

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base: All US Adults	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
I currently only subscribe to a cable/satellite TV	30%	29%	30%	4%	16%	25%	44%	64%	-	-	30%	28%	33%	27%	31%
				*	C	C.D	C.D.E	C.D.E.F*	**	**					Q
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	21%	21%	21%	23%	19%	30%	18%	12%	-	-	21%	23%	20%	21%	24%
				*		D.F.G		*	**	**					O.P
I have both streaming services and a paid cable/satellite TV subscription	24%	24%	25%	26%	25%	24%	25%	17%	-	-	24%	25%	27%	19%	25%
				*				*	**	**			M		
I have only subscribed to streaming services and have never paid for TV	11%	11%	11%	23%	21%	9%	4%	-	-	-	9%	11%	8%	17%	11%
				E.F.G*	E.F.G	F.G	G	*	**	**					J.K.L
I have never subscribed to streaming services or TV	8%	8%	7%	15%	10%	6%	7%	5%	-	-	6%	7%	7%	10%	6%
				E*				*	**	**					
Don't know	6%	7%	5%	8%	9%	7%	3%	1%	-	-	10%	5%	4%	7%	4%
				*	F.G	F.G		*	**	**	K.L				

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base: All US Adults	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
Apple TV+	7%	9%	6%	11%	8%	9%	6%	4%	-	-	6%	6%	9%	7%	7%
				*				*	**	**					
Disney+	22%	23%	20%	48%	30%	27%	10%	5%	-	-	24%	22%	20%	23%	24%
				D.E.F.G*	F.G	F.G		*	**	**					O
Netflix	58%	56%	59%	80%	62%	65%	49%	34%	-	-	54%	61%	58%	58%	59%
				D.E.F.G*	F.G	F.G	G	*	**	**					
Hulu	31%	26%	36%	45%	39%	34%	23%	14%	-	-	29%	35%	29%	32%	34%
				F.G*	F.G	F.G	G	*	**	**					P
Amazon Prime	45%	46%	44%	50%	44%	50%	43%	31%	-	-	40%	47%	46%	44%	50%
				G*	G	F.G	G	*	**	**					O.P
YouTube	43%	48%	38%	57%	49%	46%	36%	25%	-	-	43%	48%	40%	43%	42%
				F.G*	F.G	F.G	G	*	**	**		L			
Crackle	6%	5%	6%	3%	5%	8%	5%	1%	-	-	4%	5%	6%	5%	5%
				*		F.G		*	**	**					
Tubi	8%	8%	7%	4%	9%	10%	6%	2%	-	-	6%	8%	8%	7%	8%
				*	G	G		*	**	**					
Pluto TV	10%	11%	8%	1%	8%	14%	10%	4%	-	-	8%	12%	10%	8%	10%
				*		C.D.G		*	**	**					
CBS All Access	8%	8%	8%	12%	5%	10%	8%	5%	-	-	6%	8%	8%	8%	9%
				*		D		*	**	**					
HBO Now	11%	12%	10%	4%	13%	16%	6%	3%	-	-	9%	8%	12%	12%	11%
				*	F.G	C.F.G		*	**	**					O
Facebook Watch	7%	7%	6%	9%	9%	8%	4%	4%	-	-	9%	7%	7%	6%	5%
				*	F	F		*	**	**					
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					
The Roku Channel	11%	10%	12%	3%	8%	16%	11%	10%	-	-	15%	11%	11%	8%	11%
				*		C.D		*	**	**	M				
IMDB TV	3%	5%	2%	-	5%	3%	3%	1%	-	-	3%	2%	3%	5%	3%
				*				*	**	**					K

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sling TV	5%	4%	6%	-	6%	6%	5%	2%	-	-	4%	7%	5%	5%
AT&T TV Now	4%	4%	3%	2%	6%	4%	2%	1%	-	-	5%	2%	5%	2%
YouTube TV	9%	10%	7%	6%	10%	9%	7%	7%	-	-	8%	8%	10%	8%
Hulu with Live TV	5%	6%	4%	4%	5%	7%	3%	4%	-	-	4%	4%	6%	4%
fubo TV	2%	2%	1%	-	3%	2%	0%	1%	-	-	2%	2%	2%	2%
Philo	2%	3%	2%	-	3%	3%	2%	1%	-	-	3%	3%	2%	2%
Xumo	2%	2%	1%	-	3%	2%	1%	1%	-	-	1%	1%	2%	2%
Vudu	7%	6%	7%	3%	8%	8%	6%	1%	-	-	4%	7%	7%	7%
Quibi	1%	1%	1%	2%	2%	1%	0%	-	-	-	1%	-	1%	2%
Other	8%	8%	8%	9%	5%	7%	11%	10%	-	-	8%	7%	9%	8%
Don't know	13%	13%	13%	8%	9%	11%	15%	29%	-	-	13%	13%	13%	12%

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base		1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0		13%	13%	13%	8%	9%	11%	15%	29%	-	-	13%	13%	13%	12%	12%
1		23%	22%	23%	14%	19%	19%	29%	31%	-	-	27%	18%	22%	23%	22%
2		16%	16%	15%	11%	18%	13%	17%	15%	-	-	18%	15%	13%	19%	15%
3		13%	13%	13%	12%	14%	14%	12%	11%	-	-	11%	16%	13%	13%	14%
4		10%	10%	11%	16%	11%	11%	10%	7%	-	-	10%	11%	12%	9%	11%
5		9%	8%	10%	27%	11%	10%	6%	1%	-	-	5%	10%	11%	9%	9%
6		6%	7%	5%	5%	7%	7%	5%	3%	-	-	3%	7%	7%	6%	7%
7		3%	4%	3%	3%	4%	4%	3%	1%	-	-	5%	4%	2%	3%	4%
8		2%	2%	3%	4%	2%	5%	1%	1%	-	-	3%	2%	3%	2%	3%
9		1%	1%	1%	-	1%	2%	1%	1%	-	-	1%	2%	2%	1%	1%
10		1%	1%	1%	-	1%	3%	0%	-	-	-	0%	2%	1%	1%	1%
11		1%	1%	1%	-	1%	1%	0%	-	-	-	1%	0%	0%	1%	0%
12		0%	0%	1%	-	1%	0%	0%	-	-	-	1%	0%	0%	1%	1%

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
YouTube TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hulu with Live TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
fubo TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	1%	1% B	0%	-	1% F	0%	-	-	-	2% L	0%	-	1% L	0%
Other	4%	5% B	3%	6% *	4%	5%	3%	3% *	-	3%	4%	4%	5%	4%
Not applicable - I do not currently pay for any video streaming services	31%	29%	32%	21% *	21%	24%	41% C.D.E	58% C.D.E.F*	-	34%	32%	29%	29%	31%

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base: All US Adults	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	31%	29%	32%	21% *	21%	24%	41% C.D.E	58% C.D.E.F*	-	-	34%	32%	29%	29%	31%
1	26%	28%	25%	23% *	28%	25%	28%	22% *	-	-	26%	22%	26%	31% K	25%
2	19%	18%	20%	18% *	20%	22% G	17%	12% *	-	-	17%	20%	19%	18%	18%
3	13%	13%	14%	16% G*	19% E.F.G	13% G	9%	5% *	-	-	12%	15%	15%	11%	15%
4	7%	8%	6%	19% D.F.G*	7%	9% F.G	4%	2% *	-	-	7%	6%	7%	8%	7%
5	2%	2%	3%	3% *	3% F	5% F.G	1%	-	-	-	2%	3%	3%	1%	3% O
6	1%	1%	0%	-	1%	1%	0%	1% *	-	-	0%	1%	1%	1%	1%
7	0%	0%	0%	-	0%	1%	-	-	-	-	0%	-	0%	1%	0%
8	0%	0%	-	-	1%	-	0%	-	-	-	-	-	1%	-	0%
9	0%	1% B	-	-	1%	0%	-	-	-	-	1% L	-	-	1%	0%

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base: All US Adults	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
Very likely	9%	10%	8%	8% G*	12% F.G	12% F.G	4%	1% *	-	-	10%	6%	9%	9%	7%
Somewhat likely	14%	15%	13%	27% E.F.G*	20% E.F.G	14% F.G	8%	5% *	-	-	12%	14%	16%	12%	12%
Somewhat unlikely	16%	16%	16%	23%	19%	13%	15%	14%	-	-	15%	14%	15%	19%	16%

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
				*	E			*	**	**					
Very unlikely	51%	49%	52%	30%	36%	48%	63%	77%	-	-	52%	54%	49%	50%	57%
			*	*		C.D	C.D.E	C.D.E.F*	**	**					O.P.Q
Don't know	11%	10%	11%	12%	12%	12%	10%	4%	-	-	11%	12%	11%	9%	9%
			*	G	G			*	**	**					

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

Unweighted base	112	60	52	6	30	37	34	5	-	-	17	19	49	27	79
Base: All US Adults	108	60	48	8	33	34	29	4	-	-	15	19	50	24	71
0 - Very dissatisfied	4%	5%	2%	-	10%	2%	-	-	-	-	5%	-	4%	4%	1%
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*
1	2%	1%	4%	-	2%	5%	-	-	-	-	-	4%	3%	-	1%
	*	*	*	**	**	*	*	**	**	**	**	**	**	**	*
2	8%	10%	5%	39%	4%	8%	3%	-	-	-	17%	12%	-	14%	8%
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*
3	21%	19%	24%	46%	22%	16%	21%	17%	-	-	15%	22%	23%	22%	22%
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*
4	24%	24%	23%	-	14%	27%	31%	67%	-	-	14%	27%	26%	22%	23%
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*
5 - Very satisfied	33%	34%	32%	-	40%	32%	38%	17%	-	-	20%	28%	39%	31%	35%
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*
No opinion	8%	7%	11%	16%	8%	10%	7%	-	-	-	29%	7%	4%	6%	10%
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*

rvs_q5_2. Disney+

Unweighted base	308	142	166	27	109	111	55	6	-	-	53	72	103	80	232
Base: All US Adults	319	165	153	35	126	104	50	4	-	-	63	69	108	80	230
0 - Very dissatisfied	2%	2%	2%	-	4%	1%	-	-	-	-	3%	2%	3%	-	1%
	*	*	*	**	*	*	*	**	**	**	*	*	*	*	*
1	1%	2%	-	-	1%	-	2%	-	-	-	2%	1%	-	-	0%
	*	*	*	**	*	*	*	**	**	**	*	*	*	*	*
2	7%	9%	4%	13%	8%	3%	8%	-	-	-	11%	4%	5%	8%	6%
	*	*	*	**	*	*	*	**	**	**	*	*	*	*	*
3	17%	17%	16%	23%	17%	17%	8%	39%	-	-	16%	15%	14%	23%	17%
	*	*	*	**	*	*	*	**	**	**	*	*	*	*	*
4	27%	26%	28%	20%	22%	31%	35%	-	-	-	29%	25%	23%	32%	28%
	*	*	*	**	**	*	*	**	**	**	*	*	*	*	*
5 - Very satisfied	44%	41%	47%	37%	44%	46%	41%	61%	-	-	34%	51%	52%	33%	44%
	*	*	*	**	*	*	*	**	**	**	*	M*	J.M*	*	*
No opinion	4%	4%	3%	7%	3%	3%	6%	-	-	-	4%	3%	3%	4%	4%
	*	*	*	**	*	*	*	**	**	**	*	*	*	*	*

rvs_q5_3. Netflix

Unweighted base	845	366	479	41	231	258	276	39	-	-	133	191	310	211	604
Base: All US Adults	843	397	446	58	264	249	242	30	-	-	140	186	317	200	563
0 - Very dissatisfied	2%	3%	1%	-	3%	0%	2%	-	-	-	5%	1%	1%	1%	1%
	*	*	*	*	E	*	*	*	**	**	L	*	*	*	*
1	2%	2%	2%	-	3%	2%	1%	-	-	-	1%	1%	3%	2%	2%
	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*
2	3%	4%	2%	6%	4%	3%	3%	-	-	-	2%	3%	4%	3%	3%
	*	*	*	*	*	*	*	*	**	**	*	*	*	*	*
3	14%	14%	15%	12%	12%	18%	14%	11%	-	-	12%	14%	14%	16%	16%
	*	*	*	*	*	D	*	*	**	**	*	*	*	*	*

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
4	29%	31%	26%	41%	24%	29%	30%	30%	-	-	28%	32%	25%	31%	30%
5 - Very satisfied	49%	44%	53%	42%	54%	46%	49%	47%	-	-	49%	48%	52%	45%	47%
No opinion	2%	2%	2%	-	2%	1%	1%	12%	-	-	4%	1%	1%	3%	2%

rvs_q5_4. Hulu

Unweighted base	461	172	289	25	153	141	128	14	-	-	74	111	159	117	346
Base: All US Adults	455	187	268	32	167	132	111	12	-	-	76	108	162	109	327
0 - Very dissatisfied	2%	1%	2%	-	1%	1%	3%	6%	-	-	2%	1%	1%	3%	1%
1	1%	2%	1%	-	1%	1%	2%	4%	-	-	2%	1%	2%	-	1%
2	5%	6%	4%	-	5%	5%	5%	-	-	-	1%	9%	3%	6%	5%
3	23%	24%	22%	38%	18%	27%	19%	23%	-	-	20%	22%	23%	23%	22%
4	32%	34%	31%	12%	42%	29%	29%	22%	-	-	35%	31%	30%	35%	32%
5 - Very satisfied	35%	31%	37%	46%	32%	35%	37%	23%	-	-	37%	35%	36%	31%	37%
No opinion	3%	3%	3%	3%	2%	2%	4%	21%	-	-	3%	1%	5%	2%	3%

rvs_q5_5. Amazon Prime

Unweighted base	675	314	361	26	165	201	246	37	-	-	103	154	256	162	524
Base: All US Adults	655	325	331	36	188	192	212	27	-	-	105	146	251	153	480
0 - Very dissatisfied	2%	2%	1%	-	3%	2%	1%	-	-	-	3%	4%	1%	-	1%
1	2%	1%	3%	-	2%	1%	3%	-	-	-	1%	2%	2%	2%	2%
2	6%	5%	7%	15%	5%	5%	6%	-	-	-	6%	5%	7%	4%	6%
3	20%	22%	19%	16%	22%	23%	18%	13%	-	-	17%	18%	21%	23%	21%
4	32%	36%	28%	50%	31%	36%	27%	30%	-	-	36%	34%	29%	33%	30%
5 - Very satisfied	35%	31%	40%	19%	34%	32%	40%	53%	-	-	36%	34%	38%	32%	37%
No opinion	3%	3%	3%	-	4%	1%	4%	4%	-	-	1%	3%	2%	5%	3%

rvs_q5_6. YouTube Premium

Unweighted base	623	307	316	30	180	184	202	27	-	-	108	147	215	153	429
Base: All US Adults	625	338	287	41	209	177	177	22	-	-	113	147	219	146	405
0 - Very dissatisfied	2%	3%	2%	11%	3%	1%	2%	3%	-	-	4%	4%	2%	1%	2%
1	2%	3%	1%	-	4%	3%	0%	-	-	-	1%	3%	2%	2%	2%
2	5%	5%	4%	5%	6%	6%	3%	-	-	-	4%	3%	4%	8%	5%
3	12%	11%	12%	11%	9%	11%	16%	16%	-	-	9%	13%	13%	11%	13%
4	11%	12%	9%	11%	12%	11%	8%	10%	-	-	16%	7%	10%	11%	7%
5 - Very satisfied	17%	17%	18%	-	22%	19%	15%	10%	-	-	16%	18%	20%	14%	15%

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	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
No opinion	51%	48%	54%	62%	45%	50%	56%	61%	-	-	50%	52%	49%	52%	56%

rsv_q5_7. Crackle

Unweighted base	82	34	48	1	20	32	28	1	-	-	10	18	35	19	56
Base: All US Adults	81	37	43	2	22	32	24	1	-	-	11	16	35	18	52
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	5%	10%	-	-	8%	4%	3%	-	-	-	-	-	11%	-	7%
2	15%	9%	20%	100%	13%	20%	3%	-	-	-	-	16%	22%	10%	11%
3	23%	10%	34%	-	20%	18%	34%	-	-	-	16%	15%	27%	26%	30%
4	29%	34%	25%	-	21%	29%	37%	100%	-	-	41%	38%	16%	39%	33%
5 - Very satisfied	24%	34%	16%	-	38%	22%	19%	-	-	-	34%	25%	21%	25%	15%
No opinion	4%	2%	5%	-	-	7%	4%	-	-	-	9%	6%	4%	-	4%

rsv_q5_8. Tubi

Unweighted base	108	49	59	2	30	39	34	3	-	-	14	25	42	27	73
Base: All US Adults	111	57	54	3	38	37	31	2	-	-	16	25	45	25	72
0 - Very dissatisfied	1%	2%	-	-	-	-	4%	-	-	-	-	4%	-	-	2%
1	4%	5%	2%	67%	-	-	7%	-	-	-	-	-	5%	8%	3%
2	4%	2%	7%	33%	7%	-	3%	-	-	-	-	11%	2%	4%	4%
3	30%	27%	34%	-	30%	41%	21%	31%	-	-	46%	23%	28%	33%	34%
4	27%	26%	28%	-	15%	29%	40%	69%	-	-	15%	31%	29%	27%	28%
5 - Very satisfied	31%	34%	28%	-	48%	28%	19%	-	-	-	39%	31%	32%	25%	26%
No opinion	2%	3%	2%	-	-	2%	6%	-	-	-	-	-	4%	4%	4%

rsv_q5_9. Pluto TV

Unweighted base	143	74	69	1	29	53	55	5	-	-	20	39	55	29	103
Base: All US Adults	140	77	63	1	34	52	49	4	-	-	20	38	55	27	98
0 - Very dissatisfied	1%	1%	-	-	-	1%	-	-	-	-	-	2%	-	-	1%
1	6%	11%	-	-	10%	4%	4%	27%	-	-	-	3%	9%	8%	6%
2	8%	8%	7%	-	6%	10%	8%	-	-	-	-	10%	8%	12%	8%
3	27%	26%	28%	-	34%	19%	30%	17%	-	-	47%	22%	31%	11%	28%
4	21%	18%	25%	100%	19%	21%	23%	-	-	-	36%	16%	14%	31%	20%
5 - Very satisfied	32%	30%	35%	-	32%	37%	28%	30%	-	-	14%	39%	35%	31%	31%
No opinion	6%	7%	5%	-	-	7%	7%	27%	-	-	4%	9%	4%	7%	6%

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Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

rvs_q5_10. CBS All Access

Unweighted base	118	51	67	5	22	41	44	6	-	-	17	25	49	27	92
Base: All US Adults	114	55	59	9	21	40	40	4	-	-	17	25	46	26	82
0 - Very dissatisfied	1%	-	2%	11%	-	-	-	-	-	-	-	-	2%	-	1%
1	4%	4%	4%	-	4%	5%	5%	-	-	-	5%	8%	-	7%	6%
2	12%	14%	10%	15%	10%	14%	12%	-	-	-	17%	4%	12%	17%	15%
3	29%	29%	28%	59%	45%	23%	20%	16%	-	-	23%	47%	10%	47%	25%
4	26%	25%	27%	16%	20%	29%	26%	47%	-	-	32%	16%	37%	13%	25%
5 - Very satisfied	25%	22%	29%	-	15%	26%	35%	37%	-	-	15%	26%	36%	13%	27%
No opinion	3%	6%	-	-	6%	2%	3%	-	-	-	6%	-	3%	4%	2%

rvs_q5_11. HBO Now

Unweighted base	156	76	80	2	49	65	37	3	-	-	23	25	63	45	113
Base: All US Adults	154	82	72	3	56	62	30	3	-	-	23	24	63	43	106
0 - Very dissatisfied	0%	1%	-	-	-	-	2%	-	-	-	-	-	1%	-	1%
1	3%	4%	2%	-	6%	2%	-	-	-	-	9%	-	2%	3%	1%
2	5%	5%	5%	-	4%	5%	11%	-	-	-	9%	3%	6%	3%	6%
3	19%	14%	24%	-	14%	21%	27%	-	-	-	7%	8%	25%	23%	21%
4	28%	31%	26%	50%	29%	32%	19%	23%	-	-	43%	19%	26%	29%	27%
5 - Very satisfied	38%	41%	34%	50%	42%	37%	33%	37%	-	-	27%	58%	36%	36%	37%
No opinion	6%	4%	8%	-	5%	4%	9%	40%	-	-	5%	12%	4%	6%	6%

rvs_q5_12. Facebook Watch

Unweighted base	91	43	48	4	34	30	19	4	-	-	18	21	32	20	50
Base: All US Adults	99	52	47	7	40	31	18	4	-	-	22	21	37	20	50
0 - Very dissatisfied	5%	-	11%	-	5%	3%	11%	-	-	-	5%	5%	5%	7%	2%
1	2%	-	4%	-	3%	3%	-	-	-	-	-	5%	3%	-	2%
2	9%	11%	6%	19%	12%	7%	3%	-	-	-	5%	9%	12%	7%	12%
3	22%	14%	30%	63%	17%	18%	22%	31%	-	-	25%	13%	25%	22%	26%
4	26%	26%	27%	-	23%	37%	25%	25%	-	-	32%	26%	19%	32%	24%
5 - Very satisfied	28%	38%	16%	18%	32%	26%	24%	31%	-	-	18%	38%	30%	25%	25%
No opinion	8%	11%	5%	-	8%	6%	15%	14%	-	-	15%	4%	7%	7%	10%

rvs_q5_20. Hulu with Live TV

Unweighted base	74	40	34	3	19	27	19	6	-	-	11	14	34	15	53
Base: All US Adults	71	40	32	3	22	26	17	4	-	-	11	13	33	14	47

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		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
0 - Very dissatisfied	5%	6%	2%	-	4%	6%	-	20%	-	-	-	-	10%	-	2%
1	5%	7%	4%	-	15%	-	-	14%	-	-	23%	-	3%	-	1%
2	7%	5%	9%	-	9%	3%	11%	-	-	-	18%	-	5%	6%	8%
3	22%	16%	30%	100%	16%	15%	33%	-	-	-	18%	36%	19%	21%	25%
4	25%	27%	22%	-	9%	34%	37%	13%	-	-	15%	57%	15%	28%	31%
5 - Very satisfied	29%	31%	27%	-	41%	33%	13%	32%	-	-	7%	7%	42%	37%	27%
No opinion	7%	9%	6%	-	5%	8%	7%	20%	-	-	20%	-	5%	8%	6%

rvs_q5_25. Quibi

Unweighted base	13	7	6	1	6	4	2	-	-	-	2	-	5	6	8
Base: All US Adults	14	8	6	1	7	4	2	-	-	-	3	-	6	6	8
0 - Very dissatisfied	9%	16%	-	100%	-	-	-	-	-	-	-	-	24%	-	17%
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	13%	9%	20%	-	26%	-	-	-	-	-	-	-	-	34%	24%
3	9%	16%	-	-	19%	-	-	-	-	-	-	-	24%	-	-
4	13%	11%	16%	-	-	25%	49%	-	-	-	-	-	-	34%	24%
5 - Very satisfied	40%	48%	29%	-	55%	47%	-	-	-	-	100%	-	16%	32%	23%
No opinion	14%	-	35%	-	-	28%	51%	-	-	-	-	-	36%	-	12%

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	607	751	47	323	367	519	102	-	-	239	299	494	326	968
Base: All US Adults	1349	651	699	61	383	363	459	83	-	-	244	285	509	311	898

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	607	751	47	323	367	519	102	-	-	239	299	494	326	968
Base	1349	651	699	61	383	363	459	83	-	-	244	285	509	311	898
0	24%	22%	26%	14%	15%	19%	32%	50%	-	-	27%	26%	22%	22%	25%
				*		C.D.E	C.D.E.F*	**	**						Q
1-20	36%	36%	37%	35%	44%	33%	35%	26%	-	-	33%	30%	36%	44%	35%
				*	E.F.G			*	**	**				J.K.L	
21-40	20%	18%	21%	24%	21%	22%	18%	10%	-	-	19%	22%	22%	15%	21%
				G*	G	G		*	**	**		M	M		
41-60	9%	9%	9%	13%	9%	15%	5%	5%	-	-	8%	10%	9%	9%	9%
				*		D.F.G		*	**	**					
61+	11%	15%	6%	13%	11%	11%	11%	9%	-	-	13%	12%	10%	9%	10%
				*				*	**	**					
Mean Incl. 0	27.89	33.03	23.11	31.03	32.41	29.62	23.12	23.55	-	-	33.67	27.46	26.49	26.05	25.67

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Total	Gender		Generation							Region				White	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West		
	A	B	C	D	E	F	G	H	I	J	K	L	M		N
	B		*	F	F		*	**	**	L					
Mean Excl. 0	36.69	42.29	31.20	36.22	38.35	36.55	33.86	46.64	-	-	46.31	36.91	34.17	33.57	34.40
	B		*	F	F		F*	**	**	L.M					
Median Incl. 0	15	20	15	24	20	20	12	-	-	-	15	20	17	13	15
Median Excl. 0	25	25	20	28	20	30	20	20	-	-	25	25	25	20	25

rvs_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Unweighted base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
Base: All US Adults	3%	4%	2%	5%	5%	4%	2%	1%	-	-	1%	3%	4%	4%	2%
Apple TV+				*	F	F		*	**	**	J	J			
Disney+	13%	14%	13%	30%	19%	15%	7%	4%	-	-	12%	12%	15%	14%	13%
				E.F.G*	F.G	F.G		*	**	**					
Netflix	46%	42%	49%	68%	56%	51%	33%	22%	-	-	45%	45%	46%	47%	44%
				A	E.F.G*	F.G	F.G	G	*	**	**				
Hulu	22%	18%	27%	35%	30%	25%	14%	6%	-	-	22%	23%	21%	24%	23%
				A	F.G*	F.G	F.G	G	*	**	**				
Amazon Prime	26%	26%	26%	27%	27%	28%	24%	21%	-	-	25%	25%	27%	27%	27%
				*				*	**	**					
YouTube Premium	5%	6%	5%	4%	8%	5%	4%	2%	-	-	5%	5%	5%	6%	5%
				*	F.G			*	**	**					
Crackle	2%	2%	1%	-	3%	1%	1%	-	-	-	2%	1%	2%	1%	1%
				*				*	**	**					
Tubi	2%	2%	3%	5%	3%	3%	1%	1%	-	-	3%	2%	3%	1%	2%
				*		F		*	**	**	M		M		
Pluto TV	3%	4%	2%	-	3%	4%	3%	1%	-	-	4%	4%	3%	3%	3%
				*				*	**	**					
CBS All Access	3%	3%	3%	6%	2%	3%	4%	3%	-	-	3%	3%	3%	2%	3%
				*				*	**	**					
HBO or HBO Now	7%	7%	6%	15%	7%	8%	5%	5%	-	-	7%	7%	6%	7%	6%
				F*				*	**	**					
Facebook Watch	2%	2%	2%	3%	3%	2%	1%	1%	-	-	3%	2%	2%	2%	1%
				*	F			*	**	**					
Cable TV	14%	14%	14%	5%	5%	13%	21%	34%	-	-	20%	11%	14%	13%	15%
				*		D	C.D.E	C.D.E.F*	**	**	K.M				
The Roku Channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					
IMDB TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					
Sling TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					
AT&T TV Now	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					
YouTube TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					
Hulu with Live TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					
fubo TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4%	4%	4%	2%	3%	5%	4%	2%	-	4%	4%	3%	4%	4%
Not applicable - I don't think any of these are "must-have" services	33%	35%	32%	18%	25%	28%	44%	49%	-	28%	36%	33%	34%	35%

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services were you already subscribed to prior to the outbreak, and which did you subscribe to in the past month (i.e., since Spasday Spastmonth Spastyear)? Please select the option that best applies on each row.

rvs_q11_1a_1. Apple TV+

Unweighted base	109	58	51	5	29	37	33	5	-	-	17	19	48	25	76
Base: All US adults	106	59	47	7	33	34	28	4	-	-	15	19	49	23	69
Already subscribed to prior to outbreak	67%	70%	62%	37%	59%	73%	74%	86%	-	-	53%	76%	65%	72%	72%
Subscribed to in the last 30 days	17%	14%	20%	28%	18%	13%	19%	-	-	16%	10%	21%	13%	12%	
Not applicable - I am not subscribed to this service	14%	12%	18%	-	24%	14%	7%	14%	-	32%	-	14%	14%	12%	
Don't know	2%	4%	-	34%	-	-	-	-	-	13%	-	-	-	4%	

rvs_q11_1a_2. Disney+

Unweighted base	301	141	160	26	105	109	55	6	-	-	53	72	100	76	226
Base: All US adults	312	164	148	34	123	102	50	4	-	-	63	69	105	76	224
Already subscribed to prior to outbreak	76%	78%	74%	79%	72%	80%	79%	85%	-	-	73%	79%	76%	78%	75%
Subscribed to in the last 30 days	15%	13%	17%	21%	18%	11%	9%	-	-	14%	12%	16%	15%	15%	
Not applicable - I am not subscribed to this service	8%	7%	9%	-	9%	8%	8%	15%	-	12%	8%	8%	5%	9%	
Don't know	1%	2%	0%	-	1%	1%	4%	-	-	2%	1%	-	2%	1%	

rvs_q11_1a_3. Netflix

Unweighted base	820	357	463	38	219	252	272	39	-	-	131	184	303	202	590
Base: All US adults	814	382	431	50	251	244	239	30	-	-	137	178	308	191	550
Already subscribed to prior to outbreak	85%	84%	86%	87%	83%	85%	86%	89%	-	-	77%	88%	88%	84%	87%
Subscribed to in the last 30 days	5%	7%	4%	8%	8%	4%	4%	5%	-	-	10%	4%	4%	5%	3%
Not applicable - I am not subscribed to this service	8%	8%	9%	3%	8%	10%	9%	6%	-	-	12%	7%	7%	8%	9%
Don't know	1%	1%	1%	2%	1%	2%	1%	-	-	1%	0%	1%	3%	1%	

rvs_q11_1a_4. Hulu

Unweighted base	451	170	281	25	147	139	126	14	-	-	73	110	155	113	340
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	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All US adults	445	184	261	32	161	131	109	12	-	-	75	107	158	105	321
Already subscribed to prior to outbreak	79%	79%	78%	81%	78%	80%	79%	69%	-	-	84%	77%	77%	80%	80%
Subscribed to in the last 30 days	7%	7%	6%	5%	9%	5%	5%	4%	-	-	5%	7%	6%	8%	6%
Not applicable - I am not subscribed to this service	13%	11%	14%	10%	11%	14%	14%	26%	-	-	12%	13%	16%	8%	12%
Don't know	2%	3%	2%	4%	2%	1%	3%	-	-	-	4%	1%	4%	1%	1%
rvs_q11_1a_5. Amazon Prime															
Unweighted base	660	309	351	25	156	198	244	37	-	-	102	152	251	155	515
Base: All US adults	639	317	322	35	177	189	210	27	-	-	102	144	246	146	472
Already subscribed to prior to outbreak	86%	88%	84%	82%	81%	88%	89%	93%	-	-	88%	80%	89%	87%	87%
Subscribed to in the last 30 days	5%	4%	5%	3%	12%	1%	3%	-	-	-	5%	7%	3%	6%	4%
Not applicable - I am not subscribed to this service	7%	6%	9%	9%	7%	9%	7%	-	-	-	6%	11%	6%	6%	7%
Don't know	2%	2%	1%	6%	-	1%	1%	7%	-	-	1%	2%	2%	1%	2%
rvs_q11_1a_6. YouTube Premium															
Unweighted base	579	286	293	27	163	171	192	26	-	-	102	137	206	134	404
Base: All US adults	577	310	267	36	188	165	168	21	-	-	106	135	210	126	382
Already subscribed to prior to outbreak	18%	20%	17%	8%	22%	22%	15%	3%	-	-	18%	18%	19%	18%	17%
Subscribed to in the last 30 days	5%	6%	4%	7%	6%	6%	2%	3%	-	-	5%	4%	6%	4%	4%
Not applicable - I am not subscribed to this service	72%	71%	73%	81%	68%	68%	76%	91%	-	-	72%	75%	70%	71%	76%
Don't know	5%	3%	6%	3%	5%	3%	7%	3%	-	-	5%	3%	5%	6%	3%
rvs_q11_1a_7. Crackle															
Unweighted base	82	34	48	1	20	32	28	1	-	-	10	18	35	19	56
Base: All US adults	81	37	43	2	22	32	24	1	-	-	11	16	35	18	52
Already subscribed to prior to outbreak	73%	82%	65%	-	58%	79%	83%	100%	-	-	75%	69%	67%	85%	71%
Subscribed to in the last 30 days	8%	2%	12%	-	24%	-	3%	-	-	-	16%	10%	5%	6%	8%
Not applicable - I am not subscribed to this service	16%	16%	17%	100%	8%	21%	11%	-	-	-	9%	16%	25%	5%	18%
Don't know	3%	-	6%	-	9%	-	3%	-	-	-	4%	3%	3%	5%	3%
rvs_q11_1a_8. Tubi															
Unweighted base	106	48	58	2	29	38	34	3	-	-	13	25	42	26	71
Base: All US adults	109	56	53	3	37	36	31	2	-	-	15	25	45	24	70
Already subscribed to prior to outbreak	60%	57%	63%	-	60%	70%	55%	31%	-	-	75%	52%	59%	59%	60%
Subscribed to in the last 30 days	16%	19%	12%	67%	16%	9%	17%	69%	-	-	19%	7%	15%	26%	11%
Not applicable - I am not subscribed to this service	20%	21%	18%	33%	21%	21%	17%	-	-	-	7%	34%	19%	15%	25%
Don't know	4%	2%	7%	-	3%	-	12%	-	-	-	6%	7%	-	5%	5%
rvs_q11_1a_9. Pluto TV															

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Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Unweighted base	139	70	69	1	28	52	53	5	-	-	20	38	54	27	102
Base: All US adults	135	72	63	1	32	51	47	4	-	-	20	37	53	25	96
Already subscribed to prior to outbreak	68%	69%	66%	100%	51%	74%	70%	83%	-	-	73%	76%	58%	72%	68%
Subscribed to in the last 30 days	11%	8%	15%	-	22%	10%	6%	-	-	13%	-	17%	13%	8%	
Not applicable - I am not subscribed to this service	20%	22%	17%	-	28%	16%	20%	-	-	14%	23%	22%	14%	21%	
Don't know	2%	2%	2%	-	-	-	3%	17%	-	-	1%	3%	-	2%	
rvs_q11_1a_10. CBS All Access															
Unweighted base	117	51	66	5	22	40	44	6	-	-	17	25	49	26	91
Base: All US adults	113	55	58	9	21	39	40	4	-	-	17	25	46	26	82
Already subscribed to prior to outbreak	57%	57%	57%	15%	69%	54%	63%	50%	-	-	63%	45%	62%	55%	55%
Subscribed to in the last 30 days	18%	14%	22%	26%	9%	25%	16%	16%	-	-	5%	17%	25%	16%	22%
Not applicable - I am not subscribed to this service	22%	28%	16%	59%	18%	22%	17%	16%	-	-	28%	34%	11%	25%	21%
Don't know	3%	1%	4%	-	4%	-	4%	18%	-	-	4%	4%	2%	3%	3%
rvs_q11_1a_11. HBO Now															
Unweighted base	155	76	79	2	49	64	37	3	-	-	23	25	63	44	112
Base: All US adults	153	82	71	3	56	62	30	3	-	-	23	24	63	42	105
Already subscribed to prior to outbreak	63%	71%	53%	50%	67%	59%	65%	60%	-	-	56%	67%	66%	61%	67%
Subscribed to in the last 30 days	12%	8%	18%	-	7%	20%	8%	-	-	12%	5%	16%	11%	9%	
Not applicable - I am not subscribed to this service	23%	21%	25%	50%	22%	21%	25%	40%	-	-	25%	28%	16%	29%	23%
Don't know	2%	-	4%	-	4%	-	3%	-	-	7%	-	2%	-	1%	
rvs_q11_1a_12. Facebook Watch															
Unweighted base	88	42	46	4	32	30	18	4	-	-	18	20	30	20	49
Base: All US adults	96	51	45	7	38	31	17	4	-	-	22	20	35	20	49
Already subscribed to prior to outbreak	46%	60%	30%	18%	52%	44%	50%	25%	-	-	36%	42%	46%	60%	36%
Subscribed to in the last 30 days	16%	12%	21%	51%	8%	21%	10%	31%	-	-	23%	20%	14%	8%	20%
Not applicable - I am not subscribed to this service	29%	19%	41%	31%	34%	25%	30%	14%	-	-	32%	33%	31%	21%	32%
Don't know	9%	9%	8%	-	6%	10%	10%	31%	-	-	9%	6%	8%	11%	12%
rvs_q11_1a_13. Cable TV															
Unweighted base	1358	607	751	47	323	367	519	102	-	-	239	299	494	326	968
Base: All US adults	1349	651	699	61	383	363	459	83	-	-	244	285	509	311	898
Already subscribed to prior to outbreak	52%	50%	53%	39%	39%	47%	64%	69%	-	-	49%	51%	56%	47%	53%
Subscribed to in the last 30 days	5%	6%	3%	1%	10%	4%	1%	1%	-	-	7%	2%	5%	5%	2%
Not applicable - I am not subscribed to this service	40%	39%	40%	55%	44%	45%	32%	29%	-	-	40%	45%	34%	44%	42%
Don't know	4%	5%	4%	5%	7%	4%	2%	1%	-	-	4%	2%	5%	5%	2%

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	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
rvs_q11_1a_14. The Roku Channel															
Unweighted base	166	69	97	2	29	62	61	12	-	-	36	36	61	33	120
Base: All US adults	160	71	90	2	33	61	56	8	-	-	38	34	61	28	107
Already subscribed to prior to outbreak	72%	73%	72%	46%	65%	67%	82%	78%	-	-	78%	87%	59%	77%	72%
Subscribed to in the last 30 days	7%	11%	3%	-	12%	8%	3%	-	-	2%	-	13%	7%	5%	
Not applicable - I am not subscribed to this service	15%	15%	15%	54%	8%	20%	12%	14%	-	-	15%	11%	19%	11%	17%
Don't know	6%	2%	10%	-	16%	4%	3%	9%	-	-	5%	3%	10%	6%	6%
rvs_q11_1a_15. IMDB TV															
Unweighted base	48	29	19	-	16	12	18	2	-	-	7	6	17	18	31
Base: All US adults	50	33	17	-	22	11	15	1	-	-	9	5	18	18	29
Already subscribed to prior to outbreak	52%	52%	52%	-	37%	66%	64%	48%	-	-	66%	43%	61%	39%	47%
Subscribed to in the last 30 days	18%	22%	12%	-	28%	10%	12%	-	-	9%	22%	23%	17%	14%	
Not applicable - I am not subscribed to this service	29%	26%	36%	-	34%	25%	24%	52%	-	-	25%	35%	16%	44%	38%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q11_1a_16. Premium cable channels (HBO, Showtime, Starz or Epix)															
Unweighted base	1358	607	751	47	323	367	519	102	-	-	239	299	494	326	968
Base: All US adults	1349	651	699	61	383	363	459	83	-	-	244	285	509	311	898
Already subscribed to prior to outbreak	24%	25%	22%	9%	23%	25%	25%	22%	-	-	25%	17%	25%	26%	22%
Subscribed to in the last 30 days	5%	7%	4%	7%	8%	8%	2%	-	-	6%	6%	7%	2%	4%	
Not applicable - I am not subscribed to this service	66%	61%	70%	79%	61%	61%	70%	74%	-	-	64%	75%	61%	66%	71%
Don't know	6%	6%	5%	5%	8%	6%	3%	4%	-	-	5%	3%	7%	7%	3%
rvs_q11_1a_17. Sling TV															
Unweighted base	80	33	47	-	24	27	26	3	-	-	10	23	28	19	56
Base: All US adults	75	31	45	-	25	25	24	2	-	-	10	20	28	17	50
Already subscribed to prior to outbreak	59%	53%	63%	-	70%	59%	51%	31%	-	-	37%	76%	44%	77%	61%
Subscribed to in the last 30 days	14%	14%	13%	-	7%	14%	19%	31%	-	-	23%	15%	12%	8%	9%
Not applicable - I am not subscribed to this service	24%	31%	19%	-	21%	27%	22%	39%	-	-	40%	9%	34%	14%	26%
Don't know	4%	3%	4%	-	3%	-	8%	-	-	-	-	-	10%	-	4%
rvs_q11_1a_18. AT&T TV Now															
Unweighted base	51	23	28	1	21	18	10	1	-	-	12	6	25	8	28
Base: All US adults	52	26	26	1	25	17	8	1	-	-	12	5	28	7	28
Already subscribed to prior to outbreak	51%	55%	47%	100%	25%	84%	47%	100%	-	-	30%	59%	59%	49%	60%
Subscribed to in the last 30 days	27%	35%	20%	-	44%	11%	16%	-	-	44%	-	23%	35%	18%	
Not applicable - I am not subscribed to this service	20%	11%	29%	-	26%	5%	37%	-	-	17%	41%	18%	16%	22%	

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Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Don't know	2%	-	4%	-	5%	-	-	-	-	-	9%	-	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_19. YouTube TV															
Unweighted base	123	64	59	3	36	37	40	7	-	-	18	25	52	28	86
Base: All US adults	122	69	53	4	42	35	35	6	-	-	18	24	54	26	79
Already subscribed to prior to outbreak	59%	57%	62%	22%	62%	70%	57%	10%	-	-	47%	63%	57%	67%	59%
	*	*	*	**	*	*	*	**	**	**	**	**	*	**	*
Subscribed to in the last 30 days	11%	12%	9%	51%	20%	2%	3%	9%	-	-	29%	2%	13%	-	13%
	*	*	*	**	E.F*	*	*	**	**	**	**	**	*	*	*
Not applicable - I am not subscribed to this service	22%	25%	17%	28%	16%	17%	25%	70%	-	-	19%	30%	19%	21%	20%
	*	*	*	**	*	*	*	**	**	**	**	**	*	**	*
Don't know	9%	6%	12%	-	2%	11%	15%	11%	-	-	6%	4%	10%	12%	9%
	*	*	*	**	*	*	D*	**	**	**	**	**	*	**	*
rvs_q11_1a_20. Hulu with Live TV															
Unweighted base	73	40	33	3	18	27	19	6	-	-	11	14	33	15	53
Base: All US adults	70	40	31	3	21	26	17	4	-	-	11	13	32	14	47
Already subscribed to prior to outbreak	46%	54%	34%	35%	38%	60%	29%	66%	-	-	58%	35%	40%	58%	47%
	*	*	*	**	**	**	**	**	**	**	**	*	**	*	*
Subscribed to in the last 30 days	21%	17%	26%	65%	23%	14%	22%	14%	-	-	15%	31%	22%	14%	19%
	*	*	*	**	**	**	**	**	**	**	**	**	*	**	*
Not applicable - I am not subscribed to this service	29%	26%	33%	-	28%	21%	49%	20%	-	-	28%	34%	32%	19%	32%
	*	*	*	**	**	**	**	**	**	**	**	**	*	**	*
Don't know	5%	3%	7%	-	11%	4%	-	-	-	-	-	-	7%	8%	2%
	*	*	*	**	**	**	**	**	**	**	**	**	*	**	*
rvs_q11_1a_21. fubo TV															
Unweighted base	24	13	11	-	11	9	2	2	-	-	4	6	9	5	12
Base: All US adults	24	13	11	-	12	9	2	1	-	-	5	5	9	5	11
Already subscribed to prior to outbreak	49%	44%	54%	-	30%	65%	100%	46%	-	-	57%	46%	30%	79%	48%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	17%	17%	17%	-	33%	-	-	-	-	-	18%	-	23%	21%	8%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	28%	27%	29%	-	29%	35%	-	-	-	-	25%	41%	37%	-	39%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7%	12%	-	-	8%	-	-	54%	-	-	-	13%	10%	-	6%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_22. Philo															
Unweighted base	32	19	13	-	11	11	9	1	-	-	5	9	11	7	20
Base: All US adults	35	21	13	-	14	12	9	1	-	-	7	9	12	7	19
Already subscribed to prior to outbreak	38%	37%	41%	-	21%	52%	43%	100%	-	-	11%	70%	15%	62%	65%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	26%	31%	19%	-	41%	23%	9%	-	-	-	45%	-	37%	25%	24%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	33%	29%	39%	-	32%	25%	48%	-	-	-	44%	30%	41%	13%	11%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2%	4%	-	-	6%	-	-	-	-	-	-	-	7%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_23. Xumo															
Unweighted base	24	12	12	-	10	8	5	1	-	-	4	2	11	7	14
Base: All US adults	24	13	11	-	12	7	5	1	-	-	3	2	12	7	13
Already subscribed to prior to outbreak	65%	52%	82%	-	47%	85%	80%	100%	-	-	73%	100%	46%	87%	78%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	23%	33%	9%	-	46%	-	-	-	-	-	27%	-	37%	-	7%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	4%	7%	-	-	-	-	20%	-	-	-	-	-	-	13%	7%

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Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8%	8%	9%	-	8%	15%	-	-	-	-	-	16%	-	7%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q11_1a_24. Vudu

Unweighted base	99	39	60	2	30	33	32	2	-	-	10	24	40	25	67
Base: All US adults	96	42	54	2	33	30	30	1	-	-	11	21	40	24	63
Already subscribed to prior to outbreak	66%	64%	68%	41%	52%	79%	73%	45%	-	-	73%	77%	59%	67%	65%
	*	*	*	**	**	*	*	**	**	**	**	**	**	**	*
Subscribed to in the last 30 days	11%	8%	14%	-	18%	10%	6%	-	-	-	16%	11%	14%	5%	12%
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*
Not applicable - I am not subscribed to this service	20%	24%	18%	59%	28%	8%	20%	55%	-	-	10%	12%	23%	23%	
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*
Don't know	2%	4%	-	-	2%	4%	-	-	-	-	-	-	5%	-	
	*	*	*	**	**	*	*	**	**	**	**	**	*	**	*

rvs_q11_1a_25. Quibi

Unweighted base	13	7	6	1	6	4	2	-	-	-	2	-	5	6	8
Base: All US adults	14	8	6	1	7	4	2	-	-	-	3	-	6	6	8
Already subscribed to prior to outbreak	41%	59%	15%	-	55%	50%	-	-	-	-	100%	-	16%	34%	24%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	52%	41%	69%	100%	45%	50%	49%	-	-	-	-	-	67%	66%	64%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	7%	-	16%	-	-	-	51%	-	-	-	-	-	17%	-	12%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q11_1a_count_TB. How many of the following entertainment services have you already subscribed to prior to outbreak?

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	18%	20%	17%	27%	24%	17%	14%	17%	-	-	23%	16%	18%	18%	15%
				F*	E.F			*	**	**	K				
1	21%	21%	21%	10%	17%	18%	25%	39%	-	-	22%	21%	20%	23%	20%
				*			C.D.E	C.D.E.F*	**	**					
2	17%	16%	17%	15%	14%	15%	20%	14%	-	-	17%	16%	17%	17%	17%
				*			D	*	**	**					
3	14%	13%	14%	12%	14%	12%	15%	14%	-	-	13%	16%	14%	13%	16%
				*			*	*	**	**					P
4	12%	12%	11%	25%	13%	11%	10%	10%	-	-	9%	13%	12%	11%	13%
				D.E.F.G*			*	*	**	**					
5	7%	6%	9%	9%	7%	10%	7%	3%	-	-	6%	8%	8%	8%	8%
				A	*		*	*	**	**					
6	4%	4%	4%	3%	4%	5%	4%	1%	-	-	3%	3%	4%	5%	5%
				*		G	*	*	**	**					
7	3%	4%	2%	-	2%	5%	3%	2%	-	-	2%	4%	4%	1%	3%
				*		D	*	*	**	**			M		
8	2%	1%	2%	-	1%	3%	1%	-	-	-	2%	2%	2%	1%	2%
				*		*	*	*	**	**					
9	1%	1%	1%	-	1%	3%	1%	-	-	-	1%	1%	1%	2%	1%
				*		F	*	*	**	**					
10	0%	0%	0%	-	0%	0%	0%	-	-	-	0%	-	0%	1%	0%
				*		*	*	*	**	**					
11	0%	1%	-	-	-	1%	0%	-	-	-	1%	0%	-	-	0%
				*		*	*	*	**	**	L				
12	0%	0%	0%	-	1%	0%	0%	-	-	-	-	-	1%	0%	0%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Gender		Generation							Region				White	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West		
	A	B	C	D	E	F	G	H	I	J	K	L	M		N
			*				*	**	**						
13	0%	0%	0%	-	-	0%	-	1%	-	-	-	0%	0%	-	0%
			*				*	**	**						
14	0%	0%	-	-	0%	-	-	-	-	-	0%	-	-	-	-
			*				*	**	**						
15	0%	0%	-	-	0%	-	-	-	-	-	1%	-	-	-	-
			*				*	**	**						
16	0%	0%	-	-	0%	-	-	-	-	-	1%	-	-	-	-
			*				*	**	**						
19	0%	0%	0%	-	0%	0%	-	-	-	-	-	-	0%	0%	0%
			*				*	**	**						
25	0%	0%	-	-	-	0%	-	-	-	-	-	-	-	0%	0%
			*				*	**	**						

rvs_q11_1a_count_BB. How many of the following entertainment services have you subscribed to in the last 30 days?

	Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	-	260	307	550	345	958
0	80%	79%	82%	69%	70%	79%	89%	93%	-	-	-	79%	82%	80%	81%	84%
				*		D	C.D.E	C.D.E*	**	**						O.P.Q
1	12%	12%	11%	20%	16%	12%	8%	6%	-	-	-	12%	13%	10%	14%	10%
				F.G*	F.G		*	**	**							
2	4%	4%	4%	3%	7%	5%	1%	-	-	-	-	4%	3%	4%	3%	3%
				*	F.G	F.G	*	**	**							
3	2%	3%	2%	8%	4%	2%	1%	-	-	-	-	2%	1%	3%	1%	2%
				E.F.G*	F		*	**	**							
4	1%	1%	0%	-	1%	1%	0%	-	-	-	-	1%	-	1%	0%	1%
				*			*	**	**							
5	1%	1%	1%	-	1%	1%	1%	1%	-	-	-	1%	1%	1%	-	1%
				*			*	**	**		M					
6	0%	1%	0%	-	1%	1%	0%	-	-	-	-	-	-	1%	1%	0%
				*			*	**	**							
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*			*	**	**							
12	0%	-	0%	-	0%	-	-	-	-	-	-	0%	-	-	-	0%
				*			*	**	**							

rvs_q11_1a_TB_selective_count. How many of the following entertainment services have you already subscribed to prior to outbreak? (selected options)

	Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	-	260	307	550	345	958
0	22%	24%	20%	32%	29%	20%	16%	21%	-	-	-	27%	20%	19%	23%	17%
				F*	E.F		*	**	**			L				
1	24%	25%	24%	7%	17%	22%	32%	41%	-	-	-	26%	22%	24%	26%	25%
				*		C	C.D.E	C.D.E*	**	**						
2	19%	17%	21%	14%	17%	17%	23%	14%	-	-	-	17%	19%	20%	18%	20%
				*			E.G	*	**	**						
3	16%	15%	17%	11%	16%	16%	16%	17%	-	-	-	14%	17%	17%	13%	17%
				*			*	**	**							
4	10%	9%	11%	31%	10%	12%	7%	4%	-	-	-	8%	12%	10%	11%	11%
				D.E.F.G*		F.G	*	**	**							
5	5%	6%	5%	4%	7%	7%	4%	2%	-	-	-	4%	6%	6%	6%	6%
				*			*	**	**							
6	2%	2%	2%	2%	1%	4%	2%	1%	-	-	-	2%	2%	3%	1%	3%
				*		D.F	*	**	**							

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Total	Gender		Generation							Region				White	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West		
	A	B	C	D	E	F	G	H	I	J	K	L	M		N
7	1%	1%	1%	-	1%	1%	0%	-	-	-	2%	0%	0%	0%	1%
8	0%	1%	0%	-	0%	1%	0%	-	-	-	1%	-	0%	1%	1%
9	0%	0%	-	-	1%	-	-	-	-	-	1%	-	0%	-	-
13	0%	0%	0%	-	0%	0%	-	-	-	-	-	-	0%	0%	0%
15	0%	0%	-	-	-	0%	-	-	-	-	-	-	-	0%	0%

rvs_q11_1a_BB_selective_count. How many of the following entertainment services have you subscribed to in the last 30 days? (selected options)

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	84%	83%	86%	77%	75%	85%	91%	96%	-	-	82%	87%	84%	84%	87%
				*		D	C.D.E	C.D.E*	**	**					P.Q
1	11%	11%	10%	16%	16%	10%	7%	3%	-	-	11%	10%	9%	13%	9%
				F.G*	E.F.G	G		*	**	**					
2	3%	3%	3%	2%	5%	4%	1%	-	-	-	5%	2%	4%	2%	3%
				*	F.G	F		*	**	**					
3	1%	2%	1%	4%	2%	1%	1%	-	-	-	1%	0%	2%	1%	1%
				F*	F			*	**	**			K		
4	0%	1%	0%	-	1%	0%	0%	1%	-	-	1%	0%	0%	-	0%
				*				*	**	**					
6	0%	-	0%	-	0%	-	-	-	-	-	0%	-	-	0%	0%
				*				*	**	**					
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				*				*	**	**					

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services do expect to subscribe to in the next month and which do you never expect to subscribe to? Please select the option that best applies on each row.

rvs_q11_2b_1. Apple TV+

Unweighted base	1350	593	757	48	327	354	519	102	-	-	236	301	480	333	951
Base: All US adults	1354	650	704	64	391	352	463	84	-	-	245	288	500	321	887
Expect to subscribe to in the next 30 days	4%	5%	3%	3%	7%	6%	1%	-	-	-	6%	3%	4%	4%	3%
				*	F.G	F.G		*	**	**					
Don't expect to subscribe to ever	78%	76%	79%	73%	68%	73%	86%	96%	-	-	75%	85%	76%	76%	82%
				*			C.D.E	C.D.E.F*	**	**		J.L.M			O.P.Q
Don't know	18%	19%	18%	25%	24%	20%	13%	4%	-	-	19%	12%	20%	20%	15%
				G*	F.G	F.G	G	*	**	**	K		K	K	

rvs_q11_2b_2. Disney+

Unweighted base	1154	511	643	27	248	280	498	101	-	-	200	248	426	280	798
Base: All US adults	1143	545	598	37	298	283	442	83	-	-	197	239	443	265	729
Expect to subscribe to in the next 30 days	8%	10%	6%	17%	16%	9%	3%	-	-	-	7%	8%	8%	9%	5%
				**	E.F.G	F.G		*	**	**					
Don't expect to subscribe to ever	70%	70%	70%	50%	54%	69%	80%	89%	-	-	70%	77%	71%	64%	77%
				**		D	D.E	D.E.F*	**	**		M			O.P.Q
Don't know	22%	20%	23%	33%	30%	22%	17%	11%	-	-	23%	15%	21%	27%	18%
				**	F.G	G		*	**	**	K		K	K	

rvs_q11_2b_3. Netflix

Unweighted base	617	287	330	13	126	133	277	68	-	-	120	129	219	149	426
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	Total	Gender		Generation							Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All US adults	619	313	306	14	161	137	250	58	-	-	120	121	233	145	395
Expect to subscribe to in the next 30 days	13%	13%	12%	28%	24%	17%	4%	3%	-	-	17%	11%	12%	11%	8%
				**	F.G	F.G		*	**	**					
Don't expect to subscribe to ever	62%	62%	62%	15%	44%	62%	73%	80%	-	-	60%	64%	66%	56%	69%
				**	D	D.E	D.E	D.E*	**	**					O.P.Q
Don't know	25%	25%	25%	57%	33%	21%	23%	17%	-	-	23%	24%	22%	33%	23%
			**	E.G				*	**	**				L	
rvs_q11_2b_4. Hulu															
Unweighted base	1001	481	520	29	204	250	425	93	-	-	179	209	370	243	684
Base: All US adults	1007	524	483	39	257	254	381	76	-	-	184	199	388	235	632
Expect to subscribe to in the next 30 days	9%	10%	9%	20%	17%	9%	3%	4%	-	-	10%	6%	9%	11%	6%
				**	E.F.G	F		*	**	**					
Don't expect to subscribe to ever	67%	67%	68%	35%	54%	66%	77%	81%	-	-	70%	71%	66%	64%	74%
				**	D	D.E	D.E	D.E*	**	**					P.Q
Don't know	24%	24%	23%	45%	28%	25%	19%	15%	-	-	20%	24%	24%	25%	20%
			**	F.G				*	**	**					
rvs_q11_2b_5. Amazon Prime															
Unweighted base	787	339	448	28	192	190	307	70	-	-	150	166	273	198	506
Base: All US adults	807	386	421	36	236	194	280	60	-	-	155	161	299	191	478
Expect to subscribe to in the next 30 days	11%	12%	11%	11%	22%	11%	5%	1%	-	-	12%	10%	12%	11%	8%
				**	E.F.G	F.G		*	**	**					
Don't expect to subscribe to ever	62%	61%	63%	48%	47%	59%	75%	83%	-	-	61%	67%	61%	62%	68%
				**	D	D.E	D.E	D.E*	**	**					O.P.Q
Don't know	26%	27%	26%	42%	32%	30%	20%	16%	-	-	27%	24%	27%	27%	24%
			**	F.G	F.G	F.G		*	**	**					
rvs_q11_2b_6. YouTube Premium															
Unweighted base	839	346	493	24	177	207	351	80	-	-	145	173	314	207	601
Base: All US adults	837	372	465	31	216	210	315	66	-	-	147	161	331	198	553
Expect to subscribe to in the next 30 days	7%	9%	6%	4%	20%	5%	2%	-	-	-	11%	3%	8%	6%	4%
			**	E.F.G	F			*	**	**	K		K		
Don't expect to subscribe to ever	76%	72%	79%	58%	61%	76%	87%	85%	-	-	75%	84%	74%	74%	83%
			A	**	D	D.E	D.E	D*	**	**	J.L.M				O.P.Q
Don't know	17%	19%	14%	38%	19%	19%	11%	15%	-	-	15%	13%	17%	20%	13%
			**	F	F	F		*	**	**					
rvs_q11_2b_7. Crackle															
Unweighted base	1380	619	761	53	337	359	525	106	-	-	243	302	494	341	974
Base: All US adults	1381	673	708	70	402	354	468	87	-	-	249	291	515	326	906
Expect to subscribe to in the next 30 days	4%	5%	3%	1%	10%	4%	1%	-	-	-	6%	1%	5%	4%	2%
			*	E.F.G	F			*	**	**	K		K	K	
Don't expect to subscribe to ever	81%	77%	84%	77%	69%	79%	89%	96%	-	-	76%	88%	80%	78%	86%
			A	*	D	C.D.E	C.D.E	C.D.E.F*	**	**	J.L.M				O.P.Q
Don't know	15%	18%	13%	22%	21%	17%	10%	4%	-	-	17%	11%	15%	18%	12%
		B	F.G*	F.G	F.G	F.G		*	**	**				K	
rvs_q11_2b_8. Tubi															
Unweighted base	1354	604	750	52	327	352	519	104	-	-	239	295	487	333	957
Base: All US adults	1351	654	698	69	386	349	461	86	-	-	244	282	505	320	886
Expect to subscribe to in the next 30 days	5%	7%	4%	3%	11%	7%	1%	-	-	-	5%	3%	6%	6%	3%
		B	*	E.F.G	F.G			*	**	**					
Don't expect to subscribe to ever	80%	76%	84%	79%	70%	77%	90%	93%	-	-	81%	88%	79%	75%	86%
			A	*	C.D.E	C.D.E	C.D.E	C.D.E*	**	**	L.M				O.P.Q
Don't know	14%	17%	12%	18%	19%	17%	10%	7%	-	-	14%	9%	15%	18%	11%
		B	*	F.G	F.G	F.G		*	**	**			K	K	
rvs_q11_2b_9. Pluto TV															
Unweighted base	1319	579	740	53	328	338	498	102	-	-	233	281	474	331	927

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	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Total	1322	633	688	71	391	334	443	84	-	-	240	269	495	317	861
Expect to subscribe to in the next 30 days	6%	8%	3%	3%	12%	6%	1%	1%	-	-	7%	4%	6%	5%	3%
Don't expect to subscribe to ever	81%	76%	85%	77%	72%	76%	90%	96%	-	-	81%	85%	79%	79%	87%
Don't know	14%	16%	12%	20%	16%	18%	9%	4%	-	-	12%	11%	15%	16%	11%
rvs_q11_2b_10. CBS All Access	1344	602	742	49	335	350	509	101	-	-	236	295	480	333	938
Expect to subscribe to in the next 30 days	6%	8%	4%	3%	11%	7%	2%	1%	-	-	10%	5%	6%	4%	4%
Don't expect to subscribe to ever	76%	74%	79%	72%	67%	76%	83%	91%	-	-	72%	81%	76%	75%	80%
Don't know	18%	19%	17%	25%	22%	17%	15%	7%	-	-	19%	14%	18%	21%	16%
rvs_q11_2b_11. HBO Now	1306	577	729	52	308	326	516	104	-	-	230	295	466	315	917
Expect to subscribe to in the next 30 days	7%	9%	6%	18%	15%	6%	1%	3%	-	-	8%	5%	8%	7%	3%
Don't expect to subscribe to ever	74%	71%	77%	59%	58%	75%	86%	88%	-	-	73%	79%	73%	73%	81%
Don't know	19%	20%	17%	22%	27%	20%	13%	9%	-	-	19%	16%	19%	20%	16%
rvs_q11_2b_12. Facebook Watch	1371	610	761	50	323	361	534	103	-	-	235	299	497	340	980
Expect to subscribe to in the next 30 days	5%	6%	4%	-	10%	6%	2%	-	-	-	5%	3%	6%	7%	2%
Don't expect to subscribe to ever	81%	79%	83%	86%	72%	78%	88%	93%	-	-	81%	89%	78%	78%	87%
Don't know	14%	15%	13%	14%	17%	16%	11%	7%	-	-	14%	8%	16%	15%	11%
rvs_q11_2b_13. Cable TV	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Expect to subscribe to in the next 30 days	21%	23%	19%	10%	20%	19%	24%	26%	-	-	20%	19%	25%	17%	18%
Don't expect to subscribe to ever	53%	53%	54%	54%	56%	53%	51%	50%	-	-	52%	59%	48%	59%	55%
Don't know	26%	25%	27%	36%	24%	27%	25%	24%	-	-	28%	22%	28%	24%	26%
rvs_q11_2b_14. The Roku Channel	1295	584	711	52	327	329	492	95	-	-	217	284	467	327	910
Expect to subscribe to in the next 30 days	6%	7%	6%	4%	10%	6%	4%	-	-	-	6%	5%	7%	7%	4%
Don't expect to subscribe to ever	75%	72%	78%	69%	70%	74%	80%	83%	-	-	77%	82%	74%	69%	80%
Don't know	19%	21%	16%	27%	20%	19%	16%	17%	-	-	17%	13%	19%	24%	16%
rvs_q11_2b_15. IMDB TV	1414	624	790	54	341	379	535	105	-	-	246	314	512	342	999

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	Total	Gender		Generation							Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
	Unweighted base	1437	639	798	54	345	382	551	105	-	-	249	314	520	354	1017
	Base: All US adults	1438	697	741	72	412	378	490	86	-	-	255	302	541	339	947
	Expect to subscribe to in the next 30 days	5%	7%	3%	-	11%	5%	1%	-	-	-	7%	2%	5%	5%	3%
			B	*	C.E.F.G	F.G	*	**	**		K		K	K		
	Don't expect to subscribe to ever	82%	78%	86%	78%	74%	79%	89%	96%	-	-	78%	90%	80%	80%	87%
			A	*			C.D.E	C.D.E.F*	**	**		J.L.M				P.Q
	Don't know	13%	15%	12%	22%	15%	16%	10%	4%	-	-	15%	8%	14%	15%	11%
				F.G*	F.G	F.G	*	**	**		K		K	K		
	Unweighted base	1430	634	796	54	346	380	544	106	-	-	248	311	518	353	1010
	Base: All US adults	1427	689	738	72	411	374	483	87	-	-	253	298	538	338	940
	Expect to subscribe to in the next 30 days	4%	5%	3%	1%	10%	3%	0%	-	-	-	6%	1%	5%	4%	2%
				*	E.F.G	F	*	**	**		K		K	K		
	Don't expect to subscribe to ever	81%	77%	84%	79%	72%	77%	89%	93%	-	-	78%	88%	79%	80%	86%
			A	*			D.E	C.D.E*	**	**		J.L.M				P.Q
	Don't know	15%	18%	13%	19%	19%	11%	7%	7%	-	-	17%	11%	17%	16%	12%
			B		G*	F.G	F.G	*	**	**		K		K	K	
	Unweighted base	1362	614	748	52	326	358	521	105	-	-	243	296	489	334	962
	Base: All US adults	1365	669	696	69	390	357	462	86	-	-	250	286	510	320	895
	Expect to subscribe to in the next 30 days	5%	6%	4%	6%	9%	7%	0%	-	-	-	7%	2%	6%	4%	3%
				*	F*	F.G	F.G	*	**	**		K		K		
	Don't expect to subscribe to ever	79%	77%	82%	74%	70%	74%	90%	96%	-	-	78%	87%	77%	78%	84%
				*			C.D.E	C.D.E.F*	**	**		J.L.M				O.P.Q
	Don't know	16%	17%	14%	21%	21%	19%	10%	4%	-	-	16%	11%	17%	17%	13%
			B		F.G*	F.G	F.G	*	**	**		K		K	K	
	Unweighted base	1449	646	803	53	351	387	551	107	-	-	251	320	524	354	1022
	Base: All US adults	1448	702	746	70	417	383	490	88	-	-	257	307	545	339	950
	Expect to subscribe to in the next 30 days	4%	6%	3%	2%	10%	5%	0%	-	-	-	7%	1%	5%	5%	2%
			B	*	E.F.G	F.G	*	**	**		K		K	K		
	Don't expect to subscribe to ever	80%	77%	82%	83%	69%	76%	89%	94%	-	-	77%	87%	79%	77%	85%
			A	*		D	D.E	D.E*	**	**		J.L.M				O.P.Q
	Don't know	16%	17%	15%	14%	22%	18%	11%	6%	-	-	16%	12%	16%	18%	12%
				*	F.G	F.G	F.G	*	**	**					K	
	Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
	Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
	0	61%	59%	64%	61%	56%	61%	66%	69%	-	-	59%	65%	59%	64%	67%
				*	D	D*	**	**	**	**						O.P.Q
	1	16%	17%	16%	15%	13%	16%	19%	22%	-	-	19%	15%	17%	16%	16%
				*	D	D*	**	**	**	**						
	2	7%	6%	7%	3%	5%	7%	9%	5%	-	-	6%	7%	8%	6%	7%
				*	D	D*	**	**	**	**						

rvs_q11_2b_count_TB. How many of the following entertainment services do you expect to subscribe to in the next 30 days?

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Gender		Generation							Region				White	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West		
	A	B	C	D	E	F	G	H	I	J	K	L	M		N
3	4%	3%	4%	11% D,E,F,G*	3%	4%	3%	2%	-	-	2%	5%	4%	2%	3%
4	2%	3%	2%	7% F*	3%	3%	1%	1%	-	-	2%	3%	2%	3%	2%
5	2%	1%	2%	-	2%	2%	1%	1%	-	-	1%	1%	2%	2%	1%
6	1%	1%	1%	-	3%	1%	0%	-	-	-	2%	1%	1%	1%	0%
7	1%	2% B	1%	-	3% E,F	1%	-	-	-	-	0%	0%	1%	2%	1%
8	1%	1%	1%	1% *	1%	1%	0%	-	-	-	1%	0%	1%	0%	1%
9	1%	1%	1%	-	2% F	1%	-	-	-	-	0%	1%	1%	1%	0%
10	0%	0%	0%	1% *	0%	0%	-	-	-	-	-	-	1%	0%	0%
11	1%	0%	1%	-	1%	1%	0%	-	-	-	1%	0%	1%	0%	-
12	1%	1% B	0%	-	2% E,F	0%	-	-	-	-	3%	-	0%	1%	0%
13	0%	0%	-	-	-	0%	-	-	-	-	-	0%	-	-	-
14	0%	0%	-	-	0%	-	-	-	-	-	1%	-	-	-	-
15	0%	1%	0%	-	0%	1% F	-	-	-	-	0%	0%	1%	0%	0%
16	1%	1%	0%	-	1% F	1%	-	-	-	-	1%	-	1%	0%	0%
17	0%	0%	0%	-	0%	0%	-	-	-	-	0%	-	-	0%	0%
18	0%	0%	0%	-	1% F	-	-	-	-	-	-	-	1%	-	-
20	0%	0%	0%	-	1%	-	-	-	-	-	1%	-	0%	-	-
21	0%	0%	0%	-	0%	0%	-	-	-	-	-	-	0%	0%	-
22	0%	0%	-	-	0%	-	-	-	-	-	1%	-	-	-	-
23	0%	-	0%	-	0%	-	-	-	-	-	-	-	0%	-	-
24	0%	1%	0%	-	1%	0%	0%	-	-	-	0%	-	0%	1%	0%

rvs_q11_2b_count_BB. How many of the following entertainment services don't you expect to subscribe?

	Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base		1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0		5%	7%	4%	10% F,G*	7% F,G	6% F,G	3%	1% *	-	-	6% K	2%	5% K	7% K	3%
1		2%	3%	2%	-	4% F	3% F	1%	1% *	-	-	2% K	-	3% K	2% K	1%
2		1%	1%	1%	2% *	2% F	1%	0%	-	-	-	1% *	-	1% K	2% K	1%
3		1%	1%	1%	-	2% F	1%	0%	-	-	-	1% *	0%	1%	1%	1%

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Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Gender		Generation							Region				White	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West		
	A	B	C	D	E	F	G	H	I	J	K	L	M		N
4	1%	2%	1%	-	2%	2%	1%	-	-	-	1%	2%	1%	1%	1%
			*	F			*	**	**						
5	1%	2%	1%	-	2%	3%	1%	1%	-	-	1%	1%	2%	2%	1%
			*	F		F	*	**	**						
6	1%	1%	1%	-	2%	1%	1%	2%	-	-	1%	2%	1%	2%	2%
			*	F			*	**	**						
7	1%	1%	2%	-	2%	1%	1%	-	-	-	3%	1%	1%	1%	1%
			*	F			*	**	**	LM					
8	2%	3%	1%	6%	3%	1%	1%	1%	-	-	2%	3%	1%	1%	1%
		B	F*	F			*	**	**	L					
9	2%	3%	2%	-	3%	3%	1%	1%	-	-	2%	2%	3%	2%	1%
			*	F			*	**	**						
10	2%	2%	2%	2%	3%	2%	2%	1%	-	-	3%	1%	2%	3%	2%
			*	F			*	**	**						
11	2%	2%	2%	4%	2%	2%	2%	1%	-	-	2%	2%	2%	1%	2%
			*	F			*	**	**						
12	2%	2%	3%	1%	3%	4%	1%	-	-	-	2%	2%	3%	3%	2%
			*	F		F	*	**	**						
13	2%	2%	3%	2%	4%	1%	3%	1%	-	-	1%	2%	3%	3%	3%
			*	E			E	*	**	**					
14	3%	2%	3%	11%	3%	3%	2%	-	-	-	2%	3%	3%	3%	2%
			D,E,F,G*				*	**	**						
15	4%	3%	5%	3%	3%	6%	4%	3%	-	-	3%	5%	5%	2%	4%
			*	F			*	**	**						
16	5%	5%	4%	6%	6%	4%	4%	3%	-	-	6%	5%	4%	4%	5%
			*	F			*	**	**						
17	4%	4%	4%	6%	4%	5%	4%	3%	-	-	3%	6%	4%	5%	4%
			*	F			*	**	**						
18	6%	4%	8%	10%	6%	6%	6%	3%	-	-	4%	8%	4%	9%	7%
		A	*	F			*	**	**	L				L	
19	6%	7%	5%	9%	6%	5%	7%	2%	-	-	6%	6%	7%	4%	8%
			*	F			*	**	**	M				O,P	
20	7%	7%	7%	9%	7%	7%	6%	9%	-	-	9%	7%	6%	7%	7%
			*	F			*	**	**						
21	8%	6%	9%	7%	6%	8%	9%	8%	-	-	7%	9%	8%	6%	9%
			*	F			*	**	**						P
22	9%	9%	8%	7%	7%	9%	10%	10%	-	-	6%	9%	10%	8%	8%
			*	F			*	**	**						
23	9%	8%	10%	6%	6%	6%	13%	14%	-	-	10%	11%	7%	9%	10%
			*	F			D,E	D,E*	**	**	L				P
24	8%	8%	8%	-	5%	7%	10%	22%	-	-	10%	7%	6%	11%	10%
			*	F			C,D	C,D,E,F*	**	**	L				Q
25	5%	5%	6%	-	3%	3%	9%	13%	-	-	5%	5%	7%	3%	6%
			*	F			C,D,E	C,D,E*	**	**	M				

rvs_q11_2b_TB_selective_count. How many of the following entertainment services do you expect to subscribe to in the next 30 days? (selected options)

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	65%	62%	68%	64%	61%	63%	69%	70%	-	-	65%	67%	62%	69%	70%
		A	*	D			D	*	**	**	L			O,P,Q	
1	18%	18%	17%	16%	12%	18%	22%	26%	-	-	17%	17%	21%	15%	18%
			*	D		D	D	D*	**	**	M				
2	6%	5%	6%	7%	5%	8%	5%	2%	-	-	4%	6%	7%	5%	5%

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US_nat_int Sample: 28th - 29th April 2020



Total	Gender		Generation							Region				White	
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West		
	A	B	C	D	E	F	G	H	I	J	K	L	M		N
			*		G		*	**	**						
3	4%	4%	3%	8%	4%	5%	2%	2%	-	-	3%	6%	2%	4%	3%
			F*		F		*	**	**			L			
4	2%	2%	1%	3%	4%	0%	1%	1%	-	-	2%	1%	2%	1%	1%
			*	E.F			*	**	**						
5	2%	2%	1%	1%	4%	1%	0%	-	-	-	1%	1%	2%	2%	1%
			*	E.F			*	**	**						
6	1%	1%	1%	1%	3%	1%	-	-	-	-	3%	1%	1%	0%	1%
			*	E.F			*	**	**		M				
7	1%	1%	1%	-	2%	1%	0%	-	-	-	1%	1%	1%	1%	0%
			*	F			*	**	**						
8	0%	0%	0%	-	1%	1%	-	-	-	-	1%	-	0%	0%	0%
			*				*	**	**						
9	1%	1%	0%	-	1%	1%	-	-	-	-	1%	1%	0%	0%	1%
			*	F	F		*	**	**						
10	1%	1%	0%	-	2%	-	-	-	-	-	1%	-	1%	0%	-
			*	E.F			*	**	**						
11	0%	1%	-	-	1%	0%	-	-	-	-	0%	-	0%	0%	0%
			*				*	**	**						
12	0%	0%	0%	-	1%	1%	-	-	-	-	1%	-	1%	-	-
			*				*	**	**						
14	0%	0%	0%	-	1%	0%	-	-	-	-	1%	-	0%	0%	0%
			*				*	**	**						
15	0%	0%	0%	-	1%	-	0%	-	-	-	-	-	0%	1%	-
			*				*	**	**						

rvs_q11_2b_BB_selective_count. How many of the following entertainment services don't you expect to subscribe? (selected options)

	Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base		1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0		6%	7%	5%	10%	9%	6%	4%	1%	-	-	7%	2%	7%	8%	3%
					G*	F.G		*	**	**		K		K	K	
1		3%	3%	2%	2%	5%	3%	0%	-	-	-	3%	1%	3%	3%	2%
					*	F.G	F		*	**	**	K		K		
2		2%	2%	2%	-	3%	1%	1%	1%	-	-	1%	3%	2%	2%	2%
					*			*	**	**						
3		2%	4%	1%	6%	3%	4%	1%	-	-	-	2%	3%	2%	2%	2%
			B		F.G*	F	F.G		*	**	**					
4		3%	3%	3%	2%	5%	3%	2%	3%	-	-	5%	1%	4%	4%	3%
					*	F		*	**	**		K		K	K	
5		3%	3%	2%	-	5%	3%	1%	2%	-	-	3%	2%	2%	3%	2%
					*	F		*	**	**						
6		3%	2%	4%	4%	4%	5%	2%	1%	-	-	4%	3%	4%	2%	4%
					*			*	**	**						
7		5%	5%	5%	10%	5%	6%	5%	3%	-	-	5%	5%	6%	4%	5%
					*			*	**	**						
8		6%	8%	5%	4%	9%	6%	5%	4%	-	-	6%	7%	7%	5%	6%
			B		*	F		*	**	**						
9		7%	6%	9%	15%	7%	7%	8%	2%	-	-	7%	10%	5%	9%	8%
					G*		G		*	**	**		L		L	
10		9%	8%	10%	21%	7%	9%	8%	6%	-	-	9%	11%	8%	8%	10%
					D.E.F.G*			*	**	**					O	
11		9%	9%	9%	8%	8%	10%	9%	5%	-	-	7%	11%	8%	10%	9%
					*			*	**	**						
12		11%	9%	13%	8%	11%	11%	11%	16%	-	-	13%	12%	12%	8%	13%

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Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
		A	*				*	**	**					P
13	11%	12%	10%	8%	8%	10%	15%	12%	-	7%	13%	11%	11%	12%
			*	*			D.E	*	**					
14	10%	11%	10%	2%	6%	8%	15%	23%	-	11%	10%	9%	12%	11%
			*	*			C.D.E	C.D.E.F*	**					
15	8%	7%	9%	-	5%	6%	12%	20%	-	10%	8%	9%	7%	9%
			*	*			C.D.E	C.D.E.F*	**					

Does the Coronavirus (COVID-19) outbreak impact whether you watch the following services more, less or the same? Please select the option that best applies on each row.

rsv_q12_1. Apple TV+

Unweighted base	92	50	42	3	23	31	31	4	-	-	11	17	43	21	64
Base: All US adults	88	49	39	5	25	29	26	3	-	-	10	16	42	19	58
Yes, I watch it more	32%	30%	34%	-	44%	38%	19%	27%	-	-	44%	30%	23%	46%	32%
		*	*	**	**	**	**	**	**	**	**	**	*	**	*
Yes, I watch it less	17%	18%	16%	57%	28%	13%	6%	-	-	-	22%	16%	25%	8%	
		*	*	**	**	**	**	**	**	**	**	*	**	*	
No, it doesn't have an impact	50%	50%	50%	43%	28%	49%	72%	73%	-	-	56%	49%	59%	29%	59%
		*	*	**	**	**	**	**	**	**	**	**	*	**	*
Don't know	1%	1%	-	-	-	-	3%	-	-	-	-	-	2%	-	1%
		*	*	**	**	**	**	**	**	**	**	*	**	*	*

rsv_q12_2. Disney+

Unweighted base	274	129	145	26	95	99	49	5	-	-	47	65	92	70	206
Base: All US adults	284	149	135	34	111	93	44	4	-	-	54	62	96	71	202
Yes, I watch it more	44%	43%	46%	61%	48%	37%	35%	83%	-	-	49%	40%	43%	45%	39%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*
Yes, I watch it less	8%	7%	10%	9%	10%	6%	10%	-	-	8%	3%	15%	5%	7%	
		*	*	**	*	*	*	**	**	*	*	K*	*	*	
No, it doesn't have an impact	47%	49%	43%	31%	40%	58%	55%	17%	-	-	43%	55%	41%	49%	54%
		*	*	**	*	D*	*	**	**	*	*	*	*	*	P
Don't know	1%	1%	1%	-	2%	-	-	-	-	-	-	2%	1%	-	0%
		*	*	**	*	*	*	**	**	*	*	*	*	*	*

rsv_q12_3. Netflix

Unweighted base	740	323	417	36	200	222	245	37	-	-	115	169	277	179	532
Base: All US adults	735	347	388	48	229	215	215	28	-	-	119	164	282	170	494
Yes, I watch it more	57%	56%	57%	79%	65%	55%	46%	47%	-	-	68%	53%	55%	55%	50%
		*	*	**	E.F	*	*	*	**	**	K.L.M*	*	*	*	*
Yes, I watch it less	4%	5%	4%	4%	6%	6%	2%	2%	-	-	5%	3%	3%	7%	5%
		*	*	**	F	F	*	*	**	**	*	*	*	*	*
No, it doesn't have an impact	38%	38%	39%	17%	29%	39%	51%	50%	-	-	25%	43%	41%	39%	45%
		*	*	**	*	D	D.E	D*	**	**	*	J	J	J	O.P
Don't know	1%	1%	0%	-	1%	1%	1%	-	-	-	1%	1%	1%	-	1%
		*	*	**	*	*	*	*	**	**	*	*	*	*	*

rsv_q12_4. Hulu

Unweighted base	385	146	239	22	129	118	105	11	-	-	65	92	130	98	292
Base: All US adults	379	158	221	28	140	111	91	9	-	-	66	89	131	92	277
Yes, I watch it more	51%	55%	47%	63%	58%	46%	41%	49%	-	-	64%	52%	43%	50%	47%
		*	*	**	F	*	*	**	**	**	L*	*	*	*	*
Yes, I watch it less	4%	5%	4%	7%	5%	5%	2%	6%	-	-	6%	2%	4%	7%	4%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*
No, it doesn't have an impact	45%	40%	48%	30%	36%	49%	58%	45%	-	-	30%	46%	52%	43%	49%
		*	*	**	*	D	D	**	**	**	*	*	J	*	P
Don't know	0%	-	1%	-	1%	-	-	-	-	-	-	-	1%	-	0%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*

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Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

rvs_q12_10. CBS All Access

Unweighted base	89	37	52	3	17	31	34	4	-	-	11	18	42	18	69
Base: All US adults	85	39	46	4	17	31	32	3	-	-	11	15	40	18	63
Yes, I watch it more	36%	37%	34%	64%	55%	36%	22%	32%	-	-	23%	46%	34%	39%	36%
Yes, I watch it less	6%	5%	7%	-	15%	6%	3%	-	-	28%	5%	-	6%	3%	
No, it doesn't have an impact	58%	56%	59%	36%	30%	58%	75%	43%	-	49%	49%	65%	55%	60%	
Don't know	1%	2%	-	-	-	-	-	24%	-	-	-	2%	-	1%	

rvs_q12_11. HBO Now

Unweighted base	117	61	56	1	37	50	27	2	-	-	16	18	51	32	86
Base: All US adults	115	65	50	1	42	49	22	2	-	-	16	17	52	30	80
Yes, I watch it more	48%	53%	42%	100%	61%	43%	33%	38%	-	-	56%	53%	47%	44%	41%
Yes, I watch it less	5%	8%	2%	-	-	10%	5%	-	-	-	-	8%	6%	5%	
No, it doesn't have an impact	45%	37%	54%	-	37%	47%	57%	62%	-	44%	47%	43%	47%	52%	
Don't know	2%	2%	2%	-	2%	-	6%	-	-	-	-	2%	3%	2%	

rvs_q12_12. Facebook Watch

Unweighted base	52	28	24	3	17	19	11	2	-	-	9	12	18	13	26
Base: All US adults	60	37	23	5	23	20	10	2	-	-	13	12	21	13	27
Yes, I watch it more	41%	48%	30%	53%	48%	32%	40%	44%	-	-	36%	33%	48%	42%	40%
Yes, I watch it less	28%	25%	35%	47%	20%	32%	38%	-	-	57%	38%	19%	6%	24%	
No, it doesn't have an impact	30%	27%	35%	-	33%	36%	22%	56%	-	6%	28%	33%	52%	36%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

rvs_q12_13. Cable TV

Unweighted base	775	349	426	18	157	187	341	72	-	-	143	160	303	169	554
Base: All US adults	758	365	393	24	188	188	300	58	-	-	137	152	310	159	499
Yes, I watch it more	43%	38%	48%	39%	34%	45%	48%	45%	-	-	47%	46%	44%	37%	42%
Yes, I watch it less	13%	14%	12%	11%	25%	12%	6%	5%	-	-	14%	9%	12%	17%	11%
No, it doesn't have an impact	43%	47%	40%	50%	40%	41%	45%	49%	-	-	38%	44%	44%	46%	47%
Don't know	1%	1%	0%	-	1%	2%	1%	1%	-	-	1%	2%	1%	0%	1%

rvs_q12_14. The Roku Channel

Unweighted base	131	58	73	1	22	47	52	9	-	-	29	31	44	27	93
Base: All US adults	126	59	67	1	25	46	48	7	-	-	30	29	44	23	83
Yes, I watch it more	34%	33%	35%	-	57%	33%	24%	33%	-	-	41%	17%	39%	36%	28%
Yes, I watch it less	5%	9%	1%	-	6%	8%	2%	-	-	6%	3%	8%	-	2%	
No, it doesn't have an impact	60%	57%	63%	100%	37%	59%	71%	67%	-	-	49%	78%	53%	64%	67%

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Total	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Don't know	1%	1%	-	-	-	3%	-	-	-	3%	2%	-	-	2%	
	*	*	**	**	*	*	**	**	**	**	**	*	**	*	
rvs_q12_15. IMDB TV															
Unweighted base	34	22	12	-	10	9	14	1	-	-	6	4	14	10	20
Base: All US adults	35	24	11	-	15	9	11	1	-	-	7	3	15	10	18
Yes, I watch it more	48%	59%	24%	-	71%	52%	18%	-	-	70%	-	45%	54%	33%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Yes, I watch it less	12%	3%	33%	-	14%	-	20%	-	-	13%	-	3%	29%	11%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No, it doesn't have an impact	34%	33%	36%	-	15%	25%	62%	100%	-	17%	100%	43%	9%	49%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	6%	5%	7%	-	-	22%	-	-	-	-	-	8%	7%	7%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
rvs_q12_16. Premium cable channels (HBO, Showtime, Starz or Epix)															
Unweighted base	386	193	193	8	96	118	140	24	-	-	76	67	155	88	257
Base: All US adults	387	211	177	10	120	117	123	18	-	-	75	63	164	86	232
Yes, I watch it more	36%	37%	33%	40%	43%	36%	30%	25%	-	-	38%	37%	34%	36%	31%
	**	**	**	**	*	**	**	**	**	**	*	*	*	*	
Yes, I watch it less	16%	14%	17%	43%	23%	17%	6%	9%	-	-	17%	11%	17%	14%	9%
	**	**	**	**	F*	F	**	**	**	*	*	*	*	*	
No, it doesn't have an impact	47%	45%	48%	17%	33%	46%	61%	62%	-	-	43%	50%	47%	47%	57%
	**	**	**	**	*	**	D,E	**	**	*	*	*	*	P	
Don't know	2%	3%	2%	-	2%	2%	3%	3%	-	-	1%	2%	2%	3%	2%
	**	**	**	**	*	**	**	**	**	*	*	*	*	*	
rvs_q12_17. Sling TV															
Unweighted base	59	23	36	-	18	20	19	2	-	-	6	21	16	16	40
Base: All US adults	55	21	34	-	19	18	16	1	-	-	6	19	16	15	35
Yes, I watch it more	41%	40%	42%	-	55%	46%	19%	50%	-	-	21%	29%	62%	43%	38%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Yes, I watch it less	11%	11%	11%	-	15%	4%	14%	-	-	13%	5%	10%	19%	10%	
	**	**	*	**	**	**	**	**	**	**	**	**	**	*	
No, it doesn't have an impact	47%	46%	47%	-	30%	50%	64%	50%	-	-	66%	63%	28%	38%	50%
	**	**	*	**	**	**	**	**	**	**	**	**	**	**	
Don't know	1%	3%	-	-	-	-	3%	-	-	-	3%	-	-	2%	
	**	**	*	**	**	**	**	**	**	**	**	**	**	*	
rvs_q12_18. AT&T TV Now															
Unweighted base	40	20	20	1	14	17	7	1	-	-	9	4	20	7	22
Base: All US adults	40	24	17	1	17	16	5	1	-	-	9	3	23	6	22
Yes, I watch it more	49%	41%	59%	-	50%	50%	47%	100%	-	-	34%	65%	54%	42%	45%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Yes, I watch it less	19%	21%	16%	100%	26%	6%	15%	-	-	9%	35%	14%	41%	23%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No, it doesn't have an impact	33%	38%	25%	-	24%	44%	38%	-	-	57%	-	32%	17%	32%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
rvs_q12_19. YouTube TV															
Unweighted base	87	45	42	2	30	28	25	2	-	-	14	17	38	18	62
Base: All US adults	85	47	37	3	34	25	21	1	-	-	14	16	38	18	56
Yes, I watch it more	58%	54%	62%	30%	75%	58%	32%	53%	-	-	63%	35%	59%	70%	46%
	*	*	**	**	**	**	**	**	**	**	**	*	**	*	
Yes, I watch it less	16%	17%	14%	70%	22%	10%	5%	-	-	22%	6%	16%	19%	17%	
	**	*	*	**	**	**	**	**	**	**	**	*	**	*	

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	Total	Gender		Generation							Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
No, it doesn't have an impact	27%	29%	24%	-	2%	32%	63%	47%	-	-	15%	58%	25%	11%	37%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_20. Hulu with Live TV															
Unweighted base	48	28	20	3	10	20	10	5	-	-	8	9	20	11	35
Base: All US adults	47	28	18	3	13	20	9	3	-	-	8	8	20	10	31
Yes, I watch it more	42%	40%	44%	68%	46%	37%	48%	19%	-	-	21%	54%	37%	58%	39%
Yes, I watch it less	14%	23%	-	-	14%	20%	-	18%	-	-	16%	24%	16%	-	17%
No, it doesn't have an impact	43%	37%	52%	32%	40%	43%	52%	38%	-	-	63%	22%	44%	42%	41%
Don't know	2%	-	4%	-	-	-	-	25%	-	-	-	-	4%	-	2%
rvs_q12_21. fubo TV															
Unweighted base	16	8	8	-	7	6	2	1	-	-	3	3	5	5	7
Base: All US adults	16	8	8	-	8	6	2	1	-	-	4	2	5	5	6
Yes, I watch it more	61%	71%	51%	-	71%	53%	58%	-	-	-	100%	-	84%	36%	43%
Yes, I watch it less	16%	7%	25%	-	15%	15%	-	100%	-	-	-	24%	16%	24%	28%
No, it doesn't have an impact	23%	23%	24%	-	13%	32%	42%	-	-	-	-	76%	-	40%	29%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_22. Philo															
Unweighted base	22	13	9	-	7	9	5	1	-	-	3	7	6	6	18
Base: All US adults	22	14	8	-	8	9	4	1	-	-	4	6	6	6	16
Yes, I watch it more	36%	44%	22%	-	25%	66%	-	-	-	-	55%	32%	-	64%	36%
Yes, I watch it less	9%	-	26%	-	25%	-	-	-	-	-	-	-	13%	22%	-
No, it doesn't have an impact	42%	48%	32%	-	40%	21%	82%	100%	-	-	24%	55%	68%	14%	48%
Don't know	12%	8%	20%	-	10%	13%	18%	-	-	-	20%	13%	19%	-	17%
rvs_q12_23. Xumo															
Unweighted base	21	10	11	-	9	7	4	1	-	-	4	2	9	6	12
Base: All US adults	21	11	10	-	11	6	4	1	-	-	3	2	10	6	11
Yes, I watch it more	31%	41%	19%	-	27%	31%	48%	-	-	-	47%	-	21%	47%	32%
Yes, I watch it less	15%	5%	27%	-	19%	9%	-	100%	-	-	-	33%	14%	20%	15%
No, it doesn't have an impact	50%	54%	45%	-	46%	60%	52%	-	-	-	53%	67%	56%	33%	44%
Don't know	4%	-	9%	-	8%	-	-	-	-	-	-	-	9%	-	8%
rvs_q12_24. Vudu															
Unweighted base	78	29	49	1	21	29	26	1	-	-	9	21	30	18	53
Base: All US adults	75	30	45	1	23	26	24	1	-	-	9	19	29	17	48
Yes, I watch it more	35%	55%	21%	100%	41%	30%	33%	-	-	-	44%	32%	33%	37%	27%
Yes, I watch it less	10%	8%	11%	-	19%	6%	5%	100%	-	-	9%	13%	9%	10%	9%

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Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

rvs_q12_YES_less_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	85%	84%	86%	78%*	78%	84%	91% C.D.E	93% C.D.E*	-	-	85%	86%	85%	84%	87% P.Q
1	9%	10%	9%	13%*	13% F.G	9%	7%	3%*	-	-	8%	10%	8%	11%	8%
2	3%	3%	3%	3%*	4% F	3%	1%	2%*	-	-	2%	2%	3%	3%	2%
3	2%	2%	2%	6% F.G*	2% F	2%	1%	-	-	-	2%	2%	2%	1%	1%
4	0%	1% B	0%	-	1%	1%	0%	1%*	-	-	1%	0%	0%	0%	0%
5	1%	0%	1%	-	2% E.F	0%	-	-	-	-	1%	-	1%	-	0%
6	0%	0%	-	-	-	-	0%	-	-	-	-	-	-	0%	-
7	0%	1%	0%	-	0%	1%	-	-	-	-	1%	-	0%	0%	0%
9	0%	-	0%	-	0%	-	-	-	-	-	-	-	-	0%	0%

rvs_q12_NO_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	47%	47%	47%	50%*	53% E.F	46%	42%	48%*	-	-	56% K.L	40%	47%	47%	41%
1	19%	19%	19%	27% E*	19%	15%	20%	30% D.E.F*	-	-	15%	25% J.L	16%	21%	19%
2	12%	12%	12%	12%*	11%	13%	14%	11%*	-	-	12%	12%	13%	12%	14% O
3	8%	8%	8%	6%*	7%	8%	10%	5%*	-	-	7%	8%	9%	7%	10% P
4	6%	6%	5%	5%*	5%	7%	6%	3%*	-	-	6%	4%	7%	6%	7%
5	3%	3%	4%	-	3%	5%	3%	-	-	-	2%	4%	4%	3%	4%
6	2%	2%	2%	-	1%	3%	2%	1%*	-	-	2%	2%	2%	2%	3%
7	1%	1% B	0%	-	0%	1%	1%	1%*	-	-	-	1%	1%	1%	1%
8	1%	0%	1%	-	1%	1%	0%	1%*	-	-	-	1%	1%	0%	1%
9	0%	0%	0%	-	-	1%	1%	-	-	-	1%	1%	0%	-	0%
10	0%	0%	0%	-	0%	-	0%	-	-	-	-	-	0%	-	0%
12	0%	-	0%	-	-	0%	-	-	-	-	-	-	0%	-	0%
14	0%	0%	-	-	-	0%	-	-	-	-	-	-	-	0%	0%

rvs_q12_YES_more_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE (selected options)

Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
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	Total	Gender		Generation							Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	52%	54%	49%	40%*	49%	48%	57% C.D.E	63% C.D.E*	**	**	47%	51%	53%	54%	52%
1	19%	18%	20%	14%*	16%	20%	22% D	19%*	-	-	24%	18%	18%	18%	19%
2	13%	11%	15%	15%*	15%	15%	11%	8%*	-	-	14%	14%	12%	13%	14%
3	10%	10%	10%	24% E.F.G*	13% F	10%	6%	7%*	-	-	8%	11%	12% M	7%	10%
4	3%	3%	3%	4%*	4%	3%	2%	3%*	-	-	2%	3%	3%	5%	3%
5	1%	2%	1%	4%*	2%	2%	1%	1%*	-	-	1%	2%	2%	1%	1%
6	1%	0%	1%	-*	1%	1%	1%	-*	-	-	1%	1%	1%	0%	1%
7	0%	0%	-	-*	0%	0%	-	-*	-	-	1%	-	-	0%	0%
8	0%	0%	0%	-*	0%	1%	-	-*	-	-	1%	-	-	0%	0%
9	0%	0%	-	-*	0%	-	-	-*	-	-	1%	-	-	-	-
10	0%	-	0%	-*	0%	-	-	-*	-	-	-	-	0%	-	-
12	0%	0%	-	-*	0%	-	-	-*	-	-	-	-	0%	-	-
15	0%	0%	-	-*	-	0%	-	-*	-	-	-	-	-	0%	0%

rvs_q12_YES_less_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS (selected options)

	Unweighted base	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	88%	87%	89%	78%*	82%	88%	93% D	95% C.D*	**	**	86%	90%	88%	87%	89% P
1	9%	9%	9%	19% E.F.G*	12% F.G	9%	5%	3%*	-	-	9%	8%	8%	10%	8%
2	2%	3%	2%	3%*	3% F	3% F	1%	2%*	-	-	4%	2%	2%	1%	2%
3	1%	1%	0%	-*	1%	0%	0%	1%*	-	-	-	0%	1%	1%	0%
4	0%	1%	0%	-*	1%	1%	0%	-*	-	-	0%	-	1%	0%	0%
5	0%	-	0%	-*	0%	-	-	-*	-	-	-	-	-	0%	0%
8	0%	-	0%	-*	0%	-	-	-*	-	-	-	-	-	0%	0%

rvs_q12_NO_selective_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT (selected options)

	Unweighted base	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1462	653	809	54	357	391	553	107	-	-	253	320	529	360	1030
Base	1462	710	752	72	424	386	492	88	-	-	260	307	550	345	958
0	52%	53%	52%	55%*	59% E.F	50%	48%	53%*	-	-	61%	47%	50%	54%	46%
1	21%	21%	21%	26%*	18%	19%	22%	31% D.E.F*	**	**	18%	25% J	19%	21%	22%
2	12%	11%	13%	8%*	10%	13%	14%	7%*	-	-	8%	13%	14%	10%	14%

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Total	Gender		Generation							Region				White
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
			*			G	*	**	**			J		O
3	8%	8%	7%	8%	7%	7%	9%	5%	-	7%	7%	9%	6%	9%
			*	*			*	*	**			**	**	P
4	4%	4%	4%	4%	3%	6%	5%	1%	-	4%	4%	4%	5%	5%
			*	*	D		*	*	**			**	**	O
5	2%	3%	2%	-	2%	4%	1%	1%	-	0%	3%	2%	2%	2%
			*	*	F		*	*	**		J			
6	1%	0%	1%	-	0%	1%	1%	1%	-	0%	0%	1%	1%	1%
			*	*			*	*	**			**	**	
7	0%	-	0%	-	-	0%	-	-	-	-	0%	0%	-	0%
			*	*			*	*	**			**	**	
9	0%	0%	-	-	-	0%	-	-	-	-	-	-	0%	0%
			*	*			*	*	**			**	**	

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US_nat_int Sample: 28th - 29th April 2020



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

	Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base: All US Adults	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156	
I currently only subscribe to a cable/satellite TV	30%	33%	31%	14%	36%	25%	30%	22%	37%	19%	27%	12%	33%	21%	34%	
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	21%	14%	16%	20%	19%	23%	19%	26%	22%	42%	26%	9%	22%	18%	25%	
I have both streaming services and a paid cable/satellite TV subscription	24%	21%	21%	30%	18%	26%	31%	33%	27%	21%	18%	20%	25%	25%	20%	
I have only subscribed to streaming services and have never paid for TV	11%	11%	13%	10%	9%	14%	12%	9%	7%	4%	16%	41%	10%	14%	6%	
I have never subscribed to streaming services or TV	8%	9%	9%	14%	9%	7%	5%	6%	4%	-	8%	2%	5%	13%	8%	
Don't know	6%	11%	10%	11%	9%	5%	2%	4%	2%	14%	5%	16%	4%	9%	7%	

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

	Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base: All US Adults	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156	
Apple TV+	7%	7%	7%	8%	4%	6%	12%	15%	10%	-	9%	6%	6%	6%	4%	
Disney+	22%	10%	19%	27%	20%	21%	28%	22%	23%	26%	20%	32%	20%	25%	12%	
Netflix	58%	56%	56%	55%	49%	62%	67%	64%	59%	54%	60%	70%	60%	58%	54%	
Hulu	31%	27%	23%	28%	24%	35%	42%	29%	29%	24%	48%	41%	32%	33%	29%	
Amazon Prime	45%	33%	31%	46%	33%	48%	60%	57%	48%	35%	57%	46%	48%	42%	42%	
YouTube	43%	40%	45%	49%	39%	44%	48%	45%	40%	32%	48%	51%	41%	49%	43%	
Crackle	6%	7%	6%	3%	5%	6%	5%	5%	4%	7%	7%	4%	5%	7%	6%	
Tubi	8%	10%	7%	5%	9%	8%	5%	3%	6%	11%	5%	8%	6%	9%	12%	
Pluto TV	10%	10%	7%	9%	8%	11%	10%	10%	9%	11%	12%	2%	9%	10%	9%	
CBS All Access	8%	7%	5%	7%	4%	10%	11%	12%	9%	6%	11%	5%	9%	8%	6%	
HBO Now	11%	4%	9%	19%	6%	9%	19%	16%	13%	17%	16%	13%	13%	8%	7%	
Facebook Watch	7%	8%	10%	12%	7%	7%	7%	5%	7%	4%	8%	4%	7%	7%	6%	
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
The Roku Channel	11%	9%	12%	10%	11%	10%	14%	8%	13%	27%	7%	6%	12%	10%	8%	
IMDB TV	3%	4%	5%	4%	4%	2%	4%	5%	3%	16%	3%	-	3%	4%	3%	

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Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sling TV	5%	3%	9%	4%	6%	6%	7%	6%	11%	8%	-	6%	3%	5%
AT&T TV Now	4%	3%	9%	3%	3%	7%	5%	6%	-	3%	-	5%	2%	4%
YouTube TV	9%	11%	11%	8%	7%	12%	10%	11%	9%	7%	4%	10%	6%	8%
Hulu with Live TV	5%	4%	8%	4%	5%	7%	3%	6%	5%	2%	-	5%	5%	5%
fubo TV	2%	2%	4%	1%	1%	2%	3%	2%	7%	2%	2%	2%	1%	1%
Philo	2%	2%	4%	3%	1%	3%	3%	2%	16%	1%	-	2%	3%	3%
Xumo	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	-	2%	2%	1%
Vudu	7%	6%	7%	6%	8%	6%	6%	7%	2%	14%	4%	7%	6%	6%
Quibi	1%	1%	2%	1%	1%	1%	1%	1%	-	2%	-	1%	1%	-
Other	8%	7%	11%	8%	8%	5%	9%	7%	18%	8%	2%	7%	8%	11%
Don't know	13%	15%	10%	19%	11%	5%	7%	11%	8%	8%	19%	11%	12%	14%

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	0	1	2	3	4	5	6	7	8	9	10	11	12	
Base	1462	173	225	106	505	478	306	173	682	21	99	42	844	355	161
0	13%	15%	15%	10%	19%	11%	5%	7%	11%	8%	8%	19%	11%	12%	14%
1	23%	29%	21%	23%	26%	22%	17%	21%	23%	29%	19%	12%	22%	23%	19%
2	16%	16%	19%	16%	14%	17%	16%	17%	16%	6%	16%	14%	16%	16%	22%
3	13%	12%	12%	13%	13%	13%	16%	13%	13%	8%	13%	18%	13%	15%	13%
4	10%	7%	13%	8%	10%	10%	11%	13%	12%	27%	6%	9%	11%	10%	9%
5	9%	11%	8%	10%	6%	11%	10%	12%	8%	7%	12%	15%	9%	9%	10%
6	6%	2%	5%	8%	5%	5%	10%	7%	7%	4%	12%	7%	7%	5%	3%
7	3%	1%	1%	4%	2%	4%	4%	3%	2%	4%	6%	2%	3%	4%	5%
8	2%	3%	1%	1%	2%	3%	4%	3%	3%	-	4%	6%	3%	2%	1%
9	1%	2%	0%	1%	1%	2%	2%	0%	1%	-	2%	-	1%	1%	0%
10	1%	1%	0%	2%	1%	1%	2%	1%	1%	5%	-	-	1%	2%	1%
11	1%	0%	2%	-	1%	1%	0%	1%	0%	-	-	-	0%	2%	1%
12	0%	1%	0%	-	0%	0%	0%	2%	1%	-	-	-	1%	0%	-

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Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
YouTube TV	-	-	-	*	-	-	-	-	-	**	*	-	-	-
Hulu with Live TV	-	-	-	*	-	-	-	-	-	**	*	-	-	-
fubo TV	-	-	-	*	-	-	-	-	-	**	*	-	-	-
Philo	-	-	-	*	-	-	-	-	-	**	*	-	-	-
Xumo	-	-	-	*	-	-	-	-	-	**	*	-	-	-
Vudu	-	-	-	*	-	-	-	-	-	**	*	-	-	-
Quibi	1%	-	2%	1%	1%	0%	1%	-	0%	-	1%	-	0%	1%
Other	4%	5%	4%	3%	3%	5%	4%	4%	3%	12%	2%	-	3%	5%
Not applicable - I do not currently pay for any video streaming services	31%	32%	30%	29%	38%	29%	22%	21%	29%	12%	24%	17%	27%	33%
			*	S.T.U	T				**	*	*		Z	V.X.Y.Z

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156	
0	31%	32%	30%	29%	38%	29%	22%	21%	29%	12%	24%	17%	27%	33%	37%	
				*	S.T.U	T			Z	**	*	*	Z	V.X.Y.Z		
1	26%	33%	29%	27%	28%	25%	25%	25%	25%	41%	24%	32%	26%	26%	28%	
				*						**	*	*				
2	19%	19%	22%	18%	17%	20%	19%	22%	20%	23%	22%	25%	21%	15%	18%	
				*						**	*	*	AA			
3	13%	11%	9%	14%	9%	15%	18%	15%	13%	19%	14%	13%	14%	14%	12%	
				*			R	R		**	*	*				
4	7%	5%	8%	8%	6%	7%	8%	9%	8%	4%	9%	14%	8%	8%	4%	
				*						**	*	AB*				
5	2%	-	1%	3%	1%	3%	5%	4%	3%	-	4%	-	3%	2%	1%	
				*		R	R	R		**	*	*				
6	1%	1%	0%	1%	1%	0%	2%	1%	1%	-	2%	-	1%	1%	0%	
				*			S			**	*	*				
7	0%	-	0%	-	0%	0%	0%	1%	1%	-	-	-	1%	-	-	
				*						**	*	*				
8	0%	-	-	1%	-	0%	-	1%	0%	-	-	-	0%	-	-	
				N*				R		**	*	*				
9	0%	-	1%	-	1%	-	1%	-	0%	-	-	-	0%	1%	-	
			N	*						**	*	*				

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

	Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base: All US Adults	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156	
Very likely	9%	11%	13%	12%	11%	5%	9%	11%	10%	17%	5%	4%	9%	9%	7%	
			N	*	S		S	S		**	*	*				
Somewhat likely	14%	19%	17%	20%	10%	17%	16%	15%	14%	30%	15%	12%	14%	16%	12%	
		N	N	N*		R	R		AC	**	AC*	*	AC	AC		
Somewhat unlikely	16%	17%	16%	16%	14%	18%	17%	17%	14%	14%	25%	27%	16%	17%	14%	

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
			*						**	V.Z.AB*	V*	V			
Very unlikely	51%	41%	38%	37%	52%	51%	48%	46%	54%	28%	44%	39%	51%	45%	55%
Don't know	11%	11%	16%	15%	13%	10%	9%	10%	8%	10%	11%	19%	9%	12%	13%
			N	*						**	*	V*	V		

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

Unweighted base	112	12	11	10	20	28	37	27	67	-	10	2	79	23	5
Base: All US Adults	108	12	16	9	25	28	33	22	63	-	9	3	75	23	6
0 - Very dissatisfied	4%	-	20%	-	12%	-	2%	-	6%	-	-	-	5%	-	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	2%	-	5%	9%	-	6%	2%	-	1%	-	9%	-	2%	-	-
		**	**	**	**	**	*	**	*	**	**	**	*	**	**
2	8%	6%	12%	-	7%	14%	2%	7%	2%	-	10%	-	3%	21%	-
		**	**	**	**	**	*	**	*	**	**	**	*	**	**
3	21%	30%	9%	30%	17%	30%	10%	34%	21%	-	64%	64%	28%	10%	-
		**	**	**	**	**	*	**	*	**	**	**	V*	**	**
4	24%	46%	22%	-	26%	19%	23%	28%	23%	-	-	36%	21%	18%	82%
		**	**	**	**	**	*	**	*	**	**	**	*	**	**
5 - Very satisfied	33%	17%	33%	37%	29%	23%	48%	27%	37%	-	18%	-	33%	35%	18%
		**	**	**	**	**	*	**	*	**	**	**	*	**	**
No opinion	8%	-	-	24%	8%	8%	12%	3%	9%	-	-	-	7%	16%	-
		**	**	**	**	**	*	**	*	**	**	**	*	**	**

rvs_q5_2. Disney+

Unweighted base	308	16	35	25	93	97	80	38	154	5	20	12	191	85	18
Base: All US Adults	319	17	44	28	117	95	74	33	147	6	19	16	189	99	18
0 - Very dissatisfied	2%	-	5%	8%	3%	1%	3%	-	1%	36%	5%	-	2%	2%	-
		**	*	**	*	*	*	*	*	**	**	**	V	*	**
1	1%	-	4%	-	1%	1%	-	-	1%	-	8%	-	1%	-	-
		**	*	**	*	*	*	*	*	**	**	**	*	**	**
2	7%	-	9%	17%	9%	7%	5%	2%	5%	-	10%	-	5%	9%	18%
		**	*	**	*	*	*	*	*	**	**	**	*	*	**
3	17%	37%	18%	3%	16%	18%	8%	33%	15%	33%	23%	-	15%	20%	4%
		**	*	**	*	*	*	R.T*	*	**	**	**	*	*	**
4	27%	33%	19%	26%	21%	29%	28%	36%	28%	14%	18%	45%	28%	25%	30%
		**	*	**	*	*	*	*	*	**	**	**	*	*	**
5 - Very satisfied	44%	30%	46%	42%	44%	41%	52%	28%	48%	18%	27%	40%	44%	42%	43%
		**	*	**	*	*	U*	*	Z	**	**	**	*	*	**
No opinion	4%	-	-	4%	5%	3%	4%	-	3%	-	9%	14%	5%	2%	5%
		**	*	**	*	*	*	*	*	**	**	**	V	*	**

rvs_q5_3. Netflix

Unweighted base	845	82	103	56	249	287	197	112	402	13	59	30	504	207	88
Base: All US Adults	843	97	125	58	290	281	176	96	373	13	58	35	478	235	85
0 - Very dissatisfied	2%	5%	2%	2%	3%	1%	1%	-	1%	-	-	3%	1%	1%	4%
		N*	*	*	*	*	*	*	**	**	*	**	*	*	*
1	2%	-	3%	3%	1%	3%	2%	1%	2%	-	4%	-	2%	1%	2%
		*	*	*	*	*	*	*	**	*	**	**	*	*	*
2	3%	2%	5%	8%	2%	3%	5%	4%	3%	-	3%	-	2%	4%	4%
		*	*	N*	*	*	*	*	**	**	*	**	*	*	*
3	14%	10%	9%	17%	13%	15%	12%	18%	14%	27%	11%	14%	14%	16%	12%
		*	*	*	*	*	*	*	*	**	*	**	*	*	*

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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
4	29%	23%	28%	24%	23%	34%	29%	29%	27%	16%	25%	49%	28%	29%	33%
5 - Very satisfied	49%	58%	51%	46%	55%	43%	50%	47%	52%	57%	56%	34%	52%	47%	44%
No opinion	2%	2%	2%	-	3%	1%	1%	1%	2%	-	2%	-	2%	2%	2%

rvs_q5_4. Hulu

Unweighted base	461	39	46	30	125	166	119	51	197	6	50	18	271	120	50
Base: All US Adults	455	46	53	30	144	157	110	44	186	6	47	20	258	134	45
0 - Very dissatisfied	2%	2%	-	6%	2%	2%	-	2%	1%	-	-	-	1%	2%	5%
1	1%	2%	3%	4%	1%	1%	1%	-	1%	-	-	-	1%	1%	1%
2	5%	4%	-	7%	4%	5%	4%	7%	6%	-	2%	4%	5%	4%	2%
3	23%	29%	19%	27%	16%	26%	23%	33%	21%	24%	31%	18%	23%	23%	23%
4	32%	32%	39%	30%	27%	32%	40%	34%	32%	33%	37%	29%	33%	35%	20%
5 - Very satisfied	35%	30%	34%	23%	45%	32%	29%	24%	36%	43%	27%	43%	35%	32%	44%
No opinion	3%	2%	5%	4%	6%	2%	2%	-	2%	-	2%	5%	2%	3%	4%

rvs_q5_5. Amazon Prime

Unweighted base	675	47	60	44	164	231	181	99	333	9	59	19	420	148	68
Base: All US Adults	655	57	70	49	194	217	159	86	301	8	55	23	387	169	65
0 - Very dissatisfied	2%	2%	2%	10%	3%	2%	-	1%	2%	-	-	-	1%	2%	5%
1	2%	1%	3%	4%	2%	2%	2%	-	2%	-	3%	-	2%	1%	3%
2	6%	9%	4%	2%	4%	4%	7%	9%	5%	14%	6%	15%	6%	7%	-
3	20%	10%	21%	21%	16%	24%	21%	19%	21%	-	30%	11%	21%	19%	18%
4	32%	44%	37%	34%	32%	32%	30%	38%	33%	10%	30%	34%	32%	38%	26%
5 - Very satisfied	35%	35%	30%	24%	39%	32%	37%	32%	34%	76%	29%	40%	35%	31%	47%
No opinion	3%	-	3%	5%	3%	4%	2%	2%	3%	-	3%	-	3%	3%	2%

rvs_q5_6. YouTube Premium

Unweighted base	623	63	84	47	191	204	145	83	273	8	47	23	351	172	67
Base: All US Adults	625	68	101	51	230	201	126	68	252	8	47	25	332	196	67
0 - Very dissatisfied	2%	-	2%	8%	3%	3%	2%	1%	2%	-	2%	4%	2%	5%	-
1	2%	4%	3%	-	2%	1%	2%	5%	1%	-	6%	4%	2%	3%	2%
2	5%	-	5%	5%	3%	6%	4%	6%	4%	-	4%	5%	4%	5%	4%
3	12%	14%	8%	8%	10%	12%	13%	16%	17%	24%	13%	11%	16%	6%	9%
4	11%	20%	11%	26%	12%	10%	12%	6%	9%	26%	12%	15%	10%	11%	16%
5 - Very satisfied	17%	17%	25%	24%	21%	14%	18%	12%	20%	7%	12%	7%	18%	16%	18%

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
No opinion	51%	46%	45%	29%	49%	53%	49%	55%	47%	44%	51%	55%	48%	55%	52%

rvs_q5_7. Crackle

Unweighted base	82	13	10	3	27	30	16	9	32	2	7	1	42	24	10
Base: All US Adults	81	12	13	3	31	29	13	8	28	2	7	2	38	28	9
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	5%	-	-	-	-	4%	15%	8%	7%	-	-	-	5%	7%	-
2	15%	42%	8%	-	14%	22%	4%	10%	8%	-	40%	100%	18%	19%	-
3	23%	7%	17%	-	26%	24%	6%	32%	22%	66%	13%	-	21%	21%	32%
4	29%	25%	15%	35%	25%	23%	57%	21%	35%	34%	29%	-	32%	24%	40%
5 - Very satisfied	24%	26%	53%	65%	35%	23%	18%	-	17%	-	18%	-	16%	30%	27%
No opinion	4%	-	8%	-	-	3%	-	28%	12%	-	-	-	8%	-	-

rvs_q5_8. Tubi

Unweighted base	108	15	15	5	45	43	15	5	41	3	5	3	52	30	19
Base: All US Adults	111	17	17	5	55	39	13	4	38	3	5	4	50	36	18
0 - Very dissatisfied	1%	-	-	-	2%	-	-	-	-	-	-	-	-	-	6%
1	4%	-	11%	-	7%	-	-	-	3%	-	-	45%	6%	-	6%
2	4%	-	11%	-	5%	4%	-	-	5%	-	-	-	4%	5%	5%
3	30%	37%	19%	-	21%	39%	44%	40%	29%	58%	19%	29%	30%	31%	37%
4	27%	36%	9%	40%	22%	32%	28%	44%	26%	-	20%	-	22%	32%	24%
5 - Very satisfied	31%	27%	49%	60%	38%	23%	28%	16%	32%	42%	62%	26%	35%	28%	22%
No opinion	2%	-	-	-	4%	2%	-	-	4%	-	-	-	3%	3%	-

rvs_q5_9. Pluto TV

Unweighted base	143	18	14	8	43	52	31	17	65	3	12	1	81	38	14
Base: All US Adults	140	17	15	10	49	49	28	15	59	3	12	1	75	42	13
0 - Very dissatisfied	1%	-	-	-	-	-	3%	-	1%	-	-	-	1%	-	-
1	6%	-	-	29%	7%	-	10%	15%	7%	-	-	-	5%	7%	-
2	8%	-	13%	12%	6%	14%	3%	4%	6%	80%	5%	-	8%	5%	16%
3	27%	-	46%	27%	22%	28%	22%	47%	26%	-	26%	-	25%	32%	15%
4	21%	38%	19%	-	18%	22%	26%	18%	18%	-	33%	-	20%	26%	26%
5 - Very satisfied	32%	53%	23%	22%	41%	30%	33%	10%	33%	20%	36%	100%	34%	25%	38%
No opinion	6%	10%	-	10%	6%	7%	3%	6%	8%	-	-	-	6%	5%	5%

YouGov RealTime
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Total	Race			Education				Marital Status						
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	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

rvs_q5_10. CBS All Access

Unweighted base	118	10	9	7	20	43	34	21	60	2	12	2	76	28	11
Base: All US Adults	114	12	12	7	23	44	28	18	55	1	11	3	70	32	9
0 - Very dissatisfied	1%	**	**	**	**	2%	*	**	*	**	**	**	*	3%	*
1	4%	**	**	**	8%	5%	3%	*	1%	*	*	*	1%	7%	19%
2	12%	*	15%	*	13%	8%	15%	*	6%	*	17%	*	7%	21%	*
3	29%	42%	35%	39%	29%	31%	18%	39%	26%	*	44%	100%	31%	34%	*
4	26%	26%	32%	26%	17%	28%	27%	31%	32%	100%	16%	*	29%	21%	26%
5 - Very satisfied	25%	25%	18%	19%	24%	23%	37%	15%	33%	*	23%	*	29%	11%	45%
No opinion	3%	8%	*	16%	9%	3%	*	*	2%	*	*	*	2%	4%	10%

rvs_q5_11. HBO Now

Unweighted base	156	8	16	19	29	46	54	27	85	3	17	6	111	29	10
Base: All US Adults	154	8	20	20	38	43	49	24	81	4	16	7	107	31	11
0 - Very dissatisfied	0%	*	*	*	*	*	*	3%	1%	*	*	*	1%	*	*
1	3%	*	*	16%	6%	*	2%	5%	3%	54%	*	*	4%	*	*
2	5%	*	11%	*	8%	*	4%	13%	9%	*	6%	*	7%	*	*
3	19%	12%	6%	21%	17%	21%	18%	21%	19%	26%	22%	18%	20%	16%	11%
4	28%	25%	38%	26%	21%	37%	32%	19%	22%	20%	31%	32%	24%	35%	52%
5 - Very satisfied	38%	43%	45%	32%	38%	33%	42%	40%	42%	*	35%	20%	38%	43%	29%
No opinion	6%	20%	*	5%	11%	9%	2%	*	5%	*	6%	30%	6%	5%	7%

rvs_q5_12. Facebook Watch

Unweighted base	91	13	17	11	33	31	19	8	44	1	8	1	54	24	7
Base: All US Adults	99	14	22	13	42	32	18	7	44	1	7	2	55	29	9
0 - Very dissatisfied	5%	6%	6%	15%	5%	9%	*	*	7%	*	*	*	6%	3%	*
1	2%	*	5%	*	*	3%	6%	*	2%	*	*	*	2%	*	*
2	9%	*	6%	10%	8%	12%	8%	*	7%	100%	*	*	8%	15%	*
3	22%	22%	20%	7%	20%	29%	6%	37%	17%	*	51%	100%	24%	18%	31%
4	26%	32%	30%	23%	21%	17%	46%	51%	35%	*	13%	*	30%	22%	22%
5 - Very satisfied	28%	40%	32%	20%	38%	22%	21%	12%	22%	*	37%	*	23%	36%	23%
No opinion	8%	*	*	25%	8%	8%	13%	*	9%	*	*	*	7%	6%	24%

rvs_q5_20. Hulu with Live TV

Unweighted base	74	6	8	7	23	24	21	6	40	1	2	-	43	18	8
Base: All US Adults	71	7	9	9	26	23	18	5	37	1	2	-	39	19	8

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	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
0 - Very dissatisfied	5%	-	27%	-	6%	3%	5%	-	3%	-	-	-	2%	9%	9%
1	5%	18%	-	25%	13%	-	3%	-	-	-	-	-	-	6%	33%
2	7%	-	-	13%	8%	4%	6%	14%	7%	-	-	7%	5%	-	
3	22%	16%	22%	9%	26%	21%	18%	18%	20%	-	-	18%	24%	23%	
4	25%	48%	-	-	8%	35%	34%	39%	33%	-	-	31%	21%	20%	
5 - Very satisfied	29%	18%	51%	26%	27%	29%	33%	30%	34%	-	100%	36%	30%	15%	
No opinion	7%	-	-	26%	13%	8%	-	-	3%	100%	-	6%	6%	-	

rvs_q5_25. Quibi

Unweighted base	13	1	2	2	4	4	3	2	8	-	2	-	10	3	-
Base: All US Adults	14	1	3	2	5	4	3	2	8	-	2	-	10	4	-
0 - Very dissatisfied	9%	-	-	-	-	30%	-	-	-	-	65%	-	13%	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	13%	-	-	-	-	-	-	100%	15%	-	35%	-	19%	-	-
3	9%	-	-	60%	-	30%	-	-	17%	-	-	-	13%	-	-
4	13%	-	-	-	18%	-	34%	-	23%	-	-	-	19%	-	-
5 - Very satisfied	40%	-	100%	40%	61%	19%	66%	-	33%	-	-	-	26%	74%	-
No opinion	14%	100%	-	-	21%	21%	-	-	12%	-	-	-	9%	26%	-

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	135	169	86	458	447	292	161	652	21	93	41	807	313	149
Base: All US Adults	1349	157	204	91	537	422	250	141	603	24	89	48	764	352	143

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	135	169	86	458	447	292	161	652	21	93	41	807	313	149
Base	1349	157	204	91	537	422	250	141	603	24	89	48	764	352	143
0	24%	25%	21%	15%	31%	22%	17%	15%	23%	17%	18%	19%	22%	23%	31%
1-20	36%	34%	41%	42%	38%	36%	35%	35%	34%	46%	44%	57%	37%	38%	32%
21-40	20%	20%	15%	20%	15%	21%	24%	25%	21%	24%	16%	16%	20%	20%	18%
41-60	9%	9%	11%	8%	8%	10%	11%	9%	10%	5%	11%	9%	10%	9%	9%
61+	11%	12%	12%	16%	8%	11%	13%	16%	12%	9%	11%	-	11%	9%	10%
Mean Incl. 0	27.89	31.93	30.58	36.89	22.62	29.62	32.09	35.34	30.27	22.86	26.45	16.22	28.71	25.65	25.01

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	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quibi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	4%	2%	4%	2%	4%	3%	5%	3%	3%	11%	6%	-	4%	3%	3%
Not applicable - I don't think any of these are "must-have" services	33%	32%	26%	33%	37%	31%	29%	33%	35%	26%	20%	33%	33%	31%	39%

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services were you already subscribed to prior to the outbreak, and which did you subscribe to in the past month (i.e., since Spastday Spastmonth Spastyear)? Please select the option that best applies on each row.

rvs_q11_1a_1. Apple TV+

Unweighted base	109	12	11	10	20	27	37	25	65	-	9	2	76	23	5
Base: All US adults	106	12	16	9	25	27	33	21	61	-	8	3	72	23	6
Already subscribed to prior to outbreak	67%	58%	46%	72%	51%	57%	79%	79%	73%	-	60%	36%	70%	61%	40%
Subscribed to in the last 30 days	17%	35%	31%	-	29%	22%	5%	13%	9%	-	29%	64%	14%	17%	51%
Not applicable - I am not subscribed to this service	14%	6%	23%	28%	20%	11%	16%	8%	18%	-	11%	-	17%	11%	9%
Don't know	2%	-	-	-	-	9%	-	-	-	-	-	-	-	11%	-

rvs_q11_1a_2. Disney+

Unweighted base	301	15	35	25	91	94	78	38	153	5	18	12	188	81	18
Base: All US adults	312	16	44	28	115	92	72	33	147	6	17	16	186	95	18
Already subscribed to prior to outbreak	76%	76%	82%	76%	74%	75%	82%	76%	81%	100%	82%	61%	80%	71%	70%
Subscribed to in the last 30 days	15%	13%	16%	10%	15%	16%	10%	20%	11%	-	9%	33%	13%	17%	18%
Not applicable - I am not subscribed to this service	8%	11%	-	11%	10%	7%	9%	3%	7%	-	5%	7%	7%	11%	6%
Don't know	1%	-	2%	3%	1%	2%	-	2%	0%	-	4%	-	1%	1%	5%

rvs_q11_1a_3. Netflix

Unweighted base	820	77	99	54	239	278	193	110	395	13	56	30	494	194	87
Base: All US adults	814	91	117	55	279	268	172	94	367	13	53	35	468	219	84
Already subscribed to prior to outbreak	85%	74%	84%	83%	83%	85%	87%	87%	88%	100%	85%	82%	88%	84%	75%
Subscribed to in the last 30 days	5%	13%	12%	6%	7%	4%	5%	7%	5%	-	4%	11%	5%	5%	7%
Not applicable - I am not subscribed to this service	8%	10%	3%	8%	9%	10%	7%	5%	6%	-	10%	7%	7%	9%	18%
Don't know	1%	2%	2%	3%	2%	2%	-	1%	1%	-	1%	-	1%	2%	-

rvs_q11_1a_4. Hulu

Unweighted base	451	37	45	29	118	164	119	50	194	6	49	18	267	114	50
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Total	Race			Education				Marital Status							
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	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
Unweighted base	139	17	13	7	40	52	30	17	65	3	11	1	80	36	13
Base: All US adults	135	16	14	8	45	49	26	15	59	3	11	1	74	39	12
Already subscribed to prior to outbreak	68%	48%	85%	72%	68%	75%	62%	52%	65%	65%	80%	-	66%	74%	68%
Subscribed to in the last 30 days	11%	25%	15%	11%	16%	4%	11%	21%	11%	-	20%	-	12%	9%	7%
Not applicable - I am not subscribed to this service	20%	28%	-	17%	14%	21%	24%	23%	22%	35%	-	100%	20%	18%	25%
Don't know	2%	-	-	-	2%	-	2%	4%	2%	-	-	-	2%	-	-
rvs_q11_1a_10. CBS All Access															
Unweighted base	117	10	9	7	20	43	33	21	59	2	12	2	75	28	11
Base: All US adults	113	12	12	7	23	44	28	18	54	1	11	3	69	32	9
Already subscribed to prior to outbreak	57%	44%	90%	46%	59%	52%	61%	60%	66%	100%	39%	68%	62%	43%	64%
Subscribed to in the last 30 days	18%	9%	10%	12%	27%	15%	12%	26%	16%	-	17%	32%	17%	24%	18%
Not applicable - I am not subscribed to this service	22%	47%	-	31%	13%	30%	24%	10%	16%	-	43%	-	19%	34%	10%
Don't know	3%	-	-	11%	-	4%	3%	3%	3%	-	-	-	2%	-	8%
rvs_q11_1a_11. HBO Now															
Unweighted base	155	8	16	19	28	46	54	27	85	3	16	6	110	29	10
Base: All US adults	153	8	20	20	37	43	49	24	81	4	15	7	106	31	11
Already subscribed to prior to outbreak	63%	39%	58%	54%	55%	66%	69%	57%	70%	26%	61%	66%	67%	50%	55%
Subscribed to in the last 30 days	12%	39%	21%	10%	14%	13%	9%	13%	8%	20%	13%	18%	10%	16%	30%
Not applicable - I am not subscribed to this service	23%	22%	15%	31%	28%	20%	18%	30%	19%	54%	26%	17%	21%	34%	15%
Don't know	2%	-	6%	4%	3%	-	3%	-	2%	-	-	-	2%	-	-
rvs_q11_1a_12. Facebook Watch															
Unweighted base	88	11	17	11	32	29	19	8	44	1	7	1	53	22	7
Base: All US adults	96	12	22	13	41	30	18	7	44	1	6	2	54	28	9
Already subscribed to prior to outbreak	46%	43%	59%	64%	49%	42%	48%	40%	41%	-	30%	-	37%	63%	47%
Subscribed to in the last 30 days	16%	13%	18%	-	20%	13%	14%	12%	17%	100%	-	-	16%	12%	30%
Not applicable - I am not subscribed to this service	29%	35%	16%	36%	17%	40%	31%	49%	30%	-	53%	100%	35%	18%	23%
Don't know	9%	9%	6%	-	14%	5%	6%	-	12%	-	17%	-	12%	7%	-
rvs_q11_1a_13. Cable TV															
Unweighted base	1358	135	169	86	458	447	292	161	652	21	93	41	807	313	149
Base: All US adults	1349	157	204	91	537	422	250	141	603	24	89	48	764	352	143
Already subscribed to prior to outbreak	52%	57%	48%	36%	49%	49%	61%	53%	57%	29%	37%	44%	53%	48%	57%
Subscribed to in the last 30 days	5%	9%	9%	9%	4%	5%	4%	5%	4%	-	4%	4%	4%	5%	2%
Not applicable - I am not subscribed to this service	40%	32%	31%	49%	40%	42%	34%	42%	36%	68%	53%	52%	40%	39%	39%
Don't know	4%	3%	12%	7%	7%	4%	1%	1%	2%	4%	6%	-	2%	8%	2%

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	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
rvs_q11_1a_14. The Roku Channel															
Unweighted base	166	13	23	10	58	51	44	13	90	6	8	3	107	35	13
Base: All US adults	160	15	27	11	66	46	36	12	84	6	7	3	100	38	12
Already subscribed to prior to outbreak	72%	68%	72%	78%	70%	70%	75%	82%	71%	71%	92%	28%	71%	62%	88%
Subscribed to in the last 30 days	7%	16%	4%	12%	5%	13%	3%	-	8%	15%	-	-	8%	7%	-
Not applicable - I am not subscribed to this service	15%	-	17%	10%	16%	10%	17%	18%	16%	-	8%	44%	15%	22%	-
Don't know	6%	16%	7%	-	8%	7%	5%	-	5%	14%	-	28%	6%	8%	12%
rvs_q11_1a_15. IMDB TV															
Unweighted base	48	5	9	3	16	11	13	8	20	2	3	-	25	12	6
Base: All US adults	50	7	10	4	22	10	10	7	18	4	3	-	24	15	5
Already subscribed to prior to outbreak	52%	55%	57%	70%	48%	57%	62%	43%	49%	14%	73%	-	46%	59%	45%
Subscribed to in the last 30 days	18%	45%	7%	30%	19%	22%	15%	17%	28%	86%	-	-	33%	7%	-
Not applicable - I am not subscribed to this service	29%	-	36%	-	33%	22%	23%	40%	24%	-	27%	-	21%	33%	56%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q11_1a_16. Premium cable channels (HBO, Showtime, Starz or Epix)															
Unweighted base	1358	135	169	86	458	447	292	161	652	21	93	41	807	313	149
Base: All US adults	1349	157	204	91	537	422	250	141	603	24	89	48	764	352	143
Already subscribed to prior to outbreak	24%	29%	26%	23%	20%	22%	32%	27%	26%	34%	24%	21%	26%	19%	24%
Subscribed to in the last 30 days	5%	6%	9%	11%	6%	4%	6%	4%	4%	8%	4%	-	4%	9%	3%
Not applicable - I am not subscribed to this service	66%	59%	52%	58%	66%	70%	58%	66%	66%	54%	69%	77%	66%	63%	67%
Don't know	6%	6%	14%	8%	8%	4%	4%	3%	4%	4%	3%	2%	4%	9%	5%
rvs_q11_1a_17. Sling TV															
Unweighted base	80	8	6	10	20	27	21	12	41	3	9	-	53	13	8
Base: All US adults	75	9	6	10	22	25	17	11	38	3	8	-	49	13	8
Already subscribed to prior to outbreak	59%	48%	88%	43%	56%	52%	82%	49%	66%	64%	58%	-	64%	64%	40%
Subscribed to in the last 30 days	14%	27%	12%	24%	14%	16%	14%	6%	9%	36%	9%	-	11%	19%	7%
Not applicable - I am not subscribed to this service	24%	24%	-	25%	30%	25%	4%	38%	18%	-	33%	-	20%	17%	53%
Don't know	4%	-	-	8%	-	8%	-	7%	7%	-	-	-	6%	-	-
rvs_q11_1a_18. AT&T TV Now															
Unweighted base	51	8	7	8	13	12	19	7	34	-	3	-	37	7	6
Base: All US adults	52	7	8	9	16	12	18	6	34	-	3	-	37	8	6
Already subscribed to prior to outbreak	51%	39%	64%	21%	38%	73%	50%	43%	51%	-	40%	-	50%	66%	32%
Subscribed to in the last 30 days	27%	30%	22%	57%	42%	19%	21%	24%	25%	-	-	-	23%	34%	50%
Not applicable - I am not subscribed to this service	20%	31%	14%	10%	20%	8%	23%	33%	21%	-	60%	-	25%	-	19%

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
Don't know	2%	-	-	12%	-	-	6%	-	3%	-	-	-	3%	-	-
	**	**	**	**	**	**	**	**	*	**	**	**	*	**	**
rvs_q11_1a_19. YouTube TV															
Unweighted base	123	7	21	9	36	33	36	18	67	2	7	2	78	22	14
Base: All US adults	122	7	26	10	46	30	31	15	66	2	7	2	77	24	12
Already subscribed to prior to outbreak	59%	55%	67%	43%	61%	63%	53%	60%	56%	56%	85%	43%	58%	63%	60%
	**	**	**	**	*	*	*	**	*	**	**	**	*	**	**
Subscribed to in the last 30 days	11%	-	5%	16%	7%	3%	19%	20%	12%	-	-	-	10%	19%	4%
	**	**	**	**	*	*	S*	**	*	**	**	**	*	**	**
Not applicable - I am not subscribed to this service	22%	45%	19%	23%	21%	27%	22%	11%	22%	44%	-	57%	22%	15%	35%
	**	**	**	**	*	*	*	**	*	**	**	**	*	**	**
Don't know	9%	-	8%	18%	11%	8%	6%	9%	10%	-	15%	-	10%	3%	-
	**	**	**	**	*	*	*	**	*	**	**	**	*	**	**
rvs_q11_1a_20. Hulu with Live TV															
Unweighted base	73	5	8	7	22	24	21	6	40	1	2	-	43	17	8
Base: All US adults	70	6	9	9	25	23	18	5	37	1	2	-	39	18	8
Already subscribed to prior to outbreak	46%	22%	48%	51%	27%	56%	53%	69%	60%	-	45%	-	58%	30%	50%
	**	**	**	**	**	**	**	**	*	**	**	**	*	**	**
Subscribed to in the last 30 days	21%	21%	30%	23%	27%	13%	20%	31%	12%	-	-	-	11%	37%	30%
	**	**	**	**	**	**	**	**	*	**	**	**	*	**	**
Not applicable - I am not subscribed to this service	29%	57%	10%	13%	37%	27%	28%	-	25%	-	55%	-	25%	33%	20%
	**	**	**	**	**	**	**	*	*	**	**	**	*	**	**
Don't know	5%	-	12%	14%	9%	5%	-	-	3%	100%	-	-	6%	-	-
	**	**	**	**	**	**	**	**	*	**	**	**	V*	**	**
rvs_q11_1a_21. fubo TV															
Unweighted base	24	3	5	4	7	7	6	4	13	2	2	1	18	4	2
Base: All US adults	24	3	5	4	8	6	5	4	12	2	2	1	17	5	2
Already subscribed to prior to outbreak	49%	63%	64%	21%	46%	26%	61%	78%	45%	100%	-	100%	48%	52%	51%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	17%	-	19%	52%	12%	34%	-	22%	33%	-	-	-	24%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	28%	37%	-	27%	42%	30%	21%	-	9%	-	100%	-	19%	48%	49%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Don't know	7%	-	17%	-	-	10%	17%	-	13%	-	-	-	9%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_22. Philo															
Unweighted base	32	6	3	3	14	6	7	5	13	3	1	-	17	9	4
Base: All US adults	35	7	5	4	18	6	7	4	12	4	1	-	17	12	4
Already subscribed to prior to outbreak	38%	-	26%	-	37%	35%	47%	36%	43%	44%	100%	-	46%	19%	29%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	26%	12%	34%	50%	27%	44%	12%	21%	21%	56%	-	-	28%	31%	20%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	33%	88%	39%	31%	36%	22%	42%	23%	29%	-	-	-	21%	51%	50%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2%	-	-	19%	-	-	-	21%	7%	-	-	-	5%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_23. Xumo															
Unweighted base	24	5	3	2	7	8	7	2	11	1	2	-	14	7	2
Base: All US adults	24	6	3	2	9	7	6	2	10	1	2	-	13	9	2
Already subscribed to prior to outbreak	65%	33%	100%	40%	43%	57%	100%	100%	68%	100%	47%	-	66%	53%	100%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	23%	50%	-	60%	45%	18%	-	-	13%	-	-	-	11%	47%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	4%	-	-	-	-	12%	-	-	9%	-	-	-	7%	-	-

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Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8%	17%	-	12%	12%	-	-	9%	-	53%	-	16%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q11_1a_24. Vudu

Unweighted base	99	14	11	7	28	41	19	11	44	1	14	2	61	22	9
Base: All US adults	96	13	13	7	33	37	17	10	41	1	13	2	57	24	9
Already subscribed to prior to outbreak	66%	86%	66%	40%	67%	63%	74%	63%	62%	100%	65%	56%	63%	77%	69%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	11%	-	17%	18%	7%	15%	11%	12%	15%	-	15%	44%	16%	4%	10%
	**	**	**	**	**	*	**	**	*	**	**	**	*	**	**
Not applicable - I am not subscribed to this service	20%	6%	17%	31%	23%	21%	16%	16%	22%	-	12%	-	18%	18%	20%
	**	**	**	**	**	*	**	**	*	**	**	**	*	**	**
Don't know	2%	8%	-	11%	3%	-	-	8%	2%	-	8%	-	3%	-	-
	**	**	**	**	**	*	**	**	*	**	**	**	*	**	**

rvs_q11_1a_25. Quibi

Unweighted base	13	1	2	2	4	4	3	2	8	-	2	-	10	3	-
Base: All US adults	14	1	3	2	5	4	3	2	8	-	2	-	10	4	-
Already subscribed to prior to outbreak	41%	-	100%	40%	61%	-	100%	-	35%	-	-	-	28%	74%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	52%	100%	-	60%	39%	79%	-	100%	53%	-	100%	-	63%	26%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	7%	-	-	-	-	21%	-	-	12%	-	-	-	9%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q11_1a_count_TB. How many of the following entertainment services have you already subscribed to prior to outbreak?

Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	18%	22%	25%	30%	23%	18%	10%	15%	12%	16%	21%	13%	13%	27%	15%
		N	N	N*	T.U	T				**	V.Z*	*	V	V.Z.AB	
1	21%	25%	23%	17%	25%	21%	15%	16%	23%	17%	16%	14%	21%	19%	24%
				*	T.U	T			Z	**	*	*	21%	19%	24%
2	17%	16%	17%	14%	17%	16%	17%	15%	16%	23%	15%	32%	17%	15%	21%
				*					**	**	*	V.X.Z.AA*	17%	15%	21%
3	14%	11%	8%	14%	13%	12%	17%	17%	15%	17%	15%	17%	15%	10%	17%
				*					AA	**	*	*	AA	AA	AA
4	12%	12%	10%	6%	10%	14%	11%	13%	12%	-	15%	13%	12%	13%	11%
				*					**	**	*	*	**	**	**
5	7%	6%	6%	3%	5%	7%	11%	11%	8%	20%	6%	8%	8%	8%	6%
				*					R	R	*	*	8%	8%	6%
6	4%	3%	3%	5%	2%	3%	9%	6%	6%	-	4%	2%	5%	3%	3%
				*			R.S	R	**	**	*	*	5%	3%	3%
7	3%	2%	2%	5%	1%	3%	4%	5%	4%	-	4%	-	4%	2%	2%
				*		R	R	R	AA	**	*	*	4%	2%	2%
8	2%	2%	1%	2%	1%	2%	2%	1%	2%	-	1%	2%	2%	2%	1%
				*		R	R	R	**	**	*	*	2%	2%	1%
9	1%	2%	2%	1%	1%	1%	1%	1%	1%	5%	1%	-	1%	1%	1%
				*					**	**	*	*	1%	1%	1%
10	0%	-	0%	-	0%	0%	1%	-	0%	-	2%	-	0%	0%	-
				*					**	**	*	*	0%	0%	-
11	0%	-	1%	-	1%	-	-	1%	0%	-	-	-	0%	0%	-
			*	*					**	**	*	*	0%	0%	-
12	0%	-	-	1%	0%	0%	-	0%	0%	-	-	-	0%	0%	-

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Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
			*						**	*	*			
13	0%	-	-	-	0%	0%	-	-	2%	-	-	0%	-	-
			*						**	*	*	V		
14	0%	-	0%	-	-	0%	-	0%	-	-	-	0%	-	-
			*						**	*	*			
15	0%	-	1%	-	0%	-	-	-	-	-	-	-	0%	-
			N						**	*	*			
16	0%	-	1%	-	0%	-	-	-	-	-	-	-	0%	-
			N						**	*	*			
19	0%	-	-	1%	-	1%	-	0%	-	-	-	0%	-	-
			*			R			**	*	*			
25	0%	-	-	-	-	0%	-	0%	-	-	-	0%	-	-
			*						**	*	*			

rvs_q11_1a_count_BB. How many of the following entertainment services have you subscribed to in the last 30 days?

	Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156	
0	80%	75%	72%	73%	80%	81%	80%	80%	83%	52%	75%	72%	81%	77%	86%	
			*						Z.AA	**	*	*	X.AA			
1	12%	11%	18%	16%	13%	10%	12%	11%	9%	40%	15%	19%	11%	14%	9%	
			N	*					**	*	V*	V	V			
2	4%	7%	5%	4%	3%	5%	4%	4%	3%	3%	7%	2%	3%	5%	1%	
			N	*					**	AB*	*	*				
3	2%	5%	3%	4%	2%	2%	2%	2%	2%	4%	2%	4%	2%	3%	1%	
			N	*					**	*	*	*				
4	1%	2%	-	-	1%	1%	1%	1%	1%	-	-	-	1%	1%	-	
			*						**	*	*	*				
5	1%	-	1%	3%	1%	0%	2%	1%	1%	-	1%	2%	1%	-	2%	
			N*	*					**	AA*	AA*	*	AA			
6	0%	-	1%	1%	0%	0%	0%	2%	1%	-	-	-	1%	-	1%	
			*						**	*	*	*	AA			
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
			*						**	*	*	*				
12	0%	-	-	-	0%	-	-	-	-	-	-	-	-	0%	-	
			*						**	*	*	*				

rvs_q11_1a_TB_selective_count. How many of the following entertainment services have you already subscribed to prior to outbreak? (selected options)

	Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156	
0	22%	30%	31%	36%	27%	22%	13%	16%	15%	29%	22%	21%	17%	30%	16%	
			N	N*	T.U	T			**	*	*	V	V.Z.AB			
1	24%	25%	22%	21%	29%	23%	18%	21%	26%	13%	24%	14%	25%	21%	32%	
			*	*	T.U				**	*	*	*	Y.AA			
2	19%	20%	16%	12%	19%	19%	21%	15%	19%	23%	16%	28%	20%	17%	25%	
			*	*					**	*	AC*	*	AC			
3	16%	12%	14%	13%	12%	17%	17%	24%	17%	11%	14%	18%	17%	13%	18%	
			*	*		R	R		**	*	*	*				
4	10%	10%	9%	8%	8%	12%	13%	10%	10%	13%	13%	15%	11%	12%	6%	
			*	*	R	R			**	*	*	*				
5	5%	3%	5%	6%	2%	5%	11%	9%	7%	4%	6%	3%	7%	4%	2%	
			*	*	R	R.S	R		**	*	*	*	AB			
6	2%	0%	1%	3%	1%	1%	4%	5%	3%	7%	4%	-	3%	2%	-	
			*	*	R.S	R.S	AB		**	AB*	*	AB				

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US_nat_int Sample: 28th - 29th April 2020



Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
7	1%	-	1%	-	0%	1%	2%	-	0%	-	-	2%	0%	1%	0%
			*			R			**	*	*				
8	0%	-	0%	-	0%	0%	1%	1%	1%	-	1%	1%	-	-	-
			*						**	*	*				
9	0%	-	1%	1%	0%	0%	-	-	0%	-	-	0%	0%	0%	-
			N	N*					**	*	*				
13	0%	-	-	1%	-	-	1%	-	0%	-	-	0%	-	-	-
			*	*			R		**	*	*				
15	0%	-	-	-	-	-	0%	-	0%	-	-	0%	-	-	-
			*	*					**	*	*				

rvs_q11_1a_BB_selective_count. How many of the following entertainment services have you subscribed to in the last 30 days? (selected options)

Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	84%	83%	78%	78%	85%	84%	85%	82%	86%	84%	78%	78%	85%	83%	89%
			*	*			Z		**	**	*	*			X
1	11%	8%	16%	14%	11%	11%	9%	10%	9%	16%	16%	14%	10%	13%	6%
			N	*					**	**	V.Z.AB*	*	V	V.AB	
2	3%	7%	4%	1%	2%	4%	4%	5%	3%	-	4%	2%	3%	3%	2%
			N.Q	*				R	**	**	*	*			
3	1%	2%	2%	4%	1%	1%	2%	1%	2%	-	1%	4%	2%	0%	1%
			N*	*					AA	**	*	AA*	AA		
4	0%	1%	-	3%	1%	0%	0%	1%	0%	-	-	2%	0%	0%	2%
			N.P*	*					**	**	*	*			V.Z
6	0%	-	-	-	0%	-	-	1%	0%	-	-	-	0%	0%	-
			*	*					**	**	*	*			
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*					**	**	*	*			

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services do expect to subscribe to in the next month and which do you never expect to subscribe to? Please select the option that best applies on each row.

rvs_q11_2b_1. Apple TV+

Unweighted base	1350	137	172	90	485	450	269	146	615	21	89	40	765	332	156
Base: All US adults	1354	161	209	97	567	428	232	128	568	24	88	46	726	380	150
Expect to subscribe to in the next 30 days	4%	6%	9%	6%	4%	4%	3%	6%	4%	5%	4%	2%	4%	6%	2%
			N	*					**	**	*	*			
Don't expect to subscribe to ever	78%	72%	66%	70%	78%	79%	77%	72%	80%	83%	76%	74%	80%	72%	85%
			*	*					AA	**	*	*	AA	AA	AA
Don't know	18%	22%	25%	24%	18%	17%	19%	22%	16%	12%	19%	23%	17%	22%	13%
			N	N*					**	**	*	*	V.AB.AC		

rvs_q11_2b_2. Disney+

Unweighted base	1154	133	148	75	412	381	226	135	528	16	79	30	653	270	143
Base: All US adults	1143	156	182	77	475	360	191	117	483	18	78	34	612	304	138
Expect to subscribe to in the next 30 days	8%	13%	15%	10%	8%	7%	10%	8%	8%	29%	8%	-	8%	9%	5%
			N	*					AC	**	AC*	**	AC	AC	
Don't expect to subscribe to ever	70%	67%	55%	54%	71%	73%	66%	68%	75%	59%	73%	66%	73%	62%	75%
			*	*					AA	**	*	**	AA	AA	AA
Don't know	22%	21%	30%	35%	21%	20%	24%	23%	17%	12%	19%	34%	18%	29%	21%
			N	N.O*					**	**	*	**	V.Z		

rvs_q11_2b_3. Netflix

Unweighted base	617	67	80	44	256	191	109	61	280	8	40	12	340	148	73
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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
	619	76	100	48	303	174	88	54	258	11	39	15	322	168	71
Expect to subscribe to in the next 30 days	13%	18%	24%	22%	13%	13%	13%	8%	12%	29%	22%	-	13%	16%	4%
		N*	N*	N*			*	*	AB	**	AB,AC*	**	AB	AB,AC	*
Don't expect to subscribe to ever	62%	53%	51%	44%	66%	57%	63%	55%	70%	57%	52%	46%	66%	55%	63%
		*	*	*			*	*	X,Z,AA	**	*	**	AA		*
Don't know	25%	30%	24%	35%	21%	30%	24%	37%	19%	13%	26%	54%	21%	29%	33%
		*	*	*		R	*	R*		**	*	**	V	V	V,Z,AC*
	1001	110	137	70	380	312	187	122	485	15	49	24	573	235	111
Expect to subscribe to in the next 30 days	9%	8%	17%	19%	10%	7%	12%	7%	8%	18%	11%	7%	9%	11%	8%
		*	N	N*			S			**	*	**		AC	
Don't expect to subscribe to ever	67%	64%	51%	56%	69%	69%	61%	67%	74%	59%	60%	47%	70%	63%	68%
		*	*	*					X,Z,AA	**	*	**			
Don't know	24%	28%	32%	25%	21%	25%	27%	26%	18%	23%	29%	46%	21%	26%	25%
		*	N	*						**	*	**	V	V	
	787	102	123	56	341	247	125	74	349	12	40	23	424	207	93
Expect to subscribe to in the next 30 days	11%	15%	17%	18%	12%	7%	18%	12%	12%	28%	19%	3%	13%	13%	4%
		N*	N	N*			S	*	AB,AC	**	AB,AC*	**	AB,AC	AB,AC	*
Don't expect to subscribe to ever	62%	53%	54%	52%	64%	65%	50%	62%	66%	66%	60%	49%	64%	54%	76%
		*	*	*	T	T	*	*	AA	**	*	**	AA		Z,AA*
Don't know	26%	32%	29%	30%	24%	28%	32%	26%	22%	6%	21%	48%	23%	34%	19%
		*	*	*				*		**	*	**		V,Z,AB,AC	*
	839	86	99	53	314	274	161	90	409	13	52	19	493	183	94
Expect to subscribe to in the next 30 days	7%	10%	16%	12%	8%	5%	8%	8%	7%	41%	6%	13%	8%	7%	4%
		N*	N*	N*			*	*		**	*	**	V		*
Don't expect to subscribe to ever	76%	71%	58%	61%	75%	80%	75%	73%	79%	54%	81%	71%	78%	70%	80%
		*	*	*			*	*	AA	**	*	**	AA		*
Don't know	17%	19%	26%	27%	17%	15%	18%	18%	14%	6%	14%	16%	14%	23%	16%
		*	N*	N*			*	*		**	*	**		V,Z,AC	*
	1380	136	173	97	478	448	290	164	650	19	92	41	802	331	151
Expect to subscribe to in the next 30 days	4%	8%	7%	12%	6%	3%	4%	3%	5%	24%	6%	2%	5%	3%	3%
		N	N	N*	S					**	*	*			
Don't expect to subscribe to ever	81%	73%	68%	68%	79%	83%	79%	81%	84%	59%	76%	73%	82%	76%	83%
		*	*	*					Z,AA	**	*	*			
Don't know	15%	19%	25%	20%	15%	15%	17%	15%	11%	17%	17%	24%	13%	21%	13%
		N	N	N*						**	*	V,AC*	V	V,Z,AC	
	1354	134	168	95	460	435	291	168	641	18	94	39	792	325	142
Expect to subscribe to in the next 30 days	5%	7%	10%	13%	7%	3%	4%	7%	5%	21%	5%	-	5%	6%	4%
		N	N	N*	S					**	*	*			
Don't expect to subscribe to ever	80%	78%	65%	66%	77%	84%	82%	79%	82%	63%	81%	87%	82%	75%	85%
		P	*	*		R			AA	**	*	*	AA		AA
Don't know	14%	15%	25%	21%	16%	13%	14%	15%	13%	16%	14%	13%	13%	19%	11%
			N	N*						**	*	*		V,Z,AB,AC	
	1319	131	169	92	462	426	275	156	617	18	87	41	763	317	147

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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Base: All US adults	1322	155	210	96	544	406	237	136	571	21	85	49	726	361	143
Expect to subscribe to in the next 30 days	6%	7%	13%	14%	8%	4%	5%	3%	5%	25%	4%	4%	5%	7%	2%
		N	N	N*	S.U					**	*	*			
Don't expect to subscribe to ever	81%	71%	66%	72%	78%	81%	83%	83%	84%	61%	82%	90%	84%	72%	85%
				*					AA	**	*	AA*	AA		AA
Don't know	14%	21%	21%	14%	14%	15%	12%	14%	11%	14%	14%	6%	11%	20%	13%
		N	N	*						**	*	*		V.Y.Z	
rvs_q11_2b_10. CBS All Access															
Unweighted base	1344	139	174	93	485	435	272	152	622	19	87	40	768	327	150
Base: All US adults	1348	160	213	99	569	411	236	132	576	22	86	47	731	371	147
Expect to subscribe to in the next 30 days	6%	10%	10%	9%	8%	4%	4%	7%	6%	24%	6%	-	6%	7%	1%
		N	N	N*	S				AB	**	*	*	AB	AB	
Don't expect to subscribe to ever	76%	74%	67%	69%	76%	79%	77%	68%	78%	64%	80%	75%	78%	71%	84%
				*		U	U		AA	**	*	*	AA		AA
Don't know	18%	17%	23%	22%	17%	17%	18%	25%	16%	12%	15%	25%	16%	22%	15%
			N	*			R.S			**	*	*		V.Z	
rvs_q11_2b_11. HBO Now															
Unweighted base	1306	141	167	81	476	432	252	146	597	18	82	36	733	326	151
Base: All US adults	1308	165	205	85	555	412	215	126	550	20	81	43	693	372	145
Expect to subscribe to in the next 30 days	7%	14%	16%	10%	7%	8%	7%	7%	5%	27%	5%	12%	6%	10%	3%
		N	N	N*						**	*	**	V	V.Z.AB	
Don't expect to subscribe to ever	74%	66%	59%	62%	75%	74%	72%	74%	80%	69%	73%	65%	78%	66%	78%
				*					Z.AA	**	*	**	AA		AA
Don't know	19%	20%	25%	28%	18%	18%	21%	19%	15%	5%	22%	24%	16%	24%	18%
			N	N*						**	*	**		V.Z.AC	
rvs_q11_2b_12. Facebook Watch															
Unweighted base	1371	136	166	89	472	447	287	165	638	20	91	41	790	331	154
Base: All US adults	1363	159	203	93	550	423	247	143	586	23	89	48	746	374	147
Expect to subscribe to in the next 30 days	5%	8%	12%	11%	6%	3%	5%	7%	7%	14%	3%	-	6%	4%	2%
		N	N	N*	S			S	AA.AB	**	*	*			
Don't expect to subscribe to ever	81%	75%	64%	71%	77%	83%	84%	83%	82%	80%	87%	85%	83%	78%	81%
		P		*		R	R			**	*	*			
Don't know	14%	17%	24%	17%	16%	14%	11%	10%	11%	6%	10%	15%	11%	19%	16%
			N	*						**	*	*		V.Z	
rvs_q11_2b_13. Cable TV															
Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base: All US adults	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
Expect to subscribe to in the next 30 days	21%	25%	29%	19%	22%	16%	26%	19%	24%	34%	11%	8%	22%	18%	24%
			N	*	S		S		X.Y.Z.AA	**	*	*	X.Y		X.Y
Don't expect to subscribe to ever	53%	55%	42%	59%	52%	57%	50%	52%	51%	50%	62%	62%	53%	54%	51%
		P		P*						**	*	*	V		
Don't know	26%	20%	30%	22%	26%	26%	24%	28%	25%	16%	27%	30%	25%	28%	24%
				*						**	*	*			
rvs_q11_2b_14. The Roku Channel															
Unweighted base	1295	135	160	90	446	427	262	160	592	15	91	39	737	319	148
Base: All US adults	1301	157	198	95	525	409	228	138	547	17	90	47	701	364	144
Expect to subscribe to in the next 30 days	6%	8%	13%	6%	7%	6%	5%	6%	7%	24%	4%	4%	7%	5%	3%
			N	*						**	*	*			
Don't expect to subscribe to ever	75%	66%	62%	71%	74%	78%	74%	73%	75%	72%	80%	80%	76%	71%	84%
				*						**	*	*			V.Z.AA
Don't know	19%	25%	24%	23%	19%	16%	20%	20%	17%	5%	16%	16%	17%	24%	13%
		N	N	*						**	*	*		V.Z.AB	
rvs_q11_2b_15. IMDB TV															
Unweighted base	1414	144	174	97	489	467	293	165	662	19	96	42	819	343	155

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
Unweighted base	1437	146	178	96	498	471	300	168	668	19	97	41	825	351	159
Base: All US adults	1438	170	220	102	584	449	259	146	618	22	95	49	783	399	154
Expect to subscribe to in the next 30 days	5%	4%	12%	11%	7%	2%	4%	6%	4%	-	2%	-	4%	6%	3%
Don't expect to subscribe to ever	82%	82%	N.O	N*	S			S	Z	**	*	*			
Don't know	13%	14%	23%	18%	15%	13%	11%	16%	11%	13%	12%	7%	11%	20%	12%
			N	N*					AA	**	*	*		V.Z.AB	
Unweighted base	1430	143	180	97	491	472	299	168	669	18	98	42	827	346	157
Base: All US adults	1427	166	221	101	575	449	258	146	619	20	96	50	784	391	152
Expect to subscribe to in the next 30 days	4%	4%	10%	8%	5%	2%	5%	5%	4%	22%	3%	-	4%	4%	2%
Don't expect to subscribe to ever	81%	79%	65%	69%	79%	83%	82%	80%	82%	65%	86%	86%	82%	76%	86%
Don't know	15%	17%	25%	23%	16%	15%	14%	15%	14%	13%	11%	14%	14%	20%	12%
			N	N*					AA	**	*	*	AA		V.Z.AB.AC
Unweighted base	1362	135	172	93	476	437	287	162	638	20	85	40	783	332	152
Base: All US adults	1365	159	213	98	559	418	248	141	590	23	84	48	744	379	147
Expect to subscribe to in the next 30 days	5%	7%	11%	7%	7%	3%	4%	5%	5%	19%	3%	8%	5%	5%	3%
Don't expect to subscribe to ever	79%	76%	66%	74%	77%	81%	82%	78%	82%	66%	83%	77%	81%	74%	81%
Don't know	16%	17%	23%	19%	16%	16%	13%	17%	13%	15%	14%	15%	13%	21%	16%
			N	*					AA	**	*	*	AA		V.Z.AC
Unweighted base	1449	148	181	98	501	474	303	171	674	21	97	42	834	352	161
Base: All US adults	1448	172	222	104	587	451	262	148	623	24	95	50	791	399	156
Expect to subscribe to in the next 30 days	4%	5%	11%	10%	6%	3%	4%	3%	4%	32%	6%	-	5%	5%	3%
Don't expect to subscribe to ever	80%	76%	65%	67%	77%	82%	82%	81%	83%	57%	82%	88%	82%	74%	85%
Don't know	16%	19%	25%	23%	17%	15%	14%	16%	13%	11%	12%	12%	13%	22%	12%
			N	N*					AA	**	*	*	AA		V.X.Z.AB.AC
Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	61%	50%	50%	53%	60%	65%	60%	58%	60%	41%	61%	62%	60%	62%	64%
1	16%	19%	14%	18%	16%	17%	15%	17%	15%	19%	15%	26%	16%	16%	22%
2	7%	6%	8%	4%	7%	5%	8%	9%	8%	5%	8%	4%	8%	5%	6%
				*					**	**	*	*		V	

rvs_q11_2b_count_TB. How many of the following entertainment services do you expect to subscribe to in the next 30 days?

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
3	4%	10%	2%	4%	3%	4%	5%	3%	3%	9%	7%	6%	4%	4%	3%
4	2%	3%	6%	2%	3%	2%	3%	1%	3%	-	2%	2%	2%	3%	1%
5	2%	0%	3%	1%	1%	2%	2%	3%	3%	-	2%	-	2%	1%	1%
6	1%	2%	1%	6%	1%	2%	1%	2%	1%	-	3%	-	1%	1%	1%
7	1%	2%	2%	1%	1%	1%	2%	1%	1%	-	1%	-	1%	1%	-
8	1%	1%	0%	-	1%	1%	1%	1%	1%	-	-	-	1%	0%	-
9	1%	-	2%	3%	1%	0%	1%	1%	0%	-	1%	-	0%	1%	-
10	0%	1%	-	-	0%	-	1%	1%	0%	-	-	-	0%	1%	-
11	1%	-	3%	1%	1%	0%	1%	-	1%	5%	-	-	1%	1%	-
12	1%	-	2%	4%	2%	-	0%	1%	1%	9%	-	-	1%	1%	-
13	0%	-	-	1%	0%	-	-	-	-	-	-	-	-	-	-
14	0%	-	1%	-	0%	-	-	-	-	-	-	-	-	0%	-
15	0%	-	2%	-	1%	0%	-	1%	1%	-	-	-	1%	1%	-
16	1%	1%	1%	-	0%	-	1%	1%	1%	-	-	-	1%	1%	-
17	0%	-	-	-	0%	-	-	1%	-	-	-	-	-	0%	1%
18	0%	2%	-	-	1%	0%	-	-	0%	13%	-	-	1%	-	-
20	0%	-	2%	-	0%	0%	-	-	1%	-	-	-	0%	-	-
21	0%	1%	1%	-	0%	-	-	-	-	-	-	-	-	0%	1%
22	0%	-	1%	-	0%	-	-	-	0%	-	-	-	0%	-	-
23	0%	-	0%	-	-	-	-	0%	-	-	-	-	-	0%	-
24	0%	1%	1%	2%	1%	0%	1%	-	0%	-	1%	-	0%	0%	1%

rvs_q11_2b_count_BB. How many of the following entertainment services don't you expect to subscribe?

	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Unweighted base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
Base	5%	5%	13%	6%	6%	5%	4%	3%	4%	4%	4%	-	3%	8%	5%
0			N.O	*						**	*	*		V.Z	
1	2%	5%	6%	3%	2%	2%	3%	2%	2%	-	1%	4%	2%	3%	1%
2	1%	-	1%	5%	0%	1%	1%	3%	1%	-	2%	-	1%	1%	1%
3	1%	1%	2%	1%	1%	0%	1%	2%	0%	-	-	6%	1%	1%	0%
			N*	*			S			**	*	V.X.Z.AA.AB*	V	V	

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
4	1%	3%	1%	2%*	1%	1%	2%	2%	2%	-**	-*	-*	1%	2%	0%
5	1%	2%	1%	2%*	2%	1%	2%	2%	2%	13%**	1%*	2%*	2%	1%	1%
6	1%	1%	1%	2%*	1%	1%	2%	1%	2%	2%**	2%*	2%*	2%	2%	-
7	1%	-	2%	3%* O*	2%	0%	0%	3% S,T	1%	-**	-*	-*	1%	1%	1%
8	2%	4% N	2%	3%*	2%	1%	2%	2%	1%	-**	1%*	-*	1%	2%	3%
9	2%	4%	3%	4%*	3%	2%	1%	2%	2%	9%**	1%*	-*	2%	2%	2%
10	2%	2%	3%	2%*	2%	2%	3%	1%	2%	9%**	2%*	-*	2%	2%	2%
11	2%	2%	2%	2%*	1%	3%	2%	1%	2%	-**	2%*	-*	2%	2%	2%
12	2%	5% N	2%	3%*	2%	2%	4%	2%	2%	8%**	3%*	-*	2%	4%	1%
13	2%	1%	2%	5%*	2%	2%	3%	3%	2%	5%**	-*	2%*	2%	2%	3%
14	3%	4%	4%	3%*	3%	2%	3%	3%	2%	-**	4%*	10% V.Z.AA.AC*	3% V	3%	4%
15	4%	4%	5%	3%*	3%	4%	5%	5%	4%	-**	8% AA*	4%*	5%	3%	4%
16	5%	6%	4%	3%*	4%	5%	5%	5%	3%	-**	8% V*	8% V	4% V	4%	5%
17	4%	4%	5%	3%*	3%	5%	6%	6% R	4%	8%**	11% V.Z.AA.AB.AC*	5% *	5% V	4%	2%
18	6%	5%	4%	8%*	5%	6%	8%	6%	7%	3%**	7%*	6%*	7%	6%	4%
19	6%	3%	3%	3%*	6%	6%	6%	5%	6%	9%**	7%*	7%*	7%	4%	5%
20	7%	6%	7%	7%*	6%	8%	6%	8%	7%	-**	6%*	12%*	7%	8%	7%
21	8%	5%	4%	8%*	7%	8%	8%	8%	9%	9%**	9%*	8%*	9%	5%	7%
22	9%	11%	7%	8%*	8%	10%	9%	6%	8%	8%**	8%*	12%*	8%	7%	15% V.Z.AA.AC
23	9%	9%	4%	8%*	9%	9%	8%	10%	10%	-**	7%*	7%*	9%	8%	13%
24	8%	5%	7%	3%* * T	10% T	8% T	4%	6%	10% X,Z	-**	2%*	4%*	8% X	7%	10% X
25	5%	6%	5%	3%*	8% T,U	5%	3%	2%	5%	12%**	4%*	2%*	5%	6%	4%

rvs_q11_2b_TB_selective_count. How many of the following entertainment services do you expect to subscribe to in the next 30 days? (selected options)

Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	65%	54%	54%	58%*	64%	68%	62%	63%	63%	44%**	65%*	77%*	64%	66%	66%
1	18%	21%	16%	17%*	17%	18%	19%	19%	18%	20%**	16%*	19%*	18%	16%	25% Z.AA
2	6%	8%	7%	6%*	6%	6%	7%	3%	6%	9%**	9%*	2%*	6%	6%	4%

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
			*						**	*	*				
3	4%	6% N	5%	4% *	3%	3%	4%	7% S	5%	- **	4% *	2% *	4%	3% 3%	
4	2%	3% N	2%	5% N*	2%	2%	2%	1%	2%	- **	2% *	- *	2%	2% 1%	
5	2%	2%	3%	3% *	1%	2%	2%	2%	1%	- **	3% *	- *	1%	2% -	
6	1%	2%	1%	3% N*	2% S	0%	0%	1%	0%	9% **	- *	- *	0% V	2% V.Z	-
7	1%	-	5% N.O	2% N*	1%	0%	2%	1%	1%	5% **	- *	- *	1%	1% -	-
8	0%	-	-	1% *	0%	0%	1%	1%	1%	- **	- *	- *	1%	0% -	-
9	1%	-	1%	1% *	1%	0%	0%	2% S	1%	- **	- *	- *	1%	0% 1%	1%
10	1%	3% N	1% N	- *	1% S	-	-	-	-	13% **	- *	- *	0% V	1% V	-
11	0%	1% N	1% N	- *	1%	-	-	1%	0%	- **	- *	- *	0% 0%	0% 1%	1%
12	0%	0% N	2% N	- *	1%	0%	-	-	0%	- **	- *	- *	0% 0%	1% -	-
14	0%	1%	1%	- *	1%	-	-	0%	0%	- **	1% *	- *	0% 0%	0% -	-
15	0%	-	1% N	2% N*	0%	0%	1%	-	0%	- **	- *	- *	0% 0%	- 1%	1%

rvs_q11_2b_BB_selective_count. How many of the following entertainment services don't you expect to subscribe? (selected options)

	Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base		1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0		6%	6%	17% N.O	10% N*	8%	5%	4%	6%	6%	4% **	4% *	- *	5% Z	9% Z	5%
1		3%	4%	3%	5% *	2%	3%	4%	4%	2%	- **	4% *	10% V.Z.AB*	2% V	4% V	1%
2		2%	1%	3%	2% *	2%	1%	3%	2%	2%	- **	1% *	2% *	2% *	2% *	2%
3		2%	4% N	3%	5% *	2%	2%	2%	6% R.S.T	3%	- **	1% *	- *	2% *	4% *	1%
4		3%	7% N	3%	5% *	4%	3%	2%	3%	3%	17% **	3% *	2% *	3% *	4% *	4%
5		3%	1%	6% N.O	5% O*	3%	2%	3%	2%	2%	7% **	1% *	- *	2% *	2% *	4%
6		3%	4%	1% P*	5% P*	3%	2%	6% R.S	4%	4%	9% **	3% *	- *	4% *	3% *	2%
7		5%	5%	5%	8% *	4%	7% R	5%	6%	5%	8% **	6% *	7% *	5% *	6% *	4%
8		6%	8%	6%	6% *	4%	6% R.S	11% R.S	7%	5%	5% **	10% V*	7% *	5% V	9% V	6%
9		7%	7%	8%	3% *	6%	8%	8%	10%	8%	- **	10% *	18% V.Z.AA.AB.AC*	8% *	7% *	5%
10		9%	3%	6%	9% *	9%	7%	11% *	7%	9%	11% **	9% *	9% *	9% *	7% *	6%
11		9%	8%	9%	6% *	7%	11% R	8% R	10%	10%	4% **	13% *	9% *	10% *	7% *	10%
12		11%	11%	6%	9% *	10%	13% *	11% *	10%	11%	18% **	12% *	17% *	12% *	10% *	14%

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
13	11%	10%	7%	12%	11%	10%	7%	11%	5%	12%	13%	11%	9%	14%	
14	10%	13%	7%	7%	14%	9%	5%	10%	12%	-	7%	-	10%	8%	19%
15	8%	7%	9%	4%	11%	8%	6%	6%	8%	12%	4%	6%	10%	5%	

Does the Coronavirus (COVID-19) outbreak impact whether you watch the following services more, less or the same?
Please select the option that best applies on each row.

rvs_q12_1. Apple TV+

Unweighted base	92	11	9	8	16	22	31	23	55	-	8	2	65	18	4
Base: All US adults	88	11	13	6	20	21	27	19	50	-	7	3	60	18	5
Yes, I watch it more	32%	30%	30%	38%	23%	12%	50%	36%	37%	-	34%	-	35%	38%	-
Yes, I watch it less	17%	28%	58%	-	40%	24%	-	11%	13%	-	-	-	10%	39%	39%
No, it doesn't have an impact	50%	42%	12%	62%	37%	61%	50%	53%	49%	-	66%	100%	54%	23%	61%
Don't know	1%	-	-	-	-	3%	-	-	1%	-	-	-	1%	-	-

rvs_q12_2. Disney+

Unweighted base	274	13	34	21	81	85	72	36	141	5	16	11	173	72	16
Base: All US adults	284	14	43	25	103	84	66	32	135	6	16	15	172	84	16
Yes, I watch it more	44%	27%	67%	55%	48%	43%	38%	48%	40%	68%	31%	46%	40%	50%	55%
Yes, I watch it less	8%	42%	5%	9%	12%	7%	6%	6%	9%	-	13%	14%	10%	5%	17%
No, it doesn't have an impact	47%	31%	28%	32%	38%	51%	54%	46%	51%	32%	55%	40%	50%	42%	29%
Don't know	1%	-	-	5%	1%	-	1%	-	-	-	-	-	-	2%	-

rvs_q12_3. Netflix

Unweighted base	740	66	94	48	213	247	178	102	364	13	50	28	455	171	73
Base: All US adults	735	80	112	49	250	238	159	88	340	13	47	32	433	194	69
Yes, I watch it more	57%	73%	75%	57%	59%	54%	59%	53%	54%	63%	65%	57%	56%	63%	54%
Yes, I watch it less	4%	2%	6%	4%	4%	4%	4%	9%	5%	-	2%	-	4%	4%	5%
No, it doesn't have an impact	38%	26%	19%	36%	37%	40%	37%	38%	40%	37%	34%	43%	40%	31%	41%
Don't know	1%	-	-	2%	0%	1%	-	-	0%	-	-	-	0%	1%	-

rvs_q12_4. Hulu

Unweighted base	385	29	41	23	98	134	106	47	172	6	40	17	235	94	40
Base: All US adults	379	33	46	23	113	128	96	41	161	6	38	18	223	105	36
Yes, I watch it more	51%	46%	68%	61%	53%	54%	46%	46%	44%	57%	54%	64%	48%	61%	54%
Yes, I watch it less	4%	7%	6%	9%	6%	4%	2%	7%	5%	-	2%	10%	5%	3%	4%
No, it doesn't have an impact	45%	48%	26%	31%	41%	42%	51%	47%	50%	43%	44%	25%	47%	37%	41%
Don't know	0%	-	-	-	-	-	1%	-	1%	-	-	-	1%	-	-

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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
rvs_q12_5. Amazon Prime															
Unweighted base	604	40	55	38	148	193	169	94	307	9	52	18	386	123	57
Base: All US adults	583	47	65	42	174	180	147	82	277	8	49	21	355	140	54
Yes, I watch it more	41%	50%	44%	46%	37%	41%	44%	44%	38%	56%	40%	49%	39%	45%	43%
		*	*	*	*	*	*	*	*	**	*	**	*	*	*
Yes, I watch it less	4%	1%	5%	12%	7%	4%	3%	2%	5%	*	8%	*	5%	1%	5%
		*	*	N*	*	*	*	*	*	**	AA*	**	*	*	*
No, it doesn't have an impact	54%	49%	49%	42%	54%	54%	53%	54%	56%	44%	52%	51%	55%	51%	52%
		*	*	*	*	*	*	*	*	**	*	**	*	*	*
Don't know	1%	-	3%	-	2%	1%	-	-	1%	-	-	-	1%	2%	-
		*	*	*	*	*	*	*	*	**	*	**	*	*	*
rvs_q12_6. YouTube Premium															
Unweighted base	127	10	24	13	42	39	32	14	66	2	6	3	77	30	12
Base: All US adults	135	10	29	16	54	37	31	12	66	2	7	4	78	35	14
Yes, I watch it more	40%	19%	48%	64%	34%	27%	60%	56%	49%	56%	-	23%	44%	50%	-
		**	**	**	*	*	**	**	Z*	**	**	**	*	**	**
Yes, I watch it less	16%	27%	34%	19%	25%	13%	2%	15%	8%	-	43%	55%	13%	13%	38%
		**	**	**	*	*	**	**	*	**	**	**	V*	**	**
No, it doesn't have an impact	42%	44%	18%	18%	37%	58%	38%	29%	43%	44%	57%	23%	43%	34%	57%
		**	**	**	*	*	**	**	*	**	**	**	*	**	**
Don't know	2%	10%	-	-	4%	2%	-	-	-	-	-	-	-	3%	4%
		**	**	**	*	*	**	**	*	**	**	**	*	**	**
rvs_q12_7. Crackle															
Unweighted base	67	11	8	3	24	23	15	5	25	2	6	-	33	19	10
Base: All US adults	65	9	11	3	28	22	11	4	22	2	6	-	29	22	9
Yes, I watch it more	25%	25%	35%	28%	23%	33%	24%	-	20%	-	16%	-	18%	41%	11%
		**	**	**	**	**	**	**	**	**	**	**	*	**	**
Yes, I watch it less	17%	23%	35%	-	21%	13%	10%	33%	19%	-	14%	-	17%	17%	29%
		**	**	**	**	**	**	**	**	**	**	**	*	**	**
No, it doesn't have an impact	56%	51%	30%	72%	56%	49%	67%	67%	62%	100%	70%	-	65%	36%	60%
		**	**	**	**	**	**	**	**	**	**	**	*	**	**
Don't know	2%	-	-	-	-	6%	-	-	-	-	-	-	-	6%	-
		**	**	**	**	**	**	**	**	**	**	**	*	**	**
rvs_q12_8. Tubi															
Unweighted base	81	13	12	4	31	32	13	5	28	3	4	3	38	23	13
Base: All US adults	83	15	14	4	38	29	11	4	25	3	4	4	35	28	12
Yes, I watch it more	34%	37%	38%	44%	32%	32%	40%	38%	33%	79%	54%	55%	41%	29%	33%
		**	**	**	**	*	**	**	**	**	**	**	*	**	**
Yes, I watch it less	8%	3%	28%	28%	4%	11%	12%	-	16%	-	-	-	11%	9%	-
		**	**	**	**	*	**	**	**	**	**	**	*	**	**
No, it doesn't have an impact	56%	60%	29%	28%	63%	50%	48%	62%	51%	21%	46%	45%	48%	55%	67%
		**	**	**	**	*	**	**	**	**	**	**	*	**	**
Don't know	2%	-	5%	-	-	7%	-	-	-	-	-	-	-	7%	-
		**	**	**	**	*	**	**	**	**	**	**	*	**	**
rvs_q12_9. Pluto TV															
Unweighted base	111	13	13	6	34	41	23	13	49	2	11	-	62	31	10
Base: All US adults	106	12	14	7	38	39	19	11	45	2	11	-	57	32	9
Yes, I watch it more	34%	65%	27%	34%	39%	23%	40%	42%	36%	-	28%	-	34%	28%	42%
		**	**	**	*	*	**	**	*	**	**	**	*	**	**
Yes, I watch it less	8%	-	22%	-	8%	5%	9%	21%	8%	100%	17%	-	12%	6%	-
		**	**	**	*	*	**	**	*	**	**	**	V*	**	**
No, it doesn't have an impact	55%	35%	51%	66%	50%	67%	51%	37%	53%	-	55%	-	51%	63%	58%
		**	**	**	*	*	**	**	*	**	**	**	*	**	**
Don't know	3%	-	-	-	3%	5%	-	-	4%	-	-	-	3%	4%	-

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
	**	**	**	*	*	**	**	*	**	**	**	*	**	**	
rvs_q12_10. CBS All Access															
Unweighted base	89	7	9	4	17	30	24	18	47	2	7	2	58	20	9
Base: All US adults	85	6	12	4	20	29	20	16	44	1	6	3	55	21	8
Yes, I watch it more	36%	44%	16%	75%	18%	35%	51%	40%	38%	-	40%	32%	37%	26%	65%
	**	**	**	**	**	**	**	**	*	**	**	*	**	**	**
Yes, I watch it less	6%	-	27%	-	9%	5%	-	12%	6%	-	13%	-	6%	9%	-
	**	**	**	**	**	**	**	**	*	**	**	*	**	**	**
No, it doesn't have an impact	58%	56%	57%	25%	72%	58%	49%	48%	55%	100%	47%	68%	56%	66%	35%
	**	**	**	**	**	**	**	**	*	**	**	**	*	**	**
Don't know	1%	-	-	-	-	2%	-	-	1%	-	-	-	1%	-	-
	**	**	**	**	**	**	**	**	*	**	**	**	*	**	**
rvs_q12_11. HBO Now															
Unweighted base	117	6	13	12	19	37	42	19	66	2	12	5	85	19	8
Base: All US adults	115	6	16	13	26	34	39	17	64	2	11	5	82	20	9
Yes, I watch it more	48%	49%	77%	57%	44%	44%	52%	55%	52%	-	51%	69%	52%	38%	43%
	**	**	**	**	**	*	*	**	*	**	**	**	*	**	**
Yes, I watch it less	5%	-	13%	-	12%	4%	2%	5%	5%	-	9%	-	5%	-	22%
	**	**	**	**	**	*	*	**	*	**	**	**	*	**	**
No, it doesn't have an impact	45%	51%	4%	43%	44%	50%	42%	40%	42%	100%	40%	31%	42%	57%	35%
	**	**	**	**	**	*	*	**	*	**	**	**	*	**	**
Don't know	2%	-	6%	-	-	2%	4%	-	2%	-	-	-	2%	5%	-
	**	**	**	**	**	*	*	**	*	**	**	**	*	**	**
rvs_q12_12. Facebook Watch															
Unweighted base	52	7	13	6	20	16	12	4	26	1	2	-	29	15	5
Base: All US adults	60	7	17	8	28	17	11	4	26	1	2	-	29	21	7
Yes, I watch it more	41%	34%	51%	31%	27%	59%	57%	25%	47%	-	-	-	42%	40%	27%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I watch it less	28%	29%	30%	39%	40%	19%	7%	49%	17%	-	100%	-	22%	28%	73%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, it doesn't have an impact	30%	37%	18%	30%	33%	22%	36%	26%	37%	100%	-	-	36%	32%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q12_13. Cable TV															
Unweighted base	775	85	98	38	249	243	186	97	405	7	40	21	473	169	86
Base: All US adults	758	102	117	40	288	228	161	81	371	7	37	23	438	188	84
Yes, I watch it more	43%	60%	42%	26%	42%	40%	50%	46%	42%	57%	42%	31%	42%	44%	53%
	**	N.P.Q*	*	*	**	**	**	*	**	**	*	**	**	*	*
Yes, I watch it less	13%	11%	21%	20%	14%	12%	13%	14%	14%	-	3%	26%	14%	13%	6%
	*	*	N*	*	*	*	*	X	**	*	**	X	**	*	*
No, it doesn't have an impact	43%	29%	36%	49%	43%	48%	37%	42%	43%	43%	55%	44%	44%	41%	41%
	*	*	*	*	*	*	*	*	**	**	*	**	*	*	*
Don't know	1%	-	1%	6%	1%	1%	1%	-	1%	-	-	-	1%	2%	-
	*	*	*	N.O*	*	*	*	*	**	**	*	**	*	**	*
rvs_q12_14. The Roku Channel															
Unweighted base	131	11	18	9	44	42	34	11	71	5	7	1	84	25	11
Base: All US adults	126	12	21	10	50	38	28	10	67	5	6	1	79	26	11
Yes, I watch it more	34%	21%	55%	54%	40%	23%	36%	39%	26%	77%	12%	-	28%	48%	45%
	**	**	**	*	*	*	**	*	**	**	**	**	*	**	**
Yes, I watch it less	5%	17%	9%	-	7%	3%	5%	-	5%	-	-	-	4%	10%	-
	**	**	**	**	*	*	**	*	*	**	**	**	*	**	**
No, it doesn't have an impact	60%	62%	36%	46%	51%	72%	59%	61%	68%	23%	88%	100%	67%	42%	49%
	**	**	**	**	*	R*	*	**	*	**	**	**	*	**	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

rvs_q12_15. IMDB TV

Unweighted base	34	5	6	3	11	8	10	5	15	2	2	-	19	9	3
Base: All US adults	35	7	7	4	15	8	8	4	14	4	2	-	19	10	2
Yes, I watch it more	48%	77%	62%	42%	66%	-	58%	58%	39%	86%	-	-	44%	70%	-
Yes, I watch it less	12%	8%	27%	-	7%	-	26%	28%	20%	-	49%	-	19%	-	24%
No, it doesn't have an impact	34%	15%	-	58%	27%	76%	16%	14%	41%	14%	51%	-	37%	10%	76%
Don't know	6%	-	11%	-	-	24%	-	-	-	-	-	-	-	20%	-

rvs_q12_16. Premium cable channels (HBO, Showtime, Starz or Epix)

Unweighted base	386	44	56	29	108	119	106	53	197	8	27	8	240	83	42
Base: All US adults	387	54	71	31	138	112	94	44	181	10	25	10	226	98	40
Yes, I watch it more	36%	44%	43%	38%	36%	31%	43%	29%	35%	51%	24%	45%	35%	33%	44%
Yes, I watch it less	16%	17%	32%	25%	20%	17%	9%	13%	14%	12%	9%	21%	14%	22%	10%
No, it doesn't have an impact	47%	40%	22%	33%	38%	52%	48%	57%	49%	37%	66%	34%	50%	42%	43%
Don't know	2%	-	3%	4%	5%	1%	-	1%	2%	-	-	-	1%	3%	3%

rvs_q12_17. Sling TV

Unweighted base	59	6	6	7	14	19	20	6	31	3	6	-	40	11	4
Base: All US adults	55	7	6	6	16	17	16	6	29	3	5	-	37	11	4
Yes, I watch it more	41%	22%	49%	73%	32%	49%	31%	71%	36%	100%	52%	-	43%	29%	56%
Yes, I watch it less	11%	11%	12%	14%	-	15%	10%	29%	21%	-	-	-	16%	-	-
No, it doesn't have an impact	47%	67%	39%	13%	68%	36%	56%	-	42%	-	48%	-	40%	71%	44%
Don't know	1%	-	-	-	-	-	3%	-	2%	-	-	-	1%	-	-

rvs_q12_18. AT&T TV Now

Unweighted base	40	6	6	6	10	11	14	5	26	-	1	-	27	7	5
Base: All US adults	40	5	7	7	12	11	13	4	26	-	1	-	27	8	5
Yes, I watch it more	49%	89%	36%	44%	39%	39%	70%	36%	55%	-	-	-	52%	50%	39%
Yes, I watch it less	19%	-	25%	12%	14%	30%	20%	-	10%	-	100%	-	15%	34%	17%
No, it doesn't have an impact	33%	11%	39%	44%	47%	31%	10%	64%	35%	-	-	-	33%	16%	44%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_19. YouTube TV

Unweighted base	87	4	16	5	24	22	27	14	46	1	6	1	54	18	10
Base: All US adults	85	4	19	6	31	20	23	12	45	1	6	1	53	19	8
Yes, I watch it more	58%	75%	80%	86%	64%	47%	57%	60%	60%	-	70%	-	59%	60%	49%
Yes, I watch it less	16%	25%	11%	14%	18%	10%	12%	27%	13%	100%	18%	-	15%	27%	-

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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
No, it doesn't have an impact	27%	-	10%	-	18%	44%	31%	13%	27%	-	12%	100%	26%	13%	51%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_20. Hulu with Live TV															
Unweighted base	48	2	6	5	11	16	15	6	29	-	1	-	30	11	6
Base: All US adults	47	2	7	6	14	15	13	5	26	-	1	-	27	12	7
Yes, I watch it more	42%	-	61%	48%	42%	37%	49%	37%	43%	-	100%	-	45%	46%	14%
Yes, I watch it less	14%	48%	-	-	-	15%	18%	36%	18%	-	-	-	17%	9%	8%
No, it doesn't have an impact	43%	52%	39%	52%	58%	43%	33%	27%	39%	-	-	-	38%	45%	67%
Don't know	2%	-	-	-	-	5%	-	-	-	-	-	-	-	-	11%
rvs_q12_21. fubo TV															
Unweighted base	16	2	4	3	4	4	4	4	10	2	-	1	13	2	1
Base: All US adults	16	2	5	3	5	4	3	4	10	2	-	1	12	2	1
Yes, I watch it more	61%	58%	60%	100%	79%	57%	55%	45%	59%	69%	-	-	56%	65%	100%
Yes, I watch it less	16%	42%	-	-	-	21%	16%	32%	12%	31%	-	-	14%	35%	-
No, it doesn't have an impact	23%	-	40%	-	21%	22%	29%	22%	29%	-	-	100%	30%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_22. Philo															
Unweighted base	22	1	2	1	9	5	5	3	9	3	1	-	13	5	2
Base: All US adults	22	1	3	2	11	5	4	2	8	4	1	-	12	6	2
Yes, I watch it more	36%	-	-	100%	47%	18%	24%	37%	38%	86%	100%	-	57%	16%	-
Yes, I watch it less	9%	100%	44%	-	-	43%	-	-	11%	-	-	-	7%	22%	-
No, it doesn't have an impact	42%	-	56%	-	42%	39%	55%	28%	30%	14%	-	-	23%	62%	41%
Don't know	12%	-	-	-	10%	-	21%	35%	21%	-	-	-	13%	-	59%
rvs_q12_23. Xumo															
Unweighted base	21	4	3	2	6	6	7	2	9	1	1	-	11	7	2
Base: All US adults	21	5	3	2	8	6	6	2	8	1	1	-	10	9	2
Yes, I watch it more	31%	-	62%	60%	23%	38%	33%	39%	57%	-	100%	-	58%	11%	-
Yes, I watch it less	15%	10%	-	40%	-	-	35%	61%	31%	100%	-	-	32%	-	-
No, it doesn't have an impact	50%	90%	38%	-	77%	62%	17%	-	11%	-	-	-	10%	79%	100%
Don't know	4%	-	-	-	-	-	16%	-	-	-	-	-	-	10%	-
rvs_q12_24. Vudu															
Unweighted base	78	12	9	4	21	33	16	8	35	1	11	2	49	18	7
Base: All US adults	75	12	10	4	24	29	14	7	31	1	11	2	44	19	7
Yes, I watch it more	35%	33%	69%	53%	47%	21%	34%	50%	28%	-	31%	56%	29%	52%	30%
Yes, I watch it less	10%	22%	-	20%	9%	11%	16%	-	8%	100%	27%	-	13%	4%	-

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Total	Race			Education				Marital Status							
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	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
	**	**	**	**	*	**	**	*	**	**	**	*	**	**	
No, it doesn't have an impact	55%	45%	31%	27%	44%	68%	50%	50%	65%	-	43%	44%	58%	44%	70%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_25. Quibi															
Unweighted base	12	1	2	2	4	3	3	2	7	-	2	-	9	3	-
Base: All US adults	13	1	3	2	5	4	3	2	7	-	2	-	9	4	-
Yes, I watch it more	47%	-	100%	60%	61%	62%	34%	-	44%	-	-	-	34%	74%	-
Yes, I watch it less	26%	-	-	40%	-	38%	32%	62%	29%	-	65%	-	37%	-	-
No, it doesn't have an impact	28%	100%	-	-	39%	-	34%	38%	27%	-	35%	-	28%	26%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_YES_more_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE															
Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	49%	42%	46%	51%	55%	50%	39%	43%	49%	32%	46%	37%	47%	50%	49%
1	18%	22%	18%	19%	18%	18%	15%	18%	17%	7%	19%	23%	17%	17%	20%
2	13%	14%	13%	7%	11%	12%	17%	15%	14%	29%	10%	14%	14%	11%	12%
3	10%	13%	8%	10%	8%	10%	13%	12%	8%	21%	13%	21%	10%	11%	10%
4	5%	3%	6%	5%	4%	5%	7%	4%	4%	4%	9%	3%	5%	5%	5%
5	2%	3%	4%	2%	2%	2%	4%	2%	2%	4%	2%	2%	2%	4%	1%
6	2%	1%	2%	2%	1%	1%	3%	2%	3%	-	2%	-	2%	0%	1%
7	0%	-	0%	1%	-	-	1%	3%	0%	-	-	-	0%	1%	1%
8	1%	2%	1%	1%	1%	1%	0%	0%	0%	5%	-	-	0%	1%	1%
9	0%	-	-	-	-	-	1%	1%	0%	-	-	-	0%	-	-
10	0%	-	-	-	-	-	0%	1%	0%	-	-	-	0%	-	-
12	0%	-	-	-	0%	-	-	-	0%	-	-	-	0%	0%	-
14	0%	-	0%	1%	-	-	1%	-	0%	-	-	-	0%	-	-
15	0%	-	1%	-	0%	-	-	-	-	-	-	-	-	0%	-
16	0%	-	1%	-	0%	-	-	-	-	-	-	-	-	0%	-
18	0%	-	-	1%	-	0%	-	-	0%	-	-	-	0%	-	-
25	0%	-	-	-	-	-	0%	-	0%	-	-	-	0%	-	-

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Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

rvs_q12_YES_less_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS

Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	85%	85%	77%	80%	84%	84%	87%	87%	84%	93%	82%	80%	83%	84%	91%
				*						**	*	*			V.X.Z
1	9%	9%	13%	12%	10%	12%	8%	4%	10%	-	12%	16%	10%	9%	5%
				*	U	U			AB	**	AB*	AB*	AB		
2	3%	1%	6%	2%	2%	2%	3%	4%	3%	-	2%	-	2%	4%	0%
			N.O	*						**	*	*		AB	
3	2%	3%	2%	3%	2%	2%	0%	2%	2%	5%	4%	4%	2%	2%	1%
				*						**	*	*	V		
4	0%	0%	-	2%	1%	0%	0%	1%	0%	2%	-	-	0%	0%	2%
				*						**	*	*			V.Z.AA
5	1%	2%	1%	1%	0%	1%	2%	-	1%	-	-	-	1%	-	-
		N		*			R		AA	**	*	*			
6	0%	-	0%	-	-	-	0%	-	0%	-	-	-	0%	-	-
				*						**	*	*			
7	0%	-	2%	-	1%	-	-	1%	0%	-	-	-	0%	0%	1%
			N	*						**	*	*			Z
9	0%	-	-	-	-	-	-	1%	0%	-	-	-	0%	-	-
				*				R		**	*	*			

rvs_q12_NO_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT

Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	47%	56%	59%	57%	53%	45%	40%	43%	43%	58%	41%	42%	43%	54%	49%
		N	N	N*	S.T.U					**	*	*			V.X.Z
1	19%	22%	20%	15%	20%	20%	18%	16%	20%	8%	15%	24%	19%	18%	19%
				*						**	*	*			
2	12%	6%	9%	12%	10%	13%	15%	14%	12%	14%	18%	22%	13%	10%	14%
				*						**	AA*	AA*	V		
3	8%	6%	3%	8%	8%	9%	8%	10%	10%	9%	11%	2%	9%	6%	10%
				*					AA	**	*	*	AA		
4	6%	4%	5%	2%	4%	6%	8%	10%	7%	-	7%	9%	7%	6%	4%
				*			R	R.S		**	*	*			
5	3%	3%	1%	1%	2%	4%	6%	4%	4%	8%	3%	-	3%	4%	3%
				*			R			**	*	*			
6	2%	0%	1%	-	1%	2%	4%	2%	2%	-	2%	-	2%	2%	1%
				*			R			**	*	*			
7	1%	1%	-	4%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	-
				N.P*						**	*	*			
8	1%	1%	0%	-	1%	1%	1%	-	1%	2%	-	2%	1%	0%	-
				*						**	*	*			
9	0%	0%	-	1%	1%	1%	-	-	0%	-	-	-	0%	-	0%
				*						**	*	*			
10	0%	-	-	-	0%	-	0%	-	-	-	-	-	-	0%	1%
				*						**	*	*		Z	
12	0%	-	-	-	-	0%	-	-	-	-	-	-	-	-	-
				*						**	*	*			
14	0%	-	-	-	-	-	0%	-	0%	-	-	-	0%	-	-
				*						**	*	*			

rvs_q12_YES_more_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE (selected options)

Unweighted base	1462	149	183	100	505	478	306	173	682	21	99	42	844	355	161
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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	52%	45%	52%	57%	58%	53%	41%	44%	51%	45%	49%	43%	50%	52%	50%
1	19%	27%	15%	16%	19%	19%	18%	21%	18%	11%	18%	23%	18%	19%	22%
2	13%	13%	13%	9%	11%	12%	19%	15%	15%	24%	14%	10%	15%	12%	14%
3	10%	10%	11%	10%	8%	12%	11%	12%	9%	11%	14%	21%	10%	11%	10%
4	3%	4%	4%	3%	3%	2%	5%	3%	3%	4%	3%	3%	3%	4%	3%
5	1%	0%	2%	2%	1%	2%	3%	1%	2%	5%	2%	-	2%	1%	-
6	1%	0%	1%	1%	0%	0%	1%	2%	1%	-	1%	-	1%	1%	1%
7	0%	-	1%	-	0%	-	-	1%	0%	-	-	-	0%	0%	-
8	0%	-	0%	-	0%	-	1%	1%	1%	-	-	-	1%	-	-
9	0%	-	1%	-	0%	-	-	-	-	-	-	-	-	0%	-
10	0%	-	-	1%	-	-	0%	-	0%	-	-	-	0%	-	-
12	0%	-	-	1%	-	0%	-	-	0%	-	-	-	0%	-	-
15	0%	-	-	-	-	-	0%	-	0%	-	-	-	0%	-	-

rvs_q12_YES_less_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS (selected options)

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	88%	88%	83%	87%	88%	87%	89%	88%	86%	93%	89%	80%	86%	88%	93%
1	9%	9%	13%	8%	8%	11%	7%	7%	10%	7%	9%	20%	10%	9%	3%
2	2%	2%	3%	3%	2%	2%	2%	3%	2%	-	1%	-	2%	3%	2%
3	1%	1%	-	3%	1%	0%	1%	1%	1%	-	1%	-	1%	-	0%
4	0%	-	2%	-	1%	0%	1%	-	1%	-	-	-	0%	0%	1%
5	0%	-	-	-	-	-	-	1%	0%	-	-	-	0%	-	-
8	0%	-	-	-	-	-	-	1%	0%	-	-	-	0%	-	-

rvs_q12_NO_selective_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT (selected options)

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Base	1462	173	225	106	592	455	264	150	631	24	97	50	801	403	156
0	52%	64%	66%	63%	59%	51%	44%	47%	49%	65%	48%	47%	49%	59%	54%
1	21%	22%	17%	16%	21%	21%	20%	20%	21%	13%	19%	21%	21%	19%	24%
2	12%	7%	10%	9%	10%	12%	16%	12%	13%	8%	18%	21%	14%	10%	12%

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
			*			R		AC	**	AA.AC*	AC*	AC		AC	
3	8%	5%	3%	6%	5%	8%	8%	14%	9%	9%	9%	4%	9%	6%	6%
			*	*				R,S	**	**	*	*			
4	4%	1%	4%	2%	4%	3%	8%	4%	5%	2%	5%	5%	5%	4%	2%
			*	*			R,S		**	**	*	*			
5	2%	3%	0%	3%	1%	3%	4%	1%	3%	4%	1%	-	3%	2%	2%
			*	*		R	R		**	*	*	*			
6	1%	-	-	1%	0%	1%	1%	1%	1%	-	-	-	1%	-	-
			*	*					**	*	*	*			
7	0%	-	-	1%	0%	0%	-	-	0%	-	-	2%	0%	-	-
			*	*					**	*	AA*				
9	0%	-	-	-	-	-	0%	-	0%	-	-	-	0%	-	-
			*	*					**	*	*	*			

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

	Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base: All US Adults	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457	
I currently only subscribe to a cable/satellite TV	30%	49%	7%	40%	11%	28%	42%	36%	25%	12%	30%	29%	29%	34%	27%	
		X.Y.Z.AA*	**	**	**	AK	AG.AI.AJ.AK	AG.AJ.AK		*						
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	21%	16%	21%	30%	14%	24%	24%	24%	18%	13%	19%	23%	24%	19%	20%	
		*	**	**	**	AJ	AJ	AJ		*						
I have both streaming services and a paid cable/satellite TV subscription	24%	14%	56%	11%	3%	28%	22%	25%	25%	12%	20%	25%	34%	20%	22%	
		*	**	**	**	AK		AH		*			AL.AM.AO			
I have only subscribed to streaming services and have never paid for TV	11%	1%	7%	9%	32%	12%	4%	7%	16%	8%	14%	12%	7%	7%	13%	
		*	**	**	**	AH.AI		AH	AH.AI	*	AN.AO				AR	
I have never subscribed to streaming services or TV	8%	14%	8%	-	12%	5%	6%	6%	10%	11%	6%	6%	4%	7%	8%	
		V.Z*	**	**	**			AG.AH.AI		*	AM.AN					
Don't know	6%	5%	-	10%	27%	3%	3%	3%	6%	44%	6%	5%	2%	13%	8%	
		*	**	**	**			AH.AI	AG.AH.AI.AJ*		AN			AL.AM.AN	AR	

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

	Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base: All US Adults	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457	
Apple TV+	7%	3%	7%	20%	-	13%	6%	9%	7%	1%	5%	7%	15%	3%	11%	
		*	**	**	**	AH.AI.AJ.AK		AH		*	AO	AL.AM.AO		AR		
Disney+	22%	8%	29%	31%	7%	33%	17%	23%	22%	11%	22%	20%	26%	18%	24%	
		*	**	**	**	AH.AI.AJ.AK		AH		*	AO	AL.AM.AO		AR		
Netflix	58%	38%	50%	60%	44%	68%	56%	60%	58%	27%	54%	55%	70%	55%	61%	
		*	**	**	**	AH.AI.AJ.AK	AK	AK	AK	*	AL.AM.AO		AL.AM.AO		AR	
Hulu	31%	13%	45%	30%	9%	39%	27%	32%	32%	20%	30%	34%	35%	24%	32%	
		*	**	**	**	AH.AI.AJ.AK		AH		*	AO	AL.AM.AO	AO		AR	
Amazon Prime	45%	36%	59%	53%	11%	48%	47%	47%	45%	19%	35%	46%	63%	42%	44%	
		*	**	**	**	AK	AK	AK	AK	*	AL	AL.AM.AO	AL.AM.AO		AR	
YouTube	43%	30%	30%	39%	26%	44%	39%	41%	46%	26%	43%	43%	43%	40%	49%	
		*	**	**	**	AK		AK	AH.AK	*					AQ.AR	
Crackle	6%	6%	13%	9%	-	7%	6%	6%	5%	3%	7%	4%	6%	4%	6%	
		*	**	**	**					*						
Tubi	8%	4%	14%	31%	-	9%	8%	8%	8%	5%	11%	5%	7%	5%	8%	
		*	**	**	**					*	AM.AO					
Pluto TV	10%	6%	48%	9%	-	10%	10%	10%	10%	1%	12%	9%	8%	6%	11%	
		*	**	**	**					*	AN.AO					
CBS All Access	8%	-	7%	9%	3%	8%	7%	8%	8%	7%	7%	8%	12%	4%	9%	
		*	**	**	**					*		AL.AO				
HBO Now	11%	5%	9%	-	3%	17%	9%	12%	9%	9%	7%	11%	17%	10%	15%	
		*	**	**	**	AH.AI.AJ		AH		*	AL	AL.AM.AO		AQ.AR		
Facebook Watch	7%	3%	7%	19%	4%	12%	7%	8%	5%	3%	8%	7%	6%	5%	10%	
		*	**	**	**	AH.AI.AJ		AJ		*					AQ.AR	
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	**	**	**					*						
The Roku Channel	11%	8%	37%	9%	-	15%	13%	13%	10%	1%	11%	12%	10%	11%	10%	
		*	**	**	**	AJ.AK	AK	AK		*						
IMDB TV	3%	2%	-	39%	3%	6%	3%	4%	3%	4%	3%	3%	5%	3%	5%	
		*	**	**	**	AH.AI.AJ				*					AQ	

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Total					Parent or guardian of any children					Income				Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sling TV	5%	4%	13%	21%	-	9%	6%	7%	4%	1%	7%	5%	5%	3%	6%
AT&T TV Now	4%	-	-	9%	-	10%	3%	6%	1%	-	3%	5%	4%	3%	6%
YouTube TV	9%	7%	9%	-	14%	16%	10%	12%	5%	3%	6%	9%	14%	7%	12%
Hulu with Live TV	5%	3%	8%	24%	-	8%	6%	6%	3%	4%	5%	5%	7%	2%	6%
fubo TV	2%	-	-	-	-	5%	2%	3%	1%	1%	2%	1%	2%	1%	2%
Philo	2%	4%	-	-	-	3%	2%	2%	3%	3%	4%	1%	2%	2%	3%
Xumo	2%	2%	-	-	-	3%	2%	2%	1%	5%	2%	2%	2%	1%	3%
Vudu	7%	2%	20%	33%	-	9%	6%	8%	6%	6%	8%	5%	9%	3%	8%
Quibi	1%	-	-	-	-	2%	1%	1%	1%	-	1%	1%	2%	-	2%
Other	8%	10%	8%	12%	8%	4%	7%	6%	10%	2%	9%	7%	6%	8%	8%
Don't know	13%	28%	-	12%	40%	4%	14%	10%	12%	50%	15%	10%	8%	20%	12%
		V.X.Z.AA.AB*	**	**	**		AG.AI	AG	AG	AG.AH.AI.AJ*	AM.AN			AM.AN	

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	13%	28%	-	12%	40%	4%	14%	10%	12%	50%	15%	10%	8%	20%	12%
		V.X.Z.AA.AB*	**	**	**		AG.AI	AG	AG	AG.AH.AI.AJ*	AM.AN			AM.AN	
1	23%	31%	33%	16%	39%	19%	24%	22%	24%	18%	25%	24%	17%	22%	18%
		Y*	**	**	**		AG.AI			*	AN	AN			
2	16%	13%	-	-	-	15%	17%	16%	15%	12%	16%	16%	16%	16%	16%
		*	**	**	**					*					
3	13%	9%	7%	18%	4%	16%	12%	14%	13%	7%	11%	16%	14%	15%	13%
		*	**	**	**					*		AL			
4	10%	7%	24%	-	7%	11%	11%	11%	10%	1%	11%	9%	14%	7%	11%
		*	**	**	**		AK	AK		*			AM.AO		
5	9%	6%	-	32%	7%	12%	6%	8%	10%	5%	7%	11%	11%	8%	11%
		*	**	**	**		AH.AI	AH	AH	*			AL		
6	6%	-	16%	-	3%	9%	5%	6%	6%	-	5%	6%	8%	6%	6%
		*	**	**	**		AH	AH		*					
7	3%	1%	-	-	-	3%	3%	3%	4%	-	3%	4%	3%	2%	4%
		*	**	**	**					*					
8	2%	-	13%	12%	-	4%	3%	3%	2%	2%	3%	3%	3%	2%	3%
		*	**	**	**					*					
9	1%	2%	7%	-	-	2%	1%	1%	1%	-	1%	1%	2%	2%	2%
		*	**	**	**					*					AQ
10	1%	-	-	-	-	1%	1%	1%	1%	-	1%	1%	1%	-	1%
		*	**	**	**					*					
11	1%	-	-	-	-	1%	1%	1%	1%	3%	1%	0%	1%	-	1%
		*	**	**	**					*					
12	0%	2%	-	-	-	1%	0%	1%	0%	-	0%	0%	1%	-	1%
		*	**	**	**		AJ			*					

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Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
YouTube TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hulu with Live TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
fubo TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	1%	-	-	12%	-	2%	1%	1%	0%	-	0%	0%	1%	-
Other	4%	4%	-	12%	18%	3%	4%	3%	4%	8%	5%	5%	3%	3%
Not applicable - I do not currently pay for any video streaming services	31%	49%	32%	22%	40%	14%	36%	28%	33%	46%	36%	26%	19%	42%
		V.X.Y.Z.AA*	**	**	**		AG.AI	AG	AG.AI	AG.AI*	AM.AN	AN		AM.AN

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	31%	49%	32%	22%	40%	14%	36%	28%	33%	46%	36%	26%	19%	42%	29%
		V.X.Y.Z.AA*	**	**	**		AG.AI	AG	AG.AI	AG.AI*	AM.AN	AN		AM.AN	
1	26%	22%	25%	49%	40%	27%	26%	26%	27%	27%	28%	27%	24%	24%	25%
2	19%	16%	21%	9%	17%	21%	19%	20%	18%	15%	17%	21%	21%	15%	19%
3	13%	11%	13%	20%	-	18%	10%	14%	13%	6%	11%	15%	17%	10%	14%
		*	**	**	**	AH.AI.AJ		AH		*			AL.AO		
4	7%	2%	9%	-	-	12%	6%	8%	6%	1%	5%	8%	11%	6%	7%
		*	**	**	**	AH.AI.AJ.AK		AH		*			AL		
5	2%	-	-	-	3%	3%	1%	2%	2%	4%	1%	2%	4%	3%	3%
		*	**	**	**			AH		*			AL		
6	1%	-	-	-	-	1%	1%	1%	1%	-	1%	1%	2%	-	2%
		*	**	**	**					*					AR
7	0%	-	-	-	-	1%	0%	1%	-	-	-	0%	1%	-	1%
		*	**	**	**	AJ				*			AL		
8	0%	-	-	-	-	1%	0%	0%	-	-	0%	0%	0%	-	0%
		*	**	**	**					*					
9	0%	-	-	-	-	1%	1%	0%	0%	-	0%	0%	1%	-	1%
		*	**	**	**					*					AQ

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base: All US Adults	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
Very likely	9%	2%	-	10%	4%	18%	8%	11%	7%	2%	9%	10%	10%	4%	13%
		*	**	**	**	AH.AI.AJ.AK		AH.AJ		*	AO	AO	AO		AQ
Somewhat likely	14%	3%	20%	-	4%	21%	9%	14%	14%	8%	15%	16%	15%	6%	20%
		*	**	**	**	AH.AI.AJ		AH	AH	*	AO	AO	AO		AQ.AR
Somewhat unlikely	16%	14%	22%	12%	3%	16%	14%	15%	18%	9%	15%	17%	20%	11%	13%

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Total					Parent or guardian of any children					Income				Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		AP
	*	**	**	**					*			AO			
Very unlikely	51%	75% V.X.Y.Z.AA.AB*	45%	51%	52%	38%	59%	51%	52%	31%	50%	49%	49%	59%	43%
Don't know	11%	7%	13%	27%	37%	8%	10%	9%	9%	50% AG.AH.AI.AJ*	12%	8%	7%	20%	11%
		*	**	**	**						AN			AL.AM.AN	

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

Unweighted base	112	2	1	2	-	39	30	65	46	1	23	33	50	6	45
Base: All US Adults	108	2	1	2	-	42	27	65	42	1	26	31	44	6	48
0 - Very dissatisfied	4%	-	-	-	-	7%	3%	4%	2%	-	4%	-	7%	-	4%
		**	**	**	**	*	**	*	*	**	**	**	*	**	*
1	2%	-	-	47%	-	6%	-	4%	-	-	3%	2%	2%	-	2%
		**	**	**	**	*	**	*	**	**	**	**	*	**	*
2	8%	-	100%	-	-	4%	3%	4%	14%	-	7%	8%	6%	13%	8%
		**	**	**	**	*	**	*	*	**	**	**	*	**	*
3	21%	-	-	-	-	15%	23%	18%	26%	100%	20%	15%	29%	-	19%
		**	**	**	**	*	**	*	*	**	**	**	*	**	*
4	24%	55%	-	-	-	23%	33%	28%	17%	-	17%	36%	18%	25%	16%
		**	**	**	**	*	**	*	*	**	**	**	*	**	*
5 - Very satisfied	33%	45%	-	53%	-	40%	32%	35%	30%	-	37%	35%	28%	44%	45%
		**	**	**	**	*	**	*	*	**	**	**	*	**	AQ*
No opinion	8%	-	-	-	-	6%	7%	7%	11%	-	11%	2%	10%	18%	5%
		**	**	**	**	*	**	*	*	**	**	**	*	**	*

rvs_q5_2. Disney+

Unweighted base	308	5	4	3	2	109	87	181	121	6	101	86	86	35	100
Base: All US Adults	319	4	4	3	2	106	79	171	141	7	118	86	77	38	108
0 - Very dissatisfied	2%	-	-	-	-	2%	-	1%	3%	-	3%	1%	1%	3%	3%
		**	**	**	**	*	*	*	*	**	*	*	*	*	*
1	1%	-	-	-	-	-	1%	1%	1%	-	-	2%	1%	-	1%
		**	**	**	**	*	*	*	*	**	*	*	*	*	*
2	7%	-	-	38%	-	5%	4%	5%	9%	-	11%	5%	7%	-	7%
		**	**	**	**	*	*	*	*	**	*	*	*	*	*
3	17%	21%	26%	32%	55%	15%	13%	15%	18%	32%	13%	13%	18%	33%	17%
		**	**	**	**	*	*	*	*	**	*	*	*	AL.AM*	*
4	27%	-	23%	29%	-	27%	31%	26%	28%	14%	20%	33%	31%	26%	27%
		**	**	**	**	*	*	*	*	**	*	*	*	*	*
5 - Very satisfied	44%	79%	50%	-	45%	48%	49%	49%	36%	55%	51%	40%	41%	33%	41%
		**	**	**	**	*	*	AJ	*	**	*	*	*	*	*
No opinion	4%	-	-	-	-	3%	2%	3%	4%	-	2%	7%	1%	5%	3%
		**	**	**	**	*	*	*	*	**	*	*	*	*	*

rvs_q5_3. Netflix

Unweighted base	845	24	7	6	9	219	293	483	347	15	257	243	231	114	266
Base: All US Adults	843	20	7	6	12	218	259	451	376	16	284	236	208	115	280
0 - Very dissatisfied	2%	-	-	-	35%	-	2%	1%	2%	-	4%	1%	-	-	1%
		**	**	**	**	*	AG	AG	AG	**	AN				
1	2%	-	-	16%	-	3%	1%	2%	1%	13%	2%	1%	2%	2%	1%
		**	**	**	**	*	*	*	*	**	*	*	*	*	*
2	3%	6%	-	20%	9%	3%	3%	3%	4%	-	4%	2%	4%	2%	2%
		**	**	**	**	*	*	*	*	**	**	**	**	**	**
3	14%	10%	15%	16%	10%	13%	12%	13%	15%	18%	12%	16%	16%	12%	13%
		**	**	**	**	*	*	*	*	**	*	*	*	*	*

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	Total					Parent or guardian of any children					Income				Urban
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
4	29%	36% **	43% **	31% **	- **	28%	26%	27%	31%	18% **	29%	29%	25%	33%	25%
5 - Very satisfied	49%	44% **	41% **	18% **	47% **	52%	53%	53%	44%	46% **	48%	50%	52%	45%	56%
No opinion	2%	4% **	- **	- **	- **	1%	2%	2%	2%	5% **	2%	0%	1%	7% AL,AM,AN	2%

rvs_q5_4. Hulu

Unweighted base	461	8	6	3	3	130	142	257	193	11	146	150	117	48	144
Base: All US Adults	455	7	6	3	2	124	126	237	206	12	157	142	105	50	147
0 - Very dissatisfied	2%	- **	- **	- **	- **	1%	3%	2%	1%	- **	2%	1%	1%	1% *	2%
1	1%	11% **	- **	- **	- **	3%	1%	2%	1%	- **	2%	0%	2%	2% *	1%
2	5%	- **	- **	39% **	36% **	5%	5%	5%	4%	9% **	5%	4%	6%	3% *	4%
3	23%	- **	17% **	31% **	- **	22%	17%	20%	27%	13% **	20%	22%	28%	19% *	20%
4	32%	49% **	32% **	30% **	- **	34%	31%	32%	30%	74% **	30%	36%	29%	34% *	27%
5 - Very satisfied	35%	29% **	35% **	- **	64% **	33%	40%	37%	34%	5% **	39%	32%	34%	30% *	42%
No opinion	3%	11% **	15% **	- **	- **	2%	3%	3%	3%	- **	2%	3%	1%	9% AL,AN*	4%

rvs_q5_5. Amazon Prime

Unweighted base	675	23	8	5	3	157	251	389	274	12	172	203	209	91	196
Base: All US Adults	655	19	8	5	3	154	217	354	290	12	187	194	186	89	203
0 - Very dissatisfied	2%	- **	- **	- **	- **	1%	2%	2%	1%	15% **	3%	2%	1%	- *	2%
1	2%	- **	- **	- **	36% **	3%	2%	2%	1%	10% **	2%	1%	2%	3% *	0%
2	6%	7% **	14% **	22% **	- **	5%	5%	5%	7%	- **	6%	5%	6%	7% *	6%
3	20%	18% **	41% **	18% **	- **	18%	17%	18%	23%	30% **	17%	20%	23%	23% *	21%
4	32%	22% **	22% **	- **	29% **	40%	27%	33%	32%	29% **	31%	31%	36%	30% *	29%
5 - Very satisfied	35%	53% **	23% **	38% **	35% **	32%	43% AG,AI,AJ	39% AH	32%	9% **	39%	41% AN,AO	31%	26% *	39%
No opinion	3%	- **	- **	22% **	- **	1%	3%	3%	3%	7% **	2%	1%	2%	10% AL,AM,AN*	1%

rvs_q5_6. YouTube Premium

Unweighted base	623	17	4	4	8	140	203	331	278	14	209	182	148	84	208
Base: All US Adults	625	15	4	4	7	140	181	309	300	15	229	183	128	85	223
0 - Very dissatisfied	2%	- **	- **	- **	- **	1%	2%	1%	3%	5% **	3%	3%	2%	3% *	1%
1	2%	- **	- **	- **	- **	2%	2%	2%	3%	- **	2%	3%	2%	1% *	2%
2	5%	- **	27% **	- **	28% **	5%	5%	5%	4%	7% **	5%	5%	5%	4% *	4%
3	12%	20% **	22% **	25% **	- **	13%	15% AJ	14%	9%	20% **	11%	12%	14%	10% *	13%
4	11%	6% **	- **	- **	- **	12%	8%	10%	12%	- **	10%	14%	11%	6% *	13%
5 - Very satisfied	17%	19% **	29% **	51% **	- **	32%	17%	23%	12%	12% **	20%	16%	19%	12% **	24%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban		
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	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO			
No opinion	51%	**	**	**	**	AH.AI.AJ 35%	51%	AH.AJ 44%	57%	55%	51%	47%	47%	*	65%	43%
		**	**	**	**	AG.AI	AG.AI	AG	AG.AI	**				AL.AM.AN*		

rvs_q5_7. Crackle

Unweighted base	82	3	2	1	-	22	33	48	33	1	35	18	20	9	26
Base: All US Adults	81	3	2	1	-	23	29	45	34	2	36	19	18	8	27
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	5%	**	**	**	**	14%	2%	8%	-	-	-	17%	4%	-	-
2	15%	**	**	**	**	13%	6%	8%	25%	-	18%	17%	10%	6%	21%
3	23%	28%	48%	-	-	21%	31%	27%	19%	-	26%	20%	20%	24%	17%
4	29%	36%	-	-	-	24%	29%	31%	28%	-	23%	25%	34%	54%	15%
5 - Very satisfied	24%	36%	52%	100%	-	28%	26%	22%	24%	100%	33%	16%	27%	-	43%
No opinion	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q5_8. Tubi

Unweighted base	108	2	2	3	-	28	39	61	46	1	53	22	23	10	33
Base: All US Adults	111	2	2	3	-	28	35	58	50	3	57	23	21	10	35
0 - Very dissatisfied	1%	-	-	-	-	-	-	-	2%	-	-	5%	-	-	-
1	4%	**	**	**	**	**	3%	2%	6%	-	5%	5%	-	-	8%
2	4%	**	**	**	**	10%	-	5%	4%	-	5%	3%	-	9%	8%
3	30%	**	**	**	**	24%	35%	31%	32%	-	30%	24%	36%	34%	31%
4	27%	100%	49%	-	-	23%	30%	27%	23%	100%	20%	43%	25%	39%	16%
5 - Very satisfied	31%	**	51%	68%	-	42%	30%	35%	29%	-	36%	19%	36%	19%	31%
No opinion	2%	**	**	**	**	**	2%	1%	4%	-	4%	-	3%	-	6%

rvs_q5_9. Pluto TV

Unweighted base	143	3	6	1	-	34	52	81	61	1	62	41	26	14	48
Base: All US Adults	140	3	6	1	-	33	46	74	65	1	65	39	22	14	48
0 - Very dissatisfied	1%	**	**	**	**	2%	-	1%	-	-	-	-	3%	-	-
1	6%	**	24%	-	-	-	4%	2%	10%	-	2%	9%	7%	14%	6%
2	8%	25%	**	-	-	16%	4%	10%	6%	-	8%	10%	8%	-	14%
3	27%	**	47%	-	-	21%	25%	24%	29%	100%	24%	24%	30%	41%	19%
4	21%	**	**	-	-	18%	20%	19%	23%	-	25%	11%	26%	18%	20%
5 - Very satisfied	32%	75%	14%	100%	-	42%	38%	39%	25%	-	36%	37%	21%	20%	39%
No opinion	6%	**	15%	-	-	-	9%	6%	6%	-	5%	8%	5%	8%	2%

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	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

rsv_q5_10. CBS All Access

Unweighted base	118	-	1	1	1	27	40	64	49	5	35	35	39	9	42
Base: All US Adults	114	-	1	1	1	26	34	58	51	4	37	32	35	9	41
0 - Very dissatisfied	1%	**	**	**	**	**	*	*	2%	**	**	*	3%	**	*
1	4%	**	**	**	**	7%	2%	4%	4%	**	8%	3%	-	11%	3%
2	12%	**	**	100%	100%	8%	2%	5%	18%	39%	5%	7%	21%	27%	11%
3	29%	**	**	**	**	18%	29%	25%	31%	39%	24%	36%	27%	24%	31%
4	26%	**	**	**	**	33%	23%	27%	26%	21%	21%	29%	31%	17%	29%
5 - Very satisfied	25%	**	100%	**	**	30%	44%	37%	14%	-	36%	26%	18%	9%	27%
No opinion	3%	**	**	**	**	4%	-	2%	4%	-	6%	-	-	12%	-

rsv_q5_11. HBO Now

Unweighted base	156	4	1	-	1	52	49	94	57	5	31	47	57	21	64
Base: All US Adults	154	3	1	-	1	54	43	91	58	5	35	47	51	22	70
0 - Very dissatisfied	0%	**	**	**	**	*	1%	1%	*	**	*	*	1%	*	*
1	3%	**	**	**	**	4%	-	2%	4%	**	6%	-	2%	5%	5%
2	5%	**	**	**	**	7%	6%	7%	3%	-	-	6%	11%	-	6%
3	19%	**	100%	**	**	14%	20%	16%	23%	30%	14%	22%	23%	9%	12%
4	28%	**	**	**	**	31%	22%	28%	29%	35%	25%	29%	26%	39%	30%
5 - Very satisfied	38%	**	**	**	100%	40%	42%	40%	35%	36%	45%	42%	35%	24%	42%
No opinion	6%	**	**	**	**	4%	8%	6%	6%	-	10%	-	2%	23%	5%

rsv_q5_12. Facebook Watch

Unweighted base	91	2	1	2	1	35	33	62	28	1	38	26	18	9	39
Base: All US Adults	99	2	1	2	1	37	31	62	35	2	43	28	18	10	45
0 - Very dissatisfied	5%	**	100%	**	**	6%	9%	7%	3%	**	-	14%	-	10%	2%
1	2%	**	**	49%	**	2%	-	1%	3%	**	2%	4%	-	-	2%
2	9%	**	**	**	**	12%	5%	8%	10%	-	9%	3%	19%	6%	7%
3	22%	**	**	**	**	11%	32%	21%	23%	**	21%	20%	31%	14%	19%
4	26%	**	**	51%	**	41%	13%	31%	19%	-	21%	39%	24%	18%	25%
5 - Very satisfied	28%	**	**	**	100%	22%	33%	24%	30%	100%	38%	15%	22%	31%	36%
No opinion	8%	**	**	**	**	5%	7%	7%	12%	-	10%	5%	4%	21%	8%

rsv_q5_20. Hulu with Live TV

Unweighted base	74	2	1	2	-	25	31	52	20	2	22	24	24	4	25
Base: All US Adults	71	2	1	2	-	25	27	49	20	3	25	21	21	5	26

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	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	
0 - Very dissatisfied	5%	-	-	-	4%	3%	3%	8%	-	7%	-	4%	16%	-	
1	5%	-	-	-	5%	-	2%	13%	-	13%	3%	-	-	8%	
2	7%	-	-	50%	-	5%	10%	8%	5%	3%	16%	3%	-	8%	
3	22%	58%	100%	-	20%	27%	25%	13%	30%	13%	29%	26%	19%	17%	
4	25%	-	-	-	24%	28%	24%	30%	-	16%	35%	31%	-	20%	
5 - Very satisfied	29%	-	-	-	39%	29%	33%	16%	70%	37%	18%	29%	41%	47%	
No opinion	7%	42%	-	50%	4%	4%	4%	15%	-	12%	-	6%	24%	-	

rvs_q5_25. Quibi

Unweighted base	13	-	-	-	6	5	9	4	-	5	3	5	-	7
Base: All US Adults	14	-	-	-	7	5	10	5	-	5	3	6	-	8
0 - Very dissatisfied	9%	-	-	-	-	-	-	29%	-	-	42%	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	13%	-	-	-	17%	-	12%	15%	-	-	-	32%	-	14%
3	9%	-	-	-	20%	-	14%	-	-	26%	-	-	-	16%
4	13%	-	-	-	14%	18%	20%	-	-	-	58%	-	-	22%
5 - Very satisfied	40%	-	-	-	49%	64%	44%	33%	-	53%	-	52%	-	48%
No opinion	14%	-	-	-	-	18%	10%	23%	-	21%	-	16%	-	-

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	51	12	9	17	298	494	758	559	41	435	403	320	200	393
Base: All US Adults	1349	44	12	10	24	303	439	709	586	54	470	397	287	196	418

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	51	12	9	17	298	494	758	559	41	435	403	320	200	393
Base	1349	44	12	10	24	303	439	709	586	54	470	397	287	196	418
0	24%	37%	26%	10%	38%	13%	32%	24%	23%	34%	26%	19%	16%	40%	22%
		V.X.Z.AA*	**	**	**		AG.AI.AJ	AG	AG	AG*	AM.AN			AL.AM.AN	
1-20	36%	32%	43%	45%	28%	34%	30%	32%	42%	38%	38%	36%	36%	35%	35%
		*	**	**	**				AG.AH.AI	*					
21-40	20%	18%	22%	18%	16%	26%	19%	22%	18%	16%	17%	22%	23%	17%	22%
		*	**	**	**	AH.AI.AJ	AH	AH		*					
41-60	9%	3%	9%	-	-	14%	7%	10%	8%	4%	8%	11%	10%	4%	9%
		*	**	**	**	AH.AI.AJ	AH	AH		*		AO	AO		
61+	11%	10%	-	27%	17%	14%	12%	12%	9%	8%	9%	12%	15%	4%	13%
		Y*	**	**	**					*	AO	AO	ALAO		
Mean Incl. 0	27.89	25.42	15.14	38.88	58.77	36.32	27.88	30.58	25.64	17.01	26.07	30.47	35.61	15.73	31.16

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	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	
	*	**	**	**	AH.AI.AJ.AK		AH.AJ		*	AO	AO	ALAO			
Mean Excl. 0	36.69	40.22	20.37	43.13	95.18	41.56	41.25	40.32	33.23	25.93	35.45	37.66	42.20	26.33	39.79
	*	**	**	**	**	AJ	AJ	AJ	**	AO	AO	AO			
Median Incl. 0	15	10	7	20	2	25	13	20	15	7	13	20	20	9	20
Median Excl. 0	25	22	14	23	27	30	25	25	20	20	20	25	25	20	25

rvs_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Unweighted base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
Base: All US Adults															
Apple TV+	3%	2%	-	23%	-	6%	1%	3%	3%	3%	3%	5%	3%	2%	6%
	*	**	**	**	**	AH.AI		AH		*					AQ
Disney+	13%	6%	15%	20%	18%	21%	9%	13%	14%	15%	15%	15%	12%	10%	15%
	*	**	**	**	**	AH.AI.AJ		AH	AH	*					
Netflix	46%	28%	47%	32%	51%	60%	38%	46%	46%	33%	41%	49%	54%	39%	55%
	*	**	**	**	**	AH.AI.AJ.AK		AH	AH	*		ALAO	ALAO		AQ.AR
Hulu	22%	10%	35%	18%	11%	27%	17%	21%	24%	21%	22%	24%	25%	17%	23%
	*	**	**	**	**	AH.AI		AH	AH	*		AO	AO		
Amazon Prime	26%	20%	36%	9%	7%	33%	26%	29%	24%	10%	23%	29%	34%	17%	29%
	*	**	**	**	**	AH.AI.AK	AK	AK	AK	*		ALAO	ALAO		
YouTube Premium	5%	3%	9%	-	3%	9%	5%	6%	5%	-	6%	5%	6%	4%	9%
	*	**	**	**	**	AH.AI.AJ.AK				*					AQ
Crackle	2%	2%	-	-	4%	3%	1%	2%	1%	2%	2%	2%	0%	1%	1%
	*	**	**	**	**					*	AN	AN			
Tubi	2%	2%	-	-	-	3%	2%	2%	2%	2%	4%	1%	2%	1%	4%
	*	**	**	**	**					*	AM.AO				AQ
Pluto TV	3%	4%	22%	9%	10%	3%	4%	4%	3%	-	5%	4%	1%	1%	5%
	*	**	**	**	**					*	AN.AO				AQ
CBS All Access	3%	-	-	16%	3%	3%	4%	4%	2%	-	3%	4%	3%	1%	3%
	*	**	**	**	**					*	AO				
HBO or HBO Now	7%	4%	-	-	4%	8%	6%	7%	7%	3%	6%	7%	10%	5%	9%
	*	**	**	**	**					*			ALAO		AR
Facebook Watch	2%	2%	18%	-	4%	3%	1%	2%	2%	-	3%	2%	1%	1%	3%
	*	**	**	**	**					*					AQ
Cable TV	14%	26%	7%	-	4%	9%	19%	15%	13%	8%	13%	17%	12%	15%	13%
	*	V.X.Y.Z.AA*	**	**	**		AG.AI.AJ	AG		*					
The Roku Channel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**					*					
IMDB TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**					*					
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**					*					
Sling TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**					*					
AT&T TV Now	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**					*					
YouTube TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**					*					
Hulu with Live TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**					*					
fubo TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**					*					

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	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quibi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	4%	2%	8%	-	11%	4%	5%	4%	3%	2%	4%	4%	3%	4%	5%
Not applicable - I don't think any of these are "must-have" services	33%	42%	23%	43%	32%	22%	39%	33%	33%	49%	34%	27%	31%	48%	26%
	X*	**	**	**	**		AG.AI.AJ	AG	AG	AG.AI.AJ*	AM			AL.AMAN	

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services were you already subscribed to prior to the outbreak, and which did you subscribe to in the past month (i.e., since Spasday Spastmonth Spastyear)? Please select the option that best applies on each row.

rvs_q11_1a_1. Apple TV+

Unweighted base	109	2	1	2	-	38	30	64	44	1	23	32	48	6	43
Base: All US adults	106	2	1	2	-	41	27	64	41	1	26	31	43	6	47
Already subscribed to prior to outbreak	67%	100%	-	100%	-	62%	75%	66%	67%	100%	50%	71%	74%	69%	58%
		**	**	**	**	*	**	*	*	**	**	**	*	**	*
Subscribed to in the last 30 days	17%	-	100%	-	-	18%	13%	17%	17%	-	30%	19%	9%	-	23%
		**	**	**	**	*	**	*	*	**	**	**	*	**	*
Not applicable - I am not subscribed to this service	14%	-	-	-	-	21%	12%	17%	10%	-	15%	10%	15%	31%	17%
		**	**	**	**	*	**	*	*	**	**	**	*	**	*
Don't know	2%	-	-	-	-	-	-	-	6%	-	5%	-	3%	-	3%
		**	**	**	**	*	**	*	*	**	**	*	*	**	*

rvs_q11_1a_2. Disney+

Unweighted base	301	5	4	3	2	105	86	176	119	6	96	84	86	35	98
Base: All US adults	312	4	4	3	2	103	78	167	139	7	113	84	77	38	107
Already subscribed to prior to outbreak	76%	100%	72%	38%	45%	82%	76%	80%	73%	68%	76%	79%	82%	60%	74%
		**	**	**	**	*	*	*	*	**	*	AO*	AO*	*	*
Subscribed to in the last 30 days	15%	-	28%	29%	55%	11%	14%	13%	16%	32%	16%	14%	13%	16%	21%
		**	**	**	**	*	*	*	*	**	*	*	*	*	AQ*
Not applicable - I am not subscribed to this service	8%	-	-	32%	-	6%	10%	7%	10%	-	7%	7%	4%	21%	4%
		**	**	**	**	*	*	*	*	**	*	*	*	AL.AMAN*	*
Don't know	1%	-	-	-	-	1%	-	1%	1%	-	2%	-	1%	3%	1%
		**	**	**	**	*	*	*	*	**	*	*	*	*	*

rvs_q11_1a_3. Netflix

Unweighted base	820	23	7	6	9	211	288	470	335	15	242	239	226	113	257
Base: All US adults	814	19	7	6	12	210	255	439	358	16	266	231	204	114	271
Already subscribed to prior to outbreak	85%	100%	85%	68%	55%	83%	86%	85%	84%	95%	82%	88%	88%	80%	80%
		**	**	**	**	*	*	*	*	**	*	AO	AO	*	*
Subscribed to in the last 30 days	5%	-	-	-	35%	8%	3%	5%	6%	-	6%	4%	7%	4%	10%
		**	**	**	**	AH.AI	AH	AH	AH	**	*	*	*	*	AQ.AR
Not applicable - I am not subscribed to this service	8%	-	15%	32%	-	7%	11%	9%	8%	5%	10%	8%	4%	13%	8%
		**	**	**	**	*	*	*	*	**	AN	*	*	AN	*
Don't know	1%	-	-	-	10%	2%	0%	1%	2%	-	2%	0%	1%	3%	2%
		**	**	**	**	*	*	AH	*	**	*	*	*	*	*

rvs_q11_1a_4. Hulu

Unweighted base	451	8	6	3	3	127	140	252	188	11	142	148	114	47	140
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children						Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	
Unweighted base	139	3	6	1	-	34	50	79	59	1	60	40	26	13	45
Base: All US adults	135	3	6	1	-	33	44	72	62	1	63	38	22	12	44
Already subscribed to prior to outbreak	68%	100%	30%	100%	-	69%	70%	70%	66%	-	67%	70%	65%	70%	54%
Subscribed to in the last 30 days	11%	-	29%	-	-	20%	6%	11%	11%	-	14%	6%	17%	-	17%
Not applicable - I am not subscribed to this service	20%	-	24%	-	-	11%	21%	17%	22%	100%	19%	24%	15%	16%	27%
Don't know	2%	-	17%	-	-	-	4%	2%	1%	-	-	-	3%	14%	3%
rvs_q11_1a_10. CBS All Access															
Unweighted base	117	-	1	1	1	27	39	63	49	5	35	34	39	9	41
Base: All US adults	113	-	1	1	1	26	34	57	51	4	37	32	35	9	40
Already subscribed to prior to outbreak	57%	-	100%	100%	-	64%	62%	63%	51%	58%	54%	61%	59%	50%	55%
Subscribed to in the last 30 days	18%	-	-	-	-	16%	18%	18%	19%	21%	14%	23%	22%	9%	19%
Not applicable - I am not subscribed to this service	22%	-	-	-	-	17%	16%	16%	30%	-	28%	14%	20%	33%	22%
Don't know	3%	-	-	-	100%	3%	4%	4%	-	21%	4%	2%	-	8%	3%
rvs_q11_1a_11. HBO Now															
Unweighted base	155	4	1	-	1	51	49	93	57	5	30	47	57	21	63
Base: All US adults	153	3	1	-	1	53	43	90	58	5	34	47	51	22	69
Already subscribed to prior to outbreak	63%	100%	-	-	100%	70%	71%	70%	53%	65%	57%	59%	69%	68%	60%
Subscribed to in the last 30 days	12%	-	-	-	-	10%	13%	12%	14%	-	9%	18%	12%	4%	12%
Not applicable - I am not subscribed to this service	23%	-	-	-	-	16%	16%	16%	32%	36%	30%	21%	17%	28%	29%
Don't know	2%	-	100%	-	-	4%	-	2%	1%	-	3%	2%	2%	-	-
rvs_q11_1a_12. Facebook Watch															
Unweighted base	88	2	1	2	1	33	32	59	28	1	35	26	18	9	38
Base: All US adults	96	2	1	2	1	35	30	60	35	2	41	28	18	10	44
Already subscribed to prior to outbreak	46%	70%	-	-	100%	49%	45%	45%	45%	100%	53%	50%	23%	46%	45%
Subscribed to in the last 30 days	16%	-	-	51%	-	15%	25%	19%	13%	-	8%	17%	30%	24%	16%
Not applicable - I am not subscribed to this service	29%	30%	100%	49%	-	31%	14%	26%	37%	-	28%	25%	44%	19%	32%
Don't know	9%	-	-	-	-	4%	16%	11%	5%	-	11%	8%	4%	10%	7%
rvs_q11_1a_13. Cable TV															
Unweighted base	1358	51	12	9	17	298	494	758	559	41	435	403	320	200	393
Base: All US adults	1349	44	12	10	24	303	439	709	586	54	470	397	287	196	418
Already subscribed to prior to outbreak	52%	61%	49%	39%	14%	49%	59%	55%	50%	25%	49%	49%	56%	57%	49%
Subscribed to in the last 30 days	5%	-	7%	-	29%	7%	3%	4%	4%	12%	4%	7%	4%	1%	5%
Not applicable - I am not subscribed to this service	40%	37%	43%	49%	40%	41%	37%	38%	42%	37%	42%	42%	38%	33%	40%
Don't know	4%	3%	-	12%	17%	3%	2%	2%	4%	27%	5%	2%	2%	9%	6%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Total					Parent or guardian of any children					Income				Urban
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
rvs_q11_1a_14. The Roku Channel															
Unweighted base	166	5	5	1	-	49	67	103	62	1	54	53	34	25	44
Base: All US adults	160	4	5	1	-	49	61	97	63	1	57	50	31	23	45
Already subscribed to prior to outbreak	72%	100%	100%	100%	-	69%	78%	75%	68%	100%	73%	65%	87%	65%	69%
	**	**	**	**	**	*	*	*	*	**	*	*	AM*	**	*
Subscribed to in the last 30 days	7%	-	-	-	-	12%	4%	8%	4%	-	8%	10%	-	3%	15%
	**	**	**	**	**	*	*	AH*	*	**	*	*	*	**	AQ*
Not applicable - I am not subscribed to this service	15%	-	-	-	-	11%	15%	11%	20%	-	11%	20%	10%	20%	8%
	**	**	**	**	**	*	*	*	*	**	*	*	*	**	*
Don't know	6%	-	-	-	-	8%	3%	6%	7%	-	7%	5%	2%	12%	8%
	**	**	**	**	**	*	*	*	*	**	*	*	*	**	*
rvs_q11_1a_15. IMDB TV															
Unweighted base	48	1	-	3	1	18	16	30	16	2	12	13	17	6	22
Base: All US adults	50	1	-	4	1	21	13	30	17	3	14	13	16	7	24
Already subscribed to prior to outbreak	52%	100%	-	70%	-	52%	61%	52%	61%	-	55%	61%	53%	30%	44%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	18%	-	-	-	-	39%	-	27%	6%	-	22%	17%	17%	15%	26%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	29%	-	-	30%	100%	9%	39%	21%	33%	100%	23%	22%	29%	55%	29%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_16. Premium cable channels (HBO, Showtime, Starz or Epix)															
Unweighted base	1358	51	12	9	17	298	494	758	559	41	435	403	320	200	393
Base: All US adults	1349	44	12	10	24	303	439	709	586	54	470	397	287	196	418
Already subscribed to prior to outbreak	24%	17%	23%	51%	24%	28%	25%	26%	21%	19%	17%	24%	33%	24%	24%
	**	*	**	**	**	AJ	*	*	*	*	AL	AL,AM,AO	*	*	*
Subscribed to in the last 30 days	5%	-	7%	-	5%	9%	2%	5%	5%	13%	5%	7%	5%	2%	7%
	**	*	**	**	**	AH,AI,AJ	*	AH	AH	AH,AI,AJ*	AO	AO	AO	AO	AQ
Not applicable - I am not subscribed to this service	66%	80%	61%	49%	53%	58%	69%	65%	70%	38%	70%	66%	60%	64%	60%
	**	V,Z,AA*	**	**	**	AK	AG,AI,AK	AG,AK	AG,AK	*	AN	AN	AN	AN	AN
Don't know	6%	3%	9%	-	18%	6%	4%	5%	5%	30%	8%	3%	2%	11%	8%
	**	*	**	**	**	**	**	**	**	AG,AH,AI,AJ*	AM,AN	AN	AN	AM,AN	AQ
rvs_q11_1a_17. Sling TV															
Unweighted base	80	2	2	2	-	29	28	53	26	1	35	22	17	6	26
Base: All US adults	75	2	2	2	-	29	26	51	23	1	35	21	14	6	25
Already subscribed to prior to outbreak	59%	41%	-	44%	-	70%	46%	58%	65%	-	62%	60%	61%	30%	64%
	**	**	**	**	**	**	**	*	**	*	*	**	**	**	**
Subscribed to in the last 30 days	14%	59%	52%	-	-	11%	17%	13%	15%	-	17%	11%	8%	17%	13%
	**	**	**	**	**	**	**	*	**	**	*	**	**	**	**
Not applicable - I am not subscribed to this service	24%	-	48%	56%	-	19%	30%	26%	20%	-	18%	29%	18%	52%	16%
	**	**	**	**	**	**	**	*	**	**	*	**	**	**	**
Don't know	4%	-	-	-	-	-	7%	4%	-	100%	3%	-	13%	-	7%
	**	**	**	**	**	**	**	*	**	**	*	**	**	**	**
rvs_q11_1a_18. AT&T TV Now															
Unweighted base	51	-	-	1	-	31	15	44	7	-	13	18	13	7	27
Base: All US adults	52	-	-	1	-	33	12	43	9	-	14	20	11	6	29
Already subscribed to prior to outbreak	51%	-	-	100%	-	45%	72%	50%	52%	-	45%	50%	46%	74%	51%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Subscribed to in the last 30 days	27%	-	-	-	-	29%	12%	26%	35%	-	41%	18%	36%	9%	26%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	20%	-	-	-	-	22%	15%	21%	13%	-	14%	26%	18%	18%	19%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children						Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	
Don't know	2%	-	-	-	4%	-	3%	-	-	-	-	6%	-	4%	
	**	**	**	**	**	**	*	**	**	**	**	**	**	**	
rvs_q11_1a_19. YouTube TV															
Unweighted base	123	4	1	-	4	47	48	89	33	1	28	37	44	14	47
Base: All US adults	122	4	1	-	4	52	45	90	31	1	30	37	41	14	53
Already subscribed to prior to outbreak	59%	72%	100%	-	28%	67%	54%	61%	55%	-	65%	59%	63%	38%	60%
	**	**	**	**	**	*	*	*	**	**	**	*	*	**	*
Subscribed to in the last 30 days	11%	-	-	-	-	12%	1%	7%	18%	100%	12%	6%	13%	13%	9%
	**	**	**	**	**	AH*	*	AH*	**	**	**	*	*	**	*
Not applicable - I am not subscribed to this service	22%	-	-	-	50%	16%	27%	22%	21%	-	20%	21%	19%	31%	22%
	**	**	**	**	**	*	*	*	**	**	**	*	*	**	*
Don't know	9%	28%	-	-	22%	5%	18%	10%	6%	-	3%	14%	5%	18%	9%
	**	**	**	**	**	*	AI*	*	**	**	**	*	*	**	*
rvs_q11_1a_20. Hulu with Live TV															
Unweighted base	73	2	1	2	-	25	31	52	19	2	21	24	24	4	25
Base: All US adults	70	2	1	2	-	25	27	49	19	3	24	21	21	5	26
Already subscribed to prior to outbreak	46%	-	-	-	-	45%	50%	45%	43%	70%	34%	49%	58%	35%	56%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Subscribed to in the last 30 days	21%	58%	-	-	-	25%	9%	18%	26%	30%	29%	12%	16%	41%	19%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	29%	42%	100%	50%	-	26%	37%	32%	25%	-	28%	39%	21%	24%	21%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Don't know	5%	-	-	50%	-	5%	4%	5%	6%	-	9%	-	6%	-	4%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
rvs_q11_1a_21. fubo TV															
Unweighted base	24	-	-	-	-	14	8	18	5	1	9	6	7	2	10
Base: All US adults	24	-	-	-	-	15	8	18	5	1	9	6	7	2	10
Already subscribed to prior to outbreak	49%	-	-	-	-	55%	80%	60%	12%	-	33%	45%	74%	51%	68%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	17%	-	-	-	-	9%	-	7%	41%	100%	26%	15%	12%	-	21%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	28%	-	-	-	-	29%	11%	24%	47%	-	35%	40%	-	49%	11%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7%	-	-	-	-	6%	8%	8%	-	-	7%	-	14%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_22. Philo															
Unweighted base	32	2	-	-	-	8	10	16	14	2	17	5	6	4	10
Base: All US adults	35	2	-	-	-	9	9	16	16	2	21	5	5	4	12
Already subscribed to prior to outbreak	38%	100%	-	-	-	52%	61%	52%	22%	61%	29%	58%	48%	50%	32%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	26%	-	-	-	-	19%	18%	20%	35%	-	31%	-	35%	23%	25%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	33%	-	-	-	-	29%	22%	28%	42%	-	40%	42%	-	27%	35%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2%	-	-	-	-	-	-	-	-	39%	-	-	17%	-	7%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_23. Xumo															
Unweighted base	24	1	-	-	-	10	8	17	6	1	9	7	5	3	13
Base: All US adults	24	1	-	-	-	10	7	16	5	3	9	8	4	2	12
Already subscribed to prior to outbreak	65%	100%	-	-	-	66%	87%	74%	80%	-	85%	51%	55%	61%	65%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	23%	-	-	-	-	14%	-	8%	20%	100%	15%	38%	-	39%	11%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	4%	-	-	-	-	-	13%	6%	-	-	-	-	21%	-	8%

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US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8%	-	-	-	20%	-	12%	-	-	-	11%	24%	-	17%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q11_1a_24. Vudu

Unweighted base	99	1	3	3	-	32	32	61	35	3	40	24	29	6	35
Base: All US adults	96	1	3	3	-	30	29	57	36	4	41	22	27	6	36
Already subscribed to prior to outbreak	66%	100%	68%	28%	-	57%	82%	68%	63%	77%	70%	74%	58%	50%	75%
	**	**	**	**	**	*	AG.AI*	*	*	**	*	**	**	**	*
Subscribed to in the last 30 days	11%	-	-	-	-	20%	3%	12%	10%	-	13%	5%	13%	14%	9%
	**	**	**	**	**	AH*	*	AH*	*	**	*	**	**	**	*
Not applicable - I am not subscribed to this service	20%	-	32%	72%	-	19%	15%	18%	26%	-	17%	22%	22%	36%	11%
	**	**	**	**	**	*	*	*	*	**	*	**	**	**	*
Don't know	2%	-	-	-	-	4%	-	2%	-	23%	-	-	7%	-	5%
	**	**	**	**	**	*	*	*	*	**	*	**	**	**	*

rvs_q11_1a_25. Quibi

Unweighted base	13	-	-	-	-	6	5	9	4	-	5	3	5	-	7
Base: All US adults	14	-	-	-	-	7	5	10	5	-	5	3	6	-	8
Already subscribed to prior to outbreak	41%	-	-	-	-	63%	48%	45%	33%	-	36%	29%	52%	-	59%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	52%	-	-	-	-	37%	34%	45%	67%	-	64%	71%	32%	-	41%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	7%	-	-	-	-	-	18%	10%	-	-	-	-	16%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q11_1a_count_TB. How many of the following entertainment services have you already subscribed to prior to outbreak?

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	18%	25%	26%	10%	53%	15%	12%	14%	21%	50%	24%	16%	10%	22%	21%
		V.Z*	**	**	**				AG,AH,AI	AG,AH,AI,AJ*	AM,AN	AN	AN	AN	AQ
1	21%	28%	-	21%	29%	17%	24%	22%	20%	25%	22%	23%	17%	19%	19%
	*	*	**	**	**		AG,AI	AG		*					
2	17%	14%	14%	21%	7%	14%	19%	17%	17%	6%	18%	14%	15%	21%	15%
	*	*	**	**	**		AK			*		AM			
3	14%	11%	16%	28%	4%	15%	15%	15%	14%	4%	11%	17%	15%	13%	12%
	*	*	**	**	**					*		AL			
4	12%	6%	13%	-	4%	11%	12%	12%	12%	6%	10%	12%	13%	13%	12%
	*	*	**	**	**					*					
5	7%	6%	8%	-	3%	8%	6%	7%	8%	1%	5%	8%	12%	6%	8%
	*	*	**	**	**					*			AL,AO		
6	4%	4%	9%	-	-	6%	4%	5%	3%	1%	3%	4%	7%	2%	5%
	*	*	**	**	**		AJ	AH		*			AL,AO		
7	3%	-	-	11%	-	6%	2%	4%	2%	4%	1%	3%	5%	3%	2%
	*	*	**	**	**	AH,AI,AJ		AH		*		AL	AL		
8	2%	-	7%	-	-	2%	2%	2%	1%	-	1%	2%	2%	1%	1%
	*	*	**	**	**		AJ	AJ		*					
9	1%	2%	7%	-	-	2%	2%	1%	1%	3%	2%	0%	2%	1%	1%
	*	*	**	**	**					*					
10	0%	-	-	-	-	0%	0%	0%	0%	-	0%	0%	0%	-	1%
	*	*	**	**	**					*					
11	0%	2%	-	-	-	0%	0%	0%	0%	-	1%	-	0%	-	0%
	*	V.Z*	**	**	**					*					
12	0%	-	-	-	-	1%	0%	1%	-	-	0%	-	1%	-	1%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		
	*	**	**	**	AJ		AH		*						
13	0%	-	-	9%	-	0%	-	0%	0%	-	0%	-	0%	-	0%
	*	**	**	**	**				*						
14	0%	-	-	-	-	0%	-	0%	-	-	-	0%	-	-	0%
	*	**	**	**	**				*						
15	0%	-	-	-	-	-	-	-	0%	-	-	-	1%	-	0%
	*	**	**	**	**				*						
16	0%	-	-	-	-	0%	0%	0%	-	-	-	-	1%	-	0%
	*	**	**	**	**				*						
19	0%	-	-	-	-	1%	-	0%	-	-	0%	0%	-	-	0%
	*	**	**	**	**			AH	*						
25	0%	-	-	-	-	0%	0%	0%	-	-	0%	-	-	-	0%
	*	**	**	**	**				*						

rvs_q11_1a_count_BB. How many of the following entertainment services have you subscribed to in the last 30 days?

	Unweighted base	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	80%	93%	64%	69%	66%	72%	86%	81%	80%	78%	80%	77%	80%	89%	76%
		X.Y.Z.AA*	**	**	**		AG.AI.AJ	AG	AG	*				AL.AM.AN	
1	12%	7%	22%	9%	15%	13%	10%	11%	13%	13%	12%	14%	11%	7%	13%
	*	*	**	**	**				*			AO			
2	4%	-	14%	22%	19%	7%	2%	4%	4%	2%	4%	5%	4%	1%	4%
	*	*	**	**	**	AH.AI		AH	AH	*	AO	AO			
3	2%	-	-	-	-	3%	2%	2%	2%	5%	2%	3%	3%	1%	3%
	*	*	**	**	**				*						AR
4	1%	-	-	-	-	2%	0%	1%	0%	-	1%	0%	1%	1%	1%
	*	*	**	**	**	AH.AJ		AH		*					AQ
5	1%	-	-	-	-	1%	0%	1%	1%	1%	1%	1%	1%	0%	2%
	*	*	**	**	**				*						AQ
6	0%	-	-	-	-	2%	-	1%	-	-	0%	0%	1%	-	1%
	*	*	**	**	**	AH.AI.AJ		AH.AJ	*						AQ
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	**	**	**				*						
12	0%	-	-	-	-	-	-	-	0%	-	0%	-	-	-	-
	*	*	**	**	**				*						

rvs_q11_1a_TB_selective_count. How many of the following entertainment services have you already subscribed to prior to outbreak? (selected options)

	Unweighted base	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	22%	27%	26%	22%	71%	18%	15%	17%	24%	60%	27%	22%	12%	24%	25%
		V.Z*	**	**	**				AH.AI	AG.AH.AI.AJ*	AN	AN	12%	AN	AQ
1	24%	32%	15%	37%	11%	16%	29%	24%	25%	15%	28%	23%	20%	23%	23%
	*	*	**	**	**		AG.AI	AG	AG	*	AN				
2	19%	10%	14%	9%	10%	19%	22%	20%	18%	6%	18%	19%	18%	23%	16%
	*	*	**	**	**	AK	AK	AK	AK	*					
3	16%	18%	15%	12%	4%	19%	15%	17%	15%	10%	13%	17%	19%	16%	14%
	*	*	**	**	**				*						
4	10%	11%	15%	11%	-	12%	10%	10%	11%	1%	9%	10%	15%	8%	12%
	*	*	**	**	**	AK			*				AL.AO		
5	5%	2%	15%	-	3%	10%	4%	6%	4%	5%	3%	6%	9%	4%	5%
	*	*	**	**	**	AH.AI.AJ		AH	*		AL	AL.AO			
6	2%	-	-	-	-	2%	3%	3%	2%	3%	1%	3%	4%	2%	2%
	*	*	**	**	**				*				AL		

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Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		AP
7	1%	-	-	9%	-	1%	1%	1%	1%	-	1%	0%	2%	0%	1%
8	0%	-	-	-	-	1%	0%	1%	0%	-	-	0%	1%	-	1%
9	0%	-	-	-	-	1%	0%	0%	-	-	0%	-	1%	-	1%
13	0%	-	-	-	-	1%	-	0%	-	-	0%	0%	-	-	0%
15	0%	-	-	-	-	0%	0%	0%	-	-	0%	-	-	-	0%

rvs_q11_1a_BB_selective_count. How many of the following entertainment services have you subscribed to in the last 30 days? (selected options)

	Unweighted base	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
0	84%	94%	72%	79%	70%	79%	89%	85%	84%	85%	85%	82%	83%	91%	80%
1	11%	6%	28%	21%	10%	12%	9%	10%	11%	14%	10%	13%	10%	6%	12%
2	3%	-	-	-	19%	6%	2%	3%	3%	-	3%	3%	4%	1%	3%
3	1%	-	-	-	-	3%	1%	2%	1%	-	1%	2%	2%	1%	3%
4	0%	-	-	-	-	-	0%	0%	1%	1%	1%	0%	0%	0%	1%
6	0%	-	-	-	-	0%	-	0%	0%	-	0%	-	0%	-	0%
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services do expect to subscribe to in the next month and which do you never expect to subscribe to? Please select the option that best applies on each row.

rvs_q11_2b_1. Apple TV+

	Unweighted base	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Base: All US adults	1350	57	12	7	21	276	493	739	564	47	467	394	282	207	381
Expect to subscribe to in the next 30 days	4%	-	7%	20%	-	9%	3%	5%	3%	2%	5%	5%	4%	1%	4%
Don't expect to subscribe to ever	78%	90%	64%	41%	62%	72%	84%	80%	78%	48%	77%	79%	77%	77%	74%
Don't know	18%	10%	29%	38%	38%	19%	12%	15%	19%	50%	18%	16%	19%	22%	22%

rvs_q11_2b_2. Disney+

	Unweighted base	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Base: All US adults	1154	54	9	6	19	206	436	623	489	42	389	341	246	178	326
Expect to subscribe to in the next 30 days	8%	-	-	39%	16%	19%	5%	10%	6%	6%	9%	9%	9%	3%	10%
Don't expect to subscribe to ever	70%	83%	78%	61%	57%	59%	79%	72%	71%	50%	70%	72%	71%	68%	67%
Don't know	22%	17%	22%	-	28%	22%	16%	18%	23%	44%	21%	19%	21%	29%	23%

rvs_q11_2b_3. Netflix

Unweighted base	617	35	6	3	12	96	230	321	263	33	233	184	101	99	160
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US_nat_int Sample: 28th - 29th April 2020



	Total	Parent or guardian of any children								Income				Urban	
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+		Don't know / Prefer not to say
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN		AO
Base: All US adults	619	32	7	4	15	102	205	301	274	44	246	189	89	95	177
Expect to subscribe to in the next 30 days	13%	2%	14%	41%	20%	28%	8%	14%	11%	15%	12%	19%	6%	9%	14%
Don't expect to subscribe to ever	62%	85%	70%	29%	17%	55%	69%	65%	64%	31%	64%	57%	71%	60%	55%
Don't know	25%	12%	16%	30%	63%	17%	23%	21%	25%	54%	24%	24%	24%	31%	31%
		*	**	**	**	AH.AI.AJ*	AH	AG		**		AN.AO	*	*	AR
Base: All US adults	1001	51	7	6	18	185	381	547	417	37	344	277	215	165	282
Expect to subscribe to in the next 30 days	9%	1%	-	23%	18%	17%	5%	10%	9%	5%	10%	10%	7%	7%	12%
Don't expect to subscribe to ever	67%	75%	73%	45%	33%	58%	76%	70%	67%	50%	65%	69%	71%	66%	59%
Don't know	24%	23%	27%	31%	49%	25%	19%	21%	24%	45%	25%	21%	22%	27%	28%
		*	**	**	**	AH.AI.AJ	AG.AI.AJ.AK	AG.AK		AG.AH.AI.AJ*					
Base: All US adults	807	33	5	5	24	166	248	397	360	49	343	231	111	122	254
Expect to subscribe to in the next 30 days	11%	-	-	35%	10%	21%	9%	14%	8%	15%	9%	16%	16%	6%	14%
Don't expect to subscribe to ever	62%	85%	80%	19%	31%	57%	73%	66%	62%	32%	64%	60%	59%	65%	55%
Don't know	26%	15%	20%	46%	60%	22%	18%	20%	29%	53%	27%	24%	25%	29%	31%
		*	**	**	**	AH.AI.AJ	AG.AI.AJ.AK	AG.AK	AH.AI	AG.AH.AI.AJ*		AL.AO	AL.AO		
Base: All US adults	837	36	9	6	20	180	284	442	350	45	301	241	169	125	234
Expect to subscribe to in the next 30 days	7%	-	-	27%	19%	17%	4%	9%	4%	14%	8%	9%	7%	2%	12%
Don't expect to subscribe to ever	76%	92%	80%	73%	46%	69%	85%	79%	77%	40%	74%	78%	76%	78%	68%
Don't know	17%	8%	20%	-	34%	14%	11%	12%	18%	46%	18%	13%	17%	20%	20%
		*	**	**	**	AH.AI.AJ	AG.AI.AJ	AG	AH.AI	**					
Base: All US adults	1381	48	12	9	27	297	435	706	616	59	494	406	279	202	430
Expect to subscribe to in the next 30 days	4%	-	-	18%	-	8%	3%	5%	2%	7%	5%	6%	2%	2%	6%
Don't expect to subscribe to ever	81%	93%	92%	69%	68%	77%	89%	84%	80%	46%	78%	81%	83%	83%	75%
Don't know	15%	7%	8%	13%	32%	15%	8%	11%	17%	47%	17%	14%	15%	15%	19%
		*	**	**	**	AH.AI	AG.AI.AJ.AK	AG.AK	AH.AI	AG.AH.AI.AJ*		AN.AO	AN.AO		AQ
Base: All US adults	1351	49	12	7	27	292	429	694	600	57	473	402	277	200	422
Expect to subscribe to in the next 30 days	5%	-	29%	24%	8%	12%	3%	7%	4%	4%	6%	6%	4%	3%	8%
Don't expect to subscribe to ever	80%	92%	63%	63%	73%	74%	89%	83%	81%	46%	78%	80%	84%	81%	73%
Don't know	14%	8%	8%	13%	19%	14%	9%	11%	15%	50%	15%	14%	12%	16%	19%
		*	**	**	**	AH.AI	AG.AI.AJ.AK	AG.AK	AH.AI	AG.AH.AI.AJ*					AQ.AR
Base: All US adults	1319	56	7	8	21	281	471	723	549	47	428	386	306	199	378

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	Total	Parent or guardian of any children								Income				Urban	
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+		Don't know / Prefer not to say
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN		AO
Base: All US adults	1322	48	7	9	27	287	418	677	585	60	465	385	275	197	409
Expect to subscribe to in the next 30 days	6%	-	13%	31%	8%	9%	5%	7%	5%	4%	6%	7%	4%	4%	7%
Don't expect to subscribe to ever	81%	91%	74%	69%	74%	79%	87%	84%	80%	53%	76%	82%	83%	84%	74%
Don't know	14%	AA*	**	**	**	AK	AG.AI.AJ.AK	AG.AK	AK	*	AL	AL	AL	AL	19%
		*	**	**	**	12%	8%	10%	16%	44%	18%	10%	13%	12%	AQ.AR
						AH.AI.AJ	AH	AH	AH.AI	AG.AH.AI.AJ*	AM				
rvs_q11_2b_10. CBS All Access															
Unweighted base	1344	59	12	8	20	288	483	740	561	43	455	392	293	204	384
Base: All US adults	1348	51	13	9	26	293	430	693	599	56	493	392	263	201	416
Expect to subscribe to in the next 30 days	6%	1%	-	31%	8%	12%	4%	7%	4%	10%	6%	6%	6%	3%	8%
Don't expect to subscribe to ever	76%	79%	67%	59%	69%	70%	82%	77%	78%	45%	75%	79%	75%	77%	70%
Don't know	18%	20%	33%	10%	23%	17%	13%	15%	19%	45%	19%	15%	18%	20%	22%
		*	**	**	**	AH.AI.AJ	AH.AI.AJ	AG.AK	AG.AK	*	AG.AH.AI.AJ*				AR
rvs_q11_2b_11. HBO Now															
Unweighted base	1306	55	12	9	20	263	474	710	553	43	459	380	275	192	362
Base: All US adults	1308	49	12	10	27	266	421	660	593	55	495	378	246	189	387
Expect to subscribe to in the next 30 days	7%	3%	20%	28%	18%	12%	3%	6%	8%	9%	8%	8%	7%	2%	11%
Don't expect to subscribe to ever	74%	88%	73%	72%	46%	70%	85%	79%	71%	44%	72%	76%	74%	76%	66%
Don't know	19%	10%	8%	-	35%	18%	12%	14%	21%	47%	19%	16%	19%	22%	23%
		*	**	**	**	AH	AG.AI.AJ.AK	AG.AJ.AK	AK	*	AG.AH.AI.AJ*				AR
rvs_q11_2b_12. Facebook Watch															
Unweighted base	1371	57	12	7	20	280	490	742	582	47	452	401	314	204	387
Base: All US adults	1363	50	13	8	26	283	433	689	616	59	487	397	279	201	413
Expect to subscribe to in the next 30 days	5%	2%	12%	20%	4%	12%	4%	7%	3%	4%	6%	7%	3%	1%	9%
Don't expect to subscribe to ever	81%	88%	81%	65%	69%	72%	88%	82%	83%	55%	76%	82%	85%	86%	73%
Don't know	14%	10%	7%	15%	27%	16%	9%	12%	14%	41%	18%	12%	12%	13%	18%
		*	**	**	**	AH.AI	AG.AI.AJ.AK	AG.AK	AG.AK	*	AG.AH.AI.AJ*				AQ.AR
rvs_q11_2b_13. Cable TV															
Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base: All US adults	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
Expect to subscribe to in the next 30 days	21%	16%	27%	16%	8%	24%	22%	23%	19%	11%	20%	23%	22%	15%	23%
Don't expect to subscribe to ever	53%	56%	46%	74%	62%	50%	53%	52%	56%	44%	54%	52%	53%	54%	50%
Don't know	26%	28%	28%	10%	30%	26%	25%	25%	25%	44%	26%	25%	24%	31%	27%
		*	**	**	**	AH.AI	AH	AH	AH	AG.AH.AI.AJ*	AM.AN				AQ
rvs_q11_2b_14. The Roku Channel															
Unweighted base	1295	54	8	8	21	266	456	701	547	47	435	374	298	188	382
Base: All US adults	1301	47	9	9	27	271	403	654	587	60	472	375	266	188	412
Expect to subscribe to in the next 30 days	6%	2%	-	31%	19%	12%	5%	8%	5%	6%	7%	8%	5%	3%	9%
Don't expect to subscribe to ever	75%	82%	55%	48%	61%	69%	83%	77%	76%	50%	73%	79%	75%	73%	68%
Don't know	19%	16%	45%	21%	21%	19%	13%	15%	20%	44%	20%	13%	19%	24%	23%
		*	**	**	**	AH	AG.AI.AJ.AK	AG.AK	AK	*	AG.AH.AI.AJ*				AQ
rvs_q11_2b_15. IMDB TV															
Unweighted base	1414	58	13	6	20	297	507	774	594	46	478	414	315	207	404

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	Total	Parent or guardian of any children								Income				Urban	
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+		Don't know / Prefer not to say
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN		AO
Unweighted base	1437	59	13	9	21	300	515	785	605	47	481	421	324	211	415
Base: All US adults	1438	51	13	10	27	304	457	732	646	60	521	419	290	208	446
Expect to subscribe to in the next 30 days	5%	-	11%	16%	22%	9%	2%	5%	4%	7%	5%	6%	4%	2%	6%
		*	**	**	**	AH.AI.AJ		AH		*		AO			AQ
Don't expect to subscribe to ever	82%	91%	74%	84%	63%	77%	90%	85%	81%	48%	79%	82%	83%	86%	75%
		AA*	**	**	**	AK	AG.AI.AJ.AK	AG.AK	AK	*				AL	
Don't know	13%	9%	15%	-	15%	14%	8%	10%	14%	45%	16%	12%	12%	12%	19%
		*	**	**	**	AH.AI		AH	AH.AI	AG.AH.AI.AJ*					AQ.AR
Unweighted base	1430	57	13	9	21	307	513	788	596	46	473	422	326	209	416
Base: All US adults	1427	49	13	10	27	311	455	735	634	58	509	420	292	206	445
Expect to subscribe to in the next 30 days	4%	-	7%	16%	8%	9%	3%	5%	2%	4%	4%	5%	4%	2%	6%
		*	**	**	**	AH.AI.AJ		AH.AJ		*					AQ
Don't expect to subscribe to ever	81%	92%	71%	53%	74%	73%	87%	82%	82%	50%	80%	80%	81%	83%	74%
		V.AA*	**	**	**	AK	AG.AI.AJ.AK	AG.AK	AG.AK	*					
Don't know	15%	8%	22%	31%	18%	18%	10%	13%	15%	46%	17%	15%	14%	15%	20%
		*	**	**	**	AH.AI		AH	AH	AG.AH.AI.AJ*					AQ.AR
Unweighted base	1362	58	10	6	21	283	491	743	574	45	450	402	303	207	391
Base: All US adults	1365	50	11	7	27	289	435	695	614	57	489	402	270	205	421
Expect to subscribe to in the next 30 days	5%	-	-	24%	8%	9%	4%	6%	4%	4%	6%	6%	3%	3%	6%
		*	**	**	**	AH.AI.AJ		AH		*					
Don't expect to subscribe to ever	79%	91%	72%	76%	74%	73%	87%	81%	80%	55%	76%	80%	82%	83%	74%
		AA*	**	**	**	AK	AG.AI.AJ.AK	AG.AK	AG.AK	*					
Don't know	16%	9%	28%	-	17%	17%	9%	13%	17%	41%	18%	14%	15%	14%	20%
		*	**	**	**	AH.AI		AH	AH	AG.AH.AI.AJ*					AR
Unweighted base	1449	59	13	9	21	309	518	795	606	48	485	424	327	213	419
Base: All US adults	1448	51	13	10	27	313	459	742	646	60	525	421	291	210	449
Expect to subscribe to in the next 30 days	4%	-	7%	16%	4%	9%	3%	5%	4%	3%	6%	6%	3%	1%	7%
		*	**	**	**	AH.AI.AJ		AH		*	AO	AO			AQ
Don't expect to subscribe to ever	80%	91%	86%	74%	52%	75%	88%	82%	79%	55%	76%	80%	83%	85%	74%
		AA*	**	**	**	AK	AG.AI.AJ.AK	AG.AK	AK	*				AL	AL
Don't know	16%	9%	7%	10%	45%	17%	9%	12%	17%	42%	18%	15%	14%	14%	19%
		*	**	**	**	AH.AI		AH	AH.AI	AG.AH.AI.AJ*					AR
Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	61%	76%	66%	61%	47%	51%	64%	59%	64%	62%	62%	55%	61%	74%	56%
		V.Z*	**	**	**		AG.AI	AG	AG	*	AM			AL.AM.AN	
1	16%	16%	7%	11%	20%	13%	18%	16%	18%	15%	17%	18%	16%	13%	14%
		*	**	**	**		AI			*					
2	7%	7%	9%	-	7%	7%	9%	8%	6%	5%	5%	8%	9%	7%	6%
		*	**	**	**		AJ			*			AL		

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		
3	4%	-	-	-	-	4%	3%	3%	4%	-	4%	4%	3%	3%	5%
4	2%	1%	-	-	8%	4%	2%	2%	2%	7%	3%	3%	2%	1%	4%
5	2%	-	-	-	-	4%	1%	2%	1%	-	1%	2%	2%	1%	2%
6	1%	-	-	-	-	2%	1%	1%	1%	2%	2%	1%	-	-	2%
7	1%	-	-	12%	10%	2%	2%	1%	1%	5%	0%	3%	1%	-	2%
8	1%	-	-	-	-	2%	-	1%	0%	-	1%	1%	1%	-	1%
9	1%	-	18%	-	-	1%	0%	1%	1%	-	1%	1%	-	-	0%
10	0%	-	-	-	-	1%	0%	0%	0%	-	0%	1%	0%	-	0%
11	1%	-	-	-	-	2%	0%	1%	0%	2%	1%	0%	1%	-	1%
12	1%	-	-	-	4%	1%	1%	1%	1%	-	1%	1%	1%	-	2%
13	0%	-	-	-	4%	-	-	-	-	2%	-	-	-	1%	-
14	0%	-	-	-	-	0%	0%	0%	-	-	0%	-	-	-	-
15	0%	-	-	-	-	1%	0%	1%	0%	-	-	1%	1%	-	1%
16	1%	-	-	-	-	1%	0%	1%	0%	-	0%	1%	0%	1%	1%
17	0%	-	-	-	-	1%	-	0%	-	-	-	0%	0%	-	-
18	0%	-	-	-	-	1%	-	0%	0%	-	1%	-	-	-	1%
20	0%	-	-	-	-	1%	0%	0%	-	-	-	-	1%	1%	0%
21	0%	-	-	-	-	0%	-	0%	0%	-	0%	0%	-	-	-
22	0%	-	-	-	-	-	0%	0%	-	-	0%	-	-	-	-
23	0%	-	-	-	-	-	-	-	0%	-	0%	-	-	-	-
24	0%	-	-	16%	-	1%	0%	1%	0%	-	1%	1%	-	-	-

rvs_q11_2b_count_BB. How many of the following entertainment services don't you expect to subscribe?

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	5%	4%	7%	16%	11%	5%	3%	4%	5%	25%	6%	4%	3%	7%	7%
1	2%	2%	-	-	-	3%	1%	2%	3%	4%	4%	1%	2%	0%	4%
2	1%	-	-	-	-	1%	1%	1%	1%	-	0%	1%	2%	1%	1%
3	1%	-	-	-	-	1%	0%	0%	0%	8%	1%	1%	-	-	1%

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Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
4	1%	-	-	-	2%	1%	2%	1%	-	1%	2%	2%	1%	2%
5	1%	-	-	-	3%	1%	2%	1%	3%	1%	1%	2%	2%	3%
6	1%	-	-	-	2%	1%	2%	1%	1%	2%	1%	2%	0%	2%
7	1%	-	-	-	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%
8	2%	2%	-	12%	3%	1%	2%	2%	-	2%	2%	3%	-	3%
9	2%	-	7%	19%	3%	2%	3%	2%	3%	3%	2%	1%	1%	3%
10	2%	-	-	-	2%	2%	2%	3%	-	2%	3%	1%	3%	3%
11	2%	2%	-	-	3%	1%	2%	2%	4%	1%	2%	3%	2%	1%
12	2%	-	-	-	2%	2%	2%	3%	7%	2%	3%	2%	3%	3%
13	2%	3%	33%	-	4%	2%	2%	3%	-	2%	3%	2%	1%	2%
14	3%	-	-	-	3%	2%	3%	3%	3%	4%	2%	2%	2%	3%
15	4%	1%	-	-	5%	5%	5%	3%	2%	2%	5%	6%	2%	3%
16	5%	5%	7%	-	4%	4%	4%	5%	3%	5%	4%	4%	4%	5%
17	4%	2%	-	12%	5%	5%	4%	4%	3%	4%	4%	5%	5%	5%
18	6%	8%	-	9%	7%	6%	6%	6%	2%	5%	9%	5%	6%	5%
19	6%	9%	16%	11%	5%	5%	5%	8%	-	5%	7%	6%	7%	5%
20	7%	3%	16%	-	6%	7%	7%	7%	5%	5%	10%	6%	8%	6%
21	8%	11%	14%	-	9%	10%	9%	6%	4%	7%	7%	9%	9%	7%
22	9%	4%	-	9%	9%	9%	9%	9%	2%	10%	5%	9%	11%	8%
23	9%	13%	-	-	6%	12%	9%	9%	3%	8%	9%	10%	9%	7%
24	8%	15%	-	12%	3%	11%	8%	8%	11%	8%	8%	7%	10%	7%
25	5%	18%	-	-	2%	6%	4%	6%	4%	8%	4%	2%	6%	3%

rvs_q11_2b_TB_selective_count. How many of the following entertainment services do you expect to subscribe to in the next 30 days? (selected options)

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	65%	82%	73%	61%	47%	55%	67%	63%	67%	69%	67%	59%	63%	74%	61%
		V.X.Z.AA.AB*	**	**	**		AG.AI	AG	AG	*	AM			AM.AN	
1	18%	13%	-	11%	20%	14%	21%	18%	19%	8%	16%	19%	21%	16%	15%
		*	**	**	**		AG.AI.AK	AG	*						
2	6%	4%	9%	-	7%	8%	5%	6%	5%	8%	5%	6%	6%	6%	7%

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US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
	*	**	**	**					*					
3	4%	1%	-	-	3%	7%	2%	4%	3%	3%	5%	4%	1%	6%
	*	**	**	**	**	AH.AI.AJ		AH	*	AO	AO	4%	1%	AQ.AR
4	2%	-	-	12%	4%	4%	-	2%	1%	7%	1%	3%	2%	2%
	*	**	**	**	**	AH.AI.AJ		AH	AH	AH.AI.AJ*				
5	2%	-	11%	-	10%	2%	1%	2%	2%	-	1%	3%	1%	3%
	*	**	**	**	**				*	AO	AO	1%	-	AQ
6	1%	-	7%	-	4%	2%	0%	1%	2%	-	2%	1%	1%	1%
	*	**	**	**	**	AH.AI		AH	AH	*				
7	1%	-	-	-	-	3%	1%	1%	0%	2%	1%	1%	1%	2%
	*	**	**	**	**	AH.AI.AJ		AH	*	AO	AO	1%	-	AQ
8	0%	-	-	-	-	1%	0%	1%	0%	-	-	0%	0%	1%
	*	**	**	**	**				*	AL	AL	0%	1%	1%
9	1%	-	-	-	4%	1%	0%	1%	0%	2%	-	1%	1%	1%
	*	**	**	**	**				*	AL	AL	1%	1%	1%
10	1%	-	-	-	-	2%	0%	1%	0%	-	1%	0%	-	1%
	*	**	**	**	**	AH.AI.AJ		AH	*					
11	0%	-	-	-	-	1%	-	0%	0%	-	0%	-	1%	0%
	*	**	**	**	**	AH		AH	*	AM	AM	-	-	0%
12	0%	-	-	-	-	0%	0%	0%	0%	-	0%	1%	-	1%
	*	**	**	**	**				*				1%	0%
14	0%	-	-	-	-	1%	0%	0%	0%	-	1%	-	-	-
	*	**	**	**	**				*					
15	0%	-	-	-	-	-	0%	0%	0%	-	0%	1%	-	-
	*	**	**	**	**				*					

rvs_q11_2b_BB_selective_count. How many of the following entertainment services don't you expect to subscribe? (selected options)

	Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base		1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	6%	4%	7%	16%	11%	11%	8%	3%	5%	6%	25%	7%	5%	6%	8%	9%
	*	**	**	**	**	**	AH.AI		AH		AG.AH.AI.AJ*					AQ.AR
1	3%	2%	-	-	3%	3%	3%	1%	2%	3%	11%	4%	3%	3%	-	3%
	*	**	**	**	**	**	AH.AI		AH	AH	AG.AH.AI.AJ*	AO	AO	AO		
2	2%	2%	-	-	-	3%	3%	2%	2%	1%	3%	1%	3%	2%	1%	3%
	*	**	**	**	**	**			*		*					
3	2%	-	-	-	4%	4%	4%	1%	2%	2%	5%	2%	1%	4%	3%	5%
	*	**	**	**	**	**	AH.AI		AH		AH*			AM		AQ.AR
4	3%	-	-	10%	4%	5%	5%	3%	4%	3%	2%	5%	2%	3%	2%	4%
	*	**	**	**	**	**	AH		AH		*	AM				
5	3%	-	9%	12%	14%	4%	4%	2%	3%	3%	2%	2%	4%	2%	2%	3%
	*	**	**	**	**	**	AI				*					
6	3%	2%	-	9%	4%	5%	5%	3%	3%	3%	7%	3%	3%	5%	3%	5%
	*	**	**	**	**	**					*					AQ
7	5%	1%	7%	-	23%	5%	5%	6%	5%	6%	1%	5%	5%	6%	6%	5%
	*	**	**	**	**	**					*					
8	6%	4%	18%	-	3%	7%	7%	5%	6%	7%	7%	5%	8%	8%	5%	6%
	*	**	**	**	**	**					*					
9	7%	3%	13%	12%	-	6%	6%	8%	7%	8%	1%	7%	8%	8%	6%	6%
	*	**	**	**	**	**					*					
10	9%	17%	16%	9%	7%	10%	10%	8%	9%	9%	5%	6%	11%	9%	11%	7%
	*	AA.AB*	**	**	**	**					*	AL	AL	AL	AL	
11	9%	6%	-	11%	-	12%	12%	9%	10%	8%	3%	9%	13%	8%	3%	9%
	*	**	**	**	**	**					*	AO	AN.AO	AN.AO	AN.AO	
12	11%	10%	16%	-	7%	10%	10%	13%	12%	11%	8%	12%	9%	11%	14%	11%

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Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
	*	**	**	**					*					
13	11%	10%	7%	9%	11%	10%	13%	12%	11%	3%	11%	8%	11%	15%
	*	**	**	**	**				*	*				AM
14	10%	15%	7%	12%	-	3%	15%	11%	11%	8%	11%	10%	10%	11%
	Y*	**	**	**			AG.AI.AJ	AG	AG	*				
15	8%	24%	-	-	9%	4%	10%	8%	10%	9%	10%	8%	5%	10%
	V.X.Y.Z.AA.AB*	**	**	**	**		AG.AI	AG	AG	*	AN			AN

Does the Coronavirus (COVID-19) outbreak impact whether you watch the following services more, less or the same? Please select the option that best applies on each row.

rvs_q12_1. Apple TV+

Unweighted base	92	2	1	2	-	31	26	54	37	1	19	28	41	4	36
Base: All US adults	88	2	1	2	-	33	24	53	34	1	21	28	35	4	38
Yes, I watch it more	32%	-	-	-	-	54%	21%	38%	23%	-	35%	26%	33%	45%	44%
	**	**	**	**	**	**	**	*	*	**	**	**	*	**	*
Yes, I watch it less	17%	-	-	-	-	22%	4%	15%	21%	-	25%	26%	8%	-	19%
	**	**	**	**	**	**	**	*	*	**	**	**	*	**	*
No, it doesn't have an impact	50%	100%	100%	100%	-	24%	75%	47%	54%	100%	41%	48%	57%	55%	37%
	**	**	**	**	**	**	**	*	*	**	**	**	*	**	*
Don't know	1%	-	-	-	-	-	-	-	2%	-	-	-	2%	-	-
	**	**	**	**	**	**	**	*	*	**	**	**	*	**	*

rvs_q12_2. Disney+

Unweighted base	274	5	4	2	2	97	77	162	106	6	88	78	81	27	92
Base: All US adults	284	4	4	2	2	95	70	155	123	7	104	78	73	29	101
Yes, I watch it more	44%	64%	28%	-	100%	43%	42%	41%	46%	91%	52%	37%	42%	43%	57%
	**	**	**	**	**	*	*	*	*	**	*	*	*	**	AQ.AR*
Yes, I watch it less	8%	-	-	-	-	10%	6%	9%	8%	-	10%	13%	3%	6%	15%
	**	**	**	**	**	*	*	*	*	**	*	AN*	*	**	AQ*
No, it doesn't have an impact	47%	36%	72%	100%	-	48%	52%	50%	44%	9%	37%	51%	56%	47%	26%
	**	**	**	**	**	*	*	*	*	**	*	*	AL*	**	*
Don't know	1%	-	-	-	-	-	-	-	2%	-	1%	-	-	3%	2%
	**	**	**	**	**	*	*	*	*	**	*	*	*	**	*

rvs_q12_3. Netflix

Unweighted base	740	23	6	4	8	192	257	424	302	14	211	220	213	96	229
Base: All US adults	735	19	6	4	11	193	227	397	323	16	234	212	194	95	244
Yes, I watch it more	57%	43%	16%	-	76%	63%	49%	55%	58%	77%	59%	57%	54%	57%	64%
	**	**	**	**	**	AH.AI	AH	AH	AH	**	*	*	*	*	AR
Yes, I watch it less	4%	-	20%	22%	-	8%	3%	5%	4%	-	2%	6%	6%	3%	6%
	**	**	**	**	**	AH.AI	AH	AH	**	**	AL	AL	AL	*	AR
No, it doesn't have an impact	38%	57%	63%	78%	24%	29%	48%	40%	37%	23%	39%	37%	39%	39%	29%
	**	**	**	**	**	AG.AI.AJ	AG	AG	**	**	*	*	*	*	*
Don't know	1%	-	-	-	-	-	0%	0%	1%	-	1%	-	1%	1%	0%
	**	**	**	**	**					**	*	*	*	*	*

rvs_q12_4. Hulu

Unweighted base	385	7	5	2	2	110	114	213	162	10	111	129	102	43	123
Base: All US adults	379	6	5	2	2	104	101	196	172	11	121	122	91	45	124
Yes, I watch it more	51%	27%	22%	-	-	48%	43%	45%	55%	85%	46%	48%	54%	63%	50%
	**	**	**	**	**	*	*	*	*	**	*	*	*	*	*
Yes, I watch it less	4%	-	-	49%	-	5%	5%	5%	4%	-	5%	5%	4%	2%	5%
	**	**	**	**	**	*	*	*	*	**	*	*	*	*	*
No, it doesn't have an impact	45%	73%	78%	51%	100%	46%	52%	49%	41%	15%	49%	46%	42%	36%	44%
	**	**	**	**	**	*	*	*	*	**	*	*	*	*	*
Don't know	0%	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	1%
	**	**	**	**	**					**	*	*	*	*	*

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	Total	Parent or guardian of any children								Income				Urban	
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+		Don't know / Prefer not to say
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN		AO
rvs_q12_5. Amazon Prime															
Unweighted base	604	22	8	5	3	145	224	352	242	10	144	189	193	78	172
Base: All US adults	583	18	8	5	3	143	192	320	253	9	156	179	172	76	176
Yes, I watch it more	41%	39%	39%	40%	29%	45%	39%	41%	41%	28%	41%	44%	38%	40%	48%
		**	**	**	**	**	**	**	**	**	**	**	**	*	AQ
Yes, I watch it less	4%	-	15%	-	36%	3%	5%	4%	5%	-	5%	4%	4%	4%	4%
		**	**	**	**	**	**	**	**	**	**	**	**	*	*
No, it doesn't have an impact	54%	61%	46%	60%	35%	52%	55%	54%	54%	52%	52%	52%	58%	53%	47%
		**	**	**	**	**	**	**	**	**	**	**	**	*	*
Don't know	1%	-	-	-	-	-	1%	1%	1%	20%	1%	0%	0%	3%	1%
		**	**	**	**	**	**	**	**	**	**	**	**	*	*
rvs_q12_6. YouTube Premium															
Unweighted base	127	5	1	2	-	46	37	79	45	3	42	42	36	7	57
Base: All US adults	135	5	1	2	-	50	37	82	49	4	47	46	35	7	65
Yes, I watch it more	40%	45%	-	-	-	53%	37%	43%	34%	51%	31%	38%	53%	50%	50%
		**	**	**	**	**	**	**	**	**	**	**	**	**	AQ*
Yes, I watch it less	16%	-	100%	-	-	11%	5%	9%	24%	49%	19%	24%	-	13%	17%
		**	**	**	**	**	**	*	AH,AI*	**	AN*	AN*	*	**	*
No, it doesn't have an impact	42%	36%	-	100%	-	34%	56%	46%	41%	-	45%	37%	47%	38%	33%
		**	**	**	**	**	AG*	AG*	*	**	*	*	*	**	*
Don't know	2%	19%	-	-	-	2%	2%	2%	2%	-	6%	-	-	-	1%
		**	**	**	**	*	*	*	*	**	*	*	*	**	*
rvs_q12_7. Crackle															
Unweighted base	67	3	1	1	-	18	26	39	27	1	29	14	15	9	21
Base: All US adults	65	3	1	1	-	18	24	36	27	2	29	14	13	8	21
Yes, I watch it more	25%	-	100%	-	-	29%	22%	19%	34%	-	27%	18%	42%	-	47%
		**	**	**	**	**	**	*	**	**	**	**	**	**	**
Yes, I watch it less	17%	-	-	-	-	10%	22%	19%	9%	100%	24%	-	18%	20%	15%
		**	**	**	**	**	**	*	**	**	**	**	**	**	**
No, it doesn't have an impact	56%	100%	-	100%	-	61%	57%	61%	52%	-	48%	82%	39%	66%	38%
		**	**	**	**	**	**	*	**	**	**	**	**	**	**
Don't know	2%	-	-	-	-	-	-	-	5%	-	-	-	-	15%	-
		**	**	**	**	**	**	*	**	**	**	**	**	**	**
rvs_q12_8. Tubi															
Unweighted base	81	2	2	3	-	20	30	46	34	1	39	17	17	8	26
Base: All US adults	83	2	2	3	-	20	28	44	36	3	42	17	15	8	28
Yes, I watch it more	34%	-	49%	-	-	48%	47%	43%	25%	-	38%	28%	38%	14%	40%
		**	**	**	**	**	**	*	**	**	*	**	**	**	**
Yes, I watch it less	8%	-	-	-	-	18%	5%	11%	4%	-	2%	21%	-	23%	6%
		**	**	**	**	**	**	*	**	**	**	**	**	**	**
No, it doesn't have an impact	56%	100%	51%	100%	-	34%	48%	46%	65%	100%	60%	52%	57%	49%	54%
		**	**	**	**	**	**	*	**	**	*	**	**	**	**
Don't know	2%	-	-	-	-	-	-	-	5%	-	-	-	5%	15%	-
		**	**	**	**	**	**	*	**	**	*	**	**	**	**
rvs_q12_9. Pluto TV															
Unweighted base	111	3	4	1	-	30	38	64	47	-	50	31	21	9	32
Base: All US adults	106	3	4	1	-	29	33	59	48	-	51	29	18	8	31
Yes, I watch it more	34%	37%	78%	-	-	34%	46%	38%	28%	-	33%	33%	35%	37%	47%
		**	**	**	**	**	**	*	**	**	*	**	**	**	*
Yes, I watch it less	8%	-	-	-	-	20%	5%	11%	5%	-	10%	7%	10%	-	15%
		**	**	**	**	**	*	AH*	*	**	*	**	**	**	*
No, it doesn't have an impact	55%	63%	22%	100%	-	46%	49%	51%	61%	-	55%	60%	50%	48%	38%
		**	**	**	**	**	*	*	*	**	*	**	**	**	*
Don't know	3%	-	-	-	-	-	-	-	6%	-	2%	-	4%	15%	-
		**	**	**	**	**	**	*	**	**	**	**	**	**	**

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	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		
	**	**	**	**	**	*	*	*	**	*	**	**	**	*	
rvs_q12_10. CBS All Access															
Unweighted base	89	-	1	1	-	21	30	49	36	4	25	28	31	5	33
Base: All US adults	85	-	1	1	-	21	27	46	36	3	25	27	28	6	30
Yes, I watch it more	36%	-	-	-	-	42%	31%	35%	35%	51%	33%	39%	39%	16%	48%
	**	**	**	**	**	**	**	*	*	**	**	**	**	**	*
Yes, I watch it less	6%	-	-	-	-	6%	5%	5%	8%	-	8%	-	7%	24%	7%
	**	**	**	**	**	**	**	*	*	**	**	**	**	**	*
No, it doesn't have an impact	58%	-	100%	100%	-	53%	61%	58%	58%	49%	59%	59%	54%	60%	46%
	**	**	**	**	**	**	**	*	*	**	**	**	**	**	*
Don't know	1%	-	-	-	-	-	2%	1%	-	-	-	2%	-	-	-
	**	**	**	**	**	**	**	*	*	**	**	**	**	**	*
rvs_q12_11. HBO Now															
Unweighted base	117	4	-	-	1	40	41	75	38	4	21	35	46	15	45
Base: All US adults	115	3	-	-	1	42	37	74	38	3	22	36	41	15	49
Yes, I watch it more	48%	23%	-	-	100%	63%	42%	52%	41%	54%	47%	60%	42%	37%	57%
	**	**	**	**	**	*	*	*	*	**	**	*	*	**	*
Yes, I watch it less	5%	-	-	-	-	10%	2%	7%	3%	-	5%	9%	4%	-	8%
	**	**	**	**	**	*	*	*	*	**	**	*	*	**	*
No, it doesn't have an impact	45%	77%	-	-	-	28%	54%	41%	52%	46%	48%	31%	51%	56%	32%
	**	**	**	**	**	*	AG.AI*	AG*	AG*	**	**	*	*	**	*
Don't know	2%	-	-	-	-	-	2%	1%	4%	-	-	-	3%	7%	2%
	**	**	**	**	**	*	*	*	*	**	**	*	*	**	*
rvs_q12_12. Facebook Watch															
Unweighted base	52	1	-	1	1	21	22	37	14	1	20	17	9	6	22
Base: All US adults	60	1	-	1	1	23	21	38	20	2	25	19	9	7	26
Yes, I watch it more	41%	100%	-	-	100%	51%	42%	44%	40%	-	34%	36%	70%	44%	57%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Yes, I watch it less	28%	-	-	-	-	17%	24%	21%	45%	-	36%	26%	19%	20%	23%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
No, it doesn't have an impact	30%	-	-	100%	-	31%	34%	35%	14%	100%	30%	38%	11%	36%	20%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
rvs_q12_13. Cable TV															
Unweighted base	775	32	7	3	5	166	303	448	312	15	232	226	193	124	213
Base: All US adults	758	27	7	4	10	171	270	421	318	20	250	223	172	114	228
Yes, I watch it more	43%	46%	46%	73%	10%	42%	48%	46%	40%	34%	45%	42%	46%	39%	49%
	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Yes, I watch it less	13%	7%	-	-	28%	20%	9%	13%	12%	16%	11%	16%	12%	10%	18%
	*	**	**	**	**	AH.AI.AJ	AH	AH	AH	**	**	**	**	**	AQ.AR
No, it doesn't have an impact	43%	47%	54%	27%	51%	38%	42%	41%	46%	41%	43%	41%	42%	48%	32%
	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Don't know	1%	-	-	-	11%	-	1%	0%	1%	9%	1%	-	0%	3%	1%
	*	**	**	**	**	*	*	*	*	**	**	*	*	AM	*
rvs_q12_14. The Roku Channel															
Unweighted base	131	5	5	1	-	40	55	85	45	1	44	41	29	17	35
Base: All US adults	126	4	5	1	-	39	50	80	45	1	47	37	27	15	38
Yes, I watch it more	34%	36%	41%	-	-	42%	35%	36%	30%	-	43%	31%	18%	42%	57%
	**	**	**	**	**	*	*	*	*	**	*	*	**	**	AQ*
Yes, I watch it less	5%	-	-	-	-	7%	-	3%	7%	-	7%	5%	-	3%	7%
	**	**	**	**	**	AH*	AH*	AH*	*	**	*	*	**	**	*
No, it doesn't have an impact	60%	64%	59%	100%	-	51%	61%	58%	63%	100%	49%	63%	82%	48%	34%
	**	**	**	**	**	*	*	*	*	**	*	*	**	**	*

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	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	
Don't know	1%	-	-	-	-	3%	2%	-	-	1%	-	-	6%	2%	
	**	**	**	**	*	*	*	*	**	*	*	**	**	*	
rvs_q12_15. IMDB TV															
Unweighted base	34	1	-	2	-	16	10	23	11	-	9	10	12	3	15
Base: All US adults	35	1	-	3	-	19	8	24	12	-	11	10	11	3	17
Yes, I watch it more	48%	**	**	61%	**	57%	56%	51%	43%	**	67%	41%	40%	33%	67%
Yes, I watch it less	12%	-	-	-	-	20%	7%	18%	-	-	5%	10%	25%	-	15%
No, it doesn't have an impact	34%	100%	-	39%	-	23%	37%	31%	41%	-	28%	49%	28%	29%	18%
Don't know	6%	-	-	-	-	-	-	-	17%	-	-	-	6%	37%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q12_16. Premium cable channels (HBO, Showtime, Starz or Epix)															
Unweighted base	386	8	4	4	5	104	134	226	147	13	94	121	119	52	120
Base: All US adults	387	7	4	5	7	110	120	218	152	17	106	123	109	49	133
Yes, I watch it more	36%	42%	-	56%	55%	42%	34%	37%	37%	10%	35%	38%	40%	21%	46%
Yes, I watch it less	16%	-	-	23%	28%	22%	8%	16%	15%	20%	22%	21%	7%	7%	16%
No, it doesn't have an impact	47%	58%	100%	21%	-	35%	57%	47%	46%	52%	38%	40%	52%	68%	35%
Don't know	2%	-	-	-	17%	1%	1%	1%	2%	18%	4%	1%	1%	4%	3%
	**	**	**	**	**	*	AG, AI	AG	*	**	*	*	*	AL, AM*	*
rvs_q12_17. Sling TV															
Unweighted base	59	2	1	1	-	24	18	38	21	-	28	16	12	3	20
Base: All US adults	55	2	1	1	-	23	17	36	19	-	28	15	10	3	20
Yes, I watch it more	41%	-	100%	100%	-	58%	30%	43%	37%	-	31%	67%	43%	-	41%
Yes, I watch it less	11%	-	-	-	-	19%	9%	16%	-	-	6%	6%	36%	-	11%
No, it doesn't have an impact	47%	100%	-	-	-	23%	57%	39%	63%	-	63%	27%	16%	100%	46%
Don't know	1%	-	-	-	-	-	3%	1%	-	-	-	-	6%	-	3%
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
rvs_q12_18. AT&T TV Now															
Unweighted base	40	-	-	1	-	23	13	34	6	-	11	12	11	6	21
Base: All US adults	40	-	-	1	-	24	11	33	7	-	12	13	9	5	22
Yes, I watch it more	49%	-	-	-	-	53%	64%	54%	25%	-	57%	28%	54%	73%	61%
Yes, I watch it less	19%	-	-	-	-	22%	-	16%	29%	-	7%	36%	18%	-	-
No, it doesn't have an impact	33%	-	-	100%	-	25%	36%	30%	46%	-	36%	36%	28%	27%	39%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	*	**	**	**	**	**	**	**
rvs_q12_19. YouTube TV															
Unweighted base	87	3	1	-	1	38	28	62	24	1	22	25	33	7	33
Base: All US adults	85	3	1	-	1	41	25	62	22	1	23	24	31	7	37
Yes, I watch it more	58%	-	100%	-	100%	69%	49%	62%	45%	100%	64%	44%	62%	59%	73%
Yes, I watch it less	16%	-	-	-	-	20%	-	13%	24%	-	19%	17%	10%	26%	18%
	**	**	**	**	**	*	**	*	**	**	**	**	**	**	**

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		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN		AO
No, it doesn't have an impact	27%	100%	-	-	-	11%	51%	25%	32%	-	17%	39%	28%	15%	9%
Don't know	-	**	**	**	**	*	**	AG*	**	**	**	**	**	**	**
rvs_q12_20. Hulu with Live TV															
Unweighted base	48	1	-	-	-	17	19	33	13	2	12	15	18	3	18
Base: All US adults	47	1	-	-	-	17	16	31	13	3	15	13	16	3	20
Yes, I watch it more	42%	100%	-	-	-	44%	47%	41%	32%	100%	46%	66%	27%	-	50%
Yes, I watch it less	14%	**	**	**	**	20%	-	11%	22%	-	8%	4%	19%	54%	19%
No, it doesn't have an impact	43%	**	**	**	**	**	**	*	**	**	**	**	**	**	**
Don't know	2%	**	**	**	**	**	**	*	**	**	**	**	**	22%	-
rvs_q12_21. fubo TV															
Unweighted base	16	-	-	-	-	9	6	12	3	1	5	4	6	1	9
Base: All US adults	16	-	-	-	-	10	6	12	2	1	5	3	6	1	9
Yes, I watch it more	61%	**	**	**	**	61%	73%	63%	35%	100%	81%	24%	56%	100%	71%
Yes, I watch it less	16%	**	**	**	**	21%	13%	16%	22%	-	-	24%	30%	-	18%
No, it doesn't have an impact	23%	**	**	**	**	19%	13%	21%	43%	-	19%	52%	14%	-	10%
Don't know	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q12_22. Philo															
Unweighted base	22	2	-	-	-	6	8	12	9	1	11	3	5	3	6
Base: All US adults	22	2	-	-	-	6	7	12	9	1	13	3	4	3	7
Yes, I watch it more	36%	**	**	**	**	47%	38%	33%	44%	-	39%	42%	50%	-	80%
Yes, I watch it less	9%	**	**	**	**	-	-	-	9%	100%	7%	-	-	42%	12%
No, it doesn't have an impact	42%	100%	-	-	-	40%	46%	50%	39%	-	45%	29%	50%	32%	8%
Don't know	12%	**	**	**	**	13%	16%	17%	8%	-	9%	29%	-	26%	-
rvs_q12_23. Xumo															
Unweighted base	21	1	-	-	-	8	7	14	6	1	9	6	3	3	10
Base: All US adults	21	1	-	-	-	8	6	13	5	3	9	7	2	2	9
Yes, I watch it more	31%	**	**	**	**	50%	44%	44%	17%	-	36%	22%	31%	39%	62%
Yes, I watch it less	15%	**	**	**	**	26%	-	15%	23%	-	10%	-	69%	22%	19%
No, it doesn't have an impact	50%	100%	-	-	-	24%	56%	41%	42%	100%	54%	66%	-	39%	19%
Don't know	4%	**	**	**	**	**	**	**	19%	-	-	12%	-	-	-
rvs_q12_24. Vudu															
Unweighted base	78	1	2	1	-	25	27	49	27	2	34	19	21	4	29
Base: All US adults	75	1	2	1	-	23	25	45	26	3	34	17	19	4	30
Yes, I watch it more	35%	**	51%	-	-	33%	26%	26%	48%	69%	33%	42%	25%	77%	52%
Yes, I watch it less	10%	100%	-	-	-	15%	8%	12%	8%	-	10%	11%	12%	-	13%

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	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		AP
	**	**	**	**	**	**	*	**	**	*	**	**	**	**	
No, it doesn't have an impact	55%	-	49%	100%	-	51%	66%	62%	44%	31%	57%	48%	63%	23%	35%
Don't know	-	**	**	**	**	**	**	*	**	**	*	**	**	**	**

rvs_q12_25. Quibi

Unweighted base	12	-	-	-	-	6	4	8	4	-	5	3	4	-	7
Base: All US adults	13	-	-	-	-	7	4	9	5	-	5	3	5	-	8
Yes, I watch it more	47%	**	**	**	**	56%	78%	54%	33%	**	62%	**	62%	**	64%
Yes, I watch it less	26%	**	**	**	**	30%	**	24%	29%	**	17%	42%	24%	**	14%
No, it doesn't have an impact	28%	**	**	**	**	14%	22%	22%	38%	-	21%	58%	14%	-	22%
Don't know	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q12_YES_more_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	49%	63%	61%	41%	55%	41%	52%	48%	49%	68%	52%	49%	42%	53%	43%
		V.X.Y.Z*	**	**	**		AG.AI	AG	AG	AG.AI.AJ*	AN			AN	
1	18%	14%	-	30%	34%	15%	19%	17%	18%	12%	19%	17%	15%	20%	17%
2	13%	11%	16%	12%	-	14%	12%	12%	14%	6%	11%	12%	17%	12%	12%
		*	**	**	**		AH.AI	AH	AH	*			AL		
3	10%	4%	8%	16%	8%	12%	7%	9%	11%	8%	9%	10%	12%	9%	12%
		*	**	**	**		AH.AI	AH	AH	*					
4	5%	3%	8%	-	3%	7%	5%	6%	4%	-	4%	6%	6%	3%	7%
		*	**	**	**					*					AR
5	2%	1%	-	-	-	4%	2%	3%	2%	3%	3%	3%	3%	1%	3%
		*	**	**	**		AH	AH		*					
6	2%	2%	-	-	-	3%	2%	2%	1%	1%	1%	2%	1%	1%	2%
		AA*	**	**	**		AJ	AJ		*					
7	0%	-	-	-	-	1%	-	0%	0%	1%	-	1%	1%	1%	0%
		*	**	**	**		AH	AH		AH*					
8	1%	-	7%	-	-	1%	1%	1%	-	-	1%	0%	0%	1%	1%
		*	**	**	**		AJ	AJ		*					
9	0%	-	-	-	-	-	0%	0%	0%	-	-	0%	1%	-	1%
		*	**	**	**					*					
10	0%	-	-	-	-	1%	-	0%	-	-	-	-	1%	-	0%
		*	**	**	**			AH		*					
12	0%	-	-	-	-	0%	-	0%	0%	-	0%	-	0%	-	0%
		*	**	**	**					*					
14	0%	-	-	-	-	1%	-	0%	-	-	0%	0%	-	-	0%
		*	**	**	**			AH		*					
15	0%	-	-	-	-	-	-	-	0%	-	-	-	1%	-	0%
		*	**	**	**					*					
16	0%	-	-	-	-	0%	0%	0%	-	-	-	-	1%	-	0%
		*	**	**	**					*					
18	0%	-	-	-	-	0%	-	0%	-	-	0%	-	-	-	0%
		*	**	**	**			AH		*					
25	0%	-	-	-	-	0%	0%	0%	-	-	0%	-	-	-	0%
		*	**	**	**					*					

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	

rvs_q12_YES_less_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	85%	94%	91%	79%	82%	77%	89%	85%	85%	83%	87%	79%	86%	91%	82%
		V.X.Z*	**	**	**		AG.AI.AJ	AG	AG	*	AM	AM	AM	AM	AM
1	9%	6%	-	12%	14%	11%	7%	8%	10%	14%	8%	13%	9%	6%	10%
		*	**	**	**	AH.AI				*		AL.AO			
2	3%	-	-	9%	4%	5%	2%	3%	2%	2%	2%	5%	2%	1%	2%
		*	**	**	**	AH.AI.AJ		AH		*		AL.AO			
3	2%	-	9%	-	-	3%	1%	2%	2%	-	2%	2%	1%	-	2%
		*	**	**	**	AH		AH		*	AO	AO			AR
4	0%	-	-	-	-	-	1%	0%	1%	-	1%	0%	1%	-	1%
		*	**	**	**					*					
5	1%	-	-	-	-	2%	0%	1%	0%	-	1%	0%	0%	2%	1%
		*	**	**	**	AH.AJ		AH		*				AM	
6	0%	-	-	-	-	0%	-	0%	-	-	-	-	0%	-	-
		*	**	**	**					*					
7	0%	-	-	-	-	1%	-	0%	0%	-	0%	0%	0%	-	1%
		*	**	**	**	AH		AH		*				AM	
9	0%	-	-	-	-	0%	-	0%	-	-	-	-	0%	-	0%
		*	**	**	**					*					

rvs_q12_NO_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base	1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0	47%	47%	36%	37%	68%	48%	42%	44%	48%	70%	52%	46%	37%	50%	55%
		*	**	**	**			AH	AH	AG.AH.AI.AJ*	AN	AN	AN	AN	AQ.AR
1	19%	25%	16%	21%	25%	17%	19%	18%	20%	17%	20%	20%	17%	18%	17%
		*	**	**	**					*					
2	12%	10%	14%	10%	7%	11%	16%	14%	12%	2%	11%	12%	15%	14%	9%
		*	**	**	**		ALAK	AK	AK	*					
3	8%	10%	7%	12%	-	9%	10%	9%	8%	2%	6%	10%	10%	8%	7%
		*	**	**	**					*		AL			
4	6%	2%	13%	-	-	6%	6%	6%	5%	8%	4%	6%	11%	4%	5%
		*	**	**	**					*			AL.AM.AO		
5	3%	-	8%	-	-	2%	3%	3%	4%	3%	3%	3%	5%	3%	4%
		*	**	**	**					*					
6	2%	2%	-	-	-	2%	2%	2%	2%	-	2%	1%	3%	2%	1%
		*	**	**	**					*					
7	1%	-	-	11%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	0%
		*	**	**	**					*					
8	1%	-	-	-	-	1%	0%	1%	0%	-	0%	1%	1%	-	0%
		*	**	**	**					*					
9	0%	4%	7%	-	-	1%	1%	1%	0%	-	1%	-	1%	-	-
		V.X.Z.AA.AB*	**	**	**					*					
10	0%	-	-	-	-	0%	0%	0%	-	-	0%	-	0%	-	-
		*	**	**	**					*					
12	0%	-	-	9%	-	0%	-	0%	-	-	0%	-	-	-	-
		*	**	**	**					*					
14	0%	-	-	-	-	0%	-	0%	-	-	-	0%	-	-	0%
		*	**	**	**					*					

rvs_q12_YES_more_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE (selected options)

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
Base 1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457
0 52%	66%	61%	41%	70%	44%	53%	50%	52%	71%	55%	52%	44%	55%	47%
	V.X.Y.Z.AB*	**	**	**		AG.AI	AG	AG	AG.AH.AI.AJ*	AN	AN	AN	AN	AN
1 19%	17%	15%	59%	20%	16%	21%	19%	20%	8%	19%	19%	18%	21%	19%
	*	**	**	**		ALAK			*					
2 13%	7%	9%	-	4%	15%	12%	13%	13%	7%	12%	13%	17%	12%	13%
	*	**	**	**					*			AL		
3 10%	10%	7%	-	4%	14%	7%	10%	10%	7%	10%	10%	13%	7%	13%
	*	**	**	**	AH.AI		AH		*			AO		AR
4 3%	1%	8%	-	3%	4%	4%	4%	2%	3%	3%	4%	3%	4%	4%
	*	**	**	**					*					
5 1%	-	-	-	-	3%	1%	2%	1%	-	1%	2%	2%	1%	2%
	*	**	**	**					*		AL	AL		
6 1%	-	-	-	-	1%	1%	1%	1%	3%	0%	1%	1%	1%	1%
	*	**	**	**					*					
7 0%	-	-	-	-	-	0%	0%	0%	-	-	-	1%	-	1%
	*	**	**	**					*			AL		
8 0%	-	-	-	-	1%	-	0%	0%	-	-	0%	1%	-	1%
	*	**	**	**	AH.AI		AH		*			AL		AQ
9 0%	-	-	-	-	0%	0%	0%	-	-	-	-	1%	-	0%
	*	**	**	**					*					
10 0%	-	-	-	-	0%	-	0%	-	-	0%	-	-	-	-
	*	**	**	**					*					
12 0%	-	-	-	-	0%	-	0%	-	-	0%	-	-	-	0%
	*	**	**	**			AH		*					
15 0%	-	-	-	-	0%	0%	0%	-	-	0%	-	-	-	0%
	*	**	**	**					*					

rvs_q12_YES_less_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS (selected options)

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base 1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457	
0 88%	96%	91%	91%	86%	82%	91%	88%	87%	93%	90%	84%	86%	92%	85%	
	V.Y.Z*	**	**	**		AG.AI	AG	AG	*	AM	AM	AM	AM.AN	AM.AN	
1 9%	4%	-	-	14%	11%	7%	8%	10%	7%	8%	11%	10%	5%	11%	
	*	**	**	**	AH.AI				*		AO	AO		AR	
2 2%	-	9%	9%	-	4%	1%	2%	2%	-	2%	3%	2%	2%	2%	
	*	**	**	**	AH		AH		*						
3 1%	-	-	-	-	1%	1%	1%	0%	-	1%	1%	1%	-	1%	
	*	**	**	**					*						
4 0%	-	-	-	-	2%	-	1%	0%	-	0%	1%	0%	1%	1%	
	*	**	**	**	AH.AI.AJ		AH		*						
5 0%	-	-	-	-	0%	-	0%	-	-	-	-	0%	-	0%	
	*	**	**	**					*						
8 0%	-	-	-	-	0%	-	0%	-	-	-	-	0%	-	0%	
	*	**	**	**					*						

rvs_q12_NO_selective_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT (selected options)

Unweighted base	1462	59	13	9	21	315	523	804	610	48	490	427	332	213	426
Base 1462	51	13	10	27	320	464	751	650	60	530	425	297	210	457	
0 52%	49%	43%	59%	68%	54%	47%	50%	52%	80%	57%	52%	42%	56%	61%	
	*	**	**	**		AH	AH		AG.AH.AI.AJ*	AN	AN	AN	AN	AQ.AR	
1 21%	31%	15%	9%	25%	18%	21%	20%	23%	12%	21%	21%	21%	18%	16%	
	AA*	**	**	**					*						
2 12%	3%	21%	-	7%	11%	16%	14%	11%	2%	10%	12%	14%	15%	10%	
	*	**	**	**					*						

YouGov RealTime
Variety Streaming Survey
 US_nat_int Sample: 28th - 29th April 2020



Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	
	*	**	**	**		AG.AI.AJ.AK	AK		*					
3	8%	11%	6%	12%	7%	8%	7%	8%	4%	6%	7%	12%	6%	7%
	*	**	**	**					*			AL		
4	4%	2%	8%	11%	4%	5%	4%	4%	3%	4%	3%	8%	3%	4%
	*	**	**	**					*			AL.AM.AO		
5	2%	4%	-	-	3%	2%	3%	2%	-	2%	2%	3%	1%	2%
	*	**	**	**					*					
6	1%	-	7%	9%	1%	1%	1%	0%	-	1%	0%	1%	1%	0%
	*	**	**	**					*					
7	0%	-	-	-	0%	0%	0%	-	-	-	0%	0%	-	-
	*	**	**	**					*					
9	0%	-	-	-	0%	-	0%	-	-	-	0%	-	-	0%
	*	**	**	**					*					

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base: All US Adults	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
I currently only subscribe to a cable/satellite TV	30%	31%	33%	14% **	100% AU.AV	-	-	15% *	24% **	9%	8% *	18%	36% **	9%	19% **
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	21%	21%	24%	19% **	-	-	-	26% *	26% **	33%	27% *	30%	13% **	34% **	34% **
I have both streaming services and a paid cable/satellite TV subscription	24%	26%	24%	6% **	-	100% AT.AV	-	52% *	22% **	39%	30% *	36%	26% **	35% **	30% **
I have only subscribed to streaming services and have never paid for TV	11%	11%	7%	18% **	-	-	100% AT.AU	7% *	27% **	18%	26% *	15%	21% **	21% **	17% **
I have never subscribed to streaming services or TV	8%	6%	10% AQ	30% **	-	-	-	- *	- **	-	- *	-	- **	-	- **
Don't know	6%	6% AR	2%	13% **	-	-	-	- *	- **	1%	9% AY*	1%	5% **	0%	- **

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base: All US Adults	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
Apple TV+	7%	7% AR	3%	- **	4%	12% AT	7%	100% *	100% **	18%	19% *	11%	26% **	11% **	16% **
Disney+	22%	21%	21%	- **	6%	32% AT	38% AT	48% *	63% **	100%	100% *	35%	20% **	45% **	27% **
Netflix	58%	58% AR	50%	55% **	37%	75% AT	82% AT	88% *	70% **	89% AZ	77% *	100%	100% **	89% **	77% **
Hulu	31%	31%	32%	6% **	11%	41% AT	58% AT.AU	46% *	57% **	61%	53% *	50%	28% **	100% **	100% **
Amazon Prime	45%	46%	44%	30% **	25%	64% AT	59% AT	72% *	54% **	71%	72% *	65%	32% **	72% **	66% **
YouTube	43%	40%	39%	35% **	32%	48% AT	51% AT	60% *	66% **	62%	64% *	53%	45% **	57% **	60% **
Crackle	6%	5%	6%	- **	3%	5% AT	8% AT	10% *	22% **	8%	11% *	8%	11% **	12% **	6% **
Tubi	8%	6%	11% AQ	- **	5%	7% AQ	8% AQ	9% *	9% **	12%	14% *	9%	9% **	12% **	8% **
Pluto TV	10%	8%	12%	6% **	3%	12% AT	10% AT	20% *	19% **	16%	23% *	12%	11% **	16% **	11% **
CBS All Access	8%	7%	8%	- **	3%	11% AT	8% AT	15% *	16% **	20%	12% *	12%	9% **	19% **	11% **
HBO Now	11%	9%	8%	7% **	5%	14% AT	11% AT	34% *	47% **	24%	19% *	17%	21% **	22% **	24% **
Facebook Watch	7%	6%	4%	- **	6%	9% AQ	6% AQ	19% *	33% **	13%	24% *	8%	21% **	10% **	4% **
Cable TV	-	-	-	- **	-	-	-	- *	- **	-	- *	-	- **	-	- **
The Roku Channel	11%	10%	15% AP.AQ	6% **	6%	15% AT.AV	5%	16% *	29% **	19%	10% *	15%	8% **	19% **	6% **
IMDB TV	3%	2%	4%	- **	3%	5% AQ	3%	9% *	15% **	9%	3% *	4%	7% **	7% **	4% **

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sling TV	5%	5%	6%	-	1%	3%	6%	9%	21%	11%	9%	8%	10%	14%
AT&T TV Now	4%	3%	1%	-	2%	4%	1%	14%	9%	5%	15%	4%	10%	8%
YouTube TV	9%	7%	8%	-	8%	9%	6%	30%	25%	15%	22%	12%	20%	29%
Hulu with Live TV	5%	4%	6%	-	2%	5%	5%	16%	5%	12%	18%	7%	-	12%
fubo TV	2%	1%	2%	-	1%	3%	1%	8%	5%	3%	6%	2%	5%	4%
Philo	2%	2%	3%	-	1%	2%	4%	3%	9%	4%	6%	3%	2%	-
Xumo	2%	1%	1%	-	1%	2%	1%	6%	7%	4%	7%	2%	3%	4%
Vudu	7%	5%	9%	-	4%	9%	8%	11%	16%	16%	16%	11%	7%	16%
Quibi	1%	1%	0%	-	1%	1%	1%	7%	7%	4%	3%	1%	3%	4%
Other	8%	7%	10%	20%	9%	6%	7%	2%	6%	4%	7%	4%	4%	-
Don't know	13%	13%	15%	7%	23%	1%	2%	-	-	-	-	-	-	-

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
Base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
0	13%	13%	15%	7%	23%	1%	2%	-	-	-	-	-	-	-	-
1	23%	24%	24%	57%	39%	15%	12%	2%	4%	3%	-	8%	13%	3%	4%
2	16%	15%	16%	12%	15%	18%	15%	4%	8%	4%	11%	16%	32%	7%	16%
3	13%	15%	9%	19%	10%	17%	17%	13%	-	12%	8%	18%	10%	13%	9%
4	10%	11%	10%	-	5%	15%	17%	15%	16%	17%	18%	16%	12%	15%	15%
5	9%	8%	7%	6%	3%	13%	18%	16%	11%	17%	18%	15%	13%	21%	8%
6	6%	6%	6%	-	2%	9%	6%	10%	-	16%	5%	10%	5%	14%	19%
7	3%	2%	4%	-	0%	4%	5%	11%	5%	10%	8%	5%	-	7%	16%
8	2%	3%	2%	-	0%	3%	4%	6%	34%	6%	10%	4%	7%	6%	5%
9	1%	0%	2%	-	1%	1%	0%	6%	-	4%	8%	2%	-	3%	-
10	1%	1%	3%	-	0%	2%	1%	5%	-	4%	6%	2%	2%	3%	3%
11	1%	1%	0%	-	0%	2%	1%	1%	10%	2%	2%	1%	-	2%	-
12	0%	0%	0%	-	0%	0%	1%	1%	7%	2%	3%	0%	5%	1%	4%

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
YouTube TV	-	-	-	-	-	-	*	**	-	-	-	-	-	-
Hulu with Live TV	-	-	-	**	-	-	*	**	-	-	-	-	-	-
fubo TV	-	-	-	**	-	-	*	**	-	-	-	-	-	-
Philo	-	-	-	**	-	-	*	**	-	-	-	-	-	-
Xumo	-	-	-	**	-	-	*	**	-	-	-	-	-	-
Vudu	-	-	-	**	-	-	*	**	-	-	-	-	-	-
Quibi	1%	0%	0%	-	1%	1%	5%	-	2%	-	1%	-	2%	3%
Other	4%	4%	3%	**	1%	3%	4%	-	5%	2%	4%	2%	4%	-
Not applicable - I do not currently pay for any video streaming services	31%	30%	34%	**	56%	7%	4%	-	3%	2%	5%	6%	5%	6%
				**	AU.AV	7%	*	**	3%	*	5%	**	5%	**

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Unweighted base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
Base: All US Adults	31%	30%	34%	45%	56%	7%	7%	4%	-	3%	2%	5%	6%	5%	6%
0				**	AU.AV			*	**	*	*	**	**	**	**
1	26%	27%	27%	49%	24%	29%	30%	18%	4%	12%	29%	24%	46%	12%	24%
2	19%	19%	17%	-	10%	27%	30%	16%	24%	20%	12%	27%	13%	22%	24%
3	13%	13%	13%	6%	5%	21%	18%	18%	22%	27%	15%	23%	8%	28%	29%
4	7%	7%	6%	-	3%	10%	11%	17%	27%	20%	21%	13%	22%	21%	10%
5	2%	2%	3%	-	0%	4%	3%	11%	9%	8%	21%	5%	2%	8%	6%
6	1%	1%	-	-	0%	1%	1%	6%	14%	5%	-	2%	-	3%	-
7	0%	0%	-	-	1%	1%	-	3%	-	2%	-	0%	3%	1%	-
8	0%	-	0%	-	-	0%	-	2%	-	1%	-	0%	-	1%	-
9	0%	-	-	-	1%	0%	-	5%	-	2%	-	1%	-	1%	-

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Unweighted base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
Base: All US Adults	9%	6%	9%	6%	10%	9%	3%	21%	25%	13%	18%	10%	28%	8%	15%
Very likely				**	AV	AV		*	**	*	*	**	**	**	**
Somewhat likely	14%	12%	9%	-	9%	21%	18%	19%	32%	20%	24%	17%	31%	19%	27%
Somewhat unlikely	16%	18%	14%	**	10%	21%	21%	28%	10%	20%	17%	20%	8%	20%	31%

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
	AP		**		AT	AV	*	**		*		**		**	
Very unlikely	51%	53%	58%	74%	64%	43%	49%	25%	30%	39%	33%	44%	25%	43%	17%
	AP	AP	**	AU,AV			*	**	*	*	*	**	**	**	
Don't know	11%	11%	11%	7%	7%	7%	9%	8%	4%	8%	9%	9%	7%	9%	10%
			**	**	**	**	**	*	**	*	*	**	**	**	

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

Unweighted base	112	58	9	-	17	48	10	77	15	45	7	82	7	43	5
Base: All US Adults	108	52	7	-	20	42	12	70	18	43	8	75	11	39	5
0 - Very dissatisfied	4%	1%	14%	-	15%	2%	-	1%	-	2%	-	1%	19%	-	-
	*	**	**	**	**	**	**	*	**	*	**	*	**	*	**
1	2%	3%	-	-	4%	-	4%	-	2%	-	3%	-	4%	-	
	*	**	**	**	*	**	*	**	*	**	*	**	*	**	
2	8%	8%	-	-	6%	16%	4%	5%	10%	-	4%	17%	7%	-	
	*	**	**	**	*	**	*	**	*	**	*	**	*	**	
3	21%	25%	9%	-	7%	20%	41%	18%	47%	25%	47%	21%	29%	29%	43%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
4	24%	28%	40%	-	21%	21%	21%	27%	30%	17%	11%	25%	35%	11%	57%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
5 - Very satisfied	33%	22%	26%	-	57%	41%	7%	41%	18%	29%	42%	38%	-	37%	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
No opinion	8%	11%	11%	-	6%	15%	5%	5%	-	15%	-	9%	-	11%	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**

rvs_q5_2. Disney+

Unweighted base	308	152	56	-	27	113	52	35	10	232	42	236	7	156	7
Base: All US Adults	319	155	56	-	28	113	62	34	11	239	46	242	9	158	8
0 - Very dissatisfied	2%	1%	2%	-	2%	1%	-	-	-	2%	5%	1%	-	1%	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
1	1%	-	2%	-	-	1%	-	-	-	0%	3%	1%	-	2%	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
2	7%	6%	8%	-	-	5%	11%	5%	16%	6%	15%	6%	-	5%	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
3	17%	15%	22%	-	20%	15%	16%	20%	34%	16%	18%	17%	48%	20%	15%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
4	27%	27%	24%	-	12%	30%	32%	22%	26%	27%	20%	26%	42%	23%	63%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
5 - Very satisfied	44%	46%	40%	-	68%	45%	35%	50%	23%	47%	32%	46%	10%	46%	22%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
No opinion	4%	4%	2%	-	2%	5%	3%	3%	-	2%	7%	4%	-	4%	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**

rvs_q5_3. Netflix

Unweighted base	845	438	135	6	159	280	118	67	11	209	34	704	36	316	22
Base: All US Adults	843	423	131	9	160	267	132	62	12	213	35	691	44	313	22
0 - Very dissatisfied	2%	2%	1%	-	3%	-	4%	-	-	-	-	1%	10%	-	-
	*	**	**	**	AU	AU*	*	**	**	*	**	*	**	*	**
1	2%	2%	2%	-	2%	1%	4%	3%	-	-	6%	1%	2%	1%	6%
	*	**	**	**	**	*	*	*	**	*	AY*	**	**	*	**
2	3%	3%	5%	35%	2%	2%	2%	-	9%	2%	6%	2%	3%	3%	5%
	*	**	**	**	**	*	*	*	**	*	**	*	**	*	**
3	14%	15%	15%	-	12%	12%	16%	8%	-	12%	19%	13%	10%	11%	5%
	*	**	**	**	**	*	*	*	**	*	*	*	**	*	**

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
4	29%	31%	30%	-	28%	27%	32%	19%	63%	26%	26%	29%	27%	32%	27%
5 - Very satisfied	49%	45%	46%	34%	49%	56%	41%	69%	28%	60%	43%	53%	44%	53%	57%
No opinion	2%	2%	1%	32%	3%	1%	2%	1%	-	-	1%	5%	1%	-	-

rvs_q5_4. Hulu

Unweighted base	461	229	87	1	51	145	87	36	9	146	23	346	12	356	29
Base: All US Adults	455	225	82	1	50	145	93	33	10	146	24	343	12	350	29
0 - Very dissatisfied	2%	2%	-	-	4%	1%	1%	-	-	-	-	1%	9%	0%	4%
1	1%	2%	1%	-	2%	1%	3%	-	16%	1%	-	1%	-	1%	2%
2	5%	4%	8%	-	5%	3%	3%	-	12%	4%	8%	4%	9%	3%	4%
3	23%	26%	19%	-	14%	20%	19%	23%	38%	20%	22%	22%	32%	20%	13%
4	32%	34%	38%	-	29%	40%	31%	25%	17%	31%	43%	34%	29%	36%	45%
5 - Very satisfied	35%	30%	34%	100%	39%	35%	40%	52%	17%	43%	27%	37%	21%	39%	26%
No opinion	3%	3%	1%	-	8%	1%	3%	-	-	1%	-	2%	-	1%	6%

rvs_q5_5. Amazon Prime

Unweighted base	675	352	123	4	119	240	85	56	9	167	30	461	13	257	19
Base: All US Adults	655	332	115	5	111	226	94	51	10	168	33	448	14	252	19
0 - Very dissatisfied	2%	2%	1%	-	2%	0%	3%	-	-	1%	9%	1%	-	1%	-
1	2%	2%	3%	-	3%	2%	-	2%	-	1%	3%	1%	-	1%	4%
2	6%	5%	6%	-	2%	5%	5%	4%	32%	6%	15%	5%	30%	6%	-
3	20%	23%	12%	-	15%	16%	27%	8%	8%	15%	21%	20%	6%	23%	32%
4	32%	33%	35%	43%	25%	37%	31%	29%	17%	32%	28%	34%	26%	35%	33%
5 - Very satisfied	35%	32%	40%	18%	44%	39%	30%	57%	43%	44%	24%	37%	37%	33%	30%
No opinion	3%	3%	3%	39%	8%	1%	4%	-	-	1%	-	2%	-	1%	-

rvs_q5_6. YouTube Premium

Unweighted base	623	306	104	5	143	174	73	45	10	142	25	368	15	202	17
Base: All US Adults	625	295	101	6	140	170	81	42	12	147	29	370	20	201	17
0 - Very dissatisfied	2%	4%	2%	-	4%	1%	3%	-	-	2%	3%	2%	-	1%	-
1	2%	2%	2%	-	2%	2%	1%	1%	-	2%	-	2%	5%	1%	-
2	5%	5%	6%	-	3%	3%	5%	5%	10%	4%	4%	4%	6%	4%	13%
3	12%	12%	8%	-	14%	12%	6%	7%	14%	12%	7%	13%	-	10%	6%
4	11%	9%	11%	-	9%	13%	10%	14%	50%	7%	23%	9%	52%	9%	48%
5 - Very satisfied	17%	13%	17%	16%	23%	17%	22%	43%	-	24%	12%	21%	8%	19%	-

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	Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
		Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
No opinion	51%	55% AP	55% *	84% **	46%	51%	52% *	29% *	26% **	48%	51% **	49%	28% **	55%	32% **

rvs_q5_7. Crackle

Unweighted base	82	39	17	-	11	19	11	8	3	19	4	53	4	43	2
Base: All US Adults	81	37	16	-	11	18	13	7	4	20	5	53	5	43	2
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	5%	8% *	4% **	- **	- **	- **	9% **	9% **	- **	9% **	- **	4% *	- **	4% *	- **
2	15%	8% *	19% **	- **	14% **	6% **	21% **	7% **	53% **	12% **	43% **	8% *	43% **	12% *	- **
3	23%	27% *	23% **	- **	8% **	32% **	5% **	- **	- **	18% **	21% **	21% *	38% **	23% *	48% **
4	29%	42% *	23% **	- **	32% **	39% **	21% **	23% **	47% **	16% **	36% **	36% *	19% **	35% *	52% **
5 - Very satisfied	24%	11% *	25% **	- **	46% **	18% **	33% **	61% **	- **	45% **	- **	26% *	- **	20% *	- **
No opinion	4%	4% *	6% **	- **	- **	6% **	10% **	- **	- **	- **	- **	6% *	- **	5% *	- **

rvs_q5_8. Tubi

Unweighted base	108	46	29	-	22	25	11	7	2	27	6	61	4	41	3
Base: All US Adults	111	47	29	-	23	24	13	6	2	28	7	61	4	41	2
0 - Very dissatisfied	1%	2% *	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **
1	4%	3% *	- **	- **	- **	- **	14% **	- **	- **	7% **	- **	7% *	- **	7% *	- **
2	4%	2% *	3% **	- **	- **	7% **	7% **	12% **	- **	3% **	14% **	6% *	- **	9% *	- **
3	30%	34% *	24% **	- **	8% **	42% **	26% **	- **	45% **	35% **	27% **	26% *	21% **	23% *	41% **
4	27%	33% *	31% **	- **	27% **	27% **	21% **	9% **	- **	10% **	27% **	26% *	22% **	20% *	59% **
5 - Very satisfied	31%	25% *	42% **	- **	53% **	24% **	31% **	79% **	55% **	45% **	33% **	32% *	57% **	41% *	- **
No opinion	2%	1% *	- **	- **	12% **	- **	- **	- **	- **	- **	- **	3% *	- **	- **	- **

rvs_q5_9. Pluto TV

Unweighted base	143	62	32	1	14	43	15	17	3	41	10	87	5	62	3
Base: All US Adults	140	61	31	1	15	41	16	14	3	39	11	83	5	57	3
0 - Very dissatisfied	1%	- **	2% *	- **	- **	- **	- **	- **	- **	2% *	- **	- **	- **	1% *	- **
1	6%	6% *	5% **	- **	7% **	6% **	- **	12% **	- **	2% **	- **	3% **	- **	5% **	- **
2	8%	6% *	3% **	- **	20% **	2% **	18% **	5% **	- **	7% **	- **	7% *	- **	8% *	- **
3	27%	32% *	26% **	100% **	24% **	37% **	23% **	9% **	22% **	28% **	26% **	24% *	65% **	25% *	35% **
4	21%	23% *	18% **	- **	- **	24% **	23% **	12% **	31% **	14% **	26% **	22% **	18% **	18% **	65% **
5 - Very satisfied	32%	26% *	34% **	- **	28% **	28% **	31% **	54% **	47% **	37% **	47% **	35% *	17% **	34% *	- **
No opinion	6%	6% *	11% **	- **	21% **	2% **	4% **	7% **	- **	10% **	- **	9% *	- **	8% *	- **

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

rvs_q5_10. CBS All Access

Unweighted base	118	54	22	-	14	37	15	13	3	50	6	88	4	70	3
Base: All US Adults	114	52	21	-	13	40	13	11	3	47	6	85	4	68	3
0 - Very dissatisfied	1%	-	4%	-	-	2%	-	-	-	-	-	-	-	-	-
1	4%	5%	6%	-	6%	-	7%	-	-	4%	-	4%	-	3%	-
2	12%	12%	16%	-	15%	14%	-	15%	-	13%	-	11%	29%	9%	-
3	29%	26%	30%	-	22%	29%	33%	15%	68%	24%	69%	29%	29%	31%	73%
4	26%	27%	17%	-	33%	28%	35%	27%	-	28%	16%	26%	-	30%	27%
5 - Very satisfied	25%	23%	27%	-	24%	23%	18%	43%	32%	31%	15%	27%	43%	27%	-
No opinion	3%	6%	-	-	-	3%	7%	-	-	-	-	4%	-	1%	-

rvs_q5_11. HBO Now

Unweighted base	156	70	21	1	19	54	17	26	7	57	10	127	7	81	6
Base: All US Adults	154	63	20	1	21	50	18	24	8	58	9	121	9	77	7
0 - Very dissatisfied	0%	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-
1	3%	2%	-	-	-	-	-	-	14%	6%	13%	1%	13%	1%	16%
2	5%	5%	6%	-	10%	3%	-	4%	-	2%	-	3%	24%	3%	-
3	19%	25%	17%	100%	8%	16%	28%	15%	12%	17%	39%	19%	-	20%	16%
4	28%	26%	33%	-	30%	31%	23%	21%	25%	28%	11%	30%	32%	32%	12%
5 - Very satisfied	38%	38%	27%	-	49%	43%	38%	60%	49%	48%	28%	42%	21%	40%	28%
No opinion	6%	3%	17%	-	4%	6%	11%	-	-	-	10%	5%	9%	3%	27%

rvs_q5_12. Facebook Watch

Unweighted base	91	41	11	-	24	32	7	13	4	27	9	52	7	35	1
Base: All US Adults	99	43	11	-	27	34	9	13	6	31	11	57	9	37	1
0 - Very dissatisfied	5%	7%	9%	-	10%	3%	14%	-	-	4%	-	5%	-	3%	-
1	2%	2%	-	-	-	3%	-	7%	-	-	-	2%	12%	3%	-
2	9%	12%	-	-	-	13%	16%	7%	-	14%	-	9%	-	8%	-
3	22%	30%	-	-	15%	15%	31%	15%	51%	26%	18%	21%	36%	17%	-
4	26%	25%	34%	-	20%	39%	9%	27%	35%	18%	30%	24%	43%	31%	100%
5 - Very satisfied	28%	17%	39%	-	46%	25%	31%	39%	14%	34%	32%	34%	10%	33%	-
No opinion	8%	6%	18%	-	8%	2%	-	6%	-	3%	19%	5%	-	5%	-

rvs_q5_20. Hulu with Live TV

Unweighted base	74	32	17	-	8	19	7	12	1	29	7	54	-	34	4
Base: All US Adults	71	30	15	-	9	18	7	11	1	28	8	50	-	31	4

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
		Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
0 - Very dissatisfied	5%	11% *	- **	- **	- **	14% **	- **	- **	- **	- **	11% **	- **	2% **	- **	
1	5%	- *	11% **	- **	- **	- **	16% **	- **	- **	- **	26% **	1% **	- **	15% **	
2	7%	- *	17% **	- **	- **	6% **	12% **	6% **	- **	10% **	10% **	7% **	- **	5% **	
3	22%	31% *	13% **	- **	14% **	31% **	22% **	17% **	- **	20% **	20% **	20% **	- **	20% **	53% **
4	25%	31% *	22% **	- **	23% **	19% **	- **	8% **	100% **	22% **	11% **	30% **	- **	31% **	32% **
5 - Very satisfied	29%	17% *	22% **	- **	41% **	29% **	50% **	69% **	- **	40% **	22% **	34% **	- **	34% **	- **
No opinion	7%	10% *	15% **	- **	22% **	- **	- **	- **	- **	8% **	- **	8% **	- **	7% **	- **

rvs_q5_25. Quibi

Unweighted base	13	5	1	-	4	2	2	5	1	8	1	7	1	8	1
Base: All US Adults	14	5	1	-	5	2	2	5	1	9	1	8	1	9	1
0 - Very dissatisfied	9%	28% **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **
1	-	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **
2	13%	15% **	- **	- **	- **	- **	43% **	14% **	100% **	8% **	100% **	9% **	100% **	8% **	100% **
3	9%	- **	- **	- **	- **	59% **	- **	- **	- **	15% **	- **	17% **	- **	15% **	- **
4	13%	- **	- **	- **	- **	41% **	- **	19% **	- **	11% **	- **	12% **	- **	21% **	- **
5 - Very satisfied	40%	36% **	- **	- **	100% **	- **	- **	67% **	- **	55% **	- **	62% **	- **	56% **	- **
No opinion	14%	20% **	100% **	- **	- **	- **	57% **	- **	- **	11% **	- **	- **	- **	- **	- **

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	708	246	11	458	366	144	77	15	232	42	704	36	356	29
Base: All US Adults	1349	685	234	12	437	355	160	70	18	239	46	691	44	350	29

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	708	246	11	458	366	144	77	15	232	42	704	36	356	29
Base	1349	685	234	12	437	355	160	70	18	239	46	691	44	350	29
0	24%	25%	26%	38% **	49% AU,AV	7%	8%	7%	- **	4%	5% *	5%	7% **	4% **	10% **
1-20	36%	37%	36%	46% **	29%	41% AT	48% AT	29% *	32% **	28% AY*	52% AY*	36% **	29% **	28% **	28% **
21-40	20%	19%	20%	- **	9%	29% AT	28% AT	18% *	30% **	35% AZ	17% *	32% **	17% **	33% **	28% **
41-60	9%	9%	9%	16% **	4%	9% AT	8% *	14% *	4% **	13% *	16% *	13% **	8% **	18% **	8% **
61+	11%	10%	10%	- **	9%	14% AT	8% *	32% *	34% **	20% *	9% *	14% **	39% **	17% **	25% **
Mean Incl. 0	27.89	27.24	24.66	13.98	19.53	35.39	31.06	60.51	58.12	47.35	30.56	37.38	79.42	42.03	59.45

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4%	3%	5%	6%	2%	2%	6%	1%	6%	5%	-	4%	5%	7%
Not applicable - I don't think any of these are "must-have" services	33%	35%	40%	52%	45%	17%	20%	6%	6%	10%	2%	16%	8%	15%

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services were you already subscribed to prior to the outbreak, and which did you subscribe to in the past month (i.e., since Spasday Spastmonth Spastyear)? Please select the option that best applies on each row.

rvs_q11_1a_1. Apple TV+

Unweighted base	109	57	9	-	17	48	10	77	15	45	7	82	7	43	5
Base: All US adults	106	51	7	-	20	42	12	70	18	43	8	75	11	39	5
Already subscribed to prior to outbreak	67%	71%	93%	-	55%	86%	44%	100%	-	72%	32%	76%	34%	72%	64%
Subscribed to in the last 30 days	17%	13%	-	-	22%	9%	41%	-	100%	13%	57%	9%	47%	11%	25%
Not applicable - I am not subscribed to this service	14%	13%	7%	-	23%	5%	15%	-	-	12%	11%	13%	19%	17%	11%
Don't know	2%	2%	-	-	-	-	-	-	-	3%	-	2%	-	-	-

rvs_q11_1a_2. Disney+

Unweighted base	301	148	55	-	27	113	52	35	10	232	42	236	7	156	7
Base: All US adults	312	151	55	-	28	113	62	34	11	239	46	242	9	158	8
Already subscribed to prior to outbreak	76%	80%	71%	-	80%	82%	69%	92%	49%	100%	-	83%	35%	83%	48%
Subscribed to in the last 30 days	15%	10%	15%	-	13%	12%	19%	8%	43%	-	100%	11%	65%	12%	38%
Not applicable - I am not subscribed to this service	8%	8%	14%	-	7%	5%	12%	-	8%	-	-	5%	-	5%	14%
Don't know	1%	2%	-	-	-	2%	-	-	-	-	-	-	-	-	-

rvs_q11_1a_3. Netflix

Unweighted base	820	429	130	4	159	280	118	67	11	209	34	704	36	316	22
Base: All US adults	814	414	124	5	160	267	132	62	12	213	35	691	44	313	22
Already subscribed to prior to outbreak	85%	88%	87%	61%	77%	92%	78%	93%	58%	95%	78%	100%	-	94%	61%
Subscribed to in the last 30 days	5%	3%	2%	-	10%	4%	7%	6%	42%	1%	16%	-	100%	1%	30%
Not applicable - I am not subscribed to this service	8%	8%	9%	39%	12%	3%	15%	1%	-	4%	5%	-	-	5%	9%
Don't know	1%	1%	2%	-	1%	1%	-	-	-	-	-	-	-	-	-

rvs_q11_1a_4. Hulu

Unweighted base	451	225	85	1	51	145	87	36	9	146	23	346	12	356	29
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
Unweighted base	139	61	32	1	14	43	15	17	3	41	10	87	5	62	3
Base: All US adults	135	59	31	1	15	41	16	14	3	39	11	83	5	57	3
Already subscribed to prior to outbreak	68%	77%	68%	100%	67%	63%	81%	72%	53%	70%	36%	74%	35%	83%	-
Subscribed to in the last 30 days	11%	7%	11%	-	25%	18%	-	18%	47%	11%	17%	7%	65%	3%	100%
Not applicable - I am not subscribed to this service	20%	14%	21%	-	8%	16%	19%	5%	-	17%	37%	17%	-	13%	-
Don't know	2%	2%	-	-	-	3%	-	5%	-	2%	10%	1%	-	2%	-
Unweighted base	117	54	22	-	14	37	15	13	3	50	6	88	4	70	3
Base: All US adults	113	52	21	-	13	40	13	11	3	47	6	85	4	68	3
Already subscribed to prior to outbreak	57%	60%	53%	-	56%	65%	49%	85%	100%	58%	66%	61%	50%	60%	73%
Subscribed to in the last 30 days	18%	20%	14%	-	18%	13%	14%	9%	-	25%	34%	21%	29%	18%	27%
Not applicable - I am not subscribed to this service	22%	19%	29%	-	26%	20%	26%	6%	-	17%	-	18%	21%	20%	-
Don't know	3%	1%	4%	-	-	2%	11%	-	-	-	-	1%	-	2%	-
Unweighted base	88	40	10	-	24	32	7	13	4	27	9	52	7	35	1
Base: All US adults	96	42	10	-	27	34	9	13	6	31	11	57	9	37	1
Already subscribed to prior to outbreak	46%	45%	53%	-	57%	42%	35%	59%	15%	67%	59%	60%	19%	60%	-
Subscribed to in the last 30 days	16%	21%	-	-	23%	12%	-	13%	49%	12%	15%	11%	22%	9%	-
Not applicable - I am not subscribed to this service	29%	29%	19%	-	10%	37%	50%	28%	35%	17%	18%	25%	59%	25%	100%
Don't know	9%	5%	28%	-	10%	9%	16%	-	-	3%	7%	3%	-	5%	-
Unweighted base	1358	708	246	11	458	366	144	77	15	232	42	704	36	356	29
Base: All US adults	1349	685	234	12	437	355	160	70	18	239	46	691	44	350	29
Already subscribed to prior to outbreak	52%	56%	44%	25%	80%	82%	10%	63%	65%	47%	36%	52%	37%	45%	42%
Subscribed to in the last 30 days	5%	5%	3%	-	2%	5%	4%	4%	7%	2%	19%	2%	23%	1%	22%
Not applicable - I am not subscribed to this service	40%	36%	48%	75%	15%	11%	84%	33%	29%	50%	45%	45%	36%	53%	37%
Don't know	4%	3%	5%	-	2%	2%	1%	-	-	1%	-	1%	5%	1%	-

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

rvs_q11_1a_14. The Roku Channel

Unweighted base	166	80	41	1	26	56	9	12	5	47	5	106	4	73	2
Base: All US adults	160	74	40	1	26	54	8	11	5	46	4	101	4	68	2
Already subscribed to prior to outbreak	72%	77%	67%	100%	73%	69%	53%	83%	70%	80%	19%	81%	50%	86%	-
Subscribed to in the last 30 days	7%	2%	5%	-	3%	9%	-	10%	30%	8%	41%	6%	26%	3%	52%
Not applicable - I am not subscribed to this service	15%	16%	21%	-	24%	18%	10%	7%	-	10%	21%	11%	-	10%	-
Don't know	6%	5%	7%	-	-	4%	36%	-	-	2%	19%	3%	24%	1%	48%

rvs_q11_1a_15. IMDB TV

Unweighted base	48	18	8	-	11	17	5	7	2	21	1	29	3	25	1
Base: All US adults	50	16	10	-	12	17	5	7	3	22	1	29	3	25	1
Already subscribed to prior to outbreak	52%	60%	57%	-	63%	54%	13%	74%	57%	53%	-	55%	-	49%	-
Subscribed to in the last 30 days	18%	18%	-	-	25%	29%	22%	12%	-	15%	-	10%	62%	12%	-
Not applicable - I am not subscribed to this service	29%	21%	43%	-	12%	16%	65%	13%	43%	33%	100%	35%	38%	39%	100%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_16. Premium cable channels (HBO, Showtime, Starz or Epix)

Unweighted base	1358	708	246	11	458	366	144	77	15	232	42	704	36	356	29
Base: All US adults	1349	685	234	12	437	355	160	70	18	239	46	691	44	350	29
Already subscribed to prior to outbreak	24%	24%	22%	-	27%	39%	11%	50%	42%	32%	33%	28%	22%	30%	19%
Subscribed to in the last 30 days	5%	4%	5%	10%	4%	6%	3%	3%	30%	3%	16%	4%	20%	3%	17%
Not applicable - I am not subscribed to this service	66%	68%	68%	90%	64%	52%	84%	45%	28%	62%	51%	66%	51%	66%	64%
Don't know	6%	4%	5%	-	5%	4%	2%	2%	-	2%	-	2%	7%	1%	-

rvs_q11_1a_17. Sling TV

Unweighted base	80	37	17	-	7	13	10	8	3	28	4	56	5	39	5
Base: All US adults	75	34	16	-	6	12	9	6	4	27	4	53	4	36	4
Already subscribed to prior to outbreak	59%	68%	32%	-	60%	32%	63%	59%	100%	69%	57%	59%	100%	56%	42%
Subscribed to in the last 30 days	14%	7%	29%	-	11%	30%	-	30%	-	12%	-	12%	-	10%	31%
Not applicable - I am not subscribed to this service	24%	22%	39%	-	29%	30%	17%	11%	-	16%	23%	26%	-	32%	27%
Don't know	4%	3%	-	-	-	8%	19%	-	-	4%	20%	3%	-	2%	-

rvs_q11_1a_18. AT&T TV Now

Unweighted base	51	22	2	-	11	15	1	10	1	12	5	28	5	19	2
Base: All US adults	52	21	2	-	10	15	1	10	2	12	7	28	4	18	2
Already subscribed to prior to outbreak	51%	45%	100%	-	65%	41%	-	81%	-	53%	56%	72%	15%	65%	47%
Subscribed to in the last 30 days	27%	32%	-	-	14%	31%	100%	19%	100%	38%	31%	13%	34%	17%	-
Not applicable - I am not subscribed to this service	20%	23%	-	-	21%	20%	-	-	-	9%	13%	14%	51%	17%	53%

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
Don't know	2%	-	-	-	-	8%	-	-	-	-	-	-	-	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
rvs_q11_1a_19. YouTube TV															
Unweighted base	123	53	23	-	32	34	10	21	4	32	10	83	7	36	8
Base: All US adults	122	48	20	-	36	33	10	21	4	36	10	80	9	35	8
Already subscribed to prior to outbreak	59%	58%	57%	-	52%	61%	50%	85%	63%	78%	47%	65%	71%	75%	63%
	*	**	**	**	**	**	**	**	**	**	**	*	**	*	**
Subscribed to in the last 30 days	11%	14%	7%	-	7%	13%	8%	15%	-	11%	45%	12%	17%	7%	24%
	*	**	**	**	**	**	**	**	**	**	**	*	**	*	**
Not applicable - I am not subscribed to this service	22%	22%	21%	-	32%	16%	42%	-	37%	11%	-	17%	12%	11%	14%
	*	**	**	**	**	**	**	**	**	**	*	**	**	*	**
Don't know	9%	6%	14%	-	10%	10%	-	-	-	-	8%	6%	-	8%	-
	*	**	**	**	**	**	**	**	**	**	*	**	*	*	**
rvs_q11_1a_20. Hulu with Live TV															
Unweighted base	73	31	17	-	8	19	7	12	1	29	7	54	-	34	4
Base: All US adults	70	29	15	-	9	18	7	11	1	28	8	50	-	31	4
Already subscribed to prior to outbreak	46%	44%	31%	-	30%	48%	36%	61%	-	60%	26%	52%	-	62%	-
	**	**	**	**	**	**	**	**	**	**	**	*	**	*	**
Subscribed to in the last 30 days	21%	19%	28%	-	48%	21%	25%	30%	100%	9%	42%	18%	-	5%	100%
	**	**	**	**	**	**	**	**	**	**	**	*	**	*	**
Not applicable - I am not subscribed to this service	29%	38%	27%	-	8%	31%	39%	9%	-	28%	32%	28%	-	30%	-
	**	**	**	**	**	**	**	**	**	**	**	*	**	*	**
Don't know	5%	-	15%	-	14%	-	-	-	-	4%	-	2%	-	3%	-
	**	**	**	**	**	**	**	**	**	**	*	**	*	*	**
rvs_q11_1a_21. fubo TV															
Unweighted base	24	9	5	-	6	9	2	5	1	6	3	15	2	12	1
Base: All US adults	24	8	5	-	6	9	2	5	1	7	3	15	2	11	1
Already subscribed to prior to outbreak	49%	34%	33%	-	100%	20%	-	81%	100%	80%	32%	66%	58%	74%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	17%	10%	20%	-	-	26%	39%	19%	-	20%	32%	14%	-	26%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	28%	37%	46%	-	-	36%	61%	-	-	-	-	15%	42%	-	100%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7%	19%	-	-	-	17%	-	-	-	-	36%	4%	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_22. Philo															
Unweighted base	32	14	8	-	3	6	6	2	1	9	3	22	1	14	-
Base: All US adults	35	15	8	-	3	7	7	2	2	10	3	23	1	14	-
Already subscribed to prior to outbreak	38%	50%	25%	-	100%	12%	33%	100%	-	40%	44%	39%	100%	44%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	26%	22%	36%	-	-	40%	25%	-	100%	47%	29%	18%	-	13%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	33%	28%	40%	-	-	48%	30%	-	-	13%	-	40%	-	38%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2%	-	-	-	-	-	12%	-	-	-	28%	4%	-	6%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_1a_23. Xumo															
Unweighted base	24	8	3	-	3	9	1	5	1	10	3	15	1	15	1
Base: All US adults	24	9	3	-	3	8	1	4	1	9	3	14	1	14	1
Already subscribed to prior to outbreak	65%	66%	65%	-	58%	84%	100%	100%	100%	66%	70%	70%	100%	70%	100%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Subscribed to in the last 30 days	23%	34%	35%	-	-	16%	-	-	-	24%	-	16%	-	17%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not applicable - I am not subscribed to this service	4%	-	-	-	-	-	-	-	-	10%	-	-	-	7%	-

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8%	-	-	42%	-	-	-	-	-	30%	14%	-	7%	-

rvs_q11_1a_24. Vuudu

Unweighted base	99	41	23	-	17	29	13	9	3	38	8	74	3	51	5
Base: All US adults	96	37	23	-	16	31	13	8	3	39	8	74	3	51	5
Already subscribed to prior to outbreak	66%	67%	52%	-	72%	62%	52%	74%	100%	60%	65%	71%	-	70%	16%
Subscribed to in the last 30 days	11%	12%	13%	-	8%	20%	14%	11%	-	13%	24%	5%	100%	8%	62%
Not applicable - I am not subscribed to this service	20%	21%	35%	-	14%	18%	27%	15%	-	27%	-	22%	-	21%	22%
Don't know	2%	-	-	-	7%	-	6%	-	-	-	11%	3%	-	2%	-

rvs_q11_1a_25. Quibi

Unweighted base	13	5	1	-	4	2	2	5	1	8	1	7	1	8	1
Base: All US adults	14	5	1	-	5	2	2	5	1	9	1	8	1	9	1
Already subscribed to prior to outbreak	41%	19%	-	-	83%	41%	-	86%	-	66%	-	74%	-	66%	-
Subscribed to in the last 30 days	52%	61%	100%	-	17%	59%	43%	14%	100%	23%	100%	26%	100%	34%	100%
Not applicable - I am not subscribed to this service	7%	20%	-	-	-	-	57%	-	-	11%	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_count_TB. How many of the following entertainment services have you already subscribed to prior to outbreak?

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	18%	15%	22%	52%	10%	6%	9%	-	-	-	4%	-	36%	-	17%
			AQ	**	AU			*	**		AY*		**		**
1	21%	21%	23%	30%	39%	10%	17%	3%	21%	2%	19%	6%	20%	3%	22%
				**	AU,AV			*	**		AY*		**		**
2	17%	19%	12%	12%	22%	13%	28%	6%	30%	7%	13%	18%	15%	9%	12%
				**	AU			*	**		*		**		**
3	14%	15%	15%	-	15%	16%	19%	12%	-	15%	22%	21%	14%	17%	28%
				**				*	**		*		**		**
4	12%	11%	12%	-	5%	19%	16%	12%	5%	20%	13%	22%	8%	21%	7%
				**				*	**		*		**		**
5	7%	8%	5%	6%	4%	15%	4%	11%	7%	19%	12%	13%	3%	18%	7%
				**				*	**		*		**		**
6	4%	4%	3%	-	1%	9%	3%	12%	14%	13%	5%	7%	3%	9%	7%
				**				*	**		*		**		**
7	3%	3%	3%	-	2%	5%	0%	17%	4%	8%	6%	6%	2%	9%	-
				**				*	**		*		**		**
8	2%	1%	3%	-	0%	3%	3%	9%	9%	6%	-	3%	-	5%	-
				**				*	**		*		**		**
9	1%	1%	2%	-	0%	2%	1%	3%	5%	4%	6%	2%	-	4%	-
				**				*	**		*		**		**
10	0%	0%	-	-	-	1%	-	3%	6%	2%	-	1%	-	1%	-
				**				*	**		*		**		**
11	0%	0%	-	-	-	1%	-	1%	-	0%	-	1%	-	1%	-
				**				*	**		*		**		**
12	0%	0%	0%	-	0%	1%	-	2%	-	2%	-	0%	-	1%	-

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
			**				*	**		*		**		**
13	0%	0%	-	-	-	-	1%	-	-	-	0%	-	0%	-
			**				*	**		*		**		**
14	0%	-	-	-	0%	-	-	-	0%	-	0%	-	0%	-
			**				*	**		*		**		**
15	0%	-	-	0%	-	-	-	-	1%	-	0%	-	0%	-
			**				*	**		*		**		**
16	0%	-	-	0%	-	-	2%	-	1%	-	0%	-	0%	-
			**				*	**		*		**		**
19	0%	0%	-	-	0%	-	3%	-	1%	-	0%	-	1%	-
			**				*	**		*		**		**
25	0%	-	-	0%	-	-	1%	-	0%	-	0%	-	0%	-
			**				*	**		*		**		**

rvs_q11_1a_count_BB. How many of the following entertainment services have you subscribed to in the last 30 days?

	Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29	
0	80%	82%	84%	86%	86%	76%	75%	70%	-	78%	-	81%	-	80%	-	
		AP	AP	**	AU, AV			*	**	AZ	*	**	**	**	**	
1	12%	12%	9%	14%	8%	14%	18%	16%	25%	14%	49%	12%	47%	15%	26%	
			**	**		AT	AT	*	**	AY*	**	**	**	**	**	
2	4%	3%	5%	-	4%	4%	3%	3%	13%	2%	16%	3%	19%	2%	29%	
			**	**				*	**	AY*	**	**	**	**	**	
3	2%	2%	0%	-	1%	3%	3%	6%	31%	4%	10%	2%	11%	1%	28%	
		AR		**	AT	AT		*	**	*	*	**	**	**	**	
4	1%	0%	1%	-	1%	1%	-	3%	13%	1%	9%	1%	2%	1%	-	
			**	**				*	**	AY*	**	**	**	**	**	
5	1%	0%	1%	-	-	1%	1%	2%	-	0%	10%	1%	8%	1%	11%	
			**	**	AT			*	**	AY*	**	**	**	**	**	
6	0%	0%	-	-	1%	0%	-	-	18%	1%	3%	0%	12%	0%	4%	
			**	**				*	**	*	*	**	**	**	**	
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
			**	**				*	**	*	*	**	**	**	**	
12	0%	-	0%	-	-	0%	-	-	-	-	2%	-	2%	-	3%	
			**	**				*	**	AY*	**	**	**	**	**	

rvs_q11_1a_TB_selective_count. How many of the following entertainment services have you already subscribed to prior to outbreak? (selected options)

	Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29	
0	22%	17%	27%	52%	12%	8%	15%	-	12%	-	14%	-	40%	-	20%	
		AQ	**	**	AU	AU	AU	*	**	AY*	**	**	**	**	**	
1	24%	25%	25%	30%	49%	9%	17%	3%	33%	3%	23%	7%	24%	4%	19%	
		**	**	**	AU, AV	AU	AU	*	**	AY*	**	**	**	**	**	
2	19%	21%	17%	18%	22%	19%	31%	12%	6%	9%	11%	25%	21%	12%	25%	
		**	**	**	**	AT, AU	*	**	**	*	*	**	**	**	**	
3	16%	17%	16%	-	11%	24%	19%	13%	7%	18%	26%	29%	10%	25%	19%	
		**	**	**	AT	AT	AT	*	**	*	*	**	**	**	**	
4	10%	10%	8%	-	2%	22%	11%	16%	19%	33%	13%	20%	2%	28%	17%	
		**	**	**	AT, AV	AT	AT	*	**	AZ	*	**	**	**	**	
5	5%	6%	4%	-	2%	10%	6%	19%	9%	20%	8%	11%	3%	16%	-	
		**	**	**	AT	AT	AT	*	**	*	*	**	**	**	**	
6	2%	2%	2%	-	0%	5%	1%	19%	15%	10%	5%	5%	-	8%	-	
		**	**	**	AT, AV	*	**	*	**	*	*	**	**	**	**	

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
7	1%	1%	0%	-	1%	1%	0%	6%	-	3%	-	1%	-	3%	-
8	0%	0%	0%	-	0%	1%	-	7%	-	2%	-	1%	-	1%	-
9	0%	-	-	-	0%	0%	-	2%	-	1%	-	0%	-	1%	-
13	0%	0%	-	-	-	0%	-	3%	-	1%	-	0%	-	1%	-
15	0%	-	-	-	0%	-	-	1%	-	0%	-	0%	-	0%	-

rvs_q11_1a_BB_selective_count. How many of the following entertainment services have you subscribed to in the last 30 days? (selected options)

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	84%	85%	89%	93%	91%	81%	78%	74%	-	83%	-	86%	-	85%	-
1	11%	11%	7%	7%	6%	13%	15%	15%	25%	11%	55%	9%	53%	11%	37%
2	3%	3%	3%	-	2%	3%	4%	7%	45%	4%	18%	3%	19%	3%	34%
3	1%	1%	-	-	1%	2%	1%	4%	23%	2%	14%	1%	21%	1%	15%
4	0%	-	1%	-	-	0%	1%	-	-	-	8%	0%	3%	0%	7%
6	0%	-	0%	-	-	0%	-	-	7%	-	5%	-	5%	-	7%
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services do expect to subscribe to in the next month and which do you never expect to subscribe to? Please select the option that best applies on each row.

rvs_q11_2b_1. Apple TV+

Unweighted base	1350	696	259	14	441	318	134	-	-	187	35	622	29	313	24
Base: All US adults	1354	676	252	17	418	312	149	-	-	195	37	616	33	311	24
Expect to subscribe to in the next 30 days	4%	3%	7%	-	5%	4%	4%	-	-	3%	8%	4%	8%	2%	21%
Don't expect to subscribe to ever	78%	79%	81%	74%	82%	77%	77%	-	-	79%	76%	77%	49%	80%	61%
Don't know	18%	18%	13%	26%	13%	19%	19%	-	-	18%	17%	19%	43%	18%	18%

rvs_q11_2b_2. Disney+

Unweighted base	1154	602	212	14	431	253	92	42	5	-	-	468	29	200	22
Base: All US adults	1143	574	203	17	409	242	99	36	7	-	-	450	35	192	21
Expect to subscribe to in the next 30 days	8%	7%	7%	-	7%	11%	14%	20%	25%	-	-	9%	20%	9%	10%
Don't expect to subscribe to ever	70%	71%	75%	75%	79%	61%	72%	53%	75%	-	-	66%	52%	67%	55%
Don't know	22%	22%	18%	25%	14%	28%	14%	28%	-	-	-	25%	28%	24%	35%

rvs_q11_2b_3. Netflix

Unweighted base	617	316	133	8	299	86	26	10	4	23	8	-	-	40	7
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	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
							AQ	AR	AS	AT	AU	AV	AW	AX	AY
Total	619	306	128	8	278	88	29	9	5	25	10	-	-	37	7
Base: All US adults	13%	10%	15%	28%	7%	27%	18%	41%	40%	15%	20%	-	-	3%	24%
Expect to subscribe to in the next 30 days	13%	10%	15%	28%	7%	27%	18%	41%	40%	15%	20%	-	-	3%	24%
Don't expect to subscribe to ever	62%	64%	67%	72%	74%	48%	42%	32%	60%	70%	70%	-	-	52%	77%
Don't know	25%	26%	17%	-	18%	26%	40%	27%	-	15%	11%	-	-	45%	-
				**	**	**	**	**	**	**	**	*	*	*	**
rvs_q11_2b_4. Hulu															
Unweighted base	1001	525	181	13	407	221	57	41	6	86	19	358	24	-	-
Base: All US adults	1007	504	177	16	388	210	68	38	8	92	21	348	31	-	-
Expect to subscribe to in the next 30 days	9%	8%	7%	13%	7%	11%	15%	31%	-	14%	45%	10%	26%	-	-
Don't expect to subscribe to ever	67%	71%	72%	66%	76%	64%	56%	48%	74%	65%	44%	63%	35%	-	-
Don't know	24%	22%	21%	20%	17%	25%	29%	21%	26%	21%	11%	27%	39%	-	-
				**	**	**	**	*	**	*	**	**	**	*	**
rvs_q11_2b_5. Amazon Prime															
Unweighted base	787	402	145	10	339	126	59	21	6	65	12	243	23	99	10
Base: All US adults	807	396	144	12	326	129	66	20	8	70	13	244	30	98	10
Expect to subscribe to in the next 30 days	11%	10%	11%	10%	9%	24%	7%	35%	8%	19%	25%	13%	13%	10%	-
Don't expect to subscribe to ever	62%	65%	67%	46%	72%	50%	64%	40%	92%	56%	69%	56%	36%	58%	41%
Don't know	26%	25%	21%	44%	19%	27%	29%	25%	-	25%	6%	31%	51%	31%	59%
				**	**	**	**	**	**	*	**	*	**	*	**
rvs_q11_2b_6. YouTube Premium															
Unweighted base	839	448	164	9	315	192	71	32	5	90	17	336	21	154	12
Base: All US adults	837	434	158	11	298	185	79	28	6	91	16	322	24	149	12
Expect to subscribe to in the next 30 days	7%	5%	8%	-	5%	7%	7%	13%	25%	4%	31%	4%	28%	3%	15%
Don't expect to subscribe to ever	76%	81%	76%	62%	84%	79%	80%	67%	47%	76%	64%	80%	68%	83%	75%
Don't know	17%	14%	16%	38%	11%	14%	13%	20%	27%	19%	5%	16%	4%	15%	10%
				**	**	**	*	**	**	*	**	*	**	**	**
rvs_q11_2b_7. Crackle															
Unweighted base	1380	715	251	14	447	347	133	69	12	213	38	651	32	313	27
Base: All US adults	1381	692	243	17	426	337	147	63	14	219	41	638	39	306	27
Expect to subscribe to in the next 30 days	4%	3%	4%	-	3%	5%	3%	13%	11%	6%	21%	3%	2%	3%	7%
Don't expect to subscribe to ever	81%	83%	82%	81%	87%	80%	82%	73%	84%	82%	64%	82%	80%	83%	73%
Don't know	15%	13%	14%	19%	11%	15%	15%	13%	6%	12%	15%	15%	18%	14%	20%
				**	**	**	*	*	**	*	*	*	**	**	**
rvs_q11_2b_8. Tubi															
Unweighted base	1354	708	239	14	436	341	133	70	13	205	36	643	32	315	26
Base: All US adults	1351	682	230	17	414	331	147	64	16	211	39	630	40	309	27
Expect to subscribe to in the next 30 days	5%	3%	7%	7%	4%	7%	5%	12%	32%	6%	28%	3%	13%	2%	15%
Don't expect to subscribe to ever	80%	85%	83%	74%	87%	80%	78%	66%	44%	79%	60%	82%	59%	82%	65%
Don't know	14%	12%	11%	19%	9%	12%	17%	22%	24%	16%	12%	14%	28%	15%	21%
				**	**	**	**	*	**	*	*	*	**	**	**
rvs_q11_2b_9. Pluto TV															
Unweighted base	1319	692	236	13	444	323	129	60	12	191	32	617	31	294	26

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	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
							AW	AX	AY	AZ	BA	BB	BC	BD	
Total	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
Base: All US adults	1322	668	228	16	423	314	145	56	14	200	35	609	39	292	26
Expect to subscribe to in the next 30 days	6%	5%	6%	7%	5%	7%	6%	14%	22%	8%	14%	5%	13%	4%	13%
Don't expect to subscribe to ever	81%	84%	82%	72%	87%	78%	82%	71%	47%	81%	66%	83%	72%	82%	77%
Don't know	14%	11%	12%	20%	9%	15%	12%	15%	31%	12%	20%	12%	15%	14%	11%
						AT	*	**			**		**		**
rvs_q11_2b_10. CBS All Access															
Unweighted base	1344	700	246	14	444	329	129	64	12	182	36	616	32	286	26
Base: All US adults	1348	677	238	17	424	315	148	60	15	191	40	606	40	282	26
Expect to subscribe to in the next 30 days	6%	4%	8%	7%	6%	5%	4%	16%	16%	7%	16%	4%	15%	6%	12%
Don't expect to subscribe to ever	76%	80%	78%	67%	82%	75%	77%	65%	80%	75%	69%	77%	60%	77%	63%
Don't know	18%	17%	14%	26%	12%	20%	19%	19%	4%	18%	15%	19%	25%	18%	25%
						AT	*	**			*		**		**
rvs_q11_2b_11. HBO Now															
Unweighted base	1306	684	247	13	439	312	127	51	8	175	32	577	29	275	23
Base: All US adults	1308	666	239	16	416	305	142	46	9	181	37	570	35	273	22
Expect to subscribe to in the next 30 days	7%	6%	6%	-	6%	11%	9%	25%	29%	8%	19%	7%	22%	6%	39%
Don't expect to subscribe to ever	74%	76%	81%	72%	80%	73%	68%	59%	54%	71%	60%	72%	43%	75%	39%
Don't know	19%	18%	13%	28%	13%	16%	24%	16%	17%	21%	20%	21%	36%	19%	22%
						AT	*	**			**		**		**
rvs_q11_2b_12. Facebook Watch															
Unweighted base	1371	713	257	14	434	334	137	64	11	205	33	652	29	321	28
Base: All US adults	1363	686	248	17	410	321	151	57	12	208	34	634	35	313	28
Expect to subscribe to in the next 30 days	5%	3%	4%	-	6%	6%	3%	11%	23%	6%	6%	4%	20%	2%	15%
Don't expect to subscribe to ever	81%	85%	82%	74%	83%	79%	86%	74%	58%	83%	81%	84%	63%	89%	73%
Don't know	14%	11%	15%	26%	11%	15%	11%	15%	19%	11%	13%	12%	17%	9%	12%
								*	**		**		**		**
rvs_q11_2b_13. Cable TV															
Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base: All US adults	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
Expect to subscribe to in the next 30 days	21%	21%	18%	5%	34%	32%	5%	35%	43%	16%	18%	18%	31%	13%	35%
Don't expect to subscribe to ever	53%	53%	60%	59%	38%	31%	79%	38%	48%	58%	60%	57%	54%	63%	48%
Don't know	26%	26%	22%	36%	27%	37%	15%	28%	9%	26%	22%	26%	16%	24%	17%
					AV	AT.AV		*	**		*		**		**
rvs_q11_2b_14. The Roku Channel															
Unweighted base	1295	673	227	13	432	310	135	65	10	185	37	598	32	283	27
Base: All US adults	1301	654	219	16	411	301	152	59	13	192	41	590	40	282	27
Expect to subscribe to in the next 30 days	6%	4%	7%	7%	6%	6%	8%	11%	7%	5%	20%	5%	18%	4%	16%
Don't expect to subscribe to ever	75%	79%	78%	72%	79%	71%	79%	75%	72%	80%	60%	77%	59%	77%	68%
Don't know	19%	17%	16%	20%	15%	23%	14%	14%	21%	15%	20%	18%	23%	19%	16%
						AT.AV		*	**		*		**		**
rvs_q11_2b_15. IMDB TV															
Unweighted base	1414	736	260	14	447	349	139	70	13	211	41	675	33	331	28

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	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Total	Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
Base: All US adults	1412	713	249	17	425	338	155	64	15	217	44	662	41	325	28
Expect to subscribe to in the next 30 days	5%	4%	4%	-	4%	6%	3%	13%	17%	5%	19%	4%	12%	3%	13%
Don't expect to subscribe to ever	80%	82%	85%	67%	86%	80%	83%	69%	65%	82%	72%	82%	61%	86%	59%
Don't know	15%	14%	11%	33%	11%	14%	15%	18%	19%	13%	8%	14%	27%	12%	28%
rvs_q11_2b_16. Premium cable channels (HBO, Showtime, Starz or Epix)															
Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base: All US adults	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
Expect to subscribe to in the next 30 days	12%	10%	13%	-	15%	20%	5%	22%	8%	15%	18%	13%	15%	10%	24%
Don't expect to subscribe to ever	65%	68%	68%	74%	66%	53%	73%	44%	78%	60%	57%	62%	61%	62%	45%
Don't know	23%	22%	18%	26%	20%	27%	22%	34%	14%	25%	25%	25%	24%	28%	31%
rvs_q11_2b_17. Sling TV															
Unweighted base	1382	717	251	14	451	353	134	69	12	204	38	648	31	317	24
Base: All US adults	1387	695	243	17	431	343	151	64	14	212	41	638	39	314	25
Expect to subscribe to in the next 30 days	4%	3%	3%	-	5%	5%	4%	15%	18%	5%	11%	4%	13%	3%	12%
Don't expect to subscribe to ever	77%	79%	80%	81%	80%	74%	77%	66%	77%	80%	77%	77%	54%	80%	72%
Don't know	19%	18%	17%	19%	15%	21%	19%	18%	5%	15%	13%	19%	34%	17%	16%
rvs_q11_2b_18. AT&T TV Now															
Unweighted base	1410	731	266	14	447	351	143	67	14	220	37	676	31	337	27
Base: All US adults	1409	707	257	17	427	340	160	61	16	226	39	663	39	331	27
Expect to subscribe to in the next 30 days	5%	3%	4%	7%	5%	4%	5%	12%	18%	7%	11%	4%	19%	3%	3%
Don't expect to subscribe to ever	81%	84%	85%	74%	84%	81%	85%	71%	73%	82%	84%	83%	66%	85%	67%
Don't know	14%	13%	11%	19%	11%	15%	10%	17%	10%	11%	5%	14%	15%	12%	29%
rvs_q11_2b_19. YouTube TV															
Unweighted base	1336	699	245	14	426	332	134	56	11	200	32	621	29	320	21
Base: All US adults	1338	679	239	17	402	322	150	49	13	203	36	611	35	314	21
Expect to subscribe to in the next 30 days	7%	7%	8%	7%	6%	8%	9%	9%	26%	4%	14%	6%	24%	3%	15%
Don't expect to subscribe to ever	74%	75%	77%	74%	80%	72%	76%	67%	74%	80%	78%	75%	51%	78%	59%
Don't know	19%	18%	15%	19%	14%	20%	15%	25%	-	16%	9%	19%	25%	19%	26%
rvs_q11_2b_20. Hulu with Live TV															
Unweighted base	1388	722	251	14	450	347	137	65	14	203	35	650	36	322	25
Base: All US adults	1391	699	244	17	429	337	153	59	17	211	37	641	44	319	26
Expect to subscribe to in the next 30 days	7%	5%	9%	7%	6%	10%	8%	19%	31%	9%	19%	8%	19%	8%	23%
Don't expect to subscribe to ever	71%	75%	72%	68%	78%	67%	70%	56%	48%	67%	61%	68%	57%	65%	51%
Don't know	22%	20%	19%	25%	16%	23%	22%	25%	21%	24%	21%	24%	24%	26%	25%
rvs_q11_2b_21. fubo TV															

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	Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
		Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
								AQ	AR	AS	AT	AU	AV	AW	AX
Unweighted base	1437	745	263	14	452	357	142	72	14	226	39	689	34	344	28
Base: All US adults	1438	721	254	17	431	346	158	65	17	232	43	677	42	338	28
Expect to subscribe to in the next 30 days	5%	3%	6%	7%	4%	6%	7%	11%	17%	5%	25%	3%	18%	2%	15%
Don't expect to subscribe to ever	82%	86%	82%	74%	86%	78%	80%	71%	67%	83%	68%	84%	57%	84%	75%
Don't know	13%	11%	12%	19%	9%	16%	13%	18%	17%	11%	7%	13%	25%	13%	10%
Unweighted base	1430	740	260	14	455	360	138	75	14	223	39	682	35	342	29
Base: All US adults	1427	714	251	17	435	348	154	68	16	228	43	668	43	336	29
Expect to subscribe to in the next 30 days	4%	2%	4%	7%	5%	6%	2%	14%	13%	6%	16%	3%	13%	3%	18%
Don't expect to subscribe to ever	81%	84%	83%	74%	85%	78%	81%	69%	63%	79%	64%	82%	66%	83%	59%
Don't know	15%	13%	12%	19%	11%	16%	17%	18%	24%	16%	19%	15%	21%	14%	23%
Unweighted base	1362	712	245	14	441	337	131	68	12	194	34	630	33	305	24
Base: All US adults	1365	691	236	17	422	324	147	63	15	199	38	618	41	299	24
Expect to subscribe to in the next 30 days	5%	3%	7%	7%	4%	5%	6%	10%	32%	8%	26%	4%	17%	5%	14%
Don't expect to subscribe to ever	79%	81%	84%	74%	87%	78%	80%	71%	55%	75%	58%	80%	59%	79%	56%
Don't know	16%	16%	9%	19%	9%	17%	14%	19%	14%	18%	16%	17%	24%	17%	30%
Unweighted base	1449	749	267	14	454	364	142	72	14	224	41	697	35	348	28
Base: All US adults	1448	724	258	17	433	353	159	65	16	230	44	684	43	341	28
Expect to subscribe to in the next 30 days	4%	3%	4%	-	4%	6%	3%	11%	15%	6%	23%	3%	9%	3%	16%
Don't expect to subscribe to ever	80%	82%	84%	74%	86%	76%	80%	71%	73%	78%	61%	81%	53%	81%	57%
Don't know	16%	15%	12%	26%	10%	18%	17%	18%	12%	16%	16%	15%	38%	16%	27%
Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	61%	63%	63%	82%	53%	51%	70%	47%	10%	64%	58%	64%	20%	68%	30%
1	16%	19%	15%	5%	22%	18%	13%	18%	15%	14%	4%	15%	34%	15%	10%
2	7%	7%	7%	6%	9%	10%	3%	9%	26%	8%	2%	8%	10%	7%	14%

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
3	4%	2%	4%	-	5%	5%	3%	2%	16%	3%	6%	3%	12%	3%	4%
4	2%	2%	2%	-	1%	4%	2%	3%	4%	2%	-	3%	-	2%	10%
5	2%	1%	1%	-	2%	2%	1%	-	-	0%	3%	2%	4%	2%	7%
6	1%	1%	2%	-	0%	2%	1%	3%	7%	0%	7%	1%	5%	1%	6%
7	1%	0%	1%	-	1%	0%	3%	-	-	-	-	0%	4%	-	9%
8	1%	0%	1%	-	0%	1%	-	4%	9%	2%	4%	0%	2%	1%	3%
9	1%	1%	0%	-	1%	2%	1%	3%	9%	-	-	0%	-	-	-
10	0%	0%	-	-	0%	-	1%	-	5%	-	4%	0%	-	0%	-
11	1%	0%	-	-	1%	1%	-	4%	-	1%	-	1%	-	0%	-
12	1%	-	1%	-	1%	2%	-	-	-	4%	2%	1%	-	1%	7%
13	0%	-	-	7%	-	-	-	-	-	-	-	-	-	-	-
14	0%	-	1%	-	0%	-	-	-	-	-	-	-	-	-	-
15	0%	1%	-	-	0%	1%	-	3%	-	0%	2%	0%	2%	0%	-
16	1%	0%	1%	-	1%	1%	1%	4%	-	-	6%	0%	2%	-	-
17	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
18	0%	-	-	-	-	1%	-	-	-	0%	-	0%	-	-	-
20	0%	0%	-	-	0%	-	-	-	-	-	-	-	5%	-	-
21	0%	0%	0%	-	-	-	1%	-	-	-	3%	0%	-	0%	-
22	0%	0%	-	-	0%	-	-	-	-	-	-	0%	-	-	-
23	0%	0%	-	-	0%	-	-	-	-	-	-	-	-	-	-
24	0%	0%	1%	-	1%	0%	1%	1%	-	-	-	-	-	-	-

rvs_q11_2b_count_BB. How many of the following entertainment services don't you expect to subscribe?

	Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base		1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0		5%	4%	3%	19%	5%	4%	3%	14%	-	5%	8%	4%	7%	3%	4%
1		2%	2%	1%	-	2%	2%	3%	6%	-	3%	6%	3%	5%	2%	-
2		1%	1%	1%	-	-	1%	1%	2%	-	1%	-	1%	-	0%	4%
3		1%	0%	1%	-	0%	0%	2%	1%	-	1%	-	1%	2%	1%	-

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
4	1%	1%	1%	-	1%	2%	2%	4%	5%	2%	2%	2%	-	2%	-
5	1%	0%	2%	-	2%	3%	1%	1%	-	1%	2%	2%	2%	1%	-
6	1%	1%	2%	-	1%	2%	1%	1%	-	3%	5%	2%	-	2%	11%
7	1%	1%	3%	7%	1%	2%	-	1%	11%	2%	9%	1%	5%	1%	7%
8	2%	1%	1%	-	1%	3%	1%	3%	21%	1%	6%	1%	15%	2%	3%
9	2%	2%	2%	-	1%	2%	3%	3%	9%	4%	2%	2%	4%	3%	-
10	2%	2%	2%	-	1%	3%	4%	1%	-	1%	4%	2%	5%	3%	9%
11	2%	2%	2%	-	1%	2%	0%	2%	6%	4%	-	3%	2%	3%	12%
12	2%	2%	2%	-	1%	2%	3%	4%	-	2%	2%	2%	6%	2%	7%
13	2%	3%	2%	-	2%	4%	1%	-	4%	2%	2%	3%	4%	2%	6%
14	3%	3%	2%	-	1%	4%	5%	2%	22%	4%	6%	3%	5%	5%	-
15	4%	4%	5%	-	2%	7%	1%	5%	4%	7%	-	6%	-	6%	7%
16	5%	5%	4%	-	4%	6%	5%	8%	5%	7%	2%	6%	11%	7%	6%
17	4%	4%	4%	-	2%	6%	7%	8%	-	9%	6%	6%	3%	9%	6%
18	6%	7%	6%	-	3%	8%	8%	11%	6%	11%	13%	9%	-	10%	3%
19	6%	6%	6%	13%	5%	6%	6%	5%	-	9%	8%	8%	4%	11%	6%
20	7%	8%	5%	6%	5%	9%	10%	8%	-	7%	11%	9%	4%	8%	-
21	8%	8%	8%	6%	9%	7%	9%	5%	8%	6%	2%	9%	-	8%	-
22	9%	9%	8%	17%	9%	8%	14%	3%	-	5%	1%	8%	4%	5%	4%
23	9%	9%	12%	6%	15%	6%	8%	-	-	2%	4%	6%	11%	2%	6%
24	8%	9%	9%	17%	16%	2%	3%	-	-	1%	-	2%	-	1%	-
25	5%	5%	8%	9%	10%	-	-	-	-	-	-	-	-	-	-

rvs_q11_2b_TB_selective_count. How many of the following entertainment services do you expect to subscribe to in the next 30 days? (selected options)

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	65%	67%	66%	82%	55%	56%	75%	48%	16%	69%	58%	69%	30%	73%	30%
1	18%	20%	17%	5%	26%	21%	11%	19%	35%	15%	10%	16%	36%	14%	23%
2	6%	5%	6%	6%	8%	7%	3%	10%	11%	6%	-	6%	9%	6%	12%

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
			**				*	**		*		**		**	
3	4%	3%	3%	-	3%	5%	2%	5%	15%	2%	14%	4%	9%	3%	7%
			**				*	**		*	AY*	**	**	**	
4	2%	1%	1%	-	1%	3%	1%	-	9%	1%	-	1%	-	1%	14%
			**			AT	*	**		*	**	**	**	**	
5	2%	1%	2%	-	1%	3%	3%	1%	5%	1%	2%	1%	2%	0%	11%
			**			AT	*	**		*	**	**	**	**	
6	1%	1%	2%	-	1%	2%	2%	1%	9%	2%	6%	1%	4%	0%	3%
			**			*	**		*	**	**	**	**	**	
7	1%	0%	0%	-	2%	1%	-	6%	-	2%	-	1%	2%	1%	-
			**			*	**	*	**	*	**	**	**	**	
8	0%	0%	0%	-	1%	0%	-	4%	-	0%	4%	0%	-	-	-
			**			*	**	*	**	AY*	**	**	**	**	
9	1%	0%	-	7%	1%	0%	-	2%	-	1%	4%	0%	3%	0%	-
			**			*	**	*	**	*	**	**	**	**	
10	1%	0%	1%	-	0%	1%	1%	-	-	-	-	-	-	-	-
			**			*	**	*	**	*	**	**	**	**	
11	0%	0%	-	-	0%	-	1%	-	-	-	-	0%	5%	0%	-
			**			*	**	*	**	*	**	**	**	**	
12	0%	0%	0%	-	-	1%	-	-	-	0%	3%	0%	-	-	-
			**			*	**	*	**	*	**	**	**	**	
14	0%	0%	0%	-	0%	-	1%	1%	-	-	-	0%	-	-	-
			**			*	**	*	**	*	**	**	**	**	
15	0%	0%	1%	-	1%	0%	-	-	-	-	-	-	-	-	-
			**			*	**	*	**	*	**	**	**	**	

rvs_q11_2b_BB_selective_count. How many of the following entertainment services don't you expect to subscribe? (selected options)

	Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base		1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	6%	5%	4%	19%	6%	6%	3%	3%	19%	-	7%	10%	5%	12%	5%	4%
			**	**			*	**	*	**	*	**	**	**	**	**
1	3%	3%	2%	-	2%	2%	4%	6%	-	3%	3%	3%	-	2%	4%	
			**	**			*	**	*	**	*	**	**	**	**	
2	2%	1%	2%	-	2%	2%	3%	2%	-	2%	-	2%	5%	2%	4%	
			**	**			*	**	*	**	*	**	**	**	**	
3	2%	1%	1%	7%	2%	4%	1%	4%	16%	2%	11%	3%	5%	3%	7%	
			**	**			*	**	**	AY*	**	**	**	**		
4	3%	3%	5%	-	3%	5%	2%	3%	9%	5%	13%	3%	11%	2%	19%	
			**	**			*	**	**	AY*	**	**	**	**		
5	3%	2%	3%	-	2%	3%	5%	2%	11%	2%	-	3%	14%	4%	-	
			**	**		AT	*	**	**	*	**	**	**	**		
6	3%	2%	4%	-	2%	5%	1%	8%	17%	6%	4%	4%	6%	5%	14%	
			**	**		AT	*	**	**	*	**	**	**	**		
7	5%	6%	5%	-	2%	9%	5%	5%	-	10%	2%	7%	12%	8%	7%	
			**	**		AT	*	**	**	*	**	**	**	**		
8	6%	6%	6%	-	4%	6%	6%	15%	11%	8%	8%	8%	4%	10%	14%	
			**	**			*	**	**	*	**	**	**	**		
9	7%	9%	6%	-	3%	11%	12%	9%	21%	14%	11%	11%	10%	14%	6%	
			**	**		AT	AT	*	**	*	**	**	**	**		
10	9%	10%	8%	6%	5%	11%	11%	11%	6%	17%	15%	13%	4%	17%	10%	
			**	**		AT	AT	*	**	*	**	**	**	**		
11	9%	10%	6%	7%	7%	11%	8%	12%	-	11%	10%	11%	4%	11%	2%	
			**	**		AT	*	**	**	*	**	**	**	**		
12	11%	12%	10%	11%	11%	12%	19%	2%	8%	9%	6%	14%	4%	12%	4%	

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	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
			**			AT	*	**		*		**		**	
13	11%	10%	16%	24%	15%	9%	12%	1%	-	4%	7%	9%	8%	3%	3%
			AP,AQ	**	AU		*	**		*	**	**	**	**	
14	10%	11%	10%	5%	22%	4%	4%	-	-	1%	2%	4%	2%	1%	3%
			**	AU,AV		*	**	*	**	*	**	**	**	**	
15	8%	9%	12%	21%	14%	1%	2%	-	-	-	-	-	-	-	-
		AP	AP	**	AU,AV		*	**	*	**	*	**	**	**	

Does the Coronavirus (COVID-19) outbreak impact whether you watch the following services more, less or the same? Please select the option that best applies on each row.

rvs_q12_1. Apple TV+

Unweighted base	92	48	8	-	14	46	8	77	15	38	6	71	6	36	4
Base: All US adults	88	43	7	-	15	40	10	70	18	37	8	65	9	32	4
Yes, I watch it more	32%	24%	14%	-	61%	35%	17%	36%	13%	29%	57%	37%	21%	42%	24%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
Yes, I watch it less	17%	16%	15%	-	13%	11%	44%	12%	40%	19%	15%	8%	56%	5%	48%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
No, it doesn't have an impact	50%	58%	71%	-	25%	53%	39%	51%	47%	52%	27%	53%	23%	53%	28%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
Don't know	1%	2%	-	-	-	2%	-	1%	-	-	-	1%	-	-	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**

rvs_q12_2. Disney+

Unweighted base	274	134	48	-	25	106	46	35	9	232	42	225	7	149	6
Base: All US adults	284	136	47	-	26	106	55	34	10	239	46	230	9	150	7
Yes, I watch it more	44%	39%	32%	-	68%	47%	47%	55%	24%	44%	45%	47%	55%	45%	82%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
Yes, I watch it less	8%	4%	6%	-	11%	4%	6%	8%	67%	5%	24%	5%	45%	4%	18%
	*	**	**	**	**	*	**	*	**	*	AY*	*	**	*	**
No, it doesn't have an impact	47%	56%	62%	-	21%	47%	47%	37%	9%	49%	31%	47%	-	50%	-
	*	AP	AP*	**	**	*	**	*	**	AZ	*	**	**	**	**
Don't know	1%	-	-	-	-	2%	-	-	-	1%	-	1%	-	1%	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**

rvs_q12_3. Netflix

Unweighted base	740	392	116	3	136	269	101	66	11	200	32	704	36	300	20
Base: All US adults	735	378	110	3	138	258	112	61	12	205	33	691	44	296	20
Yes, I watch it more	57%	56%	44%	37%	66%	57%	53%	64%	35%	60%	67%	56%	63%	58%	63%
	*	AR	**	**	*	**	*	*	**	*	**	*	**	*	**
Yes, I watch it less	4%	4%	1%	-	6%	3%	5%	-	26%	4%	8%	3%	23%	4%	10%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
No, it doesn't have an impact	38%	39%	54%	63%	26%	39%	42%	35%	39%	35%	24%	40%	14%	38%	27%
	*	AP	AP,AQ	**	**	AT	AT*	*	**	*	**	*	**	**	**
Don't know	1%	0%	1%	-	2%	1%	-	1%	-	1%	-	1%	-	-	-
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**

rvs_q12_4. Hulu

Unweighted base	385	191	70	1	38	132	74	34	6	134	21	311	9	356	29
Base: All US adults	379	186	67	1	38	132	77	31	5	135	21	308	8	350	29
Yes, I watch it more	51%	52%	48%	-	45%	52%	55%	66%	30%	57%	58%	53%	57%	52%	37%
	*	**	**	**	*	**	*	*	**	*	**	*	**	*	**
Yes, I watch it less	4%	5%	3%	-	5%	3%	5%	3%	22%	6%	10%	4%	14%	3%	20%
	*	**	**	**	**	*	**	*	**	*	**	*	**	*	**
No, it doesn't have an impact	45%	43%	49%	100%	50%	46%	40%	31%	49%	37%	32%	42%	29%	45%	40%
	*	**	**	**	*	**	*	*	**	*	**	*	**	*	**
Don't know	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	4%
	*	**	**	**	**	**	**	*	**	*	**	*	**	*	**

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	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to	Subscribed to	Already subscribed to	Subscribed to	Already subscribed to	Subscribed to	Already subscribed to	Subscribed to	
							outbreak	in the last 30 days	outbreak	in the last 30 days	outbreak	in the last 30 days	outbreak	in the last 30 days	
Total	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
rvs_q12_5. Amazon Prime															
Unweighted base	604	321	107	4	106	233	73	56	8	159	27	435	12	242	18
Base: All US adults	583	302	100	5	99	219	80	51	7	160	29	421	12	237	18
Yes, I watch it more	41%	38%	40%	22%	41%	48%	37%	45%	55%	36%	61%	42%	45%	44%	45%
				**	*	*	*	*	**	*	**	*	**	*	**
Yes, I watch it less	4%	5%	2%	-	6%	3%	3%	5%	14%	5%	11%	4%	7%	3%	16%
				**	*	*	*	*	**	*	**	*	**	*	**
No, it doesn't have an impact	54%	57%	55%	78%	49%	49%	57%	48%	31%	58%	28%	53%	48%	52%	40%
		AP	**	**	*	*	*	*	**	*	**	*	**	*	**
Don't know	1%	0%	3%	-	3%	0%	2%	1%	-	1%	-	1%	-	1%	-
			AQ	**	AU*	*	*	*	**	*	**	*	**	*	**
rvs_q12_6. YouTube Premium															
Unweighted base	127	50	19	1	30	39	13	22	5	41	11	88	7	47	5
Base: All US adults	135	51	18	1	35	40	15	22	7	44	13	91	10	47	6
Yes, I watch it more	40%	28%	42%	-	52%	50%	24%	58%	29%	52%	56%	44%	49%	45%	83%
		*	**	**	**	*	**	**	**	*	**	*	**	*	**
Yes, I watch it less	16%	18%	5%	-	17%	9%	13%	4%	58%	8%	32%	11%	41%	5%	-
		*	**	**	**	*	**	**	**	*	**	*	**	*	**
No, it doesn't have an impact	42%	50%	53%	100%	29%	39%	62%	38%	13%	40%	12%	44%	10%	51%	17%
		*	**	**	**	*	**	**	**	*	**	*	**	*	**
Don't know	2%	4%	-	-	3%	3%	-	-	-	-	-	2%	-	-	-
		*	**	**	**	*	**	**	**	*	**	*	**	*	**
rvs_q12_7. Crackle															
Unweighted base	67	33	13	-	9	16	9	8	2	18	3	47	2	39	2
Base: All US adults	65	31	12	-	9	15	10	7	2	19	3	47	2	40	2
Yes, I watch it more	25%	17%	7%	-	42%	36%	24%	34%	-	35%	33%	28%	100%	24%	52%
		*	**	**	**	**	**	**	**	**	**	*	**	*	**
Yes, I watch it less	17%	20%	14%	-	14%	29%	19%	16%	45%	16%	30%	16%	-	21%	48%
		*	**	**	**	**	**	**	**	**	**	*	**	*	**
No, it doesn't have an impact	56%	63%	69%	-	30%	35%	57%	50%	55%	49%	37%	54%	-	55%	-
		*	**	**	**	**	**	**	**	**	**	*	**	*	**
Don't know	2%	-	10%	-	13%	-	-	-	-	-	-	3%	-	-	-
		*	**	**	**	**	**	**	**	**	**	*	**	*	**
rvs_q12_8. Tubi															
Unweighted base	81	36	19	-	18	17	10	6	1	19	4	49	3	33	3
Base: All US adults	83	36	18	-	19	15	12	5	1	20	4	49	3	32	2
Yes, I watch it more	34%	31%	29%	-	46%	36%	35%	73%	-	56%	26%	41%	50%	41%	37%
		**	**	**	**	**	**	**	**	**	**	*	**	*	**
Yes, I watch it less	8%	11%	4%	-	16%	5%	9%	10%	-	10%	-	4%	50%	6%	-
		**	**	**	**	**	**	**	**	**	**	*	**	*	**
No, it doesn't have an impact	56%	57%	59%	-	32%	54%	56%	17%	100%	34%	74%	51%	-	51%	63%
		**	**	**	**	**	**	**	**	**	**	*	**	*	**
Don't know	2%	2%	7%	-	6%	5%	-	-	-	-	-	4%	-	2%	-
		**	**	**	**	**	**	**	**	**	**	*	**	*	**
rvs_q12_9. Pluto TV															
Unweighted base	111	53	25	1	13	36	12	15	3	33	6	71	5	53	3
Base: All US adults	106	50	24	1	13	33	13	13	3	32	6	67	5	49	3
Yes, I watch it more	34%	31%	24%	-	31%	36%	30%	29%	47%	45%	53%	31%	41%	27%	28%
		*	**	**	**	*	**	**	**	*	**	*	**	*	**
Yes, I watch it less	8%	5%	6%	-	9%	11%	-	25%	-	4%	-	8%	17%	8%	37%
		*	**	**	**	*	**	**	**	*	**	*	**	*	**
No, it doesn't have an impact	55%	60%	64%	100%	44%	51%	70%	41%	53%	47%	47%	57%	41%	63%	35%
		*	**	**	**	*	**	**	**	*	**	*	**	*	**
Don't know	3%	3%	5%	-	17%	2%	-	5%	-	3%	-	4%	-	2%	-

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	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

rvs_q12_10. CBS All Access

Unweighted base	89	42	14	-	10	31	9	12	3	41	6	74	3	57	3
Base: All US adults	85	41	14	-	10	31	8	10	3	39	6	70	3	53	3
Yes, I watch it more	36%	34%	12%	-	52%	39%	62%	49%	-	43%	31%	36%	64%	42%	27%
Yes, I watch it less	6%	8%	-	-	6%	-	-	42%	-	21%	4%	36%	5%	38%	
No, it doesn't have an impact	58%	56%	88%	-	48%	53%	38%	51%	58%	57%	48%	60%	-	53%	35%
Don't know	1%	2%	-	-	2%	-	-	-	-	-	-	-	-	-	-

rvs_q12_11. HBO Now

Unweighted base	117	57	15	-	16	45	12	25	6	47	7	104	5	68	3
Base: All US adults	115	51	15	-	19	41	12	23	7	46	6	98	7	63	4
Yes, I watch it more	48%	48%	18%	-	57%	54%	35%	46%	33%	51%	27%	45%	59%	38%	79%
Yes, I watch it less	5%	4%	-	-	15%	-	-	55%	4%	14%	3%	29%	3%	-	
No, it doesn't have an impact	45%	46%	82%	-	20%	44%	65%	51%	12%	43%	59%	50%	12%	59%	21%
Don't know	2%	2%	-	-	8%	2%	-	3%	-	2%	-	2%	-	-	-

rvs_q12_12. Facebook Watch

Unweighted base	52	25	5	-	18	16	2	9	3	21	7	35	3	23	-
Base: All US adults	60	28	5	-	22	18	3	10	4	25	8	41	4	25	-
Yes, I watch it more	41%	27%	36%	-	61%	45%	-	72%	-	45%	55%	46%	23%	50%	-
Yes, I watch it less	28%	39%	-	-	22%	27%	-	18%	100%	17%	36%	24%	77%	18%	-
No, it doesn't have an impact	30%	33%	64%	-	16%	29%	100%	10%	-	39%	9%	31%	-	32%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_13. Cable TV

Unweighted base	775	442	117	3	377	324	15	52	11	114	23	380	22	160	17
Base: All US adults	758	417	110	3	359	309	23	47	13	117	25	370	26	161	18
Yes, I watch it more	43%	42%	39%	-	50%	41%	20%	61%	24%	38%	39%	47%	32%	47%	32%
Yes, I watch it less	13%	11%	9%	-	9%	10%	32%	17%	51%	18%	15%	12%	39%	8%	30%
No, it doesn't have an impact	43%	47%	50%	61%	40%	48%	48%	21%	26%	43%	45%	40%	30%	45%	39%
Don't know	1%	0%	2%	39%	1%	1%	-	1%	-	1%	-	1%	-	-	-

rvs_q12_14. The Roku Channel

Unweighted base	131	65	30	1	20	44	5	11	5	41	3	91	3	64	1
Base: All US adults	126	58	29	1	20	42	4	10	5	41	3	87	3	61	1
Yes, I watch it more	34%	22%	29%	-	51%	40%	17%	54%	14%	44%	34%	36%	68%	32%	100%
Yes, I watch it less	5%	5%	-	-	6%	4%	-	5%	30%	4%	-	2%	-	3%	-
No, it doesn't have an impact	60%	73%	67%	100%	37%	56%	83%	40%	55%	53%	66%	61%	32%	65%	-

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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
Don't know	1%	-	3%	-	5%	-	-	-	-	-	-	1%	-	-
	*	**	**	**	*	**	**	**	*	**	*	**	*	**

rvs_q12_15. IMDB TV

Unweighted base	34	14	5	-	9	14	2	6	1	14	-	20	2	16	-
Base: All US adults	35	13	6	-	11	14	2	6	2	15	-	19	2	15	-
Yes, I watch it more	48%	27%	40%	-	64%	39%	37%	67%	100%	59%	-	41%	-	48%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I watch it less	12%	14%	-	-	18%	17%	-	14%	-	17%	-	4%	100%	6%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, it doesn't have an impact	34%	54%	38%	-	6%	39%	63%	18%	-	23%	-	44%	-	42%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6%	6%	22%	-	12%	5%	-	-	-	-	-	10%	-	5%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q12_16. Premium cable channels (HBO, Showtime, Starz or Epix)

Unweighted base	386	201	64	1	137	161	20	41	10	84	21	230	15	120	10
Base: All US adults	387	191	63	1	139	157	23	37	13	84	22	220	18	115	11
Yes, I watch it more	36%	31%	29%	-	40%	34%	24%	39%	18%	38%	29%	36%	34%	32%	53%
	*	*	*	**	**	**	**	*	**	*	**	*	**	**	**
Yes, I watch it less	16%	15%	16%	-	14%	11%	24%	12%	50%	12%	39%	9%	50%	7%	23%
	*	*	*	**	**	**	**	*	**	*	**	*	**	**	**
No, it doesn't have an impact	47%	53%	53%	-	43%	54%	44%	46%	31%	46%	33%	53%	16%	59%	25%
	AP	AP*	AP*	**	**	**	**	*	**	*	**	*	**	**	**
Don't know	2%	1%	2%	100%	3%	0%	8%	3%	-	3%	-	2%	-	2%	-
	*	*	*	**	**	**	**	*	**	*	**	*	**	**	**

rvs_q12_17. Sling TV

Unweighted base	59	28	11	-	5	9	6	7	3	23	2	40	5	26	4
Base: All US adults	55	26	10	-	5	7	6	6	4	21	2	38	4	23	3
Yes, I watch it more	41%	47%	29%	-	20%	56%	86%	56%	73%	41%	100%	47%	26%	38%	39%
	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**
Yes, I watch it less	11%	9%	15%	-	41%	11%	-	27%	-	21%	-	4%	43%	14%	-
	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**
No, it doesn't have an impact	47%	44%	56%	-	38%	26%	14%	17%	27%	38%	-	49%	19%	48%	42%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1%	-	-	-	-	8%	-	-	-	-	-	-	12%	-	18%
	**	**	**	**	**	**	**	**	**	**	**	*	**	**	**

rvs_q12_18. AT&T TV Now

Unweighted base	40	17	2	-	9	11	1	10	1	11	4	24	3	16	1
Base: All US adults	40	16	2	-	8	11	1	10	2	11	6	24	2	15	1
Yes, I watch it more	49%	32%	53%	-	91%	62%	-	83%	100%	80%	64%	57%	66%	53%	100%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes, I watch it less	19%	46%	-	-	9%	8%	100%	-	-	-	-	4%	34%	7%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, it doesn't have an impact	33%	22%	47%	-	-	30%	-	17%	-	20%	36%	39%	-	41%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q12_19. YouTube TV

Unweighted base	87	39	15	-	18	25	6	21	3	28	9	63	6	29	7
Base: All US adults	85	35	13	-	21	25	6	21	3	32	9	62	8	29	7
Yes, I watch it more	58%	39%	62%	-	69%	62%	67%	67%	27%	67%	67%	58%	62%	51%	54%
	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**
Yes, I watch it less	16%	19%	-	-	20%	13%	-	9%	41%	14%	33%	13%	31%	7%	31%
	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
							AQ	AR	AS	AT	AU	AV	AW	AX	AY
No, it doesn't have an impact	27%	42%	38%	-	11%	25%	33%	24%	31%	18%	-	29%	7%	41%	15%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_20. Hulu with Live TV															
Unweighted base	48	19	11	-	6	13	4	11	1	20	4	38	-	23	4
Base: All US adults	47	18	9	-	7	12	5	10	1	19	6	35	-	21	4
Yes, I watch it more	42%	30%	48%	-	39%	64%	82%	25%	100%	50%	29%	42%	-	55%	-
Yes, I watch it less	14%	12%	6%	-	44%	6%	-	26%	-	4%	33%	18%	-	10%	47%
No, it doesn't have an impact	43%	55%	46%	-	17%	30%	18%	50%	-	46%	38%	40%	-	31%	53%
Don't know	2%	4%	-	-	-	-	-	-	-	-	-	-	-	4%	-
rvs_q12_21. fubo TV															
Unweighted base	16	4	3	-	6	4	1	5	1	6	2	12	1	12	-
Base: All US adults	16	4	3	-	6	4	1	5	1	7	2	12	1	11	-
Yes, I watch it more	61%	78%	-	-	69%	32%	100%	63%	100%	69%	100%	72%	-	73%	-
Yes, I watch it less	16%	22%	-	-	31%	-	-	-	-	17%	-	7%	100%	5%	-
No, it doesn't have an impact	23%	-	100%	-	-	68%	-	37%	-	14%	-	22%	-	23%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_22. Philo															
Unweighted base	22	11	5	-	3	4	3	2	1	8	2	14	1	9	-
Base: All US adults	22	11	5	-	3	4	4	2	2	9	2	13	1	8	-
Yes, I watch it more	36%	24%	-	-	72%	24%	24%	100%	-	57%	-	29%	100%	12%	-
Yes, I watch it less	9%	12%	-	-	-	-	33%	-	-	9%	60%	16%	-	16%	-
No, it doesn't have an impact	42%	38%	100%	-	-	76%	43%	-	100%	20%	40%	34%	-	61%	-
Don't know	12%	26%	-	-	28%	-	-	-	-	13%	-	21%	-	10%	-
rvs_q12_23. Xumo															
Unweighted base	21	8	3	-	2	9	1	5	1	9	2	13	1	13	1
Base: All US adults	21	9	3	-	1	8	1	4	1	9	2	12	1	12	1
Yes, I watch it more	31%	10%	-	-	64%	44%	100%	23%	-	37%	-	40%	-	34%	-
Yes, I watch it less	15%	15%	-	-	36%	-	-	34%	100%	10%	53%	7%	100%	12%	100%
No, it doesn't have an impact	50%	65%	100%	-	-	45%	-	23%	-	43%	47%	45%	-	47%	-
Don't know	4%	9%	-	-	10%	-	-	21%	-	10%	-	7%	-	7%	-
rvs_q12_24. Vudu															
Unweighted base	78	33	16	-	14	25	8	8	3	29	7	57	3	40	4
Base: All US adults	75	30	15	-	12	25	9	7	3	29	7	56	3	39	4
Yes, I watch it more	35%	25%	19%	-	42%	27%	82%	22%	67%	41%	35%	43%	-	42%	-
Yes, I watch it less	10%	13%	-	-	-	3%	8%	26%	-	12%	-	10%	-	15%	24%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
	*	**	**	**	**	**	**	**	**	**	*	**	*	**	
No, it doesn't have an impact	55%	62%	81%	-	58%	70%	10%	52%	33%	47%	65%	47%	100%	43%	76%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_25. Quibi

Unweighted base	12	4	1	-	4	2	1	5	1	7	1	7	1	8	1
Base: All US adults	13	4	1	-	5	2	1	5	1	8	1	8	1	9	1
Yes, I watch it more	47%	22%	-	-	100%	59%	-	49%	-	68%	-	68%	-	61%	-
Yes, I watch it less	26%	59%	-	-	-	-	-	18%	100%	11%	100%	11%	100%	10%	100%
No, it doesn't have an impact	28%	19%	100%	-	-	41%	100%	33%	-	21%	-	21%	-	29%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_YES_more_count. Coronavirus (COVID-19)

outbreak impact watching - YES, MORE

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	49%	48%	60%	93%	48%	36%	44%	23%	46%	29%	19%	32%	20%	32%	34%
1	18%	19%	16%	-	25%	15%	19%	8%	12%	10%	16%	14%	32%	10%	11%
2	13%	15%	9%	7%	12%	16%	13%	16%	10%	15%	14%	18%	21%	16%	14%
3	10%	9%	9%	-	7%	13%	15%	14%	10%	20%	22%	17%	4%	17%	15%
4	5%	5%	2%	-	4%	8%	5%	12%	-	9%	10%	8%	14%	10%	13%
5	2%	2%	2%	-	2%	5%	3%	6%	13%	7%	4%	4%	6%	6%	-
6	2%	1%	1%	-	1%	4%	0%	6%	-	4%	6%	3%	-	4%	7%
7	0%	0%	1%	-	-	1%	1%	2%	-	1%	2%	1%	-	1%	3%
8	1%	0%	1%	-	0%	1%	1%	2%	-	2%	-	1%	-	1%	-
9	0%	-	-	-	0%	0%	-	1%	9%	-	5%	0%	-	0%	-
10	0%	-	-	-	-	0%	-	2%	-	1%	-	0%	-	0%	-
12	0%	-	0%	-	0%	0%	-	2%	-	0%	2%	0%	2%	-	3%
14	0%	0%	-	-	-	0%	-	1%	-	1%	-	0%	-	1%	-
15	0%	-	-	-	0%	-	-	-	-	1%	-	0%	-	0%	-
16	0%	-	-	-	0%	-	-	2%	-	1%	-	0%	-	0%	-
18	0%	-	-	-	-	0%	-	-	-	1%	-	0%	-	0%	-
25	0%	-	-	-	0%	-	-	1%	-	0%	-	0%	-	0%	-

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
	Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

rvs_q12_YES_less_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	85%	84%	90%	100%	87%	83%	80%	69%	27%	76%	65%	84%	54%	84%	55%
			AP.AQ	**	AV			*	**		*		**		**
1	9%	10%	8%	-	9%	11%	17%	17%	15%	14%	7%	10%	18%	10%	23%
				**	AT		*	*	**		*		**		**
2	3%	3%	3%	-	2%	3%	2%	7%	9%	3%	9%	2%	8%	3%	5%
				**				*	**		*		**		**
3	2%	2%	-	-	1%	3%	1%	-	17%	4%	6%	2%	8%	1%	14%
		AR	**	**			*	*	**		*		**		**
4	0%	0%	0%	-	0%	0%	-	1%	5%	1%	7%	0%	-	1%	-
			**	**			*	*	**		AY*		**		**
5	1%	0%	-	-	1%	0%	-	6%	9%	2%	4%	1%	-	1%	-
			**	**			*	*	**		*		**		**
6	0%	0%	-	-	0%	-	-	-	-	-	-	-	2%	-	-
			**	**			*	*	**		*		**		**
7	0%	0%	-	-	1%	1%	-	-	11%	0%	-	0%	7%	1%	-
			**	**			*	*	**		*		**		**
9	0%	-	-	-	-	-	-	-	7%	-	3%	-	3%	-	4%
			**	**			*	*	**		AY*		**		**

rvs_q12_NO_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	47%	41%	47%	66%	53%	30%	35%	26%	40%	27%	32%	32%	59%	26%	28%
				**	AU.AV			*	**		*		**		**
1	19%	21%	17%	17%	25%	20%	27%	17%	6%	14%	16%	16%	21%	16%	28%
			**	**			*	*	**		*		**		**
2	12%	15%	10%	12%	11%	16%	18%	9%	21%	12%	21%	15%	10%	11%	21%
		AP.AR	**	**	AT	AT	AT	*	**		*		**		**
3	8%	9%	11%	-	6%	11%	8%	14%	-	17%	10%	13%	2%	15%	8%
			**	**	AT	AT	AT	*	**		*		**		**
4	6%	6%	6%	-	3%	11%	7%	13%	17%	12%	11%	10%	4%	11%	9%
			**	**	AT	AT	AT	*	**		*		**		**
5	3%	3%	3%	6%	1%	6%	3%	8%	5%	7%	6%	6%	1%	9%	2%
			**	**	AT	AT	AT	*	**		*		**		**
6	2%	2%	2%	-	0%	3%	2%	6%	-	6%	4%	3%	3%	5%	4%
			**	**	AT	AT	AT	*	**		*		**		**
7	1%	1%	2%	-	1%	1%	-	3%	6%	2%	-	2%	-	3%	-
			**	**			*	*	**		*		**		**
8	1%	0%	2%	-	-	0%	1%	-	-	2%	-	1%	-	2%	-
			**	**	AQ	**	**	*	**		*		**		**
9	0%	1%	1%	-	-	1%	-	1%	5%	1%	-	1%	-	1%	-
			**	**			*	*	**		*		**		**
10	0%	0%	-	-	-	1%	-	-	-	0%	-	0%	-	0%	-
			**	**			*	*	**		*		**		**
12	0%	0%	-	-	-	-	-	1%	-	-	-	0%	-	0%	-
			**	**			*	*	**		*		**		**
14	0%	-	-	-	-	0%	-	1%	-	0%	-	0%	-	0%	-
			**	**			*	*	**		*		**		**

rvs_q12_YES_more_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE (selected options)

Unweighted base	1462	754	268	14	458	366	144	77	15	232	42	704	36	356	29
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu	
		Suburban/Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	52%	50%	62%	93%	49%	38%	47%	23%	51%	30%	24%	33%	25%	32%	34%
		AP,AQ	**	**	AU	**	*	**	*	*	*	**	**	**	**
1	19%	20%	18%	-	30%	16%	17%	9%	17%	12%	16%	15%	35%	11%	18%
			**	**	AU,AV	**	*	**	**	*	*	**	**	**	**
2	13%	15%	8%	7%	11%	17%	15%	18%	5%	18%	12%	21%	18%	18%	8%
		AR	**	**	AT	**	*	**	**	*	*	**	**	**	**
3	10%	10%	7%	-	6%	16%	16%	16%	14%	22%	24%	19%	10%	21%	21%
			**	**	AT	**	*	**	**	*	*	**	**	**	**
4	3%	3%	2%	-	3%	6%	3%	12%	4%	9%	12%	6%	10%	8%	13%
			**	**	AT	**	*	**	**	*	*	**	**	**	**
5	1%	1%	2%	-	0%	4%	1%	9%	-	5%	2%	3%	-	5%	-
			**	**	AT	**	*	**	**	*	*	**	**	**	**
6	1%	0%	1%	-	0%	2%	1%	5%	-	2%	6%	1%	2%	2%	6%
			**	**	AT	**	*	**	**	*	*	**	**	**	**
7	0%	-	-	-	1%	-	-	-	5%	1%	2%	0%	-	1%	-
			**	**	**	**	*	**	**	*	*	**	**	**	**
8	0%	-	-	-	0%	1%	-	4%	4%	1%	2%	1%	-	1%	-
			**	**	**	**	*	**	**	*	*	**	**	**	**
9	0%	-	-	-	0%	-	-	2%	-	1%	-	0%	-	0%	-
			**	**	**	**	*	**	**	*	*	**	**	**	**
10	0%	0%	-	-	-	-	-	1%	-	0%	-	0%	-	0%	-
			**	**	**	**	*	**	**	*	*	**	**	**	**
12	0%	-	-	-	-	0%	-	-	-	1%	-	0%	-	0%	-
			**	**	**	**	*	**	**	*	*	**	**	**	**
15	0%	-	-	-	0%	-	-	1%	-	0%	-	0%	-	0%	-
			**	**	**	**	*	**	**	*	*	**	**	**	**

rvs_q12_YES_less_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS (selected options)

	Unweighted base	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	88%	88%	93%	100%	89%	86%	84%	74%	32%	79%	65%	86%	58%	87%	63%
			AP,AQ	**	**	**	**	*	**	*	*	**	**	**	**
1	9%	9%	6%	-	9%	11%	14%	18%	26%	15%	20%	10%	27%	9%	17%
			**	**	**	**	**	*	**	*	*	**	**	**	**
2	2%	3%	1%	-	0%	2%	2%	5%	9%	3%	8%	2%	4%	3%	9%
			**	**	**	**	**	*	**	*	*	**	**	**	**
3	1%	1%	-	-	-	1%	-	1%	14%	3%	-	1%	-	1%	7%
			**	**	**	AT	**	*	**	*	*	**	**	**	**
4	0%	0%	-	-	1%	-	-	3%	11%	0%	4%	1%	6%	1%	-
			**	**	**	**	**	*	**	*	*	**	**	**	**
5	0%	-	-	-	0%	-	-	-	-	0%	-	-	3%	-	-
			**	**	**	**	**	*	**	*	*	**	**	**	**
8	0%	-	-	-	-	-	-	-	7%	-	3%	-	3%	-	4%
			**	**	**	**	**	*	**	*	AY*	**	**	**	**

rvs_q12_NO_selective_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT (selected options)

	Unweighted base	754	268	14	458	366	144	77	15	232	42	704	36	356	29
Base	1462	729	259	17	437	355	160	70	18	239	46	691	44	350	29
0	52%	47%	52%	66%	59%	36%	44%	32%	40%	34%	34%	38%	66%	33%	35%
			**	**	AU,AV	**	*	**	**	*	*	**	**	**	**
1	21%	25%	19%	17%	28%	21%	23%	16%	16%	12%	21%	17%	20%	15%	24%
		AP	**	**	AU	**	*	**	**	*	*	**	**	**	**
2	12%	14%	11%	18%	9%	17%	18%	13%	16%	15%	24%	17%	7%	16%	23%

YouGov RealTime
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Total	Type of Area Lived in			Subscriber status			Pandemic Subscriptions - Apple TV+		Pandemic Subscriptions - Disney+		Pandemic Subscriptions - Netflix		Pandemic Subscriptions - Hulu		
	Suburban/ Town	Rural	Other	Only paid TV	Paid TV and streaming	Streaming only	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	
			**		AT	AT	*	**		*		**		**	
3	8%	7%	10%	-	3%	13%	6%	16%	13%	16%	14%	14%	2%	15%	8%
			**		AT.AV	AT	*	**	**	*	*	**	**	**	
4	4%	5%	4%	-	1%	9%	5%	13%	11%	14%	6%	8%	6%	11%	10%
			**		AT	AT	*	**	**	*	*	**	**	**	
5	2%	2%	3%	-	1%	3%	3%	6%	-	7%	-	4%	-	8%	-
			**		AT	AT	*	**	**	*	*	**	**	**	
6	1%	1%	1%	-	-	1%	-	3%	5%	2%	-	1%	-	1%	-
			**				*	**	**	*	*	**	**	**	
7	0%	0%	0%	-	-	1%	-	1%	-	0%	-	0%	-	1%	-
			**				*	**	**	*	*	**	**	**	
9	0%	-	-	-	-	0%	-	1%	-	0%	-	0%	-	0%	-
			**				*	**	**	*	*	**	**	**	

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base: All US Adults	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
I currently only subscribe to a cable/satellite TV	30%	17%	22%	27%	23%	14%	17%	19%	38%	11%	25%	11%	11%	17%	17%
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	21%	31%	17%	31%	30%	45%	56%	41%	31%	45%	26%	39%	56%	35%	44%
I have both streaming services and a paid cable/satellite TV subscription	24%	37%	42%	25%	44%	23%	28%	20%	15%	28%	49%	40%	25%	36%	34%
I have only subscribed to streaming services and have never paid for TV	11%	14%	12%	14%	3%	17%	-	16%	11%	14%	-	10%	9%	12%	5%
I have never subscribed to streaming services or TV	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6%	1%	7%	3%	-	-	-	5%	6%	2%	-	-	-	-	-

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base: All US Adults	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
Apple TV+	7%	12%	5%	20%	30%	16%	-	9%	3%	13%	27%	9%	9%	31%	38%
Disney+	22%	35%	39%	46%	34%	35%	43%	35%	30%	38%	41%	52%	65%	53%	24%
Netflix	58%	81%	71%	76%	82%	82%	70%	70%	81%	76%	62%	87%	92%	97%	81%
Hulu	31%	49%	49%	47%	34%	65%	87%	55%	43%	59%	39%	71%	63%	65%	54%
Amazon Prime	45%	100%	100%	67%	58%	71%	71%	65%	56%	67%	44%	70%	96%	84%	76%
YouTube	43%	54%	54%	100%	100%	71%	74%	68%	52%	70%	35%	57%	69%	65%	70%
Crackle	6%	8%	6%	18%	3%	100%	100%	43%	15%	42%	18%	14%	15%	11%	6%
Tubi	8%	9%	13%	17%	6%	47%	54%	100%	100%	37%	28%	11%	12%	9%	11%
Pluto TV	10%	13%	14%	16%	6%	64%	43%	53%	29%	100%	100%	29%	23%	22%	16%
CBS All Access	8%	14%	11%	20%	10%	21%	13%	11%	22%	22%	13%	100%	100%	22%	31%
HBO Now	11%	20%	23%	28%	17%	23%	13%	11%	5%	19%	21%	26%	50%	100%	100%
Facebook Watch	7%	8%	18%	25%	30%	28%	-	16%	22%	17%	32%	19%	11%	10%	15%
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Roku Channel	11%	16%	16%	20%	9%	45%	28%	51%	19%	44%	23%	33%	14%	27%	18%
IMDB TV	3%	6%	7%	9%	4%	27%	13%	22%	9%	14%	29%	7%	15%	10%	15%

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sling TV	5%	8%	13%	13%	3%	25%	29%	25%	17%	21%	24%	23%	19%	18%	11%
AT&T TV Now	4%	4%	18%	11%	13%	11%	-	7%	4%	6%	37%	15%	12%	9%	16%
YouTube TV	9%	11%	28%	32%	33%	16%	15%	19%	23%	13%	25%	14%	16%	21%	8%
Hulu with Live TV	5%	8%	11%	12%	19%	10%	-	7%	10%	6%	5%	18%	10%	14%	6%
fubo TV	2%	3%	4%	8%	3%	10%	-	9%	-	6%	8%	6%	6%	8%	-
Philo	2%	4%	-	9%	3%	15%	55%	16%	14%	15%	5%	10%	9%	7%	6%
Xumo	2%	3%	-	9%	-	15%	15%	19%	-	14%	-	9%	-	5%	5%
Vudu	7%	10%	14%	16%	3%	47%	14%	37%	15%	28%	22%	26%	29%	16%	15%
Quibi	1%	2%	-	8%	-	12%	-	9%	-	2%	-	8%	5%	4%	6%
Other	8%	4%	11%	8%	10%	9%	13%	9%	7%	11%	-	10%	4%	5%	-
Don't know	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	23%	6%	6%	3%	12%	-	-	1%	5%	-	13%	-	-	-	-
2	16%	14%	5%	7%	11%	-	-	12%	-	1%	8%	1%	3%	1%	7%
3	13%	19%	16%	19%	15%	-	-	2%	13%	6%	6%	14%	-	9%	7%
4	10%	14%	15%	13%	17%	9%	17%	7%	-	11%	8%	9%	9%	9%	18%
5	9%	16%	18%	14%	10%	13%	14%	6%	45%	12%	10%	14%	8%	16%	22%
6	6%	12%	7%	8%	7%	11%	-	15%	6%	13%	8%	10%	13%	18%	17%
7	3%	5%	21%	9%	7%	11%	13%	12%	5%	13%	-	16%	25%	14%	10%
8	2%	4%	6%	6%	-	14%	13%	8%	13%	13%	10%	7%	13%	13%	-
9	1%	3%	-	3%	10%	8%	15%	8%	4%	8%	12%	4%	3%	2%	-
10	1%	2%	3%	2%	7%	4%	28%	8%	10%	6%	11%	6%	14%	5%	5%
11	1%	2%	-	3%	3%	11%	-	6%	-	6%	-	3%	-	2%	-
12	0%	0%	4%	4%	-	4%	-	3%	-	3%	13%	5%	11%	2%	6%

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
YouTube TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hulu with Live TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
fubo TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	1%	1%	4%	5%	-	8%	14%	6%	7%	2%	-	3%	-	3%
Other	4%	5%	4%	3%	3%	5%	13%	18%	-	6%	-	9%	-	5%
Not applicable - I do not currently pay for any video streaming services	31%	6%	6%	7%	4%	2%	-	4%	10%	13%	13%	1%	-	2%

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	31%	6%	6%	7%	4%	2%	-	4%	10%	13%	1%	1%	-	2%	-
1	26%	20%	29%	13%	26%	29%	17%	33%	28%	23%	18%	7%	5%	5%	31%
2	19%	27%	17%	22%	19%	19%	29%	29%	16%	21%	14%	13%	3%	12%	4%
3	13%	23%	29%	23%	9%	21%	27%	18%	9%	15%	14%	29%	23%	30%	21%
4	7%	15%	12%	14%	23%	19%	13%	9%	31%	17%	5%	23%	24%	21%	24%
5	2%	6%	3%	7%	16%	-	15%	-	5%	4%	17%	16%	24%	15%	15%
6	1%	2%	-	6%	-	2%	-	-	-	2%	10%	4%	15%	7%	4%
7	0%	1%	4%	2%	4%	-	-	-	-	2%	8%	3%	6%	3%	-
8	0%	1%	-	2%	-	1%	-	1%	-	2%	-	3%	-	3%	-
9	0%	1%	-	5%	-	8%	-	6%	-	1%	-	1%	-	2%	-

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base: All US Adults	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
Very likely	9%	9%	23%	24%	26%	18%	31%	18%	46%	12%	52%	10%	11%	19%	43%
Somewhat likely	14%	16%	29%	27%	13%	20%	13%	13%	21%	19%	16%	16%	28%	24%	17%
Somewhat unlikely	16%	21%	13%	13%	37%	26%	28%	20%	22%	23%	13%	22%	40%	19%	20%

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
Very unlikely	51%	45%	21%	27%	17%	20%	14%	44%	6%	32%	13%	43%	17%	33%	20%
Don't know	11%	8%	13%	9%	6%	17%	13%	5%	5%	14%	6%	9%	5%	5%	-

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

Unweighted base	112	71	1	21	7	10	-	7	1	14	4	17	2	30	6
Base: All US Adults	108	64	1	21	9	9	-	6	1	12	4	15	2	30	7
0 - Very dissatisfied	4%	1%	-	-	-	-	-	-	-	-	-	-	-	7%	-
1	2%	4%	-	4%	-	10%	-	15%	-	14%	-	6%	-	-	-
2	8%	4%	-	-	-	-	-	-	-	-	-	6%	-	-	-
3	21%	22%	100%	26%	22%	18%	-	10%	-	14%	-	33%	51%	19%	-
4	24%	23%	-	11%	46%	24%	-	20%	100%	16%	-	11%	49%	15%	62%
5 - Very satisfied	33%	34%	-	59%	32%	48%	-	54%	-	47%	100%	27%	-	47%	24%
No opinion	8%	11%	-	-	-	-	-	-	-	9%	-	18%	-	13%	14%

rvs_q5_2. Disney+

Unweighted base	308	190	9	44	10	20	3	22	5	36	6	35	14	51	5
Base: All US Adults	319	191	12	49	10	21	3	23	5	35	6	33	14	51	5
0 - Very dissatisfied	2%	0%	10%	-	-	-	-	-	-	-	-	-	7%	-	20%
1	1%	1%	-	-	-	-	-	-	-	3%	-	-	-	-	-
2	7%	7%	18%	9%	-	5%	-	4%	-	8%	-	6%	-	6%	22%
3	17%	16%	19%	11%	18%	20%	66%	13%	31%	18%	56%	14%	33%	19%	-
4	27%	28%	24%	34%	29%	24%	34%	34%	33%	25%	30%	30%	54%	33%	38%
5 - Very satisfied	44%	44%	29%	46%	45%	47%	-	49%	36%	43%	14%	47%	7%	39%	19%
No opinion	4%	3%	-	-	8%	5%	-	-	-	3%	-	3%	-	3%	-

rvs_q5_3. Netflix

Unweighted base	845	462	20	75	23	48	5	45	14	73	9	59	20	97	15
Base: All US Adults	843	446	22	81	23	48	4	45	14	69	9	56	19	93	15
0 - Very dissatisfied	2%	1%	-	-	-	-	-	2%	-	-	-	-	-	-	-
1	2%	1%	5%	1%	8%	2%	-	2%	-	1%	-	3%	-	1%	-
2	3%	3%	5%	5%	-	2%	19%	6%	-	3%	-	4%	-	-	-
3	14%	14%	5%	10%	12%	11%	19%	6%	6%	13%	-	21%	16%	8%	13%

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	Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
4	29%	28%	22%	25%	25%	38%	22%	35%	22%	42%	25%	30%	37%	25%	30%
5 - Very satisfied	49%	52%	63%	58%	56%	47%	40%	48%	72%	41%	75%	41%	47%	66%	57%
No opinion	2%	2%	-	1%	-	-	-	-	-	-	-	2%	-	-	-

rsv_q5_4. Hulu

Unweighted base	461	276	14	48	11	37	6	35	8	57	6	49	14	66	11
Base: All US Adults	455	269	15	50	10	38	5	36	8	54	6	46	13	63	10
0 - Very dissatisfied	2%	0%	4%	-	-	-	-	-	-	-	-	-	-	-	-
1	1%	1%	5%	-	-	-	-	-	7%	1%	-	-	-	2%	7%
2	5%	4%	-	6%	8%	3%	-	11%	-	4%	-	3%	-	5%	-
3	23%	25%	7%	28%	25%	14%	31%	23%	20%	29%	16%	25%	28%	20%	10%
4	32%	34%	48%	29%	49%	44%	50%	22%	23%	36%	51%	30%	58%	42%	44%
5 - Very satisfied	35%	33%	36%	37%	18%	39%	19%	44%	39%	29%	33%	38%	14%	32%	38%
No opinion	3%	2%	-	-	-	-	-	-	11%	-	-	4%	-	-	-

rsv_q5_5. Amazon Prime

Unweighted base	675	577	27	68	17	42	5	42	9	66	7	47	21	85	15
Base: All US Adults	655	552	31	72	16	41	4	42	10	61	7	45	20	81	14
0 - Very dissatisfied	2%	1%	7%	4%	5%	-	-	-	-	-	-	2%	-	1%	-
1	2%	1%	10%	1%	-	-	19%	2%	-	-	-	-	-	-	-
2	6%	5%	7%	3%	14%	7%	-	9%	-	5%	18%	5%	10%	7%	6%
3	20%	20%	16%	15%	-	8%	19%	8%	8%	19%	-	10%	28%	18%	15%
4	32%	32%	34%	26%	34%	34%	21%	27%	16%	30%	43%	32%	39%	33%	39%
5 - Very satisfied	35%	39%	22%	47%	48%	51%	41%	53%	64%	45%	39%	47%	22%	40%	40%
No opinion	3%	2%	4%	3%	-	-	-	-	12%	2%	-	4%	-	-	-

rsv_q5_6. YouTube Premium

Unweighted base	623	308	13	100	27	42	5	44	9	67	5	39	15	65	12
Base: All US Adults	625	300	17	106	28	42	5	45	9	64	5	37	14	63	13
0 - Very dissatisfied	2%	2%	-	-	3%	-	-	-	-	2%	-	2%	-	1%	-
1	2%	2%	7%	2%	15%	2%	-	4%	-	1%	-	2%	-	2%	-
2	5%	4%	-	3%	4%	2%	-	5%	-	4%	-	11%	-	6%	18%
3	12%	13%	-	14%	13%	4%	18%	13%	33%	6%	-	14%	6%	7%	14%
4	11%	8%	44%	18%	38%	24%	39%	8%	23%	14%	40%	10%	6%	15%	22%
5 - Very satisfied	17%	20%	-	59%	21%	25%	22%	26%	18%	19%	31%	25%	15%	30%	15%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
No opinion	51%	52%	49%	3%	6%	43%	21%	44%	26%	54%	29%	36%	72%	39%	31%

rvs_q5_7. Crackle

Unweighted base	82	47	2	16	1	60	7	29	3	41	3	10	3	11	1
Base: All US Adults	81	46	2	19	1	59	6	28	3	38	3	9	3	10	1
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	5%	1%	-	7%	-	3%	-	2%	-	5%	-	20%	-	6%	-
2	15%	14%	-	26%	-	9%	17%	6%	-	9%	-	9%	40%	-	-
3	23%	17%	54%	4%	-	21%	55%	27%	31%	27%	30%	-	26%	29%	-
4	29%	30%	46%	25%	100%	34%	28%	31%	69%	39%	35%	35%	-	46%	-
5 - Very satisfied	24%	30%	-	32%	-	30%	-	34%	-	20%	35%	36%	34%	20%	100%
No opinion	4%	7%	-	5%	-	2%	-	-	-	-	-	-	-	-	-

rvs_q5_8. Tubi

Unweighted base	108	52	4	17	2	28	4	64	17	36	4	8	3	10	2
Base: All US Adults	111	50	4	18	2	27	3	65	17	34	4	7	3	9	2
0 - Very dissatisfied	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	4%	8%	-	-	-	-	-	-	17%	-	-	15%	-	-	-
2	4%	4%	22%	6%	-	-	-	3%	-	5%	-	-	-	-	-
3	30%	35%	-	10%	-	20%	48%	32%	28%	34%	19%	51%	58%	40%	46%
4	27%	22%	22%	35%	51%	38%	52%	33%	26%	38%	44%	-	-	19%	-
5 - Very satisfied	31%	30%	55%	49%	49%	42%	-	31%	29%	23%	37%	35%	42%	41%	54%
No opinion	2%	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-

rvs_q5_9. Pluto TV

Unweighted base	143	77	4	17	2	40	3	35	5	97	14	20	5	23	3
Base: All US Adults	140	69	4	17	2	38	3	34	5	91	15	19	5	21	3
0 - Very dissatisfied	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
1	6%	4%	-	-	-	2%	-	2%	-	3%	-	3%	-	8%	-
2	8%	7%	-	-	-	11%	-	12%	18%	9%	-	-	-	6%	-
3	27%	26%	54%	30%	-	13%	66%	25%	33%	27%	28%	29%	78%	31%	-
4	21%	15%	21%	15%	51%	26%	34%	22%	18%	19%	33%	15%	-	12%	-
5 - Very satisfied	32%	37%	25%	54%	49%	47%	-	40%	31%	34%	33%	43%	22%	44%	66%
No opinion	6%	9%	-	-	-	2%	-	-	-	7%	7%	10%	-	-	34%

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US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR

rvs_q5_10. CBS All Access

Unweighted base	118	78	3	21	3	13	1	9	4	21	2	67	22	23	6
Base: All US Adults	114	76	3	21	3	12	1	7	4	20	2	64	21	21	6
0 - Very dissatisfied	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	4%	3%	-	4%	-	9%	-	14%	-	11%	-	1%	-	-	-
	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**
2	12%	15%	36%	14%	-	8%	-	12%	-	5%	59%	13%	12%	8%	-
	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**
3	29%	31%	33%	21%	28%	-	-	19%	52%	4%	-	20%	35%	21%	34%
	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**
4	26%	25%	32%	26%	72%	42%	-	19%	-	41%	-	25%	36%	23%	48%
	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**
5 - Very satisfied	25%	26%	-	28%	-	41%	100%	35%	48%	40%	41%	37%	17%	48%	18%
	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**
No opinion	3%	-	-	6%	-	-	-	-	-	-	-	4%	-	-	-
	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**

rvs_q5_11. HBO Now

Unweighted base	156	115	6	29	4	13	1	8	1	20	3	18	11	99	18
Base: All US Adults	154	109	7	30	5	13	1	7	1	17	3	17	10	96	19
0 - Very dissatisfied	0%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**
1	3%	1%	-	4%	-	-	-	-	-	-	-	7%	-	1%	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**
2	5%	4%	14%	-	-	-	-	-	-	-	-	-	9%	5%	7%
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**
3	19%	21%	17%	20%	17%	15%	-	-	-	19%	-	28%	30%	14%	21%
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**
4	28%	29%	28%	20%	64%	7%	100%	-	100%	10%	26%	16%	42%	27%	48%
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**
5 - Very satisfied	38%	41%	29%	56%	19%	72%	-	90%	-	61%	74%	49%	20%	52%	20%
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**
No opinion	6%	3%	12%	-	-	6%	-	10%	-	10%	-	-	-	2%	4%
	**	**	**	**	**	**	**	**	**	**	**	**	**	*	**

rvs_q5_12. Facebook Watch

Unweighted base	91	44	4	22	7	14	-	10	3	15	4	11	2	10	2
Base: All US Adults	99	46	5	27	9	16	-	11	4	15	5	12	2	9	3
0 - Very dissatisfied	5%	4%	-	3%	-	-	-	8%	-	-	-	-	-	-	-
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	2%	2%	20%	3%	13%	6%	-	9%	-	6%	-	8%	-	-	-
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	9%	10%	-	-	-	12%	-	20%	-	21%	-	-	-	11%	-
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	22%	19%	21%	16%	10%	6%	-	-	35%	14%	24%	11%	53%	8%	-
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	26%	28%	19%	30%	45%	29%	-	17%	25%	30%	25%	45%	47%	19%	100%
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 - Very satisfied	28%	32%	-	40%	32%	47%	-	46%	40%	24%	50%	36%	-	54%	-
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No opinion	8%	4%	39%	8%	-	-	-	-	-	5%	-	-	-	8%	-
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q5_20. Hulu with Live TV

Unweighted base	74	49	2	12	5	6	-	5	2	6	1	13	2	15	1
Base: All US Adults	71	46	3	12	5	6	-	5	2	5	1	11	2	13	1

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
0 - Very dissatisfied	5%	-	-	-	-	-	-	-	-	-	-	-	-	-
1	5%	2%	65%	17%	-	-	-	31%	-	-	-	-	-	-
2	7%	8%	-	7%	-	11%	-	14%	-	12%	-	13%	-	11%
3	22%	23%	-	16%	50%	14%	-	22%	-	33%	-	39%	100%	21%
4	25%	26%	-	14%	16%	28%	-	-	-	36%	-	23%	-	27%
5 - Very satisfied	29%	35%	-	45%	34%	47%	-	40%	-	18%	100%	25%	-	41%
No opinion	7%	6%	35%	-	-	-	-	23%	69%	-	-	-	-	-

rvs_q5_25. Quibi

Unweighted base	13	9	-	7	-	6	-	5	-	2	-	5	1	4	1
Base: All US Adults	14	10	-	8	-	7	-	6	-	2	-	5	1	4	1
0 - Very dissatisfied	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	13%	7%	-	14%	-	-	-	-	-	-	-	37%	-	-	-
3	9%	14%	-	16%	-	-	-	-	-	-	-	26%	-	33%	-
4	13%	10%	-	11%	-	27%	-	-	-	-	-	-	-	23%	-
5 - Very satisfied	40%	59%	-	59%	-	58%	-	82%	-	47%	-	18%	-	44%	-
No opinion	14%	11%	-	-	-	15%	-	18%	-	53%	-	19%	100%	-	100%

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base: All US Adults	1349	552	31	106	28	59	6	65	17	91	15	64	21	96	19

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base	1349	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	24%	6%	3%	3%	-	4%	-	10%	10%	14%	7%	-	-	4%	-
1-20	36%	34%	49%	29%	34%	32%	59%	42%	43%	31%	53%	20%	12%	19%	37%
21-40	20%	31%	21%	28%	10%	32%	-	25%	11%	24%	16%	37%	37%	27%	15%
41-60	9%	13%	5%	15%	15%	10%	41%	12%	32%	13%	11%	15%	31%	18%	20%
61+	11%	15%	22%	24%	41%	21%	-	12%	5%	19%	13%	28%	20%	33%	28%
Mean Incl. 0	27.89	37.72	54.50	55.82	53.30	45.80	28.98	36.33	25.80	39.29	37.67	57.68	55.39	63.01	56.52

YouGov RealTime
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US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
Philo	-	-	**	*	**	*	**	*	**	*	**	*	**	*	**
Xumo	-	-	**	*	**	*	**	*	**	*	**	*	**	*	**
Vudu	-	-	**	*	**	*	**	*	**	*	**	*	**	*	**
Quibi	-	-	**	*	**	*	**	*	**	*	**	*	**	*	**
Other	4%	5%	4%	6%	-	6%	43%	8%	10%	10%	13%	8%	12%	4%	5%
Not applicable - I don't think any of these are "must-have" services	33%	19%	4%	12%	3%	6%	-	22%	10%	15%	-	15%	-	4%	-

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services were you already subscribed to prior to the outbreak, and which did you subscribe to in the past month (i.e., since Spasday Spastmonth Spastyear)? Please select the option that best applies on each row.

rvs_q11_1a_1. Apple TV+

Unweighted base	109	71	1	21	7	10	-	7	1	14	4	17	2	30	6
Base: All US adults	106	64	1	21	9	9	-	6	1	12	4	15	2	30	7
Already subscribed to prior to outbreak	67%	79%	-	75%	66%	80%	-	88%	-	85%	63%	61%	51%	64%	59%
Subscribed to in the last 30 days	17%	9%	100%	19%	34%	20%	-	12%	-	15%	37%	19%	-	14%	41%
Not applicable - I am not subscribed to this service	14%	10%	-	6%	-	-	-	100%	-	-	-	20%	49%	17%	-
Don't know	2%	2%	-	-	-	-	-	-	-	-	-	-	-	4%	-

rvs_q11_1a_2. Disney+

Unweighted base	301	190	9	44	10	20	3	22	5	36	6	35	14	51	5
Base: All US adults	312	191	12	49	10	21	3	23	5	35	6	33	14	51	5
Already subscribed to prior to outbreak	76%	81%	51%	81%	46%	81%	66%	74%	52%	77%	71%	83%	86%	84%	81%
Subscribed to in the last 30 days	15%	12%	49%	16%	54%	9%	34%	12%	17%	11%	29%	11%	14%	12%	-
Not applicable - I am not subscribed to this service	8%	7%	-	3%	-	5%	-	14%	31%	9%	-	3%	-	4%	19%
Don't know	1%	-	-	-	-	5%	-	-	-	3%	-	3%	-	-	-

rvs_q11_1a_3. Netflix

Unweighted base	820	462	20	75	23	48	5	45	14	73	9	59	20	97	15
Base: All US adults	814	446	22	81	23	48	4	45	14	69	9	56	19	93	15
Already subscribed to prior to outbreak	85%	91%	74%	92%	75%	91%	79%	87%	64%	88%	65%	93%	94%	92%	81%
Subscribed to in the last 30 days	5%	1%	26%	6%	22%	2%	21%	-	23%	3%	35%	4%	6%	5%	13%
Not applicable - I am not subscribed to this service	8%	8%	-	2%	3%	7%	-	13%	13%	9%	-	3%	-	3%	6%
Don't know	1%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_4. Hulu

Unweighted base	451	276	14	48	11	37	6	35	8	57	6	49	14	66	11
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
Base: All US adults	445	269	15	50	10	38	5	36	8	54	6	46	13	63	10
Already subscribed to prior to outbreak	79%	86%	44%	83%	54%	95%	67%	78%	61%	88%	27%	89%	94%	87%	89%
Subscribed to in the last 30 days	7%	4%	51%	6%	28%	-	33%	3%	19%	-	57%	5%	6%	5%	11%
Not applicable - I am not subscribed to this service	13%	9%	4%	10%	8%	5%	-	19%	20%	12%	16%	6%	-	7%	-
Don't know	2%	1%	-	-	9%	-	-	-	-	-	-	-	-	2%	-
rvs_q11_1a_5. Amazon Prime															
Unweighted base	660	577	27	68	17	42	5	42	9	66	7	47	21	85	15
Base: All US adults	639	552	31	72	16	41	4	42	10	61	7	45	20	81	14
Already subscribed to prior to outbreak	86%	100%	-	87%	81%	91%	60%	77%	79%	87%	51%	94%	84%	95%	86%
Subscribed to in the last 30 days	5%	-	100%	6%	19%	3%	21%	3%	21%	2%	49%	2%	11%	4%	14%
Not applicable - I am not subscribed to this service	7%	-	-	7%	-	4%	19%	19%	-	9%	-	4%	5%	1%	-
Don't know	2%	-	-	-	-	2%	-	2%	-	2%	-	-	-	-	-
rvs_q11_1a_6. YouTube Premium															
Unweighted base	579	308	13	100	27	42	5	44	9	67	5	39	15	65	12
Base: All US adults	577	300	17	106	28	42	5	45	9	64	5	37	14	63	13
Already subscribed to prior to outbreak	18%	21%	25%	100%	-	30%	40%	32%	25%	21%	14%	43%	21%	37%	13%
Subscribed to in the last 30 days	5%	4%	18%	-	100%	-	20%	-	10%	-	34%	5%	7%	4%	15%
Not applicable - I am not subscribed to this service	72%	71%	56%	-	-	68%	40%	63%	65%	77%	51%	52%	72%	59%	63%
Don't know	5%	4%	-	-	-	2%	-	4%	-	1%	-	-	-	-	9%
rvs_q11_1a_7. Crackle															
Unweighted base	82	47	2	16	1	60	7	29	3	41	3	10	3	11	1
Base: All US adults	81	46	2	19	1	59	6	28	3	38	3	9	3	10	1
Already subscribed to prior to outbreak	73%	82%	54%	67%	-	100%	-	97%	-	95%	35%	100%	34%	92%	100%
Subscribed to in the last 30 days	8%	6%	46%	10%	100%	-	100%	3%	100%	2%	65%	-	26%	8%	-
Not applicable - I am not subscribed to this service	16%	12%	-	23%	-	-	-	-	-	2%	-	-	40%	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q11_1a_8. Tubi															
Unweighted base	106	52	4	17	2	28	4	64	17	36	4	8	3	10	2
Base: All US adults	109	50	4	18	2	27	3	65	17	34	4	7	3	9	2
Already subscribed to prior to outbreak	60%	64%	26%	82%	-	100%	24%	100%	-	87%	22%	52%	69%	62%	54%
Subscribed to in the last 30 days	16%	15%	51%	13%	51%	-	76%	-	100%	2%	78%	34%	31%	9%	-
Not applicable - I am not subscribed to this service	20%	17%	22%	5%	-	-	-	-	-	10%	-	14%	-	28%	46%
Don't know	4%	3%	-	-	49%	-	-	-	-	-	-	-	-	-	-
rvs_q11_1a_9. Pluto TV															

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
Unweighted base	139	77	4	17	2	40	3	35	5	97	14	20	5	23	3
Base: All US adults	135	69	4	17	2	38	3	34	5	91	15	19	5	21	3
Already subscribed to prior to outbreak	68%	77%	25%	78%	-	98%	36%	86%	17%	100%	-	75%	22%	62%	69%
Subscribed to in the last 30 days	11%	5%	75%	4%	100%	2%	64%	3%	65%	-	100%	-	40%	15%	-
Not applicable - I am not subscribed to this service	20%	15%	-	18%	-	-	-	11%	18%	-	-	21%	38%	23%	31%
Don't know	2%	3%	-	-	-	-	-	-	-	-	-	3%	-	-	-
rvs_q11_1a_10. CBS All Access															
Unweighted base	117	78	3	21	3	13	1	9	4	21	2	67	22	23	6
Base: All US adults	113	76	3	21	3	12	1	7	4	20	2	64	21	21	6
Already subscribed to prior to outbreak	57%	56%	33%	74%	64%	77%	-	50%	63%	71%	-	100%	-	57%	32%
Subscribed to in the last 30 days	18%	22%	67%	14%	36%	9%	100%	23%	21%	5%	100%	-	100%	30%	34%
Not applicable - I am not subscribed to this service	22%	22%	-	11%	-	14%	-	26%	17%	24%	-	-	-	13%	34%
Don't know	3%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q11_1a_11. HBO Now															
Unweighted base	155	115	6	29	4	13	1	8	1	20	3	18	11	99	18
Base: All US adults	153	109	7	30	5	13	1	7	1	17	3	17	10	96	19
Already subscribed to prior to outbreak	63%	71%	41%	77%	58%	72%	100%	75%	100%	74%	100%	71%	60%	100%	-
Subscribed to in the last 30 days	12%	11%	28%	6%	42%	8%	-	15%	-	12%	-	11%	19%	-	100%
Not applicable - I am not subscribed to this service	23%	15%	30%	13%	-	20%	-	10%	-	14%	-	18%	20%	-	-
Don't know	2%	3%	-	4%	-	-	-	-	-	-	-	-	-	-	-
rvs_q11_1a_12. Facebook Watch															
Unweighted base	88	44	4	22	7	14	-	10	3	15	4	11	2	10	2
Base: All US adults	96	46	5	27	9	16	-	11	4	15	5	12	2	9	3
Already subscribed to prior to outbreak	46%	59%	59%	69%	54%	77%	-	72%	40%	76%	32%	66%	47%	73%	-
Subscribed to in the last 30 days	16%	9%	-	13%	34%	11%	-	-	60%	-	18%	18%	-	27%	100%
Not applicable - I am not subscribed to this service	29%	23%	41%	18%	13%	12%	-	28%	-	24%	50%	16%	53%	-	-
Don't know	9%	9%	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q11_1a_13. Cable TV															
Unweighted base	1358	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base: All US adults	1349	552	31	106	28	59	6	65	17	91	15	64	21	96	19
Already subscribed to prior to outbreak	52%	53%	38%	48%	55%	38%	29%	39%	32%	40%	75%	50%	30%	49%	42%
Subscribed to in the last 30 days	5%	1%	30%	10%	15%	-	28%	10%	22%	2%	17%	6%	-	4%	22%
Not applicable - I am not subscribed to this service	40%	45%	28%	41%	31%	62%	43%	51%	39%	58%	8%	44%	70%	47%	35%
Don't know	4%	1%	4%	-	-	-	-	-	7%	-	-	-	-	-	-

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
7	1%	1%	-	4%	-	6%	-	4%	-	1%	-	4%	-	6%
8	0%	1%	-	4%	4%	1%	-	1%	-	3%	5%	5%	-	5%
9	0%	1%	-	3%	-	3%	-	2%	-	-	-	2%	-	1%
13	0%	0%	-	2%	-	2%	-	1%	-	-	-	-	-	2%
15	0%	0%	-	1%	-	2%	-	1%	-	1%	-	1%	-	1%

rvs_q11_1a_BB_selective_count. How many of the following entertainment services have you subscribed to in the last 30 days? (selected options)

Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	84%	85%	-	77%	50%	83%	30%	74%	44%	83%	31%	78%	-	76%	-
1	11%	11%	40%	10%	14%	13%	14%	20%	39%	12%	26%	10%	57%	9%	41%
2	3%	3%	18%	5%	13%	3%	42%	4%	5%	2%	21%	5%	32%	9%	27%
3	1%	1%	28%	5%	17%	-	-	-	4%	2%	16%	4%	6%	3%	27%
4	0%	0%	12%	2%	3%	2%	-	2%	3%	1%	-	1%	5%	2%	6%
6	0%	-	3%	1%	3%	-	15%	-	5%	-	6%	2%	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services do expect to subscribe to in the next month and which do you never expect to subscribe to? Please select the option that best applies on each row.

rvs_q11_2b_1. Apple TV+

Unweighted base	1350	506	26	79	20	50	7	57	16	83	10	50	20	69	12
Base: All US adults	1354	488	29	85	20	49	6	59	17	80	11	49	19	67	12
Expect to subscribe to in the next 30 days	4%	3%	8%	9%	9%	7%	27%	7%	13%	3%	11%	5%	11%	4%	20%
Don't expect to subscribe to ever	78%	80%	73%	75%	72%	76%	45%	72%	62%	80%	71%	75%	81%	71%	65%
Don't know	18%	17%	19%	16%	18%	16%	28%	21%	26%	17%	18%	20%	8%	24%	16%

rvs_q11_2b_2. Disney+

Unweighted base	1154	387	18	56	17	40	4	42	12	61	8	32	8	48	13
Base: All US adults	1143	361	19	57	19	38	4	43	12	56	9	31	7	46	14
Expect to subscribe to in the next 30 days	8%	8%	11%	11%	26%	4%	-	2%	18%	5%	14%	10%	14%	13%	21%
Don't expect to subscribe to ever	70%	71%	66%	59%	58%	68%	48%	81%	76%	71%	64%	64%	75%	52%	71%
Don't know	22%	22%	22%	31%	16%	28%	52%	16%	7%	24%	22%	26%	11%	35%	8%

rvs_q11_2b_3. Netflix

Unweighted base	617	115	7	25	4	12	2	19	3	24	5	8	2	2	3
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	Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
	619	106	9	26	5	10	2	20	3	22	6	9	2	3	4
Base: All US adults	13%	9%	16%	21%	28%	-	45%	16%	65%	4%	-	26%	-	-	35%
Expect to subscribe to in the next 30 days	13%	9%	16%	21%	28%	-	45%	16%	65%	4%	-	26%	-	-	35%
Don't expect to subscribe to ever	62%	63%	61%	56%	52%	90%	-	69%	-	78%	100%	68%	62%	100%	65%
Don't know	25%	28%	22%	24%	19%	10%	55%	15%	35%	18%	-	6%	38%	-	-
	1001	301	13	52	16	23	1	29	9	40	8	18	8	33	7
Base: All US adults	1007	283	16	56	19	21	1	30	10	38	9	18	8	33	9
Expect to subscribe to in the next 30 days	9%	8%	33%	12%	32%	13%	100%	12%	22%	15%	10%	26%	-	23%	14%
Don't expect to subscribe to ever	67%	71%	51%	70%	33%	49%	-	62%	57%	54%	80%	54%	91%	41%	41%
Don't know	24%	21%	16%	18%	35%	38%	-	26%	22%	31%	10%	20%	9%	36%	45%
	807	-	-	35	12	17	2	23	8	30	8	19	1	15	4
Base: All US adults	807	-	-	35	12	17	2	23	8	30	8	19	1	15	4
Expect to subscribe to in the next 30 days	11%	-	-	25%	45%	12%	46%	27%	28%	13%	11%	25%	100%	34%	28%
Don't expect to subscribe to ever	62%	-	-	41%	30%	54%	-	55%	52%	52%	74%	31%	-	39%	45%
Don't know	26%	-	-	34%	26%	34%	54%	18%	20%	35%	15%	44%	-	28%	26%
	1380	530	25	84	26	-	-	35	14	56	11	57	19	88	17
Base: All US adults	1381	506	29	88	27	-	-	37	15	53	12	55	18	86	18
Expect to subscribe to in the next 30 days	4%	3%	20%	14%	10%	-	-	16%	20%	8%	7%	11%	-	8%	12%
Don't expect to subscribe to ever	81%	84%	59%	76%	60%	-	-	55%	72%	69%	83%	81%	87%	72%	69%
Don't know	15%	12%	21%	9%	30%	-	-	29%	8%	22%	9%	7%	13%	20%	19%
	1354	525	23	83	25	32	3	-	-	61	10	59	19	89	16
Base: All US adults	1351	502	26	89	27	31	3	-	-	57	11	57	18	88	17
Expect to subscribe to in the next 30 days	5%	3%	29%	15%	22%	8%	-	-	-	11%	51%	9%	6%	13%	15%
Don't expect to subscribe to ever	80%	83%	63%	74%	53%	58%	30%	-	-	63%	27%	75%	85%	69%	61%
Don't know	14%	13%	8%	12%	25%	34%	70%	-	-	26%	22%	16%	9%	18%	24%
	1319	500	23	83	25	20	4	29	12	-	-	47	17	76	15
Unweighted base	1319	500	23	83	25	20	4	29	12	-	-	47	17	76	15

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		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
Base: All US adults	1322	483	26	89	27	21	4	31	12	-	-	46	16	75	16
Expect to subscribe to in the next 30 days	6%	4%	12%	16%	15%	23%	23%	18%	27%	-	-	14%	-	10%	5%
Don't expect to subscribe to ever	81%	85%	77%	71%	52%	61%	48%	70%	64%	-	-	71%	86%	80%	55%
Don't know	14%	11%	11%	13%	33%	16%	29%	12%	9%	-	-	15%	14%	10%	40%
rvs_q11_2b_10. CBS All Access															
Unweighted base	1344	499	24	79	24	47	6	55	13	76	12	-	-	76	12
Base: All US adults	1348	476	27	85	25	47	5	58	14	72	13	-	-	75	13
Expect to subscribe to in the next 30 days	6%	5%	12%	11%	21%	13%	32%	16%	27%	7%	31%	-	-	15%	10%
Don't expect to subscribe to ever	76%	77%	68%	73%	69%	67%	31%	65%	69%	66%	60%	-	-	59%	70%
Don't know	18%	17%	20%	15%	11%	20%	37%	19%	4%	27%	9%	-	-	26%	21%
rvs_q11_2b_11. HBO Now															
Unweighted base	1306	462	21	71	23	47	6	56	16	77	11	49	11	-	-
Base: All US adults	1308	443	24	77	24	45	5	58	17	74	12	48	10	-	-
Expect to subscribe to in the next 30 days	7%	7%	26%	15%	36%	13%	15%	16%	20%	4%	35%	12%	11%	-	-
Don't expect to subscribe to ever	74%	78%	38%	61%	52%	68%	33%	63%	68%	71%	55%	72%	71%	-	-
Don't know	19%	16%	36%	24%	12%	19%	52%	21%	12%	24%	10%	15%	18%	-	-
rvs_q11_2b_12. Facebook Watch															
Unweighted base	1371	533	23	78	20	46	7	54	14	82	10	56	20	89	16
Base: All US adults	1363	506	25	80	20	42	6	55	14	76	10	52	19	87	16
Expect to subscribe to in the next 30 days	5%	2%	17%	16%	17%	3%	13%	5%	11%	4%	23%	6%	-	14%	23%
Don't expect to subscribe to ever	81%	88%	60%	69%	70%	80%	42%	76%	68%	76%	49%	88%	87%	72%	65%
Don't know	14%	9%	23%	15%	13%	17%	45%	18%	21%	20%	28%	7%	13%	14%	12%
rvs_q11_2b_13. Cable TV															
Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base: All US adults	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
Expect to subscribe to in the next 30 days	21%	19%	26%	31%	52%	24%	41%	21%	36%	15%	41%	28%	13%	24%	32%
Don't expect to subscribe to ever	53%	58%	46%	49%	33%	61%	29%	56%	41%	65%	22%	51%	71%	55%	64%
Don't know	26%	24%	28%	20%	16%	16%	30%	23%	23%	20%	37%	21%	16%	21%	4%
rvs_q11_2b_14. The Roku Channel															
Unweighted base	1295	479	22	79	24	34	5	31	13	55	11	46	19	71	15
Base: All US adults	1301	463	26	85	26	32	4	32	14	51	12	43	18	70	15
Expect to subscribe to in the next 30 days	6%	4%	26%	11%	28%	11%	18%	6%	24%	13%	38%	10%	12%	10%	15%
Don't expect to subscribe to ever	75%	78%	63%	76%	50%	76%	19%	71%	53%	63%	46%	66%	59%	70%	44%
Don't know	19%	18%	11%	14%	22%	13%	62%	23%	24%	24%	15%	24%	29%	21%	41%
rvs_q11_2b_15. IMDB TV															
Unweighted base	1414	541	25	91	26	45	6	50	15	82	10	61	19	90	15

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		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
Base: All US adults	1412	518	28	97	27	43	5	51	16	78	11	60	18	87	16
Expect to subscribe to in the next 30 days	5%	3%	23%	17%	23%	13%	31%	5%	14%	10%	8%	12%	-	12%	16%
Don't expect to subscribe to ever	80%	85%	54%	68%	49%	68%	32%	70%	82%	62%	81%	77%	95%	72%	50%
Don't know	15%	12%	23%	16%	28%	19%	37%	25%	4%	28%	11%	11%	5%	16%	34%
rvs_q11_2b_16. Premium cable channels (HBO, Showtime, Starz or Epix)															
Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base: All US adults	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
Expect to subscribe to in the next 30 days	12%	12%	34%	26%	41%	19%	43%	18%	32%	10%	33%	26%	13%	27%	29%
Don't expect to subscribe to ever	65%	64%	36%	57%	40%	55%	44%	53%	57%	64%	53%	52%	61%	46%	49%
Don't know	23%	24%	30%	17%	19%	26%	14%	29%	10%	28%	14%	22%	26%	26%	21%
rvs_q11_2b_17. Sling TV															
Unweighted base	1382	530	23	86	26	45	5	48	13	76	11	50	18	81	16
Base: All US adults	1387	509	27	93	28	44	4	49	14	72	11	50	17	79	17
Expect to subscribe to in the next 30 days	4%	4%	8%	17%	16%	9%	59%	10%	21%	6%	33%	10%	-	12%	5%
Don't expect to subscribe to ever	77%	80%	77%	68%	64%	62%	18%	61%	66%	70%	67%	77%	85%	68%	74%
Don't know	19%	16%	15%	16%	20%	29%	23%	29%	12%	25%	-	13%	15%	20%	21%
rvs_q11_2b_18. AT&T TV Now															
Unweighted base	1410	554	23	89	24	53	7	59	16	91	9	57	20	91	15
Base: All US adults	1409	530	25	95	25	52	6	61	17	86	9	55	18	88	16
Expect to subscribe to in the next 30 days	5%	3%	17%	14%	29%	7%	28%	6%	25%	6%	20%	6%	6%	7%	21%
Don't expect to subscribe to ever	81%	84%	74%	72%	48%	66%	29%	74%	57%	72%	50%	82%	90%	78%	74%
Don't know	14%	12%	9%	14%	23%	26%	43%	19%	18%	22%	31%	12%	4%	16%	6%
rvs_q11_2b_19. YouTube TV															
Unweighted base	1336	515	19	69	18	52	6	53	13	85	10	58	19	78	16
Base: All US adults	1338	494	22	72	19	49	5	53	13	80	11	55	17	76	17
Expect to subscribe to in the next 30 days	7%	4%	15%	18%	35%	5%	16%	3%	31%	8%	25%	8%	11%	8%	14%
Don't expect to subscribe to ever	74%	76%	73%	56%	47%	63%	16%	62%	38%	57%	58%	70%	65%	65%	77%
Don't know	19%	20%	12%	26%	18%	31%	69%	34%	31%	35%	18%	22%	24%	27%	9%
rvs_q11_2b_20. Hulu with Live TV															
Unweighted base	1388	528	25	88	22	54	7	59	15	91	13	54	20	84	17
Base: All US adults	1391	506	27	94	23	53	6	61	16	86	14	53	19	83	18
Expect to subscribe to in the next 30 days	7%	5%	22%	17%	17%	16%	13%	8%	24%	7%	17%	14%	-	20%	20%
Don't expect to subscribe to ever	71%	73%	59%	65%	41%	58%	42%	60%	47%	65%	63%	70%	86%	58%	47%
Don't know	22%	21%	19%	18%	41%	26%	45%	33%	29%	28%	20%	17%	14%	23%	33%
rvs_q11_2b_21. fubo TV															

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
Unweighted base	1437	561	26	92	26	54	7	58	17	91	13	63	21	91	18
Base: All US adults	1438	536	29	98	28	53	6	59	17	86	14	61	20	89	19
Expect to subscribe to in the next 30 days	5%	3%	25%	14%	25%	8%	28%	8%	23%	7%	30%	8%	-	10%	4%
Don't expect to subscribe to ever	82%	85%	64%	74%	54%	70%	55%	77%	65%	70%	55%	76%	97%	74%	79%
Don't know	13%	12%	11%	12%	21%	22%	17%	15%	12%	22%	15%	16%	3%	16%	17%

rvs_q11_2b_22. Philo

Unweighted base	1430	557	27	92	26	52	3	54	14	84	13	61	20	92	17
Base: All US adults	1427	532	31	97	28	50	3	55	15	78	14	58	19	90	18
Expect to subscribe to in the next 30 days	4%	3%	14%	14%	19%	10%	30%	7%	14%	4%	20%	10%	6%	10%	12%
Don't expect to subscribe to ever	81%	84%	58%	66%	63%	64%	33%	71%	67%	67%	63%	71%	80%	71%	53%
Don't know	15%	13%	28%	20%	18%	26%	37%	22%	19%	29%	17%	19%	13%	19%	36%

rvs_q11_2b_23. Xumo

Unweighted base	1438	561	27	90	27	50	6	52	17	82	14	61	22	94	17
Base: All US adults	1438	538	31	97	28	50	5	53	17	78	15	59	21	91	18
Expect to subscribe to in the next 30 days	3%	2%	10%	9%	15%	11%	17%	6%	18%	5%	20%	4%	-	8%	7%
Don't expect to subscribe to ever	82%	84%	73%	80%	65%	63%	67%	71%	74%	65%	61%	77%	84%	75%	73%
Don't know	15%	13%	17%	11%	20%	26%	15%	23%	8%	30%	19%	19%	16%	17%	20%

rvs_q11_2b_24. Vudu

Unweighted base	1362	518	23	83	26	31	6	39	14	68	11	49	16	83	15
Base: All US adults	1365	496	26	90	28	31	5	41	15	66	12	48	15	81	16
Expect to subscribe to in the next 30 days	5%	4%	12%	10%	21%	8%	32%	11%	33%	6%	28%	11%	-	8%	8%
Don't expect to subscribe to ever	79%	80%	73%	75%	48%	61%	53%	64%	61%	60%	65%	66%	84%	69%	58%
Don't know	16%	16%	16%	15%	31%	31%	15%	25%	5%	34%	7%	23%	16%	23%	35%

rvs_q11_2b_25. Quibi

Unweighted base	1449	568	27	93	27	54	7	59	17	95	14	62	21	95	17
Base: All US adults	1448	542	31	98	28	52	6	59	17	89	15	59	20	92	18
Expect to subscribe to in the next 30 days	4%	4%	20%	12%	28%	1%	28%	3%	15%	6%	17%	6%	6%	10%	12%
Don't expect to subscribe to ever	80%	82%	60%	73%	41%	72%	43%	74%	72%	65%	55%	79%	77%	72%	57%
Don't know	16%	14%	20%	15%	31%	27%	29%	22%	14%	29%	27%	15%	17%	18%	31%

rvs_q11_2b_count_TB. How many of the following entertainment services do you expect to subscribe to in the next 30 days?

Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	61%	68%	31%	47%	20%	54%	15%	58%	23%	62%	21%	58%	67%	54%	33%
1	16%	14%	10%	14%	10%	20%	30%	16%	30%	20%	7%	11%	6%	10%	27%
2	7%	7%	12%	6%	17%	5%	13%	6%	13%	5%	23%	9%	16%	14%	11%

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
3	4%	3%	2%	4%	8%	3%	-	4%	-	2%	-	4%	-	3%	-
4	2%	3%	-	7%	10%	3%	-	2%	5%	3%	-	7%	-	4%	6%
5	2%	1%	14%	-	7%	5%	14%	2%	4%	2%	8%	2%	11%	3%	5%
6	1%	1%	7%	6%	-	1%	-	3%	-	1%	6%	2%	-	1%	-
7	1%	0%	11%	-	8%	-	-	5%	7%	-	8%	-	-	-	7%
8	1%	0%	3%	2%	3%	2%	15%	-	5%	-	21%	1%	-	3%	4%
9	1%	0%	-	3%	-	-	-	-	-	-	-	-	-	-	-
10	0%	0%	-	1%	-	1%	-	-	-	1%	-	-	-	1%	-
11	1%	0%	-	3%	-	3%	-	2%	-	1%	-	-	-	-	-
12	1%	1%	10%	5%	-	3%	-	2%	-	1%	-	1%	-	3%	-
13	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
14	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15	0%	1%	-	2%	-	-	-	-	-	2%	-	-	-	2%	-
16	1%	1%	-	-	15%	-	-	-	-	-	6%	-	-	-	7%
17	0%	-	-	-	3%	-	-	-	-	-	-	1%	-	-	-
18	0%	-	-	1%	-	-	13%	1%	-	-	-	-	-	-	-
20	0%	-	-	-	-	-	-	-	8%	-	-	2%	-	2%	-
21	0%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
22	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
23	0%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
24	0%	0%	-	-	-	-	-	-	5%	-	-	-	-	-	-

rvs_q11_2b_count_BB. How many of the following entertainment services don't you expect to subscribe?

Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	5%	3%	4%	7%	10%	10%	-	10%	5%	8%	14%	2%	-	6%	-
1	2%	2%	-	4%	3%	1%	13%	5%	-	4%	-	6%	-	6%	6%
2	1%	1%	4%	1%	-	-	13%	1%	12%	-	5%	4%	4%	2%	-
3	1%	1%	-	3%	-	5%	17%	2%	-	1%	-	2%	-	1%	-

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
4	1%	2%	-	7%	7%	9%	-	4%	-	6%	-	6%	-	4%	4%
5	1%	2%	-	4%	3%	1%	-	-	4%	-	5%	4%	-	8%	4%
6	1%	1%	10%	3%	3%	1%	15%	2%	-	6%	-	1%	5%	4%	-
7	1%	1%	10%	2%	3%	2%	15%	2%	5%	1%	6%	2%	-	1%	7%
8	2%	2%	17%	2%	16%	-	-	-	7%	1%	8%	-	9%	1%	15%
9	2%	2%	-	3%	-	9%	-	5%	6%	7%	16%	8%	4%	2%	5%
10	2%	3%	-	3%	3%	7%	-	6%	-	8%	8%	2%	-	1%	-
11	2%	2%	4%	3%	6%	7%	14%	5%	3%	4%	-	3%	3%	4%	5%
12	2%	2%	4%	1%	7%	4%	-	11%	-	3%	6%	3%	5%	3%	10%
13	2%	2%	6%	5%	8%	8%	-	5%	14%	6%	-	5%	5%	4%	-
14	3%	3%	-	5%	10%	2%	-	5%	-	4%	-	1%	10%	4%	10%
15	4%	6%	4%	4%	-	10%	13%	8%	5%	10%	-	8%	8%	5%	12%
16	5%	6%	3%	5%	-	6%	-	4%	11%	5%	-	10%	9%	10%	-
17	4%	6%	5%	4%	7%	2%	-	-	14%	4%	10%	1%	13%	13%	6%
18	6%	9%	3%	6%	6%	4%	-	5%	-	6%	-	7%	11%	8%	12%
19	6%	9%	13%	7%	-	3%	-	12%	16%	5%	-	11%	-	6%	-
20	7%	10%	-	10%	7%	4%	-	-	-	6%	-	9%	4%	3%	-
21	8%	8%	7%	8%	3%	4%	-	6%	-	4%	7%	1%	9%	1%	4%
22	9%	10%	4%	6%	-	-	-	1%	-	1%	-	4%	-	4%	-
23	9%	5%	3%	-	-	-	-	1%	-	2%	8%	-	-	-	-
24	8%	1%	-	1%	-	-	-	-	-	-	7%	-	-	-	-
25	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_2b_TB_selective_count. How many of the following entertainment services do you expect to subscribe to in the next 30 days? (selected options)

Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	65%	71%	35%	51%	24%	60%	45%	63%	39%	67%	27%	64%	67%	58%	33%
1	18%	16%	16%	16%	13%	16%	13%	16%	28%	18%	23%	17%	19%	17%	27%
2	6%	5%	11%	9%	20%	12%	-	8%	-	7%	-	7%	4%	8%	24%

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
		**	*	**	*	**	*	**	*	**	*	**	*	**	
3	4%	4%	11%	7%	11%	3%	-	2%	9%	2%	14%	3%	6%	6%	5%
4	2%	1%	11%	-	4%	3%	14%	5%	7%	1%	18%	2%	5%	2%	-
5	2%	1%	10%	3%	8%	1%	-	-	-	-	-	1%	-	3%	4%
6	1%	0%	6%	4%	3%	-	15%	1%	5%	1%	11%	-	-	1%	-
7	1%	1%	-	4%	-	3%	-	2%	-	2%	-	1%	-	1%	-
8	0%	1%	-	1%	6%	-	-	-	-	1%	-	-	-	1%	7%
9	1%	1%	-	3%	3%	3%	-	2%	-	1%	6%	1%	-	1%	-
10	1%	0%	-	-	5%	-	-	-	-	-	-	-	-	-	-
11	0%	-	-	-	3%	-	-	-	-	-	-	1%	-	2%	-
12	0%	-	-	1%	-	-	13%	1%	8%	-	-	2%	-	-	-
14	0%	0%	-	1%	-	-	-	-	-	-	-	-	-	-	-
15	0%	-	-	-	-	-	-	-	5%	-	-	-	-	-	-

rvs_q11_2b_BB_selective_count. How many of the following entertainment services don't you expect to subscribe? (selected options)

	Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base		1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0		6%	5%	4%	11%	10%	11%	13%	12%	5%	8%	19%	5%	-	12%	-
1		3%	2%	4%	5%	6%	-	17%	5%	-	3%	-	7%	-	3%	11%
2		2%	2%	4%	5%	4%	5%	13%	2%	16%	3%	5%	3%	4%	6%	-
3		2%	3%	-	6%	9%	10%	-	5%	-	6%	-	9%	-	7%	-
4		3%	3%	24%	7%	6%	2%	30%	1%	14%	3%	14%	4%	10%	6%	4%
5		3%	3%	4%	3%	12%	6%	-	2%	7%	6%	-	6%	3%	3%	11%
6		3%	4%	6%	3%	10%	7%	14%	4%	-	5%	18%	4%	6%	5%	15%
7		5%	7%	11%	5%	7%	10%	-	9%	-	10%	12%	10%	21%	11%	20%
8		6%	9%	5%	9%	10%	12%	-	16%	14%	11%	-	8%	22%	19%	17%
9		7%	9%	5%	6%	4%	4%	13%	4%	16%	6%	-	14%	9%	8%	12%
10		9%	14%	12%	9%	-	4%	-	3%	-	5%	-	13%	11%	14%	-
11		9%	13%	10%	10%	19%	7%	-	10%	21%	11%	-	10%	13%	2%	11%
12		11%	14%	9%	11%	3%	11%	-	17%	9%	9%	10%	3%	-	3%	-

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
13	11%	12%	3%	8%	-	7%	-	7%	-	6%	-	3%	-	2%	-
14	10%	2%	-	2%	-	4%	-	3%	-	5%	14%	-	-	-	-
15	8%	-	-	1%	-	-	-	-	-	2%	7%	-	-	-	-

Does the Coronavirus (COVID-19) outbreak impact whether you watch the following services more, less or the same? Please select the option that best applies on each row.

rsv_q12_1. Apple TV+

Unweighted base	92	63	1	20	7	10	-	7	-	14	4	14	1	25	6
Base: All US adults	88	57	1	20	9	9	-	6	-	12	4	12	1	23	7
Yes, I watch it more	32%	32%	-	53%	44%	36%	-	66%	-	44%	63%	41%	-	45%	12%
Yes, I watch it less	17%	5%	-	10%	34%	-	-	-	-	6%	37%	10%	-	7%	28%
No, it doesn't have an impact	50%	62%	100%	37%	23%	64%	-	34%	-	43%	-	49%	100%	46%	60%
Don't know	1%	1%	-	-	-	-	-	-	-	6%	-	-	-	3%	-

rsv_q12_2. Disney+

Unweighted base	274	177	9	42	10	18	3	20	3	33	6	33	14	50	4
Base: All US adults	284	177	12	48	10	19	3	19	4	31	6	31	14	48	4
Yes, I watch it more	44%	42%	82%	49%	61%	45%	34%	49%	100%	39%	46%	39%	29%	53%	47%
Yes, I watch it less	8%	5%	18%	18%	28%	14%	30%	4%	-	14%	39%	12%	9%	7%	-
No, it doesn't have an impact	47%	53%	-	33%	11%	41%	35%	47%	-	47%	15%	49%	62%	39%	53%
Don't know	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rsv_q12_3. Netflix

Unweighted base	740	427	20	73	22	44	5	40	12	67	9	57	20	95	14
Base: All US adults	735	412	22	79	23	45	4	40	12	63	9	54	19	91	14
Yes, I watch it more	57%	53%	72%	58%	70%	74%	59%	61%	57%	56%	37%	51%	48%	61%	62%
Yes, I watch it less	4%	3%	15%	3%	14%	-	-	-	6%	-	13%	6%	6%	-	14%
No, it doesn't have an impact	38%	43%	13%	39%	16%	23%	41%	36%	37%	41%	50%	43%	46%	38%	24%
Don't know	1%	1%	-	-	-	3%	-	3%	-	3%	-	-	-	1%	-

rsv_q12_4. Hulu

Unweighted base	385	247	13	43	9	35	6	30	6	51	5	46	14	60	11
Base: All US adults	379	241	14	45	8	36	5	29	6	47	5	43	13	57	10
Yes, I watch it more	51%	49%	66%	43%	81%	61%	84%	60%	42%	46%	51%	46%	80%	55%	73%
Yes, I watch it less	4%	4%	14%	9%	-	-	16%	4%	40%	-	-	6%	-	5%	8%
No, it doesn't have an impact	45%	47%	20%	48%	19%	39%	-	36%	18%	54%	24%	47%	20%	41%	19%
Don't know	0%	-	-	-	-	-	-	-	-	-	25%	-	-	-	-

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR

rvs_q12_5. Amazon Prime

Unweighted base	604	577	27	64	17	39	4	35	9	60	7	45	20	84	15
Base: All US adults	583	552	31	67	16	39	4	33	10	54	7	43	19	80	14
Yes, I watch it more	41%	40%	54%	52%	55%	58%	78%	59%	66%	38%	70%	42%	43%	46%	71%
			**	*	**	*	**	*	**	*	**	*	**	*	**
Yes, I watch it less	4%	3%	23%	9%	5%	4%	-	2%	-	4%	-	-	-	5%	-
			**	*	**	*	**	*	**	*	**	*	**	*	**
No, it doesn't have an impact	54%	56%	24%	39%	40%	30%	22%	36%	34%	54%	30%	58%	57%	48%	29%
			**	*	**	*	**	*	**	*	**	*	**	*	**
Don't know	1%	1%	-	-	-	8%	-	4%	-	3%	-	-	-	1%	-
			**	*	**	*	**	*	**	*	**	*	**	*	**

rvs_q12_6. YouTube Premium

Unweighted base	127	76	5	100	27	11	3	14	3	13	3	17	4	25	3
Base: All US adults	135	76	7	106	28	13	3	14	3	14	3	18	4	26	4
Yes, I watch it more	40%	49%	56%	40%	41%	70%	70%	47%	100%	43%	100%	65%	51%	62%	22%
			**	*	**	**	**	**	**	**	**	**	**	**	**
Yes, I watch it less	16%	5%	30%	13%	26%	-	30%	6%	-	6%	-	6%	-	7%	54%
			**	*	**	**	**	**	**	**	**	**	**	**	**
No, it doesn't have an impact	42%	45%	15%	46%	29%	30%	-	47%	-	51%	-	29%	49%	30%	24%
			**	*	**	**	**	**	**	**	**	**	**	**	**
Don't know	2%	1%	-	1%	4%	-	-	-	-	-	-	-	-	-	-
			**	*	**	**	**	**	**	**	**	**	**	**	**

rvs_q12_7. Crackle

Unweighted base	67	41	2	13	1	60	7	29	3	40	3	10	2	11	1
Base: All US adults	65	40	2	14	1	59	6	28	3	38	3	9	2	10	1
Yes, I watch it more	25%	18%	46%	34%	100%	23%	41%	30%	69%	17%	70%	21%	-	9%	-
			**	**	**	*	**	**	**	*	**	**	**	**	**
Yes, I watch it less	17%	23%	54%	23%	-	18%	14%	15%	-	20%	-	33%	-	14%	-
			**	**	**	*	**	**	**	*	**	**	**	**	**
No, it doesn't have an impact	56%	56%	-	44%	-	57%	45%	51%	31%	59%	30%	46%	100%	77%	100%
			**	**	**	*	**	**	**	*	**	**	**	**	**
Don't know	2%	3%	-	-	-	2%	-	4%	-	3%	-	-	-	-	-
			**	**	**	*	**	**	**	*	**	**	**	**	**

rvs_q12_8. Tubi

Unweighted base	81	41	3	16	1	28	4	64	17	32	4	7	3	7	1
Base: All US adults	83	40	3	17	1	27	3	65	17	31	4	6	3	6	1
Yes, I watch it more	34%	42%	63%	50%	100%	42%	76%	34%	32%	27%	44%	26%	42%	39%	100%
			**	**	**	**	**	*	**	**	**	**	**	**	**
Yes, I watch it less	8%	5%	-	13%	-	6%	-	4%	22%	6%	-	22%	-	18%	-
			**	**	**	**	**	**	**	**	**	**	**	**	**
No, it doesn't have an impact	56%	48%	37%	37%	-	48%	24%	59%	46%	61%	56%	52%	58%	31%	-
			**	**	**	**	**	*	**	**	**	**	**	**	**
Don't know	2%	5%	-	-	-	4%	-	3%	-	6%	-	-	-	11%	-
			**	**	**	**	**	*	**	**	**	**	**	**	**

rvs_q12_9. Pluto TV

Unweighted base	111	63	4	14	2	40	3	32	4	97	14	15	3	18	2
Base: All US adults	106	57	4	14	2	38	3	31	4	91	15	14	3	16	2
Yes, I watch it more	34%	30%	73%	28%	100%	34%	70%	29%	43%	31%	51%	30%	74%	37%	51%
			**	**	**	*	**	**	**	*	**	**	**	**	**
Yes, I watch it less	8%	10%	-	24%	-	8%	-	4%	-	6%	19%	22%	-	19%	-
			**	**	**	*	**	**	**	*	**	**	**	**	**
No, it doesn't have an impact	55%	57%	27%	48%	-	55%	30%	63%	57%	59%	30%	48%	26%	40%	49%
			**	**	**	*	**	**	**	*	**	**	**	**	**
Don't know	3%	3%	-	-	-	3%	-	4%	-	3%	-	-	-	4%	-
			**	**	**	*	**	*	**	*	**	**	**	*	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



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	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR

rvs_q12_10. CBS All Access

Unweighted base	89	62	3	18	3	11	1	7	3	16	2	67	22	20	4
Base: All US adults	85	59	3	19	3	10	1	6	3	15	2	64	21	18	4
Yes, I watch it more	36%	33%	67%	31%	100%	24%	100%	17%	25%	28%	100%	27%	63%	62%	46%
Yes, I watch it less	6%	3%	-	16%	-	26%	-	-	42%	13%	-	8%	-	-	-
No, it doesn't have an impact	58%	62%	33%	53%	-	50%	-	83%	33%	60%	-	65%	34%	38%	54%
Don't know	1%	1%	-	-	-	-	-	-	-	-	-	3%	-	-	-

rvs_q12_11. HBO Now

Unweighted base	117	95	4	24	4	11	1	7	1	17	3	15	9	99	18
Base: All US adults	115	90	5	25	5	11	1	7	1	15	3	14	8	96	19
Yes, I watch it more	48%	43%	57%	65%	19%	45%	-	55%	-	52%	74%	67%	11%	49%	46%
Yes, I watch it less	5%	3%	26%	3%	42%	17%	-	-	-	7%	-	-	11%	3%	17%
No, it doesn't have an impact	45%	53%	18%	32%	39%	38%	100%	45%	100%	37%	26%	34%	78%	46%	36%
Don't know	2%	1%	-	-	-	-	-	-	-	4%	-	-	-	2%	-

rvs_q12_12. Facebook Watch

Unweighted base	52	29	2	18	6	12	-	7	3	11	2	9	1	10	2
Base: All US adults	60	31	3	22	7	15	-	8	4	12	2	10	1	9	3
Yes, I watch it more	41%	42%	33%	65%	61%	35%	-	77%	-	34%	37%	59%	100%	53%	29%
Yes, I watch it less	28%	24%	67%	27%	39%	26%	-	-	35%	39%	-	32%	-	26%	71%
No, it doesn't have an impact	30%	34%	-	8%	-	39%	-	23%	65%	26%	63%	9%	-	21%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_13. Cable TV

Unweighted base	775	316	18	56	19	22	4	31	9	41	13	36	7	55	11
Base: All US adults	758	297	21	63	20	22	4	32	9	38	14	36	6	51	12
Yes, I watch it more	43%	45%	31%	55%	51%	63%	26%	47%	69%	55%	40%	57%	30%	40%	31%
Yes, I watch it less	13%	9%	26%	21%	29%	11%	52%	7%	22%	10%	20%	19%	33%	17%	53%
No, it doesn't have an impact	43%	45%	43%	24%	20%	20%	23%	42%	8%	30%	40%	24%	37%	42%	16%
Don't know	1%	1%	-	-	-	6%	-	4%	-	5%	-	-	-	1%	-

rvs_q12_14. The Roku Channel

Unweighted base	131	84	3	21	3	26	2	33	4	42	3	20	2	24	3
Base: All US adults	126	77	3	22	3	26	2	33	3	40	3	20	2	22	3
Yes, I watch it more	34%	34%	62%	51%	34%	38%	100%	41%	81%	26%	54%	34%	-	43%	-
Yes, I watch it less	5%	3%	38%	11%	-	9%	-	2%	-	6%	46%	9%	-	7%	37%
No, it doesn't have an impact	60%	62%	-	35%	66%	53%	-	57%	19%	68%	-	56%	100%	50%	63%

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	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
Don't know	1%	1%	-	3%	-	-	-	-	-	-	-	-	-	-

rvs_q12_15. IMDB TV

Unweighted base	34	25	2	7	1	14	1	14	2	14	4	5	3	7	2
Base: All US adults	35	23	2	8	1	14	1	14	2	12	4	3	3	7	2
Yes, I watch it more	48%	42%	-	62%	-	45%	-	40%	-	32%	54%	45%	-	59%	55%
Yes, I watch it less	12%	11%	53%	11%	-	4%	-	-	48%	4%	27%	39%	39%	-	45%
No, it doesn't have an impact	34%	39%	47%	28%	100%	42%	100%	46%	52%	47%	19%	15%	61%	30%	-
Don't know	6%	9%	-	-	-	9%	-	14%	-	16%	-	-	-	11%	-

rvs_q12_16. Premium cable channels (HBO, Showtime, Starz or Epix)

Unweighted base	386	190	13	45	15	17	4	19	8	22	10	36	7	56	11
Base: All US adults	387	176	15	50	16	18	4	21	9	21	11	34	6	56	12
Yes, I watch it more	36%	35%	67%	46%	23%	45%	26%	49%	32%	29%	9%	35%	27%	45%	40%
Yes, I watch it less	16%	10%	14%	28%	38%	18%	52%	4%	42%	22%	33%	19%	18%	6%	35%
No, it doesn't have an impact	47%	53%	18%	25%	39%	26%	23%	47%	26%	46%	58%	44%	55%	47%	24%
Don't know	2%	2%	-	-	-	11%	-	-	-	3%	-	2%	-	1%	-

rvs_q12_17. Sling TV

Unweighted base	59	33	2	10	-	12	2	13	4	17	3	11	4	16	2
Base: All US adults	55	30	2	10	-	11	2	13	3	16	4	9	4	16	2
Yes, I watch it more	41%	45%	-	31%	-	50%	-	43%	30%	33%	68%	65%	-	49%	-
Yes, I watch it less	11%	8%	69%	19%	-	6%	-	12%	24%	10%	32%	16%	30%	10%	46%
No, it doesn't have an impact	47%	47%	-	50%	-	44%	100%	45%	45%	58%	-	18%	70%	41%	54%
Don't know	1%	-	31%	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_18. AT&T TV Now

Unweighted base	40	19	2	11	2	6	-	4	1	5	3	9	1	7	3
Base: All US adults	40	19	3	12	3	5	-	4	1	4	3	9	1	7	3
Yes, I watch it more	49%	58%	33%	56%	100%	37%	-	74%	-	45%	100%	46%	-	100%	100%
Yes, I watch it less	19%	5%	-	-	-	19%	-	-	100%	22%	-	10%	-	-	-
No, it doesn't have an impact	33%	37%	67%	44%	-	44%	-	26%	-	33%	-	44%	100%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_19. YouTube TV

Unweighted base	87	49	7	30	8	7	1	8	3	9	4	9	3	20	2
Base: All US adults	85	46	7	32	8	8	1	9	3	9	4	9	3	20	2
Yes, I watch it more	58%	60%	62%	68%	54%	59%	100%	76%	83%	37%	69%	63%	28%	82%	100%
Yes, I watch it less	16%	8%	30%	10%	35%	-	-	-	-	13%	31%	24%	72%	-	-

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		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
No, it doesn't have an impact	27%	32%	7%	22%	11%	41%	-	24%	17%	50%	-	13%	-	18%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_20. Hulu with Live TV															
Unweighted base	48	36	1	10	4	5	-	4	1	5	1	8	2	12	1
Base: All US adults	47	34	2	11	4	5	-	3	1	4	1	7	2	10	1
Yes, I watch it more	42%	46%	-	53%	39%	54%	-	53%	-	62%	-	57%	44%	53%	-
Yes, I watch it less	14%	15%	-	7%	42%	-	-	-	100%	-	100%	-	-	7%	-
No, it doesn't have an impact	43%	39%	100%	40%	19%	46%	-	47%	-	38%	-	43%	56%	39%	100%
Don't know	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_21. fubo TV															
Unweighted base	16	11	1	8	1	6	-	6	-	5	1	4	1	7	-
Base: All US adults	16	11	1	8	1	6	-	6	-	5	1	4	1	7	-
Yes, I watch it more	61%	70%	-	68%	100%	75%	-	77%	-	71%	-	85%	-	73%	-
Yes, I watch it less	16%	5%	100%	10%	-	9%	-	23%	-	12%	100%	15%	100%	-	-
No, it doesn't have an impact	23%	25%	-	22%	-	16%	-	-	-	18%	-	-	-	27%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_22. Philo															
Unweighted base	22	12	-	6	-	5	4	6	3	10	1	3	1	5	-
Base: All US adults	22	10	-	6	-	5	3	5	2	9	1	2	1	5	-
Yes, I watch it more	36%	47%	-	35%	-	41%	-	35%	34%	51%	-	41%	-	64%	-
Yes, I watch it less	9%	-	-	14%	-	-	24%	15%	-	-	-	-	-	-	-
No, it doesn't have an impact	42%	45%	-	51%	-	59%	52%	50%	33%	49%	100%	59%	100%	36%	-
Don't know	12%	8%	-	-	-	-	24%	-	34%	-	-	-	-	-	-
rvs_q12_23. Xumo															
Unweighted base	21	14	-	9	-	10	1	12	-	15	-	5	-	5	-
Base: All US adults	21	12	-	9	-	9	1	13	-	13	-	5	-	5	-
Yes, I watch it more	31%	32%	-	46%	-	22%	-	15%	-	35%	-	65%	-	63%	-
Yes, I watch it less	15%	16%	-	30%	-	12%	-	16%	-	8%	-	35%	-	18%	-
No, it doesn't have an impact	50%	44%	-	24%	-	66%	100%	69%	-	50%	-	-	-	19%	-
Don't know	4%	7%	-	-	-	-	-	-	-	7%	-	-	-	-	-
rvs_q12_24. Vudu															
Unweighted base	78	48	3	14	-	28	1	24	1	26	3	16	5	14	2
Base: All US adults	75	46	3	14	-	27	1	23	1	23	3	15	5	13	2
Yes, I watch it more	35%	47%	-	38%	-	51%	-	37%	-	30%	28%	28%	33%	31%	-
Yes, I watch it less	10%	10%	-	20%	-	16%	100%	18%	-	19%	-	9%	-	7%	44%

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	
	*	**	**	**	**	**	**	**	**	**	**	**	**	**	
No, it doesn't have an impact	55%	43%	100%	42%	-	33%	-	45%	100%	51%	72%	63%	67%	62%	56%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_25. Quibi

Unweighted base	12	9	-	7	-	6	-	5	-	2	-	4	1	4	1
Base: All US adults	13	10	-	8	-	7	-	6	-	2	-	4	1	4	1
Yes, I watch it more	47%	63%	-	64%	-	58%	-	67%	-	47%	-	55%	-	56%	-
Yes, I watch it less	26%	9%	-	25%	-	-	-	15%	-	-	-	28%	-	21%	-
No, it doesn't have an impact	28%	28%	-	11%	-	42%	-	18%	-	53%	-	17%	100%	23%	100%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_YES_more_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE

Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	49%	36%	10%	29%	19%	20%	14%	36%	23%	33%	14%	32%	10%	23%	17%
1	18%	13%	16%	14%	8%	15%	-	14%	18%	15%	32%	9%	12%	6%	7%
2	13%	15%	27%	11%	26%	11%	28%	11%	15%	11%	12%	11%	27%	11%	18%
3	10%	16%	15%	13%	12%	7%	30%	9%	15%	11%	-	14%	23%	19%	25%
4	5%	9%	10%	9%	10%	16%	-	5%	5%	11%	8%	10%	9%	13%	6%
5	2%	4%	3%	6%	6%	14%	-	6%	9%	6%	10%	9%	-	6%	20%
6	2%	3%	16%	6%	10%	2%	13%	3%	10%	5%	-	5%	14%	9%	4%
7	0%	1%	-	1%	3%	-	-	-	-	1%	-	1%	4%	3%	-
8	1%	1%	-	2%	-	6%	-	8%	-	3%	6%	3%	-	3%	-
9	0%	0%	-	1%	3%	1%	-	-	-	-	6%	-	-	2%	-
10	0%	0%	-	1%	-	-	-	-	-	-	5%	1%	-	1%	4%
12	0%	0%	3%	1%	3%	-	15%	-	5%	1%	6%	-	-	1%	-
14	0%	0%	-	2%	-	-	-	1%	-	1%	-	1%	-	2%	-
15	0%	0%	-	1%	-	3%	-	2%	-	-	-	-	-	-	-
16	0%	0%	-	1%	-	3%	-	2%	-	-	-	-	-	-	-
18	0%	0%	-	1%	-	-	-	-	-	-	-	2%	-	1%	-
25	0%	0%	-	1%	-	2%	-	1%	-	1%	-	1%	-	1%	-

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Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR

rvs_q12_YES_less_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS

	Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base		1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0		85%	85%	56%	68%	48%	70%	57%	80%	60%	75%	57%	78%	80%	82%	61%
1		9%	9%	16%	8%	24%	16%	-	15%	16%	13%	14%	7%	9%	7%	11%
2		3%	2%	7%	7%	15%	2%	17%	-	12%	3%	11%	1%	6%	2%	7%
3		2%	1%	11%	8%	-	4%	14%	-	-	5%	-	3%	-	5%	7%
4		0%	1%	7%	3%	-	4%	-	2%	-	2%	-	3%	-	2%	-
5		1%	1%	-	3%	6%	1%	13%	3%	8%	1%	10%	3%	-	3%	4%
6		0%	-	-	-	-	-	-	-	4%	-	-	-	-	-	-
7		0%	0%	4%	2%	7%	3%	-	-	-	2%	8%	3%	6%	-	11%
9		0%	-	-	1%	-	-	-	-	-	-	-	2%	-	-	-

rvs_q12_NO_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT

	Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
Base		1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0		47%	25%	41%	35%	40%	27%	42%	22%	41%	24%	22%	26%	12%	30%	52%
1		19%	18%	28%	11%	26%	10%	30%	7%	22%	11%	36%	5%	13%	9%	-
2		12%	17%	11%	13%	16%	8%	-	12%	10%	10%	12%	11%	13%	10%	21%
3		8%	14%	7%	16%	3%	18%	-	18%	4%	11%	6%	13%	16%	7%	-
4		6%	12%	8%	7%	9%	5%	-	14%	3%	7%	-	12%	19%	13%	10%
5		3%	6%	2%	6%	3%	7%	-	9%	15%	13%	10%	13%	4%	6%	6%
6		2%	4%	4%	3%	4%	6%	15%	5%	-	10%	8%	5%	13%	14%	-
7		1%	2%	-	2%	-	3%	-	-	-	6%	-	4%	-	6%	-
8		1%	1%	-	4%	-	5%	-	4%	-	4%	-	6%	5%	3%	6%
9		0%	1%	-	2%	-	5%	-	6%	-	4%	-	3%	-	-	5%
10		0%	0%	-	-	-	2%	13%	2%	5%	1%	5%	-	4%	1%	-
12		0%	0%	-	1%	-	2%	-	1%	-	1%	-	1%	-	-	-
14		0%	0%	-	1%	-	2%	-	-	-	-	-	-	-	1%	-

rvs_q12_YES_more_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE (selected options)

	Unweighted base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
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	Total	Pandemic Subscriptions - Amazon Prime		Pandemic Subscriptions - YouTube Premium		Pandemic Subscriptions - Crackle		Pandemic Subscriptions - Tubi		Pandemic Subscriptions - Pluto TV		Pandemic Subscriptions - CBS All Access		Pandemic Subscriptions - HBO Now	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
Base	1462	552	31	106	28	59	6	65	17	91	15	64	21	96	19
0	52%	38%	21%	37%	25%	27%	14%	44%	30%	42%	22%	35%	15%	24%	23%
1	19%	14%	17%	13%	12%	19%	29%	21%	25%	18%	31%	9%	15%	7%	13%
2	13%	17%	15%	17%	24%	15%	29%	7%	10%	13%	5%	15%	33%	12%	10%
3	10%	18%	26%	11%	10%	17%	13%	9%	16%	15%	24%	16%	15%	26%	20%
4	3%	6%	9%	7%	16%	10%	-	7%	14%	5%	-	9%	4%	10%	21%
5	1%	3%	9%	5%	4%	3%	-	4%	-	3%	-	7%	9%	7%	8%
6	1%	1%	3%	-	9%	-	15%	-	5%	2%	12%	2%	8%	6%	-
7	0%	0%	-	2%	-	4%	-	2%	-	-	-	-	-	1%	-
8	0%	1%	-	3%	-	-	-	-	-	2%	5%	3%	-	4%	4%
9	0%	0%	-	1%	-	3%	-	2%	-	-	-	-	-	-	-
10	0%	0%	-	1%	-	-	-	1%	-	-	-	-	-	1%	-
12	0%	0%	-	1%	-	-	-	-	-	-	-	2%	-	1%	-
15	0%	0%	-	1%	-	2%	-	1%	-	1%	-	1%	-	1%	-

rvs_q12_YES_less_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS (selected options)

	Unweighted base	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
Base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
0	88%	88%	59%	75%	70%	85%	57%	92%	74%	86%	71%	78%	80%	85%	61%
1	9%	8%	16%	14%	9%	9%	30%	5%	11%	9%	11%	11%	9%	9%	18%
2	2%	2%	15%	7%	7%	4%	-	1%	11%	4%	-	10%	6%	1%	11%
3	1%	1%	7%	3%	-	2%	13%	3%	-	1%	10%	-	-	6%	-
4	0%	1%	-	-	14%	-	-	-	4%	-	-	-	-	-	11%
5	0%	-	4%	-	-	-	-	-	-	-	8%	-	6%	-	-
8	0%	-	-	1%	-	-	-	-	-	-	-	2%	-	-	-

rvs_q12_NO_selective_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT (selected options)

	Unweighted base	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
Base	1462	577	27	100	27	60	7	64	17	97	14	67	22	99	18
0	52%	28%	52%	46%	57%	49%	58%	37%	64%	42%	45%	29%	27%	35%	52%
1	21%	21%	20%	14%	24%	13%	13%	31%	18%	15%	36%	8%	3%	9%	15%
2	12%	18%	10%	12%	9%	14%	-	18%	4%	15%	6%	16%	8%	14%	6%

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Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base: All US Adults	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
I currently only subscribe to a cable/satellite TV	30%	35%	40%	50%	15%	16%	8%	29%	33%	38%	28%	9%	7%	26%	11%
		*	**	BV	*		**	**	**		*	*	**	**	**
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	21%	18%	29%	4%	29%	46%	44%	33%	-	12%	25%	66%	59%	47%	34%
		*	**		BU*		**	**	**		CA*	*	**	**	**
I have both streaming services and a paid cable/satellite TV subscription	24%	32%	25%	42%	29%	32%	48%	36%	55%	43%	29%	8%	34%	23%	34%
		*	**		*		**	**	**		*	*	**	**	**
I have only subscribed to streaming services and have never paid for TV	11%	7%	-	2%	12%	4%	-	3%	13%	6%	7%	13%	-	-	7%
		*	**		BU*		**	**	**		*	*	**	**	**
I have never subscribed to streaming services or TV	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	**		*		**	**	**		*	*	**	**	**
Don't know	6%	8%	6%	2%	15%	2%	-	-	-	2%	11%	4%	-	4%	15%
		*	**		BU*		**	**	**		CA*	*	**	**	**

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base: All US Adults	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
Apple TV+	7%	23%	37%	9%	6%	12%	46%	25%	9%	15%	14%	18%	24%	30%	33%
		*	**		*		**	**	**		*	*	**	**	**
Disney+	22%	62%	41%	19%	22%	34%	55%	48%	34%	29%	23%	46%	32%	40%	49%
		*	**		*		**	**	**		*	*	**	**	**
Netflix	58%	86%	60%	57%	36%	77%	64%	65%	54%	67%	53%	83%	62%	80%	37%
		*	**		BV	*	**	**	**		CB	*	**	**	**
Hulu	31%	56%	22%	27%	17%	58%	31%	50%	33%	38%	26%	59%	46%	49%	29%
		*	**		*		**	**	**		*	*	**	**	**
Amazon Prime	45%	70%	35%	46%	26%	72%	56%	88%	33%	55%	38%	66%	46%	63%	43%
		*	**		BV	*	**	**	**		CB	*	**	**	**
YouTube	43%	87%	51%	41%	29%	58%	48%	67%	45%	43%	38%	55%	51%	62%	36%
		*	**		*		**	**	**		*	*	**	**	**
Crackle	6%	29%	12%	4%	6%	24%	19%	52%	13%	7%	6%	19%	46%	22%	17%
		*	**		*		**	**	**		*	*	**	**	**
Tubi	8%	25%	20%	6%	17%	33%	35%	53%	21%	8%	16%	30%	58%	17%	5%
		*	**		BU*		**	**	**		*	*	**	**	**
Pluto TV	10%	34%	6%	8%	7%	41%	55%	54%	25%	10%	11%	37%	62%	19%	31%
		*	**		*		**	**	**		*	*	**	**	**
CBS All Access	8%	25%	14%	7%	6%	19%	42%	16%	33%	14%	5%	34%	17%	23%	29%
		*	**		*		**	**	**		*	*	**	**	**
HBO Now	11%	20%	35%	10%	17%	22%	58%	25%	22%	20%	20%	42%	17%	25%	33%
		*	**		*		**	**	**		*	*	**	**	**
Facebook Watch	7%	100%	100%	7%	13%	12%	21%	28%	33%	11%	26%	11%	-	28%	31%
		*	**		*		**	**	**		CA*	*	*	**	**
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	**		*		**	**	**		*	*	**	**	**
The Roku Channel	11%	29%	-	11%	13%	100%	100%	51%	-	15%	12%	49%	39%	30%	28%
		*	**		*		**	**	**		*	*	**	**	**
IMDB TV	3%	20%	10%	4%	4%	10%	15%	100%	100%	8%	3%	18%	6%	6%	22%
		*	**		*		**	**	**		*	*	**	**	**

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Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or Epix)		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sling TV	5%	9%	3%	6%	24%	46%	14%	33%	6%	4%	100%	100%	27%	26%
AT&T TV Now	4%	19%	15%	3%	20%	8%	35%	12%	30%	6%	13%	24%	-	100%
YouTube TV	9%	28%	35%	8%	17%	15%	30%	30%	22%	12%	21%	13%	25%	29%
Hulu with Live TV	5%	29%	-	3%	9%	10%	13%	12%	-	8%	8%	12%	11%	24%
fubo TV	2%	15%	5%	2%	3%	6%	31%	12%	13%	3%	8%	12%	-	14%
Philo	2%	11%	-	2%	1%	16%	23%	13%	-	3%	4%	11%	30%	4%
Xumo	2%	14%	-	2%	8%	5%	13%	9%	-	2%	6%	12%	20%	11%
Vudu	7%	29%	11%	6%	2%	27%	23%	26%	22%	9%	7%	24%	37%	18%
Quibi	1%	16%	-	1%	2%	7%	13%	15%	-	3%	-	9%	10%	16%
Other	8%	12%	-	7%	9%	7%	16%	5%	-	6%	11%	7%	14%	3%
Don't know	13%	-	-	12%	15%	-	-	-	-	8%	7%	-	-	-

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	13%	-	-	12%	15%	-	-	-	-	8%	7%	-	-	-	-
1	23%	-	7%	25%	26%	6%	-	6%	34%	19%	20%	6%	5%	7%	7%
2	16%	-	7%	17%	20%	3%	-	4%	12%	14%	13%	2%	16%	8%	24%
3	13%	5%	26%	14%	11%	4%	12%	-	-	14%	15%	9%	7%	9%	6%
4	10%	9%	14%	10%	5%	13%	6%	5%	-	10%	16%	7%	5%	14%	9%
5	9%	13%	19%	8%	3%	17%	-	11%	8%	11%	10%	13%	-	12%	5%
6	6%	15%	7%	5%	5%	12%	-	9%	-	6%	4%	2%	-	6%	-
7	3%	13%	-	2%	8%	7%	19%	6%	11%	4%	7%	10%	9%	-	15%
8	2%	4%	-	2%	1%	8%	31%	11%	-	4%	1%	13%	13%	6%	11%
9	1%	7%	10%	1%	-	6%	-	12%	-	2%	2%	6%	18%	13%	-
10	1%	2%	-	1%	3%	7%	19%	3%	13%	2%	3%	11%	-	9%	7%
11	1%	13%	5%	1%	-	5%	-	11%	-	2%	2%	-	-	-	-
12	0%	2%	-	0%	3%	3%	-	3%	13%	1%	-	5%	21%	3%	-

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Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
YouTube TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hulu with Live TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
fubo TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	1%	13%	-	1%	4%	-	15%	-	2%	-	4%	-	7%	-
Other	4%	6%	-	2%	10%	13%	4%	-	4%	9%	23%	11%	15%	10%
Not applicable - I do not currently pay for any video streaming services	31%	5%	24%	32%	10%	10%	-	12%	16%	10%	7%	16%	12%	-

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	31%	5%	24%	32%	6%	10%	10%	-	12%	16%	10%	7%	16%	12%	-
1	26%	16%	13%	26%	46%	23%	27%	19%	34%	26%	33%	10%	33%	12%	50%
2	19%	9%	23%	18%	20%	22%	-	21%	-	18%	23%	19%	25%	13%	6%
3	13%	31%	7%	12%	16%	21%	27%	17%	8%	17%	12%	25%	12%	25%	5%
4	7%	17%	18%	7%	5%	12%	-	17%	24%	12%	13%	21%	-	14%	5%
5	2%	4%	6%	2%	6%	5%	9%	3%	-	6%	7%	4%	7%	13%	7%
6	1%	-	10%	1%	-	1%	15%	6%	9%	2%	-	8%	-	5%	17%
7	0%	2%	-	0%	-	2%	-	-	13%	1%	-	3%	-	-	-
8	0%	3%	-	0%	-	-	13%	2%	-	1%	1%	-	6%	-	10%
9	0%	11%	-	1%	-	3%	-	15%	-	2%	-	4%	-	7%	-

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base: All US Adults	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
Very likely	9%	24%	55%	8%	29%	18%	56%	31%	30%	15%	27%	26%	27%	31%	37%
Somewhat likely	14%	28%	23%	15%	33%	13%	28%	6%	59%	17%	32%	14%	14%	11%	47%
Somewhat unlikely	16%	10%	4%	15%	14%	23%	6%	27%	-	19%	20%	18%	43%	26%	7%

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	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	
	*	**	*	*	*	**	**	**	*	*	*	**	**	**	
Very unlikely	51%	24%	14%	55%	20%	37%	10%	22%	-	41%	18%	37%	7%	26%	10%
Don't know	11%	14%	5%	8%	3%	9%	-	14%	11%	8%	4%	6%	9%	6%	-

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

Unweighted base	112	9	5	66	4	15	4	6	1	48	9	8	4	8	4
Base: All US Adults	108	10	6	64	4	14	5	6	1	48	10	8	2	8	5
0 - Very dissatisfied	4%	-	-	1%	-	-	-	-	-	5%	-	-	-	-	-
1	2%	-	-	2%	-	7%	-	-	-	2%	-	11%	31%	12%	-
2	8%	-	22%	7%	-	7%	-	-	-	6%	21%	-	-	-	-
3	21%	13%	-	15%	30%	23%	28%	10%	-	26%	7%	27%	26%	10%	28%
4	24%	36%	35%	21%	-	16%	19%	-	-	10%	38%	12%	22%	12%	-
5 - Very satisfied	33%	51%	44%	50%	43%	33%	53%	90%	100%	47%	35%	41%	21%	67%	50%
No opinion	8%	-	-	3%	26%	15%	-	-	-	5%	-	9%	-	-	22%

rvs_q5_2. Disney+

Unweighted base	308	23	6	132	12	41	5	12	3	93	15	21	4	10	5
Base: All US Adults	319	27	6	136	13	40	6	12	3	93	16	21	3	10	7
0 - Very dissatisfied	2%	-	-	1%	16%	5%	-	-	-	2%	6%	6%	-	11%	-
1	1%	-	-	1%	-	2%	-	-	-	-	-	-	-	-	-
2	7%	8%	-	5%	30%	7%	-	-	-	1%	26%	5%	-	-	46%
3	17%	8%	15%	17%	20%	12%	43%	36%	37%	22%	5%	32%	29%	7%	22%
4	27%	15%	58%	21%	34%	25%	16%	14%	63%	24%	38%	27%	28%	28%	12%
5 - Very satisfied	44%	64%	27%	54%	-	48%	41%	50%	-	51%	25%	26%	43%	53%	20%
No opinion	4%	6%	-	1%	-	-	-	-	-	-	-	4%	-	-	-

rvs_q5_3. Netflix

Unweighted base	845	33	8	411	20	94	7	18	5	222	35	38	8	21	6
Base: All US Adults	843	38	9	400	22	90	7	17	5	213	37	37	6	21	5
0 - Very dissatisfied	2%	3%	-	0%	23%	-	-	-	-	0%	-	-	-	-	-
1	2%	-	-	1%	5%	2%	-	-	-	2%	6%	5%	-	4%	-
2	3%	2%	-	2%	13%	5%	12%	-	-	2%	-	3%	17%	4%	-
3	14%	3%	11%	11%	12%	9%	-	9%	-	6%	12%	10%	-	10%	34%

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	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	
4	29%	18%	48%	28%	8%	35%	16%	28%	47%	25%	24%	30%	24%	18%	-
5 - Very satisfied	49%	74%	41%	54%	40%	47%	72%	63%	53%	64%	58%	52%	59%	64%	66%
No opinion	2%	-	-	2%	-	2%	-	-	-	1%	-	-	-	-	-

rvs_q5_4. Hulu

Unweighted base	461	22	4	188	10	71	3	14	3	121	19	28	6	14	4
Base: All US Adults	455	25	3	190	11	67	3	13	3	119	18	26	5	13	4
0 - Very dissatisfied	2%	4%	-	1%	-	-	-	-	-	2%	-	-	-	-	21%
1	1%	-	-	2%	7%	-	-	-	-	1%	13%	-	11%	-	-
2	5%	3%	-	3%	11%	7%	-	5%	38%	-	-	16%	-	-	-
3	23%	7%	-	18%	19%	27%	-	25%	-	23%	23%	32%	-	41%	-
4	32%	41%	100%	35%	38%	30%	29%	17%	62%	35%	49%	15%	75%	23%	20%
5 - Very satisfied	35%	45%	-	37%	25%	35%	71%	54%	-	38%	16%	37%	13%	36%	59%
No opinion	3%	-	-	4%	-	1%	-	-	-	1%	-	-	-	-	-

rvs_q5_5. Amazon Prime

Unweighted base	675	27	6	337	15	89	6	25	3	187	26	31	6	17	5
Base: All US Adults	655	31	6	318	16	83	6	23	3	176	26	29	5	17	6
0 - Very dissatisfied	2%	10%	-	1%	14%	-	-	-	-	2%	12%	-	-	-	35%
1	2%	3%	-	2%	5%	2%	14%	4%	-	3%	-	-	-	5%	-
2	6%	-	-	6%	7%	6%	-	4%	38%	5%	11%	18%	-	-	-
3	20%	10%	-	14%	13%	19%	16%	10%	-	14%	8%	12%	-	20%	-
4	32%	42%	36%	34%	39%	30%	16%	19%	34%	28%	39%	19%	18%	32%	29%
5 - Very satisfied	35%	35%	64%	41%	23%	42%	55%	63%	27%	45%	30%	51%	82%	42%	36%
No opinion	3%	-	-	2%	-	1%	-	-	-	4%	-	-	-	-	-

rvs_q5_6. YouTube Premium

Unweighted base	623	32	8	288	16	70	5	19	4	141	25	25	6	17	4
Base: All US Adults	625	38	8	285	18	67	5	18	4	135	27	24	5	16	5
0 - Very dissatisfied	2%	4%	-	3%	-	-	-	-	-	1%	-	-	-	3%	-
1	2%	6%	-	2%	19%	-	-	4%	-	2%	17%	-	12%	-	-
2	5%	3%	-	3%	17%	6%	-	12%	-	3%	8%	5%	-	-	-
3	12%	5%	30%	12%	9%	13%	34%	4%	-	13%	9%	12%	39%	9%	-
4	11%	18%	49%	9%	35%	11%	18%	3%	-	12%	33%	4%	10%	12%	42%
5 - Very satisfied	17%	32%	21%	20%	20%	24%	47%	48%	75%	26%	18%	27%	-	53%	58%

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	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF

rvs_q5_10. CBS All Access

Unweighted base	118	10	2	49	3	23	4	6	3	46	4	17	2	6	4
Base: All US Adults	114	11	2	50	4	23	4	4	3	43	3	15	2	6	4
0 - Very dissatisfied	1%	**	**	*	**	**	**	**	**	*	**	**	**	**	**
1	4%	**	**	3%	**	10%	**	**	**	2%	**	8%	**	**	21%
2	12%	**	**	13%	**	4%	**	-	38%	14%	**	25%	**	35%	-
3	29%	18%	62%	24%	71%	11%	45%	-	-	23%	30%	19%	-	17%	-
4	26%	35%	38%	29%	29%	39%	-	29%	62%	25%	26%	10%	-	19%	46%
5 - Very satisfied	25%	47%	**	26%	**	37%	55%	71%	-	33%	43%	39%	100%	29%	33%
No opinion	3%	**	**	5%	**	-	-	-	-	2%	**	-	-	-	-

rvs_q5_11. HBO Now

Unweighted base	156	8	5	72	9	27	5	7	2	66	13	19	2	7	4
Base: All US Adults	154	9	5	68	10	25	6	6	2	65	14	19	2	7	5
0 - Very dissatisfied	0%	**	**	*	**	**	**	**	**	*	**	**	**	**	**
1	3%	**	**	2%	12%	9%	**	-	-	2%	**	6%	**	**	**
2	5%	**	**	3%	12%	2%	**	-	-	8%	6%	-	-	-	-
3	19%	**	19%	14%	19%	14%	15%	-	-	13%	13%	10%	-	19%	22%
4	28%	21%	66%	26%	19%	11%	20%	29%	42%	18%	49%	19%	-	14%	18%
5 - Very satisfied	38%	79%	15%	47%	38%	57%	65%	71%	58%	57%	26%	59%	100%	67%	61%
No opinion	6%	**	**	8%	**	8%	**	-	-	3%	6%	5%	-	-	-

rvs_q5_12. Facebook Watch

Unweighted base	91	38	14	46	7	13	2	6	3	30	14	5	-	8	3
Base: All US Adults	99	44	16	51	8	14	2	7	3	35	18	5	-	8	4
0 - Very dissatisfied	5%	7%	**	2%	21%	7%	38%	-	-	5%	**	**	**	11%	**
1	2%	*	**	*	13%	6%	**	-	-	*	6%	19%	**	12%	-
2	9%	6%	15%	11%	-	15%	-	29%	-	9%	7%	-	-	7%	-
3	22%	7%	34%	12%	17%	6%	-	15%	38%	26%	12%	24%	-	-	-
4	26%	32%	40%	35%	12%	32%	-	-	62%	21%	37%	20%	-	21%	19%
5 - Very satisfied	28%	39%	11%	38%	11%	34%	62%	56%	-	40%	21%	37%	-	49%	31%
No opinion	8%	9%	**	3%	26%	-	-	-	-	-	12%	-	-	-	50%

rvs_q5_20. Hulu with Live TV

Unweighted base	74	10	-	25	5	13	1	4	-	25	5	6	2	6	3
Base: All US Adults	71	13	-	24	6	12	1	3	-	25	6	5	1	6	4

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	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
0 - Very dissatisfied	5%	-	-	7%	17%	-	-	-	10%	-	-	-	-	-
1	5%	17%	-	5%	39%	-	-	-	5%	39%	-	46%	-	49%
2	7%	-	-	3%	-	7%	-	21%	-	3%	32%	-	54%	-
3	22%	7%	-	14%	15%	16%	-	-	14%	-	15%	-	13%	20%
4	25%	14%	-	19%	16%	45%	-	23%	-	20%	29%	32%	-	15%
5 - Very satisfied	29%	62%	-	45%	14%	16%	100%	56%	-	36%	-	33%	-	71%
No opinion	7%	-	-	7%	-	15%	-	-	9%	-	19%	-	-	-

rvs_q5_25. Quibi

Unweighted base	13	6	-	7	1	7	1	3	-	9	-	4	1	4	1
Base: All US Adults	14	7	-	8	1	8	1	4	-	10	-	4	1	4	1
0 - Very dissatisfied	9%	-	-	-	-	-	-	-	-	-	-	-	-	33%	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	13%	-	-	-	100%	-	-	-	7%	-	30%	-	-	-	-
3	9%	19%	-	17%	-	-	100%	-	14%	-	-	-	-	-	100%
4	13%	26%	-	12%	-	12%	-	-	19%	-	24%	-	23%	-	-
5 - Very satisfied	40%	56%	-	72%	-	62%	-	100%	59%	-	46%	-	44%	-	-
No opinion	14%	-	-	-	-	26%	-	-	-	-	-	100%	-	-	-

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base: All US Adults	1349	44	16	697	61	116	10	26	9	317	70	45	10	26	14

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1349	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	24%	5%	13%	30%	10%	10%	10%	3%	12%	17%	7%	7%	16%	11%	-
1-20	36%	21%	50%	33%	53%	29%	42%	24%	34%	37%	41%	9%	38%	28%	52%
21-40	20%	21%	-	20%	9%	25%	22%	25%	13%	18%	24%	25%	8%	17%	37%
41-60	9%	5%	-	7%	6%	14%	9%	7%	8%	10%	8%	30%	25%	19%	5%
61+	11%	47%	37%	10%	23%	22%	18%	42%	33%	17%	20%	28%	13%	25%	6%
Mean Incl. 0	27.89	73.23	60.23	26.52	56.19	43.92	33.51	74.31	65.55	37.74	39.57	57.00	35.65	46.59	31.57

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	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4%	6%	-	2%	-	12%	9%	5%	-	3%	-	21%	9%	7%
Not applicable - I don't think any of these are "must-have" services	33%	7%	13%	30%	13%	15%	16%	5%	-	15%	14%	14%	13%	7%

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services were you already subscribed to prior to the outbreak, and which did you subscribe to in the past month (i.e., since Spasday Spastmonth Spastyear)? Please select the option that best applies on each row.

rvs_q11_1a_1. Apple TV+

Unweighted base	109	9	5	66	4	15	4	6	1	48	9	8	4	8	4
Base: All US adults	106	10	6	64	4	14	5	6	1	48	10	8	2	8	5
Already subscribed to prior to outbreak	67%	78%	29%	70%	70%	67%	22%	76%	100%	74%	24%	45%	78%	100%	39%
Subscribed to in the last 30 days	17%	9%	49%	18%	30%	26%	32%	24%	-	16%	55%	46%	-	-	32%
Not applicable - I am not subscribed to this service	14%	13%	-	10%	-	7%	47%	-	-	11%	8%	9%	22%	-	28%
Don't know	2%	-	22%	2%	-	-	-	-	-	-	13%	-	-	-	-

rvs_q11_1a_2. Disney+

Unweighted base	301	23	6	132	12	41	5	12	3	93	15	21	4	10	5
Base: All US adults	312	27	6	136	13	40	6	12	3	93	16	21	3	10	7
Already subscribed to prior to outbreak	76%	76%	58%	83%	34%	94%	68%	92%	100%	81%	50%	89%	100%	63%	69%
Subscribed to in the last 30 days	15%	24%	27%	12%	66%	2%	32%	-	-	16%	44%	11%	-	37%	31%
Not applicable - I am not subscribed to this service	8%	-	15%	5%	-	4%	-	8%	-	3%	5%	-	-	-	-
Don't know	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_3. Netflix

Unweighted base	820	33	8	411	20	94	7	18	5	222	35	38	8	21	6
Base: All US adults	814	38	9	400	22	90	7	17	5	213	37	37	6	21	5
Already subscribed to prior to outbreak	85%	90%	68%	90%	48%	91%	86%	94%	61%	92%	68%	85%	100%	97%	71%
Subscribed to in the last 30 days	5%	5%	21%	4%	45%	2%	14%	-	39%	5%	24%	12%	-	3%	29%
Not applicable - I am not subscribed to this service	8%	2%	10%	6%	8%	7%	-	6%	-	3%	8%	2%	-	-	-
Don't know	1%	3%	-	1%	-	-	-	-	-	1%	-	-	-	-	-

rvs_q11_1a_4. Hulu

Unweighted base	451	22	4	188	10	71	3	14	3	121	19	28	6	14	4
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	
Unweighted base	139	14	1	56	5	49	5	16	2	33	8	16	7	6	4
Base: All US adults	135	15	1	56	4	47	6	14	2	33	7	17	6	5	4
Already subscribed to prior to outbreak	68%	77%	-	65%	42%	85%	-	78%	50%	57%	35%	67%	71%	57%	35%
Subscribed to in the last 30 days	11%	10%	100%	20%	58%	2%	43%	22%	50%	24%	41%	16%	15%	33%	35%
Not applicable - I am not subscribed to this service	20%	9%	-	13%	-	13%	58%	-	-	17%	24%	17%	14%	-	30%
Don't know	2%	4%	-	2%	-	-	-	-	-	2%	-	-	-	11%	-
rvs_q11_1a_10. CBS All Access															
Unweighted base	117	10	2	49	3	23	4	6	3	46	4	17	2	6	4
Base: All US adults	113	11	2	50	4	23	4	4	3	43	3	15	2	6	4
Already subscribed to prior to outbreak	57%	74%	100%	65%	100%	79%	55%	64%	27%	77%	18%	56%	37%	80%	100%
Subscribed to in the last 30 days	18%	10%	-	13%	-	5%	21%	19%	73%	11%	52%	19%	63%	20%	-
Not applicable - I am not subscribed to this service	22%	17%	-	21%	-	16%	24%	16%	-	10%	30%	25%	-	-	-
Don't know	3%	-	-	2%	-	-	-	-	-	2%	-	-	-	-	-
rvs_q11_1a_11. HBO Now															
Unweighted base	155	8	5	72	9	27	5	7	2	66	13	19	2	7	4
Base: All US adults	153	9	5	68	10	25	6	6	2	65	14	19	2	7	5
Already subscribed to prior to outbreak	63%	78%	47%	70%	38%	69%	80%	84%	58%	79%	32%	80%	37%	64%	61%
Subscribed to in the last 30 days	12%	-	53%	12%	42%	8%	20%	16%	42%	6%	56%	5%	63%	18%	39%
Not applicable - I am not subscribed to this service	23%	22%	-	14%	20%	20%	-	-	-	14%	12%	15%	-	19%	-
Don't know	2%	-	-	4%	-	3%	-	-	-	1%	-	-	-	-	-
rvs_q11_1a_12. Facebook Watch															
Unweighted base	88	38	14	46	7	13	2	6	3	30	14	5	-	8	3
Base: All US adults	96	44	16	51	8	14	2	7	3	35	18	5	-	8	4
Already subscribed to prior to outbreak	46%	100%	-	53%	37%	73%	100%	84%	34%	60%	24%	57%	-	68%	81%
Subscribed to in the last 30 days	16%	-	100%	18%	17%	-	-	-	27%	8%	49%	-	-	20%	19%
Not applicable - I am not subscribed to this service	29%	-	-	21%	47%	20%	-	16%	38%	26%	23%	43%	-	12%	-
Don't know	9%	-	-	8%	-	7%	-	-	-	6%	4%	-	-	-	-
rvs_q11_1a_13. Cable TV															
Unweighted base	1358	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base: All US adults	1349	44	16	697	61	116	10	26	9	317	70	45	10	26	14
Already subscribed to prior to outbreak	52%	61%	59%	100%	-	49%	48%	70%	45%	75%	40%	23%	33%	40%	32%
Subscribed to in the last 30 days	5%	7%	9%	-	100%	1%	35%	3%	8%	7%	33%	7%	7%	15%	46%
Not applicable - I am not subscribed to this service	40%	29%	32%	-	-	49%	18%	27%	47%	17%	27%	70%	60%	44%	22%
Don't know	4%	4%	-	-	-	1%	-	-	-	1%	-	-	-	2%	-

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Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8%	-	9%	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_24. Vudu

Unweighted base	99	11	2	44	1	33	2	7	2	30	5	11	4	5	2
Base: All US adults	96	13	2	45	1	32	2	7	2	30	5	11	4	5	2
Already subscribed to prior to outbreak	66%	89%	50%	67%	-	84%	-	100%	-	72%	77%	74%	100%	100%	-
Subscribed to in the last 30 days	11%	11%	50%	16%	100%	-	100%	-	100%	17%	23%	17%	-	-	100%
Not applicable - I am not subscribed to this service	20%	-	-	14%	-	16%	-	-	-	8%	-	8%	-	-	-
Don't know	2%	-	-	2%	-	-	-	-	-	3%	-	-	-	-	-

rvs_q11_1a_25. Quibi

Unweighted base	13	6	-	7	1	7	1	3	-	9	-	4	1	4	1
Base: All US adults	14	7	-	8	1	8	1	4	-	10	-	4	1	4	1
Already subscribed to prior to outbreak	41%	69%	-	73%	-	62%	-	100%	-	61%	-	70%	-	67%	-
Subscribed to in the last 30 days	52%	31%	-	27%	100%	25%	100%	-	-	39%	-	30%	100%	33%	100%
Not applicable - I am not subscribed to this service	7%	-	-	-	-	12%	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_count_TB. How many of the following entertainment services have you already subscribed to prior to outbreak?

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	18%	-	6%	-	37%	-	21%	-	-	-	25%	-	-	-	25%
	*	*	**		BU*		**	**	**		CA*		**	**	**
1	21%	3%	33%	25%	33%	3%	19%	-	42%	8%	31%	8%	42%	12%	11%
	*	*	**	*	*	*	**	**	**	*	CA*	*	**	**	**
2	17%	-	33%	19%	7%	5%	6%	-	12%	16%	9%	2%	-	4%	-
	*	*	**	*	*	*	**	**	**	*	*	*	**	**	**
3	14%	9%	-	17%	9%	7%	-	6%	-	16%	15%	9%	-	16%	25%
	*	*	**	*	*	*	**	**	**	*	*	*	**	**	**
4	12%	18%	-	14%	3%	16%	9%	8%	11%	15%	10%	10%	14%	7%	5%
	*	*	**	BV	*	*	**	**	**	*	*	*	**	**	**
5	7%	10%	7%	10%	3%	20%	-	12%	-	14%	2%	22%	-	8%	-
	*	*	**	*	*	*	**	**	**	CB	*	*	**	**	**
6	4%	12%	6%	5%	3%	15%	15%	18%	13%	9%	5%	16%	10%	8%	11%
	*	*	**	*	*	*	**	**	**	*	*	*	**	**	**
7	3%	13%	-	4%	1%	8%	8%	12%	-	9%	-	7%	7%	19%	-
	*	*	**	*	*	*	**	**	**	CB	*	*	**	**	**
8	2%	2%	5%	2%	2%	7%	10%	2%	13%	3%	1%	6%	-	10%	7%
	*	*	**	*	*	*	**	**	**	*	*	*	**	**	**
9	1%	9%	5%	1%	-	9%	-	15%	-	3%	1%	8%	9%	-	-
	*	*	**	*	*	*	**	**	**	*	*	*	**	**	**
10	0%	2%	5%	1%	-	1%	-	-	9%	1%	-	2%	-	-	6%
	*	*	**	*	*	*	**	**	**	*	*	*	**	**	**
11	0%	4%	-	0%	1%	3%	-	3%	-	1%	-	-	11%	3%	-
	*	*	**	*	*	*	**	**	**	*	*	*	**	**	**
12	0%	5%	-	1%	-	2%	13%	6%	-	1%	1%	-	6%	-	10%

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Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
	*	**	*	*	*	**	**	**	*	*	**	**	**	**
13	0%	-	-	-	1%	-	2%	-	-	-	3%	-	3%	-
	*	**	*	*	**	**	**	**	*	*	**	**	**	**
14	0%	2%	-	0%	-	1%	-	-	0%	-	-	-	-	-
	*	**	*	*	**	**	**	**	*	*	**	**	**	**
15	0%	3%	-	0%	-	1%	-	6%	-	0%	-	-	-	-
	*	**	*	*	**	**	**	**	*	*	**	**	**	**
16	0%	3%	-	0%	-	1%	-	6%	-	0%	-	-	-	-
	*	**	*	*	**	**	**	**	*	*	**	**	**	**
19	0%	2%	-	0%	-	1%	-	-	-	1%	-	4%	-	7%
	*	**	*	*	**	**	**	**	*	*	**	**	**	**
25	0%	2%	-	0%	-	1%	-	4%	-	0%	-	2%	-	4%
	*	**	*	*	**	**	**	**	*	*	**	**	**	**

rvs_q11_1a_count_BB. How many of the following entertainment services have you subscribed to in the last 30 days?

	Unweighted base	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	80%	61%	-	85%	-	84%	-	79%	-	76%	-	71%	-	56%	-
	*	**	BV	*	**	**	**	**	**	CB	*	**	**	**	**
1	12%	15%	18%	9%	21%	11%	10%	7%	59%	13%	32%	11%	36%	12%	22%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
2	4%	7%	30%	2%	36%	2%	8%	-	-	5%	25%	6%	24%	14%	24%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
3	2%	2%	23%	1%	26%	2%	24%	5%	-	3%	23%	-	15%	7%	7%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
4	1%	7%	5%	1%	4%	1%	25%	6%	11%	1%	6%	3%	20%	7%	11%
	*	**	**	*	**	**	**	**	**	CA*	*	**	**	**	**
5	1%	5%	11%	1%	7%	-	12%	3%	9%	1%	8%	1%	5%	3%	21%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
6	0%	3%	13%	1%	3%	-	13%	-	21%	1%	4%	7%	-	-	15%
	*	**	**	*	**	**	**	**	**	*	**	**	**	**	**
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	**	**	**	**	**	*	**	**	**	**	**
12	0%	-	-	-	1%	-	9%	-	-	-	1%	-	-	-	-
	*	**	**	BU*	*	**	**	**	**	*	**	**	**	**	**

rvs_q11_1a_TB_selective_count. How many of the following entertainment services have you already subscribed to prior to outbreak? (selected options)

	Unweighted base	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	22%	3%	12%	-	64%	3%	21%	-	34%	9%	31%	-	15%	-	31%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
1	24%	11%	43%	33%	18%	14%	19%	14%	20%	17%	31%	11%	38%	12%	30%
	*	**	**	BV	*	**	**	**	**	CA*	*	**	**	**	**
2	19%	13%	18%	23%	7%	19%	6%	9%	-	18%	10%	7%	-	16%	6%
	*	**	**	BV	*	**	**	**	**	*	**	**	**	**	**
3	16%	16%	-	19%	5%	18%	8%	23%	11%	18%	14%	24%	9%	15%	-
	*	**	**	BV	*	**	**	**	**	*	**	**	**	**	**
4	10%	19%	7%	13%	3%	19%	24%	23%	-	14%	10%	9%	25%	8%	11%
	*	**	**	*	**	**	**	**	**	*	**	**	**	**	**
5	5%	17%	-	7%	-	14%	-	8%	25%	11%	1%	28%	-	15%	-
	*	**	**	*	*	**	**	**	**	CB	*	**	**	**	**
6	2%	4%	11%	3%	2%	7%	10%	2%	-	6%	2%	9%	7%	15%	7%
	*	**	**	*	*	**	**	**	**	*	**	**	**	**	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
7	1%	3%	5%	1%	3%	-	6%	-	2%	-	6%	-	7%	-
8	0%	2%	5%	1%	2%	-	5%	9%	2%	1%	-	6%	3%	6%
9	0%	7%	-	0%	1%	13%	6%	-	1%	-	-	-	-	10%
13	0%	2%	-	0%	1%	-	-	-	1%	-	4%	-	7%	-
15	0%	2%	-	0%	1%	-	4%	-	0%	-	2%	-	4%	-

rvs_q11_1a_BB_selective_count. How many of the following entertainment services have you subscribed to in the last 30 days? (selected options)

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	84%	70%	43%	90%	-	88%	10%	82%	59%	81%	36%	76%	-	58%	-
1	11%	14%	33%	7%	50%	9%	33%	4%	-	10%	38%	10%	54%	23%	22%
2	3%	4%	11%	2%	26%	1%	24%	14%	20%	5%	10%	6%	30%	7%	41%
3	1%	7%	13%	1%	17%	1%	25%	-	21%	3%	11%	4%	-	11%	22%
4	0%	5%	-	0%	4%	1%	-	-	-	1%	4%	1%	16%	-	15%
6	0%	-	-	-	3%	-	9%	-	-	-	1%	3%	-	-	-
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services do expect to subscribe to in the next month and which do you never expect to subscribe to? Please select the option that best applies on each row.

rvs_q11_2b_1. Apple TV+

Unweighted base	1350	29	9	659	46	106	6	21	6	277	52	38	9	19	9
Base: All US adults	1354	34	10	633	57	102	6	20	8	270	60	36	8	18	9
Expect to subscribe to in the next 30 days	4%	13%	14%	3%	27%	4%	15%	21%	14%	11%	24%	12%	10%	22%	8%
Don't expect to subscribe to ever	78%	78%	76%	82%	54%	82%	85%	56%	64%	71%	60%	76%	78%	44%	84%
Don't know	18%	8%	10%	15%	18%	15%	-	23%	22%	18%	16%	12%	12%	34%	8%

rvs_q11_2b_2. Disney+

Unweighted base	1154	15	8	593	38	80	5	15	4	232	46	25	9	17	8
Base: All US adults	1143	17	9	561	48	76	5	14	6	224	54	24	7	16	7
Expect to subscribe to in the next 30 days	8%	19%	21%	9%	28%	4%	-	27%	70%	18%	29%	-	11%	4%	57%
Don't expect to subscribe to ever	70%	48%	70%	72%	64%	69%	78%	34%	12%	62%	64%	69%	89%	66%	43%
Don't know	22%	32%	9%	20%	7%	27%	22%	39%	18%	21%	8%	31%	-	30%	-

rvs_q11_2b_3. Netflix

Unweighted base	617	5	6	314	30	27	3	9	2	103	26	8	5	6	7
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	Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Base: All US adults	619	6	6	297	39	26	4	9	4	104	33	8	4	5	9
Expect to subscribe to in the next 30 days	13%	-	32%	9%	50%	13%	-	18%	74%	27%	45%	15%	18%	33%	48%
Don't expect to subscribe to ever	62%	100%	37%	71%	36%	71%	72%	65%	-	51%	52%	69%	82%	32%	52%
Don't know	25%	-	31%	19%	14%	16%	28%	17%	26%	21%	3%	16%	-	35%	-
		**	**	**	**	**	**	**	**	*	**	**	**	**	**
rvs_q11_2b_4. Hulu															
Unweighted base	1001	16	10	537	40	50	7	13	4	204	42	18	7	13	9
Base: All US adults	1007	19	12	507	51	49	7	13	6	198	52	18	6	13	10
Expect to subscribe to in the next 30 days	9%	29%	18%	8%	36%	18%	11%	20%	-	13%	33%	13%	10%	35%	65%
Don't expect to subscribe to ever	67%	60%	47%	73%	41%	53%	60%	66%	49%	63%	53%	66%	74%	37%	30%
Don't know	24%	11%	35%	20%	23%	29%	29%	15%	51%	24%	14%	21%	17%	28%	5%
		**	**	**	**	*	**	**	**	**	*	**	**	**	**
rvs_q11_2b_5. Amazon Prime															
Unweighted base	787	11	8	388	35	32	4	2	4	138	35	15	7	10	8
Base: All US adults	807	13	10	379	45	33	5	3	6	142	44	15	6	10	8
Expect to subscribe to in the next 30 days	11%	17%	20%	11%	44%	13%	23%	51%	70%	20%	42%	21%	14%	18%	34%
Don't expect to subscribe to ever	62%	56%	63%	66%	39%	64%	54%	49%	12%	61%	45%	63%	59%	30%	60%
Don't know	26%	28%	18%	23%	17%	23%	23%	-	18%	19%	13%	16%	27%	52%	7%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
rvs_q11_2b_6. YouTube Premium															
Unweighted base	839	6	6	437	34	51	5	8	3	184	36	21	7	10	9
Base: All US adults	837	6	8	412	44	49	5	9	5	182	43	20	5	10	9
Expect to subscribe to in the next 30 days	7%	-	34%	5%	44%	8%	51%	37%	77%	15%	32%	24%	-	12%	55%
Don't expect to subscribe to ever	76%	85%	42%	83%	44%	73%	49%	39%	23%	72%	52%	69%	82%	57%	39%
Don't know	17%	15%	24%	12%	12%	18%	-	24%	-	13%	17%	8%	18%	31%	6%
		**	**	**	**	*	**	**	**	**	*	**	**	**	**
rvs_q11_2b_7. Crackle															
Unweighted base	1380	28	12	697	47	93	8	13	6	306	56	37	8	21	11
Base: All US adults	1381	31	14	669	58	88	8	13	8	296	66	36	6	20	12
Expect to subscribe to in the next 30 days	4%	23%	22%	3%	33%	8%	16%	13%	50%	11%	18%	9%	-	30%	51%
Don't expect to subscribe to ever	81%	64%	78%	85%	50%	72%	72%	81%	50%	74%	68%	80%	100%	54%	41%
Don't know	15%	13%	-	12%	17%	20%	12%	6%	-	15%	15%	10%	-	16%	8%
		**	**	*	*	*	**	**	**	*	*	*	**	**	**
rvs_q11_2b_8. Tubi															
Unweighted base	1354	28	11	683	41	83	6	13	5	302	52	32	6	22	12
Base: All US adults	1351	33	13	653	51	78	7	12	7	293	59	31	4	22	13
Expect to subscribe to in the next 30 days	5%	22%	14%	5%	30%	5%	61%	26%	74%	12%	30%	19%	17%	22%	51%
Don't expect to subscribe to ever	80%	57%	60%	85%	59%	77%	24%	60%	26%	76%	55%	63%	61%	53%	35%
Don't know	14%	21%	26%	10%	11%	18%	16%	14%	-	12%	15%	18%	22%	25%	14%
		**	**	**	*	*	**	**	**	**	*	*	**	**	**
rvs_q11_2b_9. Pluto TV															
Unweighted base	1319	24	13	669	45	72	5	11	5	292	53	30	6	21	9

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	Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Base: All US adults	1322	29	15	641	57	69	5	12	7	285	63	28	4	21	10
Expect to subscribe to in the next 30 days	6%	28%	15%	4%	28%	17%	22%	40%	74%	14%	24%	16%	-	38%	45%
Don't expect to subscribe to ever	81%	59%	63%	84%	61%	75%	78%	60%	26%	75%	58%	75%	72%	46%	55%
Don't know	14%	13%	22%	12%	11%	8%	-	-	-	11%	18%	9%	28%	16%	-
		**	**		*	*	**	**	**		*	**	**	**	**
rvs_q11_2b_10. CBS All Access															
Unweighted base	1344	28	12	676	47	98	6	21	4	279	57	29	11	21	9
Base: All US adults	1348	33	13	647	58	93	6	22	6	274	66	30	9	20	10
Expect to subscribe to in the next 30 days	6%	18%	13%	5%	32%	14%	40%	36%	63%	13%	25%	18%	6%	28%	38%
Don't expect to subscribe to ever	76%	65%	83%	81%	56%	71%	49%	51%	18%	70%	61%	64%	76%	40%	49%
Don't know	18%	17%	5%	15%	12%	15%	11%	13%	19%	17%	14%	19%	17%	32%	13%
		**	**		*	*	**	**	**		*	**	**	**	**
rvs_q11_2b_11. HBO Now															
Unweighted base	1306	30	9	653	41	94	5	20	5	259	48	27	11	20	9
Base: All US adults	1308	35	10	629	51	91	4	20	7	253	56	26	9	20	9
Expect to subscribe to in the next 30 days	7%	25%	34%	7%	45%	10%	-	30%	60%	18%	30%	16%	-	25%	34%
Don't expect to subscribe to ever	74%	63%	60%	77%	42%	73%	100%	50%	25%	64%	53%	69%	83%	60%	27%
Don't know	19%	12%	6%	16%	14%	17%	-	20%	15%	18%	17%	15%	17%	15%	38%
		**	**		*	*	**	**	**		*	**	**	**	**
rvs_q11_2b_12. Facebook Watch															
Unweighted base	1371	-	-	679	43	108	8	21	4	295	47	41	13	19	10
Base: All US adults	1363	-	-	646	53	102	8	19	6	282	52	40	10	19	10
Expect to subscribe to in the next 30 days	5%	-	-	5%	30%	4%	33%	21%	100%	12%	15%	14%	7%	15%	40%
Don't expect to subscribe to ever	81%	-	-	84%	56%	82%	41%	49%	-	74%	65%	80%	83%	76%	46%
Don't know	14%	-	-	11%	14%	14%	25%	30%	-	14%	19%	6%	9%	10%	15%
					*	*	**	**	**		*	*	**	**	**
rvs_q11_2b_13. Cable TV															
Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base: All US adults	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
Expect to subscribe to in the next 30 days	21%	45%	55%	36%	36%	18%	54%	40%	75%	35%	49%	14%	7%	38%	49%
Don't expect to subscribe to ever	53%	39%	34%	30%	46%	56%	46%	31%	13%	35%	40%	73%	78%	40%	32%
Don't know	26%	16%	12%	34%	18%	25%	-	29%	13%	31%	11%	13%	14%	21%	19%
		*	**		*	**	**	**	**		*	*	**	**	**
rvs_q11_2b_14. The Roku Channel															
Unweighted base	1295	27	14	649	43	-	-	14	7	277	53	25	9	19	10
Base: All US adults	1301	31	16	623	53	-	-	13	9	269	61	23	6	18	10
Expect to subscribe to in the next 30 days	6%	12%	28%	6%	31%	-	-	21%	59%	12%	27%	19%	12%	26%	35%
Don't expect to subscribe to ever	75%	71%	53%	76%	53%	-	-	55%	33%	74%	58%	67%	57%	44%	50%
Don't know	19%	16%	19%	18%	15%	-	-	24%	8%	15%	15%	14%	32%	30%	15%
		**	**		*			**	**		*	**	**	**	**
rvs_q11_2b_15. IMDB TV															
Unweighted base	1414	31	12	698	47	110	9	-	-	303	58	38	12	25	10

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Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	
Base: All US adults	1412	35	14	670	59	105	9	-	-	292	68	36	10	25	11
Expect to subscribe to in the next 30 days	5%	28%	22%	3%	44%	6%	26%	-	-	10%	27%	8%	8%	20%	51%
Don't expect to subscribe to ever	80%	65%	32%	85%	40%	79%	54%	-	-	77%	46%	74%	82%	57%	36%
Don't know	15%	7%	46%	11%	16%	16%	21%	-	-	13%	26%	18%	10%	23%	13%

rvs_q11_2b_16. Premium cable channels (HBO, Showtime, Starz or Epix)

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base: All US adults	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
Expect to subscribe to in the next 30 days	12%	38%	29%	15%	42%	15%	25%	34%	43%	36%	34%	15%	13%	44%	27%
Don't expect to subscribe to ever	65%	40%	43%	61%	45%	61%	55%	35%	32%	31%	41%	71%	78%	45%	58%
Don't know	23%	22%	28%	23%	14%	24%	20%	31%	24%	33%	25%	14%	9%	12%	15%

rvs_q11_2b_17. Sling TV

Unweighted base	1382	34	14	704	46	94	6	23	4	304	57	-	-	20	10
Base: All US adults	1387	40	16	677	57	89	6	22	6	297	67	-	-	19	11
Expect to subscribe to in the next 30 days	4%	22%	25%	4%	18%	10%	31%	24%	65%	10%	27%	-	-	22%	30%
Don't expect to subscribe to ever	77%	63%	55%	80%	47%	70%	50%	56%	17%	72%	53%	-	-	49%	49%
Don't know	19%	15%	20%	16%	35%	20%	19%	19%	18%	19%	21%	-	-	28%	20%

rvs_q11_2b_18. AT&T TV Now

Unweighted base	1410	31	11	707	39	112	7	24	4	305	53	36	13	-	-
Base: All US adults	1409	35	13	677	49	107	7	23	6	297	61	34	10	-	-
Expect to subscribe to in the next 30 days	5%	14%	32%	4%	35%	9%	32%	21%	16%	9%	22%	6%	5%	-	-
Don't expect to subscribe to ever	81%	67%	61%	83%	55%	76%	68%	56%	66%	77%	71%	82%	81%	-	-
Don't know	14%	19%	7%	13%	9%	15%	-	23%	18%	14%	7%	12%	14%	-	-

rvs_q11_2b_19. YouTube TV

Unweighted base	1336	28	9	674	40	103	7	20	5	288	48	40	10	20	11
Base: All US adults	1338	32	10	644	51	98	7	18	7	280	55	39	8	19	12
Expect to subscribe to in the next 30 days	7%	18%	28%	6%	51%	5%	32%	17%	15%	11%	28%	10%	10%	26%	48%
Don't expect to subscribe to ever	74%	66%	72%	77%	32%	72%	53%	52%	70%	71%	51%	71%	69%	49%	48%
Don't know	19%	15%	-	17%	17%	22%	14%	30%	15%	18%	22%	18%	21%	25%	4%

rvs_q11_2b_20. Hulu with Live TV

Unweighted base	1388	28	14	700	45	108	9	23	7	300	56	40	11	21	10
Base: All US adults	1391	31	16	673	56	104	9	23	9	292	64	39	9	20	10
Expect to subscribe to in the next 30 days	7%	19%	28%	6%	35%	8%	61%	32%	42%	14%	28%	12%	16%	20%	40%
Don't expect to subscribe to ever	71%	60%	47%	74%	44%	68%	28%	47%	46%	64%	53%	73%	52%	64%	55%
Don't know	22%	20%	26%	20%	21%	24%	12%	22%	12%	22%	18%	15%	32%	16%	5%

rvs_q11_2b_21. fubo TV

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		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Unweighted base	1437	32	13	713	48	114	7	24	6	315	56	40	13	23	12
Base: All US adults	1438	38	15	684	59	109	7	23	8	307	65	39	10	23	13
Expect to subscribe to in the next 30 days	5%	21%	12%	4%	43%	5%	13%	20%	25%	11%	29%	9%	-	20%	50%
Don't expect to subscribe to ever	82%	63%	66%	85%	51%	78%	73%	72%	62%	77%	61%	80%	90%	57%	50%
Don't know	13%	16%	22%	12%	6%	17%	14%	8%	14%	12%	10%	11%	10%	23%	-
Unweighted base	1430	34	14	713	49	105	8	23	7	315	59	41	10	26	12
Base: All US adults	1427	39	16	684	60	98	8	23	9	306	67	40	7	25	13
Expect to subscribe to in the next 30 days	4%	17%	25%	4%	24%	6%	-	24%	56%	12%	18%	14%	-	26%	20%
Don't expect to subscribe to ever	81%	64%	34%	84%	62%	72%	87%	64%	19%	74%	56%	71%	100%	41%	63%
Don't know	15%	18%	41%	12%	14%	22%	13%	11%	24%	14%	26%	16%	-	34%	17%
Unweighted base	1362	27	12	681	49	88	8	20	5	295	56	35	9	22	11
Base: All US adults	1365	31	14	652	60	84	8	19	7	287	65	34	6	22	12
Expect to subscribe to in the next 30 days	5%	14%	16%	5%	30%	12%	30%	24%	15%	13%	23%	12%	18%	18%	35%
Don't expect to subscribe to ever	79%	71%	54%	84%	57%	69%	57%	56%	69%	72%	58%	64%	88%	53%	57%
Don't know	16%	15%	30%	11%	14%	19%	13%	20%	16%	14%	20%	17%	-	29%	8%
Unweighted base	1449	32	14	718	49	114	9	24	7	316	61	42	12	23	12
Base: All US adults	1448	37	16	689	60	108	9	22	9	308	70	41	9	22	13
Expect to subscribe to in the next 30 days	4%	13%	11%	3%	34%	6%	10%	14%	43%	11%	21%	5%	16%	30%	36%
Don't expect to subscribe to ever	80%	59%	70%	84%	44%	76%	69%	72%	32%	74%	65%	75%	84%	52%	42%
Don't know	16%	28%	19%	13%	22%	18%	21%	14%	24%	14%	14%	19%	-	18%	22%
Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	61%	37%	27%	51%	13%	64%	15%	39%	-	44%	18%	56%	58%	37%	11%
1	16%	17%	24%	23%	13%	13%	19%	17%	-	14%	12%	11%	23%	8%	-
2	7%	6%	13%	10%	1%	8%	-	10%	-	15%	3%	8%	-	16%	-

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	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
3	4%	2%	-	5%	5%	2%	-	3%	13%	7%	5%	4%	-	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**
4	2%	9%	8%	3%	2%	2%	23%	-	-	2%	6%	-	5%	4%
	*	**	**	*	*	**	**	**	**	*	*	*	**	**
5	2%	2%	-	2%	3%	2%	-	4%	44%	2%	4%	6%	-	4%
	*	**	**	*	*	**	**	**	**	*	*	*	**	**
6	1%	7%	4%	1%	8%	3%	8%	-	-	1%	10%	7%	7%	9%
	*	**	**	*	BU*	**	**	**	**	*	CA*	*	**	**
7	1%	-	-	0%	14%	-	12%	-	-	1%	11%	-	-	-
	*	**	**	*	BU*	**	**	**	**	*	CA*	*	**	**
8	1%	2%	5%	1%	5%	-	23%	9%	9%	2%	3%	6%	7%	6%
	*	**	**	*	BU*	**	**	**	**	*	*	**	**	**
9	1%	5%	-	1%	3%	-	-	-	-	1%	8%	-	-	-
	*	**	**	*	*	**	**	**	**	*	CA*	*	**	**
10	0%	-	5%	0%	4%	-	-	-	-	-	3%	-	-	-
	*	**	**	*	BU*	**	**	**	**	*	CA*	*	**	**
11	1%	3%	-	1%	2%	1%	-	6%	-	1%	2%	-	-	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**
12	1%	5%	-	1%	6%	4%	-	6%	-	2%	5%	-	-	-
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**
13	0%	-	-	0%	-	-	-	-	-	-	2%	-	-	-
	*	**	**	*	*	**	**	**	**	*	CA*	*	**	**
14	0%	-	-	-	3%	-	-	-	-	0%	-	-	-	-
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**
15	0%	-	-	0%	5%	1%	-	-	-	1%	6%	-	-	-
	*	**	**	*	BU*	**	**	**	**	*	CA*	*	**	**
16	1%	4%	6%	1%	4%	-	-	-	-	2%	1%	-	-	10%
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**
17	0%	-	-	0%	1%	-	-	-	-	0%	1%	-	-	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**
18	0%	-	-	-	1%	-	-	-	34%	1%	-	-	-	-
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**
20	0%	-	9%	-	2%	-	-	-	-	1%	-	-	-	-
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**
21	0%	-	-	0%	2%	-	-	-	-	1%	-	3%	-	4%
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**
22	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**
23	0%	-	-	-	1%	-	-	-	-	0%	-	-	-	-
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**
24	0%	-	-	1%	1%	1%	-	6%	-	1%	1%	-	-	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**

rvs_q11_2b_count_BB. How many of the following entertainment services don't you expect to subscribe?

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	5%	15%	6%	5%	3%	8%	-	24%	-	7%	2%	4%	-	18%	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
1	2%	7%	-	2%	6%	3%	13%	3%	-	4%	2%	3%	-	12%	10%
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**	**
2	1%	-	9%	1%	2%	1%	-	3%	-	1%	-	2%	-	8%	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
3	1%	4%	-	1%	-	1%	10%	4%	-	2%	-	-	-	-	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
4	1%	7%*	11%**	2%	-	2%	-	5%**	22%**	2%	1%*	3%*	-	6%**
5	1%	-	-	1%	3%*	1%	10%**	3%**	46%**	4%	4%*	2%*	-	6%**
6	1%	-	-	0%	6%*	1%	-	2%**	-	2%	1%*	4%*	9%**	4%**
7	1%	-	-	1%	7%*	2%	9%**	-	-	1%	6%*	5%*	-	5%**
8	2%	5%*	13%**	2%	8%*	1%	-	-	13%**	2%	13%*	3%*	-	15%**
9	2%	4%*	6%**	1%	9%*	9%	23%**	8%**	-	2%	8%*	8%*	15%**	11%**
10	2%	2%*	-	2%	6%*	5%	-	-	-	2%	5%*	-	-	-
11	2%	2%*	8%**	1%	3%*	2%	-	4%**	-	2%	2%*	8%*	5%**	17%**
12	2%	2%*	-	1%	12%*	6%	-	3%**	-	2%	11%*	9%*	10%**	6%**
13	2%	12%*	-	3%	4%*	4%	-	4%**	19%**	2%	8%*	6%*	11%**	12%**
14	3%	4%*	9%**	2%	3%*	4%	-	8%**	-	3%	6%*	3%*	-	12%**
15	4%	5%*	-	4%	5%*	9%	12%**	8%**	-	6%	4%*	6%*	-	4%**
16	5%	-	14%**	5%	8%*	8%	-	6%**	-	7%	5%*	2%*	27%**	5%**
17	4%	11%*	12%**	3%	-	4%	18%**	-	-	4%	6%*	7%*	9%**	2%**
18	6%	9%*	-	7%	2%*	8%	-	4%**	-	10%	1%*	12%**	-	-
19	6%	-	-	6%	2%*	9%	-	7%**	-	4%	4%*	4%*	-	5%**
20	7%	7%*	-	8%	-	4%	-	5%**	-	7%	-	-	5%**	3%**
21	8%	3%*	7%**	8%	3%*	6%	6%**	-	-	6%	3%*	2%*	-	2%**
22	9%	-	7%**	9%	1%*	1%	-	-	-	7%	3%*	7%*	-	4%**
23	9%	-	-	12%*	1%*	1%	-	-	-	7%	2%*	-	8%**	3%**
24	8%	-	-	9%*	-	2%	-	-	-	5%	-	2%*	-	3%**
25	5%	-	-	3%*	5%*	-	-	-	-	0%	2%*	-	-	-

rvs_q11_2b_TB_selective_count. How many of the following entertainment services do you expect to subscribe to in the next 30 days? (selected options)

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	65%	39%*	27%**	54%*	14%*	68%	15%**	41%**	-	48%*	19%*	66%*	64%**	47%**	11%**
1	18%	23%*	24%**	27%*	15%*	16%	32%**	22%**	12%**	26%*	12%*	10%*	16%**	15%**	10%**
2	6%	6%*	21%**	8%*	5%*	4%	22%**	6%**	13%**	7%*	12%*	5%*	7%*	8%*	-

YouGov RealTime
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US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	
	*	**	*	*	*	**	**	**	*	*	**	**	**	**	
3	4%	9%	-	5%	11%	2%	-	4%	21%	3%	13%	11%	-	4%	27%
	*	*	*	*	*	**	**	**	**	*	CA*	*	**	**	**
4	2%	2%	-	1%	8%	3%	15%	6%	11%	3%	8%	6%	5%	4%	11%
	*	**	**	BU*	BU*	**	**	**	**	*	*	**	**	**	**
5	2%	-	15%	1%	16%	1%	-	-	9%	3%	9%	-	7%	2%	19%
	*	**	**	BU*	BU*	**	**	**	**	*	CA*	*	**	**	**
6	1%	7%	-	1%	7%	2%	17%	3%	-	1%	14%	-	-	6%	-
	*	**	**	BU*	BU*	**	**	**	**	*	CA*	*	**	**	**
7	1%	5%	-	1%	2%	2%	-	6%	-	2%	3%	-	-	-	5%
	*	*	**	*	*	**	**	**	**	*	*	**	**	**	**
8	0%	4%	-	0%	2%	1%	-	-	-	2%	-	-	-	7%	6%
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
9	1%	3%	6%	1%	2%	1%	-	6%	-	1%	6%	-	-	3%	11%
	*	**	**	*	*	**	**	**	**	*	CA*	*	**	**	**
10	1%	-	-	0%	5%	-	-	-	34%	2%	-	-	-	-	-
	*	**	**	BU*	BU*	**	**	**	**	*	*	**	**	**	**
11	0%	-	-	0%	1%	-	-	-	-	1%	1%	-	-	-	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
12	0%	-	9%	-	9%	-	-	-	-	1%	3%	3%	-	4%	-
	*	**	**	BU*	BU*	**	**	**	**	*	*	*	**	**	**
14	0%	-	-	0%	1%	-	-	-	-	1%	-	-	-	-	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
15	0%	-	-	0%	1%	1%	-	6%	-	1%	1%	-	-	-	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**

rvs_q11_2b_BB_selective_count. How many of the following entertainment services don't you expect to subscribe? (selected options)

	Unweighted base	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	6%	19%	6%	6%	8%	10%	13%	30%	-	9%	2%	7%	-	28%	10%
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
1	3%	7%	5%	2%	3%	2%	-	-	9%	4%	2%	2%	-	13%	6%
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
2	2%	4%	9%	1%	6%	2%	-	3%	-	3%	3%	5%	-	7%	-
	*	**	**	BU*	BU*	**	**	**	**	*	*	**	**	**	**
3	2%	4%	5%	3%	8%	2%	10%	9%	24%	3%	7%	5%	-	-	11%
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
4	3%	9%	6%	3%	11%	4%	27%	-	47%	5%	12%	4%	15%	8%	15%
	*	**	**	BU*	BU*	**	**	**	**	*	*	**	**	**	**
5	3%	-	13%	2%	10%	4%	-	4%	-	4%	8%	6%	6%	-	6%
	*	**	**	BU*	BU*	**	**	**	**	*	*	**	**	**	**
6	3%	-	-	3%	8%	5%	15%	9%	-	4%	11%	10%	-	12%	20%
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
7	5%	9%	4%	5%	11%	9%	-	-	11%	5%	9%	8%	9%	2%	7%
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
8	6%	9%	13%	5%	15%	12%	9%	8%	8%	8%	18%	12%	23%	-	18%
	*	**	**	BU*	BU*	**	**	**	**	*	CA*	*	**	**	**
9	7%	7%	5%	8%	3%	12%	-	-	-	8%	5%	18%	7%	9%	7%
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
10	9%	5%	20%	9%	3%	10%	-	8%	-	10%	5%	7%	11%	10%	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
11	9%	11%	-	9%	3%	4%	21%	19%	-	8%	5%	2%	21%	-	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
12	11%	8%	-	12%	5%	13%	6%	8%	-	9%	6%	11%	-	2%	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
	*	**	*	*	*	**	**	**	*	*	**	**	**	**
13	11%	5%	7%	12%	3%	6%	-	-	9%	2%	-	8%	7%	-
14	10%	3%	7%	14%	-	3%	-	3%	9%	3%	2%	-	3%	-
15	8%	-	-	5%	5%	2%	-	-	1%	2%	-	-	-	-

Does the Coronavirus (COVID-19) outbreak impact whether you watch the following services more, less or the same? Please select the option that best applies on each row.

rvs_q12_1. Apple TV+

Unweighted base	92	8	4	59	4	14	2	6	1	44	7	7	3	8	3
Base: All US adults	88	9	5	56	4	13	3	6	1	42	8	7	2	8	3
Yes, I watch it more	32%	68%	56%	45%	43%	41%	41%	50%	100%	42%	33%	25%	-	67%	24%
Yes, I watch it less	17%	11%	44%	15%	30%	-	59%	24%	-	7%	47%	36%	40%	-	45%
No, it doesn't have an impact	50%	21%	-	39%	26%	59%	-	26%	-	49%	20%	39%	60%	33%	30%
Don't know	1%	-	-	1%	-	-	-	-	-	2%	-	-	-	-	-

rvs_q12_2. Disney+

Unweighted base	274	23	5	125	12	39	5	11	3	91	14	21	4	10	5
Base: All US adults	284	27	5	128	13	38	6	11	3	91	15	21	3	10	7
Yes, I watch it more	44%	56%	84%	46%	34%	44%	57%	48%	100%	51%	54%	38%	43%	32%	32%
Yes, I watch it less	8%	22%	16%	6%	52%	3%	27%	28%	-	11%	25%	28%	-	49%	54%
No, it doesn't have an impact	47%	22%	-	47%	15%	53%	16%	25%	-	38%	21%	34%	57%	19%	15%
Don't know	1%	-	-	2%	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_3. Netflix

Unweighted base	740	31	7	384	18	87	7	17	5	213	32	37	8	21	6
Base: All US adults	735	36	8	376	21	83	7	16	5	205	34	36	6	21	5
Yes, I watch it more	57%	80%	64%	61%	69%	58%	76%	64%	61%	63%	75%	53%	59%	76%	42%
Yes, I watch it less	4%	-	24%	4%	18%	1%	-	-	39%	2%	14%	9%	-	-	29%
No, it doesn't have an impact	38%	20%	12%	35%	13%	41%	24%	28%	-	34%	11%	38%	41%	24%	30%
Don't know	1%	-	-	1%	-	-	-	8%	-	0%	-	-	-	-	-

rvs_q12_4. Hulu

Unweighted base	385	19	4	168	9	62	3	13	3	113	17	24	6	14	3
Base: All US adults	379	22	3	170	10	58	3	12	3	110	16	22	5	13	3
Yes, I watch it more	51%	84%	46%	51%	34%	44%	71%	75%	73%	58%	63%	51%	50%	35%	42%
Yes, I watch it less	4%	-	24%	2%	45%	2%	-	-	27%	6%	7%	5%	11%	-	26%
No, it doesn't have an impact	45%	16%	30%	47%	22%	54%	29%	25%	-	36%	22%	44%	39%	65%	32%
Don't know	0%	-	-	1%	-	-	-	-	-	-	8%	-	-	-	-

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF

rvs_q12_10. CBS All Access

Unweighted base	89	8	2	40	3	19	3	5	3	40	3	13	2	6	4
Base: All US adults	85	9	2	39	4	19	3	3	3	38	2	11	2	6	4
Yes, I watch it more	36%	68%	38%	46%	-	14%	69%	66%	100%	45%	74%	33%	-	15%	75%
Yes, I watch it less	6%	21%	62%	5%	71%	10%	-	-	-	9%	-	10%	-	-	-
No, it doesn't have an impact	58%	11%	-	48%	29%	76%	31%	34%	-	46%	26%	56%	100%	85%	25%
Don't know	1%	-	-	2%	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_11. HBO Now

Unweighted base	117	7	5	59	7	22	5	7	2	56	11	16	2	6	4
Base: All US adults	115	7	5	55	8	19	6	6	2	55	12	16	2	5	5
Yes, I watch it more	48%	100%	28%	50%	72%	50%	65%	76%	100%	61%	37%	63%	37%	100%	78%
Yes, I watch it less	5%	-	53%	5%	15%	5%	20%	-	-	-	41%	6%	-	-	-
No, it doesn't have an impact	45%	-	19%	41%	13%	39%	15%	24%	-	38%	22%	31%	63%	-	22%
Don't know	2%	-	-	4%	-	5%	-	-	-	1%	-	-	-	-	-

rvs_q12_12. Facebook Watch

Unweighted base	52	38	14	31	3	9	2	5	2	20	9	3	-	7	3
Base: All US adults	60	44	16	36	4	10	2	6	2	24	13	3	-	7	4
Yes, I watch it more	41%	46%	28%	60%	19%	47%	100%	66%	100%	53%	38%	34%	-	78%	50%
Yes, I watch it less	28%	22%	47%	18%	81%	35%	-	18%	-	13%	63%	31%	-	-	50%
No, it doesn't have an impact	30%	32%	25%	22%	-	18%	-	16%	-	34%	-	34%	-	22%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_13. Cable TV

Unweighted base	775	24	10	725	50	60	8	19	5	266	45	13	6	14	9
Base: All US adults	758	30	11	697	61	58	9	19	5	260	51	13	4	14	11
Yes, I watch it more	43%	56%	49%	46%	19%	37%	60%	44%	44%	47%	41%	24%	19%	52%	21%
Yes, I watch it less	13%	28%	40%	10%	44%	9%	32%	11%	56%	13%	32%	47%	34%	19%	52%
No, it doesn't have an impact	43%	16%	12%	44%	36%	52%	8%	38%	-	40%	25%	29%	48%	29%	26%
Don't know	1%	-	-	1%	1%	2%	-	6%	-	1%	2%	-	-	-	-

rvs_q12_14. The Roku Channel

Unweighted base	131	11	-	63	5	121	10	12	-	41	6	18	4	8	3
Base: All US adults	126	13	-	62	5	116	10	13	-	42	6	19	4	8	4
Yes, I watch it more	34%	56%	-	43%	52%	31%	65%	38%	-	43%	66%	25%	46%	58%	35%
Yes, I watch it less	5%	15%	-	7%	26%	3%	26%	12%	-	8%	21%	8%	-	-	39%
No, it doesn't have an impact	60%	29%	-	48%	22%	65%	9%	50%	-	46%	13%	67%	54%	42%	26%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	
No, it doesn't have an impact	27%	9%	13%	21%	-	36%	-	19%	-	20%	5%	9%	100%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_20. Hulu with Live TV

Unweighted base	48	10	-	17	3	7	1	4	-	16	4	4	2	6	2
Base: All US adults	47	13	-	17	4	6	1	3	-	16	5	4	1	6	3
Yes, I watch it more	42%	54%	-	58%	23%	57%	100%	54%	-	51%	15%	51%	-	29%	38%
Yes, I watch it less	14%	14%	-	18%	20%	19%	-	25%	-	16%	-	-	46%	42%	-
No, it doesn't have an impact	43%	32%	-	24%	57%	24%	-	21%	-	33%	85%	49%	54%	29%	62%
Don't know	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_21. fubo TV

Unweighted base	16	5	1	9	1	6	2	3	1	9	2	5	-	4	1
Base: All US adults	16	6	1	10	1	6	2	3	1	9	2	4	-	4	1
Yes, I watch it more	61%	68%	100%	69%	-	77%	62%	82%	-	60%	100%	41%	-	51%	100%
Yes, I watch it less	16%	15%	-	12%	100%	9%	38%	18%	100%	21%	-	38%	-	23%	-
No, it doesn't have an impact	23%	17%	-	19%	-	14%	-	-	-	19%	-	21%	-	26%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_22. Philo

Unweighted base	22	2	-	9	1	11	1	4	-	6	2	4	2	1	-
Base: All US adults	22	2	-	9	1	11	1	3	-	6	3	3	2	1	-
Yes, I watch it more	36%	100%	-	43%	-	44%	-	28%	-	35%	-	57%	-	100%	-
Yes, I watch it less	9%	-	-	-	100%	-	-	-	-	36%	-	-	-	-	-
No, it doesn't have an impact	42%	-	-	48%	-	38%	100%	72%	-	28%	100%	17%	100%	-	-
Don't know	12%	-	-	9%	-	17%	-	-	-	-	-	26%	-	-	-

rvs_q12_23. Xumo

Unweighted base	21	6	-	11	3	7	1	3	-	8	2	5	2	3	2
Base: All US adults	21	6	-	10	5	6	1	2	-	8	4	4	2	3	2
Yes, I watch it more	31%	52%	-	47%	15%	31%	100%	38%	-	52%	-	21%	-	34%	100%
Yes, I watch it less	15%	-	-	8%	23%	33%	-	22%	-	12%	-	58%	-	32%	-
No, it doesn't have an impact	50%	48%	-	37%	62%	35%	-	40%	-	25%	100%	21%	100%	34%	-
Don't know	4%	-	-	8%	-	-	-	-	-	12%	-	-	-	-	-

rvs_q12_24. Vudu

Unweighted base	78	11	2	38	1	27	2	7	2	27	5	10	4	5	2
Base: All US adults	75	13	2	37	1	27	2	7	2	27	5	10	4	5	2
Yes, I watch it more	35%	45%	50%	33%	-	33%	56%	46%	-	27%	61%	27%	24%	20%	62%
Yes, I watch it less	10%	8%	50%	5%	-	13%	-	23%	41%	6%	-	14%	29%	19%	38%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
	**	**	*	**	**	**	**	**	**	**	**	**	**	**
No, it doesn't have an impact	55%	46%	-	62%	100%	54%	44%	31%	59%	66%	39%	59%	47%	61%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_25. Quibi

Unweighted base	12	6	-	7	1	6	1	3	-	9	-	4	1	4	1
Base: All US adults	13	7	-	8	1	7	1	4	-	10	-	4	1	4	1
Yes, I watch it more	47%	74%	-	77%	-	58%	100%	100%	-	64%	-	24%	-	23%	100%
Yes, I watch it less	26%	-	-	11%	100%	13%	-	-	-	9%	-	52%	-	54%	-
No, it doesn't have an impact	28%	26%	-	12%	-	29%	-	-	-	27%	-	24%	100%	23%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_YES_more_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	49%	9%	33%	38%	34%	37%	-	35%	-	31%	31%	24%	28%	21%	29%
1	18%	17%	20%	22%	30%	12%	6%	2%	8%	12%	17%	17%	5%	11%	32%
2	13%	10%	22%	15%	13%	11%	31%	7%	34%	16%	18%	10%	30%	9%	7%
3	10%	9%	4%	11%	6%	14%	-	16%	12%	14%	11%	27%	5%	21%	-
4	5%	13%	-	5%	7%	9%	9%	5%	13%	10%	10%	4%	9%	4%	5%
5	2%	11%	-	4%	1%	2%	15%	15%	13%	6%	5%	8%	-	8%	11%
6	2%	12%	-	2%	4%	4%	-	-	11%	5%	1%	4%	7%	7%	-
7	0%	4%	-	1%	-	1%	-	-	-	1%	2%	-	-	-	-
8	1%	2%	5%	1%	1%	3%	18%	2%	-	2%	1%	2%	15%	6%	-
9	0%	-	11%	0%	-	-	-	-	-	0%	2%	-	-	3%	-
10	0%	-	5%	0%	1%	-	-	3%	9%	1%	-	-	-	3%	6%
12	0%	-	-	0%	1%	1%	9%	-	-	0%	1%	-	-	-	-
14	0%	2%	-	0%	-	2%	-	-	-	1%	-	2%	-	3%	-
15	0%	3%	-	0%	-	1%	-	6%	-	0%	-	-	-	-	-
16	0%	3%	-	0%	-	1%	-	6%	-	0%	-	-	-	-	-
18	0%	3%	-	0%	-	-	13%	-	-	0%	-	-	-	-	10%
25	0%	2%	-	0%	-	1%	-	4%	-	0%	-	2%	-	4%	-

YouGov RealTime
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US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF

rvs_q12_YES_less_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	85%	55%	36%	85%	39%	86%	66%	77%	58%	80%	44%	71%	63%	62%	26%
	*	**	**	BV	*	**	**	**	**	CB	*	**	**	**	**
1	9%	18%	12%	10%	24%	8%	8%	-	13%	9%	23%	5%	18%	3%	12%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
2	3%	2%	6%	2%	16%	2%	-	7%	-	4%	11%	6%	5%	24%	19%
	*	**	**	BU*	*	**	**	**	**	*	**	*	**	**	**
3	2%	12%	14%	1%	11%	2%	12%	4%	-	3%	13%	4%	7%	-	6%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
4	0%	5%	5%	0%	4%	0%	-	7%	-	0%	5%	1%	6%	-	15%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
5	1%	4%	14%	1%	4%	1%	15%	6%	9%	3%	-	5%	-	10%	17%
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
6	0%	-	-	-	1%	-	-	-	8%	-	1%	2%	-	-	5%
	*	**	**	BU*	*	**	**	**	**	*	**	*	**	**	**
7	0%	4%	13%	1%	-	2%	-	-	13%	1%	3%	3%	-	-	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
9	0%	-	-	-	2%	-	-	-	-	-	-	3%	-	-	-
	*	**	**	BU*	*	**	**	**	**	*	**	*	**	**	**

rvs_q12_NO_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	47%	43%	52%	38%	57%	23%	65%	38%	63%	35%	53%	25%	16%	42%	68%
	*	**	**	BU*	*	**	**	**	**	CA*	*	**	**	**	**
1	19%	16%	24%	23%	23%	10%	10%	5%	13%	14%	20%	18%	13%	10%	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
2	12%	7%	18%	15%	7%	8%	-	12%	11%	16%	10%	10%	13%	7%	5%
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
3	8%	12%	-	10%	4%	13%	10%	7%	13%	9%	7%	10%	22%	18%	15%
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
4	6%	2%	-	8%	8%	11%	6%	3%	-	11%	9%	2%	5%	-	4%
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
5	3%	12%	7%	3%	-	12%	9%	6%	-	6%	1%	11%	-	8%	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
6	2%	2%	-	2%	-	7%	-	7%	-	4%	-	9%	9%	3%	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
7	1%	2%	-	1%	-	6%	-	4%	-	3%	-	7%	-	-	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
8	1%	-	-	0%	-	5%	-	2%	-	1%	-	4%	10%	4%	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
9	0%	-	-	0%	2%	5%	-	9%	-	1%	1%	-	11%	-	7%
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
10	0%	2%	-	0%	-	1%	-	7%	-	1%	-	-	-	-	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
12	0%	-	-	-	-	1%	-	-	-	-	-	2%	-	3%	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**
14	0%	2%	-	0%	-	-	-	-	-	0%	-	2%	-	4%	-
	*	**	**	*	*	**	**	**	**	*	**	*	**	**	**

rvs_q12_YES_more_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE (selected options)

Unweighted base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	52%	16%	41%	39%	53%	43%	6%	35%	42%	36%	44%	33%	49%	21%	50%
1	19%	19%	20%	26%	24%	17%	22%	12%	12%	18%	19%	13%	15%	14%	17%
2	13%	4%	18%	15%	8%	13%	18%	13%	-	15%	11%	7%	9%	20%	7%
3	10%	20%	-	11%	6%	15%	23%	13%	13%	15%	14%	33%	14%	14%	11%
4	3%	18%	-	4%	5%	5%	-	7%	-	8%	7%	4%	-	15%	-
5	1%	7%	-	3%	1%	1%	10%	2%	24%	3%	2%	5%	6%	-	-
6	1%	2%	10%	1%	1%	1%	9%	-	-	2%	3%	2%	7%	6%	-
7	0%	3%	5%	0%	-	1%	-	6%	-	0%	1%	-	-	-	-
8	0%	2%	5%	1%	1%	2%	-	3%	9%	1%	-	-	-	3%	6%
9	0%	3%	-	0%	-	1%	-	6%	-	0%	-	-	-	-	-
10	0%	-	-	0%	-	1%	-	-	-	0%	-	2%	-	3%	-
12	0%	3%	-	0%	-	-	13%	-	-	0%	-	-	-	-	10%
15	0%	2%	-	0%	-	1%	-	4%	-	0%	-	2%	-	4%	-

rvs_q12_YES_less_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS (selected options)

	Unweighted base	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Base	1462	38	14	725	50	121	10	27	7	325	61	46	13	27	13
0	88%	65%	43%	87%	46%	91%	66%	81%	70%	84%	64%	74%	74%	62%	26%
1	9%	21%	30%	10%	28%	5%	8%	11%	-	10%	19%	10%	7%	18%	18%
2	2%	9%	14%	2%	18%	3%	12%	2%	9%	2%	13%	2%	19%	10%	40%
3	1%	-	-	1%	5%	2%	15%	6%	-	2%	-	8%	-	3%	11%
4	0%	4%	13%	1%	1%	-	-	-	8%	1%	4%	2%	-	7%	5%
5	0%	-	-	0%	-	-	-	-	13%	0%	-	3%	-	-	-
8	0%	-	-	-	2%	-	-	-	-	-	-	3%	-	-	-

rvs_q12_NO_selective_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT (selected options)

	Unweighted base	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF
Base	1462	44	16	697	61	116	10	26	9	317	70	45	10	26	14
0	52%	62%	81%	43%	59%	36%	65%	46%	100%	46%	62%	37%	24%	47%	68%
1	21%	17%	13%	26%	31%	12%	20%	17%	-	19%	27%	16%	5%	9%	-
2	12%	6%	-	14%	5%	24%	-	10%	-	15%	1%	14%	29%	18%	9%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - Facebook Watch		Pandemic Subscriptions - Cable TV		Pandemic Subscriptions - The Roku Channel		Pandemic Subscriptions - IMDB TV		Pandemic Subscriptions - Premium cable channels (HBO, Showtime, Starz or		Pandemic Subscriptions - Sling TV		Pandemic Subscriptions - AT&T TV Now		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	BS	BT	BU	BV	BW	BX	BY	BZ	CA	CB	CC	CD	CE	CF	
	*	**	*	*	**	**	**	**	CB	*	*	**	**	**	
3	8%	9%	7%	9%	5%	10%	6%	10%	-	9%	8%	7%	11%	5%	15%
	*	**	*	*	*	**	**	**	**	*	*	**	**	**	**
4	4%	4%	-	5%	-	7%	9%	13%	-	6%	2%	5%	9%	-	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
5	2%	-	-	2%	-	8%	-	3%	-	4%	-	14%	21%	11%	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
6	1%	-	-	1%	-	3%	-	-	-	1%	-	4%	-	7%	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
7	0%	-	-	0%	2%	1%	-	-	-	-	-	-	-	-	7%
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
9	0%	2%	-	0%	-	-	-	-	-	0%	-	2%	-	4%	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base: All US Adults	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
I currently only subscribe to a cable/satellite TV	30%	26%	19%	8%	28%	56%	-	21%	-	9%	-	17%	11%	69%	11%
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	21%	39%	41%	50%	33%	29%	21%	47%	52%	33%	17%	42%	14%	15%	61%
I have both streaming services and a paid cable/satellite TV subscription	24%	28%	34%	27%	26%	16%	59%	6%	30%	46%	25%	30%	58%	16%	18%
I have only subscribed to streaming services and have never paid for TV	11%	7%	6%	8%	13%	-	20%	17%	18%	6%	-	11%	17%	-	10%
I have never subscribed to streaming services or TV	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6%	-	-	7%	-	-	-	9%	-	6%	58%	-	-	-	-

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base: All US Adults	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
Apple TV+	7%	33%	29%	28%	33%	44%	59%	15%	18%	34%	25%	13%	20%	74%	44%
Disney+	22%	45%	64%	58%	40%	54%	54%	40%	62%	54%	42%	46%	63%	100%	44%
Netflix	58%	83%	83%	82%	61%	95%	54%	74%	47%	71%	42%	84%	65%	100%	44%
Hulu	31%	51%	34%	59%	40%	73%	75%	53%	47%	68%	42%	65%	62%	100%	56%
Amazon Prime	45%	68%	62%	89%	57%	90%	54%	69%	27%	69%	25%	77%	82%	100%	53%
YouTube	43%	65%	49%	55%	46%	73%	54%	74%	38%	94%	42%	69%	61%	100%	69%
Crackle	6%	13%	7%	14%	4%	51%	-	41%	40%	55%	17%	41%	26%	85%	27%
Tubi	8%	17%	11%	9%	21%	50%	-	48%	39%	60%	58%	40%	24%	84%	14%
Pluto TV	10%	18%	13%	17%	10%	49%	54%	56%	49%	76%	42%	46%	52%	16%	33%
CBS All Access	8%	16%	6%	23%	18%	23%	54%	18%	30%	22%	25%	25%	47%	16%	58%
HBO Now	11%	32%	26%	38%	10%	38%	54%	27%	42%	36%	25%	23%	28%	47%	48%
Facebook Watch	7%	20%	37%	31%	19%	54%	33%	14%	-	36%	25%	25%	31%	85%	31%
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Roku Channel	11%	22%	7%	26%	6%	57%	33%	64%	44%	37%	25%	45%	30%	84%	45%
IMDB TV	3%	13%	6%	13%	4%	36%	-	20%	9%	29%	-	15%	18%	69%	16%

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sling TV	5%	12%	15%	15%	14%	48%	54%	32%	22%	35%	42%	20%	39%	47%	58%
AT&T TV Now	4%	13%	20%	27%	20%	51%	33%	7%	-	23%	25%	9%	31%	47%	36%
YouTube TV	9%	100%	100%	17%	43%	74%	54%	38%	27%	32%	25%	13%	31%	100%	34%
Hulu with Live TV	5%	15%	37%	100%	100%	24%	54%	7%	9%	23%	25%	13%	21%	47%	18%
fubo TV	2%	12%	6%	13%	13%	100%	100%	18%	12%	21%	25%	8%	42%	74%	18%
Philo	2%	11%	6%	7%	6%	22%	54%	100%	100%	22%	42%	15%	22%	16%	33%
Xumo	2%	10%	-	16%	-	28%	33%	26%	10%	100%	100%	16%	21%	47%	34%
Vudu	7%	18%	6%	28%	13%	55%	54%	33%	30%	70%	25%	100%	100%	74%	45%
Quibi	1%	12%	-	13%	-	37%	33%	7%	-	25%	25%	10%	12%	100%	100%
Other	8%	1%	6%	10%	10%	-	20%	-	21%	5%	-	5%	10%	-	-
Don't know	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	23%	2%	6%	3%	18%	-	-	-	-	-	-	-	-	-	-
2	16%	4%	5%	3%	7%	-	25%	6%	-	6%	58%	4%	-	-	18%
3	13%	8%	6%	10%	14%	-	21%	9%	-	-	-	4%	-	-	11%
4	10%	20%	27%	12%	8%	10%	-	5%	42%	5%	-	8%	9%	-	-
5	9%	14%	11%	13%	-	-	-	18%	-	-	-	11%	17%	-	-
6	6%	11%	7%	7%	15%	7%	-	-	-	5%	-	11%	11%	-	13%
7	3%	8%	-	14%	6%	7%	-	-	9%	6%	-	8%	8%	-	-
8	2%	5%	4%	12%	4%	7%	-	13%	9%	6%	-	13%	8%	-	-
9	1%	4%	14%	3%	13%	-	-	8%	10%	8%	17%	8%	6%	-	10%
10	1%	5%	7%	-	-	-	-	15%	20%	7%	-	6%	10%	-	-
11	1%	1%	-	6%	6%	7%	-	-	-	17%	-	10%	-	-	-
12	0%	5%	6%	5%	-	10%	-	8%	-	20%	-	3%	11%	-	30%

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
YouTube TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hulu with Live TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
fubo TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	1%	7%	-	9%	-	30%	-	7%	-	18%	-	5%	8%	85%
Other	4%	4%	6%	4%	10%	14%	54%	24%	9%	14%	83%	9%	12%	-
Not applicable - I do not currently pay for any video streaming services	31%	9%	-	2%	-	-	-	8%	12%	13%	-	4%	10%	-

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Unweighted base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
Base	31%	9%	-	2%	-	-	-	8%	12%	13%	-	4%	10%	-	11%
0	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
1	26%	16%	28%	14%	28%	10%	21%	31%	-	15%	-	24%	19%	-	45%
2	19%	21%	17%	13%	30%	7%	25%	28%	47%	11%	75%	24%	-	-	-
3	13%	14%	4%	39%	14%	12%	-	17%	24%	15%	-	21%	26%	-	-
4	7%	18%	5%	15%	6%	32%	-	-	9%	23%	-	13%	14%	15%	16%
5	2%	5%	47%	2%	18%	-	20%	-	9%	-	-	5%	-	-	10%
6	1%	5%	-	2%	-	-	-	-	-	6%	-	3%	8%	-	-
7	0%	5%	-	3%	-	10%	-	8%	-	6%	-	-	11%	-	-
8	0%	2%	-	4%	4%	-	33%	-	-	-	25%	-	12%	-	18%
9	0%	7%	-	6%	-	30%	-	7%	-	12%	-	5%	-	85%	-

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Unweighted base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
Base: All US Adults	9%	31%	59%	22%	28%	53%	33%	22%	33%	22%	25%	13%	31%	84%	33%
Very likely	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
Somewhat likely	14%	17%	19%	27%	24%	18%	-	7%	27%	19%	-	12%	11%	16%	16%
Somewhat unlikely	16%	19%	6%	28%	29%	14%	46%	28%	19%	39%	17%	26%	16%	-	40%

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	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
4	29%	18%	18%	16%	16%	45%	-	8%	42%	32%	42%	31%	31%	16%	-
5 - Very satisfied	49%	60%	66%	63%	62%	48%	62%	59%	39%	48%	58%	46%	69%	84%	64%
No opinion	2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q5_4. Hulu

Unweighted base	461	36	6	21	7	9	3	8	4	12	2	42	7	5	4
Base: All US Adults	455	37	4	19	6	8	3	7	4	11	2	42	7	6	4
0 - Very dissatisfied	2%	2%	-	4%	-	-	-	-	-	-	-	-	-	-	-
1	1%	-	12%	-	9%	-	-	-	39%	-	-	-	-	-	-
2	5%	6%	-	-	-	10%	-	-	-	11%	-	7%	-	-	28%
3	23%	22%	19%	21%	28%	10%	27%	24%	20%	24%	-	25%	23%	-	17%
4	32%	36%	40%	35%	17%	21%	28%	43%	41%	43%	42%	36%	12%	16%	-
5 - Very satisfied	35%	32%	30%	40%	45%	59%	45%	33%	-	22%	58%	33%	65%	84%	55%
No opinion	3%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q5_5. Amazon Prime

Unweighted base	675	50	9	30	8	11	2	10	3	13	1	50	9	5	4
Base: All US Adults	655	49	8	29	8	10	2	9	2	11	1	49	9	6	4
0 - Very dissatisfied	2%	-	10%	8%	10%	-	38%	-	-	-	-	-	-	-	-
1	2%	2%	-	-	-	8%	-	-	-	-	-	-	10%	-	-
2	6%	5%	-	3%	-	11%	-	7%	-	-	-	8%	13%	-	-
3	20%	26%	10%	10%	14%	-	-	18%	-	5%	-	22%	-	-	-
4	32%	25%	50%	45%	14%	28%	-	-	-	48%	-	30%	42%	16%	-
5 - Very satisfied	35%	39%	30%	34%	63%	53%	62%	75%	100%	47%	100%	41%	35%	84%	79%
No opinion	3%	2%	-	-	-	-	-	-	-	-	-	-	-	-	21%

rvs_q5_6. YouTube Premium

Unweighted base	623	46	7	17	7	9	2	10	4	17	2	46	7	5	5
Base: All US Adults	625	47	6	18	7	8	2	10	3	15	2	44	7	6	5
0 - Very dissatisfied	2%	-	13%	-	12%	-	38%	-	-	-	-	-	-	-	-
1	2%	-	-	-	9%	-	-	-	-	-	-	4%	-	-	-
2	5%	7%	9%	-	-	-	-	-	-	8%	-	3%	-	-	23%
3	12%	14%	13%	6%	17%	10%	-	11%	24%	7%	-	11%	-	-	-
4	11%	15%	23%	23%	34%	31%	-	-	-	10%	-	11%	30%	16%	-
5 - Very satisfied	17%	56%	41%	46%	28%	46%	62%	46%	24%	27%	58%	24%	33%	84%	26%

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT

rvs_q5_10. CBS All Access

Unweighted base	118	11	1	8	3	3	2	3	3	4	1	18	5	1	4
Base: All US Adults	114	12	1	7	3	3	2	2	3	4	1	16	5	1	4
0 - Very dissatisfied	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	12%	20%	-	-	-	44%	-	-	-	-	-	6%	23%	-	-
3	29%	27%	100%	13%	76%	-	38%	-	39%	33%	-	28%	34%	-	44%
4	26%	26%	-	35%	-	20%	-	23%	-	40%	-	23%	16%	-	-
5 - Very satisfied	25%	26%	-	52%	24%	36%	62%	77%	61%	27%	100%	43%	26%	100%	56%
No opinion	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q5_11. HBO Now

Unweighted base	156	23	4	12	2	5	2	4	3	6	1	15	3	3	3
Base: All US Adults	154	23	3	12	1	4	2	4	4	6	1	15	3	3	4
0 - Very dissatisfied	0%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**
1	3%	5%	-	-	-	-	-	57%	21%	-	-	-	-	-	33%
2	5%	15%	-	-	-	-	-	-	-	-	-	-	-	-	-
3	19%	14%	77%	8%	56%	-	38%	-	-	-	-	13%	-	-	-
4	28%	19%	-	32%	-	40%	-	-	21%	33%	-	19%	27%	34%	-
5 - Very satisfied	38%	47%	23%	61%	44%	60%	62%	82%	22%	33%	100%	57%	45%	66%	67%
No opinion	6%	-	-	-	-	-	-	-	-	14%	-	10%	28%	-	-

rvs_q5_12. Facebook Watch

Unweighted base	91	13	3	8	2	6	1	2	-	6	1	15	3	4	2
Base: All US Adults	99	14	5	10	3	6	1	2	-	6	1	16	3	5	2
0 - Very dissatisfied	5%	**	**	**	**	13%	**	**	**	**	**	**	**	**	**
1	2%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
2	9%	**	**	**	**	**	**	**	**	33%	-	19%	**	**	**
3	22%	28%	45%	-	33%	19%	-	-	-	-	-	14%	35%	-	-
4	26%	18%	17%	37%	-	15%	-	-	-	50%	-	16%	25%	19%	41%
5 - Very satisfied	28%	45%	38%	42%	67%	53%	100%	100%	-	17%	100%	45%	40%	81%	59%
No opinion	8%	-	-	21%	-	-	-	-	-	-	-	-	-	-	-

rvs_q5_20. Hulu with Live TV

Unweighted base	74	11	5	34	14	3	2	1	1	4	1	8	2	3	1
Base: All US Adults	71	11	5	32	15	3	2	1	1	4	1	8	2	3	1

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	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
0 - Very dissatisfied	5%	-	-	2%	11%	-	-	-	-	-	-	41%	-	-
1	5%	11%	11%	7%	4%	-	-	-	-	-	-	-	-	-
2	7%	8%	-	-	12%	-	-	-	100%	-	-	10%	-	-
3	22%	27%	17%	12%	39%	-	38%	-	-	24%	-	11%	-	-
4	25%	17%	18%	32%	14%	34%	-	-	-	26%	-	35%	-	34%
5 - Very satisfied	29%	37%	54%	47%	20%	66%	62%	100%	-	50%	100%	45%	59%	66%
No opinion	7%	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q5_25. Quibi

Unweighted base	13	7	-	4	-	4	1	1	-	4	1	6	1	5	7
Base: All US Adults	14	8	-	4	-	4	1	1	-	4	1	6	1	6	7
0 - Very dissatisfied	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	18%
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	13%	14%	-	-	-	-	-	-	-	30%	-	-	-	-	25%
3	9%	16%	-	33%	-	-	100%	-	-	-	100%	-	100%	-	18%
4	13%	11%	-	23%	-	22%	-	-	-	24%	-	30%	-	16%	13%
5 - Very satisfied	40%	59%	-	44%	-	78%	-	100%	-	46%	-	53%	-	84%	11%
No opinion	14%	-	-	-	-	-	-	-	-	-	-	17%	-	-	14%

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base: All US Adults	1349	72	13	32	15	12	4	13	9	16	5	64	11	6	7

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1358	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1349	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	24%	8%	6%	4%	8%	-	-	15%	12%	22%	-	7%	10%	-	11%
1-20	36%	21%	32%	9%	37%	22%	25%	31%	43%	18%	75%	31%	9%	15%	33%
21-40	20%	19%	-	13%	30%	23%	33%	18%	27%	25%	25%	25%	49%	16%	18%
41-60	9%	17%	24%	23%	9%	10%	41%	6%	9%	10%	-	14%	14%	-	22%
61+	11%	35%	38%	51%	16%	45%	-	30%	9%	26%	-	23%	18%	69%	16%
Mean Incl. 0	27.89	71.38	52.51	69.48	33.66	88.35	36.25	45.05	29.62	62.72	24.67	45.70	59.68	145.43	60.56

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Xumo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vudu	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quibi	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4%	4%	-	7%	5%	-	11%	9%	8%	-	8%	25%	-	-
Not applicable - I don't think any of these are "must-have" services	33%	8%	6%	9%	6%	10%	20%	14%	12%	-	58%	13%	10%	-

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services were you already subscribed to prior to the outbreak, and which did you subscribe to in the past month (i.e., since Spastday Spastmonth Spastyear)? Please select the option that best applies on each row.

rvs_q11_1a_1. Apple TV+

Unweighted base	109	23	4	10	5	5	2	2	1	6	1	10	2	4	3
Base: All US adults	106	24	4	9	5	5	2	2	2	5	1	9	2	4	3
Already subscribed to prior to outbreak	67%	74%	86%	76%	70%	84%	43%	100%	-	78%	-	68%	38%	100%	22%
Subscribed to in the last 30 days	17%	12%	-	19%	16%	-	-	100%	22%	-	32%	-	-	-	36%
Not applicable - I am not subscribed to this service	14%	15%	14%	24%	11%	-	57%	-	-	-	100%	-	62%	-	42%
Don't know	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_2. Disney+

Unweighted base	301	30	7	18	6	6	2	5	5	9	2	30	7	5	3
Base: All US adults	312	33	8	19	6	6	2	5	6	8	2	30	7	6	3
Already subscribed to prior to outbreak	76%	85%	46%	88%	40%	87%	62%	76%	85%	74%	100%	80%	74%	100%	64%
Subscribed to in the last 30 days	15%	15%	54%	12%	60%	13%	38%	24%	15%	26%	-	17%	26%	-	36%
Not applicable - I am not subscribed to this service	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-

rvs_q11_1a_3. Netflix

Unweighted base	820	59	11	29	9	11	2	10	5	12	2	55	7	5	3
Base: All US adults	814	59	11	26	9	11	2	10	4	11	2	53	7	6	3
Already subscribed to prior to outbreak	85%	88%	86%	100%	100%	89%	100%	91%	100%	89%	100%	97%	55%	100%	64%
Subscribed to in the last 30 days	5%	10%	14%	-	11%	-	9%	-	11%	-	-	45%	-	36%	-
Not applicable - I am not subscribed to this service	8%	1%	-	-	-	-	-	-	-	-	-	3%	-	-	-
Don't know	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_4. Hulu

Unweighted base	451	36	6	21	7	9	3	8	4	12	2	42	7	5	4
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8%	14%	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_24. Vudu

Unweighted base	99	12	1	8	2	7	2	5	3	13	1	67	11	4	3
Base: All US adults	96	13	1	9	2	6	2	4	3	11	1	64	11	4	3
Already subscribed to prior to outbreak	66%	49%	-	85%	-	82%	-	81%	61%	92%	-	100%	-	100%	60%
Subscribed to in the last 30 days	11%	26%	-	15%	-	18%	62%	-	39%	8%	100%	-	100%	-	40%
Not applicable - I am not subscribed to this service	20%	17%	-	-	56%	-	-	19%	-	-	-	-	-	-	-
Don't know	2%	8%	100%	-	44%	-	38%	-	-	-	-	-	-	-	-

rvs_q11_1a_25. Quibi

Unweighted base	13	7	-	4	-	4	1	1	-	4	1	6	1	5	7
Base: All US adults	14	8	-	4	-	4	1	1	-	4	1	6	1	6	7
Already subscribed to prior to outbreak	41%	70%	-	67%	-	100%	-	100%	-	70%	-	68%	-	100%	-
Subscribed to in the last 30 days	52%	30%	-	33%	-	-	100%	-	-	30%	100%	32%	100%	-	100%
Not applicable - I am not subscribed to this service	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_1a_count_TB. How many of the following entertainment services have you already subscribed to prior to outbreak?

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	18%	-	13%	-	15%	-	-	-	-	-	-	-	8%	-	-
1	21%	2%	22%	-	17%	-	46%	-	30%	-	58%	1%	29%	-	18%
2	17%	7%	21%	8%	19%	-	-	9%	24%	6%	-	1%	-	-	-
3	14%	17%	4%	14%	15%	-	-	11%	-	-	-	5%	17%	-	11%
4	12%	18%	13%	13%	6%	-	-	18%	10%	5%	17%	13%	-	-	-
5	7%	11%	-	17%	-	10%	-	-	9%	7%	-	17%	-	-	16%
6	4%	15%	6%	6%	12%	10%	20%	6%	9%	11%	-	15%	26%	-	27%
7	3%	7%	14%	5%	13%	14%	-	7%	9%	-	-	5%	-	-	10%
8	2%	4%	-	11%	-	7%	-	13%	-	16%	-	13%	-	-	-
9	1%	4%	-	6%	-	17%	-	8%	9%	10%	-	13%	-	-	-
10	0%	2%	-	2%	-	-	-	-	-	6%	-	5%	8%	-	-
11	0%	2%	6%	2%	-	-	-	8%	-	7%	-	2%	-	-	-
12	0%	3%	-	4%	4%	-	33%	8%	-	6%	25%	2%	12%	-	18%

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
13	0%	-	-	-	5%	-	4%	-	3%	-	2%	-	-	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
14	0%	-	-	3%	-	-	-	-	6%	-	-	-	-	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
15	0%	2%	-	-	-	-	-	-	-	-	2%	-	26%	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
16	0%	2%	-	-	13%	-	-	-	-	-	-	-	26%	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
19	0%	3%	-	6%	-	16%	-	-	12%	-	3%	-	31%	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
25	0%	1%	-	3%	-	8%	-	7%	6%	-	1%	-	16%	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**

rvs_q11_1a_count_BB. How many of the following entertainment services have you subscribed to in the last 30 days?

	Unweighted base	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	80%	62%	-	78%	-	66%	-	69%	-	64%	-	75%	-	100%	-
	*	**	*	**	**	**	**	**	**	**	**	*	**	**	**
1	12%	16%	18%	9%	25%	10%	46%	24%	24%	24%	-	16%	18%	-	52%
	*	**	*	**	**	**	**	**	**	**	**	*	**	**	**
2	4%	8%	11%	-	31%	7%	-	6%	18%	5%	-	7%	6%	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
3	2%	6%	29%	2%	22%	-	-	-	27%	-	58%	-	17%	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
4	1%	-	21%	-	13%	7%	-	-	22%	-	17%	3%	10%	-	14%
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
5	1%	2%	15%	7%	9%	-	20%	-	9%	-	-	-	26%	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
6	0%	5%	-	4%	-	10%	33%	-	-	7%	25%	-	23%	-	34%
	*	**	*	**	**	**	**	**	**	**	**	*	**	**	**
8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	*	**	**	**	**	**	**	**	**	*	**	**	**
12	0%	-	7%	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**

rvs_q11_1a_TB_selective_count. How many of the following entertainment services have you already subscribed to prior to outbreak? (selected options)

	Unweighted base	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	22%	-	24%	-	21%	-	-	-	-	6%	58%	1%	17%	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
1	24%	4%	15%	7%	22%	-	46%	-	53%	5%	-	12%	21%	-	45%
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
2	19%	15%	17%	11%	15%	-	-	9%	9%	9%	-	20%	16%	-	11%
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
3	16%	21%	11%	8%	8%	7%	-	44%	10%	30%	17%	13%	9%	-	16%
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
4	10%	22%	7%	20%	12%	27%	-	15%	9%	18%	-	22%	-	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
5	5%	13%	21%	21%	18%	10%	20%	6%	18%	-	-	12%	17%	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
6	2%	8%	-	7%	-	12%	-	10%	-	9%	-	12%	-	-	10%
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
7	1%	4%	-	5%	-	7%	-	-	-	-	4%	-	26%	-
8	0%	5%	6%	7%	4%	-	-	8%	-	6%	-	8%	-	-
9	0%	4%	-	4%	-	13%	33%	-	-	-	25%	-	12%	26%
13	0%	3%	-	6%	-	16%	-	-	-	12%	-	3%	-	31%
15	0%	1%	-	3%	-	8%	-	7%	-	6%	-	1%	-	16%

rvs_q11_1a_BB_selective_count. How many of the following entertainment services have you subscribed to in the last 30 days? (selected options)

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	84%	68%	-	80%	-	76%	-	76%	-	74%	-	79%	18%	100%	-
1	11%	15%	41%	7%	33%	7%	46%	24%	44%	13%	58%	14%	24%	-	52%
2	3%	9%	17%	2%	39%	7%	-	-	56%	5%	17%	5%	16%	-	-
3	1%	6%	21%	4%	18%	10%	33%	-	-	-	25%	-	34%	-	18%
4	0%	-	15%	7%	9%	-	20%	-	-	-	-	2%	8%	-	14%
6	0%	2%	7%	-	-	-	-	-	-	7%	-	-	-	-	16%
7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Thinking about the Coronavirus (COVID-19) outbreak...Which, if any, of the following entertainment services do expect to subscribe to in the next month and which do you never expect to subscribe to? Please select the option that best applies on each row.

rvs_q11_2b_1. Apple TV+

Unweighted base	1350	50	10	24	9	7	2	12	7	12	2	57	9	1	4
Base: All US adults	1354	48	9	23	10	6	2	11	7	10	4	55	9	2	4
Expect to subscribe to in the next 30 days	4%	11%	6%	-	28%	49%	-	-	11%	7%	-	6%	23%	100%	-
Don't expect to subscribe to ever	78%	70%	75%	80%	53%	38%	51%	74%	65%	76%	77%	80%	43%	-	68%
Don't know	18%	20%	18%	20%	19%	13%	49%	26%	24%	17%	23%	14%	33%	-	32%

rvs_q11_2b_2. Disney+

Unweighted base	1154	43	7	16	8	6	2	9	3	9	1	37	4	-	4
Base: All US adults	1143	39	5	13	9	5	2	8	3	7	3	34	4	-	4
Expect to subscribe to in the next 30 days	8%	16%	13%	-	12%	22%	55%	-	47%	11%	-	6%	-	-	-
Don't expect to subscribe to ever	70%	57%	70%	83%	75%	78%	45%	78%	-	58%	100%	62%	44%	-	100%
Don't know	22%	26%	18%	17%	13%	-	-	22%	53%	31%	-	33%	56%	-	-

rvs_q11_2b_3. Netflix

Unweighted base	617	14	3	5	5	1	2	4	3	6	1	12	4	-	4
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	619	12	2	6	6	1	2	3	5	5	3	10	4	-	4
Base: All US adults	13%	23%	26%	-	35%	-	55%	-	-	16%	100%	7%	23%	-	-
Expect to subscribe to in the next 30 days	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't expect to subscribe to ever	62%	56%	37%	87%	47%	-	-	66%	78%	40%	-	83%	49%	-	48%
Don't know	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1001	37	8	13	7	3	1	6	4	6	1	25	4	-	3
Base: All US adults	1007	35	9	13	9	3	1	6	5	5	3	22	4	-	3
Expect to subscribe to in the next 30 days	9%	27%	39%	46%	50%	63%	100%	18%	61%	-	-	9%	-	-	-
Don't expect to subscribe to ever	67%	48%	44%	37%	27%	37%	-	36%	17%	63%	100%	60%	74%	-	59%
Don't know	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	787	23	5	4	6	1	2	4	5	5	2	17	2	-	3
Base: All US adults	807	23	5	4	6	1	2	4	7	5	4	15	2	-	3
Expect to subscribe to in the next 30 days	11%	39%	29%	25%	32%	-	55%	-	12%	-	77%	-	-	-	-
Don't expect to subscribe to ever	62%	36%	44%	50%	26%	100%	45%	58%	57%	65%	-	56%	47%	-	61%
Don't know	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	839	27	7	17	7	3	2	4	4	1	1	21	4	-	2
Base: All US adults	837	25	7	14	8	3	2	3	6	1	3	20	4	-	2
Expect to subscribe to in the next 30 days	7%	29%	34%	-	-	37%	55%	24%	38%	-	100%	-	-	-	-
Don't expect to subscribe to ever	76%	53%	66%	83%	100%	37%	45%	53%	19%	-	-	86%	76%	-	41%
Don't know	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1380	65	13	30	13	6	4	8	4	8	2	40	8	1	5
Base: All US adults	1381	62	12	27	14	6	4	8	5	7	5	38	8	1	5
Expect to subscribe to in the next 30 days	4%	15%	34%	23%	19%	15%	33%	14%	55%	25%	100%	7%	27%	100%	25%
Don't expect to subscribe to ever	81%	72%	59%	73%	67%	69%	21%	76%	45%	51%	-	71%	39%	-	50%
Don't know	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1354	62	12	31	10	6	4	7	4	7	2	41	8	1	6
Base: All US adults	1351	59	11	29	12	6	4	7	6	6	2	39	8	1	6
Expect to subscribe to in the next 30 days	5%	25%	29%	18%	38%	71%	33%	16%	29%	47%	58%	9%	31%	100%	40%
Don't expect to subscribe to ever	80%	59%	59%	70%	48%	-	21%	73%	53%	27%	-	73%	42%	-	39%
Don't know	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

rvs_q11_2b_9. Pluto TV

Unweighted base	1319	60	12	28	12	6	2	6	3	4	1	35	6	4	5
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	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
Base: All US adults	1322	59	11	27	13	6	2	6	5	4	3	34	5	5	5
Expect to subscribe to in the next 30 days	6%	21%	29%	7%	27%	57%	-	-	64%	49%	-	12%	16%	100%	-
Don't expect to subscribe to ever	81%	56%	51%	83%	63%	43%	-	67%	-	51%	100%	77%	71%	-	73%
Don't know	14%	24%	20%	10%	10%	-	100%	33%	36%	-	-	11%	13%	-	27%
rvs_q11_2b_10. CBS All Access															
Unweighted base	1344	62	13	26	11	9	2	11	5	14	2	49	6	4	3
Base: All US adults	1348	60	12	25	12	9	2	11	6	12	4	48	6	5	3
Expect to subscribe to in the next 30 days	6%	17%	41%	11%	22%	28%	-	10%	46%	8%	77%	10%	-	82%	-
Don't expect to subscribe to ever	76%	66%	48%	78%	73%	63%	100%	74%	39%	72%	-	79%	65%	18%	30%
Don't know	18%	18%	12%	11%	4%	10%	-	16%	15%	20%	23%	11%	35%	-	70%
rvs_q11_2b_11. HBO Now															
Unweighted base	1306	50	10	22	12	7	2	10	5	12	2	52	8	2	4
Base: All US adults	1308	49	10	20	13	7	2	10	5	10	4	49	8	3	4
Expect to subscribe to in the next 30 days	7%	20%	31%	6%	29%	54%	-	-	15%	8%	77%	8%	15%	100%	-
Don't expect to subscribe to ever	74%	53%	63%	66%	59%	46%	100%	62%	36%	75%	-	79%	70%	-	46%
Don't know	19%	27%	6%	28%	12%	-	-	38%	49%	17%	23%	14%	15%	-	54%
rvs_q11_2b_12. Facebook Watch															
Unweighted base	1371	60	11	26	12	6	3	12	8	12	2	52	8	1	5
Base: All US adults	1363	58	8	22	12	5	3	11	9	10	4	48	7	1	5
Expect to subscribe to in the next 30 days	5%	19%	27%	7%	-	16%	-	10%	9%	28%	-	2%	-	100%	23%
Don't expect to subscribe to ever	81%	64%	73%	80%	82%	59%	100%	61%	42%	50%	77%	90%	47%	-	77%
Don't know	14%	17%	-	13%	18%	25%	-	30%	49%	23%	23%	8%	53%	-	-
rvs_q11_2b_13. Cable TV															
Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base: All US adults	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
Expect to subscribe to in the next 30 days	21%	32%	38%	24%	24%	44%	59%	15%	71%	34%	25%	16%	38%	100%	18%
Don't expect to subscribe to ever	53%	49%	56%	58%	61%	48%	20%	63%	29%	43%	75%	61%	34%	-	52%
Don't know	26%	19%	6%	18%	15%	7%	21%	22%	-	23%	-	24%	28%	-	29%
rvs_q11_2b_14. The Roku Channel															
Unweighted base	1295	57	13	25	13	5	3	5	5	11	2	38	8	1	4
Base: All US adults	1301	56	12	24	14	5	3	5	5	10	4	35	8	1	4
Expect to subscribe to in the next 30 days	6%	18%	34%	4%	28%	59%	-	19%	16%	27%	-	15%	31%	100%	-
Don't expect to subscribe to ever	75%	64%	52%	85%	59%	23%	32%	64%	49%	55%	77%	77%	69%	-	67%
Don't know	19%	18%	14%	11%	13%	17%	68%	17%	35%	18%	23%	8%	-	-	33%
rvs_q11_2b_15. IMDB TV															
Unweighted base	1414	65	13	30	13	8	4	11	7	13	3	58	9	2	6

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	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
Base: All US adults	1412	63	12	28	14	7	4	11	8	11	5	54	9	2	6
Expect to subscribe to in the next 30 days	5%	13%	27%	14%	19%	40%	-	10%	30%	23%	-	3%	10%	52%	-
Don't expect to subscribe to ever	80%	68%	55%	80%	59%	23%	75%	74%	46%	54%	25%	84%	55%	48%	78%
Don't know	15%	19%	18%	6%	22%	37%	25%	16%	24%	23%	75%	13%	35%	-	22%
rvs_q11_2b_16. Premium cable channels (HBO, Showtime, Starz or Epix)															
Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base: All US adults	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
Expect to subscribe to in the next 30 days	12%	29%	35%	24%	36%	44%	59%	15%	41%	28%	83%	15%	20%	100%	18%
Don't expect to subscribe to ever	65%	49%	42%	47%	53%	41%	21%	53%	47%	54%	17%	63%	44%	-	30%
Don't know	23%	22%	23%	29%	11%	14%	20%	31%	12%	18%	-	22%	36%	-	52%
rvs_q11_2b_17. Sling TV															
Unweighted base	1382	65	11	29	11	6	2	9	6	12	1	54	7	2	3
Base: All US adults	1387	63	11	27	13	6	2	9	7	10	3	51	7	3	3
Expect to subscribe to in the next 30 days	4%	18%	45%	6%	24%	72%	-	12%	65%	16%	-	5%	43%	100%	-
Don't expect to subscribe to ever	77%	66%	36%	68%	76%	28%	45%	56%	35%	62%	-	74%	41%	-	57%
Don't know	19%	16%	19%	26%	-	-	55%	32%	-	22%	100%	21%	16%	-	43%
rvs_q11_2b_18. AT&T TV Now															
Unweighted base	1410	64	12	26	12	6	3	13	8	14	2	61	8	2	5
Base: All US adults	1409	63	10	23	12	6	3	12	9	12	4	58	7	3	5
Expect to subscribe to in the next 30 days	5%	17%	31%	4%	7%	41%	-	9%	33%	7%	-	4%	-	100%	-
Don't expect to subscribe to ever	81%	66%	64%	83%	79%	44%	100%	72%	59%	67%	100%	83%	73%	-	100%
Don't know	14%	18%	5%	13%	13%	15%	-	19%	9%	26%	-	13%	27%	-	-
rvs_q11_2b_19. YouTube TV															
Unweighted base	1336	-	-	28	8	4	2	9	6	13	2	59	8	-	5
Base: All US adults	1338	-	-	26	8	3	2	8	7	11	4	55	7	-	5
Expect to subscribe to in the next 30 days	7%	-	-	7%	10%	55%	55%	-	25%	15%	-	5%	-	-	-
Don't expect to subscribe to ever	74%	-	-	72%	82%	-	45%	58%	48%	38%	-	75%	61%	-	73%
Don't know	19%	-	-	21%	8%	45%	-	42%	27%	47%	100%	20%	39%	-	27%
rvs_q11_2b_20. Hulu with Live TV															
Unweighted base	1388	62	9	-	-	9	2	13	7	14	2	59	9	2	6
Base: All US adults	1391	61	8	-	-	9	2	12	8	12	4	56	9	3	6
Expect to subscribe to in the next 30 days	7%	24%	17%	-	-	36%	55%	9%	30%	16%	-	10%	10%	100%	19%
Don't expect to subscribe to ever	71%	53%	65%	-	-	39%	45%	53%	36%	45%	-	65%	56%	-	41%
Don't know	22%	23%	18%	-	-	25%	-	38%	34%	39%	100%	25%	34%	-	40%
rvs_q11_2b_21. fubo TV															

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	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
Unweighted base	1437	65	13	30	12	-	-	11	7	14	2	61	7	1	6
Base: All US adults	1438	63	12	28	13	-	-	11	8	12	4	59	6	2	6
Expect to subscribe to in the next 30 days	5%	19%	48%	14%	28%	-	-	10%	41%	16%	-	5%	13%	100%	19%
Don't expect to subscribe to ever	82%	66%	48%	74%	60%	-	-	74%	59%	62%	100%	86%	52%	-	59%
Don't know	13%	15%	4%	12%	12%	-	-	16%	-	21%	-	9%	35%	-	22%
Unweighted base	1430	66	13	32	13	9	2	-	-	14	1	58	9	4	5
Base: All US adults	1427	64	12	30	14	9	2	-	-	12	3	55	8	5	5
Expect to subscribe to in the next 30 days	4%	24%	33%	12%	13%	72%	-	-	-	32%	-	8%	34%	100%	23%
Don't expect to subscribe to ever	81%	53%	49%	67%	78%	18%	100%	-	-	53%	100%	76%	40%	-	50%
Don't know	15%	23%	18%	22%	8%	10%	-	-	-	15%	-	16%	26%	-	27%
Unweighted base	1362	61	13	26	12	5	2	9	5	5	2	-	-	1	4
Base: All US adults	1365	59	12	23	13	5	2	9	6	5	4	-	-	2	4
Expect to subscribe to in the next 30 days	5%	17%	34%	4%	27%	52%	-	12%	47%	43%	-	-	-	100%	29%
Don't expect to subscribe to ever	79%	60%	48%	90%	50%	16%	100%	66%	41%	57%	100%	-	-	-	38%
Don't know	16%	23%	18%	6%	22%	32%	-	22%	13%	-	-	-	-	-	33%
Unweighted base	1449	66	14	30	14	8	3	13	8	14	2	61	10	-	-
Base: All US adults	1448	63	13	28	15	7	3	12	9	12	4	58	9	-	-
Expect to subscribe to in the next 30 days	4%	18%	38%	14%	43%	16%	-	9%	60%	14%	-	4%	9%	-	-
Don't expect to subscribe to ever	80%	63%	62%	74%	57%	43%	62%	73%	20%	58%	100%	84%	68%	-	-
Don't know	16%	20%	-	12%	-	41%	38%	18%	20%	28%	-	12%	23%	-	-
Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	61%	39%	38%	51%	37%	29%	41%	71%	20%	48%	17%	59%	24%	-	66%
1	16%	18%	13%	16%	11%	-	-	13%	12%	17%	-	22%	26%	-	-
2	7%	11%	-	9%	-	8%	-	7%	9%	6%	-	4%	11%	16%	-

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi		
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT	
3	4%	5%	4%	-	-	-	-	-	-	-	3%	-	-	-	
4	2%	2%	-	7%	21%	-	33%	-	9%	-	25%	3%	12%	-	18%
5	2%	2%	-	-	10%	-	-	-	-	-	2%	19%	-	-	
6	1%	3%	-	9%	-	15%	-	-	-	13%	-	3%	-	15%	16%
7	1%	-	-	-	-	-	-	-	-	-	58%	-	-	-	-
8	1%	2%	20%	5%	-	8%	-	-	-	6%	-	1%	8%	16%	-
9	1%	-	-	-	11%	-	25%	-	18%	-	-	-	-	-	-
10	0%	-	-	-	6%	7%	-	-	-	-	1%	-	-	-	-
11	1%	5%	-	-	-	23%	-	-	-	-	-	-	-	26%	-
12	1%	6%	-	3%	-	-	-	-	24%	10%	-	2%	-	26%	-
13	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
14	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15	0%	2%	6%	-	-	-	-	8%	-	-	-	-	-	-	-
16	1%	3%	14%	-	13%	-	-	-	-	-	-	-	-	-	-
17	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18	0%	-	-	-	-	-	-	-	9%	-	-	-	-	-	-
20	0%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-
21	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
22	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
23	0%	-	5%	-	-	-	-	-	-	-	-	-	-	-	-
24	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_2b_count_BB. How many of the following entertainment services don't you expect to subscribe?

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	5%	10%	19%	6%	13%	30%	-	28%	-	23%	-	8%	11%	85%	-
1	2%	8%	-	9%	-	-	33%	-	9%	6%	25%	1%	12%	-	18%
2	1%	4%	-	3%	-	8%	-	-	9%	6%	-	1%	-	15%	18%
3	1%	2%	-	6%	-	-	-	-	-	-	-	3%	-	-	-

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
4	1%	3%	-	-	7%	-	-	-	-	-	1%	8%	-	-
5	1%	6%	12%	5%	6%	7%	20%	-	12%	-	-	10%	-	-
6	1%	3%	6%	-	-	5%	25%	4%	10%	3%	17%	2%	-	-
7	1%	4%	7%	-	-	-	-	-	-	12%	-	-	-	16%
8	2%	2%	-	7%	-	10%	-	-	18%	6%	-	3%	11%	-
9	2%	2%	7%	-	4%	14%	-	9%	24%	-	-	3%	-	-
10	2%	5%	-	3%	6%	20%	-	-	7%	-	-	3%	-	-
11	2%	2%	4%	-	17%	-	-	-	3%	-	8%	14%	-	-
12	2%	2%	-	2%	-	-	-	7%	9%	-	58%	6%	9%	-
13	2%	5%	-	3%	15%	-	-	8%	9%	13%	-	12%	8%	-
14	3%	5%	-	-	6%	-	-	-	-	-	-	1%	-	10%
15	4%	3%	7%	6%	11%	-	-	12%	-	11%	-	9%	8%	-
16	5%	4%	17%	3%	-	-	-	8%	-	5%	-	8%	-	-
17	4%	8%	11%	10%	-	-	-	-	-	-	-	5%	-	-
18	6%	4%	4%	9%	7%	-	-	10%	-	6%	-	10%	-	24%
19	6%	7%	-	6%	-	-	-	5%	-	-	-	6%	-	-
20	7%	6%	-	10%	-	-	21%	-	-	-	-	7%	-	-
21	8%	4%	-	7%	15%	-	-	-	-	-	-	1%	9%	-
22	9%	-	-	5%	-	-	-	9%	-	-	-	-	-	-
23	9%	2%	6%	-	-	-	-	-	-	-	-	1%	-	-
24	8%	-	-	-	-	-	-	-	-	-	-	-	-	-
25	5%	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q11_2b_TB_selective_count. How many of the following entertainment services do you expect to subscribe to in the next 30 days? (selected options)

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	65%	47%	38%	51%	42%	29%	41%	85%	20%	59%	17%	69%	24%	-	66%
1	18%	19%	17%	25%	7%	8%	33%	7%	20%	12%	25%	16%	49%	16%	18%
2	6%	8%	-	9%	8%	8%	-	-	-	6%	-	4%	-	15%	-

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
3	4%	6%	7%	10%	6%	18%	-	-	9%	13%	-	6%	11%	16%
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
4	2%	-	-	-	8%	-	-	-	-	-	58%	2%	8%	-
	*	**	**	**	**	**	**	**	**	**	**	*	**	**
5	2%	4%	-	-	11%	7%	-	-	-	-	-	1%	8%	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
6	1%	1%	13%	2%	6%	7%	-	-	42%	-	-	-	-	-
	*	**	**	*	**	**	**	**	**	**	*	**	**	**
7	1%	5%	6%	3%	-	23%	25%	-	-	6%	-	-	-	26%
	*	**	**	*	**	**	**	**	**	**	*	**	**	**
8	0%	2%	14%	-	13%	-	-	8%	-	-	-	-	-	-
	*	**	**	*	**	**	**	**	**	**	*	**	**	**
9	1%	3%	-	-	-	-	-	-	-	5%	-	2%	-	26%
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
10	1%	2%	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
11	0%	3%	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
12	0%	-	-	-	-	-	-	-	9%	-	-	-	-	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
14	0%	-	5%	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	**	**	**	**	**	**	*	**	**	**
15	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	*	**	**	**	**	**	**	**	*	**	**	**

rvs_q11_2b_BB_selective_count. How many of the following entertainment services don't you expect to subscribe? (selected options)

	Unweighted base	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	6%	17%	25%	14%	13%	30%	33%	28%	9%	23%	25%	9%	23%	85%	18%
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
1	3%	8%	-	5%	-	8%	-	-	-	11%	-	1%	8%	15%	18%
	*	**	*	**	*	**	**	**	**	**	*	*	**	**	**
2	2%	2%	-	8%	-	7%	-	-	9%	-	-	3%	-	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
3	2%	5%	6%	-	6%	7%	20%	-	-	12%	-	1%	-	-	16%
	*	**	**	*	**	**	**	**	**	**	*	*	**	**	**
4	3%	8%	18%	7%	4%	17%	25%	9%	40%	-	17%	3%	21%	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
5	3%	9%	-	-	4%	15%	-	4%	-	9%	-	2%	-	-	-
	*	**	*	**	**	**	**	**	**	**	*	*	**	**	**
6	3%	5%	14%	2%	21%	-	-	-	33%	-	-	3%	17%	-	10%
	*	**	**	*	**	**	**	**	**	**	*	*	**	**	**
7	5%	1%	-	11%	14%	10%	-	7%	-	-	-	12%	6%	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
8	6%	7%	-	10%	6%	7%	-	-	9%	10%	58%	16%	8%	-	14%
	*	**	*	**	**	**	**	**	**	**	**	*	**	**	**
9	7%	11%	15%	11%	18%	-	-	17%	-	-	-	11%	-	-	-
	*	**	**	*	**	**	**	**	**	**	**	*	**	**	**
10	9%	6%	17%	9%	-	-	-	18%	-	7%	-	12%	-	-	11%
	*	**	**	*	**	**	**	**	**	**	*	*	**	**	**
11	9%	9%	-	18%	8%	-	21%	-	-	10%	-	10%	-	-	-
	*	**	*	**	**	**	**	**	**	**	*	*	**	**	**
12	11%	7%	-	3%	7%	-	-	8%	-	18%	-	6%	17%	-	-

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT

rvs_q12_10. CBS All Access

Unweighted base	89	11	1	7	3	3	2	2	2	4	1	17	4	1	4
Base: All US adults	85	12	1	7	3	3	2	1	2	4	1	15	4	1	4
Yes, I watch it more	36%	45%	100%	63%	31%	80%	100%	64%	49%	52%	100%	25%	83%	100%	48%
Yes, I watch it less	6%	10%	-	-	-	-	-	-	-	33%	-	5%	-	-	27%
No, it doesn't have an impact	58%	45%	-	37%	69%	20%	-	36%	51%	15%	-	70%	17%	-	25%
Don't know	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_11. HBO Now

Unweighted base	117	19	3	11	2	5	2	3	2	4	1	13	3	3	2
Base: All US adults	115	19	2	10	1	4	2	3	2	4	1	12	3	3	2
Yes, I watch it more	48%	79%	31%	56%	44%	62%	62%	100%	51%	100%	100%	39%	72%	100%	56%
Yes, I watch it less	5%	-	-	-	-	19%	-	-	-	-	-	15%	-	-	-
No, it doesn't have an impact	45%	21%	69%	44%	56%	19%	38%	-	49%	-	-	46%	28%	-	44%
Don't know	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_12. Facebook Watch

Unweighted base	52	10	3	8	2	5	1	2	-	5	1	11	2	4	2
Base: All US adults	60	11	5	10	3	5	1	2	-	5	1	12	2	5	2
Yes, I watch it more	41%	71%	38%	41%	67%	65%	100%	52%	-	60%	100%	39%	100%	81%	59%
Yes, I watch it less	28%	8%	45%	21%	33%	16%	-	48%	-	-	-	16%	-	-	-
No, it doesn't have an impact	30%	20%	17%	38%	-	19%	-	-	-	40%	-	45%	-	19%	41%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_13. Cable TV

Unweighted base	775	36	6	15	5	9	1	5	5	12	2	31	8	5	3
Base: All US adults	758	37	6	14	6	9	1	5	5	11	5	30	8	6	3
Yes, I watch it more	43%	62%	26%	61%	19%	58%	100%	82%	37%	57%	30%	56%	40%	69%	65%
Yes, I watch it less	13%	16%	61%	12%	41%	22%	-	48%	19%	-	3%	24%	15%	35%	
No, it doesn't have an impact	43%	22%	13%	27%	41%	20%	-	18%	16%	24%	70%	42%	36%	16%	
Don't know	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	

rvs_q12_14. The Roku Channel

Unweighted base	131	13	1	7	1	7	1	9	3	7	1	27	2	4	3
Base: All US adults	126	13	1	7	1	7	1	8	4	6	1	27	2	5	3
Yes, I watch it more	34%	55%	100%	60%	-	80%	100%	48%	79%	46%	100%	32%	100%	100%	40%
Yes, I watch it less	5%	-	-	-	-	-	-	-	-	9%	-	2%	-	-	-
No, it doesn't have an impact	60%	45%	-	40%	100%	20%	-	52%	21%	45%	-	66%	-	-	60%

YouGov RealTime
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US_nat_int Sample: 28th - 29th April 2020



	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
No, it doesn't have an impact	27%	29%	13%	13%	28%	11%	-	52%	-	22%	-	17%	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
rvs_q12_20. Hulu with Live TV															
Unweighted base	48	7	4	34	14	3	2	1	-	4	1	7	1	3	1
Base: All US adults	47	7	4	32	15	3	2	1	-	4	1	8	1	3	1
Yes, I watch it more	42%	71%	21%	46%	32%	66%	100%	100%	-	74%	100%	62%	100%	66%	100%
Yes, I watch it less	14%	-	79%	9%	24%	-	-	-	-	-	-	-	-	-	-
No, it doesn't have an impact	43%	29%	-	42%	44%	34%	-	-	-	26%	-	38%	-	34%	-
Don't know	2%	-	-	2%	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_21. fubo TV															
Unweighted base	16	8	1	4	1	12	4	2	-	4	1	6	2	4	1
Base: All US adults	16	9	1	4	1	12	4	1	-	3	1	5	3	4	1
Yes, I watch it more	61%	66%	100%	77%	100%	56%	75%	64%	-	55%	100%	72%	53%	78%	100%
Yes, I watch it less	16%	13%	-	-	-	22%	-	36%	-	16%	-	10%	47%	-	-
No, it doesn't have an impact	23%	20%	-	23%	-	23%	25%	-	-	29%	-	18%	-	22%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
rvs_q12_22. Philo															
Unweighted base	22	5	-	1	-	2	-	14	8	4	1	6	1	1	-
Base: All US adults	22	5	-	1	-	1	-	13	9	4	1	5	1	1	-
Yes, I watch it more	36%	40%	-	100%	-	64%	-	38%	33%	54%	-	52%	-	100%	-
Yes, I watch it less	9%	-	-	-	-	-	-	10%	9%	-	-	-	-	-	-
No, it doesn't have an impact	42%	60%	-	-	-	36%	-	32%	58%	46%	100%	48%	100%	-	-
Don't know	12%	-	-	-	-	-	-	21%	-	-	-	-	-	-	-
rvs_q12_23. Xumo															
Unweighted base	21	6	-	5	-	4	1	4	1	18	3	12	2	3	2
Base: All US adults	21	6	-	5	-	3	1	4	1	16	5	10	2	3	3
Yes, I watch it more	31%	36%	-	63%	-	29%	100%	54%	-	33%	25%	27%	60%	34%	53%
Yes, I watch it less	15%	32%	-	18%	-	43%	-	15%	-	20%	-	19%	-	32%	47%
No, it doesn't have an impact	50%	32%	-	19%	-	29%	-	31%	100%	41%	75%	45%	40%	34%	-
Don't know	4%	-	-	-	-	-	-	-	-	6%	-	9%	-	-	-
rvs_q12_24. Vudu															
Unweighted base	78	9	-	8	-	7	1	4	3	13	1	67	11	4	3
Base: All US adults	75	10	-	9	-	6	1	4	3	11	1	64	11	4	3
Yes, I watch it more	35%	40%	-	57%	-	45%	100%	54%	-	29%	100%	36%	28%	58%	40%
Yes, I watch it less	10%	29%	-	10%	-	22%	-	46%	-	30%	-	9%	16%	20%	-

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US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	**	**	**	**	**	**	**	**	**	**	*	**	**	**
No, it doesn't have an impact	55%	31%	-	33%	-	33%	-	100%	41%	-	55%	56%	22%	60%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_25. Quibi

Unweighted base	12	7	-	4	-	4	1	1	-	4	1	6	1	5	7
Base: All US adults	13	8	-	4	-	4	1	1	-	4	1	6	1	6	7
Yes, I watch it more	47%	64%	-	56%	-	58%	100%	100%	-	24%	100%	39%	100%	69%	29%
Yes, I watch it less	26%	25%	-	21%	-	20%	-	-	-	52%	-	14%	-	15%	34%
No, it doesn't have an impact	28%	11%	-	23%	-	22%	-	-	-	24%	-	47%	-	16%	37%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q12_YES_more_count. Coronavirus (COVID-19)

outbreak impact watching - YES, MORE

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	49%	18%	32%	27%	20%	7%	25%	19%	18%	5%	58%	26%	27%	-	31%
1	18%	6%	-	13%	24%	12%	-	4%	-	7%	-	15%	-	-	-
2	13%	14%	17%	9%	15%	-	21%	23%	31%	27%	17%	10%	16%	-	41%
3	10%	22%	7%	10%	13%	10%	-	25%	33%	6%	-	7%	8%	-	10%
4	5%	12%	11%	-	6%	10%	-	-	-	15%	-	12%	28%	-	-
5	2%	7%	-	20%	-	8%	-	-	-	13%	-	9%	-	16%	-
6	2%	4%	14%	3%	13%	-	-	6%	18%	5%	-	7%	-	-	-
7	0%	1%	6%	3%	6%	-	20%	-	-	-	-	2%	-	-	-
8	1%	1%	-	-	4%	17%	-	7%	-	6%	-	5%	-	-	-
9	0%	2%	-	-	-	7%	-	-	-	-	-	1%	-	-	-
10	0%	1%	6%	2%	-	-	-	-	-	-	-	-	8%	-	-
12	0%	2%	7%	-	-	-	-	8%	-	-	-	-	-	-	-
14	0%	1%	-	5%	-	8%	-	-	-	11%	-	1%	-	15%	-
15	0%	2%	-	-	-	-	-	-	-	-	-	2%	-	26%	-
16	0%	2%	-	-	-	13%	-	-	-	-	-	-	-	26%	-
18	0%	2%	-	4%	-	-	33%	-	-	-	25%	-	12%	-	18%
25	0%	1%	-	3%	-	8%	-	7%	-	6%	-	1%	-	16%	-

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US_nat_int Sample: 28th - 29th April 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT

rvs_q12_YES_less_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	85%	71%	33%	70%	46%	44%	75%	72%	73%	63%	100%	77%	65%	85%	66%
1	9%	10%	13%	11%	28%	17%	25%	18%	-	18%	-	14%	8%	-	-
2	3%	7%	10%	9%	9%	-	-	-	18%	-	-	-	-	-	18%
3	2%	6%	23%	-	-	10%	-	7%	-	-	-	5%	8%	-	-
4	0%	-	-	7%	4%	12%	-	4%	-	3%	-	2%	-	-	-
5	1%	2%	21%	3%	13%	8%	-	-	9%	9%	-	2%	8%	15%	-
6	0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7	0%	2%	-	-	-	10%	-	-	-	-	-	-	11%	-	-
9	0%	2%	-	-	-	-	-	-	-	7%	-	-	-	-	16%

rvs_q12_NO_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	47%	44%	62%	37%	27%	63%	54%	46%	33%	42%	25%	21%	37%	84%	52%
1	19%	18%	-	14%	14%	10%	25%	16%	-	-	-	9%	11%	-	-
2	12%	3%	19%	5%	32%	-	-	7%	27%	5%	-	9%	-	-	11%
3	8%	12%	-	9%	4%	-	-	5%	12%	14%	-	18%	18%	-	-
4	6%	5%	15%	12%	17%	-	20%	-	-	-	58%	7%	17%	-	-
5	3%	6%	4%	9%	6%	-	-	-	9%	12%	-	8%	-	-	10%
6	2%	4%	-	6%	-	7%	-	-	10%	-	17%	4%	17%	-	-
7	1%	1%	-	3%	-	-	-	-	-	-	-	6%	-	-	13%
8	1%	3%	-	3%	-	12%	-	10%	-	3%	-	7%	-	-	14%
9	0%	3%	-	-	-	-	-	17%	-	12%	-	6%	-	-	-
10	0%	-	-	-	-	-	-	-	9%	6%	-	2%	-	-	-
12	0%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
14	0%	1%	-	3%	-	8%	-	-	-	6%	-	1%	-	16%	-

rvs_q12_YES_more_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, MORE (selected options)

Unweighted base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
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YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 28th - 29th April 2020



	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo		Pandemic Subscriptions - Xumo		Pandemic Subscriptions - Vudu		Pandemic Subscriptions - Quibi	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days
		CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
Base	1462	72	13	32	15	12	4	13	9	16	5	64	11	6	7
0	52%	19%*	32%**	34%*	31%**	7%**	25%**	28%**	18%**	21%**	58%**	32%*	27%**	-**	45%**
1	19%	8%*	-**	6%*	13%**	12%**	-**	4%*	31%**	22%**	17%**	23%**	16%**	-**	16%**
2	13%	19%*	21%**	12%*	15%**	-**	21%**	24%**	32%**	11%**	-**	11%*	8%**	-**	11%**
3	10%	22%*	14%**	7%*	19%**	27%**	-**	29%**	-**	11%**	-**	10%*	20%**	-**	10%**
4	3%	13%*	14%**	11%*	13%**	18%**	-**	-**	18%**	18%**	-**	14%*	8%**	16%**	-**
5	1%	3%*	-**	15%*	4%**	-**	-**	-**	-**	-**	-**	3%*	-**	-**	-**
6	1%	4%*	13%**	-**	6%**	-**	20%**	-**	-**	-**	-**	-**	-**	-**	-**
7	0%	2%*	-**	-**	-**	7%**	-**	-**	-**	-**	-**	4%*	-**	26%**	-**
8	0%	4%*	6%**	5%*	-**	-**	-**	8%**	-**	6%**	-**	-**	8%**	-**	-**
9	0%	2%*	-**	-**	-**	13%**	-**	-**	-**	-**	-**	-**	-**	26%**	-**
10	0%	1%*	-**	3%*	-**	8%**	-**	-**	-**	6%**	-**	1%*	-**	15%**	-**
12	0%	2%*	-**	4%*	-**	-**	33%**	-**	-**	-**	25%**	-**	12%**	-**	18%**
15	0%	1%*	-**	3%*	-**	8%**	-**	7%**	-**	6%**	-**	1%*	-**	16%**	-**

rvs_q12_YES_less_selective_count. Coronavirus (COVID-19) outbreak impact watching - YES, LESS (selected options)

	Unweighted base	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
Base	1462	73	14	34	14	12	4	14	8	18	3	67	11	5	7
0	88%	79%*	33%**	76%*	60%**	54%**	75%**	80%**	73%**	80%**	100%**	87%*	74%**	85%**	66%**
1	9%	9%*	36%**	8%*	14%**	29%**	25%**	20%**	-**	7%*	-**	10%*	8%**	-**	-**
2	2%	5%*	10%**	13%*	14%**	-**	-**	-**	18%**	-**	-**	-**	8%**	-**	18%**
3	1%	4%*	-**	3%*	-**	8%**	-**	-**	9%**	6%**	-**	3%*	-**	15%**	-**
4	0%	-**	21%**	-**	13%**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
5	0%	2%*	-**	-**	-**	10%**	-**	-**	-**	-**	-**	-**	11%**	-**	-**
8	0%	2%*	-**	-**	-**	-**	-**	-**	-**	7%**	-**	-**	-**	-**	16%**

rvs_q12_NO_selective_count. Coronavirus (COVID-19) outbreak impact watching - NO IMPACT (selected options)

	Unweighted base	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
Base	1462	73	13	32	15	12	4	13	9	16	5	64	11	6	7
0	52%	53%*	68%**	46%*	27%**	73%**	54%**	56%**	33%**	47%**	25%**	32%*	57%**	84%**	52%**
1	21%	10%*	6%**	9%*	27%**	-**	25%**	13%**	39%**	10%**	58%**	17%**	10%**	-**	11%**
2	12%	7%*	7%**	-**	19%**	-**	-**	-**	-**	22%**	-**	22%**	17%**	-**	13%**

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	CG	CH	CI	CJ	CK	CL	CM	CN	CO	CP	CQ	CR	CS	CT
	*	**	*	**	**	**	**	**	**	**	*	**	**	**
3	8%	15%	10%	17%	20%	7%	20%	13%	9%	5%	-	5%	-	-
	*	**	*	**	**	**	**	**	**	**	**	*	**	**
4	4%	7%	9%	13%	8%	5%	-	4%	10%	3%	17%	10%	11%	-
	*	**	**	**	**	**	**	**	**	**	**	*	**	**
5	2%	5%	-	6%	-	-	-	8%	9%	7%	-	6%	6%	-
	*	**	*	**	**	**	**	**	**	**	**	*	**	**
6	1%	1%	-	5%	-	-	-	6%	-	-	-	6%	-	-
	*	**	*	**	**	**	**	**	**	**	**	*	**	**
7	0%	1%	-	-	-	7%	-	-	-	-	-	-	-	-
	*	**	*	**	**	**	**	**	**	**	**	*	**	**
9	0%	1%	-	3%	-	8%	-	-	-	6%	-	1%	-	16%
	*	**	*	**	**	**	**	**	**	**	**	*	**	**