

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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	1295	583	712	45	353	309	515	73	-	-	244	266	467	318	881
<b>Base: All US Adults</b>	1295	629	666	47	397	305	477	69	-	-	-	230	272	487	305	851
I currently only subscribe to a cable/satellite TV	30%	32%	29%	8%	17%	28%	41%	57%	-	-	-	30%	31%	32%	29%	32%
				*		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	19%	20%	18%	28%	22%	22%	16%	4%	-	-	18%	21%	20%	18%	19%	
				G*	G	F.G	G	*	**	**						
I have both streaming services and a paid cable/satellite TV subscription	27%	26%	28%	27%	25%	26%	28%	28%	-	-	27%	26%	25%	29%	28%	
				*				*	**	**						
I have only subscribed to streaming services and have never paid for TV	11%	11%	11%	14%	20%	12%	5%	1%	-	-	12%	10%	11%	12%	12%	
				F.G*	E.F.G	F.G		*	**	**						
I have never subscribed to streaming services or TV	7%	7%	7%	6%	7%	7%	7%	8%	-	-	7%	5%	8%	7%	6%	
				*				*	**	**						
Don't know	6%	4%	7%	18%	9%	4%	3%	2%	-	-	7%	6%	5%	5%	4%	
			A	E.F.G*	E.F			*	**	**						

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	1295	583	712	45	353	309	515	73	-	-	244	266	467	318	881
<b>Base: All US Adults</b>	1295	629	666	47	397	305	477	69	-	-	-	230	272	487	305	851
Apple TV+	6%	6%	5%	8%	5%	8%	3%	7%	-	-	-	5%	5%	5%	8%	6%
				*		F		*	**	**						
Disney+	22%	22%	22%	46%	34%	27%	9%	4%	-	-	21%	22%	23%	22%	23%	
				E.F.G*	F.G	F.G		*	**	**					O	
Netflix	59%	54%	63%	69%	67%	65%	51%	29%	-	-	60%	53%	59%	62%	60%	
			A	F.G*	F.G	F.G	G	*	**	**						
Hulu	30%	30%	30%	52%	39%	32%	22%	11%	-	-	30%	33%	28%	32%	31%	
				E.F.G*	F.G	F.G		*	**	**						
Amazon Prime	44%	43%	45%	50%	45%	49%	43%	20%	-	-	45%	44%	42%	47%	48%	
				G*	G	G	G	*	**	**					O,P	
YouTube	40%	43%	37%	47%	48%	46%	33%	20%	-	-	39%	35%	40%	45%	39%	
				G*	F.G	F.G	G	*	**	**					K	
Crackle	5%	5%	4%	4%	6%	5%	5%	-	-	-	4%	6%	5%	4%	4%	
				*				*	**	**						
Tubi	7%	6%	7%	4%	7%	8%	6%	4%	-	-	6%	8%	7%	5%	5%	
				*				*	**	**						
Pluto TV	8%	10%	7%	2%	8%	12%	8%	3%	-	-	6%	10%	9%	8%	8%	
				*		F.G		*	**	**						
CBS All Access	7%	7%	8%	9%	5%	7%	8%	10%	-	-	4%	11%	6%	8%	8%	
				*				*	**	**		J.L				
HBO Now	10%	12%	9%	15%	16%	10%	6%	4%	-	-	11%	8%	10%	14%	10%	
				F*	E.F.G			*	**	**					K	
Facebook Watch	5%	3%	7%	12%	9%	5%	2%	1%	-	-	7%	4%	5%	4%	4%	
			A	F.G*	F.G	F		*	**	**						
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
				*				*	**	**						
The Roku Channel	12%	12%	13%	8%	12%	15%	12%	6%	-	-	7%	17%	12%	13%	12%	
				*		G		*	**	**		J				
IMDB TV	3%	3%	3%	-	4%	4%	3%	1%	-	-	1%	4%	3%	5%	3%	
				*				*	**	**		J			J	

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US\_nat\_int Sample: 26th - 30th March 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	1295	158	170	86	458	435	245	157	595	23	98	44	760	302	126
<b>Base: All US Adults</b>	1295	155	201	89	523	402	236	133	588	26	98	41	752	320	118	
I currently only subscribe to a cable/satellite TV	30%	30%	31%	14%	37%	29%	25%	20%	37%	15%	21%	8%	33%	23%	36%	
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	19%	17%	24%	13%	18%	21%	17%	23%	18%	35%	26%	20%	20%	20%	21%	
I have both streaming services and a paid cable/satellite TV subscription	27%	27%	24%	22%	22%	23%	37%	38%	28%	43%	19%	25%	27%	25%	24%	
I have only subscribed to streaming services and have never paid for TV	11%	6%	8%	19%	8%	13%	13%	11%	9%	8%	22%	27%	12%	13%	7%	
I have never subscribed to streaming services or TV	7%	11%	8%	13%	8%	9%	3%	4%	5%	-	5%	7%	5%	12%	7%	
Don't know	6%	9%	5%	19%	7%	5%	5%	4%	3%	-	7%	12%	4%	7%	5%	

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	1295	158	170	86	458	435	245	157	595	23	98	44	760	302	126
<b>Base: All US Adults</b>	1295	155	201	89	523	402	236	133	588	26	98	41	752	320	118	
Apple TV+	6%	3%	5%	10%	4%	6%	7%	8%	6%	-	4%	8%	6%	5%	7%	
Disney+	22%	11%	24%	26%	18%	24%	26%	24%	21%	22%	26%	48%	23%	23%	17%	
Netflix	59%	52%	57%	62%	51%	58%	71%	68%	62%	68%	64%	77%	63%	54%	59%	
Hulu	30%	25%	27%	33%	23%	35%	40%	26%	27%	32%	39%	47%	30%	33%	36%	
Amazon Prime	44%	31%	35%	49%	31%	48%	57%	59%	47%	55%	49%	50%	48%	38%	47%	
YouTube	40%	40%	42%	49%	37%	40%	46%	44%	36%	54%	43%	58%	39%	48%	37%	
Crackle	5%	9%	2%	7%	4%	6%	3%	3%	6%	3%	2%	6%	5%	5%	4%	
Tubi	7%	9%	9%	8%	9%	6%	3%	4%	6%	20%	7%	8%	7%	6%	7%	
Pluto TV	8%	12%	8%	7%	10%	9%	4%	7%	8%	22%	12%	6%	9%	8%	8%	
CBS All Access	7%	4%	6%	6%	5%	7%	11%	10%	7%	5%	6%	2%	6%	7%	10%	
HBO Now	10%	7%	11%	20%	7%	11%	11%	22%	10%	25%	14%	18%	11%	9%	9%	
Facebook Watch	5%	7%	8%	8%	5%	5%	4%	8%	4%	7%	5%	6%	4%	8%	5%	
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
The Roku Channel	12%	14%	13%	12%	12%	13%	16%	7%	13%	11%	15%	13%	13%	11%	13%	
IMDB TV	3%	4%	2%	6%	3%	4%	3%	1%	3%	4%	1%	2%	2%	5%	7%	

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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\_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

	Unweighted base	1295	59	18	1	29	298	481	737	513	45	412	370	313	200	405
<b>Base: All US Adults</b>	1295	58	17	1	29	304	450	713	535	47	421	377	300	197	406	
I currently only subscribe to a cable/satellite TV	30%	42%	7%	-	26%	27%	38%	34%	27%	19%	30%	32%	28%	32%	30%	
		X.Y.AA*	**	**	**		AG.AI.AJ.AK	AG.AJ.AK		*						
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	19%	6%	24%	100%	9%	20%	22%	21%	17%	14%	20%	23%	17%	13%	20%	
		*	**	**	**					*		AO				
I have both streaming services and a paid cable/satellite TV subscription	27%	36%	21%	-	23%	29%	28%	28%	25%	18%	19%	27%	40%	22%	22%	
		X*	**	**	**					*		AL	AL.AM.AO			
I have only subscribed to streaming services and have never paid for TV	11%	1%	16%	-	4%	14%	4%	8%	15%	7%	12%	12%	9%	11%	12%	
		*	**	**	**	AH.AI		AH	AH.AI	*						
I have never subscribed to streaming services or TV	7%	5%	15%	-	12%	6%	5%	5%	9%	14%	13%	2%	3%	11%	9%	
		*	**	**	**				AH.AI	AH.AI*	AM.AN			AM.AN	AQ	
Don't know	6%	9%	17%	-	27%	5%	3%	4%	6%	28%	7%	4%	3%	11%	7%	
		V*	**	**	**				AH.AI	AG.AH.AI.AJ*	AN			AM.AN	AQ	

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	1295	59	18	1	29	298	481	737	513	45	412	370	313	200	405
<b>Base: All US Adults</b>	1295	58	17	1	29	304	450	713	535	47	421	377	300	197	406	
Apple TV+	6%	1%	6%	-	18%	6%	6%	6%	5%	7%	4%	7%	8%	4%	6%	
		*	**	**	**					*			AL			
Disney+	22%	6%	22%	-	28%	36%	15%	23%	22%	12%	19%	25%	25%	18%	21%	
		*	**	**	**	AH.AI.AJ.AK		AH	AH	*						
Netflix	59%	41%	55%	-	43%	70%	58%	62%	55%	43%	52%	61%	73%	48%	59%	
		*	**	**	**	AH.AI.AJ.AK		AH.AI.AJ.AK		*		AL.AO	AL.AM.AO		AR	
Hulu	30%	12%	33%	-	9%	36%	27%	29%	33%	16%	28%	32%	36%	20%	32%	
		*	**	**	**	AH.AI.AK			AH.AK	*		AO	AL.AO		AR	
Amazon Prime	44%	29%	49%	100%	24%	49%	44%	45%	44%	21%	33%	48%	62%	33%	44%	
		*	**	**	**	AK	AK	AK	AK	*		AL.AO	AL.AM.AO			
YouTube	40%	29%	17%	100%	40%	45%	36%	39%	43%	29%	42%	38%	42%	38%	44%	
		*	**	**	**	AH.AI			AH	*					AR	
Crackle	5%	1%	6%	-	-	6%	3%	4%	5%	10%	5%	6%	3%	3%	4%	
		*	**	**	**					AH*		AN				
Tubi	7%	10%	14%	-	3%	8%	7%	7%	6%	12%	10%	7%	4%	2%	5%	
		*	**	**	**					*	AN.AO	AO				
Pluto TV	8%	5%	8%	-	-	12%	9%	9%	7%	9%	11%	8%	8%	4%	9%	
		*	**	**	**	AJ			*	*	AO					
CBS All Access	7%	10%	10%	-	17%	8%	9%	8%	6%	3%	8%	7%	8%	4%	9%	
		*	**	**	**					*	AO					
HBO Now	10%	1%	17%	-	20%	12%	9%	10%	10%	22%	9%	8%	19%	6%	11%	
		*	**	**	**					AH.AI.AJ*			AL.AM.AO			
Facebook Watch	5%	5%	5%	-	5%	9%	4%	6%	4%	7%	8%	5%	4%	2%	7%	
		*	**	**	**	AH.AI.AJ		AH		*	AN.AO				AR	
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	**	**	**					*						
The Roku Channel	12%	11%	6%	100%	11%	16%	13%	13%	11%	13%	13%	13%	13%	9%	12%	
		*	**	**	**					*						
IMDB TV	3%	-	-	-	-	4%	3%	4%	3%	2%	4%	4%	2%	1%	4%	
		*	**	**	**					*	AO	AO				

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US\_nat\_int Sample: 26th - 30th March 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	1295	624	262	4	397	355	139	52	5	219	24	656	30	318	13
<b>Base: All US Adults</b>	1295	620	265	4	394	345	143	48	5	221	24	649	31	319	14	
I currently only subscribe to a cable/satellite TV	30%	30%	33%	-	100%	-	-	22%	21%	13%	8%	17%	25%	11%	7%	
				**	AU.AV			*	**		**		**		**	
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	19%	19%	17%	53%	-	-	-	19%	48%	24%	32%	24%	24%	30%	30%	
				**				*	**		**		**		**	
I have both streaming services and a paid cable/satellite TV subscription	27%	32%	22%	23%	-	100%	-	49%	31%	41%	42%	40%	24%	36%	30%	
		AP.AR		**		AT.AV		*	**		**		**		**	
I have only subscribed to streaming services and have never paid for TV	11%	10%	12%	-	-	-	100%	9%	-	20%	12%	16%	19%	21%	27%	
				**				*	**		**		**		**	
				**	AT.AU			*	**		**		**		**	
I have never subscribed to streaming services or TV	7%	5%	9%	-	-	-	-	-	-	-	-	-	-	-	-	
			AQ	**				*	**		**		**		**	
Don't know	6%	4%	7%	24%	-	-	-	2%	-	2%	7%	2%	8%	3%	6%	
			AQ	**				*	**		**		**		**	

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	1295	624	262	4	397	355	139	52	5	219	24	656	30	318	13
<b>Base: All US Adults</b>	1295	620	265	4	394	345	143	48	5	221	24	649	31	319	14	
Apple TV+	6%	5%	5%	29%	4%	8%	4%	100%	100%	12%	14%	8%	11%	11%	-	
				**	AT			*	**		**		**		**	
Disney+	22%	24%	19%	29%	9%	32%	37%	51%	36%	100%	100%	35%	24%	47%	23%	
				**	AT	AT	AT	*	**		**		**	**	**	
Netflix	59%	62%	49%	77%	35%	81%	81%	91%	79%	90%	62%	100%	100%	90%	87%	
		AR		**	AT	AT	AT	*	**		**		**	**	**	
Hulu	30%	32%	24%	-	11%	39%	58%	58%	72%	66%	30%	49%	23%	100%	100%	
		AR		**	AT	AT	AT	*	**		**		**	**	**	
Amazon Prime	44%	47%	37%	53%	26%	62%	62%	82%	34%	70%	59%	63%	31%	69%	44%	
		AR		**	AT	AT	AT	*	**		**		**	**	**	
YouTube	40%	41%	32%	24%	31%	44%	48%	51%	48%	57%	51%	49%	45%	56%	39%	
		AR		**	AT	AT	AT	*	**		**		**	**	**	
Crackle	5%	6%	3%	-	1%	6%	6%	6%	20%	8%	3%	6%	2%	9%	12%	
				**	AT	AT	AT	*	**		**		**	**	**	
Tubi	7%	8%	5%	24%	2%	7%	4%	4%	20%	7%	8%	8%	3%	9%	26%	
				**	AT	AT	AT	*	**		**		**	**	**	
Pluto TV	8%	8%	8%	-	3%	8%	10%	10%	20%	12%	8%	10%	3%	13%	7%	
				**	AT	AT	AT	*	**		**		**	**	**	
CBS All Access	7%	7%	6%	24%	3%	11%	6%	23%	-	16%	7%	9%	3%	15%	14%	
				**	AT	AT	AT	*	**		**		**	**	**	
HBO Now	10%	12%	6%	-	5%	15%	14%	36%	69%	21%	19%	15%	18%	20%	17%	
		AR		**	AT	AT	AT	*	**		**		**	**	**	
Facebook Watch	5%	6%	1%	24%	4%	6%	5%	13%	-	7%	8%	5%	-	7%	7%	
		AR		**	AT	AT	AT	*	**		**		**	**	**	
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
				**				*	**		**		**	**	**	
The Roku Channel	12%	12%	13%	24%	6%	15%	14%	31%	34%	24%	16%	16%	5%	22%	17%	
				**	AT	AT	AT	*	**		**		**	**	**	
IMDB TV	3%	3%	3%	-	1%	4%	4%	2%	28%	4%	3%	4%	7%	6%	12%	
				**	AT	AT	AT	*	**		**		**	**	**	

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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	1295	516	17	75	16	37	3	48	7	71	7	65	10	83	12
<b>Base: All US Adults</b>	1295	500	17	80	17	41	3	52	7	74	8	65	9	81	13
I currently only subscribe to a cable/satellite TV	30%	17%	45%	34%	13%	11%	-	12%	12%	12%	40%	17%	10%	19%	24%
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	19%	24%	34%	14%	19%	32%	33%	50%	62%	46%	35%	34%	55%	26%	50%
I have both streaming services and a paid cable/satellite TV subscription	27%	41%	16%	36%	50%	46%	67%	29%	27%	30%	16%	40%	35%	43%	26%
I have only subscribed to streaming services and have never paid for TV	11%	16%	5%	14%	12%	9%	-	8%	-	11%	-	9%	-	12%	-
I have never subscribed to streaming services or TV	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6%	1%	-	1%	6%	2%	-	2%	-	1%	10%	-	-	-	-

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	1295	516	17	75	16	37	3	48	7	71	7	65	10	83	12
<b>Base: All US Adults</b>	1295	500	17	80	17	41	3	52	7	74	8	65	9	81	13
Apple TV+	6%	10%	-	15%	-	5%	70%	2%	26%	4%	-	17%	8%	22%	14%
Disney+	22%	34%	28%	45%	47%	36%	70%	28%	14%	32%	30%	48%	58%	43%	43%
Netflix	59%	81%	61%	75%	65%	78%	70%	85%	32%	72%	29%	78%	42%	88%	79%
Hulu	30%	47%	38%	44%	35%	66%	100%	51%	25%	48%	18%	66%	30%	63%	21%
Amazon Prime	44%	100%	100%	62%	62%	68%	100%	56%	43%	61%	53%	72%	66%	86%	54%
YouTube	40%	49%	82%	100%	100%	61%	70%	59%	44%	60%	18%	63%	42%	71%	70%
Crackle	5%	7%	5%	10%	-	100%	100%	43%	11%	30%	-	16%	-	14%	8%
Tubi	7%	7%	9%	13%	-	57%	30%	100%	100%	46%	35%	18%	8%	12%	11%
Pluto TV	8%	11%	22%	13%	-	56%	30%	66%	28%	100%	100%	19%	23%	10%	11%
CBS All Access	7%	12%	16%	15%	34%	23%	-	19%	14%	17%	12%	100%	100%	20%	14%
HBO Now	10%	17%	50%	33%	10%	22%	70%	20%	-	12%	34%	22%	47%	100%	100%
Facebook Watch	5%	5%	30%	23%	5%	14%	33%	15%	-	14%	16%	7%	28%	15%	5%
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Roku Channel	12%	19%	19%	19%	27%	55%	67%	44%	25%	52%	18%	29%	36%	16%	-
IMDB TV	3%	5%	5%	3%	13%	26%	-	23%	15%	20%	-	13%	-	10%	11%

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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	1295	37	4	623	40	124	-	21	5	314	53	37	6	27	2
<b>Base: All US Adults</b>	1295	36	5	603	45	122	-	22	5	307	55	43	6	28	2
I currently only subscribe to a cable/satellite TV	30%	39%	-	49%	33%	15%	-	5%	-	39%	36%	16%	23%	27%	-
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	19%	16%	75%	3%	35%	35%	-	30%	100%	9%	20%	48%	46%	34%	100%
I have both streaming services and a paid cable/satellite TV subscription	27%	38%	25%	45%	22%	35%	-	40%	-	46%	33%	22%	14%	35%	-
I have only subscribed to streaming services and have never paid for TV	11%	5%	-	1%	8%	13%	-	21%	-	5%	7%	12%	-	4%	-
I have never subscribed to streaming services or TV	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6%	2%	-	2%	2%	1%	-	4%	-	1%	5%	2%	17%	-	-

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	1295	37	4	623	40	124	-	21	5	314	53	37	6	27	2
<b>Base: All US Adults</b>	1295	36	5	603	45	122	-	22	5	307	55	43	6	28	2
Apple TV+	6%	18%	-	6%	9%	13%	-	9%	27%	11%	8%	14%	-	16%	-
Disney+	22%	25%	25%	21%	27%	40%	-	22%	37%	25%	26%	48%	51%	26%	-
Netflix	59%	66%	-	59%	55%	76%	-	81%	65%	73%	48%	88%	47%	71%	60%
Hulu	30%	46%	49%	26%	29%	57%	-	76%	40%	36%	29%	72%	54%	38%	-
Amazon Prime	44%	57%	55%	45%	41%	71%	-	78%	33%	60%	31%	71%	84%	61%	60%
YouTube	40%	70%	55%	39%	48%	60%	-	54%	65%	45%	36%	62%	63%	57%	60%
Crackle	5%	11%	-	4%	-	21%	-	34%	21%	6%	3%	23%	14%	8%	-
Tubi	7%	14%	-	5%	11%	20%	-	39%	38%	7%	4%	25%	47%	4%	60%
Pluto TV	8%	24%	-	6%	9%	37%	-	49%	21%	7%	12%	25%	70%	13%	60%
CBS All Access	7%	18%	30%	7%	21%	16%	-	25%	17%	9%	14%	20%	14%	22%	-
HBO Now	10%	29%	55%	10%	26%	12%	-	16%	60%	21%	28%	17%	14%	49%	60%
Facebook Watch	5%	100%	100%	5%	10%	7%	-	19%	-	8%	13%	5%	14%	13%	-
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Roku Channel	12%	18%	-	11%	6%	100%	-	34%	21%	13%	11%	60%	54%	22%	-
IMDB TV	3%	16%	-	2%	10%	10%	-	100%	100%	3%	10%	15%	44%	6%	-

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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

rvs\_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

Unweighted base	1295	56	15	46	8	6	1	18	2
<b>Base: All US Adults</b>	1295	56	15	46	8	6	1	19	2
I currently only subscribe to a cable/satellite TV	30%	24%	-	6%	34%	30%	-	5%	-
		*	**	*	**	**	**	**	**
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	19%	33%	37%	47%	42%	37%	-	35%	66%
		*	**	*	**	**	**	**	**
I have both streaming services and a paid cable/satellite TV subscription	27%	25%	40%	26%	16%	33%	-	31%	34%
		*	**	*	**	**	**	**	**
I have only subscribed to streaming services and have never paid for TV	11%	14%	12%	14%	9%	-	-	28%	-
		*	**	*	**	**	**	**	**
I have never subscribed to streaming services or TV	7%	-	-	-	-	-	-	-	-
		*	**	*	**	**	**	**	**
Don't know	6%	4%	11%	6%	-	-	100%	-	-
		*	**	*	**	**	**	**	**

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	1295	56	15	46	8	6	1	18	2
<b>Base: All US Adults</b>	1295	56	15	46	8	6	1	19	2
Apple TV+	6%	13%	11%	16%	11%	19%	-	5%	-
		*	**	*	**	**	**	**	**
Disney+	22%	51%	27%	31%	39%	88%	-	55%	-
		*	**	*	**	**	**	**	**
Netflix	59%	66%	59%	87%	59%	100%	-	55%	-
		*	**	*	**	**	**	**	**
Hulu	30%	54%	56%	33%	45%	82%	-	68%	-
		*	**	*	**	**	**	**	**
Amazon Prime	44%	67%	50%	70%	23%	71%	-	58%	-
		*	**	*	**	**	**	**	**
YouTube	40%	61%	39%	49%	-	100%	-	39%	-
		*	**	*	**	**	**	**	**
Crackle	5%	11%	5%	12%	9%	34%	-	17%	-
		*	**	*	**	**	**	**	**
Tubi	7%	11%	12%	15%	-	51%	-	27%	-
		*	**	*	**	**	**	**	**
Pluto TV	8%	18%	-	17%	25%	36%	-	33%	-
		*	**	*	**	**	**	**	**
CBS All Access	7%	22%	23%	21%	25%	34%	-	24%	-
		*	**	*	**	**	**	**	**
HBO Now	10%	43%	23%	24%	40%	68%	-	39%	-
		*	**	*	**	**	**	**	**
Facebook Watch	5%	23%	7%	5%	13%	33%	-	16%	-
		*	**	*	**	**	**	**	**
Cable TV	-	-	-	-	-	-	-	-	-
		*	**	*	**	**	**	**	**
The Roku Channel	12%	20%	16%	26%	20%	62%	-	31%	66%
		*	**	*	**	**	**	**	**
IMDB TV	3%	7%	5%	6%	-	19%	-	11%	-
		*	**	*	**	**	**	**	**





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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%	8%	9%	4%	5%	5%	9%	2%	5%	11%	7%	6%	5%	7%
AT&T TV Now	3%	3%	2%	2%	2%	3%	3%	4%	3%	-	2%	6%	3%	1%
YouTube TV	9%	9%	12%	13%	7%	11%	10%	9%	8%	7%	7%	12%	8%	7%
Hulu with Live TV	6%	5%	3%	7%	5%	7%	8%	4%	6%	5%	9%	4%	6%	6%
fubo TV	2%	1%	5%	1%	2%	2%	2%	-	1%	8%	6%	3%	2%	-
Philo	3%	5%	3%	2%	2%	3%	3%	2%	2%	7%	2%	7%	3%	1%
Other	8%	6%	5%	3%	9%	10%	7%	6%	9%	8%	4%	14%	9%	7%
Don't know	12%	12%	11%	12%	17%	10%	6%	10%	12%	4%	12%	6%	12%	12%

rvs\_q2\_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Base	1295	158	170	86	458	435	245	157	595	23	98	44	760	302	126							
0	12%	12%	11%	12%	17%	10%	6%	10%	12%	4%	12%	6%	12%	11%	12%							
1	24%	32%	26%	25%	27%	25%	18%	17%	23%	13%	22%	9%	22%	27%	25%							
2	16%	16%	17%	12%	18%	12%	17%	17%	18%	7%	12%	13%	17%	15%	16%							
3	14%	10%	13%	10%	10%	16%	16%	19%	13%	24%	14%	9%	13%	13%	12%							
4	12%	15%	11%	8%	10%	14%	16%	11%	11%	29%	14%	31%	13%	13%	11%							
5	7%	3%	9%	11%	6%	9%	8%	10%	9%	-	7%	12%	8%	7%	5%							
6	6%	2%	4%	10%	5%	6%	10%	5%	6%	16%	7%	7%	7%	7%	7%							
7	3%	5%	3%	2%	2%	4%	2%	7%	3%	-	5%	6%	3%	3%	4%							
8	2%	-	1%	4%	2%	2%	3%	4%	3%	-	2%	2%	3%	2%	3%							
9	2%	1%	4%	3%	2%	2%	4%	1%	1%	7%	4%	-	2%	1%	4%							
10	1%	3%	1%	1%	1%	1%	1%	-	0%	-	-	6%	0%	2%	1%							
12	0%	-	-	-	0%	0%	-	-	0%	-	1%	-	0%	-	-							
13	0%	-	-	-	-	-	0%	-	0%	-	-	-	0%	-	-							
15	0%	1%	-	-	-	0%	-	-	0%	-	-	-	0%	-	-							
16	0%	-	-	-	0%	-	-	-	0%	-	-	-	0%	-	-							
21	0%	-	-	1%	-	0%	-	-	0%	-	-	-	0%	-	-							

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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
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sling TV	5%	4%	9%	100%	3%	7%	5%	6%	5%	5%	5%	8%	5%	2%	6%
AT&T TV Now	3%	1%	5%	-	15%	3%	2%	3%	2%	2%	3%	2%	6%	0%	4%
YouTube TV	9%	16%	5%	-	29%	11%	9%	9%	9%	11%	9%	7%	12%	8%	8%
Hulu with Live TV	6%	8%	5%	-	5%	7%	7%	7%	5%	-	6%	6%	7%	4%	5%
fubo TV	2%	4%	9%	-	-	1%	1%	1%	2%	6%	2%	1%	2%	1%	1%
Philo	3%	-	4%	-	-	4%	2%	3%	2%	8%	3%	2%	3%	2%	3%
Other	8%	15%	3%	-	4%	5%	9%	7%	11%	-	10%	9%	4%	10%	9%
Don't know	12%	20%	4%	-	17%	6%	13%	11%	11%	31%	11%	12%	7%	21%	11%

rvs\_q2\_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Base	1295	59	18	1	29	298	481	737	513	45	412	370	313	200	405
0	12%	20%	4%	-	17%	6%	13%	11%	11%	31%	11%	12%	7%	21%	11%
1	24%	24%	35%	-	20%	18%	24%	23%	25%	24%	30%	21%	14%	28%	23%
2	16%	21%	21%	-	13%	16%	18%	17%	16%	6%	14%	17%	20%	12%	16%
3	14%	19%	14%	-	24%	15%	14%	14%	13%	9%	14%	11%	18%	12%	11%
4	12%	4%	6%	100%	10%	14%	9%	11%	13%	11%	10%	14%	11%	15%	15%
5	7%	9%	5%	-	-	11%	7%	8%	7%	5%	6%	8%	9%	6%	7%
6	6%	-	4%	-	11%	8%	7%	7%	6%	6%	6%	8%	8%	3%	6%
7	3%	-	-	-	-	4%	4%	3%	3%	2%	4%	2%	5%	1%	3%
8	2%	1%	5%	-	-	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%
9	2%	1%	6%	-	5%	4%	1%	2%	2%	-	1%	4%	2%	-	2%
10	1%	-	-	-	-	1%	0%	0%	1%	4%	1%	1%	1%	1%	1%
12	0%	-	-	-	-	-	0%	0%	0%	-	-	-	1%	-	-
13	0%	-	-	-	-	-	0%	0%	-	-	-	-	0%	-	-
15	0%	-	-	-	-	0%	-	0%	-	-	0%	-	-	-	0%
16	0%	-	-	-	-	-	0%	0%	-	-	0%	-	-	-	-
21	0%	-	-	-	-	0%	-	0%	-	-	0%	-	-	-	-

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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
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sling TV	5%	6%	4%	3%	4%	6%	15%	-	11%	3%	7%	-	11%	
AT&T TV Now	3%	3%	1%	3%	3%	1%	9%	-	3%	-	3%	4%	3%	
YouTube TV	9%	9%	10%	7%	9%	8%	18%	16%	16%	17%	9%	14%	13%	
Hulu with Live TV	6%	6%	7%	3%	6%	7%	19%	-	8%	12%	8%	13%	7%	
fubo TV	2%	2%	1%	1%	1%	2%	2%	-	2%	13%	1%	4%	1%	
Philo	3%	2%	2%	1%	3%	4%	2%	-	5%	5%	2%	-	4%	
Other	8%	7%	11%	11%	6%	8%	8%	20%	6%	8%	5%	-	6%	
Don't know	12%	10%	18%	23%	1%	1%	-	-	-	-	-	-	-	

rvs\_q2\_count. How many of the following streaming services have you used in the past 12 months?

Unweighted base	1295	624	262	4	397	355	139	52	5	219	24	656	30	318	13
Base	1295	620	265	4	394	345	143	48	5	221	24	649	31	319	14
0	12%	10%	18%	23%	26%	1%	1%	-	-	-	-	-	-	-	-
1	24%	23%	26%	36%	36%	15%	12%	3%	-	1%	-	10%	20%	2%	7%
2	16%	16%	15%	24%	17%	19%	15%	1%	-	6%	9%	19%	28%	8%	11%
3	14%	14%	17%	-	7%	20%	18%	12%	21%	12%	21%	17%	15%	14%	20%
4	12%	12%	8%	-	7%	16%	21%	2%	-	21%	38%	18%	20%	22%	-
5	7%	8%	5%	29%	4%	8%	17%	24%	59%	19%	11%	13%	5%	17%	29%
6	6%	7%	5%	24%	3%	10%	8%	24%	-	14%	4%	10%	8%	13%	25%
7	3%	3%	3%	-	1%	4%	4%	7%	-	7%	11%	5%	6%	8%	7%
8	2%	3%	1%	-	0%	3%	2%	5%	-	7%	3%	4%	-	8%	-
9	2%	2%	1%	-	-	3%	2%	12%	-	8%	-	4%	-	5%	-
10	1%	1%	1%	-	-	1%	-	7%	-	3%	3%	1%	-	2%	-
12	0%	0%	-	-	-	0%	-	-	20%	1%	-	0%	-	1%	-
13	0%	0%	-	-	-	-	-	-	-	0%	-	0%	-	0%	-
15	0%	-	-	-	-	0%	-	-	-	-	-	0%	-	0%	-
16	0%	0%	-	-	-	-	1%	-	-	-	-	-	-	-	-
21	0%	0%	-	-	0%	-	-	2%	-	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
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sling TV	5%	8%	13%	7%	13%	27%	19%	12%	16%	18%	15%	10%	10%	
AT&T TV Now	3%	3%	25%	13%	8%	6%	5%	-	1%	52%	9%	16%	16%	
YouTube TV	9%	10%	26%	32%	23%	18%	18%	-	14%	12%	25%	49%	27%	
Hulu with Live TV	6%	9%	10%	8%	12%	10%	33%	11%	13%	12%	17%	23%	16%	
fubo TV	2%	1%	-	9%	7%	8%	-	8%	3%	-	5%	-	7%	
Philo	3%	3%	-	8%	-	14%	-	17%	11%	12%	6%	23%	12%	
Other	8%	4%	5%	8%	-	22%	-	17%	17%	-	10%	19%	3%	
Don't know	12%	-	-	-	-	-	-	-	-	-	-	-	-	

rvs\_q2\_count. How many of the following streaming services have you used in the past 12 months?

Unweighted base	1295	516	17	75	16	37	3	48	7	71	7	65	10	83	12
Base	1295	500	17	80	17	41	3	52	7	74	8	65	9	81	13
0	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	24%	8%	-	-	12%	-	-	16%	4%	10%	4%	4%	-	-	21%
2	16%	14%	5%	18%	5%	3%	-	4%	15%	4%	10%	5%	-	1%	-
3	14%	17%	11%	8%	12%	5%	-	10%	-	7%	16%	4%	17%	7%	-
4	12%	19%	19%	16%	37%	9%	-	7%	26%	10%	16%	12%	-	10%	10%
5	7%	14%	13%	12%	5%	11%	-	12%	18%	13%	-	9%	8%	18%	42%
6	6%	12%	15%	14%	5%	12%	30%	15%	25%	17%	12%	20%	36%	23%	-
7	3%	6%	26%	15%	5%	10%	-	16%	-	11%	36%	7%	9%	14%	20%
8	2%	4%	4%	5%	-	11%	-	11%	-	18%	-	23%	12%	11%	-
9	2%	4%	5%	4%	18%	15%	37%	13%	-	9%	-	10%	18%	6%	8%
10	1%	1%	-	3%	-	13%	33%	6%	-	4%	-	-	-	3%	-
12	0%	0%	-	1%	-	-	-	2%	-	-	-	1%	-	2%	-
13	0%	0%	-	-	-	2%	-	-	-	1%	-	1%	-	1%	-
15	0%	0%	-	-	-	2%	-	2%	-	1%	-	-	-	-	-
16	0%	0%	-	1%	-	3%	-	2%	-	-	-	2%	-	1%	-
21	0%	0%	-	1%	-	3%	-	2%	-	1%	-	2%	-	1%	-



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	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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
Premium cable channels (HBO, Showtime, Starz or Epix)	-	-	-	-	-	-	-	-	-
Sling TV	5%	8%	5%	15%	12%	34%	-	21%	-
AT&T TV Now	3%	6%	9%	10%	17%	19%	-	5%	-
YouTube TV	9%	100%	100%	18%	45%	67%	-	38%	66%
Hulu with Live TV	6%	20%	16%	100%	100%	34%	-	22%	-
fubo TV	2%	9%	-	7%	-	100%	100%	17%	-
Philo	3%	15%	-	7%	25%	19%	-	100%	100%
Other	8%	9%	-	4%	-	19%	-	5%	-
Don't know	12%	-	-	-	-	-	-	-	-

rvs\_q2\_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	1	2	3	4	5	6	7	8	9	10	12	13	15	16	21
Base	1295	56	15	46	8	6	1	18	2							
0	12%	-	-	-	-	-	-	-	-							
1	24%	5%	13%	7%	-	-	100%	-	34%							
2	16%	9%	5%	8%	17%	-	-	13%	-							
3	14%	6%	9%	18%	-	-	-	14%	66%							
4	12%	8%	20%	12%	16%	-	-	12%	-							
5	7%	9%	5%	6%	23%	-	-	4%	-							
6	6%	15%	31%	21%	31%	-	-	20%	-							
7	3%	15%	10%	6%	-	29%	-	4%	-							
8	2%	15%	-	2%	13%	23%	-	6%	-							
9	2%	12%	6%	11%	-	14%	-	11%	-							
10	1%	2%	-	2%	-	-	-	6%	-							
12	0%	-	-	2%	-	15%	-	-	-							
13	0%	-	-	-	-	-	-	-	-							
15	0%	-	-	-	-	-	-	-	-							
16	0%	2%	-	2%	-	-	-	6%	-							
21	0%	2%	-	2%	-	19%	-	5%	-							

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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\_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

Unweighted base	1295	583	712	45	353	309	515	73	-	-	244	266	467	318	881
<b>Base: All US Adults</b>	1295	629	666	47	397	305	477	69	-	-	230	272	487	305	851
Apple TV+	5%	5%	4%	7% F*	8% E.F	4%	2%	4% *	-	-	4%	3%	5%	6%	4%
Disney+	16%	16%	16%	23% F.G*	26% E.F.G	19% F.G	8%	3% *	-	-	16%	17%	15%	17%	17% O
Netflix	51%	48%	55%	54% A	58% G*	58% F.G	45% G	28% *	-	-	51%	47%	53%	54%	52%
Hulu	25%	25%	25%	28% G*	35% F.G	29% F.G	17% G	8% *	-	-	23%	30% L	22%	27%	26%
Amazon Prime	41%	39%	43%	40% G*	43% G	45% G	40% G	17% *	-	-	40%	39%	40%	44%	44% O
YouTube Premium	5%	6% B	3%	14% E.F.G*	7% F.G	5% F	2%	-	-	-	6%	3%	4%	6%	4%
Crackle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CBS All Access	6%	6%	5%	6% *	7%	4%	5%	7% *	-	-	4%	10% J.L	4%	6%	6%
HBO Now	7%	8%	5%	5% *	10% F.G	7%	4%	1% *	-	-	5%	6%	6%	9%	7%
Facebook Watch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5%	5%	5%	4% *	5%	6%	4%	4% *	-	-	3%	8% J	5%	4%	5%
Not applicable - I do not currently pay for any video streaming services	28%	29%	27%	25% *	19%	22%	35% D.E	59% C.D.E.F*	-	-	31% M	30%	28%	23%	29%

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**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

Unweighted base	1295	158	170	86	458	435	245	157	595	23	98	44	760	302	126
<b>Base: All US Adults</b>	1295	155	201	89	523	402	236	133	588	26	98	41	752	320	118
Apple TV+	5%	4%	7%	8%	3%	5%	6%	5%	4%	-	5%	6%	4%	5%	3%
			N	*						**	*	*			
Disney+	16%	6%	19%	23%	13%	17%	21%	19%	16%	14%	21%	27%	17%	15%	15%
			O	O*			R			**	*	AC*			
Netflix	51%	44%	55%	50%	45%	51%	63%	59%	56%	61%	56%	63%	57%	46%	45%
			*	*			R.S	R	AA.AB.AC	**	AC*	AA.AB.AC*	AA.AB.AC		
Hulu	25%	21%	25%	29%	19%	28%	32%	26%	24%	30%	30%	37%	26%	26%	26%
			*	*			R	R		**	*	AC*			
Amazon Prime	41%	32%	36%	42%	30%	45%	51%	55%	44%	48%	47%	43%	44%	36%	44%
			*	*			R	R	AA.AC	**	AC*	AC*	AA.AC		AC
YouTube Premium	5%	4%	5%	7%	4%	5%	5%	7%	4%	-	5%	9%	4%	4%	4%
			*	*						**	*	*			
Crackle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*						**	*	*			
Tubi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*						**	*	*			
Pluto TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*						**	*	*			
CBS All Access	6%	2%	7%	7%	4%	5%	10%	5%	4%	17%	3%	5%	4%	5%	7%
			*	*			R.S			**	*	*			
HBO Now	7%	4%	6%	9%	6%	5%	7%	13%	7%	19%	9%	5%	7%	6%	7%
			*	*			R.S			**	AC*	*			
Facebook Watch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*						**	*	*			
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*						**	*	*			
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*						**	*	*			
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			*	*						**	*	*			
Other	5%	6%	3%	3%	3%	5%	8%	7%	5%	8%	2%	3%	4%	5%	5%
			*	*		R	R	R		**	*	*			
Not applicable - I do not currently pay for any video streaming services	28%	33%	21%	26%	37%	26%	17%	19%	25%	8%	25%	18%	24%	30%	33%
		P	*		S.T.U	T				**	*	*			Z



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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\_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

Unweighted base	1295	59	18	1	29	298	481	737	513	45	412	370	313	200	405
<b>Base: All US Adults</b>	1295	58	17	1	29	304	450	713	535	47	421	377	300	197	406
Apple TV+	5%	1%*	14%**	-**	15%**	7% AH	4%	5%	4%	5%*	4%	5%	6%	2%	5%
Disney+	16%	9%*	17%**	-**	21%**	27% AH,AI,AJ	12%	17%	15%	16%*	13%	20%	19%	13%	17%
Netflix	51%	37%*	47%**	-**	41%**	65% AH,AI,AJ,AK	52%	56%	47%	34%*	43%	54%	66%	42%	51%
Hulu	25%	17%*	33%**	-**	11%**	36% AH,AI,AJ,AK	23%	26%	25%	8%*	21%	30%	29%	19%	26%
Amazon Prime	41%	22%*	43%**	100%**	34%**	46% AH,AI,AJ,AK	39%	42%	41%	29%*	31%	46%	56%	30%	38%
YouTube Premium	5%	3%*	5%**	-**	21%**	9% AH,AI,AJ,AK	3%	5%	4%	-*	4%	3%	8% AL,AM,AO	3%	6%
Crackle	-	-*	-**	-**	-**	-	-	-	-	-*	-	-	-	-	-
Tubi	-	-*	-**	-**	-**	-	-	-	-	-*	-	-	-	-	-
Pluto TV	-	-*	-**	-**	-**	-	-	-	-	-*	-	-	-	-	-
CBS All Access	6%	13% V,X,Z,AA*	5%**	-**	21%**	6%	6%	6%	6%	2%*	6%	6%	5%	3%	6%
HBO Now	7%	-*	6%**	-**	10%**	8%	7%	7%	5%	19% AG,AH,AI,AJ*	6%	7%	10% AL,AO	3%	8% AR
Facebook Watch	-	-*	-**	-**	-**	-	-	-	-	-*	-	-	-	-	-
Cable TV	-	-*	-**	-**	-**	-	-	-	-	-*	-	-	-	-	-
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	-	-*	-**	-**	-**	-	-	-	-	-*	-	-	-	-	-
Philo	-	-*	-**	-**	-**	-	-	-	-	-*	-	-	-	-	-
Other	5%	6%*	-**	100%**	12%**	5%	5%	5%	5%	4%*	5%	5%	5%	6%	6%
Not applicable - I do not currently pay for any video streaming services	28%	51% V,X,Y,Z,AA,AB*	21%**	-**	33%**	16%	30%	25%	30%	44% AG,AI*	33%	24%	18%	40% AM,AN	27%

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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\_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

Unweighted base	1295	624	262	4	397	355	139	52	5	219	24	656	30	318	13
<b>Base: All US Adults</b>	1295	620	265	4	394	345	143	48	5	221	24	649	31	319	14
Apple TV+	5%	5%	3%	29% **	5% AV	6% AV	1%	58% *	48% **	10%	13% **	5%	7% **	7%	- **
Disney+	16%	16%	16%	29% **	6% AT	26% AT	25%	39% *	48% **	78%	48% **	26%	28% **	37%	23% **
Netflix	51%	55% AR	43%	53% **	31% AT	76% AT	70% AT	85% *	79% **	84%	57% **	89%	83% **	80%	74% **
Hulu	25%	26%	20%	29% **	10% AT	33% AT	39% AT	50% *	55% **	61%	38% **	41%	17% **	80%	76% **
Amazon Prime	41%	45% AP_AR	36%	53% **	25% AT	59% AT	50% AT	74% *	34% **	64%	44% **	55%	23% **	59%	42% **
YouTube Premium	5%	5% AR	1%	- **	4% AT	6% AT	4%	14% *	20% **	10%	11% **	6%	10% **	7%	- **
Crackle	-	-	-	- **	-	-	-	- *	- **	-	- **	-	- **	-	- **
Tubi	-	-	-	- **	-	-	-	- *	- **	-	- **	-	- **	-	- **
Pluto TV	-	-	-	- **	-	-	-	- *	- **	-	- **	-	- **	-	- **
CBS All Access	6%	5%	6%	- **	3% AT_AV	9% AT_AV	3%	19% *	- **	14%	12% **	7%	4% **	12%	- **
HBO Now	7%	7% AR	3%	- **	7% AT	8% AT	7%	30% *	69% **	15%	17% **	9%	17% **	11%	9% **
Facebook Watch	-	-	-	- **	-	-	-	- *	- **	-	- **	-	- **	-	- **
Cable TV	-	-	-	- **	-	-	-	- *	- **	-	- **	-	- **	-	- **
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	-	-	-	- **	-	-	-	- *	- **	-	- **	-	- **	-	- **
Philo	-	-	-	- **	-	-	-	- *	- **	-	- **	-	- **	-	- **
Other	5%	5%	4%	23% **	3% AU	4%	3%	8% *	20% **	7%	- **	4%	7% **	6%	- **
Not applicable - I do not currently pay for any video streaming services	28%	25%	35% AP_AQ	24% **	50% AU_AV	6%	11%	3% *	- **	3%	4% **	5%	8% **	6%	- **

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

Unweighted base	1295	516	17	75	16	37	3	48	7	71	7	65	10	83	12
<b>Base: All US Adults</b>	1295	500	17	80	17	41	3	52	7	74	8	65	9	81	13
Apple TV+	5%	6%	7%	18%	6%	9%	37%	2%	26%	2%	27%	10%	10%	22%	14%
Disney+	16%	25%	20%	38%	47%	24%	37%	19%	-	26%	10%	44%	41%	40%	37%
Netflix	51%	72%	59%	69%	67%	71%	70%	71%	32%	65%	34%	69%	42%	82%	79%
Hulu	25%	39%	43%	40%	37%	44%	100%	40%	22%	45%	46%	63%	31%	57%	32%
Amazon Prime	41%	87%	40%	55%	70%	58%	67%	50%	74%	52%	28%	67%	77%	76%	47%
YouTube Premium	5%	6%	36%	39%	26%	9%	-	5%	12%	4%	36%	10%	28%	25%	24%
Crackle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CBS All Access	6%	8%	22%	13%	38%	22%	-	10%	14%	12%	30%	79%	40%	18%	8%
HBO Now	7%	11%	21%	27%	-	16%	37%	12%	-	7%	18%	20%	12%	68%	49%
Facebook Watch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5%	4%	-	9%	13%	15%	-	14%	-	11%	-	10%	-	6%	3%
Not applicable - I do not currently pay for any video streaming services	28%	4%	19%	7%	6%	10%	-	15%	-	13%	10%	1%	11%	4%	-

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

Unweighted base	1295	37	4	623	40	124	-	21	5	314	53	37	6	27	2
<b>Base: All US Adults</b>	1295	36	5	603	45	122	-	22	5	307	55	43	6	28	2
Apple TV+	5%	30%	49%	5%	16%	8%	-	9%	27%	11%	15%	21%	-	21%	-
	*	**	**	BU*	**	**	**	**	**	*	*	**	**	**	**
Disney+	16%	24%	25%	16%	20%	29%	-	18%	64%	20%	20%	37%	14%	25%	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
Netflix	51%	69%	45%	53%	57%	68%	-	68%	64%	68%	52%	79%	44%	73%	60%
	*	**	**	*	*	*	**	**	**	CB	*	*	**	**	**
Hulu	25%	37%	49%	22%	39%	46%	-	54%	37%	31%	36%	54%	14%	34%	60%
	*	**	**	BU*	**	**	**	**	**	*	*	**	**	**	**
Amazon Prime	41%	53%	55%	44%	40%	65%	-	68%	52%	57%	32%	57%	61%	51%	40%
	*	**	**	*	*	*	**	**	**	CB	*	*	**	**	**
YouTube Premium	5%	35%	55%	5%	23%	7%	-	5%	-	10%	24%	8%	23%	37%	60%
	*	**	**	BU*	**	**	**	**	**	CA*	*	**	**	**	**
Crackle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
Tubi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
Pluto TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
CBS All Access	6%	13%	30%	5%	23%	13%	-	21%	16%	7%	19%	16%	37%	37%	-
	*	**	**	BU*	**	**	**	**	**	*	CA*	*	**	**	**
HBO Now	7%	24%	-	8%	15%	11%	-	13%	44%	18%	24%	10%	37%	43%	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
Facebook Watch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
Philo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	**	**	*	*	*	**	**	**	*	*	**	**	**	**
Other	5%	11%	-	4%	5%	10%	-	18%	21%	4%	11%	21%	47%	12%	-
	*	**	**	*	*	*	**	**	**	CA*	*	**	**	**	**
Not applicable - I do not currently pay for any video streaming services	28%	6%	-	29%	7%	10%	-	4%	-	15%	11%	2%	-	-	-
	*	**	**	BV	*	*	**	**	**	*	*	**	**	**	**

**YouGov RealTime**  
**Variety Streaming Survey**

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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

rvs\_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

Unweighted base	1295	56	15	46	8	6	1	18	2
<b>Base: All US Adults</b>	1295	56	15	46	8	6	1	19	2
Apple TV+	5%	17%	13%	13%	22%	19%	100%	5%	-
Disney+	16%	43%	22%	31%	41%	56%	-	52%	34%
Netflix	51%	61%	82%	78%	47%	88%	-	49%	-
Hulu	25%	47%	37%	81%	68%	56%	-	48%	66%
Amazon Prime	41%	59%	52%	63%	34%	71%	-	61%	-
YouTube Premium	5%	32%	37%	12%	30%	19%	-	21%	34%
Crackle	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-
CBS All Access	6%	20%	20%	22%	11%	34%	-	9%	-
HBO Now	7%	29%	12%	18%	40%	19%	-	34%	66%
Facebook Watch	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-
Philo	-	-	-	-	-	-	-	-	-
Other	5%	11%	-	4%	-	-	-	6%	-
Not applicable - I do not currently pay for any video streaming services	28%	12%	8%	2%	-	12%	-	8%	-

**YouGov RealTime**  
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US\_nat\_int Sample: 26th - 30th March 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\_q3\_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	1295	583	712	45	353	309	515	73	-	-	244	266	467	318	881
<b>Base</b>	1295	629	666	47	397	305	477	69	-	-	-	230	272	487	305	851
0	28%	29%	27%	25%	19%	22%	35%	59%	-	-	-	31%	30%	28%	23%	29%
				*		D.E	C.D.E.F*	**	**		M					
1	27%	26%	28%	19%	26%	27%	29%	19%	-	-	23%	24%	28%	29%	24%	
				*			*	**	**							
2	21%	24%	19%	27%	22%	21%	21%	16%	-	-	22%	21%	22%	22%	21%	
				*			*	**	**							
3	13%	10%	15%	10%	16%	17%	8%	5%	-	-	13%	14%	11%	14%	13%	
			A	*	F.G	F.G		*	**	**						
4	8%	8%	8%	15%	10%	9%	5%	-	-	-	8%	8%	7%	9%	8%	
			F.G*	F.G	G		*	**	**					O		
5	2%	2%	2%	2%	2%	2%	2%	1%	-	-	1%	2%	2%	2%	3%	
				*		*	**	**	**							
6	1%	1%	1%	2%	2%	1%	-	-	-	-	0%	1%	0%	1%	1%	
			F*	F		*	**	**	**							
7	0%	0%	0%	-	1%	-	0%	-	-	-	-	0%	1%	-	0%	
			*		*	**	**	**	**							
8	1%	1%	0%	-	1%	0%	-	-	-	-	1%	0%	0%	1%	0%	
			*	F		*	**	**	**							
9	0%	-	0%	-	-	0%	-	-	-	-	-	0%	-	-	0%	
			*		*	**	**	**	**							

rvs\_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pstday \$nextmonth \$todayyear)?

	Unweighted base	1295	583	712	45	353	309	515	73	-	-	244	266	467	318	881
<b>Base: All US Adults</b>	1295	629	666	47	397	305	477	69	-	-	-	230	272	487	305	851
Very likely	7%	7%	8%	8%	10%	10%	4%	1%	-	-	4%	6%	8%	9%	5%	
			*	F.G	F.G		*	**	**		J					
Somewhat likely	11%	12%	10%	10%	15%	13%	7%	4%	-	-	10%	12%	12%	10%	10%	
			*	F.G	F.G		*	**	**							
Somewhat unlikely	16%	15%	18%	18%	23%	17%	11%	7%	-	-	19%	17%	15%	15%	16%	
			*	E.F.G	F		*	**	**							
Very unlikely	51%	52%	51%	44%	35%	45%	66%	75%	-	-	51%	50%	52%	51%	58%	
			*	D	C.D.E	C.D.E*	**	**	**					O.P.Q		
Don't know	14%	15%	14%	22%	16%	15%	11%	13%	-	-	15%	16%	13%	14%	12%	
			F*	F	*	**	**	**	**							

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	77	38	39	4	19	26	21	7	-	-	12	14	23	28	53
<b>Base: All US Adults</b>	72	40	32	4	22	25	16	5	-	-	-	12	14	22	24	47
0 - Very dissatisfied	1%	-	3%	-	-	4%	-	-	-	-	-	-	7%	-	-	2%
		*	**	**	**	**	**	**	**	**	**	**	**	**	**	*
1	3%	3%	3%	-	-	8%	-	-	-	-	-	-	14%	-	-	4%
		*	*	**	**	**	**	**	**	**	**	**	**	**	**	*
2	8%	8%	8%	-	14%	7%	6%	-	-	-	-	-	-	9%	16%	6%
		*	*	**	**	**	**	**	**	**	**	**	**	**	**	*
3	31%	40%	20%	77%	23%	36%	17%	58%	-	-	24%	45%	20%	36%	29%	

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**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_q3\_count. How many of the following streaming services have you paid for in the past 12 months?

Unweighted base	1295	158	170	86	458	435	245	157	595	23	98	44	760	302	126
<b>Base:</b>	1295	155	201	89	523	402	236	133	588	26	98	41	752	320	118
0	28%	33%	21%	26%	37%	26%	17%	19%	25%	8%	25%	18%	24%	30%	33%
		P		*	S.T.U	T			**	*	*	*		Z	
1	27%	34%	31%	28%	27%	27%	26%	25%	27%	34%	24%	27%	27%	29%	26%
		N		*					AC	**	*	*	AC	AC	
2	21%	20%	26%	17%	19%	23%	23%	24%	23%	21%	24%	25%	23%	20%	17%
				*					**	**	*	*			
3	13%	9%	11%	15%	10%	12%	17%	16%	14%	30%	8%	17%	14%	11%	11%
				*			R		**	**	*	*			
4	8%	3%	8%	11%	6%	8%	12%	7%	8%	8%	13%	8%	9%	7%	6%
			O	O*			R		**	**	AC*	*			
5	2%	1%	1%	1%	1%	2%	3%	6%	2%	-	4%	-	2%	2%	3%
				*				R.S	**	**	*	*			
6	1%	1%	1%	-	0%	1%	1%	1%	-	-	-	2%	0%	2%	2%
				*					**	**	*	V.Z*	V	V.Z	V.Z
7	0%	-	0%	-	-	0%	-	2%	0%	-	-	-	0%	-	0%
				*			R.T		**	**	*	*			
8	1%	1%	-	3%	0%	1%	1%	-	0%	-	1%	3%	0%	0%	1%
			N.P*	*					**	**	*	V.Z.AA*	V		
9	0%	-	-	-	-	-	0%	-	0%	-	-	-	0%	-	-
				*					**	**	*	*			

rvs\_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pstday \$nextmonth \$todayyear)?

Unweighted base	1295	158	170	86	458	435	245	157	595	23	98	44	760	302	126
<b>Base: All US Adults</b>	1295	155	201	89	523	402	236	133	588	26	98	41	752	320	118
Very likely	7%	14%	12%	10%	8%	7%	5%	8%	7%	15%	10%	9%	8%	7%	10%
		N	N	*					**	**	*	*			
Somewhat likely	11%	9%	16%	15%	10%	12%	13%	10%	12%	21%	13%	9%	12%	10%	12%
			N	*					**	**	*	*			
Somewhat unlikely	16%	15%	18%	20%	12%	18%	20%	21%	16%	23%	19%	12%	17%	19%	10%
				*		R	R	R	AC	**	AC*	*	AC	AB.AC	
Very unlikely	51%	43%	33%	42%	51%	51%	50%	55%	53%	27%	42%	55%	51%	47%	59%
				*					Z	**	*	*		X.AA	
Don't know	14%	19%	21%	13%	18%	13%	12%	7%	12%	13%	16%	14%	13%	18%	10%
		N	N	*	S.T.U				**	**	*	*		V.Z	

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	77	6	9	9	18	28	16	15	39	-	3	3	45	14	11
<b>Base: All US Adults</b>	72	5	10	9	19	26	16	11	36	-	4	3	43	15	8
0 - Very dissatisfied	1%	-	-	-	5%	-	-	-	-	-	-	-	-	6%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	3%	-	-	-	10%	-	-	-	3%	-	24%	-	5%	-	-
		**	**	**	**	**	**	**	*	**	**	**	*	**	**
2	8%	-	-	36%	17%	7%	5%	-	7%	-	-	-	6%	18%	11%
		**	**	**	**	**	**	**	*	**	**	**	*	**	**
3	31%	13%	48%	32%	39%	18%	31%	49%	21%	-	50%	30%	25%	42%	26%

**YouGov RealTime**  
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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\_q3\_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	1295	59	18	1	29	298	481	737	513	45	412	370	313	200	405
<b>Base</b>	1295	58	17	1	29	304	450	713	535	47	421	377	300	197	406	
0	28%	51%	21%	-	33%	16%	30%	25%	30%	44%	33%	24%	18%	40%	27%	
		V.X.Y.Z.AA.AB*	**	**	**		AG.AI	AG	AG	AG.AI*	AM.AN			AM.AN		
1	27%	13%	32%	-	22%	25%	26%	26%	28%	20%	32%	25%	23%	24%	28%	
		*	**	**	**					*	AM.AN.AO					
2	21%	20%	21%	100%	14%	22%	22%	22%	22%	15%	17%	25%	26%	18%	19%	
		*	**	**	**					*	AL	AL.AO				
3	13%	12%	20%	-	12%	21%	12%	15%	9%	20%	9%	14%	16%	13%	13%	
		*	**	**	**	AH.AI.AJ		AH.AJ		AJ*	AL	AL	AL			
4	8%	1%	-	-	14%	12%	6%	8%	7%	2%	6%	9%	11%	5%	10%	
		*	**	**	**	AH.AI.AJ		AH		*	AL.AO			AR		
5	2%	3%	-	-	-	1%	2%	2%	2%	-	1%	2%	4%	-	2%	
		*	**	**	**					*	AL.AO					
6	1%	-	6%	-	-	1%	0%	1%	1%	-	1%	1%	0%	0%	0%	
		*	**	**	**					*						
7	0%	-	-	-	-	1%	0%	0%	-	-	-	-	1%	0%	1%	
		*	**	**	**	AJ				*						
8	1%	-	-	-	5%	1%	-	0%	1%	-	1%	1%	0%	-	0%	
		*	**	**	**	AH		AH		*						
9	0%	-	-	-	-	0%	0%	0%	-	-	-	-	0%	-	-	
		*	**	**	**					*						

rvs\_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pstday \$nextmonth \$todayyear)?

	Unweighted base	1295	59	18	1	29	298	481	737	513	45	412	370	313	200	405
<b>Base: All US Adults</b>	1295	58	17	1	29	304	450	713	535	47	421	377	300	197	406	
Very likely	7%	3%	6%	-	-	11%	8%	8%	6%	11%	10%	6%	7%	4%	10%	
		*	**	**	**	AJ				*	AO			AR		
Somewhat likely	11%	3%	-	-	18%	19%	10%	14%	8%	6%	11%	13%	12%	5%	12%	
		*	**	**	**	AH.AI.AJ		AH.AJ		*	AO	AO	AO			
Somewhat unlikely	16%	5%	25%	-	16%	19%	14%	16%	17%	13%	16%	17%	20%	11%	19%	
		*	**	**	**					*	AO					
Very unlikely	51%	81%	47%	100%	23%	36%	59%	50%	55%	25%	49%	51%	51%	58%	43%	
		V.X.Y.Z.AA.AB*	**	**	**		AG.AI.AK	AG.AK	AG.AK	*				AL		
Don't know	14%	7%	22%	-	43%	15%	9%	12%	15%	45%	14%	13%	10%	22%	16%	
		*	**	**	**	AH.AI		AH	AH	AG.AH.AI.AJ*				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	77	1	1	-	5	17	34	49	25	3	17	25	26	9	26
<b>Base: All US Adults</b>	72	1	1	-	5	17	29	44	25	3	16	25	24	7	24	
0 - Very dissatisfied	1%	-	-	-	-	-	-	-	4%	-	6%	-	-	-	-	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	
1	3%	-	-	-	-	6%	3%	5%	-	-	6%	-	4%	-	-	
		**	**	**	**	**	*	*	**	**	**	**	**	**	**	
2	8%	-	-	-	-	6%	8%	8%	10%	-	6%	13%	4%	11%	9%	
		**	**	**	**	**	*	*	**	**	**	**	**	**	**	
3	31%	-	-	-	70%	23%	29%	23%	46%	29%	26%	33%	31%	35%	42%	



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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\_q3\_count. How many of the following streaming services have you paid for in the past 12 months?

Unweighted base	1295	624	262	4	397	355	139	52	5	219	24	656	30	318	13
<b>Base</b>	1295	620	265	4	394	345	143	48	5	221	24	649	31	319	14
0	28%	25%	35%	24%	50%	6%	11%	3%	-	3%	4%	5%	8%	6%	-
			AP.AQ	**	AU.AV			*	**		**		**		**
1	27%	25%	28%	23%	24%	29%	25%	8%	16%	4%	25%	22%	31%	9%	21%
			**	**	**	**	**	*	**	*	**	*	**	*	**
2	21%	24%	20%	24%	14%	31%	34%	11%	21%	18%	20%	32%	28%	22%	39%
			**	**	AT	AT	AT	*	**	*	**	*	**	*	**
3	13%	13%	10%	-	7%	16%	15%	24%	14%	30%	36%	21%	21%	28%	33%
			**	**	AT	AT	AT	*	**	*	**	*	**	*	**
4	8%	8%	3%	-	4%	11%	12%	23%	28%	27%	12%	13%	11%	23%	6%
		AR	**	**	AT	AT	AT	*	**	*	**	*	**	*	**
5	2%	2%	2%	29%	1%	3%	2%	15%	-	10%	-	4%	-	6%	-
			**	**	AT	AT	AT	*	**	*	**	*	**	*	**
6	1%	1%	1%	-	-	2%	1%	4%	-	4%	3%	1%	-	3%	-
			**	**	AT	AT	AT	*	**	*	**	*	**	*	**
7	0%	0%	-	-	0%	0%	-	3%	-	1%	-	0%	-	1%	-
			**	**	**	**	**	*	**	*	**	*	**	*	**
8	1%	1%	-	-	0%	1%	-	8%	20%	3%	-	1%	-	2%	-
			**	**	**	**	**	*	**	*	**	*	**	*	**
9	0%	0%	-	-	-	0%	-	-	-	0%	-	0%	-	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	1295	624	262	4	397	355	139	52	5	219	24	656	30	318	13
<b>Base: All US Adults</b>	1295	620	265	4	394	345	143	48	5	221	24	649	31	319	14
Very likely	7%	7%	5%	-	8%	9%	7%	11%	-	11%	24%	8%	22%	9%	25%
			**	**	**	**	**	*	**	*	**	*	**	*	**
Somewhat likely	11%	11%	9%	23%	11%	10%	9%	13%	66%	11%	23%	12%	30%	12%	7%
			**	**	**	**	**	*	**	*	**	*	**	*	**
Somewhat unlikely	16%	15%	14%	-	11%	18%	21%	23%	20%	20%	20%	19%	14%	20%	19%
			**	**	AT	AT	AT	*	**	*	**	*	**	*	**
Very unlikely	51%	54%	58%	53%	57%	50%	48%	41%	14%	43%	21%	50%	29%	47%	29%
		AP	AP	**	**	**	**	*	**	*	**	*	**	*	**
Don't know	14%	13%	15%	24%	13%	13%	15%	11%	-	15%	12%	12%	6%	11%	19%
			**	**	**	**	**	*	**	*	**	*	**	*	**

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	77	36	14	1	18	30	7	52	5	27	4	57	3	36	-
<b>Base: All US Adults</b>	72	33	13	1	16	28	6	48	5	28	3	52	3	34	-
0 - Very dissatisfied	1%	3%	-	-	-	-	14%	2%	-	-	-	-	-	-	-
		*	**	**	**	**	**	*	**	*	**	*	**	*	**
1	3%	3%	7%	-	6%	-	17%	2%	-	3%	-	4%	-	-	-
		*	**	**	**	**	**	*	**	**	**	*	**	*	**
2	8%	8%	8%	-	6%	3%	45%	5%	28%	6%	-	5%	73%	8%	-
		*	**	**	**	**	**	*	**	**	**	*	**	*	**
3	31%	11%	64%	-	20%	30%	24%	31%	14%	27%	51%	32%	27%	36%	-

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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\_q3\_count. How many of the following streaming services have you paid for in the past 12 months?

Unweighted base	1295	516	17	75	16	37	3	48	7	71	7	65	10	83	12
<b>Base</b>	1295	500	17	80	17	41	3	52	7	74	8	65	9	81	13
0	28%	4%	19% **	7% *	6% **	10% *	- **	15% *	- **	13% *	10% **	1% *	11% **	4% *	- **
1	27%	20%	11% **	16% *	21% **	13% *	- **	18% *	31% **	22% *	27% **	14% *	8% **	2% *	21% **
2	21%	31%	- **	22% *	5% **	39% *	63% **	26% *	57% **	25% *	- **	12% *	- **	17% *	5% **
3	13%	21%	54% **	20% *	23% **	14% *	- **	23% *	12% **	18% *	52% **	16% *	50% **	19% *	52% **
4	8%	16%	11% **	12% *	32% **	13% *	- **	13% *	- **	16% *	12% **	29% *	31% **	27% *	11% **
5	2%	5%	- **	11% *	- **	3% *	- **	4% *	- **	4% *	- **	13% *	- **	12% *	8% **
6	1%	2%	5% **	4% *	13% **	- *	37% **	- *	- **	- *	- **	8% *	- **	6% *	- **
7	0%	1%	- **	1% *	- **	- **	- **	- **	- **	- **	- **	1% *	- **	4% *	3% **
8	1%	1%	- **	7% *	- **	9% *	- **	2% *	- **	1% *	- **	4% *	- **	9% *	- **
9	0%	0%	- **	- *	- **	- *	- **	- *	- **	- *	- **	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)?

Unweighted base	1295	516	17	75	16	37	3	48	7	71	7	65	10	83	12
<b>Base: All US Adults</b>	1295	500	17	80	17	41	3	52	7	74	8	65	9	81	13
Very likely	7%	7%	25% **	16% *	19% **	21% *	70% **	21% *	12% **	15% *	18% **	6% *	9% **	18% *	18% **
Somewhat likely	11%	12%	52% **	20% *	38% **	11% *	- **	6% *	- **	10% *	30% **	14% *	67% **	11% *	38% **
Somewhat unlikely	16%	19%	- **	20% *	25% **	16% *	- **	19% *	78% **	13% *	42% **	18% *	6% **	16% *	21% **
Very unlikely	51%	52%	23% **	32% *	12% **	37% *	30% **	44% *	11% **	43% *	10% **	42% *	- **	46% *	15% **
Don't know	14%	10%	- **	13% *	6% **	14% *	- **	10% *	- **	19% *	- **	20% *	18% **	8% *	8% **

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	77	52	-	11	-	2	2	1	2	3	-	12	1	20	2
<b>Base: All US Adults</b>	72	49	-	12	-	2	2	1	2	3	-	11	1	18	2
0 - Very dissatisfied	1%	-	- **	- **	- **	- **	- **	- **	- **	34% **	- **	- **	- **	- **	- **
1	3%	2% *	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **	- **
2	8%	9% *	- **	- **	- **	- **	- **	- **	- **	- **	- **	8% **	- **	4% **	77% **
3	31%	29%	- **	8% **	- **	- **	- **	- **	- **	- **	- **	34% **	100% **	5% **	- **

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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\_q3\_count. How many of the following streaming services have you paid for in the past 12 months?

Unweighted base	1295	37	4	623	40	124	-	21	5	314	53	37	6	27	2
<b>Base</b>	1295	36	5	603	45	122	-	22	5	307	55	43	6	28	2
0	28%	6%	-	29%	7%	10%	-	4%	-	15%	11%	2%	-	-	-
		*	**	BV	*	**	**	**	**	*	*	**	**	**	**
1	27%	19%	20%	25%	36%	15%	-	26%	36%	25%	34%	21%	32%	18%	40%
		*	**	*	*	**	**	**	**	*	*	*	**	**	**
2	21%	22%	-	23%	9%	28%	-	27%	-	25%	13%	28%	-	24%	-
		*	**	BV	*	**	**	**	**	*	*	*	**	**	**
3	13%	20%	30%	12%	23%	22%	-	18%	-	14%	20%	21%	54%	24%	60%
		*	**	*	BU*	**	**	**	**	*	*	*	**	**	**
4	8%	15%	49%	7%	19%	17%	-	12%	48%	12%	15%	5%	-	18%	-
		*	**	*	BU*	**	**	**	**	*	*	*	**	**	**
5	2%	6%	-	2%	-	4%	-	-	-	5%	-	12%	-	2%	-
		*	**	*	*	**	**	**	**	*	*	*	**	**	**
6	1%	2%	-	1%	7%	2%	-	9%	16%	2%	5%	7%	14%	-	-
		*	**	*	BU*	**	**	**	**	*	*	*	**	**	**
7	0%	3%	-	0%	-	-	-	-	-	1%	-	-	-	-	-
		*	**	*	*	**	**	**	**	*	*	*	**	**	**
8	1%	5%	-	1%	-	2%	-	5%	-	1%	3%	6%	-	14%	-
		*	**	*	*	**	**	**	**	*	*	*	**	**	**
9	0%	-	-	0%	-	-	-	-	-	0%	-	-	-	-	-
		*	**	*	*	**	**	**	**	*	*	*	**	**	**

rvs\_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pstday \$nextmonth \$todayyear)?

Unweighted base	1295	37	4	623	40	124	-	21	5	314	53	37	6	27	2
<b>Base: All US Adults</b>	1295	36	5	603	45	122	-	22	5	307	55	43	6	28	2
Very likely	7%	21%	25%	9%	20%	14%	-	17%	16%	12%	26%	14%	53%	27%	-
		*	**	*	BU*	**	**	**	**	*	CA*	*	**	**	**
Somewhat likely	11%	36%	55%	10%	55%	14%	-	28%	27%	12%	33%	25%	-	19%	100%
		*	**	*	BU*	**	**	**	**	*	CA*	*	**	**	**
Somewhat unlikely	16%	20%	-	14%	16%	16%	-	15%	56%	14%	25%	11%	30%	12%	-
		*	**	*	*	**	**	**	**	*	CA*	*	**	**	**
Very unlikely	51%	18%	-	54%	4%	44%	-	31%	-	51%	12%	44%	-	30%	-
		*	**	BV	*	**	**	**	**	CB	*	*	**	**	**
Don't know	14%	5%	20%	13%	6%	13%	-	9%	-	12%	5%	6%	17%	12%	-
		*	**	*	*	**	**	**	**	*	*	*	**	**	**

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	77	6	-	40	4	16	-	2	1	36	4	5	-	4	-
<b>Base: All US Adults</b>	72	6	-	37	4	16	-	2	1	32	4	6	-	4	-
0 - Very dissatisfied	1%	-	-	-	-	6%	-	-	-	-	-	-	-	-	-
		**	**	*	**	**	**	**	**	*	**	**	**	**	**
1	3%	-	-	2%	-	-	-	-	-	-	-	-	-	24%	-
		**	**	*	**	**	**	**	**	*	**	**	**	**	**
2	8%	-	-	4%	35%	6%	-	-	100%	5%	-	14%	-	-	-
		**	**	*	**	**	**	**	**	*	**	**	**	**	**
3	31%	7%	-	26%	22%	48%	-	-	-	26%	20%	36%	-	-	-

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Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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

rvs\_q3\_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	CG	CH	CI	CJ	CK	CL	CM	CN
Unweighted base	1295	56	15	46	8	6	1	18	2
<b>Base</b>	1295	56	15	46	8	6	1	19	2
0	28%	12%	8%	2%	-	12%	-	8%	-
	*	**	**	*	**	**	**	**	**
1	27%	7%	16%	11%	17%	18%	100%	19%	-
	*	**	**	*	**	**	**	**	**
2	21%	23%	17%	30%	9%	14%	-	22%	100%
	*	**	**	*	**	**	**	**	**
3	13%	24%	23%	22%	39%	-	-	20%	-
	*	**	**	*	**	**	**	**	**
4	8%	11%	31%	17%	36%	23%	-	16%	-
	*	**	**	*	**	**	**	**	**
5	2%	8%	-	8%	-	15%	-	6%	-
	*	**	**	*	**	**	**	**	**
6	1%	4%	5%	2%	-	-	-	-	-
	*	**	**	*	**	**	**	**	**
7	0%	3%	-	-	-	-	-	4%	-
	*	**	**	*	**	**	**	**	**
8	1%	8%	-	8%	-	19%	-	5%	-
	*	**	**	*	**	**	**	**	**
9	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	CG	CH	CI	CJ	CK	CL	CM	CN
Unweighted base	1295	56	15	46	8	6	1	18	2
<b>Base: All US Adults</b>	1295	56	15	46	8	6	1	19	2
Very likely	7%	14%	27%	10%	9%	19%	-	21%	-
	*	**	**	*	**	**	**	**	**
Somewhat likely	11%	20%	39%	17%	48%	-	-	10%	-
	*	**	**	*	**	**	**	**	**
Somewhat unlikely	16%	15%	14%	10%	-	12%	-	17%	100%
	*	**	**	*	**	**	**	**	**
Very unlikely	51%	35%	-	42%	44%	52%	-	37%	-
	*	**	**	*	**	**	**	**	**
Don't know	14%	17%	20%	21%	-	18%	100%	15%	-
	*	**	**	*	**	**	**	**	**

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	CG	CH	CI	CJ	CK	CL	CM	CN
Unweighted base	77	7	2	7	1	1	-	1	-
<b>Base: All US Adults</b>	72	7	2	8	1	1	-	1	-
0 - Very dissatisfied	1%	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
1	3%	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
2	8%	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
3	31%	-	52%	11%	-	-	-	-	-

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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	
	*	*	**	**	**	**	**	**	**	**	**	**	**	*	
4	16%	13%	20%	-	4%	19%	28%	27%	-	-	14%	12%	22%	15%	19%
	*	*	**	**	**	**	**	**	**	**	**	**	**	**	*
5 - Very satisfied	36%	31%	41%	-	55%	26%	43%	-	-	-	54%	21%	45%	26%	36%
	*	*	**	**	**	**	**	**	**	**	**	**	**	**	*
No opinion	5%	4%	5%	23%	4%	-	6%	14%	-	-	8%	-	4%	7%	4%
	*	*	**	**	**	**	**	**	**	**	**	**	**	**	*

**rsv\_q5\_2. Disney+**

Unweighted base	280	115	165	21	119	83	53	4	-	-	49	57	105	69	199
<b>Base: All US Adults</b>	285	139	146	22	134	84	42	3	-	-	48	59	110	68	196
0 - Very dissatisfied	0%	-	1%	-	-	-	2%	-	-	-	-	-	1%	-	-
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	1%	2%	1%	-	2%	1%	-	-	-	-	2%	-	-	4%	1%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	4%	7%	2%	4%	5%	5%	-	23%	-	-	4%	10%	3%	2%	4%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	17%	24%	11%	19%	21%	17%	5%	24%	-	-	23%	18%	15%	16%	19%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	28%	27%	30%	24%	28%	26%	36%	29%	-	-	31%	30%	27%	25%	30%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 - Very satisfied	46%	36%	55%	45%	42%	49%	57%	-	-	-	36%	37%	52%	51%	42%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No opinion	3%	4%	1%	8%	2%	2%	-	23%	-	-	3%	5%	1%	2%	3%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

**rsv\_q5\_3. Netflix**

Unweighted base	767	314	453	30	241	202	269	25	-	-	148	143	279	197	531
<b>Base: All US Adults</b>	760	340	420	33	266	198	244	20	-	-	138	146	289	188	511
0 - Very dissatisfied	1%	1%	1%	-	1%	0%	2%	-	-	-	1%	1%	0%	1%	1%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	1%	2%	1%	-	1%	1%	2%	4%	-	-	1%	1%	2%	1%	2%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	2%	3%	2%	-	4%	1%	2%	-	-	-	3%	2%	2%	3%	2%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	12%	14%	11%	10%	13%	11%	11%	23%	-	-	12%	12%	12%	13%	12%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	28%	30%	27%	33%	26%	28%	31%	17%	-	-	36%	31%	24%	27%	31%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 - Very satisfied	53%	50%	56%	58%	54%	56%	50%	53%	-	-	45%	53%	59%	51%	50%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No opinion	2%	1%	2%	-	2%	2%	2%	2%	-	-	2%	1%	1%	3%	2%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

**rsv\_q5\_4. Hulu**

Unweighted base	389	168	221	22	142	100	116	9	-	-	74	86	131	98	274
<b>Base: All US Adults</b>	389	188	201	25	155	98	103	8	-	-	69	89	134	96	267
0 - Very dissatisfied	1%	1%	1%	-	1%	-	1%	-	-	-	5%	-	-	-	1%
	**	**	**	**	**	**	**	**	**	**	K.L.M*	*	*	*	*
1	2%	2%	1%	6%	1%	3%	-	-	-	-	1%	1%	2%	1%	2%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	*
2	4%	6%	3%	4%	4%	3%	5%	14%	-	-	-	2%	5%	10%	6%
	**	**	**	**	**	**	**	**	**	**	**	**	**	J.K*	*
3	23%	29%	18%	22%	24%	26%	19%	15%	-	-	27%	27%	22%	18%	22%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	*
4	32%	35%	28%	28%	31%	28%	38%	17%	-	-	37%	34%	28%	31%	33%
	**	**	**	**	**	**	**	**	**	**	*	*	*	*	*

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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	
	**	**	**	**	**	**	**	*	**	**	**	*	**	**	
4	16%	16%	12%	9%	20%	16%	11%	19%	14%	-	26%	-	14%	14%	37%
5 - Very satisfied	36%	55%	33%	24%	10%	45%	54%	32%	50%	-	-	70%	47%	13%	16%
No opinion	5%	16%	7%	-	-	13%	-	-	5%	-	-	-	4%	6%	11%

**rvs\_q5\_2. Disney+**

Unweighted base	280	18	40	23	84	103	58	35	128	5	24	20	177	66	22
<b>Base: All US Adults</b>	285	18	48	23	94	97	62	32	125	6	25	20	175	75	20
0 - Very dissatisfied	0%	4%	-	-	-	1%	-	-	-	-	-	-	-	-	-
1	1%	-	2%	-	1%	2%	-	-	3%	-	-	-	2%	-	-
2	4%	-	8%	5%	3%	6%	6%	-	4%	36%	-	6%	4%	5%	-
3	17%	12%	12%	16%	17%	22%	15%	8%	13%	-	8%	23%	13%	27%	19%
4	28%	13%	21%	36%	17%	27%	39%	44%	31%	16%	20%	38%	30%	28%	25%
5 - Very satisfied	46%	62%	57%	43%	57%	38%	40%	48%	46%	47%	68%	29%	47%	40%	56%
No opinion	3%	8%	-	-	5%	3%	-	-	4%	-	4%	4%	4%	1%	-

**rvs\_q5\_3. Netflix**

Unweighted base	767	80	102	54	242	249	169	107	375	16	63	33	487	158	73
<b>Base: All US Adults</b>	760	80	114	55	268	233	168	91	361	18	63	31	473	173	69
0 - Very dissatisfied	1%	1%	2%	-	1%	0%	1%	1%	1%	-	-	-	1%	2%	-
1	1%	-	-	2%	1%	2%	2%	1%	2%	-	-	-	2%	1%	3%
2	2%	1%	2%	3%	3%	4%	1%	0%	2%	-	3%	-	2%	3%	1%
3	12%	15%	11%	9%	12%	12%	11%	14%	11%	21%	11%	11%	12%	11%	16%
4	28%	19%	21%	30%	21%	26%	34%	41%	31%	26%	23%	38%	30%	24%	24%
5 - Very satisfied	53%	63%	61%	56%	60%	55%	48%	41%	50%	53%	63%	51%	52%	57%	55%
No opinion	2%	-	4%	-	2%	1%	2%	2%	3%	-	-	-	2%	2%	-

**rvs\_q5\_4. Hulu**

Unweighted base	389	40	47	28	109	148	90	42	166	8	38	19	231	95	45
<b>Base: All US Adults</b>	389	38	54	29	119	139	96	35	159	8	39	19	225	106	43
0 - Very dissatisfied	1%	-	2%	-	-	1%	2%	-	1%	-	-	-	1%	1%	-
1	2%	-	-	-	2%	1%	-	4%	2%	-	3%	-	2%	1%	-
2	4%	-	1%	-	6%	4%	5%	2%	6%	-	-	-	4%	6%	5%
3	23%	14%	29%	37%	14%	27%	24%	37%	18%	44%	20%	22%	19%	31%	25%
4	32%	33%	20%	40%	29%	28%	44%	23%	36%	11%	25%	47%	34%	25%	32%

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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		
	**	**	**	**	**	*	*	**	**	**	**	**	**	**	
4	16%	100%	-	-	15%	18%	18%	15%	-	8%	17%	23%	11%	11%	
5 - Very satisfied	36%	-	100%	-	30%	49%	32%	41%	22%	71%	49%	34%	33%	20%	35%
No opinion	5%	-	-	-	-	9%	6%	4%	-	-	3%	4%	23%	3%	
	**	**	**	**	**	*	*	**	**	**	**	**	**	**	

**rsv\_q5\_2. Disney+**

Unweighted base	280	5	4	-	6	107	77	170	105	5	78	86	78	38	84
<b>Base: All US Adults</b>	285	3	4	-	8	108	69	164	115	6	80	93	75	36	87
0 - Very dissatisfied	0%	23%	-	-	-	-	1%	0%	-	-	-	1%	-	-	-
	**	**	**	**	**	*	*	**	*	**	*	*	*	*	*
1	1%	-	-	-	-	2%	2%	2%	-	-	1%	2%	1%	-	3%
	**	**	**	**	**	*	*	**	*	**	*	*	*	*	*
2	4%	-	-	-	11%	5%	4%	5%	3%	-	6%	6%	-	7%	6%
	**	**	**	**	**	*	*	**	*	**	AN*	AN*	*	AN*	*
3	17%	-	-	-	33%	10%	15%	12%	22%	74%	18%	15%	22%	15%	8%
	**	**	**	**	**	*	*	**	AG*	**	*	*	*	*	*
4	28%	14%	27%	-	19%	24%	28%	27%	31%	-	18%	27%	38%	40%	30%
	**	**	**	**	**	*	*	**	*	**	*	*	AL*	AL*	*
5 - Very satisfied	46%	63%	73%	-	37%	55%	49%	50%	41%	26%	53%	49%	39%	38%	50%
	**	**	**	**	**	*	*	**	*	**	*	*	*	*	*
No opinion	3%	-	-	-	-	3%	1%	2%	3%	-	5%	2%	2%	-	3%
	**	**	**	**	**	*	*	**	*	**	*	*	*	*	*

**rsv\_q5\_3. Netflix**

Unweighted base	767	26	10	-	13	212	285	466	282	19	210	226	229	102	243
<b>Base: All US Adults</b>	760	23	9	-	12	213	260	444	296	20	217	231	218	95	240
0 - Very dissatisfied	1%	-	-	-	-	0%	0%	0%	2%	-	1%	1%	0%	1%	0%
	**	**	**	**	**	*	*	**	*	**	*	*	*	*	*
1	1%	-	-	-	-	0%	3%	2%	1%	-	1%	2%	1%	1%	0%
	**	**	**	**	**	*	AG.AJ	AG	*	**	*	*	*	*	*
2	2%	-	-	-	7%	3%	1%	2%	2%	12%	4%	1%	1%	6%	3%
	**	**	**	**	**	AH	AH	AH	**	**	*	*	*	AM.AN*	*
3	12%	7%	-	-	38%	10%	9%	9%	16%	28%	13%	11%	11%	13%	12%
	**	**	**	**	**	*	*	**	AH.AI	**	*	*	*	*	*
4	28%	17%	51%	-	36%	24%	29%	27%	30%	25%	16%	29%	38%	31%	27%
	**	**	**	**	**	*	*	**	*	**	*	*	AL.AM	AL*	*
5 - Very satisfied	53%	77%	49%	-	19%	60%	56%	57%	49%	30%	63%	54%	47%	45%	55%
	**	**	**	**	**	AJ	AJ	AJ	**	**	AN.AO	*	*	*	*
No opinion	2%	-	-	-	-	2%	2%	2%	1%	5%	1%	2%	1%	5%	2%
	**	**	**	**	**	*	*	**	*	**	*	*	*	AN*	*

**rsv\_q5\_4. Hulu**

Unweighted base	389	9	6	-	3	111	132	220	161	8	115	117	113	44	127
<b>Base: All US Adults</b>	389	7	5	-	3	108	120	205	176	8	118	121	109	40	130
0 - Very dissatisfied	1%	-	-	-	-	2%	-	1%	1%	-	1%	-	2%	-	1%
	**	**	**	**	**	*	*	AH	*	**	*	*	*	*	*
1	2%	-	-	-	-	2%	1%	2%	2%	-	3%	1%	1%	-	3%
	**	**	**	**	**	*	*	**	**	**	*	*	*	*	*
2	4%	-	-	-	-	4%	6%	5%	4%	-	4%	5%	3%	7%	4%
	**	**	**	**	**	*	*	**	*	**	*	*	*	*	*
3	23%	14%	-	-	74%	19%	15%	18%	27%	53%	19%	26%	23%	27%	22%
	**	**	**	**	**	*	*	**	AH.AI	**	*	*	*	*	*
4	32%	23%	68%	-	26%	29%	30%	30%	34%	16%	23%	35%	40%	27%	34%
	**	**	**	**	**	*	*	**	*	**	*	AL	AL	*	*

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
	*	**	**	**	**	**	*	**	**	**	*	**	*	**
4	16%	24%	8%	-	5%	24%	-	19%	36%	17%	24%	17%	-	20%
5 - Very satisfied	36%	43%	14%	100%	59%	37%	-	37%	21%	43%	-	37%	-	31%
No opinion	5%	8%	-	-	5%	7%	-	4%	-	3%	25%	5%	-	5%

**rvs\_q5\_2. Disney+**

Unweighted base	280	147	48	1	33	117	50	23	2	219	24	221	8	144	4
<b>Base: All US Adults</b>	285	147	50	1	35	112	53	24	2	221	24	225	7	150	3
0 - Very dissatisfied	0%	1%	-	-	-	1%	-	-	-	0%	-	0%	-	1%	-
1	1%	1%	-	-	4%	1%	-	4%	-	1%	5%	0%	-	1%	-
2	4%	3%	5%	-	-	4%	2%	7%	-	3%	18%	3%	-	5%	23%
3	17%	22%	21%	-	16%	16%	27%	13%	-	17%	7%	16%	49%	17%	-
4	28%	27%	28%	-	24%	35%	23%	45%	-	27%	39%	31%	-	29%	28%
5 - Very satisfied	46%	44%	46%	100%	54%	43%	44%	30%	100%	49%	31%	47%	51%	46%	50%
No opinion	3%	3%	-	-	3%	1%	5%	-	-	2%	-	3%	-	2%	-

**rvs\_q5\_3. Netflix**

Unweighted base	767	392	129	3	143	293	112	47	4	197	16	656	30	289	11
<b>Base: All US Adults</b>	760	387	130	3	138	281	116	44	4	200	15	649	31	289	12
0 - Very dissatisfied	1%	1%	-	-	2%	0%	1%	-	-	-	-	1%	-	0%	-
1	1%	1%	4%	-	1%	1%	-	-	-	1%	-	1%	3%	0%	-
2	2%	2%	4%	-	2%	0%	3%	2%	-	2%	-	2%	6%	2%	-
3	12%	12%	14%	-	15%	13%	13%	8%	-	8%	12%	11%	17%	9%	-
4	28%	28%	32%	31%	19%	31%	36%	16%	36%	28%	25%	29%	28%	32%	36%
5 - Very satisfied	53%	54%	47%	69%	57%	54%	46%	70%	64%	59%	64%	55%	45%	55%	64%
No opinion	2%	2%	-	-	4%	1%	2%	2%	-	1%	-	2%	-	2%	-

**rvs\_q5\_4. Hulu**

Unweighted base	389	201	61	-	46	136	79	30	4	142	8	319	8	318	13
<b>Base: All US Adults</b>	389	197	62	-	44	134	83	28	4	145	7	317	7	319	14
0 - Very dissatisfied	1%	0%	2%	-	2%	-	-	-	-	-	16%	-	-	0%	-
1	2%	0%	2%	-	3%	1%	3%	-	-	2%	-	1%	-	2%	-
2	4%	5%	1%	-	2%	2%	2%	4%	-	6%	-	4%	-	4%	29%
3	23%	24%	24%	-	18%	22%	32%	31%	23%	21%	51%	25%	-	21%	16%
4	32%	31%	30%	-	26%	33%	33%	24%	28%	31%	12%	33%	40%	34%	7%



**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
	*	**	**	**	**	**	**	**	**	**	**	**	**	**
4	16%	15%	-	24%	-	-	-	100%	28%	-	26%	-	27%	-
5 - Very satisfied	36%	41%	-	68%	-	100%	53%	100%	38%	-	24%	-	59%	23%
No opinion	5%	4%	-	-	-	-	47%	-	-	-	8%	-	5%	-

**rvs\_q5\_2. Disney+**

Unweighted base	280	173	5	35	7	14	2	16	1	24	2	31	6	34	5
<b>Base: All US Adults</b>	285	171	5	36	8	14	2	14	1	23	2	31	5	34	6
0 - Very dissatisfied	0%	0%	-	-	-	5%	-	5%	-	3%	-	-	-	-	-
1	1%	1%	30%	-	-	-	-	-	-	61%	-	-	-	-	-
2	4%	2%	-	-	-	8%	-	5%	-	5%	-	13%	14%	-	-
3	17%	18%	16%	24%	32%	36%	-	25%	-	29%	40%	9%	49%	23%	14%
4	28%	33%	-	26%	55%	30%	-	13%	100%	13%	-	46%	37%	39%	19%
5 - Very satisfied	46%	43%	54%	50%	13%	20%	100%	51%	-	50%	-	33%	-	36%	67%
No opinion	3%	2%	-	-	-	-	-	-	-	-	-	-	-	2%	-

**rvs\_q5\_3. Netflix**

Unweighted base	767	416	11	59	10	28	2	40	2	49	2	52	5	75	9
<b>Base: All US Adults</b>	760	405	10	60	11	32	2	44	2	53	2	50	4	71	10
0 - Very dissatisfied	1%	0%	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1%	1%	-	2%	-	4%	-	2%	-	6%	-	2%	-	1%	-
2	2%	2%	-	2%	-	3%	-	4%	-	2%	-	2%	-	3%	-
3	12%	11%	-	11%	-	9%	-	9%	-	9%	-	2%	-	11%	-
4	28%	31%	53%	18%	52%	31%	-	19%	55%	17%	64%	32%	68%	21%	57%
5 - Very satisfied	53%	55%	38%	66%	48%	50%	100%	66%	45%	65%	36%	62%	32%	64%	43%
No opinion	2%	0%	9%	2%	-	3%	-	-	-	-	-	-	-	-	-

**rvs\_q5\_4. Hulu**

Unweighted base	389	238	6	35	5	25	3	25	2	34	1	42	3	54	3
<b>Base: All US Adults</b>	389	234	6	35	6	27	3	26	2	36	1	43	3	51	3
0 - Very dissatisfied	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	2%	2%	22%	4%	-	-	-	-	-	-	100%	2%	-	3%	-
2	4%	3%	15%	7%	-	-	-	-	57%	6%	-	5%	-	10%	-
3	23%	24%	20%	9%	53%	27%	-	21%	-	23%	-	19%	-	8%	61%
4	32%	32%	29%	37%	33%	20%	30%	32%	43%	23%	-	44%	68%	33%	39%

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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	16%	-	20%	20%	22%	-	-	21%	-	14%	-	-	-	
5 - Very satisfied	36%	80%	45%	-	18%	-	100%	42%	61%	35%	-	76%	-	
No opinion	5%	13%	3%	23%	-	-	-	6%	19%	-	-	-	-	

**rvs\_q5\_2. Disney+**

Unweighted base	280	10	1	127	11	48	-	4	2	79	13	17	3	6	-
Base: All US Adults	285	9	1	125	12	49	-	5	2	78	14	21	3	7	-
0 - Very dissatisfied	0%	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-
1	1%	-	2%	-	3%	-	-	3%	10%	-	46%	19%	-		
2	4%	-	2%	26%	5%	-	-	2%	5%	-	-	-	-		
3	17%	21%	16%	21%	17%	-	39%	21%	18%	27%	27%	33%	-		
4	28%	8%	33%	32%	28%	-	43%	28%	39%	42%	-	48%	-		
5 - Very satisfied	46%	71%	45%	22%	47%	-	18%	44%	45%	28%	30%	27%	-		
No opinion	3%	-	2%	-	-	-	-	1%	-	-	-	-	-		

**rvs\_q5\_3. Netflix**

Unweighted base	767	25	-	376	23	92	-	16	3	233	25	32	3	20	1
Base: All US Adults	760	24	-	359	25	93	-	18	3	223	26	38	3	20	1
0 - Very dissatisfied	1%	-	0%	-	1%	-	-	2%	-	2%	-	2%	-	-	-
1	1%	-	0%	-	2%	-	-	26%	0%	-	3%	-	-	-	-
2	2%	8%	1%	8%	2%	-	6%	-	2%	-	3%	-	11%	-	
3	12%	6%	13%	11%	12%	-	24%	-	9%	10%	12%	-	9%	-	
4	28%	3%	29%	36%	23%	-	28%	42%	28%	20%	26%	-	25%	100%	
5 - Very satisfied	53%	78%	54%	46%	53%	-	43%	32%	59%	70%	51%	100%	55%	-	
No opinion	2%	4%	2%	-	1%	-	-	1%	-	3%	-	-	-	-	

**rvs\_q5\_4. Hulu**

Unweighted base	389	18	2	165	11	69	-	15	2	116	15	26	3	11	-
Base: All US Adults	389	17	2	158	13	70	-	17	2	112	16	31	3	11	-
0 - Very dissatisfied	1%	-	50%	1%	9%	-	-	-	-	-	-	-	-	-	-
1	2%	-	1%	-	2%	-	-	3%	9%	-	43%	13%	-		
2	4%	6%	3%	7%	3%	-	-	4%	11%	-	-	7%	-		
3	23%	21%	19%	31%	25%	-	38%	100%	21%	27%	38%	57%	27%	-	
4	32%	18%	34%	14%	24%	-	25%	-	24%	26%	32%	-	31%	-	





**YouGov RealTime**  
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US\_nat\_int Sample: 26th - 30th March 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
5 - Very satisfied	35%	46% *	43% *	24% **	44% T*	37% T	22% *	30% *	34% *	45% **	49% *	31% **	37% *	31% *	32% *
No opinion	3%	8% *	5% *	- **	5% *	2% *	3% *	3% *	3% *	- **	3% *	- **	3% *	4% *	6% *

**rvs\_q5\_5. Amazon Prime**

Unweighted base	586	48	62	42	146	213	136	91	292	12	48	21	373	117	58
<b>Base: All US Adults</b>	571	48	71	43	162	195	135	79	276	14	48	20	359	123	56
0 - Very dissatisfied	1%	-	-	2%	1%	1%	-	1%	0%	-	-	-	0%	2%	-
1	2%	8% N.P.*	-	3%	1%	2%	3%	1%	0%	-	3%	-	1%	6%	2%
2	4%	5% *	3% *	4% *	3% *	6% *	4% *	2% *	2% *	- **	6% *	9% **	3% *	10% V.Z	1% *
3	17%	22% *	14% *	25% *	17% *	17% *	18% *	13% *	16% *	33% **	10% *	19% **	16% *	20% *	19% *
4	31%	20% *	34% *	24% *	26% *	31% *	32% *	42% R*	35% *	41% **	25% *	37% **	34% *	24% *	26% *
5 - Very satisfied	43%	44% *	49% *	36% *	48% *	43% *	42% *	38% *	43% *	26% **	56% AA*	36% **	44% *	38% *	49% *
No opinion	2%	2% *	- *	6% *	3% *	2% *	1% *	3% *	3% *	- **	- *	- **	2% *	2% *	2% *

**rvs\_q5\_6. YouTube Premium**

Unweighted base	522	64	65	42	174	171	107	70	224	11	42	24	301	141	48
<b>Base: All US Adults</b>	520	61	83	43	193	159	109	59	213	14	42	24	293	152	43
0 - Very dissatisfied	3%	-	7%	5%	3%	2%	4%	2%	2%	15%	3%	-	2%	5%	3%
1	3%	2% *	2% *	2% *	2% *	2% *	4% *	4% *	4% *	- **	2% *	- **	3% *	2% *	2% *
2	5%	5% *	5% *	6% *	6% *	6% *	3% *	1% *	4% *	7% **	4% *	4% **	4% *	6% *	4% *
3	13%	2% *	20% O*	20% O*	12% *	9% *	19% S*	18% *	17% AA	10% **	14% *	15% **	16% AA	5% *	22% AA*
4	8%	6% *	4% *	8% *	9% *	9% *	5% *	8% *	9% *	7% **	5% *	3% **	8% *	6% *	5% *
5 - Very satisfied	16%	12% *	31% N.O*	13% *	20% *	15% *	13% *	10% *	15% *	6% **	26% AA*	31% **	17% *	11% *	14% *
No opinion	53%	72% N.P.Q*	32% *	46% *	49% *	57% *	51% *	58% *	49% *	54% **	46% *	47% **	49% *	64% V.X.Z	50% *

**rvs\_q5\_7. Crackle**

Unweighted base	59	15	3	5	22	27	7	3	31	1	2	2	36	16	5
<b>Base: All US Adults</b>	61	14	4	6	23	25	8	4	33	1	2	2	39	16	5
0 - Very dissatisfied	1%	-	-	-	4%	-	-	-	-	-	-	-	-	6%	-
1	1%	6% **	- **	- **	4% **	- **	- **	- **	- **	- **	- **	- **	- **	5% **	- **
2	8%	13% **	- **	- **	4% **	8% **	22% **	- **	- **	100% **	- **	- **	2% **	25% **	- **
3	44%	23% **	70% **	63% **	43% **	43% **	24% **	100% **	51% **	- **	100% **	- **	49% **	18% **	83% **
4	24%	25% **	- **	20% **	13% **	31% **	42% **	- **	29% **	- **	- **	- **	25% **	21% **	17% **
5 - Very satisfied	18%	33% **	- **	17% **	24% **	18% **	12% **	- **	16% **	- **	- **	100% **	20% **	20% **	- **
No opinion	4%	-	30%	-	9%	-	-	-	4%	-	-	-	3%	6%	-

**YouGov RealTime**  
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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	
5 - Very satisfied	35%	64%**	32%**	-**	-**	43% AJ	44% AJ	41% AJ	28% AJ	31% **	47% AM,AN	31%	28%	32% *	33%
No opinion	3%	-**	-**	-**	-**	-	5% AG	3% AG	4% AG	-**	5%	2%	3%	6% *	3%
<b>rvs_q5_5. Amazon Prime</b>															
Unweighted base	586	21	9	1	7	145	223	345	232	9	141	175	197	73	178
<b>Base: All US Adults</b>	571	17	8	1	7	150	197	324	236	10	140	181	185	65	179
0 - Very dissatisfied	1%	-**	-**	-**	10%**	1%	0%	1%	0%	-**	1%	-	1%	3% AM*	1%
1	2%	-**	-**	-**	-**	-	1%	1%	4% AG,AI	-**	2%	2%	1%	-	5% AQ
2	4%	-**	-**	-**	-**	4%	3%	3%	6% AI	-**	6%	5%	2%	5% *	4%
3	17%	12%**	9%**	-**	19%**	14%	15%	15%	19%	34%**	14%	16%	18%	23% *	19%
4	31%	28%**	41%**	100%**	48%**	30%	31%	31%	31%	47%**	20%	31%	40%	31% *	29%
5 - Very satisfied	43%	59%**	50%**	-**	23%**	50% AJ	48% AJ	48% AJ	38% AJ	19%**	54% AN,AO	45%	36%	39% *	39%
No opinion	2%	-**	-**	-**	-**	2%	2%	2%	2%	-**	3%	1%	3%	-	3%
<b>rvs_q5_6. YouTube Premium</b>															
Unweighted base	522	18	3	1	10	135	179	293	217	12	178	139	129	76	178
<b>Base: All US Adults</b>	520	16	3	1	12	136	160	275	231	14	177	143	125	75	178
0 - Very dissatisfied	3%	-**	-**	-**	-**	1%	1%	1%	1%	-**	2%	-	3%	5% *	4%
1	3%	-**	-**	-**	-**	1%	3%	2%	3% AI	-**	3%	1%	4% AM	2% *	5% AQ
2	5%	-**	-**	-**	-**	5%	4%	4%	5% AI	8%**	5%	6%	3%	6% *	2%
3	13%	13%**	-**	-**	-**	16%	15%	15%	10%	21%**	8%	21% AL,AO	15%	7% *	14%
4	8%	13%**	-**	-**	46%**	11%	7%	9%	6% AI	16%**	7%	7%	12%	6% *	9%
5 - Very satisfied	16%	28%**	63%**	-**	16%**	21%	19%	19%	13%	13%**	23% AM,AO	12%	14%	8% *	16%
No opinion	53%	46%**	37%**	100%**	38%**	45%	50%	49%	58% AG	42%**	53%	51%	48%	66% AM,AN*	50%
<b>rvs_q5_7. Crackle</b>															
Unweighted base	59	1	1	-	-	18	16	31	24	4	23	22	8	6	14
<b>Base: All US Adults</b>	61	1	1	-	-	18	15	30	26	5	22	24	8	6	16
0 - Very dissatisfied	1%	-**	-**	-**	-**	5%**	-**	3%**	-**	-**	4%**	-**	-**	-**	-**
1	1%	-**	-**	-**	-**	5%**	-**	3%**	-**	-**	4%**	-**	-**	-**	-**
2	8%	-**	-**	-**	-**	11%**	-**	7%**	10%**	-**	8%**	8%	11%	-**	12%
3	44%	-**	100%**	-**	-**	55%**	28%**	43%**	41%**	64%**	37%**	53%**	42%**	34%**	31%**
4	24%	100%**	-**	-**	-**	14%**	27%**	17%**	36%**	-**	26%**	11%**	47%**	33%**	40%**
5 - Very satisfied	18%	-**	-**	-**	-**	10%**	30%**	21%**	12%**	36%**	21%**	22%**	-**	18%**	17%**
No opinion	4%	-**	-**	-**	-**	-**	14%**	7%**	-**	-**	-**	5%**	-**	15%**	-**

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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
5 - Very satisfied	35%	36%	38%	-	42%	38%	28%	41%	49%	38%	22%	35%	60%	39%	34%
No opinion	3%	3%	3%	-	6%	3%	1%	-	-	2%	-	2%	-	2%	14%

**rvs\_q5\_5. Amazon Prime**

Unweighted base	586	302	104	2	104	229	87	41	2	156	14	418	10	222	5
<b>Base: All US Adults</b>	571	292	98	2	101	215	88	39	2	155	15	406	10	220	6
0 - Very dissatisfied	1%	1%	-	-	-	0%	2%	3%	-	-	-	0%	9%	1%	-
1	2%	-	1%	-	1%	1%	2%	-	-	-	-	2%	-	1%	-
2	4%	4%	5%	-	3%	1%	14%	-	-	4%	14%	4%	8%	5%	-
3	17%	15%	19%	-	15%	16%	20%	4%	58%	10%	5%	17%	57%	14%	17%
4	31%	34%	29%	-	24%	39%	27%	31%	-	34%	31%	33%	-	34%	14%
5 - Very satisfied	43%	45%	45%	100%	53%	41%	34%	61%	42%	51%	49%	44%	26%	45%	69%
No opinion	2%	2%	1%	-	3%	2%	1%	2%	-	-	-	1%	-	0%	-

**rvs\_q5\_6. YouTube Premium**

Unweighted base	522	259	84	1	123	154	66	25	2	123	12	321	14	178	5
<b>Base: All US Adults</b>	520	256	85	1	121	153	68	25	2	126	12	318	14	178	5
0 - Very dissatisfied	3%	3%	3%	-	3%	3%	4%	9%	-	4%	17%	3%	8%	3%	25%
1	3%	1%	2%	-	-	2%	7%	3%	-	2%	6%	2%	6%	3%	-
2	5%	6%	7%	-	4%	4%	4%	3%	-	5%	-	6%	13%	6%	-
3	13%	12%	13%	-	15%	13%	9%	23%	100%	20%	-	14%	34%	14%	18%
4	8%	8%	5%	-	6%	8%	4%	10%	-	8%	17%	8%	7%	5%	42%
5 - Very satisfied	16%	15%	17%	100%	21%	14%	26%	25%	-	18%	14%	15%	7%	16%	-
No opinion	53%	55%	54%	-	51%	55%	47%	27%	-	43%	45%	54%	25%	53%	15%

**rvs\_q5\_7. Crackle**

Unweighted base	59	37	8	-	4	21	10	3	1	17	1	36	1	27	2
<b>Base: All US Adults</b>	61	38	7	-	5	22	9	3	1	17	1	39	1	27	2
0 - Very dissatisfied	1%	2%	-	-	-	4%	-	-	-	5%	-	-	-	-	-
1	1%	2%	-	-	-	-	9%	-	-	-	-	2%	-	3%	-
2	8%	5%	12%	-	-	5%	10%	-	-	5%	-	10%	-	4%	-
3	44%	51%	38%	-	23%	46%	32%	65%	100%	41%	100%	49%	-	46%	-
4	24%	17%	24%	-	54%	25%	10%	-	-	27%	-	22%	-	27%	56%
5 - Very satisfied	18%	17%	26%	-	23%	11%	39%	35%	-	21%	-	15%	100%	16%	44%
No opinion	4%	6%	-	-	-	10%	-	-	-	-	-	2%	-	3%	-









**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_q5\_8. Tubi

Unweighted base	79	34	45	1	25	23	28	2	-	-	14	17	33	15	42
<b>Base: All US Adults</b>	86	39	46	2	28	23	30	3	-	-	15	21	34	16	45
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	6%	-	-	4%	4%	-	-	-	8%	-	-	6%	2%	
2	7%	3%	10%	-	7%	4%	10%	-	-	6%	10%	3%	10%	11%	
3	30%	27%	32%	-	24%	42%	24%	71%	-	32%	39%	33%	10%	36%	
4	25%	21%	28%	100%	30%	9%	26%	29%	-	22%	29%	24%	22%	22%	
5 - Very satisfied	34%	40%	28%	-	32%	40%	35%	-	-	27%	21%	40%	44%	27%	
No opinion	3%	3%	2%	-	3%	-	4%	-	-	6%	-	-	8%	2%	

rvs\_q5\_9. Pluto TV

Unweighted base	104	54	50	1	28	37	36	2	-	-	16	25	42	21	64
<b>Base: All US Adults</b>	109	60	49	1	31	37	38	2	-	-	15	28	43	24	68
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	6%	-	-	5%	3%	3%	-	-	-	4%	-	10%	5%	
2	6%	8%	4%	-	11%	2%	5%	-	-	6%	-	4%	15%	7%	
3	22%	23%	21%	-	29%	15%	22%	57%	-	21%	24%	20%	24%	22%	
4	27%	21%	35%	-	27%	25%	30%	43%	-	37%	28%	29%	18%	24%	
5 - Very satisfied	39%	40%	38%	100%	28%	52%	37%	-	-	37%	44%	41%	33%	38%	
No opinion	2%	2%	2%	-	-	3%	3%	-	-	-	-	5%	-	3%	

rvs\_q5\_10. CBS All Access

Unweighted base	95	38	57	3	19	22	43	8	-	-	9	28	31	27	76
<b>Base: All US Adults</b>	92	41	51	4	21	22	38	7	-	-	8	30	30	24	70
0 - Very dissatisfied	2%	2%	1%	-	-	3%	-	10%	-	-	2%	-	3%	1%	
1	2%	3%	2%	-	-	-	5%	-	-	-	4%	-	4%	3%	
2	9%	12%	6%	-	27%	-	7%	-	-	18%	9%	9%	4%	11%	
3	29%	25%	31%	33%	24%	30%	30%	25%	-	34%	27%	17%	43%	31%	
4	22%	22%	22%	22%	14%	28%	26%	6%	-	29%	26%	31%	4%	22%	
5 - Very satisfied	28%	31%	26%	45%	27%	29%	23%	43%	-	19%	21%	35%	31%	26%	
No opinion	9%	6%	12%	-	8%	10%	9%	16%	-	-	11%	8%	11%	7%	

rvs\_q5\_11. HBO Now

Unweighted base	135	66	69	7	55	31	38	4	-	-	25	20	47	43	89
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_q5\_8. Tubi

Unweighted base	79	15	15	7	41	25	8	5	33	5	7	3	48	16	8
<b>Base: All US Adults</b>	86	14	19	7	48	25	8	6	35	5	6	3	50	19	8
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	8%	-	-	-	5%	13%	-	-	23%	-	-	2%	-	12%
2	7%	-	5%	-	10%	5%	-	-	5%	-	-	-	3%	6%	11%
3	30%	32%	17%	22%	23%	40%	59%	-	25%	-	15%	26%	22%	32%	62%
4	25%	16%	29%	47%	23%	25%	6%	58%	36%	-	37%	-	30%	29%	-
5 - Very satisfied	34%	43%	43%	31%	41%	22%	22%	42%	31%	77%	47%	74%	40%	29%	15%
No opinion	3%	-	7%	-	3%	4%	-	-	4%	-	-	-	3%	5%	-

rvs\_q5\_9. Pluto TV

Unweighted base	104	19	14	7	49	37	9	9	47	6	12	3	68	23	9
<b>Base: All US Adults</b>	109	18	17	7	54	35	11	9	50	6	12	2	70	26	10
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	-	-	-	5%	3%	-	-	3%	-	-	-	2%	4%	-
2	6%	7%	-	-	9%	3%	-	-	4%	15%	-	-	4%	14%	-
3	22%	14%	30%	28%	18%	15%	57%	35%	30%	-	23%	-	26%	21%	10%
4	27%	23%	35%	54%	24%	40%	8%	21%	28%	17%	39%	70%	31%	13%	36%
5 - Very satisfied	39%	56%	35%	18%	40%	39%	35%	45%	32%	68%	38%	30%	36%	44%	54%
No opinion	2%	-	-	-	4%	-	-	-	2%	-	-	-	2%	4%	-

rvs\_q5\_10. CBS All Access

Unweighted base	95	6	8	5	21	30	27	17	42	1	7	1	51	20	12
<b>Base: All US Adults</b>	92	5	12	5	26	27	25	13	40	1	6	1	48	21	12
0 - Very dissatisfied	2%	13%	-	-	-	5%	-	-	-	-	-	-	-	3%	-
1	2%	-	-	-	-	4%	3%	-	3%	-	-	-	2%	-	7%
2	9%	13%	-	-	3%	11%	7%	21%	5%	-	43%	-	9%	13%	8%
3	29%	15%	26%	17%	21%	31%	39%	18%	25%	-	33%	-	25%	22%	50%
4	22%	15%	8%	62%	16%	21%	28%	24%	32%	100%	8%	-	30%	14%	10%
5 - Very satisfied	28%	-	66%	-	43%	19%	21%	29%	26%	-	-	-	22%	36%	24%
No opinion	9%	43%	-	21%	16%	9%	2%	9%	10%	-	16%	100%	12%	11%	-

rvs\_q5\_11. HBO Now

Unweighted base	135	12	19	15	32	47	24	32	62	5	13	7	87	25	14
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 2020



Total					Parent or guardian of any children					Income				
	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	Urban
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

rvs\_q5\_8. Tubi

Unweighted base	79	4	2	-	1	23	30	47	27	5	39	23	12	5	21
<b>Base: All US Adults</b>	86	6	2	-	1	25	31	49	31	6	42	26	13	4	22
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	-	-	-	-	5%	3%	4%	-	-	3%	-	8%	-	5%
2	7%	36%	-	-	-	8%	6%	8%	7%	-	7%	4%	7%	17%	-
3	30%	33%	45%	-	100%	37%	31%	30%	31%	21%	26%	34%	39%	18%	17%
4	25%	13%	-	-	-	22%	15%	19%	33%	32%	22%	24%	36%	20%	36%
5 - Very satisfied	34%	18%	55%	-	-	29%	41%	37%	27%	46%	42%	33%	3%	45%	42%
No opinion	3%	-	-	-	-	-	4%	3%	3%	-	-	5%	7%	-	-

rvs\_q5\_9. Pluto TV

Unweighted base	104	3	1	-	-	32	39	61	38	5	46	27	22	9	33
<b>Base: All US Adults</b>	109	3	1	-	-	36	41	66	39	4	47	30	24	9	36
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	38%	-	-	-	4%	3%	4%	3%	-	2%	8%	-	-	7%
2	6%	-	-	-	-	6%	5%	6%	6%	-	5%	3%	8%	16%	4%
3	22%	-	-	-	-	25%	14%	20%	26%	20%	20%	15%	28%	40%	30%
4	27%	62%	-	-	-	25%	21%	22%	32%	64%	18%	33%	41%	22%	26%
5 - Very satisfied	39%	-	100%	-	-	38%	54%	45%	32%	16%	55%	36%	24%	11%	31%
No opinion	2%	-	-	-	-	3%	3%	3%	-	-	-	4%	-	11%	3%

rvs\_q5\_10. CBS All Access

Unweighted base	95	6	2	-	4	23	47	62	32	1	35	28	24	8	33
<b>Base: All US Adults</b>	92	5	2	-	5	24	42	58	32	1	35	27	23	7	35
0 - Very dissatisfied	2%	-	46%	-	-	-	2%	1%	2%	-	2%	3%	-	-	2%
1	2%	-	-	-	-	-	5%	3%	-	-	-	7%	-	-	-
2	9%	-	-	-	-	3%	4%	4%	18%	-	8%	10%	11%	-	12%
3	29%	13%	54%	-	49%	35%	25%	31%	22%	100%	29%	30%	26%	25%	26%
4	22%	14%	-	-	19%	28%	18%	21%	24%	-	17%	29%	27%	6%	26%
5 - Very satisfied	28%	65%	-	-	33%	21%	35%	27%	31%	-	34%	16%	27%	46%	23%
No opinion	9%	8%	-	-	-	12%	13%	13%	2%	-	10%	5%	9%	23%	10%

rvs\_q5\_11. HBO Now

Unweighted base	135	1	3	-	5	36	49	79	48	8	36	29	58	12	45
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_q5\_8. Tubi

Unweighted base	79	46	11	1	7	22	6	2	1	17	2	48	1	30	3
<b>Base: All US Adults</b>	86	51	12	1	8	24	6	2	1	15	2	52	1	30	4
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	2%	-	-	-	5%	-	-	-	-	-	2%	-	3%	-
2	7%	12%	-	-	-	17%	-	-	-	5%	46%	7%	-	13%	-
3	30%	33%	32%	100%	26%	8%	14%	-	100%	37%	-	28%	-	31%	-
4	25%	26%	-	-	11%	47%	14%	49%	-	25%	-	26%	100%	21%	100%
5 - Very satisfied	34%	23%	68%	-	63%	13%	72%	51%	-	26%	54%	36%	-	30%	-
No opinion	3%	4%	-	-	-	9%	-	-	-	6%	-	2%	-	3%	-

rvs\_q5\_9. Pluto TV

Unweighted base	104	50	21	-	13	27	15	4	1	26	2	62	1	39	1
<b>Base: All US Adults</b>	109	51	21	-	13	27	14	5	1	27	2	68	1	41	1
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	-	5%	-	11%	-	8%	-	-	5%	-	2%	-	3%	-
2	6%	9%	-	-	15%	8%	6%	-	-	3%	46%	6%	-	5%	-
3	22%	22%	10%	-	27%	17%	19%	100%	-	28%	-	21%	100%	22%	-
4	27%	32%	19%	-	7%	40%	33%	-	100%	23%	-	33%	-	36%	100%
5 - Very satisfied	39%	36%	60%	-	40%	36%	27%	-	-	35%	54%	37%	-	34%	-
No opinion	2%	-	6%	-	-	-	7%	-	-	5%	-	2%	-	-	-

rvs\_q5\_10. CBS All Access

Unweighted base	95	44	17	1	13	39	9	12	-	37	2	64	1	46	1
<b>Base: All US Adults</b>	92	41	16	1	13	37	8	11	-	36	2	60	1	47	2
0 - Very dissatisfied	2%	2%	-	-	-	4%	-	-	-	-	-	1%	-	2%	-
1	2%	5%	-	-	8%	2%	-	-	-	-	-	1%	-	2%	-
2	9%	8%	4%	-	-	6%	14%	16%	-	16%	-	14%	-	10%	-
3	29%	27%	41%	-	14%	16%	53%	18%	-	24%	-	23%	-	36%	-
4	22%	14%	35%	-	17%	27%	5%	13%	-	20%	100%	23%	100%	18%	-
5 - Very satisfied	28%	37%	9%	100%	30%	36%	14%	36%	-	30%	-	29%	-	28%	100%
No opinion	9%	8%	10%	-	30%	8%	14%	17%	-	10%	-	9%	-	6%	-

rvs\_q5\_11. HBO Now

Unweighted base	135	72	18	-	21	51	17	19	3	44	5	101	5	68	2
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_8. Tubi**

Unweighted base	79	35	1	9	-	20	1	48	7	32	2	11	1	10	1
<b>Base: All US Adults</b>	86	37	1	10	-	23	1	52	7	34	3	12	1	10	1
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	3%	-	-	-	-	-	-	16%	-	-	-	-	-	-
2	7%	5%	-	-	-	5%	-	4%	-	3%	-	8%	-	-	-
3	30%	24%	-	19%	-	28%	-	28%	30%	27%	-	42%	-	36%	-
4	25%	37%	100%	14%	-	36%	100%	27%	43%	21%	53%	31%	100%	29%	100%
5 - Very satisfied	34%	29%	-	66%	-	31%	-	42%	12%	48%	47%	19%	-	35%	-
No opinion	3%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-

**rvs\_q5\_9. Pluto TV**

Unweighted base	104	50	3	9	-	20	1	31	2	71	7	10	2	9	1
<b>Base: All US Adults</b>	109	54	4	10	-	23	1	34	2	74	8	12	2	8	1
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	2%	37%	-	-	-	-	-	-	1%	18%	-	-	-	-
2	6%	6%	24%	-	-	-	-	-	-	1%	16%	-	-	-	-
3	22%	21%	38%	34%	-	16%	-	18%	-	23%	29%	35%	54%	35%	100%
4	27%	35%	-	10%	-	34%	-	30%	63%	26%	12%	35%	46%	33%	-
5 - Very satisfied	39%	36%	-	56%	-	44%	100%	52%	37%	47%	26%	29%	-	31%	-
No opinion	2%	-	-	-	-	5%	-	-	-	2%	-	-	-	-	-

**rvs\_q5\_10. CBS All Access**

Unweighted base	95	64	3	10	5	8	-	10	1	11	1	65	10	17	2
<b>Base: All US Adults</b>	92	60	3	12	6	9	-	10	1	13	1	65	9	16	2
0 - Very dissatisfied	2%	2%	-	-	-	-	-	-	-	-	-	1%	-	-	-
1	2%	3%	-	9%	-	11%	-	-	-	-	-	3%	-	-	-
2	9%	11%	-	8%	15%	-	-	17%	-	8%	-	8%	18%	13%	-
3	29%	30%	54%	12%	54%	9%	-	17%	-	24%	-	29%	47%	26%	-
4	22%	18%	29%	-	14%	47%	-	21%	100%	45%	100%	21%	30%	3%	100%
5 - Very satisfied	28%	29%	-	48%	18%	22%	-	25%	-	7%	-	33%	6%	51%	-
No opinion	9%	7%	17%	23%	-	11%	-	20%	-	16%	-	5%	-	7%	-

**rvs\_q5\_11. HBO Now**

Unweighted base	135	87	8	25	2	8	2	11	-	10	2	16	4	83	12
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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\_q5\_8. Tubi

Unweighted base	79	6	-	27	4	22	-	9	2	23	2	8	3	1	1
<b>Base: All US Adults</b>	86	5	-	28	5	25	-	9	2	23	2	11	3	1	1
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	-	-	4%	-	4%	-	-	-	-	52%	-	36%	-	-
2	7%	23%	-	7%	-	5%	-	14%	-	4%	-	-	-	-	-
3	30%	-	-	18%	21%	26%	-	34%	100%	17%	48%	53%	-	-	-
4	25%	16%	-	37%	79%	15%	-	20%	-	38%	-	-	64%	-	100%
5 - Very satisfied	34%	61%	-	30%	-	50%	-	33%	-	37%	-	47%	-	100%	-
No opinion	3%	-	-	3%	-	-	-	-	-	4%	-	-	-	-	-

rvs\_q5\_9. Pluto TV

Unweighted base	104	9	-	35	4	42	-	11	1	22	6	9	4	3	1
<b>Base: All US Adults</b>	109	9	-	35	4	45	-	11	1	22	6	11	4	4	1
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	3%	13%	-	-	-	3%	-	10%	-	-	22%	-	33%	38%	-
2	6%	14%	-	8%	-	4%	-	-	-	-	19%	-	-	33%	-
3	22%	25%	-	21%	55%	29%	-	18%	-	36%	30%	43%	-	29%	100%
4	27%	34%	-	33%	22%	24%	-	37%	-	38%	14%	27%	67%	-	-
5 - Very satisfied	39%	15%	-	38%	23%	37%	-	35%	100%	27%	15%	30%	-	-	-
No opinion	2%	-	-	-	-	3%	-	-	-	-	-	-	-	-	-

rvs\_q5\_10. CBS All Access

Unweighted base	95	6	1	41	8	18	-	5	1	30	6	8	1	6	-
<b>Base: All US Adults</b>	92	7	1	40	10	19	-	6	1	27	7	9	1	6	-
0 - Very dissatisfied	2%	-	-	2%	-	-	-	12%	-	-	-	-	-	11%	-
1	2%	-	-	5%	-	-	-	-	-	-	-	-	-	-	-
2	9%	-	-	6%	7%	3%	-	-	-	14%	-	12%	-	-	-
3	29%	29%	100%	13%	36%	28%	-	69%	100%	22%	43%	56%	100%	22%	-
4	22%	14%	-	22%	28%	34%	-	-	-	11%	36%	-	-	-	-
5 - Very satisfied	28%	41%	-	36%	29%	24%	-	-	-	35%	21%	20%	-	51%	-
No opinion	9%	16%	-	16%	-	11%	-	19%	-	18%	-	12%	-	17%	-

rvs\_q5\_11. HBO Now

Unweighted base	135	11	2	58	11	15	-	4	3	65	14	6	1	13	1
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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
	**	**	**	**	**	**	**	**

rvs\_q5\_8. Tubi

Unweighted base	79	6	1	7	-	3	-	5	-
<b>Base: All US Adults</b>	86	6	2	7	-	3	-	5	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
1	3%	-	-	15%	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
2	7%	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
3	30%	51%	-	12%	-	29%	-	21%	-
	**	**	**	**	**	**	**	**	**
4	25%	-	100%	26%	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
5 - Very satisfied	34%	49%	-	47%	-	71%	-	79%	-
	**	**	**	**	**	**	**	**	**
No opinion	3%	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**

rvs\_q5\_9. Pluto TV

Unweighted base	104	10	-	8	2	2	-	6	-
<b>Base: All US Adults</b>	109	10	-	8	2	2	-	6	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
1	3%	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
2	6%	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
3	22%	40%	-	13%	54%	52%	-	33%	-
	**	**	**	**	**	**	**	**	**
4	27%	20%	-	22%	46%	-	-	-	-
	**	**	**	**	**	**	**	**	**
5 - Very satisfied	39%	40%	-	65%	-	48%	-	67%	-
	**	**	**	**	**	**	**	**	**
No opinion	2%	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**

rvs\_q5\_10. CBS All Access

Unweighted base	95	11	3	9	2	2	-	5	-
<b>Base: All US Adults</b>	92	12	3	10	2	2	-	5	-
0 - Very dissatisfied	2%	-	-	-	-	-	-	15%	-
	**	**	**	**	**	**	**	**	**
1	2%	9%	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
2	9%	17%	24%	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**
3	29%	9%	-	11%	54%	-	-	23%	-
	**	**	**	**	**	**	**	**	**
4	22%	7%	22%	31%	46%	-	-	-	-
	**	**	**	**	**	**	**	**	**
5 - Very satisfied	28%	50%	54%	47%	-	45%	-	39%	-
	**	**	**	**	**	**	**	**	**
No opinion	9%	9%	-	11%	-	55%	-	22%	-
	**	**	**	**	**	**	**	**	**

rvs\_q5\_11. HBO Now

Unweighted base	135	24	4	11	3	4	-	7	-
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
<b>Base: All US Adults</b>	135	73	62	7	65	30	31	3	-	-	25	21	48	41	87
0 - Very dissatisfied	2%	1%	3%	13%	3%	-	-	-	-	-	4%	2%	2%	2%	-
1	1%	1%	2%	-	2%	-	2%	-	-	-	-	-	2%	2%	1%
2	5%	7%	2%	12%	6%	-	6%	-	-	-	5%	9%	2%	2%	2%
3	19%	24%	13%	18%	17%	24%	18%	24%	-	21%	21%	19%	17%	22%	2%
4	29%	31%	28%	13%	32%	18%	34%	76%	-	39%	33%	22%	29%	35%	3%
5 - Very satisfied	40%	31%	51%	43%	37%	58%	33%	-	-	40%	37%	43%	39%	39%	3%
No opinion	3%	5%	1%	-	4%	-	6%	-	-	-	-	1%	9%	1%	1%

**rvs\_q5\_12. Facebook Watch**

Unweighted base	67	17	50	6	32	17	11	1	-	-	17	12	26	12	35
<b>Base: All US Adults</b>	67	19	47	6	34	17	9	1	-	-	17	12	26	12	33
0 - Very dissatisfied	3%	9%	-	-	3%	6%	-	-	-	5%	8%	-	-	6%	1%
1	2%	7%	-	-	-	-	13%	-	-	8%	-	-	-	-	-
2	11%	20%	7%	-	16%	5%	-	100%	-	10%	13%	15%	-	10%	1%
3	23%	12%	28%	15%	15%	38%	36%	-	-	14%	32%	36%	-	37%	1%
4	24%	19%	26%	55%	30%	17%	-	-	-	32%	9%	15%	51%	25%	1%
5 - Very satisfied	32%	33%	31%	30%	31%	29%	43%	-	-	26%	23%	35%	43%	19%	1%
No opinion	5%	-	7%	-	5%	6%	7%	-	-	6%	15%	-	6%	5%	1%

**rvs\_q5\_20. Hulu with Live TV**

Unweighted base	76	35	41	1	25	25	24	1	-	-	12	22	28	14	54
<b>Base: All US Adults</b>	77	40	37	1	27	24	23	1	-	-	13	22	28	13	55
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1%	3%	-	-	-	4%	-	-	-	-	-	-	7%	2%	1%
2	2%	2%	3%	-	3%	3%	-	-	-	5%	4%	-	-	3%	1%
3	16%	11%	22%	-	8%	29%	14%	-	-	29%	13%	10%	23%	16%	1%
4	32%	37%	26%	-	49%	21%	21%	100%	-	46%	26%	31%	29%	33%	1%
5 - Very satisfied	46%	43%	49%	100%	39%	43%	57%	-	-	13%	52%	59%	41%	43%	1%
No opinion	3%	5%	-	-	-	-	8%	-	-	7%	5%	-	-	3%	1%

**rvs\_q60. 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	1201	538	663	42	324	287	483	65	-	-	226	251	429	295	831
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
<b>Base: All US Adults</b>	135	10	21	17	36	45	26	29	59	6	14	7	86	29	11
0 - Very dissatisfied	2%	-	8%	5%	3%	4%	-	-	1%	-	-	-	1%	-	-
1	1%	-	-	6%	-	2%	-	3%	1%	-	-	-	1%	-	-
2	5%	-	10%	14%	9%	2%	6%	3%	3%	-	10%	-	4%	10%	-
3	19%	19%	18%	8%	16%	21%	12%	26%	17%	70%	8%	-	18%	24%	22%
4	29%	34%	8%	23%	20%	29%	27%	43%	30%	-	39%	48%	31%	31%	30%
5 - Very satisfied	40%	40%	42%	45%	45%	39%	55%	25%	47%	30%	42%	43%	45%	28%	37%
No opinion	3%	7%	14%	-	7%	4%	-	-	-	-	-	10%	1%	7%	11%

**rsv\_q5\_12. Facebook Watch**

Unweighted base	67	11	15	6	25	23	9	10	22	2	5	3	32	24	7
<b>Base: All US Adults</b>	67	11	16	7	25	21	10	10	23	2	4	3	32	24	6
0 - Very dissatisfied	3%	-	-	-	4%	4%	-	-	-	-	-	-	-	8%	-
1	2%	-	8%	-	5%	-	-	-	-	-	-	-	-	5%	-
2	11%	23%	-	23%	6%	8%	16%	24%	11%	-	-	35%	10%	16%	-
3	23%	15%	7%	11%	15%	37%	14%	27%	17%	-	43%	-	19%	25%	50%
4	24%	40%	23%	-	26%	22%	37%	10%	29%	100%	-	65%	32%	19%	-
5 - Very satisfied	32%	22%	62%	40%	44%	29%	24%	15%	28%	-	57%	-	29%	27%	50%
No opinion	5%	-	-	26%	-	-	10%	24%	15%	-	-	-	11%	-	-

**rsv\_q5\_20. Hulu with Live TV**

Unweighted base	76	9	7	6	26	28	16	6	36	1	9	2	48	14	8
<b>Base: All US Adults</b>	77	8	7	6	27	26	18	5	36	1	9	2	47	15	8
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1%	-	-	-	-	-	6%	-	-	-	-	-	-	-	13%
2	2%	-	-	-	-	4%	-	15%	-	-	-	57%	2%	5%	-
3	16%	10%	39%	-	19%	16%	11%	22%	19%	-	21%	-	18%	21%	10%
4	32%	34%	-	58%	23%	44%	30%	22%	29%	-	13%	43%	26%	52%	-
5 - Very satisfied	46%	56%	61%	42%	55%	36%	48%	41%	47%	100%	66%	-	50%	22%	77%
No opinion	3%	-	-	-	3%	-	6%	-	5%	-	-	-	4%	-	-

**rsv\_q60. 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	1201	140	155	75	420	396	235	150	567	23	93	41	724	264	116
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
<b>Base: All US Adults</b>	135	1	3	-	6	37	41	73	52	10	37	30	57	11	45
0 - Very dissatisfied	2%	**	**	**	33%	5%	-	2%	2%	-	2%	2%	-	9%	4%
1	1%	**	36%	**	**	-	2%	1%	2%	**	2%	3%	-	**	2%
2	5%	**	**	**	**	-	4%	2%	9%	**	-	-	10%	8%	3%
3	19%	**	**	**	16%	18%	22%	20%	17%	27%	21%	8%	27%	4%	15%
4	29%	**	31%	**	**	23%	31%	27%	33%	25%	21%	27%	35%	35%	29%
5 - Very satisfied	40%	**	33%	**	51%	48%	36%	42%	37%	48%	42%	59%	29%	45%	45%
No opinion	3%	100%	**	**	**	7%	4%	5%	1%	-	12%	-	-	-	2%

**rvs\_q5\_12. Facebook Watch**

Unweighted base	67	2	1	-	1	28	17	41	23	3	33	17	12	5	28
<b>Base: All US Adults</b>	67	3	1	-	1	28	17	42	21	3	33	17	12	4	27
0 - Very dissatisfied	3%	**	**	**	**	**	**	-	9%	**	**	**	**	**	4%
1	2%	**	**	**	**	**	7%	3%	-	**	-	7%	-	-	-
2	11%	**	**	**	**	**	19%	8%	18%	**	14%	-	13%	21%	21%
3	23%	**	**	**	**	**	26%	37%	28%	**	22%	38%	-	41%	25%
4	24%	**	**	**	100%	**	37%	5%	24%	**	20%	16%	50%	17%	22%
5 - Very satisfied	32%	**	71%	**	100%	**	31%	28%	32%	**	41%	28%	17%	21%	28%
No opinion	5%	**	**	**	**	**	6%	4%	4%	**	53%	-	11%	14%	-

**rvs\_q5\_20. Hulu with Live TV**

Unweighted base	76	4	1	-	1	24	33	50	26	-	24	24	21	7	19
<b>Base: All US Adults</b>	77	5	1	-	2	23	32	48	29	-	24	23	21	9	20
0 - Very dissatisfied	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	1%	**	**	**	**	**	3%	2%	-	**	-	-	5%	-	5%
2	2%	**	**	**	**	**	-	-	6%	**	4%	3%	-	-	-
3	16%	**	**	**	**	**	14%	16%	16%	**	17%	20%	18%	-	9%
4	32%	**	67%	**	**	**	32%	15%	21%	**	35%	15%	41%	45%	42%
5 - Very satisfied	46%	**	33%	**	100%	**	54%	60%	57%	**	44%	57%	31%	55%	44%
No opinion	3%	**	**	**	**	**	6%	4%	-	**	4%	5%	-	-	-

**rvs\_q60. 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	1201	56	15	1	25	281	457	696	467	38	355	363	305	178	367
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
<b>Base: All US Adults</b>	135	73	17	-	21	51	19	17	3	46	5	99	5	65	2
0 - Very dissatisfied	2%	-	5%	-	5%	1%	-	-	-	-	-	1%	-	-	-
1	1%	-	4%	-	-	-	-	-	-	-	-	-	-	-	-
2	5%	4%	13%	-	-	6%	8%	12%	-	5%	-	6%	-	8%	-
3	19%	24%	7%	-	19%	19%	22%	13%	41%	14%	20%	20%	53%	13%	-
4	29%	31%	25%	-	10%	31%	27%	20%	29%	45%	17%	30%	24%	36%	44%
5 - Very satisfied	40%	37%	42%	-	67%	40%	43%	55%	31%	37%	64%	43%	23%	40%	56%
No opinion	3%	4%	4%	-	-	1%	-	-	-	-	-	1%	-	3%	-

**rvs\_q5\_12. Facebook Watch**

Unweighted base	67	35	3	1	15	21	7	6	-	17	2	35	-	22	1
<b>Base: All US Adults</b>	67	36	3	1	15	21	7	6	-	16	2	34	-	22	1
0 - Very dissatisfied	3%	2%	-	-	-	-	12%	-	-	5%	-	3%	-	4%	-
1	2%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-
2	11%	4%	-	-	11%	3%	22%	-	-	10%	-	5%	-	7%	-
3	23%	20%	31%	100%	13%	22%	29%	19%	-	20%	100%	22%	-	27%	-
4	24%	23%	69%	-	24%	33%	22%	30%	-	22%	-	20%	-	26%	-
5 - Very satisfied	32%	37%	-	-	53%	30%	16%	51%	-	39%	-	40%	-	32%	100%
No opinion	5%	10%	-	-	-	12%	-	-	-	4%	-	10%	-	3%	-

**rvs\_q5\_20. Hulu with Live TV**

Unweighted base	76	39	17	1	10	20	10	9	-	18	3	52	4	23	2
<b>Base: All US Adults</b>	77	38	17	1	10	19	10	9	-	18	3	51	4	23	2
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1%	-	-	-	-	-	-	-	-	-	-	2%	-	4%	-
2	2%	4%	-	-	-	-	10%	-	-	5%	-	2%	-	-	-
3	16%	24%	10%	-	26%	15%	18%	15%	-	7%	-	18%	-	4%	-
4	32%	21%	46%	-	37%	45%	16%	62%	-	51%	72%	33%	59%	42%	58%
5 - Very satisfied	46%	45%	44%	100%	27%	35%	56%	23%	-	37%	28%	43%	41%	46%	42%
No opinion	3%	5%	-	-	10%	5%	-	-	-	-	-	2%	-	4%	-

**rvs\_q60. 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	1201	591	239	4	396	355	139	52	5	219	24	656	30	318	13
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
<b>Base: All US Adults</b>	135	87	8	27	2	9	2	11	-	9	3	15	4	81	13
0 - Very dissatisfied	2%	-	-	3%	-	-	-	-	-	-	-	-	-	-	13%
1	1%	-	**	**	**	**	**	**	**	**	**	**	**	-	8%
2	5%	6%	**	**	**	**	**	**	**	**	**	**	**	3%	-
3	19%	20%	**	7%	52%	**	**	**	**	22%	46%	**	21%	17%	19%
4	29%	30%	31%	40%	48%	26%	-	17%	-	23%	-	41%	45%	34%	6%
5 - Very satisfied	40%	43%	69%	51%	-	74%	100%	83%	-	54%	54%	55%	34%	45%	54%
No opinion	3%	1%	-	-	-	-	-	-	-	-	-	5%	-	1%	-

**rvs\_q5\_12. Facebook Watch**

Unweighted base	67	26	5	17	1	5	1	8	-	11	1	4	2	11	1
<b>Base: All US Adults</b>	67	27	5	18	1	6	1	8	-	10	1	5	2	12	1
0 - Very dissatisfied	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	2%	-	**	**	**	**	**	**	**	**	**	**	**	**	**
2	11%	6%	**	**	**	**	**	**	**	**	**	**	**	**	13%
3	23%	20%	18%	**	**	35%	100%	26%	-	38%	-	19%	-	-	-
4	24%	26%	50%	32%	-	14%	-	22%	-	28%	100%	18%	100%	36%	-
5 - Very satisfied	32%	37%	19%	59%	100%	18%	-	29%	-	34%	-	63%	-	36%	100%
No opinion	5%	7%	13%	4%	-	32%	-	23%	-	-	-	-	-	15%	-

**rvs\_q5\_20. Hulu with Live TV**

Unweighted base	76	45	2	6	2	4	1	6	-	10	1	11	2	13	1
<b>Base: All US Adults</b>	77	44	2	6	2	4	1	6	-	10	1	11	2	13	1
0 - Very dissatisfied	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**
1	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**
2	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**
3	16%	17%	**	29%	-	-	-	-	-	10%	100%	4%	46%	17%	-
4	32%	29%	48%	53%	100%	52%	-	32%	-	31%	-	40%	54%	67%	100%
5 - Very satisfied	46%	46%	52%	19%	-	48%	100%	68%	-	58%	-	56%	-	16%	-
No opinion	3%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**

**rvs\_q60. 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	1201	516	17	75	16	37	3	48	7	71	7	65	10	83	12
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
<b>Base: All US Adults</b>	135	11	3	57	12	15	-	3	3	63	15	7	1	14	1
0 - Very dissatisfied	2%	7%	-	1%	8%	-	-	-	-	1%	6%	-	-	-	-
1	1%	-	-	-	9%	-	-	-	-	-	-	-	-	-	-
2	5%	-	-	5%	-	14%	-	-	-	6%	-	29%	-	-	-
3	19%	26%	-	20%	18%	16%	-	24%	45%	15%	18%	-	-	9%	-
4	29%	18%	45%	23%	16%	22%	-	25%	-	27%	19%	44%	-	38%	-
5 - Very satisfied	40%	49%	55%	50%	49%	43%	-	50%	55%	51%	56%	27%	100%	48%	100%
No opinion	3%	-	-	-	-	5%	-	-	-	-	-	-	-	5%	-

**rvs\_q5\_12. Facebook Watch**

Unweighted base	67	37	4	31	4	9	-	4	-	25	6	2	1	3	-
<b>Base: All US Adults</b>	67	36	5	31	5	8	-	4	-	24	7	2	1	4	-
0 - Very dissatisfied	3%	-	-	3%	-	-	-	-	-	4%	-	-	-	-	-
1	2%	3%	-	-	-	-	-	-	-	-	18%	-	-	-	-
2	11%	4%	-	10%	-	-	-	-	-	-	22%	-	-	-	-
3	23%	17%	45%	21%	24%	35%	-	55%	-	16%	12%	-	-	-	-
4	24%	33%	55%	27%	55%	32%	-	20%	-	22%	48%	-	100%	71%	-
5 - Very satisfied	32%	43%	-	34%	21%	33%	-	25%	-	51%	-	100%	-	29%	-
No opinion	5%	-	-	6%	-	-	-	-	-	8%	-	-	-	-	-

**rvs\_q5\_20. Hulu with Live TV**

Unweighted base	76	5	-	22	2	15	-	1	1	20	9	5	3	5	-
<b>Base: All US Adults</b>	77	6	-	20	2	15	-	1	1	18	10	5	3	5	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1%	-	-	-	-	7%	-	-	-	-	-	-	36%	-	-
2	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	16%	-	-	14%	45%	7%	-	-	-	17%	9%	21%	-	17%	-
4	32%	85%	-	41%	55%	15%	-	100%	100%	31%	75%	60%	29%	49%	-
5 - Very satisfied	46%	15%	-	35%	-	72%	-	-	-	41%	15%	19%	35%	18%	-
No opinion	3%	-	-	9%	-	-	-	-	-	10%	-	-	-	16%	-

**rvs\_q60. 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	1201	37	4	623	40	124	-	21	5	314	53	37	6	27	2
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 2020



	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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
<b>Base: All US Adults</b>	135	24	4	11	3	4	-	7	-
0 - Very dissatisfied	2%	-	-	-	-	-	-	-	-
1	1%	-	-	-	-	-	-	-	-
2	5%	-	-	-	-	-	-	-	-
3	19%	15%	24%	-	-	17%	-	15%	-
4	29%	39%	53%	25%	33%	56%	-	44%	-
5 - Very satisfied	40%	46%	23%	65%	67%	27%	-	41%	-
No opinion	3%	-	-	10%	-	-	-	-	-

**rvs\_q5\_12. Facebook Watch**

Unweighted base	67	12	1	2	1	2	-	3	-
<b>Base: All US Adults</b>	67	13	1	2	1	2	-	3	-
0 - Very dissatisfied	3%	-	-	-	-	-	-	-	-
1	2%	-	-	-	-	-	-	-	-
2	11%	12%	-	-	-	-	-	-	-
3	23%	-	-	-	-	-	-	-	-
4	24%	27%	100%	-	100%	-	-	65%	-
5 - Very satisfied	32%	55%	-	100%	-	100%	-	35%	-
No opinion	5%	5%	-	-	-	-	-	-	-

**rvs\_q5\_20. Hulu with Live TV**

Unweighted base	76	10	3	46	8	2	-	4	-
<b>Base: All US Adults</b>	77	11	2	46	8	2	-	4	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-
1	1%	-	-	2%	-	-	-	-	-
2	2%	-	-	-	-	-	-	-	-
3	16%	15%	-	15%	28%	-	-	21%	-
4	32%	67%	34%	29%	29%	100%	-	51%	-
5 - Very satisfied	46%	18%	66%	54%	43%	-	-	27%	-
No opinion	3%	-	-	-	-	-	-	-	-

**rvs\_q60. 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	1201	56	15	46	8	6	1	18	2
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**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
1203	583	620	45	368	283	445	63	-	-	214	259	448	283	803

Base: All US Adults

rvs\_q6\_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	1201	538	663	42	324	287	483	65	-	-	226	251	429	295	831
Base	1203	583	620	45	368	283	445	63	-	-	214	259	448	283	803
0	23%	23%	23%	13%*	14%	15%	34%	41%	-	-	26%	27%	24%	15%	26%
				*	E.F		C.D.E	C.D.E*	**	**	M	M	M		P.Q
1-20	38%	40%	37%	38%*	46%	35%	35%	38%	-	-	39%	32%	40%	41%	34%
				*				*	**	**				K	
21-40	20%	20%	21%	31%*	19%	29%	15%	12%	-	-	19%	23%	17%	23%	21%
				F.G*		D.F.G		*	**	**					
41-60	7%	6%	8%	5%*	10%	9%	6%	2%	-	-	7%	8%	8%	7%	8%
				*	F			*	**	**					
61+	11%	11%	11%	12%*	12%	12%	10%	7%	-	-	8%	9%	11%	14%	11%
				*				*	**	**					
Mean Incl. 0	26.91	26.78	27.03	31.57	29.62	30.92	23.19	16.14	-	-	23.96	26.33	25.96	31.18	26.96
				G*	F.G	F.G		*	**	**				J	
Mean Excl. 0	34.97	34.78	35.16	36.29	34.24	36.59	35.23	27.47	-	-	32.50	36.28	34.18	36.69	36.35
				*				*	**	**				P	
Median Incl. 0	15	15	17	20	20	21	12	9	-	-	15	15	15	20	15
Median Excl. 0	21	20	25	26	20	25	20	17	-	-	20	25	20	23	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.

Unweighted base	1295	583	712	45	353	309	515	73	-	-	244	266	467	318	881
Base: All US Adults	1295	629	666	47	397	305	477	69	-	-	230	272	487	305	851
Apple TV+	3%	2%	3%	3%*	4%	3%	1%	-	-	-	4%	1%	2%	3%	2%
				*	F			*	**	**					
Disney+	15%	13%	18%	27%*	25%	18%	7%	-	-	-	17%	13%	15%	17%	14%
				A	F.G*	F.G	G	*	**	**				O	
Netflix	49%	44%	54%	65%*	61%	55%	38%	23%	-	-	52%	46%	48%	52%	48%
				A	F.G*	F.G	G	*	**	**					
Hulu	22%	18%	26%	39%*	30%	24%	14%	11%	-	-	23%	24%	20%	22%	21%
				A	E.F.G*	F.G	F.G	*	**	**					
Amazon Prime	31%	29%	34%	34%*	28%	36%	34%	18%	-	-	27%	31%	31%	36%	34%
				*		D.G	G	*	**	**				J	O
YouTube Premium	4%	4%	4%	8%*	7%	3%	3%	1%	-	-	4%	4%	4%	4%	3%
				*	E.F			*	**	**					
Crackle	1%	1%	1%	-	2%	1%	1%	-	-	-	1%	0%	1%	1%	0%
				*				*	**	**					
Tubi	2%	3%	2%	2%*	4%	2%	2%	-	-	-	1%	4%	2%	2%	1%
				*				*	**	**					
Pluto TV	4%	4%	3%	2%*	3%	6%	3%	-	-	-	4%	3%	4%	4%	3%
				*		D.F.G		*	**	**					
CBS All Access	3%	3%	3%	-	2%	3%	4%	6%	-	-	1%	5%	4%	3%	3%
				*				*	**	**		J			
HBO or HBO Now	7%	7%	6%	13%*	9%	6%	5%	4%	-	-	8%	7%	5%	7%	7%
				F*	F			*	**	**					
Facebook Watch	3%	3%	3%	5%*	5%	2%	2%	-	-	-	4%	1%	2%	4%	1%
				*	F			*	**	**	K			K	

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
1203	138	185	77	481	366	228	128	559	26	93	38	716	283	110

Base: All US Adults

rvs\_q6\_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	1201	140	155	75	420	396	235	150	567	23	93	41	724	264	116
Base	1203	138	185	77	481	366	228	128	559	26	93	38	716	283	110
0	23%	24%	15%	13%	31%	21%	14%	16%	22%	4%	21%	19%	21%	20%	31%
				*	S.T.U	T			**	*	*	*			Z.AA
1-20	38%	43%	49%	47%	37%	39%	41%	38%	37%	62%	27%	40%	37%	48%	31%
			N	N*					**	*	*	X		V.X.Z.AB.AC	
21-40	20%	16%	23%	16%	17%	24%	20%	22%	21%	22%	26%	33%	23%	18%	17%
			*	*		R			AC	**	AC*	AA.AC*	AC		
41-60	7%	7%	5%	9%	7%	6%	9%	9%	7%	3%	14%	-	8%	6%	8%
			*	*					**	**	V.Y.Z.AA*	-			
61+	11%	9%	9%	15%	9%	10%	15%	15%	12%	8%	12%	9%	12%	8%	12%
			*	*			R	R	**	**	*	*	*		
Mean Incl. 0	26.91	26.28	24.65	32.88	23.08	26.31	32.93	32.28	28.06	22.80	32.37	24.23	28.23	24.04	25.20
			*	*			R.S	R		**	AA*	*			
Mean Excl. 0	34.97	34.56	28.86	37.73	33.25	33.34	38.41	38.47	36.18	23.82	41.01	29.83	35.91	29.87	36.66
		*	*	*					AA	**	AA*	*	AA	*	*
Median Incl. 0	15	15	15	20	11	18	20	20	17	19	25	15	18	15	13
Median Excl. 0	21	20	20	20	20	22	25	25	23	20	30	24	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.

Unweighted base	1295	158	170	86	458	435	245	157	595	23	98	44	760	302	126
Base: All US Adults	1295	155	201	89	523	402	236	133	588	26	98	41	752	320	118
Apple TV+	3%	3%	3%	2%	1%	3%	4%	2%	2%	4%	1%	2%	2%	3%	1%
				*		R	R		**	*	*	*			
Disney+	15%	8%	22%	23%	14%	17%	17%	13%	14%	27%	21%	24%	16%	18%	4%
			N.O	N.O*					AB	**	AB.AC*	AB.AC*	AB	AB.AC	
Netflix	49%	49%	54%	52%	45%	49%	60%	50%	49%	61%	57%	78%	52%	50%	41%
			*	*		R.S	R.S		AC	**	AB.AC*	V.X.Z.AA.AB.AC*	V.AB.AC	AC	
Hulu	22%	22%	23%	30%	18%	27%	27%	14%	20%	15%	31%	35%	22%	24%	21%
			*	*		R.U	R.U		**	**	V.Z.AC*	V.Z.AC*			
Amazon Prime	31%	25%	28%	27%	27%	34%	38%	33%	34%	37%	37%	31%	35%	27%	30%
			*	*		R	R		AA	**	*	*	AA	*	
YouTube Premium	4%	4%	8%	6%	4%	4%	5%	6%	5%	9%	3%	-	4%	4%	2%
			N	*					**	**	*	*			
Crackle	1%	3%	1%	1%	1%	1%	-	-	1%	-	2%	2%	1%	1%	1%
			N	*					**	**	*	*			
Tubi	2%	8%	3%	1%	3%	3%	1%	1%	1%	4%	5%	4%	2%	3%	1%
			N.P.Q	*					**	**	V*	*			
Pluto TV	4%	8%	3%	3%	5%	3%	2%	3%	3%	5%	6%	2%	4%	4%	5%
			N.P	*					**	**	*	*			
CBS All Access	3%	3%	4%	3%	4%	2%	4%	3%	3%	8%	2%	-	3%	3%	2%
			*	*					**	**	*	*			
HBO or HBO Now	7%	4%	5%	16%	4%	7%	10%	10%	7%	16%	9%	7%	7%	6%	6%
			N.O.P*	*			R	R	**	**	*	*			
Facebook Watch	3%	5%	8%	2%	3%	3%	2%	0%	1%	8%	3%	2%	2%	5%	3%
		N	N	*		U			**	**	*	*		V.Z	

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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	
1203	55	14	1	26	287	429	675	488	41	367	370	292	174	370

Base: All US Adults

rvs\_q6\_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	1201	56	15	1	25	281	457	696	467	38	355	363	305	178	367
Base	1203	55	14	1	26	287	429	675	488	41	367	370	292	174	370
0	23%	43%	23%	-	30%	12%	25%	21%	26%	26%	25%	24%	13%	33%	20%
		V.X.Y.Z_AA*	**	**	**		AG.AI	AG	AG.AI	AG*	AN	AN	AN	AN	AN
1-20	38%	28%	40%	-	30%	36%	35%	36%	41%	42%	45%	35%	35%	36%	39%
		*	**	**	**					*	AM.AN				
21-40	20%	7%	31%	-	10%	30%	20%	23%	16%	15%	15%	23%	23%	19%	19%
		*	**	**	**	AH.AI.AJ		AH.AJ		*	AL	AL	AL		
41-60	7%	10%	-	100%	7%	8%	7%	7%	7%	8%	6%	6%	12%	6%	8%
		*	**	**	**					*			AL.AM.AO		
61+	11%	12%	7%	-	23%	13%	12%	13%	9%	9%	8%	12%	17%	6%	14%
		*	**	**	**			AJ		*			AL.AO		
Mean Incl. 0	26.91	22.58	20.34	56.00	41.06	31.50	28.02	29.24	23.88	24.60	22.13	28.58	33.73	22.00	31.05
		*	**	**	**			AJ		*		AL	AL.AO		AR
Mean Excl. 0	34.97	39.91	26.38	56.00	59.05	35.74	37.52	36.81	32.39	33.13	29.48	37.74	38.96	32.67	38.81
		**	**	**	**					**		AL	AL		
Median Incl. 0	15	10	17	56	20	22	15	19	15	10	12	18	24	10	15
Median Excl. 0	21	23	22	56	26	25	25	25	20	16	20	24	28	20	22

rvs\_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1295	59	18	1	29	298	481	737	513	45	412	370	313	200	405
Base: All US Adults	1295	58	17	1	29	304	450	713	535	47	421	377	300	197	406
Apple TV+	3%	-	11%	-	12%	4%	2%	3%	2%	2%	2%	4%	2%	1%	3%
		*	**	**	**					*					
Disney+	15%	6%	27%	-	19%	25%	10%	15%	16%	15%	16%	15%	16%	15%	15%
		*	**	**	**	AH.AI.AJ		AH	AH	*					
Netflix	49%	29%	47%	-	53%	63%	46%	52%	46%	45%	47%	50%	58%	40%	52%
		*	**	**	**	AH.AI.AJ.AK		AH.AJ		*		AO	AL.AO	AR	AR
Hulu	22%	13%	37%	-	19%	27%	19%	21%	24%	12%	22%	23%	23%	19%	25%
		*	**	**	**	AH.AI.AK				*					AR
Amazon Prime	31%	24%	38%	-	21%	34%	33%	34%	29%	24%	30%	30%	42%	21%	30%
		*	**	**	**					*	AO	AO	AL.AM.AO		
YouTube Premium	4%	3%	-	-	15%	7%	4%	5%	3%	3%	5%	3%	6%	2%	5%
		*	**	**	**	AH.AJ				*			AO		AR
Crackle	1%	-	-	-	-	1%	1%	1%	1%	2%	2%	1%	-	1%	1%
		*	**	**	**					*	AN				
Tubi	2%	2%	-	-	3%	3%	2%	2%	2%	4%	4%	2%	1%	1%	3%
		*	**	**	**					*	AM.AN.AO				
Pluto TV	4%	2%	8%	-	-	5%	3%	4%	4%	2%	6%	3%	3%	2%	4%
		*	**	**	**					*	AO				
CBS All Access	3%	6%	9%	-	-	2%	5%	4%	3%	-	4%	3%	3%	3%	5%
		*	**	**	**		AG.AJ			*					
HBO or HBO Now	7%	1%	6%	-	6%	6%	6%	6%	7%	13%	5%	8%	9%	4%	8%
		*	**	**	**					*		AL.AO	AL.AO		AR
Facebook Watch	3%	1%	-	-	5%	4%	3%	3%	2%	2%	3%	3%	1%	3%	4%
		*	**	**	**	AJ				*					

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
1203	588	240	4	394	345	143	48	5	221	24	649	31	319	14

Base: All US Adults

rvs\_q6\_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	1201	591	239	4	396	355	139	52	5	219	24	656	30	318	13
Base	1203	588	240	4	394	345	143	48	5	221	24	649	31	319	14
0	23%	21%	32%	24%	48%	6%	9%	2%	-	2%	-	4%	5%	4%	-
			AP,AQ	**	AU,AV			*	**			**	**	**	**
1-20	38%	39%	36%	47%	31%	44%	50%	33%	-	29%	41%	40%	48%	28%	61%
			**	**		AT	AT	*	**		**	**	**	**	**
21-40	20%	22%	18%	-	10%	27%	28%	18%	31%	34%	36%	31%	21%	39%	25%
			**	**		AT	AT	*	**		**	**	**	**	**
41-60	7%	8%	6%	-	4%	9%	6%	11%	21%	13%	9%	11%	12%	14%	5%
			**	**		AT		*	**		**	**	**	**	**
61+	11%	10%	9%	29%	7%	13%	8%	37%	48%	21%	15%	14%	13%	15%	9%
			**	**		AT		*	**		**	**	**	**	**
Mean Incl. 0	26.91	26.51	21.46	28.66	17.11	34.75	24.86	54.01	92.26	44.65	38.50	35.93	36.36	39.35	26.11
		AR	**	**		AT,AV	AT	*	**		**	**	**	**	**
Mean Excl. 0	34.97	33.76	31.41	37.78	33.03	37.08	27.17	54.84	92.26	45.73	38.50	37.53	38.38	40.97	26.11
			**	**		AV		*	**		**	**	**	**	**
Median Incl. 0	15	19	14	15	2	21	20	40	63	30	29	25	20	30	19
Median Excl. 0	21	22	20	23	20	25	20	40	63	30	30	25	21	30	19

rvs\_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1295	624	262	4	397	355	139	52	5	219	24	656	30	318	13
Base: All US Adults	1295	620	265	4	394	345	143	48	5	221	24	649	31	319	14
Apple TV+	3%	3%	1%	-	4%	3%	1%	18%	21%	4%	4%	3%	3%	3%	-
			**	**				*	**		**	**	**	**	**
Disney+	15%	15%	17%	23%	9%	20%	27%	20%	28%	53%	44%	21%	35%	25%	18%
			**	**		AT	AT	*	**		**	**	**	**	**
Netflix	49%	52%	38%	100%	31%	63%	70%	76%	79%	78%	63%	79%	73%	78%	74%
		AR	**	**		AT	AT	*	**		**	**	**	**	**
Hulu	22%	22%	17%	29%	10%	24%	38%	32%	72%	40%	22%	33%	20%	60%	48%
			**	**		AT	AT,AU	*	**		**	**	**	**	**
Amazon Prime	31%	33%	29%	77%	21%	42%	43%	41%	14%	40%	25%	43%	19%	44%	6%
			**	**		AT	AT	*	**		**	**	**	**	**
YouTube Premium	4%	5%	2%	-	4%	4%	4%	9%	-	7%	4%	5%	8%	3%	-
			**	**				*	**		**	**	**	**	**
Crackle	1%	1%	1%	-	1%	1%	1%	2%	-	1%	5%	1%	2%	1%	5%
			**	**				*	**		**	**	**	**	**
Tubi	2%	2%	2%	-	2%	1%	2%	-	-	1%	4%	2%	4%	1%	14%
			**	**				*	**		**	**	**	**	**
Pluto TV	4%	3%	5%	-	2%	2%	3%	-	-	4%	3%	3%	-	4%	7%
			**	**				*	**		**	**	**	**	**
CBS All Access	3%	3%	3%	-	2%	4%	1%	6%	-	4%	9%	4%	-	6%	-
			**	**				*	**		**	**	**	**	**
HBO or HBO Now	7%	6%	4%	-	5%	9%	12%	12%	48%	8%	12%	8%	20%	9%	7%
			**	**		AT	AT	*	**		**	**	**	**	**
Facebook Watch	3%	3%	1%	-	3%	2%	2%	-	-	0%	21%	1%	3%	1%	7%
			**	**				*	**		**	**	**	**	**

**YouGov RealTime**  
**Variety Streaming Survey**

US\_nat\_int Sample: 26th - 30th March 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
1203	500	17	80	17	41	3	52	7	74	8	65	9	81	13

Base: All US Adults

rvs\_q6\_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	1201	516	17	75	16	37	3	48	7	71	7	65	10	83	12
Base	1203	500	17	80	17	41	3	52	7	74	8	65	9	81	13
0	23%	6%	5%	2%	-	10%	-	11%	-	8%	10%	2%	-	2%	8%
1-20	38%	38%	27%	38%	32%	32%	30%	29%	52%	24%	35%	26%	20%	19%	40%
21-40	20%	31%	6%	21%	38%	28%	33%	31%	32%	38%	38%	31%	26%	30%	-
41-60	7%	11%	-	10%	-	21%	-	22%	-	19%	-	17%	8%	20%	10%
61+	11%	14%	61%	29%	29%	9%	37%	6%	15%	11%	18%	24%	45%	29%	43%
Mean Incl. 0	26.91	36.08	73.87	49.34	45.07	36.09	48.89	29.12	27.28	36.01	47.46	54.59	53.07	54.85	75.00
Mean Excl. 0	34.97	38.41	78.09	50.16	45.07	40.16	48.89	32.80	27.28	39.17	52.59	55.42	53.07	55.73	81.11
Median Incl. 0	15	25	94	30	40	25	39	30	16	30	23	40	52	40	44
Median Excl. 0	21	25	98	30	40	30	39	30	16	35	25	40	52	42	52

rvs\_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1295	516	17	75	16	37	3	48	7	71	7	65	10	83	12
Base: All US Adults	1295	500	17	80	17	41	3	52	7	74	8	65	9	81	13
Apple TV+	3%	2%	7%	9%	-	3%	-	2%	28%	1%	-	4%	-	8%	3%
Disney+	15%	18%	15%	17%	17%	17%	37%	15%	-	19%	12%	21%	21%	15%	20%
Netflix	49%	67%	72%	64%	64%	58%	70%	66%	49%	64%	43%	63%	58%	82%	74%
Hulu	22%	29%	18%	21%	24%	16%	33%	28%	-	36%	50%	30%	20%	29%	11%
Amazon Prime	31%	60%	33%	31%	54%	51%	67%	49%	43%	47%	16%	54%	49%	50%	28%
YouTube Premium	4%	4%	26%	30%	13%	5%	-	5%	-	1%	18%	6%	26%	12%	11%
Crackle	1%	0%	-	3%	-	9%	-	6%	-	2%	12%	3%	10%	3%	-
Tubi	2%	0%	-	4%	11%	12%	-	23%	12%	12%	16%	-	12%	2%	-
Pluto TV	4%	4%	22%	8%	-	9%	30%	16%	11%	34%	62%	4%	-	4%	11%
CBS All Access	3%	4%	-	5%	6%	10%	-	7%	-	6%	-	35%	6%	6%	-
HBO or HBO Now	7%	10%	5%	10%	5%	12%	33%	9%	15%	-	-	10%	9%	36%	42%
Facebook Watch	3%	1%	28%	4%	14%	-	-	1%	27%	0%	12%	-	10%	4%	-

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US\_nat\_int Sample: 26th - 30th March 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
1203	36	5	603	45	122	-	22	5	307	55	43	6	28	2

Base: All US Adults

rvs\_q6\_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	1201	37	4	623	40	124	-	21	5	314	53	37	6	27	2
Base	1203	36	5	603	45	122	-	22	5	307	55	43	6	28	2
0	23%	7%	20%	26%	6%	6%	-	4%	-	17%	2%	2%	-	-	-
	*	**	**	BV	*	**	**	**	**	CB	*	**	**	**	**
1-20	38%	30%	25%	37%	46%	26%	-	30%	16%	34%	44%	33%	14%	19%	100%
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
21-40	20%	30%	-	20%	17%	34%	-	53%	36%	24%	20%	28%	47%	22%	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
41-60	7%	5%	-	7%	3%	16%	-	5%	21%	9%	9%	15%	-	11%	-
	*	**	**	*	*	**	**	**	**	*	*	**	**	**	**
61+	11%	29%	55%	10%	28%	19%	-	8%	27%	17%	25%	21%	40%	48%	-
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**	**
Mean Incl. 0	26.91	46.24	50.94	26.62	40.81	43.66	-	34.51	80.56	35.08	44.89	39.45	76.73	78.17	2.20
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**	**
Mean Excl. 0	34.97	49.73	63.84	36.09	43.20	46.25	-	35.77	80.56	42.08	45.72	40.14	76.73	78.17	2.20
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
Median Incl. 0	15	30	60	15	19	30	-	30	44	20	25	30	40	61	2
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
Median Excl. 0	21	30	81	20	30	30	-	30	44	28	25	30	40	61	2
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**

rvs\_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1295	37	4	623	40	124	-	21	5	314	53	37	6	27	2
Base: All US Adults	1295	36	5	603	45	122	-	22	5	307	55	43	6	28	2
Apple TV+	3%	11%	25%	3%	4%	2%	-	9%	19%	2%	16%	4%	-	9%	-
	*	**	**	*	*	**	**	**	**	CA*	*	**	**	**	**
Disney+	15%	11%	25%	13%	17%	26%	-	7%	64%	13%	14%	26%	14%	4%	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
Netflix	49%	73%	75%	47%	54%	62%	-	67%	48%	61%	60%	66%	70%	72%	40%
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
Hulu	22%	23%	-	18%	18%	32%	-	50%	-	22%	20%	37%	16%	21%	60%
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
Amazon Prime	31%	24%	30%	34%	25%	48%	-	77%	17%	43%	17%	43%	30%	45%	40%
	*	**	**	*	*	**	**	**	**	CB	*	*	**	**	**
YouTube Premium	4%	25%	30%	4%	14%	5%	-	5%	-	6%	7%	2%	-	18%	60%
	*	**	**	*	BU*	**	**	**	**	*	*	*	**	**	**
Crackle	1%	3%	-	1%	4%	2%	-	8%	-	1%	3%	2%	-	4%	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
Tubi	2%	9%	-	1%	2%	5%	-	9%	-	2%	12%	9%	-	9%	-
	*	**	**	*	*	**	**	**	**	CA*	*	**	**	**	**
Pluto TV	4%	5%	-	3%	5%	10%	-	22%	16%	3%	6%	3%	37%	5%	60%
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
CBS All Access	3%	8%	-	3%	5%	6%	-	-	-	2%	1%	4%	-	9%	-
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
HBO or HBO Now	7%	6%	-	7%	9%	3%	-	-	44%	16%	15%	2%	-	10%	40%
	*	**	**	*	*	**	**	**	**	*	*	*	**	**	**
Facebook Watch	3%	13%	49%	2%	25%	1%	-	-	35%	3%	13%	6%	14%	8%	-
	*	**	**	*	BU*	**	**	**	**	CA*	*	*	**	**	**

**YouGov RealTime**  
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US\_nat\_int Sample: 26th - 30th March 2020



Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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
1203	56	15	46	8	6	1	19	2

Base: All US Adults

rvs\_q6\_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	1201	56	15	46	8	6	1	18	2
Base	1203	56	15	46	8	6	1	19	2
0	23%	5%	-	-	-	-	100%	8%	-
	*	**	**	**	**	**	**	**	**
1-20	38%	27%	37%	11%	42%	36%	-	28%	-
	*	**	**	*	**	**	**	**	**
21-40	20%	24%	14%	13%	11%	14%	-	29%	66%
	*	**	**	*	**	**	**	**	**
41-60	7%	6%	17%	22%	36%	23%	-	15%	34%
	*	**	**	*	**	**	**	**	**
61+	11%	37%	33%	53%	11%	27%	-	20%	-
	*	**	**	*	**	**	**	**	**
Mean Incl. 0	26.91	55.29	46.94	67.52	33.22	43.67	-	41.15	33.38
	*	**	**	*	**	**	**	**	**
Mean Excl. 0	34.97	58.34	46.94	67.52	33.22	43.67	-	44.79	33.38
	*	**	**	*	**	**	**	**	**
Median Incl. 0	15	35	40	70	37	39	-	25	30
	*	**	**	*	**	**	**	**	**
Median Excl. 0	21	36	42	70	37	39	-	30	30
	*	**	**	*	**	**	**	**	**

rvs\_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1295	56	15	46	8	6	1	18	2
Base: All US Adults	1295	56	15	46	8	6	1	19	2
Apple TV+	3%	12%	13%	7%	17%	19%	-	5%	-
	*	**	**	*	**	**	**	**	**
Disney+	15%	21%	17%	18%	50%	70%	-	31%	-
	*	**	**	*	**	**	**	**	**
Netflix	49%	54%	62%	68%	59%	66%	-	51%	66%
	*	**	**	*	**	**	**	**	**
Hulu	22%	22%	18%	62%	34%	34%	100%	23%	-
	*	**	**	*	**	**	**	**	**
Amazon Prime	31%	32%	26%	38%	23%	15%	-	44%	-
	*	**	**	*	**	**	**	**	**
YouTube Premium	4%	30%	21%	4%	-	33%	-	12%	34%
	*	**	**	*	**	**	**	**	**
Crackle	1%	6%	5%	5%	20%	19%	-	11%	-
	*	**	**	*	**	**	**	**	**
Tubi	2%	4%	5%	2%	13%	18%	-	11%	66%
	*	**	**	*	**	**	**	**	**
Pluto TV	4%	7%	5%	6%	-	-	-	20%	-
	*	**	**	*	**	**	**	**	**
CBS All Access	3%	9%	-	11%	-	15%	-	4%	-
	*	**	**	*	**	**	**	**	**
HBO or HBO Now	7%	14%	5%	6%	16%	-	-	22%	-
	*	**	**	*	**	**	**	**	**
Facebook Watch	3%	3%	22%	4%	11%	-	-	-	34%
	*	**	**	*	**	**	**	**	**

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US\_nat\_int Sample: 26th - 30th March 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
Cable TV	15%	15%	15%	11%*	11%	14%	19% D	22% D*	-	-	15%	14%	17%	13%	16% Q
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	-	-	-	*	-	-	-	*	**	**	-	-	-	-	-
Philo	-	-	-	*	-	-	-	*	**	**	-	-	-	-	-
Other	5%	6%	4%	*	5%	5%	6%	6%*	-	-	5%	4%	5%	6%	5%
Not applicable - I don't think any of these are "must-have" services	32%	35%	29%	20%*	21%	26%	42%	57% C,D,E	-	-	30%	34%	35%	26%	34% P
		B		*			C,D,E	C,D,E,F*	**	**			M		P

And which of the following services do you think has good content for children (ages 18 and under) in each of the following categories? Please select all that apply in each COLUMN.

rvs\_q9\_5\_ Entertainment

Unweighted base	1295	583	712	45	353	309	515	73	-	-	244	266	467	318	881
Base: All US adults	1295	629	666	47	397	305	477	69	-	-	230	272	487	305	851
Apple TV+	22%	22%	22%	43% D,E,F,G*	26% F,G	22%	18%	12% *	-	**	22%	20%	22%	23%	19%
Disney+	46%	43%	49%	57% E,F,G*	54% F,G	50% F,G	39% F,G	31% *	-	**	47%	42%	47%	48%	44%
Netflix	46%	43%	48%	61% F,G*	55% F,G	54% F,G	34% F,G	28% *	-	**	50% K	41%	47%	44%	44%
Hulu	33%	32%	34%	54% E,F,G*	43% F,G	36% F,G	24% F,G	14% *	-	**	34%	30%	35%	33%	32%
Amazon Prime	38%	36%	39%	49% F,G*	46% F,G	41% F,G	31% G	15% *	-	**	35%	32%	40%	40%	35%
YouTube Premium	24%	24%	25%	48% D,E,F,G*	32% F,G	25% F,G	17% F,G	12% *	-	**	23%	18%	27% K	27% K	22%
Crackle	-	-	-	*	-	-	-	*	-	**	-	-	-	-	-
Tubi	-	-	-	*	-	-	-	*	-	**	-	-	-	-	-
Pluto TV	-	-	-	*	-	-	-	*	-	**	-	-	-	-	-
CBS All Access	20%	20%	19%	36% E,F,G*	23% F,G	21% F	15% F	11% *	-	**	19%	18%	22%	18%	18%
HBO Now	25%	25%	25%	42% E,F,G*	31% F,G	25% F,G	21% F,G	14% *	-	**	26%	21%	28% K	25%	23%
Facebook Watch	-	-	-	*	-	-	-	*	-	**	-	-	-	-	-













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	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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
Cable TV	15%	30% *	11% **	13% *	25% **	12% **	- **	6% **	- **
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	-	- *	- **	- *	- **	- **	- **	- **	- **
Philo	-	- *	- **	- *	- **	- **	- **	- **	- **
Other	5%	5% *	- **	7% *	- **	- **	- **	20% **	- **
Not applicable - I don't think any of these are "must-have" services	32%	10% *	12% **	7% *	- **	- **	- **	7% **	- **

And which of the following services do you think has good content for children (ages 18 and under) in each of the following categories? Please select all that apply in each COLUMN.

rvs\_q9\_5. Entertainment

Unweighted base	1295	56	15	46	8	6	1	18	2
<b>Base: All US adults</b>	1295	56	15	46	8	6	1	19	2
Apple TV+	22%	25% *	22% **	34% *	32% **	73% **	- **	16% **	- **
Disney+	46%	48% *	41% **	42% *	59% **	55% **	- **	50% **	66% **
Netflix	46%	53% *	27% **	63% *	70% **	73% **	- **	53% **	66% **
Hulu	33%	44% *	22% **	49% *	31% **	73% **	- **	34% **	66% **
Amazon Prime	38%	51% *	32% **	41% *	73% **	37% **	- **	49% **	- **
YouTube Premium	24%	29% *	46% **	31% *	23% **	55% **	- **	25% **	- **
Crackle	-	- *	- **	- *	- **	- **	- **	- **	- **
Tubi	-	- *	- **	- *	- **	- **	- **	- **	- **
Pluto TV	-	- *	- **	- *	- **	- **	- **	- **	- **
CBS All Access	20%	13% *	23% **	29% *	- **	37% **	- **	13% **	- **
HBO Now	25%	41% *	28% **	35% *	44% **	56% **	- **	39% **	- **
Facebook Watch	-	- *	- **	- *	- **	- **	- **	- **	- **

















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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
				*				*	**	**					
Premium cable channels (HBO, Showtime, Starz or Epix)	7%	7%	7%	13% F*	10% F	6%	5%	4% *	- **	- **	8%	6%	8%	5%	6%
Sling TV	8%	8%	7%	2% *	12% F,G	10% F,G	4%	2% *	- **	- **	6%	7%	9%	8%	6%
AT&T TV Now	7%	8%	7%	16% F,G*	10% F	8% F	4%	3% *	- **	- **	8%	5%	9%	7%	6%
YouTube TV	17%	15%	18%	16% *	20% F	19%	14%	13% *	- **	- **	19%	18%	16%	16%	16%
Hulu with Live TV	10%	10%	10%	11% *	14% F,G	13% F,G	5%	4% *	- **	- **	12%	11%	9%	10%	9%
fubo TV	5%	5%	5%	2% *	8% F	4%	3%	2% *	- **	- **	6%	3%	6%	4%	4%
Philo	6%	6%	7%	14% F*	9% F	7% F	3%	4% *	- **	- **	7%	8%	6%	5%	5%
Don't know	46%	50% B	43%	35% *	36%	42%	57% C,D,E	58% C,D,E*	- **	- **	42%	48%	46%	50%	50% O,P

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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)	7%	8%	12%	8%	7%	7%	5%	8%	6%	18%	8%	7%	7%	8%	7%
			N	*						**	*	*			
Sling TV	8%	11%	14%	7%	7%	8%	9%	6%	6%	14%	10%	2%	7%	10%	6%
			N	*						**	*	*			
AT&T TV Now	7%	11%	13%	4%	7%	9%	6%	6%	5%	16%	5%	9%	6%	10%	6%
			N	*						**	*	*		V.Z	
YouTube TV	17%	18%	21%	18%	16%	18%	17%	15%	18%	17%	16%	17%	18%	17%	16%
			*	*						**	*	*			
Hulu with Live TV	10%	12%	13%	11%	11%	12%	9%	5%	10%	14%	16%	13%	11%	10%	8%
			*	*	U	U				**	AC*	AC*			
fubo TV	5%	8%	7%	3%	6%	6%	3%	2%	5%	6%	6%	2%	5%	6%	1%
			*	*						**	*	*			
Philo	6%	9%	9%	8%	6%	9%	6%	2%	5%	15%	5%	4%	6%	8%	5%
			*	*		U				**	*	*			
Don't know	46%	37%	38%	46%	49%	41%	46%	52%	47%	41%	47%	33%	46%	44%	47%
			*	S				S		**	*	*			

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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)	7%	1%	6%	-	19%	9%	5%	7%	6%	18%	8%	6%	8%	7%	8%
		*	**	**	**	AH				AH.AI.AJ*					
Sling TV	8%	7%	5%	-	18%	10%	6%	8%	8%	9%	8%	9%	8%	4%	8%
		*	**	**	**					*					
AT&T TV Now	7%	10%	16%	-	21%	9%	5%	7%	8%	9%	11%	5%	5%	7%	7%
		*	**	**	**	AH				*	AM.AN				
YouTube TV	17%	10%	6%	-	21%	25%	16%	20%	13%	15%	18%	18%	17%	12%	16%
		*	**	**	**	AH.AI.AJ		AJ		*					
Hulu with Live TV	10%	2%	11%	-	21%	16%	8%	11%	10%	6%	12%	10%	10%	8%	8%
		*	**	**	**	AH.AI.AJ		AH		*					
fubo TV	5%	5%	-	-	19%	7%	3%	5%	5%	4%	6%	3%	5%	6%	6%
		*	**	**	**	AH				*					
Philo	6%	4%	6%	-	21%	11%	4%	7%	6%	6%	8%	6%	6%	5%	7%
		*	**	**	**	AH.AI.AJ		AH		*					
Don't know	46%	62%	47%	100%	51%	32%	49%	43%	50%	57%	42%	44%	44%	63%	43%
		V.Y.Z.AA*	**	**	**		AG.AI	AG	AG.AI	AG*				AL.AM.AN	



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US\_nat\_int Sample: 26th - 30th March 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
				**			*	**		**		**		**	
Premium cable channels (HBO, Showtime, Starz or Epix)	7%	7%	7%	-	7%	10%	5%	18%	16%	9%	19%	7%	18%	8%	12%
			**	**			*	**		**		**		**	
Sling TV	8%	7%	9%	-	5%	9%	6%	17%	-	11%	27%	8%	18%	9%	-
			**	**		AT	*	**		**		**		**	
AT&T TV Now	7%	7%	10%	-	8%	7%	6%	3%	-	7%	21%	6%	14%	7%	-
			**	**			*	**		**		**		**	
YouTube TV	17%	17%	18%	-	16%	21%	14%	26%	45%	20%	38%	19%	27%	17%	37%
			**	**			*	**		**		**		**	
Hulu with Live TV	10%	11%	11%	29%	7%	10%	14%	14%	21%	11%	42%	10%	29%	12%	6%
			**	**		AT	*	**		**		**		**	
fubo TV	5%	4%	5%	-	4%	6%	4%	3%	-	4%	12%	4%	11%	3%	18%
			**	**			*	**		**		**		**	
Philo	6%	5%	8%	-	6%	8%	8%	7%	16%	9%	7%	7%	20%	6%	12%
			**	**			*	**		**		**		**	
Don't know	46%	47%	50%	47%	52%	39%	41%	31%	14%	30%	15%	38%	32%	36%	20%
			**	**	AU,AV		*	**		**		**		**	

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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)	7%	6%	13%**	8%*	5%**	5%*	37%**	6%*	-	8%*	46%**	8%*	43%**	19%*	24%**
Sling TV	8%	8%	5%**	15%*	17%**	17%*	30%**	11%*	40%**	11%*	12%**	15%*	30%**	14%*	13%**
AT&T TV Now	7%	6%	11%**	11%*	11%**	4%*	-	5%*	18%**	8%*	40%**	9%*	22%**	13%*	8%**
YouTube TV	17%	18%	15%**	28%*	26%**	21%*	37%**	23%*	-	22%*	41%**	24%*	22%**	25%*	49%**
Hulu with Live TV	10%	11%	13%**	12%*	19%**	11%*	67%**	20%*	28%**	18%*	46%**	14%*	22%**	18%*	28%**
fubo TV	5%	3%	8%**	11%*	-	3%*	-	2%*	-	3%*	33%**	9%*	23%**	11%*	13%**
Philo	6%	6%	6%**	11%*	23%**	12%*	-	9%*	18%**	12%*	27%**	12%*	34%**	11%*	8%**
Don't know	46%	41%	25%**	25%*	24%**	35%*	33%**	39%*	45%**	34%*	10%**	34%*	49%**	36%*	16%**

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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)	7%	22%	-	9%	18%	7%	-	13%	-	12%	29%	14%	-	18%	100%
		*	**		*		**	**	**		CA*	*	**	**	**
Sling TV	8%	18%	-	8%	19%	18%	-	23%	19%	11%	22%	33%	14%	12%	40%
		*	**		BU*		**	**	**		CA*	*	**	**	**
AT&T TV Now	7%	14%	-	8%	12%	8%	-	12%	-	10%	24%	2%	39%	32%	-
		*	**		*		**	**	**		CA*	*	**	**	**
YouTube TV	17%	34%	-	19%	28%	23%	-	32%	67%	19%	32%	17%	30%	24%	60%
		*	**		*		**	**	**		CA*	*	**	**	**
Hulu with Live TV	10%	13%	25%	8%	31%	17%	-	29%	35%	11%	39%	9%	44%	27%	60%
		*	**		BU*		**	**	**		CA*	*	**	**	**
fubo TV	5%	16%	20%	5%	8%	5%	-	4%	-	5%	26%	2%	23%	18%	-
		*	**		*		**	**	**		CA*	*	**	**	**
Philo	6%	21%	-	6%	17%	12%	-	18%	21%	7%	31%	14%	14%	17%	-
		*	**		BU*		**	**	**		CA*	*	**	**	**
Don't know	46%	23%	30%	45%	20%	32%	-	22%	17%	39%	17%	28%	17%	34%	-
		*	**	BV	*		**	**	**	CB	*	*	**	**	**

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	Total	Pandemic Subscriptions - YouTube TV		Pandemic Subscriptions - Hulu with Live TV		Pandemic Subscriptions - fubo TV		Pandemic Subscriptions - Philo	
		Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed to prior to outbreak	Subscribed to in the last 30 days	Already subscribed 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
		*	**	*	**	**	**	**	**
Premium cable channels (HBO, Showtime, Starz or Epix)	7%	17%	21%	6%	45%	19%	-	25%	-
		*	**	*	**	**	**	**	**
Sling TV	8%	18%	11%	11%	11%	-	-	12%	-
		*	**	*	**	**	**	**	**
AT&T TV Now	7%	14%	5%	5%	23%	-	-	14%	34%
		*	**	*	**	**	**	**	**
YouTube TV	17%	43%	35%	17%	75%	19%	-	21%	-
		*	**	*	**	**	**	**	**
Hulu with Live TV	10%	15%	12%	43%	27%	18%	-	16%	-
		*	**	*	**	**	**	**	**
fubo TV	5%	16%	6%	6%	13%	-	-	12%	-
		*	**	*	**	**	**	**	**
Philo	6%	16%	22%	8%	33%	19%	-	27%	-
		*	**	*	**	**	**	**	**
Don't know	46%	30%	31%	38%	11%	64%	100%	42%	-
		*	**	*	**	**	**	**	**