%	55%	59%	53%	61%	47%
Episodic shows, which include self-contained stories that can be watched in any order	21%	24%	16%	26%	24%	27%	19%	24%	24%	25%	18%	19%
Neither	9%	7%	10%	10%	7%	9%	12%	6%	8%	8%	6%	12%
Not sure	17%	13%	23%	13%	13%	12%	21%	15%	9%	14%	15%	21%

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	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(2,104)	(698)	(781)	(625)	(860)	(697)	(804)	(600)	(510)	(918)	(455)	(730)

24. Frequency of Binge-Watching

When you watch TV, how often do you binge-watch, meaning you watch multiple episodes of a TV show in rapid succession?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always	5%	4%	6%	7%	8%	4%	2%	3%	11%	7%	5%	4%
Most of the time	24%	24%	24%	29%	30%	24%	15%	24%	25%	26%	24%	25%
About half the time	22%	22%	22%	23%	25%	23%	17%	23%	21%	20%	22%	23%
Sometimes	39%	40%	39%	34%	35%	38%	51%	42%	35%	33%	38%	41%
Never	10%	10%	9%	7%	3%	11%	16%	9%	8%	13%	11%	7%
Totals	100%	100%	100%	100%	101%	100%	101%	101%	100%	99%	100%	100%
Unweighted N	(2,102)	(1,011)	(1,091)	(481)	(564)	(625)	(432)	(1,382)	(256)	(343)	(1,362)	(740)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Always	5%	7%	4%	4%	5%	4%	6%	4%	3%	8%	2%	3%
Most of the time	24%	23%	24%	25%	25%	22%	25%	24%	25%	25%	27%	21%
About half the time	22%	21%	23%	22%	23%	21%	22%	23%	20%	22%	22%	22%
Sometimes	39%	39%	40%	40%	40%	42%	37%	41%	43%	38%	40%	41%
Never	10%	10%	9%	9%	8%	11%	11%	9%	8%	7%	9%	13%
Totals	100%	100%	100%	100%	101%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(2,102)	(697)	(780)	(625)	(860)	(697)	(802)	(600)	(510)	(916)	(455)	(730)

25. Frequency of Finishing a TV Series

When you start watching a TV show with multiple seasons, how often do you end up finishing the entire series — meaning all its existing seasons?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always	16%	14%	19%	16%	14%	18%	17%	15%	17%	22%	19%	12%
Usually	40%	41%	39%	38%	43%	42%	36%	43%	39%	32%	37%	45%
Sometimes	28%	28%	28%	35%	33%	24%	22%	26%	31%	28%	26%	30%
Rarely	9%	10%	8%	6%	5%	10%	14%	9%	6%	7%	8%	9%
Never	5%	5%	5%	2%	2%	5%	10%	4%	6%	7%	6%	3%
Not sure	2%	3%	2%	4%	3%	2%	1%	2%	1%	5%	3%	1%
Totals	100%	101%	101%	101%	100%	101%	100%	99%	100%	101%	99%	100%
Unweighted N	(2,103)	(1,010)	(1,093)	(481)	(565)	(625)	(432)	(1,382)	(256)	(343)	(1,363)	(740)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Always	16%	16%	14%	20%	14%	18%	17%	16%	16%	22%	14%	10%
Usually	40%	41%	40%	38%	45%	40%	36%	40%	50%	39%	47%	37%
Sometimes	28%	29%	29%	25%	28%	24%	30%	31%	21%	26%	20%	34%
Rarely	9%	7%	10%	9%	7%	9%	9%	8%	9%	7%	11%	9%
Never	5%	4%	4%	6%	4%	7%	6%	4%	3%	5%	4%	6%
Not sure	2%	3%	3%	2%	2%	2%	3%	2%	1%	1%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(2,103)	(698)	(779)	(626)	(859)	(698)	(803)	(600)	(510)	(917)	(455)	(730)

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26. Has Watched TV at Faster Speed

Have you ever watched TV at a faster than normal speed (e.g., 1.5x)?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	9%	10%	8%	16%	12%	6%	3%	7%	9%	13%	8%	11%
No, but I might be interested in trying	16%	16%	16%	22%	22%	12%	9%	15%	24%	16%	14%	20%
No, and I would not be interested in trying	68%	67%	70%	53%	60%	75%	80%	71%	58%	61%	70%	65%
Not sure	7%	7%	6%	9%	6%	6%	7%	6%	8%	10%	8%	4%
Totals	100%	100%	100%	100%	100%	99%	99%	99%	99%	100%	100%	100%
Unweighted N	(2,104)	(1,011)	(1,093)	(481)	(566)	(625)	(432)	(1,383)	(256)	(343)	(1,363)	(741)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	9%	9%	8%	10%	8%	9%	8%	10%	10%	7%	6%	13%
No, but I might be interested in trying	16%	14%	16%	17%	18%	17%	13%	16%	22%	16%	14%	17%
No, and I would not be interested in trying	68%	73%	67%	66%	71%	68%	70%	68%	66%	71%	75%	61%
Not sure	7%	4%	8%	8%	3%	6%	10%	6%	3%	7%	5%	8%
Totals	100%	100%	99%	101%	100%	100%	101%	100%	101%	101%	100%	99%
Unweighted N	(2,104)	(697)	(781)	(626)	(859)	(698)	(803)	(601)	(510)	(919)	(455)	(729)

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27A. TV Multitasking — Eat a meal or snack

While watching TV at home, how frequently do you...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	46%	45%	47%	49%	52%	46%	39%	44%	55%	52%	46%	47%
Sometimes	44%	43%	44%	40%	40%	47%	46%	45%	38%	37%	43%	45%
Rarely	7%	7%	6%	6%	5%	5%	11%	7%	5%	9%	7%	6%
Never	3%	3%	2%	3%	2%	2%	4%	4%	0%	1%	3%	2%
Not sure	1%	1%	1%	2%	0%	0%	1%	1%	1%	1%	1%	0%
Totals	101%	99%	100%	100%	99%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(2,086)	(1,000)	(1,086)	(476)	(560)	(621)	(429)	(1,374)	(257)	(337)	(1,353)	(733)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	46%	53%	45%	42%	54%	41%	47%	47%	48%	53%	45%	38%
Sometimes	44%	40%	45%	46%	39%	47%	43%	44%	43%	40%	46%	46%
Rarely	7%	6%	7%	7%	6%	8%	7%	6%	6%	5%	7%	9%
Never	3%	1%	2%	5%	1%	3%	3%	2%	3%	1%	2%	6%
Not sure	1%	0%	2%	1%	0%	0%	1%	0%	0%	1%	0%	1%
Totals	101%	100%	101%	101%	100%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(2,086)	(691)	(774)	(621)	(849)	(693)	(794)	(598)	(505)	(911)	(452)	(722)

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27B. TV Multitasking — Watch with someone else

While watching TV at home, how frequently do you...?

Among people who watch TV

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	33%	29%	38%	28%	36%	35%	33%	36%	23%	34%	29%	41%
Sometimes	35%	38%	32%	43%	39%	35%	24%	32%	45%	41%	35%	34%
Rarely	20%	21%	19%	20%	18%	17%	25%	20%	24%	13%	22%	16%
Never	11%	12%	10%	6%	6%	13%	18%	12%	8%	12%	13%	7%
Not sure	1%	0%	1%	3%	0%	0%	0%	0%	0%	1%	1%	1%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(2,080)	(1,001)	(1,079)	(476)	(559)	(617)	(428)	(1,369)	(254)	(336)	(1,347)	(733)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	33%	32%	32%	36%	36%	39%	24%	40%	43%	38%	34%	27%
Sometimes	35%	36%	34%	35%	34%	36%	32%	32%	40%	31%	33%	42%
Rarely	20%	20%	20%	19%	21%	14%	25%	20%	12%	19%	21%	21%
Never	11%	11%	11%	11%	9%	11%	18%	8%	5%	12%	12%	9%
Not sure	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	2%
Totals	100%	99%	99%	101%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,080)	(690)	(771)	(619)	(848)	(689)	(790)	(594)	(507)	(909)	(451)	(719)

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27C. TV Multitasking — Spend time with a pet

While watching TV at home, how frequently do you...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	31%	27%	35%	23%	32%	36%	31%	34%	18%	23%	30%	32%
Sometimes	23%	22%	24%	30%	26%	20%	18%	24%	17%	26%	23%	24%
Rarely	9%	13%	6%	14%	12%	7%	6%	9%	15%	13%	10%	8%
Never	35%	37%	33%	30%	29%	36%	44%	32%	49%	36%	36%	34%
Not sure	1%	1%	2%	4%	1%	1%	1%	1%	2%	1%	1%	2%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(2,085)	(1,003)	(1,082)	(476)	(563)	(619)	(427)	(1,373)	(252)	(339)	(1,352)	(733)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	31%	30%	31%	32%	34%	34%	28%	34%	37%	37%	33%	23%
Sometimes	23%	21%	22%	27%	22%	26%	21%	27%	22%	21%	22%	26%
Rarely	9%	10%	9%	10%	9%	8%	11%	9%	11%	8%	7%	13%
Never	35%	38%	37%	30%	34%	31%	40%	28%	29%	33%	37%	36%
Not sure	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Totals	99%	101%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(2,085)	(689)	(774)	(622)	(847)	(696)	(798)	(592)	(506)	(911)	(450)	(723)

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27D. TV Multitasking — Look at something else on your phone

While watching TV at home, how frequently do you...?

Among people who watch TV

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	31%	25%	36%	35%	37%	33%	18%	31%	30%	33%	30%	33%
Sometimes	43%	43%	42%	39%	45%	43%	43%	42%	43%	44%	42%	44%
Rarely	18%	21%	15%	20%	14%	17%	22%	18%	20%	15%	18%	18%
Never	8%	10%	7%	5%	3%	8%	16%	9%	5%	7%	10%	5%
Not sure	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%
Totals	101%	100%	101%	100%	100%	101%	100%	100%	99%	100%	101%	100%
Unweighted N	(2,085)	(1,002)	(1,083)	(474)	(562)	(619)	(430)	(1,375)	(255)	(337)	(1,352)	(733)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	31%	34%	32%	26%	32%	28%	31%	33%	33%	35%	27%	28%
Sometimes	43%	41%	40%	47%	43%	46%	42%	41%	44%	44%	43%	41%
Rarely	18%	18%	18%	18%	16%	18%	17%	17%	18%	14%	22%	20%
Never	8%	8%	9%	8%	10%	8%	10%	9%	6%	7%	9%	9%
Not sure	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%
Totals	101%	101%	100%	99%	101%	100%	101%	101%	101%	101%	101%	99%
Unweighted N	(2,085)	(690)	(772)	(623)	(849)	(693)	(794)	(595)	(506)	(910)	(454)	(720)

27E. TV Multitasking — Fall asleep while watching

While watching TV at home, how frequently do you...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	18%	18%	17%	18%	18%	18%	16%	16%	26%	23%	20%	13%
Sometimes	39%	37%	41%	34%	44%	37%	41%	36%	49%	36%	39%	39%
Rarely	28%	30%	27%	31%	25%	29%	29%	31%	20%	26%	27%	31%
Never	14%	14%	14%	15%	12%	16%	14%	16%	6%	14%	14%	16%
Not sure	1%	0%	1%	2%	1%	0%	0%	1%	0%	2%	1%	0%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	101%	101%	99%
Unweighted N	(2,084)	(1,000)	(1,084)	(477)	(561)	(619)	(427)	(1,371)	(255)	(337)	(1,353)	(731)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	18%	19%	18%	16%	18%	16%	20%	18%	17%	21%	14%	15%
Sometimes	39%	38%	37%	41%	38%	39%	43%	37%	33%	39%	37%	39%
Rarely	28%	28%	29%	29%	27%	30%	23%	29%	34%	27%	33%	27%
Never	14%	14%	15%	13%	16%	14%	13%	16%	17%	12%	15%	17%
Not sure	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	2%
Totals	100%	99%	100%	100%	99%	100%	100%	101%	101%	99%	99%	100%
Unweighted N	(2,084)	(689)	(773)	(622)	(846)	(694)	(792)	(599)	(505)	(909)	(451)	(723)

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27F. TV Multitasking — Talk with someone else about what you're watching

While watching TV at home, how frequently do you...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	17%	15%	18%	21%	23%	13%	11%	15%	23%	21%	15%	20%
Sometimes	44%	43%	46%	52%	46%	44%	36%	44%	45%	42%	42%	49%
Rarely	22%	23%	21%	19%	20%	23%	25%	23%	20%	20%	24%	18%
Never	16%	18%	15%	6%	10%	20%	27%	17%	12%	16%	18%	13%
Not sure	1%	1%	1%	2%	0%	1%	0%	1%	0%	1%	1%	0%
Totals	100%	100%	101%	100%	99%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(2,080)	(998)	(1,082)	(474)	(559)	(618)	(429)	(1,371)	(252)	(337)	(1,347)	(733)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	17%	18%	16%	16%	21%	15%	15%	19%	19%	19%	12%	16%
Sometimes	44%	44%	44%	45%	43%	46%	39%	42%	50%	45%	40%	46%
Rarely	22%	20%	22%	24%	20%	24%	24%	23%	20%	21%	26%	22%
Never	16%	17%	17%	15%	16%	14%	21%	16%	11%	15%	21%	15%
Not sure	1%	0%	2%	0%	0%	0%	1%	0%	1%	1%	1%	1%
Totals	100%	99%	101%	100%	100%	99%	100%	100%	101%	101%	100%	100%
Unweighted N	(2,080)	(687)	(772)	(621)	(847)	(691)	(793)	(592)	(507)	(912)	(451)	(716)

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27G. TV Multitasking — Do something else on your computer

While watching TV at home, how frequently do you...?

Among people who watch TV

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	15%	13%	16%	17%	13%	16%	12%	14%	16%	18%	13%	17%
Sometimes	37%	37%	37%	42%	44%	35%	27%	36%	44%	31%	35%	40%
Rarely	21%	23%	20%	17%	27%	22%	19%	24%	16%	21%	20%	23%
Never	26%	26%	26%	19%	16%	27%	41%	26%	21%	28%	30%	19%
Not sure	1%	1%	1%	4%	1%	0%	1%	0%	3%	2%	1%	1%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(2,085)	(1,004)	(1,081)	(475)	(564)	(618)	(428)	(1,372)	(255)	(340)	(1,350)	(735)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	15%	18%	12%	14%	17%	15%	14%	16%	18%	19%	8%	13%
Sometimes	37%	37%	38%	35%	38%	36%	34%	36%	38%	36%	34%	38%
Rarely	21%	20%	20%	25%	20%	22%	20%	24%	25%	18%	25%	23%
Never	26%	25%	27%	26%	24%	26%	30%	23%	19%	25%	33%	24%
Not sure	1%	0%	3%	0%	0%	0%	2%	0%	0%	1%	0%	2%
Totals	100%	100%	100%	100%	99%	99%	100%	99%	100%	99%	100%	100%
Unweighted N	(2,085)	(690)	(774)	(621)	(850)	(694)	(794)	(596)	(507)	(908)	(451)	(725)

27H. TV Multitasking — Do household chores

While watching TV at home, how frequently do you...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	12%	9%	15%	19%	14%	11%	6%	11%	18%	12%	13%	10%
Sometimes	41%	38%	43%	35%	50%	42%	34%	39%	44%	45%	41%	40%
Rarely	25%	27%	22%	24%	21%	25%	28%	26%	19%	23%	23%	28%
Never	21%	25%	18%	18%	13%	22%	32%	23%	17%	17%	22%	21%
Not sure	1%	1%	2%	4%	2%	0%	0%	1%	2%	2%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(2,085)	(1,000)	(1,085)	(478)	(560)	(619)	(428)	(1,375)	(252)	(338)	(1,351)	(734)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	12%	13%	12%	12%	12%	13%	11%	13%	13%	14%	9%	12%
Sometimes	41%	43%	38%	42%	41%	39%	43%	42%	37%	43%	40%	39%
Rarely	25%	23%	24%	26%	25%	25%	23%	23%	31%	26%	26%	22%
Never	21%	21%	23%	20%	21%	23%	21%	21%	19%	17%	26%	24%
Not sure	1%	1%	2%	1%	1%	0%	2%	0%	0%	0%	0%	3%
Totals	100%	101%	99%	101%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(2,085)	(690)	(773)	(622)	(849)	(695)	(796)	(595)	(506)	(907)	(452)	(725)

27I. TV Multitasking — Exercise or stretch

While watching TV at home, how frequently do you...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	10%	10%	10%	13%	13%	10%	4%	9%	15%	12%	9%	12%
Sometimes	26%	27%	25%	31%	28%	24%	23%	27%	26%	25%	25%	28%
Rarely	25%	25%	25%	23%	26%	25%	27%	26%	27%	16%	23%	29%
Never	37%	36%	38%	29%	31%	40%	46%	37%	29%	44%	41%	29%
Not sure	2%	2%	2%	4%	2%	1%	1%	1%	3%	3%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(2,084)	(1,003)	(1,081)	(479)	(560)	(618)	(427)	(1,373)	(253)	(338)	(1,348)	(736)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	10%	9%	8%	13%	9%	13%	10%	9%	12%	12%	9%	9%
Sometimes	26%	27%	24%	28%	27%	26%	23%	27%	29%	26%	27%	26%
Rarely	25%	26%	26%	24%	29%	23%	22%	29%	27%	27%	20%	26%
Never	37%	38%	38%	35%	34%	37%	42%	33%	32%	35%	43%	36%
Not sure	2%	1%	3%	1%	0%	1%	3%	1%	0%	1%	1%	3%
Totals	100%	101%	99%	101%	99%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(2,084)	(691)	(772)	(621)	(850)	(692)	(794)	(595)	(507)	(911)	(451)	(721)

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27J. TV Multitasking — Work or study

While watching TV at home, how frequently do you...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Often	8%	7%	9%	13%	12%	7%	3%	8%	14%	9%	7%	11%
Sometimes	24%	26%	22%	34%	30%	22%	13%	24%	26%	24%	22%	29%
Rarely	22%	23%	22%	20%	24%	24%	20%	23%	24%	20%	20%	26%
Never	43%	41%	45%	31%	33%	45%	64%	44%	32%	45%	49%	34%
Not sure	2%	2%	1%	3%	2%	2%	1%	1%	4%	1%	2%	1%
Totals	99%	99%	99%	101%	101%	100%	101%	100%	100%	99%	100%	101%
Unweighted N	(2,089)	(1,003)	(1,086)	(480)	(561)	(620)	(428)	(1,374)	(252)	(342)	(1,351)	(738)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Often	8%	10%	7%	9%	8%	8%	8%	10%	10%	9%	6%	9%
Sometimes	24%	26%	24%	23%	26%	22%	20%	27%	28%	25%	19%	26%
Rarely	22%	23%	21%	23%	21%	22%	20%	22%	27%	21%	25%	22%
Never	43%	41%	45%	44%	44%	47%	48%	41%	36%	43%	49%	41%
Not sure	2%	0%	4%	1%	0%	0%	4%	0%	0%	1%	1%	3%
Totals	99%	100%	101%	100%	99%	99%	100%	100%	101%	99%	100%	101%
Unweighted N	(2,089)	(695)	(775)	(619)	(853)	(693)	(793)	(598)	(508)	(912)	(452)	(724)

28. Opinion on Title Sequences

Do you generally enjoy the title sequences at the start of TV shows, or do you wish they would do away with them?

Among people who watch TV

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
I enjoy them, keep them	48%	50%	46%	58%	58%	44%	36%	45%	60%	58%	46%	52%
I dislike them, get rid of them	22%	21%	23%	13%	19%	25%	29%	24%	12%	13%	20%	24%
Not sure	30%	29%	31%	29%	24%	31%	35%	31%	28%	29%	34%	23%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(2,100)	(1,008)	(1,092)	(481)	(564)	(624)	(431)	(1,382)	(255)	(341)	(1,359)	(741)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
I enjoy them, keep them	48%	53%	46%	46%	53%	47%	48%	49%	49%	52%	46%	44%
I dislike them, get rid of them	22%	22%	19%	24%	21%	25%	19%	25%	26%	21%	26%	20%
Not sure	30%	25%	35%	30%	25%	28%	33%	26%	25%	26%	29%	36%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(2,100)	(696)	(779)	(625)	(859)	(696)	(800)	(600)	(510)	(917)	(454)	(728)

29. Skips Title Sequences

When the option is available, do you generally skip the title sequences at the start of TV shows, or do you watch them?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
I always skip them	12%	11%	12%	12%	10%	13%	12%	13%	9%	9%	12%	11%
I usually skip them	30%	31%	29%	29%	33%	28%	31%	31%	19%	27%	30%	30%
I sometimes skip them	36%	36%	37%	43%	38%	34%	33%	36%	46%	36%	34%	41%
I never skip them	14%	13%	14%	8%	13%	16%	16%	13%	21%	12%	14%	13%
Not sure	8%	8%	8%	9%	7%	9%	8%	7%	5%	16%	10%	4%
Totals	100%	99%	100%	101%	101%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(2,105)	(1,011)	(1,094)	(481)	(566)	(626)	(432)	(1,383)	(257)	(343)	(1,364)	(741)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
I always skip them	12%	13%	10%	13%	11%	14%	12%	12%	13%	12%	14%	10%
I usually skip them	30%	28%	30%	33%	28%	33%	28%	33%	35%	28%	34%	31%
I sometimes skip them	36%	37%	38%	34%	41%	33%	34%	36%	39%	39%	32%	36%
I never skip them	14%	16%	14%	11%	15%	12%	17%	13%	7%	16%	15%	11%
Not sure	8%	6%	8%	9%	5%	8%	10%	6%	6%	6%	6%	12%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	101%	100%
Unweighted N	(2,105)	(698)	(781)	(626)	(860)	(698)	(804)	(601)	(510)	(919)	(455)	(730)

30. Skips Recaps

When the option is available, do you generally skip recaps of previous episodes at the start of TV shows, or do you watch them?

Among people who watch TV

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
I always skip them	13%	12%	14%	17%	10%	12%	12%	12%	10%	16%	14%	10%
I usually skip them	29%	29%	29%	35%	29%	25%	31%	32%	21%	21%	29%	31%
I sometimes skip them	37%	35%	38%	31%	40%	40%	33%	36%	44%	38%	35%	39%
I never skip them	14%	15%	13%	9%	13%	16%	18%	14%	20%	11%	14%	14%
Not sure	7%	9%	6%	8%	8%	7%	6%	6%	5%	14%	8%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(2,102)	(1,008)	(1,094)	(479)	(566)	(625)	(432)	(1,381)	(256)	(343)	(1,361)	(741)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
I always skip them	13%	13%	13%	12%	11%	13%	13%	11%	13%	11%	15%	14%
I usually skip them	29%	28%	28%	33%	28%	34%	23%	36%	31%	27%	34%	30%
I sometimes skip them	37%	38%	37%	34%	41%	33%	39%	32%	41%	39%	32%	36%
I never skip them	14%	15%	13%	14%	15%	15%	16%	15%	10%	18%	15%	9%
Not sure	7%	6%	9%	7%	5%	5%	9%	6%	5%	5%	4%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,102)	(698)	(780)	(624)	(860)	(696)	(803)	(601)	(508)	(918)	(454)	(729)

31. Bothered by Spoilers

How much does it bother you if a TV show or episode you haven't seen but intend to watch is spoiled for you?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A lot	28%	30%	27%	30%	29%	28%	27%	26%	37%	28%	29%	27%
A little	48%	47%	50%	53%	53%	44%	45%	50%	42%	48%	47%	51%
Not at all	23%	23%	23%	17%	17%	28%	29%	24%	21%	23%	24%	22%
Totals	99%	100%	100%	100%	99%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(2,104)	(1,011)	(1,093)	(481)	(565)	(626)	(432)	(1,383)	(257)	(342)	(1,363)	(741)

	Party ID			House vote intent		Family income			Watches TV			
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
A lot	28%	31%	28%	26%	31%	26%	28%	27%	30%	35%	26%	22%
A little	48%	52%	47%	46%	51%	46%	47%	50%	48%	45%	48%	53%
Not at all	23%	17%	25%	27%	17%	28%	25%	23%	22%	21%	26%	25%
Totals	99%	100%	100%	99%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(2,104)	(697)	(781)	(626)	(860)	(698)	(803)	(601)	(510)	(918)	(455)	(730)

32. Frequency of Watching TV With Subtitles

When watching TV in a language you know, how often do you do so with the subtitles on?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always	14%	11%	17%	18%	15%	13%	13%	14%	13%	17%	13%	18%
Most of the time	16%	16%	17%	19%	20%	14%	14%	16%	18%	16%	14%	20%
Sometimes	25%	30%	21%	37%	28%	21%	18%	22%	33%	31%	25%	25%
Rarely	18%	18%	17%	9%	18%	21%	20%	19%	13%	16%	17%	19%
Never	26%	25%	27%	17%	19%	31%	35%	29%	24%	20%	31%	17%
Totals	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(2,102)	(1,009)	(1,093)	(481)	(566)	(623)	(432)	(1,381)	(256)	(343)	(1,361)	(741)

	Party ID				House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Always	14%	17%	15%	11%	19%	9%	16%	13%	13%	15%	15%	13%
Most of the time	16%	16%	17%	17%	20%	16%	13%	18%	20%	16%	19%	16%
Sometimes	25%	28%	26%	23%	25%	20%	25%	26%	26%	23%	19%	33%
Rarely	18%	16%	19%	18%	16%	19%	19%	15%	21%	19%	19%	15%
Never	26%	23%	24%	32%	20%	37%	26%	28%	19%	27%	28%	24%
Totals	99%	100%	101%	101%	100%	101%	99%	100%	99%	100%	100%	101%
Unweighted N	(2,102)	(698)	(780)	(624)	(860)	(696)	(804)	(598)	(510)	(917)	(455)	(729)

33. Reasons for Using Subtitles

Which of the following are reasons you ever use subtitles when watching TV in a language you know? Select all that apply.

Among people who watch TV and ever use subtitles

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Enhanced comprehension	46%	46%	47%	51%	45%	45%	44%	47%	43%	49%	41%	54%
Helps to understand accents	41%	43%	40%	42%	40%	43%	39%	42%	42%	42%	38%	47%
In a noisy environment	35%	36%	35%	38%	41%	34%	28%	36%	34%	32%	33%	39%
Hearing difficulties	32%	31%	33%	31%	24%	31%	42%	35%	24%	24%	35%	27%
Appreciation of dialogue	24%	27%	21%	29%	30%	18%	20%	23%	31%	27%	20%	31%
To avoid disturbing others	23%	25%	21%	27%	27%	24%	13%	22%	30%	22%	23%	24%
Sound sensitivity	19%	22%	16%	24%	28%	12%	11%	19%	18%	23%	21%	16%
To enable multitasking	18%	15%	21%	32%	21%	10%	8%	14%	20%	24%	15%	22%
Preference of fellow viewers	12%	14%	11%	18%	14%	12%	4%	12%	15%	10%	10%	16%
Learning a new language	12%	15%	9%	18%	16%	8%	5%	11%	15%	17%	11%	13%
Other reason	4%	5%	4%	3%	6%	4%	3%	4%	3%	3%	4%	5%
Unweighted N	(1,588)	(755)	(833)	(412)	(475)	(429)	(272)	(1,000)	(203)	(287)	(977)	(611)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Enhanced comprehension	46%	51%	45%	43%	52%	40%	45%	45%	50%	48%	46%	45%
Helps to understand accents	41%	40%	42%	41%	43%	41%	36%	41%	52%	45%	38%	38%
In a noisy environment	35%	35%	38%	32%	37%	33%	35%	31%	43%	38%	30%	35%
Hearing difficulties	32%	34%	29%	32%	35%	32%	36%	35%	24%	32%	35%	29%

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	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Appreciation of dialogue	24%	27%	23%	23%	28%	21%	20%	27%	27%	25%	19%	27%
To avoid disturbing others	23%	28%	21%	21%	23%	20%	24%	20%	25%	23%	16%	27%
Sound sensitivity	19%	17%	18%	23%	18%	20%	21%	21%	18%	22%	13%	19%
To enable multitasking	18%	21%	18%	13%	21%	13%	16%	17%	21%	18%	13%	21%
Preference of fellow viewers	12%	12%	13%	11%	14%	13%	10%	13%	17%	12%	15%	11%
Learning a new language	12%	12%	11%	13%	12%	11%	11%	13%	13%	10%	12%	14%
Other reason	4%	4%	5%	3%	4%	3%	6%	2%	5%	5%	5%	2%
Unweighted N	(1,588)	(556)	(600)	(432)	(697)	(463)	(598)	(438)	(413)	(675)	(334)	(578)

34. Reasons for Not Using Subtitles

Which of the following are reasons you ever do NOT use subtitles when watching TV in a language you know? Select all that apply.

Among people who watch TV and do not always use subtitles

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
They are distracting	42%	43%	42%	34%	40%	47%	44%	46%	35%	29%	42%	42%
They clutter the screen	37%	40%	34%	34%	31%	40%	40%	38%	31%	34%	36%	38%
They are unnecessary	35%	35%	34%	29%	33%	39%	35%	36%	30%	33%	35%	34%
They don't match the pace of the dialogue	28%	31%	25%	33%	27%	25%	29%	26%	26%	35%	28%	28%
They don't match the words spoken	26%	27%	26%	33%	27%	21%	27%	24%	23%	37%	27%	25%
Preference for listening	23%	25%	21%	27%	24%	22%	20%	21%	25%	27%	22%	24%
They are inconvenient to turn on	11%	10%	12%	12%	13%	8%	12%	10%	12%	12%	11%	11%
Preferences of fellow viewers	11%	9%	12%	18%	11%	10%	5%	10%	14%	13%	9%	13%
Other reason	3%	4%	2%	3%	5%	2%	2%	3%	3%	1%	3%	4%
Unweighted N	(1,780)	(890)	(890)	(381)	(460)	(553)	(386)	(1,186)	(218)	(277)	(1,161)	(619)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
They are distracting	42%	40%	43%	44%	40%	46%	42%	40%	44%	48%	43%	34%
They clutter the screen	37%	38%	36%	36%	39%	37%	38%	34%	39%	40%	39%	31%
They are unnecessary	35%	33%	37%	34%	32%	40%	35%	33%	39%	37%	38%	30%
They don't match the pace of the dialogue	28%	29%	26%	28%	29%	28%	29%	28%	30%	32%	24%	25%
They don't match the words spoken	26%	29%	26%	24%	29%	21%	29%	23%	25%	26%	26%	27%

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	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Preference for listening	23%	25%	23%	21%	25%	21%	26%	20%	23%	23%	26%	21%
They are inconvenient to turn on	11%	10%	11%	11%	10%	9%	14%	9%	9%	11%	14%	10%
Preferences of fellow viewers	11%	11%	11%	11%	12%	9%	10%	11%	13%	10%	11%	12%
Other reason	3%	3%	4%	3%	3%	3%	3%	3%	2%	2%	3%	4%
Unweighted N	(1,780)	(563)	(653)	(564)	(684)	(635)	(665)	(516)	(441)	(771)	(389)	(619)

35. Preference for Subtitles or Dubbing

When watching TV in a language you don't know, do you generally prefer ...?

Among people who watch TV

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Reading subtitles	39%	40%	38%	52%	44%	36%	27%	37%	41%	46%	35%	47%
Listening to dubbed audio, meaning the original dialogue is replaced with a new recording in a language you know	21%	23%	19%	24%	22%	21%	18%	21%	22%	23%	19%	24%
I only watch TV in languages I know	34%	30%	38%	16%	28%	37%	52%	36%	33%	25%	39%	24%
Not sure	6%	7%	5%	8%	7%	6%	3%	6%	4%	6%	6%	5%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(2,100)	(1,009)	(1,091)	(480)	(564)	(624)	(432)	(1,379)	(257)	(342)	(1,360)	(740)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Reading subtitles	39%	47%	39%	31%	49%	33%	35%	37%	44%	35%	42%	43%
Listening to dubbed audio, meaning the original dialogue is replaced with a new recording in a language you know	21%	20%	24%	19%	21%	18%	20%	25%	21%	24%	22%	17%
I only watch TV in languages I know	34%	29%	28%	46%	26%	46%	37%	34%	29%	38%	34%	29%
Not sure	6%	4%	9%	4%	4%	3%	7%	4%	6%	4%	2%	10%

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	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%
Unweighted N	(2,100)	(695)	(779)	(626)	(857)	(697)	(802)	(601)	(508)	(916)	(454)	(729)

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36. Whether TV Is Getting Better or Worse

Overall, do you think TV is getting better or worse?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Getting better	19%	21%	17%	24%	23%	17%	15%	16%	33%	26%	18%	22%
About the same	43%	36%	49%	44%	43%	41%	44%	43%	39%	44%	42%	44%
Getting worse	27%	31%	24%	21%	23%	30%	34%	31%	18%	17%	28%	26%
Not sure	11%	11%	10%	12%	11%	11%	8%	10%	10%	13%	12%	8%
Totals	100%	99%	100%	101%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(2,164)	(1,048)	(1,116)	(503)	(587)	(636)	(438)	(1,422)	(263)	(351)	(1,411)	(753)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Getting better	19%	25%	12%	22%	24%	20%	17%	22%	24%	23%	17%	17%
About the same	43%	47%	41%	41%	45%	38%	43%	43%	43%	46%	45%	38%
Getting worse	27%	18%	34%	29%	21%	36%	26%	28%	25%	23%	29%	31%
Not sure	11%	10%	14%	7%	10%	6%	14%	7%	8%	8%	9%	14%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,164)	(709)	(810)	(645)	(875)	(711)	(841)	(607)	(518)	(918)	(455)	(790)

37. Whether TV Is in a Golden Age

Do you think we're currently in the "golden age of television"?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	30%	31%	29%	38%	32%	26%	24%	26%	46%	39%	30%	30%
No	70%	69%	71%	62%	68%	74%	76%	74%	54%	61%	70%	70%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,163)	(1,046)	(1,117)	(501)	(585)	(638)	(439)	(1,423)	(262)	(351)	(1,411)	(752)

	Party ID			House vote intent		Family income			Watches TV			
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	30%	32%	27%	30%	30%	31%	32%	25%	32%	33%	24%	28%
No	70%	68%	73%	70%	70%	69%	68%	75%	68%	67%	76%	72%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,163)	(709)	(808)	(646)	(875)	(713)	(841)	(607)	(517)	(918)	(455)	(789)

38A. Changes in Type of Content Produced — Contain nudity or violence

Compared to 15 years ago, do you think TV shows produced today are more or less likely to...?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More likely	68%	65%	70%	59%	62%	72%	77%	69%	64%	62%	67%	70%
Less likely	9%	11%	8%	14%	11%	7%	6%	9%	12%	11%	9%	9%
No difference	15%	15%	15%	16%	18%	14%	12%	14%	15%	20%	15%	15%
Not sure	8%	9%	7%	11%	9%	7%	6%	7%	9%	7%	9%	6%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(2,159)	(1,047)	(1,112)	(503)	(587)	(635)	(434)	(1,416)	(263)	(352)	(1,409)	(750)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
More likely	68%	65%	66%	72%	67%	74%	68%	68%	68%	70%	71%	63%
Less likely	9%	9%	8%	10%	11%	9%	9%	9%	11%	10%	6%	10%
No difference	15%	17%	16%	12%	17%	12%	14%	17%	15%	14%	15%	17%
Not sure	8%	8%	10%	5%	6%	6%	9%	6%	5%	6%	8%	10%
Totals	100%	99%	100%	99%	101%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(2,159)	(709)	(807)	(643)	(874)	(708)	(839)	(607)	(516)	(916)	(453)	(789)

38B. Changes in Type of Content Produced — Feature diverse stories and casts

Compared to 15 years ago, do you think TV shows produced today are more or less likely to...?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More likely	64%	63%	65%	61%	58%	70%	63%	65%	62%	61%	60%	70%
Less likely	10%	12%	9%	15%	11%	8%	9%	11%	12%	11%	11%	10%
No difference	15%	17%	14%	14%	19%	13%	15%	15%	19%	16%	17%	13%
Not sure	10%	9%	12%	10%	11%	9%	12%	10%	7%	13%	12%	7%
Totals	99%	101%	100%	100%	99%	100%	99%	101%	100%	101%	100%	100%
Unweighted N	(2,163)	(1,048)	(1,115)	(501)	(586)	(638)	(438)	(1,421)	(262)	(352)	(1,413)	(750)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
More likely	64%	67%	64%	60%	69%	63%	61%	65%	71%	67%	67%	58%
Less likely	10%	10%	9%	14%	10%	12%	9%	12%	10%	9%	8%	13%
No difference	15%	15%	16%	16%	15%	15%	18%	14%	13%	17%	15%	14%
Not sure	10%	9%	12%	10%	6%	10%	11%	9%	5%	7%	10%	14%
Totals	99%	101%	101%	100%	100%	100%	99%	100%	99%	100%	100%	99%
Unweighted N	(2,163)	(710)	(810)	(643)	(876)	(709)	(843)	(608)	(516)	(919)	(455)	(788)

38C. Changes in Type of Content Produced — Contain offensive content

Compared to 15 years ago, do you think TV shows produced today are more or less likely to...?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More likely	63%	62%	63%	48%	50%	71%	78%	64%	63%	55%	61%	65%
Less likely	15%	16%	14%	23%	21%	10%	6%	13%	13%	22%	15%	14%
No difference	15%	15%	16%	19%	18%	13%	12%	15%	18%	15%	15%	16%
Not sure	7%	8%	7%	11%	10%	5%	4%	8%	6%	8%	8%	6%
Totals	100%	101%	100%	101%	99%	99%	100%	100%	100%	100%	99%	101%
Unweighted N	(2,155)	(1,046)	(1,109)	(502)	(587)	(635)	(431)	(1,412)	(263)	(352)	(1,407)	(748)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
More likely	63%	57%	60%	71%	57%	71%	65%	58%	62%	66%	65%	57%
Less likely	15%	17%	15%	12%	17%	13%	12%	18%	19%	15%	9%	17%
No difference	15%	18%	17%	11%	19%	11%	15%	19%	14%	14%	19%	16%
Not sure	7%	9%	8%	5%	7%	5%	8%	5%	6%	5%	8%	10%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(2,155)	(708)	(806)	(641)	(871)	(708)	(838)	(605)	(515)	(912)	(452)	(790)

38D. Changes in Type of Content Produced — Be created for niche audiences

Compared to 15 years ago, do you think TV shows produced today are more or less likely to...?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More likely	58%	62%	54%	56%	55%	61%	57%	61%	50%	54%	54%	65%
Less likely	11%	12%	10%	15%	12%	10%	8%	11%	11%	10%	12%	9%
No difference	15%	13%	17%	11%	19%	16%	13%	14%	18%	19%	16%	14%
Not sure	16%	14%	18%	18%	14%	14%	22%	14%	22%	17%	19%	11%
Totals	100%	101%	99%	100%	100%	101%	100%	100%	101%	100%	101%	99%
Unweighted N	(2,158)	(1,044)	(1,114)	(502)	(585)	(636)	(435)	(1,416)	(263)	(352)	(1,409)	(749)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
More likely	58%	59%	60%	54%	60%	61%	53%	60%	65%	61%	60%	52%
Less likely	11%	9%	9%	14%	10%	13%	12%	11%	13%	9%	10%	13%
No difference	15%	17%	13%	15%	16%	14%	16%	17%	13%	14%	16%	15%
Not sure	16%	15%	18%	16%	14%	13%	19%	13%	10%	16%	14%	19%
Totals	100%	100%	100%	99%	100%	101%	100%	101%	101%	100%	100%	99%
Unweighted N	(2,158)	(709)	(805)	(644)	(875)	(707)	(839)	(607)	(516)	(916)	(454)	(787)

38E. Changes in Type of Content Produced — Contain morally complex characters

Compared to 15 years ago, do you think TV shows produced today are more or less likely to...?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More likely	52%	51%	53%	47%	43%	56%	59%	52%	54%	52%	50%	54%
Less likely	17%	18%	16%	19%	17%	18%	13%	18%	16%	16%	18%	15%
No difference	18%	18%	18%	21%	23%	14%	15%	18%	16%	19%	16%	20%
Not sure	14%	14%	14%	13%	17%	12%	13%	13%	13%	14%	15%	11%
Totals	101%	101%	101%	100%	100%	100%	100%	101%	99%	101%	99%	100%
Unweighted N	(2,162)	(1,048)	(1,114)	(502)	(587)	(637)	(436)	(1,419)	(263)	(352)	(1,411)	(751)

	Total	Party ID			House vote intent		Family income			Watches TV		
		Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
More likely	52%	55%	49%	53%	55%	55%	50%	54%	52%	55%	53%	47%
Less likely	17%	14%	17%	20%	15%	21%	18%	17%	16%	18%	13%	19%
No difference	18%	19%	19%	15%	21%	14%	16%	18%	22%	17%	18%	18%
Not sure	14%	12%	16%	12%	9%	11%	15%	11%	10%	11%	15%	16%
Totals	101%	100%	101%	100%	100%	101%	99%	100%	100%	101%	99%	100%
Unweighted N	(2,162)	(710)	(811)	(641)	(876)	(708)	(841)	(608)	(516)	(918)	(454)	(789)

38F. Changes in Type of Content Produced — Contain original ideas

Compared to 15 years ago, do you think TV shows produced today are more or less likely to...?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More likely	27%	26%	27%	38%	28%	24%	19%	23%	37%	32%	27%	27%
Less likely	44%	46%	42%	38%	44%	47%	46%	48%	33%	37%	43%	46%
No difference	19%	17%	21%	16%	18%	19%	23%	19%	17%	21%	19%	19%
Not sure	10%	11%	10%	8%	10%	10%	12%	10%	12%	10%	11%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(2,158)	(1,042)	(1,116)	(502)	(585)	(635)	(436)	(1,417)	(263)	(350)	(1,410)	(748)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
More likely	27%	31%	24%	26%	29%	26%	27%	26%	25%	30%	23%	25%
Less likely	44%	38%	44%	51%	42%	54%	40%	49%	48%	40%	51%	46%
No difference	19%	23%	19%	16%	21%	14%	21%	16%	19%	19%	20%	18%
Not sure	10%	8%	14%	7%	8%	7%	11%	9%	8%	11%	6%	11%
Totals	100%	100%	101%	100%	100%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(2,158)	(708)	(808)	(642)	(873)	(708)	(840)	(605)	(516)	(915)	(453)	(789)

39. Keeps Track of Shows and Movies Watched

Do you ever keep track of TV shows or movies you have watched, such as by writing them down or logging them in an app?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	17%	17%	18%	27%	21%	15%	8%	17%	22%	19%	16%	21%
No	77%	76%	78%	62%	73%	80%	90%	79%	71%	71%	78%	74%
Not sure	6%	7%	5%	11%	6%	4%	2%	4%	7%	10%	6%	5%
Totals	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,161)	(1,047)	(1,114)	(503)	(583)	(636)	(439)	(1,421)	(262)	(350)	(1,410)	(751)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
Yes	17%	20%	16%	16%	20%	16%	18%	15%	22%	21%	15%	14%
No	77%	76%	76%	79%	78%	81%	75%	80%	77%	76%	81%	76%
Not sure	6%	3%	8%	5%	3%	4%	7%	5%	2%	3%	4%	9%
Totals	100%	99%	100%	100%	101%	101%	100%	100%	101%	100%	100%	99%
Unweighted N	(2,161)	(710)	(809)	(642)	(876)	(709)	(841)	(606)	(517)	(916)	(454)	(790)

YouGov Survey: TV Watching
September 8 - 13, 2026 - 2,167 U.S. adult citizens



40. Enjoys TV Shows or Movies More

If you had to choose, which do you currently enjoy watching more?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
TV shows	41%	34%	47%	39%	42%	42%	40%	42%	44%	34%	38%	47%
Movies	37%	42%	33%	38%	39%	36%	38%	37%	40%	43%	40%	33%
Neither	9%	11%	8%	10%	8%	9%	10%	9%	7%	9%	10%	8%
Not sure	12%	13%	12%	12%	12%	12%	12%	12%	9%	13%	12%	12%
Totals	99%	100%	100%	99%	101%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(2,166)	(1,048)	(1,118)	(502)	(587)	(638)	(439)	(1,424)	(263)	(351)	(1,413)	(753)

		Party ID			House vote intent		Family income			Watches TV		
	Total	Dem	Ind	Rep	Dem	Rep	< \$50K	\$50-100K	\$100K+	Several times a day	Once a day	Less than daily
TV shows	41%	47%	40%	36%	46%	40%	38%	42%	45%	47%	47%	31%
Movies	37%	33%	35%	44%	35%	43%	39%	39%	35%	37%	36%	38%
Neither	9%	9%	10%	10%	7%	10%	11%	8%	9%	6%	7%	15%
Not sure	12%	12%	15%	10%	11%	8%	12%	10%	12%	10%	10%	16%
Totals	99%	101%	100%	100%	99%	101%	100%	99%	101%	100%	100%	100%
Unweighted N	(2,166)	(710)	(810)	(646)	(876)	(713)	(842)	(608)	(518)	(919)	(454)	(792)

YouGov Survey: TV Watching
September 8 - 13, 2026 - 2,167 U.S. adult citizens



Interviewing Dates	September 8 - 10, 2026 September 9 - 13, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.051 to 6.559, with a mean of one and a standard deviation of 0.977.
Number of respondents	2,167
Margin of error	± 2.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	69 questions not reported.