BACKGROUND

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

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

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

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

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

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1093 adults. Fieldwork was undertaken between 7th - 8th September 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

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

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

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

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

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

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Male	Female	18 to 34	35 to 54	55+
Unweighted base	1093	473	620	270	316	507
Base: All US adults	1079	537	542	331	321	426
Every day	51%	50%	53%	40%	48%	62%
5 to 6 times a week	13%	14%	12%	14%	17%	10%
2 to 4 times a week	12%	13%	11%	13%	15%	8%
Once a week	4%	4%	3%	5%	4%	2%
A few times a month	4%	4%	4%	6%	3%	3%
Once a month	2%	2%	1%	4%	2%	0%
Less often than once a month	3%	2%	4%	4%	2%	5%
Never	7%	6%	8%	7%	6%	7%
Don't know	4%	5%	3%	8%	3%	2%

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Male	Female	18 to 34	35 to 54	55+
Unweighted base	978	420	558	234	286	458
Base: All US adults who ever watch TV	960	477	484	283	292	385
Strongly agree	12%	13%	11%	13%	12%	11%
Somewhat agree	21%	23%	19%	25%	18%	21%
Somewhat disagree	23%	22%	23%	21%	26%	22%
Strongly disagree	32%	30%	33%	37%	35%	26%
Don't know	12%	11%	13%	5%	9%	20%
Net: Agree	33%	36%	30%	38%	30%	32%
Net: Disagree	54%	52%	57%	57%	61%	48%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

	Total	Region				White
		Northeast	Midwest	South	West	

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Northeast	Midwest	South	West	White
Unweighted base	1093	216	227	392	258	790
Base: All US adults	1079	221	214	401	243	690
Every day	51%	49%	49%	57%	47%	54%
5 to 6 times a week	13%	13%	14%	11%	16%	13%
2 to 4 times a week	12%	18%	12%	9%	10%	12%
Once a week	4%	3%	4%	4%	3%	4%
A few times a month	4%	2%	3%	5%	3%	3%
Once a month	2%	1%	0%	2%	3%	1%
Less often than once a month	3%	2%	2%	4%	4%	3%
Never	7%	5%	8%	6%	8%	8%
Don't know	4%	6%	7%	1%	6%	3%

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Northeast	Midwest	South	West	White
Unweighted base	978	194	195	363	226	707
Base: All US adults who ever watch TV	960	195	182	373	210	613
Strongly agree	12%	14%	10%	12%	13%	12%
Somewhat agree	21%	26%	16%	23%	18%	19%
Somewhat disagree	23%	20%	26%	24%	20%	23%
Strongly disagree	32%	28%	34%	30%	36%	33%
Don't know	12%	13%	13%	11%	13%	13%
Net: Agree	33%	39%	26%	35%	31%	31%
Net: Disagree	54%	48%	61%	54%	56%	56%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

	Total	Race			Educa...	
		Black	**Hispanic**	**Other (NET)**	**No HS, High school graduate**	**Some college, 2 year**

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Unweighted base	1093	105	94	104	362	386
Base: All US adults	1079	131	161	96	450	343
Every day	51%	47%	50%	43%	54%	51%
5 to 6 times a week	13%	15%	13%	11%	11%	13%
2 to 4 times a week	12%	10%	11%	11%	10%	12%
Once a week	4%	5%	3%	3%	4%	4%
A few times a month	4%	3%	8%	7%	4%	3%
Once a month	2%	1%	5%	3%	1%	2%
Less often than once a month	3%	3%	5%	7%	3%	5%
Never	7%	3%	2%	6%	7%	6%
Don't know	4%	12%	3%	9%	5%	4%

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Unweighted base	978	92	88	91	314	349
Base: All US adults who ever watch TV	960	112	153	82	394	307
Strongly agree	12%	10%	15%	8%	15%	10%
Somewhat agree	21%	25%	27%	22%	23%	23%
Somewhat disagree	23%	20%	24%	22%	25%	20%
Strongly disagree	32%	28%	25%	42%	22%	37%
Don't know	12%	17%	9%	7%	16%	11%
Net: Agree	33%	36%	41%	29%	38%	33%
Net: Disagree	54%	47%	49%	64%	47%	57%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	ation		Marital		
		4-year	Post Grad	Married	Separated	Divorced

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	4-year	Post Grad	Married	Separated	Divorced
Unweighted base	1093	218	127	548	23	121
Base: All US adults	1079	184	103	501	28	111
Every day	51%	51%	43%	55%	76%	51%
5 to 6 times a week	13%	20%	14%	14%	-	12%
2 to 4 times a week	12%	12%	17%	13%	14%	6%
Once a week	4%	2%	3%	3%	10%	3%
A few times a month	4%	4%	6%	4%	-	6%
Once a month	2%	2%	2%	1%	-	3%
Less often than once a month	3%	2%	3%	3%	-	6%
Never	7%	4%	10%	5%	-	10%
Don't know	4%	3%	2%	3%	-	3%

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	4-year	Post Grad	Married	Separated	Divorced
Unweighted base	978	202	113	505	23	105
Base: All US adults who ever watch TV	960	169	90	457	28	97
Strongly agree	12%	11%	8%	13%	18%	14%
Somewhat agree	21%	20%	13%	22%	33%	24%
Somewhat disagree	23%	23%	24%	22%	16%	22%
Strongly disagree	32%	42%	40%	31%	15%	30%
Don't know	12%	6%	16%	13%	17%	10%
Net: Agree	33%	30%	21%	35%	52%	37%
Net: Disagree	54%	64%	63%	52%	31%	52%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

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

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	1093	49	313	39	275	818
Base: All US adults	1079	45	349	46	287	792
Every day	51%	48%	46%	47%	47%	53%
5 to 6 times a week	13%	14%	13%	18%	16%	12%
2 to 4 times a week	12%	12%	12%	17%	17%	10%
Once a week	4%	2%	3%	11%	5%	3%
A few times a month	4%	-	5%	2%	5%	4%
Once a month	2%	1%	3%	-	2%	2%
Less often than once a month	3%	4%	4%	3%	1%	4%
Never	7%	12%	8%	-	5%	7%
Don't know	4%	7%	7%	2%	3%	5%

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	978	40	267	38	255	723
Base: All US adults who ever watch TV	960	36	297	45	265	695
Strongly agree	12%	13%	10%	11%	15%	11%
Somewhat agree	21%	12%	20%	18%	24%	20%
Somewhat disagree	23%	32%	22%	34%	26%	22%
Strongly disagree	32%	27%	38%	24%	29%	33%
Don't know	12%	18%	11%	14%	6%	14%
Net: Agree	33%	24%	29%	29%	39%	31%
Net: Disagree	54%	58%	60%	58%	54%	55%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

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

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook
Unweighted base	1093	394	295	244	160	840
Base: All US adults	1079	411	300	223	145	828
Every day	51%	53%	57%	46%	43%	53%
5 to 6 times a week	13%	13%	14%	15%	8%	14%
2 to 4 times a week	12%	7%	15%	17%	9%	13%
Once a week	4%	3%	3%	7%	3%	4%
A few times a month	4%	3%	3%	6%	5%	4%
Once a month	2%	2%	2%	1%	4%	1%
Less often than once a month	3%	4%	2%	3%	5%	3%
Never	7%	10%	3%	4%	9%	5%
Don't know	4%	5%	0%	1%	15%	3%

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook
Unweighted base	978	330	286	231	131	774
Base: All US adults who ever watch TV	960	348	290	212	111	762
Strongly agree	12%	13%	14%	8%	13%	13%
Somewhat agree	21%	20%	18%	27%	21%	22%
Somewhat disagree	23%	26%	21%	24%	14%	23%
Strongly disagree	32%	28%	33%	33%	37%	31%
Don't know	12%	12%	14%	9%	14%	12%
Net: Agree	33%	33%	32%	34%	34%	34%
Net: Disagree	54%	55%	54%	57%	51%	54%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

	Total		Twitter	LinkedIn	Google+	MySpace	Pinterest

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	1093	387	302	272	72	305
Base: All US adults	1079	384	285	310	77	287
Every day	51%	49%	46%	49%	52%	48%
5 to 6 times a week	13%	18%	14%	18%	15%	15%
2 to 4 times a week	12%	14%	15%	13%	18%	13%
Once a week	4%	4%	4%	4%	3%	3%
A few times a month	4%	3%	6%	3%	1%	5%
Once a month	2%	2%	3%	1%	-	3%
Less often than once a month	3%	3%	5%	3%	3%	4%
Never	7%	4%	6%	5%	6%	6%
Don't know	4%	2%	2%	3%	3%	3%

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	978	366	279	249	67	280
Base: All US adults who ever watch TV	960	361	265	285	70	262
Strongly agree	12%	14%	9%	13%	13%	10%
Somewhat agree	21%	18%	14%	23%	18%	20%
Somewhat disagree	23%	22%	28%	22%	22%	20%
Strongly disagree	32%	40%	41%	36%	40%	42%
Don't know	12%	6%	9%	6%	7%	8%
Net: Agree	33%	32%	23%	37%	31%	30%
Net: Disagree	54%	62%	68%	58%	62%	62%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

		Social networks membership				
	Total	**Tumblr**	**Instagram**	**nosquare**	**Snapchat**	**Periscope**

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	1093	85	288	4	163	27
Base: All US adults	1079	88	310	4	167	26
Every day	51%	49%	48%	81%	53%	38%
5 to 6 times a week	13%	18%	16%	-	15%	22%
2 to 4 times a week	12%	12%	14%	-	13%	15%
Once a week	4%	2%	5%	-	7%	5%
A few times a month	4%	2%	5%	-	7%	2%
Once a month	2%	2%	2%	-	-	3%
Less often than once a month	3%	6%	3%	-	1%	5%
Never	7%	6%	5%	19%	4%	10%
Don't know	4%	3%	3%	-	0%	-

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	978	77	269	3	155	24
Base: All US adults who ever watch TV	960	81	288	3	160	23
Strongly agree	12%	16%	12%	54%	16%	38%
Somewhat agree	21%	22%	20%	-	20%	10%
Somewhat disagree	23%	14%	25%	22%	24%	26%
Strongly disagree	32%	43%	35%	24%	34%	24%
Don't know	12%	5%	7%	-	6%	3%
Net: Agree	33%	38%	33%	54%	36%	48%
Net: Disagree	54%	57%	60%	46%	58%	49%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

	Total		Other	Don't know	None	Every day	5 to 6 times a week
						How often, if ever, do	

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Other	Don't know	None	Every day	5 to 6 times a week
Unweighted base	1093	21	12	162	577	140
Base: All US adults	1079	26	14	147	554	144
Every day	51%	68%	22%	51%	100%	-
5 to 6 times a week	13%	21%	6%	7%	-	100%
2 to 4 times a week	12%	3%	-	9%	-	-
Once a week	4%	5%	15%	2%	-	-
A few times a month	4%	-	4%	1%	-	-
Once a month	2%	-	-	1%	-	-
Less often than once a month	3%	3%	-	6%	-	-
Never	7%	-	-	14%	-	-
Don't know	4%	-	53%	10%	-	-

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Other	Don't know	None	Every day	5 to 6 times a week
Unweighted base	978	21	7	131	577	140
Base: All US adults who ever watch TV	960	26	6	113	554	144
Strongly agree	12%	8%	-	9%	14%	10%
Somewhat agree	21%	6%	20%	19%	21%	16%
Somewhat disagree	23%	20%	15%	23%	19%	24%
Strongly disagree	32%	51%	42%	29%	33%	37%
Don't know	12%	15%	23%	19%	13%	13%
Net: Agree	33%	14%	20%	28%	35%	26%
Net: Disagree	54%	71%	57%	53%	52%	62%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	you watch TV shows either through a cable/satellite service or streaming service (e.g				
		2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Unweighted base	1093	130	40	40	15	36
Base: All US adults	1079	127	39	41	18	37
Every day	51%	-	-	-	-	-
5 to 6 times a week	13%	-	-	-	-	-
2 to 4 times a week	12%	100%	-	-	-	-
Once a week	4%	-	100%	-	-	-
A few times a month	4%	-	-	100%	-	-
Once a month	2%	-	-	-	100%	-
Less often than once a month	3%	-	-	-	-	100%
Never	7%	-	-	-	-	-
Don't know	4%	-	-	-	-	-

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Unweighted base	978	130	40	40	15	36
Base: All US adults who ever watch TV	960	127	39	41	18	37
Strongly agree	12%	10%	18%	6%	-	2%
Somewhat agree	21%	23%	39%	13%	27%	31%
Somewhat disagree	23%	27%	21%	51%	25%	25%
Strongly disagree	32%	28%	15%	24%	44%	29%
Don't know	12%	12%	6%	6%	4%	13%
Net: Agree	33%	33%	57%	19%	27%	33%
Net: Disagree	54%	55%	37%	75%	69%	54%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

![YouGov logo - What the world thinks]

	Total	g., Netflix, Hulu, etc.)?	
		Never	Don't know

ZYE_screener. How often, if ever, do you watch TV shows either through a cable/satellite service or streaming service (e.g., Netflix, Hulu, etc.)?

	Total	Never	Don't know
Unweighted base	1093	81	34
Base: All US adults	1079	72	47
Every day	51%	-	-
5 to 6 times a week	13%	-	-
2 to 4 times a week	12%	-	-
Once a week	4%	-	-
A few times a month	4%	-	-
Once a month	2%	-	-
Less often than once a month	3%	-	-
Never	7%	100%	-
Don't know	4%	-	100%

ZYE_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that originate on streaming services (e.g., Netflix Original Series, Amazon Prime Original Series, etc.) should not be considered as TV shows

	Total	Never	Don't know
Unweighted base	978	-	-
Base: All US adults who ever watch TV	960	-	-
Strongly agree	12%	-	-
Somewhat agree	21%	-	-
Somewhat disagree	23%	-	-
Strongly disagree	32%	-	-
Don't know	12%	-	-
Net: Agree	33%	-	-
Net: Disagree	54%	-	-

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	Male	Female	18 to 34	35 to 54	55+
Unweighted base	978	420	558	234	286	458
Base: All US adults who ever watch TV	960	477	484	283	292	385
Strongly agree	11%	11%	10%	12%	11%	9%
Somewhat agree	19%	21%	17%	20%	19%	18%
Somewhat disagree	24%	22%	26%	20%	24%	27%
Strongly disagree	31%	30%	32%	38%	33%	24%
Don't know	15%	16%	14%	10%	12%	22%
Net: Agree	29%	32%	27%	32%	31%	27%
Net: Disagree	55%	52%	58%	59%	57%	51%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	Male	Female	18 to 34	35 to 54	55+
Unweighted base	978	420	558	234	286	458
Base: All US adults who ever watch TV	960	477	484	283	292	385
Strongly agree	18%	20%	16%	19%	17%	18%
Somewhat agree	26%	25%	27%	29%	25%	24%
Somewhat disagree	21%	19%	23%	23%	24%	18%
Strongly disagree	17%	19%	16%	19%	20%	14%
Don't know	18%	18%	18%	10%	14%	26%
Net: Agree	44%	44%	43%	48%	42%	42%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

	Total	Region				White
		Northeast	Midwest	South	West	

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	Northeast	Midwest	South	West	White
Unweighted base	978	194	195	363	226	707
Base: All US adults who ever watch TV	960	195	182	373	210	613
Strongly agree	11%	12%	6%	12%	11%	10%
Somewhat agree	19%	20%	19%	20%	15%	18%
Somewhat disagree	24%	22%	24%	26%	24%	26%
Strongly disagree	31%	30%	35%	26%	36%	32%
Don't know	15%	17%	15%	16%	14%	15%
Net: Agree	29%	31%	25%	32%	26%	27%
Net: Disagree	55%	52%	59%	52%	60%	58%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	Northeast	Midwest	South	West	White
Unweighted base	978	194	195	363	226	707
Base: All US adults who ever watch TV	960	195	182	373	210	613
Strongly agree	18%	16%	15%	20%	19%	18%
Somewhat agree	26%	30%	25%	27%	22%	26%
Somewhat disagree	21%	20%	24%	21%	20%	22%
Strongly disagree	17%	15%	18%	17%	20%	15%
Don't know	18%	20%	18%	16%	19%	18%
Net: Agree	44%	46%	40%	47%	41%	45%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Unweighted base	978	92	88	91	314	349
Base: All US adults who ever watch TV	960	112	153	82	394	307
Strongly agree	11%	10%	13%	14%	12%	9%
Somewhat agree	19%	25%	22%	13%	19%	21%
Somewhat disagree	24%	29%	16%	21%	30%	19%
Strongly disagree	31%	19%	31%	39%	21%	34%
Don't know	15%	17%	18%	12%	18%	17%
Net: Agree	29%	35%	35%	27%	31%	30%
Net: Disagree	55%	48%	47%	60%	51%	53%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
Unweighted base	978	92	88	91	314	349
Base: All US adults who ever watch TV	960	112	153	82	394	307
Strongly agree	18%	17%	21%	13%	19%	17%
Somewhat agree	26%	26%	24%	25%	29%	25%
Somewhat disagree	21%	19%	16%	25%	18%	22%
Strongly disagree	17%	18%	19%	28%	14%	19%
Don't know	18%	21%	19%	10%	20%	17%
Net: Agree	44%	42%	46%	38%	48%	42%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

![YouGov logo: What the world thinks]

	Total	ation		Marital		
		4-year	Post Grad	Married	Separated	Divorced

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	4-year	Post Grad	Married	Separated	Divorced
Unweighted base	978	202	113	505	23	105
Base: All US adults who ever watch TV	960	169	90	457	28	97
Strongly agree	11%	11%	8%	10%	11%	11%
Somewhat agree	19%	20%	10%	18%	34%	24%
Somewhat disagree	24%	20%	25%	24%	21%	25%
Strongly disagree	31%	42%	42%	33%	17%	30%
Don't know	15%	7%	16%	15%	17%	9%
Net: Agree	29%	31%	18%	28%	45%	35%
Net: Disagree	55%	62%	67%	56%	38%	55%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	4-year	Post Grad	Married	Separated	Divorced
Unweighted base	978	202	113	505	23	105
Base: All US adults who ever watch TV	960	169	90	457	28	97
Strongly agree	18%	22%	9%	18%	15%	25%
Somewhat agree	26%	22%	21%	29%	46%	23%
Somewhat disagree	21%	25%	24%	19%	16%	19%
Strongly disagree	17%	20%	24%	15%	3%	21%
Don't know	18%	11%	22%	19%	20%	12%
Net: Agree	44%	45%	31%	47%	61%	48%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

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

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	978	40	267	38	255	723
Base: All US adults who ever watch TV	960	36	297	45	265	695
Strongly agree	11%	8%	11%	16%	14%	9%
Somewhat agree	19%	26%	16%	12%	24%	17%
Somewhat disagree	24%	30%	26%	16%	20%	26%
Strongly disagree	31%	14%	34%	21%	31%	31%
Don't know	15%	22%	13%	36%	11%	17%
Net: Agree	29%	34%	28%	27%	39%	26%
Net: Disagree	55%	44%	59%	37%	51%	57%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	978	40	267	38	255	723
Base: All US adults who ever watch TV	960	36	297	45	265	695
Strongly agree	18%	24%	17%	2%	15%	19%
Somewhat agree	26%	26%	22%	15%	31%	24%
Somewhat disagree	21%	28%	23%	28%	25%	20%
Strongly disagree	17%	6%	24%	18%	15%	18%
Don't know	18%	16%	15%	37%	14%	19%
Net: Agree	44%	50%	39%	17%	46%	43%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook
Unweighted base	978	330	286	231	131	774
Base: All US adults who ever watch TV	960	348	290	212	111	762
Strongly agree	11%	11%	14%	7%	8%	11%
Somewhat agree	19%	20%	16%	22%	17%	20%
Somewhat disagree	24%	27%	24%	20%	25%	23%
Strongly disagree	31%	27%	29%	38%	34%	31%
Don't know	15%	15%	18%	13%	16%	14%
Net: Agree	29%	31%	30%	29%	25%	31%
Net: Disagree	55%	55%	52%	58%	59%	54%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook
Unweighted base	978	330	286	231	131	774
Base: All US adults who ever watch TV	960	348	290	212	111	762
Strongly agree	18%	22%	18%	12%	16%	16%
Somewhat agree	26%	23%	27%	27%	28%	27%
Somewhat disagree	21%	22%	17%	26%	19%	22%
Strongly disagree	17%	16%	19%	16%	21%	17%
Don't know	18%	17%	19%	19%	15%	18%
Net: Agree	44%	46%	45%	39%	44%	44%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

	Total		Twitter	LinkedIn	Google+	MySpace	Pinterest

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total		Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	978		366	279	249	67	280
Base: All US adults who ever watch TV	960		361	265	285	70	262
Strongly agree	11%		11%	9%	13%	15%	10%
Somewhat agree	19%		17%	14%	17%	23%	15%
Somewhat disagree	24%		25%	26%	25%	17%	22%
Strongly disagree	31%		39%	39%	35%	37%	42%
Don't know	15%		8%	13%	11%	7%	11%
Net: Agree	29%		28%	23%	29%	38%	24%
Net: Disagree	55%		64%	65%	60%	55%	64%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total		Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	978		366	279	249	67	280
Base: All US adults who ever watch TV	960		361	265	285	70	262
Strongly agree	18%		19%	15%	20%	20%	15%
Somewhat agree	26%		28%	26%	30%	26%	27%
Somewhat disagree	21%		24%	23%	22%	22%	25%
Strongly disagree	17%		17%	22%	16%	22%	18%
Don't know	18%		12%	15%	12%	9%	15%
Net: Agree	44%		47%	41%	50%	46%	42%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Social networks membership				
		Tumblr	**Instagram**	**nosquare**	**Snapchat**	**Periscope**

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	978	77	269	3	155	24
Base: All US adults who ever watch TV	960	81	288	3	160	23
Strongly agree	11%	17%	11%	54%	15%	27%
Somewhat agree	19%	18%	19%	-	16%	26%
Somewhat disagree	24%	14%	23%	22%	21%	18%
Strongly disagree	31%	45%	35%	24%	41%	19%
Don't know	15%	6%	12%	-	8%	9%
Net: Agree	29%	35%	30%	54%	31%	53%
Net: Disagree	55%	60%	58%	46%	61%	38%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	978	77	269	3	155	24
Base: All US adults who ever watch TV	960	81	288	3	160	23
Strongly agree	18%	23%	18%	-	20%	23%
Somewhat agree	26%	31%	27%	54%	35%	23%
Somewhat disagree	21%	23%	28%	22%	24%	29%
Strongly disagree	17%	17%	15%	24%	12%	22%
Don't know	18%	6%	12%	-	9%	3%
Net: Agree	44%	54%	44%	54%	55%	46%

YouGov NY
What makes a TV show

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YouGov
What the world thinks

	Total		Other	Don't know	None	How often, if ever, do	
						Every day	5 to 6 times a week

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total		Other	Don't know	None	Every day	5 to 6 times a week
Unweighted base	978		21	7	131	577	140
Base: All US adults who ever watch TV	960		26	6	113	554	144
Strongly agree	11%		3%	-	7%	14%	5%
Somewhat agree	19%		5%	9%	15%	18%	17%
Somewhat disagree	24%		9%	50%	27%	22%	20%
Strongly disagree	31%		64%	12%	29%	30%	44%
Don't know	15%		20%	29%	22%	17%	14%
Net: Agree	29%		8%	9%	22%	31%	22%
Net: Disagree	55%		72%	62%	56%	51%	64%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total		Other	Don't know	None	Every day	5 to 6 times a week
Unweighted base	978		21	7	131	577	140
Base: All US adults who ever watch TV	960		26	6	113	554	144
Strongly agree	18%		8%	-	18%	21%	12%
Somewhat agree	26%		20%	33%	23%	26%	26%
Somewhat disagree	21%		10%	14%	19%	17%	24%
Strongly disagree	17%		33%	16%	16%	18%	18%
Don't know	18%		29%	38%	24%	18%	21%
Net: Agree	44%		28%	33%	41%	46%	37%

YouGov NY
What makes a TV show

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What the world thinks

	Total	you watch TV shows either through a cable/satellite service or streaming service (e.g				
		2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Unweighted base	978	130	40	40	15	36
Base: All US adults who ever watch TV	960	127	39	41	18	37
Strongly agree	11%	7%	13%	9%	8%	2%
Somewhat agree	19%	22%	36%	23%	11%	14%
Somewhat disagree	24%	31%	29%	23%	52%	39%
Strongly disagree	31%	26%	12%	37%	21%	30%
Don't know	15%	14%	10%	8%	8%	16%
Net: Agree	29%	29%	48%	31%	18%	16%
Net: Disagree	55%	57%	41%	61%	73%	68%

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Unweighted base	978	130	40	40	15	36
Base: All US adults who ever watch TV	960	127	39	41	18	37
Strongly agree	18%	12%	19%	13%	33%	18%
Somewhat agree	26%	23%	38%	25%	23%	29%
Somewhat disagree	21%	35%	9%	35%	20%	16%
Strongly disagree	17%	12%	11%	19%	24%	23%
Don't know	18%	17%	22%	8%	-	15%
Net: Agree	44%	36%	57%	38%	56%	47%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	g., Netflix, Hulu, etc.)?	
		Never	Don't know

ZYE_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Shows that are released as full season all at once instead of showing once every week should not be considered as TV shows

	Total	Never	Don't know
Unweighted base	978	-	-
Base: All US adults who ever watch TV	960	-	-
Strongly agree	11%	-	-
Somewhat agree	19%	-	-
Somewhat disagree	24%	-	-
Strongly disagree	31%	-	-
Don't know	15%	-	-
Net: Agree	29%	-	-
Net: Disagree	55%	-	-

ZYE_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- Web series that are streamed on sites like YouTube or Vimeo should not be considered as TV shows

	Total	Never	Don't know
Unweighted base	978	-	-
Base: All US adults who ever watch TV	960	-	-
Strongly agree	18%	-	-
Somewhat agree	26%	-	-
Somewhat disagree	21%	-	-
Strongly disagree	17%	-	-
Don't know	18%	-	-
Net: Agree	44%	-	-

YouGov NY
What makes a TV show

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	Total	Gender		Age		
		Male	Female	18 to 34	35 to 54	55+
Net: Disagree	38%	38%	39%	42%	44%	31%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

	Total	Male	Female	18 to 34	35 to 54	55+
Unweighted base	978	420	558	234	286	458
Base: All US adults who ever watch TV	960	477	484	283	292	385
30 minutes	7%	8%	6%	10%	11%	3%
60 minutes	50%	47%	54%	47%	51%	52%
90 minutes	11%	14%	8%	13%	14%	7%
120 minutes	5%	4%	7%	10%	4%	2%
Don't know	4%	5%	4%	6%	4%	3%
Not applicable - I do not watch this genre of TV show	22%	23%	21%	14%	16%	33%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

	Total	Male	Female	18 to 34	35 to 54	55+
Unweighted base	978	420	558	234	286	458
Base: All US adults who ever watch TV	960	477	484	283	292	385
30 minutes	52%	54%	50%	45%	57%	53%
60 minutes	18%	17%	19%	25%	18%	13%
90 minutes	6%	8%	3%	10%	6%	2%
120 minutes	3%	3%	4%	6%	4%	1%
Don't know	4%	3%	4%	4%	3%	5%
Not applicable - I do not watch this genre of TV show	17%	16%	19%	10%	13%	26%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

![YouGov - What the world thinks]

	Total	Region					White
		Northeast	Midwest	South	West		White
Net: Disagree	38%	35%	42%	37%	40%		38%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

	Total	Northeast	Midwest	South	West	White
Unweighted base	978	194	195	363	226	707
Base: All US adults who ever watch TV	960	195	182	373	210	613
30 minutes	7%	12%	3%	8%	6%	6%
60 minutes	50%	51%	46%	48%	58%	58%
90 minutes	11%	9%	13%	11%	11%	8%
120 minutes	5%	7%	10%	4%	3%	5%
Don't know	4%	2%	3%	7%	2%	3%
Not applicable - I do not watch this genre of TV show	22%	20%	25%	23%	21%	20%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

	Total	Northeast	Midwest	South	West	White
Unweighted base	978	194	195	363	226	707
Base: All US adults who ever watch TV	960	195	182	373	210	613
30 minutes	52%	54%	52%	50%	52%	56%
60 minutes	18%	24%	15%	16%	19%	17%
90 minutes	6%	6%	4%	7%	5%	4%
120 minutes	3%	2%	4%	3%	4%	3%
Don't know	4%	3%	5%	5%	1%	3%
Not applicable - I do not watch this genre of TV show	17%	11%	20%	19%	19%	17%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

		Race			Educa	
	Total	**Black**	**Hispanic**	**Other (NET)**	**No HS, High school graduate**	**Some college, 2 year**
Net: Disagree	38%	37%	36%	52%	32%	41%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

Unweighted base	978	92	88	91	314	349
Base: All US adults who ever watch TV	960	112	153	82	394	307
30 minutes	7%	16%	6%	7%	12%	4%
60 minutes	50%	36%	31%	52%	39%	51%
90 minutes	11%	10%	22%	14%	10%	13%
120 minutes	5%	11%	4%	3%	4%	6%
Don't know	4%	7%	5%	4%	7%	3%
Not applicable - I do not watch this genre of TV show	22%	20%	33%	20%	28%	23%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

Unweighted base	978	92	88	91	314	349
Base: All US adults who ever watch TV	960	112	153	82	394	307
30 minutes	52%	49%	41%	45%	41%	59%
60 minutes	18%	19%	18%	27%	21%	15%
90 minutes	6%	5%	10%	6%	7%	5%
120 minutes	3%	5%	3%	2%	3%	4%
Don't know	4%	8%	4%	5%	6%	3%
Not applicable - I do not watch this genre of TV show	17%	14%	24%	15%	21%	14%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	ation		Marital		
		4-year	**Post Grad**	**Married**	**Separated**	**Divorced**
Net: Disagree	38%	44%	48%	34%	*19%*	40%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

Unweighted base	978	202	113	505	23	105
Base: All US adults who ever watch TV	960	169	90	457	*28*	97
30 minutes	7%	5%	2%	4%	*37%*	10%
60 minutes	50%	67%	67%	58%	*25%*	41%
90 minutes	11%	8%	14%	11%	*4%*	10%
120 minutes	5%	7%	5%	4%	*10%*	5%
Don't know	4%	1%	1%	3%	*15%*	5%
Not applicable - I do not watch this genre of TV show	22%	13%	10%	21%	*8%*	29%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

Unweighted base	978	202	113	505	23	105
Base: All US adults who ever watch TV	960	169	90	457	*28*	97
30 minutes	52%	61%	57%	54%	*53%*	53%
60 minutes	18%	16%	19%	19%	*10%*	13%
90 minutes	6%	4%	3%	4%	*7%*	5%
120 minutes	3%	3%	1%	2%	*15%*	5%
Don't know	4%	1%	2%	3%	*-*	4%
Not applicable - I do not watch this genre of TV show	17%	14%	17%	19%	*16%*	20%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Status			Children under the age of 18	
		Widowed	Never married	Domestic / civil partnership	Yes	No
Net: Disagree	38%	34%	46%	46%	40%	38%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

	Total	Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	978	40	267	38	255	723
Base: All US adults who ever watch TV	960	36	297	45	265	695
30 minutes	7%	10%	10%	-	10%	6%
60 minutes	50%	55%	43%	51%	51%	50%
90 minutes	11%	9%	12%	9%	16%	9%
120 minutes	5%	5%	7%	5%	6%	5%
Don't know	4%	2%	6%	-	4%	4%
Not applicable - I do not watch this genre of TV show	22%	19%	21%	35%	14%	25%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

	Total	Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	978	40	267	38	255	723
Base: All US adults who ever watch TV	960	36	297	45	265	695
30 minutes	52%	50%	51%	41%	49%	53%
60 minutes	18%	8%	19%	31%	27%	15%
90 minutes	6%	5%	9%	3%	8%	5%
120 minutes	3%	-	3%	3%	4%	3%
Don't know	4%	4%	6%	2%	2%	4%
Not applicable - I do not watch this genre of TV show	17%	33%	12%	21%	11%	20%

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Income				Facebook
		Under $40k	$40k to $80k	$80k+	Prefer not to say	
Net: Disagree	38%	38%	35%	42%	40%	39%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

	Total	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook
Unweighted base	978	330	286	231	131	774
Base: All US adults who ever watch TV	960	348	290	212	111	762
30 minutes	7%	10%	8%	2%	7%	7%
60 minutes	50%	40%	57%	64%	39%	52%
90 minutes	11%	13%	10%	9%	10%	11%
120 minutes	5%	6%	3%	6%	6%	6%
Don't know	4%	5%	3%	0%	8%	4%
Not applicable - I do not watch this genre of TV show	22%	25%	19%	19%	29%	20%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

	Total	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook
Unweighted base	978	330	286	231	131	774
Base: All US adults who ever watch TV	960	348	290	212	111	762
30 minutes	52%	49%	57%	52%	46%	52%
60 minutes	18%	18%	14%	24%	17%	19%
90 minutes	6%	6%	5%	4%	8%	5%
120 minutes	3%	5%	2%	3%	2%	4%
Don't know	4%	6%	1%	1%	8%	4%
Not applicable - I do not watch this genre of TV show	17%	16%	21%	15%	19%	16%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total		Twitter	LinkedIn	Google+	MySpace	Pinterest
Net: Disagree	38%		41%	45%	38%	45%	43%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

Unweighted base	978		366	279	249	67	280
Base: All US adults who ever watch TV	960		361	265	285	70	262
30 minutes	7%		7%	3%	8%	4%	6%
60 minutes	50%		55%	60%	47%	53%	57%
90 minutes	11%		14%	15%	16%	16%	15%
120 minutes	5%		8%	4%	7%	14%	6%
Don't know	4%		2%	1%	4%	1%	3%
Not applicable - I do not watch this genre of TV show	22%		14%	17%	18%	12%	13%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

Unweighted base	978		366	279	249	67	280
Base: All US adults who ever watch TV	960		361	265	285	70	262
30 minutes	52%		57%	56%	53%	59%	61%
60 minutes	18%		21%	22%	21%	15%	16%
90 minutes	6%		6%	4%	8%	8%	4%
120 minutes	3%		4%	2%	5%	8%	3%
Don't know	4%		2%	2%	2%	1%	3%
Not applicable - I do not watch this genre of TV show	17%		10%	14%	11%	9%	12%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

	Total	Social networks membership				
		Tumblr	Instagram	nosquare	Snapchat	Periscope
Net: Disagree	38%	40%	43%	*46%*	36%	*51%*

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	978	77	269	*3*	155	*24*
Base: All US adults who ever watch TV	960	81	288	*3*	160	*23*
30 minutes	7%	9%	5%	-	4%	*7%*
60 minutes	50%	53%	52%	*54%*	55%	*50%*
90 minutes	11%	12%	14%	*46%*	9%	*9%*
120 minutes	5%	14%	7%	-	12%	*19%*
Don't know	4%	2%	5%	-	7%	*4%*
Not applicable - I do not watch this genre of TV show	22%	10%	18%	-	12%	*10%*

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	978	77	269	*3*	155	*24*
Base: All US adults who ever watch TV	960	81	288	*3*	160	*23*
30 minutes	52%	54%	53%	*100%*	49%	*46%*
60 minutes	18%	17%	20%	-	23%	*24%*
90 minutes	6%	8%	5%	-	5%	*10%*
120 minutes	3%	11%	5%	-	6%	*9%*
Don't know	4%	-	4%	-	4%	-
Not applicable - I do not watch this genre of TV show	17%	10%	12%	-	12%	*10%*

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Other	Don't know	None	Every day	5 to 6 times a week
					How often, if ever, do	
Net: Disagree	38%	43%	29%	35%	35%	42%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

	Total	Other	Don't know	None	Every day	5 to 6 times a week
Unweighted base	978	21	7	131	577	140
Base: All US adults who ever watch TV	960	26	6	113	554	144
30 minutes	7%	5%	20%	3%	8%	8%
60 minutes	50%	38%	35%	47%	49%	54%
90 minutes	11%	7%	29%	6%	9%	15%
120 minutes	5%	21%	-	3%	6%	5%
Don't know	4%	8%	16%	7%	4%	4%
Not applicable - I do not watch this genre of TV show	22%	21%	-	35%	23%	15%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

	Total	Other	Don't know	None	Every day	5 to 6 times a week
Unweighted base	978	21	7	131	577	140
Base: All US adults who ever watch TV	960	26	6	113	554	144
30 minutes	52%	56%	38%	50%	55%	59%
60 minutes	18%	15%	46%	9%	17%	18%
90 minutes	6%	-	16%	2%	5%	7%
120 minutes	3%	-	-	1%	3%	1%
Don't know	4%	8%	-	6%	3%	5%
Not applicable - I do not watch this genre of TV show	17%	21%	-	31%	17%	11%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	you watch TV shows either through a cable/satellite service or streaming service (e.g				
		2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Net: Disagree	38%	47%	20%	54%	44%	38%

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Unweighted base	978	130	40	40	15	36
Base: All US adults who ever watch TV	960	127	39	41	18	37
30 minutes	7%	5%	4%	-	13%	5%
60 minutes	50%	62%	47%	40%	50%	34%
90 minutes	11%	11%	10%	13%	22%	11%
120 minutes	5%	3%	14%	3%	-	3%
Don't know	4%	1%	5%	3%	11%	4%
Not applicable - I do not watch this genre of TV show	22%	18%	20%	40%	4%	44%

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Unweighted base	978	130	40	40	15	36
Base: All US adults who ever watch TV	960	127	39	41	18	37
30 minutes	52%	47%	33%	34%	31%	46%
60 minutes	18%	23%	24%	17%	31%	11%
90 minutes	6%	7%	7%	2%	34%	-
120 minutes	3%	4%	10%	5%	-	-
Don't know	4%	5%	2%	6%	-	4%
Not applicable - I do not watch this genre of TV show	17%	15%	23%	35%	4%	39%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	g., Netflix, Hulu, etc.)?	
		Never	**Don't know**
Net: Disagree	38%	-	-

ZYE_q6_1. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Drama (e.g., House of Cards, Game of Thrones, etc.)

	Total	Never	Don't know
Unweighted base	978	-	-
Base: All US adults who ever watch TV	960	-	-
30 minutes	7%	-	-
60 minutes	50%	-	-
90 minutes	11%	-	-
120 minutes	5%	-	-
Don't know	4%	-	-
Not applicable - I do not watch this genre of TV show	22%	-	-

ZYE_q6_2. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Comedy/sitcom (e.g., How I Met Your Mother, Seinfeld, etc.)

	Total	Never	Don't know
Unweighted base	978	-	-
Base: All US adults who ever watch TV	960	-	-
30 minutes	52%	-	-
60 minutes	18%	-	-
90 minutes	6%	-	-
120 minutes	3%	-	-
Don't know	4%	-	-
Not applicable - I do not watch this genre of TV show	17%	-	-

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	Male	Female	18 to 34	35 to 54	55+
Unweighted base	978	420	558	234	286	458
Base: All US adults who ever watch TV	960	477	484	283	292	385
30 minutes	8%	11%	5%	11%	8%	5%
60 minutes	36%	37%	35%	37%	41%	31%
90 minutes	8%	7%	9%	11%	9%	5%
120 minutes	5%	5%	5%	9%	6%	2%
Don't know	4%	5%	3%	8%	4%	2%
Not applicable - I do not watch this genre of TV show	39%	34%	43%	24%	32%	54%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	Male	Female	18 to 34	35 to 54	55+
Unweighted base	978	420	558	234	286	458
Base: All US adults who ever watch TV	960	477	484	283	292	385
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	29%	30%	42%	35%	16%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	20%	15%	26%	17%	11%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	17%	16%	14%	16%	19%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	15%	17%	3%	16%	26%
Don't know / no preference	21%	21%	22%	15%	17%	29%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Region				White
		Northeast	Midwest	South	West	

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	Northeast	Midwest	South	West	White
Unweighted base	978	194	195	363	226	707
Base: All US adults who ever watch TV	960	195	182	373	210	613
30 minutes	8%	11%	5%	9%	6%	6%
60 minutes	36%	39%	35%	34%	38%	37%
90 minutes	8%	5%	8%	10%	7%	8%
120 minutes	5%	4%	8%	5%	4%	4%
Don't know	4%	1%	5%	6%	3%	3%
Not applicable - I do not watch this genre of TV show	39%	40%	39%	36%	42%	42%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	Northeast	Midwest	South	West	White
Unweighted base	978	194	195	363	226	707
Base: All US adults who ever watch TV	960	195	182	373	210	613
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	31%	25%	30%	32%	27%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	17%	17%	16%	19%	19%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	16%	14%	18%	16%	17%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	18%	21%	16%	9%	17%
Don't know / no preference	21%	18%	23%	20%	24%	20%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Race			Educa	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year
ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.						
- Horror (e.g., American Horror Story, The Walking Dead, etc.)						
Unweighted base	978	92	88	91	314	349
Base: All US adults who ever watch TV	960	112	153	82	394	307
30 minutes	8%	13%	12%	9%	11%	5%
60 minutes	36%	36%	33%	36%	31%	40%
90 minutes	8%	4%	11%	7%	8%	9%
120 minutes	5%	10%	6%	5%	7%	5%
Don't know	4%	8%	6%	3%	7%	4%
Not applicable - I do not watch this genre of TV show	39%	29%	31%	39%	36%	37%
ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?						
Unweighted base	978	92	88	91	314	349
Base: All US adults who ever watch TV	960	112	153	82	394	307
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	24%	42%	34%	25%	32%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	17%	14%	14%	14%	17%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	13%	10%	24%	17%	15%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	16%	17%	8%	20%	13%
Don't know / no preference	21%	30%	18%	21%	23%	24%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	ation		Marital		
		4-year	**Post Grad**	**Married**	**Separated**	**Divorced**

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	4-year	Post Grad	Married	Separated	Divorced
Unweighted base	978	202	113	505	23	105
Base: All US adults who ever watch TV	960	169	90	457	28	97
30 minutes	8%	6%	6%	5%	37%	4%
60 minutes	36%	37%	41%	36%	27%	31%
90 minutes	8%	6%	10%	8%	8%	13%
120 minutes	5%	2%	2%	4%	7%	12%
Don't know	4%	0%	1%	3%	-	2%
Not applicable - I do not watch this genre of TV show	39%	48%	40%	44%	22%	38%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	4-year	Post Grad	Married	Separated	Divorced
Unweighted base	978	202	113	505	23	105
Base: All US adults who ever watch TV	960	169	90	457	28	97
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	33%	35%	28%	8%	34%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	21%	23%	17%	25%	7%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	19%	15%	16%	24%	18%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	16%	8%	19%	17%	28%
Don't know / no preference	21%	12%	19%	21%	26%	13%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

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

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	978	40	267	38	255	723
Base: All US adults who ever watch TV	960	36	297	45	265	695
30 minutes	8%	7%	11%	7%	8%	8%
60 minutes	36%	41%	38%	35%	38%	35%
90 minutes	8%	2%	7%	8%	15%	5%
120 minutes	5%	8%	5%	2%	6%	5%
Don't know	4%	-	7%	7%	4%	5%
Not applicable - I do not watch this genre of TV show	39%	42%	32%	41%	29%	42%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	Widowed	Never married	Domestic / civil partnership	Yes	No
Unweighted base	978	40	267	38	255	723
Base: All US adults who ever watch TV	960	36	297	45	265	695
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	9%	36%	25%	37%	27%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	26%	20%	14%	22%	15%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	20%	15%	20%	14%	17%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	20%	7%	21%	12%	18%
Don't know / no preference	21%	26%	22%	21%	15%	23%

YouGov
What the world thinks

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

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook
Unweighted base	978	330	286	231	131	774
Base: All US adults who ever watch TV	960	348	290	212	111	762
30 minutes	8%	8%	10%	5%	8%	8%
60 minutes	36%	36%	34%	42%	28%	36%
90 minutes	8%	9%	9%	7%	6%	9%
120 minutes	5%	7%	5%	2%	4%	6%
Don't know	4%	7%	2%	1%	7%	4%
Not applicable - I do not watch this genre of TV show	39%	33%	40%	43%	47%	37%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook
Unweighted base	978	330	286	231	131	774
Base: All US adults who ever watch TV	960	348	290	212	111	762
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	30%	28%	29%	30%	30%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	16%	18%	20%	15%	18%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	16%	17%	18%	13%	17%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	16%	14%	17%	19%	15%
Don't know / no preference	21%	22%	23%	16%	23%	21%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total		Twitter	LinkedIn	Google+	MySpace	Pinterest

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total		Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	978		366	279	249	67	280
Base: All US adults who ever watch TV	960		361	265	285	70	262
30 minutes	8%		5%	6%	10%	5%	5%
60 minutes	36%		39%	37%	37%	32%	39%
90 minutes	8%		12%	11%	13%	25%	12%
120 minutes	5%		7%	4%	7%	5%	5%
Don't know	4%		3%	2%	3%	3%	4%
Not applicable - I do not watch this genre of TV show	39%		33%	41%	29%	30%	35%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total		Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	978		366	279	249	67	280
Base: All US adults who ever watch TV	960		361	265	285	70	262
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%		32%	26%	35%	28%	34%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%		23%	23%	22%	34%	19%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%		14%	19%	15%	12%	17%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%		15%	14%	12%	11%	13%
Don't know / no preference	21%		16%	17%	15%	15%	17%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Social networks membership				
		Tumblr	**Instagram**	**nosquare**	**Snapchat**	**Periscope**

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	978	77	269	3	155	24
Base: All US adults who ever watch TV	960	81	288	3	160	23
30 minutes	8%	7%	8%	-	8%	9%
60 minutes	36%	45%	38%	54%	38%	47%
90 minutes	8%	13%	12%	46%	9%	7%
120 minutes	5%	13%	6%	-	8%	9%
Don't know	4%	-	6%	-	8%	-
Not applicable - I do not watch this genre of TV show	39%	22%	30%	-	29%	27%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	978	77	269	3	155	24
Base: All US adults who ever watch TV	960	81	288	3	160	23
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	42%	40%	76%	42%	45%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	20%	20%	24%	25%	23%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	16%	17%	-	18%	12%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	12%	11%	-	4%	7%
Don't know / no preference	21%	10%	12%	-	10%	13%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total				How often, if ever, do	
		Other	Don't know	None	Every day	5 to 6 times a week

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	Other	Don't know	None	Every day	5 to 6 times a week
Unweighted base	978	21	7	131	577	140
Base: All US adults who ever watch TV	960	26	6	113	554	144
30 minutes	8%	5%	-	4%	10%	4%
60 minutes	36%	34%	29%	30%	35%	46%
90 minutes	8%	4%	31%	1%	8%	7%
120 minutes	5%	18%	-	3%	6%	1%
Don't know	4%	8%	14%	4%	4%	4%
Not applicable - I do not watch this genre of TV show	39%	30%	26%	59%	38%	38%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	Other	Don't know	None	Every day	5 to 6 times a week
Unweighted base	978	21	7	131	577	140
Base: All US adults who ever watch TV	960	26	6	113	554	144
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	31%	28%	19%	27%	37%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	28%	36%	13%	12%	21%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	10%	14%	15%	17%	15%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	10%	9%	25%	21%	9%
Don't know / no preference	21%	21%	14%	28%	23%	17%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	you watch TV shows either through a cable/satellite service or streaming service (e.g				
		2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Unweighted base	978	130	40	40	15	36
Base: All US adults who ever watch TV	960	127	39	41	18	37
30 minutes	8%	3%	18%	1%	8%	8%
60 minutes	36%	41%	20%	29%	44%	21%
90 minutes	8%	8%	16%	4%	-	15%
120 minutes	5%	5%	11%	10%	-	-
Don't know	4%	6%	2%	6%	17%	-
Not applicable - I do not watch this genre of TV show	39%	37%	32%	50%	31%	55%

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month
Unweighted base	978	130	40	40	15	36
Base: All US adults who ever watch TV	960	127	39	41	18	37
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	28%	27%	36%	42%	29%
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	29%	38%	18%	14%	16%
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	16%	19%	14%	32%	9%
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	7%	12%	14%	-	7%
Don't know / no preference	21%	19%	5%	19%	12%	39%

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

		g., Netflix, Hulu, etc.)?	
	Total	**Never**	**Don't know**

ZYE_q6_3. For each of the following genres of TV show, which of the following episodes lengths do you prefer? Please select one option on each row.

- Horror (e.g., American Horror Story, The Walking Dead, etc.)

	Total	Never	Don't know
Unweighted base	978	-	-
Base: All US adults who ever watch TV	960	-	-
30 minutes	8%	-	-
60 minutes	36%	-	-
90 minutes	8%	-	-
120 minutes	5%	-	-
Don't know	4%	-	-
Not applicable - I do not watch this genre of TV show	39%	-	-

ZYE_q7. To what extent do you prefer TV shows where all the episodes are released all at once (i.e., Netflix model) or TV shows that where episodes are released once a week (i.e., network/cable model)?

	Total	Never	Don't know
Unweighted base	978	-	-
Base: All US adults who ever watch TV	960	-	-
Much prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	29%	-	-
Somewhat prefer TV shows where all the episodes are released all at once (i.e., Netflix model)	17%	-	-
Somewhat prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	-	-
Much prefer TV shows where the episodes are released once a week (i.e., network/cable model)	16%	-	-
Don't know / no preference	21%	-	-

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

YouGov
What the world thinks

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

Total	Region				White
	Northeast	Midwest	South	West	

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

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What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	ation		Marital		
		4-year	Post Grad	Married	Separated	Divorced

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

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What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

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What makes a TV show
US_nat Sample: 7th - 8th September 2017

	Total					
		Twitter	LinkedIn	Google+	MySpace	Pinterest

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

YouGov
What the world thinks

Total				How often, if ever, do	
	Other	**Don't know**	**None**	**Every day**	**5 to 6 times a week**

Total	you watch TV shows either through a cable/satellite service or streaming service (e.g				
	2 to 4 times a week	**Once a week**	**A few times a month**	**Once a month**	**Less often than once a month**

	g., Netflix, Hulu, etc.)?	
Total	**Never**	**Don't know**

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

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What makes a TV show

US_nat Sample: 7th - 8th September 2017

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What the world thinks

	Total	Region				White
		Northeast	Midwest	South	West	

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What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	ation		Marital		
		4-year	Post Grad	Married	Separated	Divorced

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

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What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest

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What makes a TV show

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What the world thinks

Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

Total				How often, if ever, do	
	Other	Don't know	None	Every day	5 to 6 times a week

	Total	you watch TV shows either through a cable/satellite service or streaming service (e.g.				
		2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month

	Total	...g., Netflix, Hulu, etc.)?	
		Never	Don't know

YouGov NY

What makes a TV show

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

What makes a TV show

US_nat Sample: 7th - 8th September 2017

	Total	Region					White
		Northeast	Midwest	South	West		

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

Total	ation		Marital		
	4-year	Post Grad	Married	Separated	Divorced

YouGov NY
What makes a TV show
US_nat Sample: 7th - 8th September 2017

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

YouGov NY
What makes a TV show

US_nat Sample: 7th - 8th September 2017

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

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What makes a TV show

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What the world thinks

	Total					
		Twitter	LinkedIn	Google+	MySpace	Pinterest

Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

Total				How often, if ever, do	
	Other	**Don't know**	**None**	**Every day**	**5 to 6 times a week**

YouGov NY

What makes a TV show

US_nat Sample: 7th - 8th September 2017

| Total | you watch TV shows either through a cable/satellite service or streaming service (e.g | | | | |
	2 to 4 times a week	Once a week	A few times a month	Once a month	Less often than once a month

	Total	g., Netflix, Hulu, etc.)?	
		Never	Don't know