

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



1. How Often Watch

How often do you watch TV?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Several times a day	39%	37%	40%	14%	32%	45%	59%	39%	54%	24%	29%
Once a day	21%	22%	20%	14%	18%	25%	24%	21%	15%	23%	22%
A few times a week	16%	19%	14%	26%	20%	13%	6%	15%	11%	24%	21%
Once a week	4%	5%	2%	9%	5%	1%	1%	3%	4%	7%	3%
A few times a month	5%	5%	5%	14%	5%	2%	1%	5%	0%	7%	7%
Seldom	10%	7%	12%	11%	13%	9%	6%	11%	7%	5%	11%
Never	6%	6%	7%	12%	7%	4%	4%	5%	8%	10%	6%
Totals	101%	101%	100%	100%	100%	99%	101%	99%	99%	100%	99%
Unweighted N	(997)	(445)	(552)	(190)	(211)	(377)	(219)	(688)	(131)	(111)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Several times a day	39%	47%	32%	39%	45%	42%	42%	40%	31%	33%	42%	42%	34%
Once a day	21%	19%	21%	22%	22%	25%	16%	24%	27%	19%	20%	20%	25%
A few times a week	16%	19%	15%	14%	16%	12%	13%	20%	17%	21%	11%	16%	16%
Once a week	4%	5%	2%	4%	5%	2%	4%	2%	6%	3%	3%	4%	5%
A few times a month	5%	3%	6%	6%	2%	7%	7%	3%	5%	7%	5%	4%	4%
Seldom	10%	5%	12%	11%	8%	10%	11%	9%	11%	10%	11%	8%	10%
Never	6%	2%	11%	4%	3%	3%	7%	2%	3%	6%	7%	6%	7%
Totals	101%	100%	99%	100%	101%	101%	100%	100%	100%	99%	99%	100%	101%
Unweighted N	(997)	(314)	(418)	(265)	(352)	(330)	(448)	(253)	(177)	(177)	(209)	(386)	(225)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



2. Has Cable Subscription

Do you have a cable subscription?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	48%	41%	28%	41%	44%	63%	46%	47%	37%	35%
No	50%	47%	54%	58%	51%	54%	37%	51%	47%	50%	51%
Not sure	6%	5%	6%	14%	8%	2%	0%	3%	6%	13%	14%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(444)	(553)	(192)	(209)	(377)	(219)	(688)	(131)	(111)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	52%	33%	53%	51%	53%	36%	52%	55%	47%	40%	47%	41%
No	50%	45%	57%	46%	46%	47%	60%	45%	37%	46%	57%	47%	53%
Not sure	6%	3%	10%	1%	3%	0%	4%	3%	8%	6%	3%	6%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(997)	(312)	(420)	(265)	(353)	(330)	(446)	(256)	(177)	(178)	(207)	(386)	(226)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



3. Uses Streaming

Do you currently use any streaming video services?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	66%	67%	64%	60%	71%	69%	60%	64%	75%	62%	66%
No	29%	27%	31%	27%	23%	29%	37%	32%	19%	25%	24%
Not sure	6%	6%	6%	13%	7%	2%	3%	4%	6%	13%	10%
Totals	101%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(441)	(550)	(189)	(210)	(373)	(219)	(685)	(132)	(110)	(64)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	66%	75%	63%	58%	79%	61%	62%	74%	73%	64%	66%	68%	62%
No	29%	24%	26%	39%	20%	36%	34%	24%	20%	30%	31%	27%	29%
Not sure	6%	2%	10%	3%	2%	2%	4%	2%	8%	6%	3%	5%	9%
Totals	101%	101%	99%	100%	101%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(991)	(313)	(413)	(265)	(351)	(329)	(443)	(253)	(177)	(176)	(208)	(384)	(223)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



4. Watch More or Less TV Start of Pandemic

Compared to early in the COVID-19 pandemic, are you currently watching more or less TV?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	23%	26%	20%	26%	37%	18%	12%	17%	40%	32%	28%
Less	22%	19%	24%	28%	25%	19%	15%	21%	16%	28%	22%
About the same amount	56%	55%	56%	47%	38%	62%	72%	61%	44%	40%	51%
Totals	101%	100%	100%	101%	100%	99%	99%	99%	100%	100%	101%
Unweighted N	(993)	(442)	(551)	(188)	(209)	(377)	(219)	(685)	(131)	(110)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More	23%	33%	18%	19%	28%	15%	23%	25%	28%	26%	18%	23%	25%
Less	22%	19%	21%	26%	19%	23%	19%	24%	24%	24%	20%	21%	22%
About the same amount	56%	49%	61%	55%	52%	62%	57%	52%	48%	50%	63%	56%	53%
Totals	101%	101%	100%	100%	99%	100%	99%	101%	100%	100%	101%	100%	100%
Unweighted N	(993)	(312)	(416)	(265)	(350)	(330)	(445)	(254)	(176)	(176)	(208)	(385)	(224)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



5. Pay More or Less for TV Start of Pandemic

Compared to early in the COVID-19 pandemic, are you currently paying more or less for TV and streaming services?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	28%	32%	25%	24%	35%	27%	25%	27%	30%	27%	39%
Less	19%	20%	19%	25%	22%	19%	11%	17%	25%	27%	18%
About the same amount	53%	49%	57%	51%	43%	54%	64%	57%	45%	46%	43%
Totals	100%	101%	101%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(983)	(437)	(546)	(186)	(210)	(372)	(215)	(679)	(129)	(109)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More	28%	36%	20%	32%	33%	30%	23%	38%	30%	27%	28%	27%	30%
Less	19%	19%	18%	20%	18%	15%	20%	15%	22%	24%	18%	20%	15%
About the same amount	53%	45%	62%	48%	49%	55%	57%	48%	49%	49%	54%	53%	54%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(983)	(307)	(413)	(263)	(345)	(327)	(441)	(253)	(175)	(175)	(206)	(381)	(221)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



6. Shares Streaming Password

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

Asked of those who currently use streaming video services

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	28%	21%	39%	45%	10%	11%	23%	21%	38%	28%
No	71%	66%	76%	50%	53%	86%	87%	73%	78%	55%	65%
Not sure	5%	6%	3%	11%	2%	4%	2%	4%	2%	8%	7%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(645)	(294)	(351)	(109)	(145)	(261)	(130)	(435)	(98)	(69)	(43)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	25%	28%	25%	18%	26%	19%	20%	27%	34%	27%	20%	26%	24%
No	71%	68%	69%	80%	71%	77%	76%	67%	62%	70%	75%	69%	70%
Not sure	5%	4%	6%	2%	4%	3%	4%	6%	5%	3%	5%	4%	6%
Totals	101%	100%	100%	100%	101%	99%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(645)	(233)	(261)	(151)	(275)	(199)	(276)	(186)	(123)	(109)	(140)	(263)	(133)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



7. Uses Someone Else's Streaming Password

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

Asked of those who currently use streaming video services

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	26%	24%	36%	42%	14%	12%	24%	21%	34%	31%
No	71%	70%	73%	58%	56%	82%	84%	72%	74%	64%	66%
Not sure	4%	4%	3%	6%	2%	4%	4%	4%	5%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(645)	(294)	(351)	(109)	(144)	(261)	(131)	(436)	(98)	(68)	(43)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	25%	28%	25%	22%	30%	20%	23%	29%	32%	28%	20%	26%	27%
No	71%	69%	72%	73%	68%	75%	74%	68%	62%	67%	75%	72%	68%
Not sure	4%	3%	4%	5%	2%	5%	3%	3%	6%	5%	4%	2%	5%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(645)	(234)	(260)	(151)	(276)	(198)	(277)	(186)	(122)	(107)	(141)	(263)	(134)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



8. OK to Share Streaming Password

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	37%	34%	47%	50%	30%	19%	34%	35%	41%	49%
No	42%	43%	42%	35%	32%	43%	59%	44%	40%	39%	38%
Not sure	22%	19%	24%	18%	18%	27%	22%	22%	26%	21%	13%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(994)	(442)	(552)	(189)	(210)	(377)	(218)	(686)	(131)	(110)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	36%	42%	35%	30%	41%	28%	35%	42%	38%	40%	35%	38%	30%
No	42%	40%	38%	53%	39%	54%	45%	37%	43%	43%	39%	41%	47%
Not sure	22%	18%	27%	17%	20%	18%	20%	22%	20%	17%	26%	21%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(994)	(312)	(417)	(265)	(349)	(330)	(445)	(254)	(177)	(176)	(208)	(385)	(225)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



9. Frequency of Show Release

To what extent do you prefer TV shows where all the episodes are released all at once or TV shows where episodes are released once a week?

Asked of those who say they watch TV more often than never

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Prefer shows where all episodes are released at once	49%	49%	49%	52%	57%	49%	39%	49%	40%	56%	53%
Prefer shows where episodes are released weekly	30%	31%	28%	33%	20%	28%	40%	30%	36%	27%	25%
Not sure	21%	20%	23%	15%	24%	24%	22%	22%	24%	17%	22%
Totals	100%	100%	100%	100%	101%	101%	101%	101%	100%	100%	100%
Unweighted N	(933)	(420)	(513)	(168)	(197)	(357)	(211)	(652)	(118)	(101)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Prefer shows where all episodes are released at once	49%	53%	45%	50%	56%	49%	51%	53%	51%	48%	46%	49%	52%
Prefer shows where episodes are released weekly	30%	31%	28%	31%	29%	30%	29%	30%	27%	33%	31%	28%	30%
Not sure	21%	17%	27%	18%	15%	21%	20%	17%	21%	19%	23%	23%	19%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(933)	(304)	(375)	(254)	(339)	(318)	(414)	(246)	(171)	(167)	(195)	(362)	(209)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



10. Length of Episodes

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

Asked of those who say they watch TV more often than never

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Episodes shorter than 30 minutes	7%	8%	6%	4%	21%	2%	1%	6%	8%	11%	2%
30-minute episodes	19%	19%	19%	30%	21%	17%	11%	19%	19%	18%	22%
Hour-long episodes	46%	44%	48%	38%	35%	52%	57%	48%	43%	38%	46%
Episodes longer than an hour	6%	8%	4%	10%	9%	4%	4%	6%	4%	11%	4%
Episodes that vary in length across a season	9%	8%	10%	10%	3%	10%	14%	8%	11%	12%	10%
Not sure	13%	13%	14%	9%	12%	16%	14%	13%	15%	10%	17%
Totals	100%	100%	101%	101%	101%	101%	101%	100%	100%	100%	101%
Unweighted N	(930)	(419)	(511)	(167)	(193)	(358)	(212)	(651)	(120)	(99)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Episodes shorter than 30 minutes	7%	6%	7%	6%	5%	6%	5%	7%	12%	7%	4%	6%	10%
30-minute episodes	19%	19%	15%	26%	16%	22%	22%	16%	18%	21%	20%	17%	19%
Hour-long episodes	46%	50%	43%	46%	51%	47%	43%	53%	46%	51%	49%	43%	45%
Episodes longer than an hour	6%	6%	6%	6%	6%	5%	6%	8%	7%	6%	7%	6%	6%
Episodes that vary in length across a season	9%	8%	12%	6%	9%	7%	10%	7%	7%	7%	9%	11%	7%
Not sure	13%	12%	17%	9%	12%	12%	14%	9%	9%	8%	12%	16%	13%
Totals	100%	101%	100%	99%	99%	99%	100%	100%	99%	100%	101%	99%	100%

continued on the next page . . .

YouGov Survey: Opinions on TV and streaming
 April 21 - 25, 2022 - 1000 U.S. Adult Citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(930)	(305)	(372)	(253)	(339)	(318)	(412)	(245)	(171)	(167)	(193)	(362)	(208)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



11. Prefer Serials or Episodic

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

Asked of those who say they watch TV more often than never

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Episodic shows, which include self-contained stories that can be watched in any order	24%	25%	23%	34%	25%	20%	20%	24%	24%	27%	20%
Serialized shows, which include story arcs that span multiple episodes or seasons	49%	51%	47%	46%	51%	50%	48%	49%	43%	50%	55%
Neither	11%	11%	11%	6%	14%	11%	12%	10%	13%	13%	13%
Not sure	16%	13%	20%	15%	10%	19%	20%	17%	21%	10%	13%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(932)	(419)	(513)	(166)	(194)	(360)	(212)	(652)	(120)	(99)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Episodic shows, which include self-contained stories that can be watched in any order	24%	29%	18%	26%	25%	25%	26%	24%	22%	24%	21%	24%	27%
Serialized shows, which include story arcs that span multiple episodes or seasons	49%	49%	50%	48%	57%	46%	42%	58%	57%	51%	50%	48%	48%
Neither	11%	7%	16%	8%	4%	11%	12%	8%	8%	7%	12%	12%	10%
Not sure	16%	15%	16%	18%	14%	18%	20%	11%	12%	18%	17%	16%	15%

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YouGov Survey: Opinions on TV and streaming
 April 21 - 25, 2022 - 1000 U.S. Adult Citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(932)	(306)	(373)	(253)	(340)	(319)	(413)	(246)	(171)	(167)	(195)	(362)	(208)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



12. Frequency of Binging

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

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	7%	8%	6%	9%	14%	4%	3%	5%	14%	13%	9%
Most of the time	17%	17%	16%	29%	21%	13%	7%	15%	15%	23%	24%
About half the time	18%	17%	19%	22%	16%	19%	13%	18%	17%	18%	20%
Sometimes	45%	42%	47%	32%	35%	52%	57%	49%	41%	30%	39%
Never	14%	15%	12%	7%	14%	12%	20%	14%	14%	16%	8%
Totals	101%	99%	100%	99%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(934)	(420)	(514)	(168)	(195)	(359)	(212)	(652)	(120)	(101)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	7%	8%	7%	7%	7%	6%	9%	6%	6%	10%	6%	8%	4%
Most of the time	17%	19%	16%	15%	19%	10%	17%	17%	20%	23%	13%	15%	17%
About half the time	18%	25%	17%	11%	21%	12%	18%	20%	13%	17%	18%	15%	21%
Sometimes	45%	38%	46%	52%	42%	53%	44%	44%	47%	42%	49%	44%	44%
Never	14%	11%	15%	15%	10%	19%	12%	12%	14%	8%	13%	17%	13%
Totals	101%	101%	101%	100%	99%	100%	100%	99%	100%	100%	99%	99%	99%
Unweighted N	(934)	(306)	(373)	(255)	(339)	(319)	(415)	(247)	(171)	(167)	(194)	(364)	(209)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



13. Speed Watching Option

Have you heard that some streaming platforms are offering the option to speed up or slow down shows to a faster or slower than normal pace?

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	23%	28%	17%	39%	38%	13%	8%	21%	18%	31%	27%
No	66%	63%	69%	47%	53%	76%	83%	69%	70%	52%	59%
Not sure	11%	9%	13%	14%	9%	11%	10%	10%	13%	16%	14%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	101%	99%	100%
Unweighted N	(930)	(417)	(513)	(165)	(194)	(360)	(211)	(651)	(118)	(101)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	23%	30%	13%	28%	25%	24%	23%	26%	26%	35%	14%	18%	30%
No	66%	62%	72%	63%	66%	68%	66%	63%	65%	56%	77%	71%	56%
Not sure	11%	8%	15%	9%	9%	9%	11%	10%	9%	9%	9%	11%	14%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(930)	(304)	(371)	(255)	(338)	(319)	(411)	(247)	(171)	(166)	(193)	(362)	(209)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



14. Speed Watching

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

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	15%	7%	14%	26%	5%	2%	8%	14%	20%	17%
No, but I might be interested in trying	23%	26%	19%	35%	22%	21%	17%	21%	24%	25%	33%
No, and I would not be interested in trying	55%	51%	60%	42%	43%	61%	71%	61%	44%	45%	38%
Not sure	11%	8%	14%	10%	10%	14%	9%	10%	18%	10%	12%
Totals	100%	100%	100%	101%	101%	101%	99%	100%	100%	100%	100%
Unweighted N	(932)	(418)	(514)	(167)	(194)	(359)	(212)	(651)	(119)	(101)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	11%	13%	8%	12%	12%	9%	9%	14%	18%	16%	6%	9%	14%
No, but I might be interested in trying	23%	29%	21%	18%	25%	19%	20%	29%	23%	22%	21%	24%	23%
No, and I would not be interested in trying	55%	50%	55%	62%	56%	62%	59%	51%	50%	50%	63%	55%	51%
Not sure	11%	8%	16%	8%	7%	9%	12%	5%	10%	11%	10%	12%	11%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	101%	99%	100%	100%	99%
Unweighted N	(932)	(306)	(371)	(255)	(339)	(319)	(413)	(247)	(171)	(166)	(195)	(362)	(209)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



15. Opening Sequences

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

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I enjoy them, keep them	45%	48%	42%	53%	49%	41%	39%	42%	55%	52%	46%
I dislike them, get rid of them	26%	29%	24%	27%	28%	26%	25%	29%	17%	25%	23%
Not sure	29%	22%	35%	20%	24%	32%	36%	29%	28%	23%	32%
Totals	100%	99%	101%	100%	101%	99%	100%	100%	100%	100%	101%
Unweighted N	(931)	(419)	(512)	(168)	(192)	(359)	(212)	(650)	(120)	(100)	(61)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I enjoy them, keep them	45%	56%	43%	35%	55%	33%	46%	49%	41%	46%	42%	45%	47%
I dislike them, get rid of them	26%	20%	27%	34%	22%	33%	25%	24%	39%	24%	25%	29%	26%
Not sure	29%	24%	31%	31%	23%	33%	29%	27%	20%	30%	33%	26%	27%
Totals	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(931)	(306)	(372)	(253)	(339)	(318)	(412)	(247)	(170)	(167)	(194)	(361)	(209)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



16. Enjoy Commercials

Do you enjoy watching TV more or less when there are commercials?

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	8%	10%	6%	9%	16%	5%	3%	6%	13%	17%	6%
The same	26%	27%	25%	26%	31%	25%	22%	24%	36%	26%	24%
Less	62%	61%	64%	59%	48%	66%	74%	68%	41%	52%	60%
Not sure	4%	3%	5%	7%	4%	4%	1%	2%	10%	5%	10%
Totals	100%	101%	100%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(931)	(419)	(512)	(168)	(193)	(358)	(212)	(651)	(120)	(99)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More	8%	11%	5%	8%	6%	5%	10%	7%	8%	8%	8%	7%	10%
The same	26%	32%	24%	22%	25%	22%	27%	25%	28%	28%	25%	24%	29%
Less	62%	54%	65%	68%	66%	70%	59%	65%	61%	58%	65%	65%	59%
Not sure	4%	2%	7%	2%	3%	2%	3%	3%	3%	6%	3%	4%	2%
Totals	100%	99%	101%	100%	100%	99%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(931)	(307)	(371)	(253)	(340)	(317)	(413)	(245)	(171)	(167)	(195)	(361)	(208)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



17. Opinion on Laugh Tracks

Do you generally like or dislike when comedy TV shows have laugh tracks (a separate soundtrack containing the sound of audience laughter)?

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All for them	8%	11%	6%	14%	14%	4%	2%	6%	14%	11%	12%
OK with them	40%	41%	39%	56%	45%	36%	28%	39%	39%	45%	40%
Not a fan of them	42%	41%	43%	22%	32%	48%	62%	47%	34%	30%	32%
Not sure	10%	7%	13%	8%	10%	12%	8%	8%	13%	13%	16%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(935)	(420)	(515)	(168)	(195)	(361)	(211)	(652)	(121)	(101)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
All for them	8%	11%	8%	5%	7%	6%	9%	8%	11%	14%	6%	6%	9%
OK with them	40%	41%	37%	43%	40%	39%	42%	40%	44%	41%	35%	44%	37%
Not a fan of them	42%	40%	43%	43%	47%	47%	38%	46%	39%	35%	50%	40%	45%
Not sure	10%	8%	12%	8%	7%	8%	11%	6%	7%	10%	9%	11%	8%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	101%	100%	100%	101%	99%
Unweighted N	(935)	(308)	(373)	(254)	(341)	(318)	(416)	(247)	(170)	(167)	(195)	(364)	(209)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



18. Satisfaction with TV Suggestions

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

Asked of those who currently use streaming video services

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	11%	12%	10%	12%	17%	6%	9%	9%	22%	10%	8%
Somewhat satisfied	47%	44%	50%	52%	47%	46%	44%	49%	39%	45%	44%
Somewhat dissatisfied	18%	20%	16%	18%	17%	20%	17%	19%	10%	17%	23%
Very dissatisfied	8%	12%	3%	7%	9%	7%	8%	6%	11%	14%	8%
Not sure	17%	12%	21%	12%	10%	22%	22%	17%	18%	15%	17%
Totals	101%	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(642)	(293)	(349)	(109)	(144)	(259)	(130)	(435)	(97)	(67)	(43)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very satisfied	11%	15%	8%	9%	11%	7%	15%	10%	6%	11%	10%	11%	12%
Somewhat satisfied	47%	52%	44%	44%	51%	39%	47%	49%	46%	49%	47%	48%	41%
Somewhat dissatisfied	18%	14%	19%	21%	18%	22%	15%	18%	25%	16%	21%	16%	20%
Very dissatisfied	8%	8%	7%	9%	8%	10%	7%	7%	11%	10%	5%	7%	11%
Not sure	17%	11%	21%	17%	13%	21%	17%	16%	12%	14%	18%	17%	16%
Totals	101%	100%	99%	100%	101%	99%	101%	100%	100%	100%	101%	99%	100%
Unweighted N	(642)	(232)	(260)	(150)	(274)	(199)	(274)	(187)	(123)	(108)	(140)	(261)	(133)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



19. Satisfaction with Streaming Interface

Generally speaking, how satisfied are you with the interface design and usability of streaming services you use?

Asked of those who currently use streaming video services

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	23%	19%	26%	18%	27%	22%	23%	22%	31%	18%	17%
Somewhat satisfied	49%	52%	47%	58%	45%	48%	48%	53%	36%	46%	54%
Somewhat dissatisfied	11%	14%	9%	11%	10%	13%	11%	11%	9%	12%	14%
Very dissatisfied	6%	7%	4%	4%	12%	3%	4%	4%	7%	11%	8%
Not sure	11%	8%	14%	8%	7%	14%	15%	10%	16%	14%	7%
Totals	100%	100%	100%	99%	101%	100%	101%	100%	99%	101%	100%
Unweighted N	(640)	(289)	(351)	(107)	(145)	(260)	(128)	(431)	(98)	(68)	(43)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very satisfied	23%	24%	21%	24%	20%	19%	30%	19%	12%	24%	22%	24%	19%
Somewhat satisfied	49%	52%	48%	48%	56%	47%	43%	52%	60%	47%	53%	48%	51%
Somewhat dissatisfied	11%	8%	13%	13%	9%	15%	12%	14%	9%	9%	16%	11%	10%
Very dissatisfied	6%	8%	4%	4%	7%	4%	3%	6%	12%	6%	4%	5%	7%
Not sure	11%	8%	14%	12%	8%	14%	12%	10%	6%	14%	6%	12%	13%
Totals	100%	100%	100%	101%	100%	99%	100%	101%	99%	100%	101%	100%	100%
Unweighted N	(640)	(231)	(259)	(150)	(274)	(197)	(274)	(185)	(122)	(107)	(139)	(262)	(132)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



20. Rewatch Shows

How often do you rewatch shows you've already seen before?

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	14%	12%	16%	15%	17%	15%	11%	13%	23%	15%	12%
Somewhat often	32%	35%	29%	34%	37%	30%	28%	31%	26%	39%	39%
Not very often	38%	38%	38%	38%	30%	40%	43%	41%	33%	34%	28%
Not often at all	16%	14%	17%	13%	16%	15%	18%	15%	19%	12%	21%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(932)	(419)	(513)	(167)	(194)	(359)	(212)	(651)	(120)	(100)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	14%	19%	11%	13%	15%	11%	19%	9%	9%	14%	14%	16%	12%
Somewhat often	32%	33%	34%	28%	34%	28%	28%	40%	36%	31%	33%	33%	30%
Not very often	38%	32%	41%	41%	35%	43%	39%	38%	34%	37%	37%	36%	43%
Not often at all	16%	16%	14%	18%	16%	17%	14%	14%	20%	18%	16%	15%	15%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(932)	(306)	(372)	(254)	(340)	(318)	(413)	(247)	(170)	(167)	(194)	(364)	(207)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



21. Spoilers

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

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	23%	23%	23%	29%	28%	22%	15%	19%	28%	35%	31%
A little	49%	47%	50%	49%	44%	48%	55%	52%	41%	40%	45%
Not at all	28%	29%	27%	22%	28%	31%	30%	28%	31%	25%	24%
Totals	100%	99%	100%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(926)	(416)	(510)	(166)	(192)	(356)	(212)	(649)	(118)	(99)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	23%	29%	21%	19%	27%	16%	24%	22%	21%	28%	21%	24%	20%
A little	49%	49%	47%	51%	51%	52%	49%	51%	51%	50%	48%	45%	56%
Not at all	28%	22%	32%	30%	22%	32%	27%	27%	28%	22%	32%	31%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(926)	(302)	(373)	(251)	(338)	(316)	(409)	(245)	(171)	(166)	(195)	(359)	(206)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



22. TV Choice Overload

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

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	41%	34%	44%	54%	29%	27%	37%	34%	43%	44%
No	55%	53%	56%	45%	38%	63%	69%	57%	59%	46%	41%
Not sure	8%	6%	9%	11%	8%	8%	4%	6%	7%	11%	16%
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(928)	(417)	(511)	(167)	(192)	(359)	(210)	(649)	(118)	(100)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	39%	37%	38%	38%	36%	39%	37%	42%	47%	34%	36%	37%
No	55%	55%	53%	57%	57%	57%	52%	59%	49%	44%	59%	58%	53%
Not sure	8%	7%	11%	5%	5%	7%	9%	4%	9%	9%	7%	6%	10%
Totals	101%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(928)	(303)	(373)	(252)	(339)	(316)	(413)	(245)	(171)	(167)	(194)	(359)	(208)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



23. Golden Age of TV

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

Asked of those who say they watch TV more often than never

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	23%	29%	16%	31%	38%	14%	12%	18%	27%	40%	28%
No	46%	47%	45%	45%	36%	49%	51%	49%	41%	33%	45%
Not sure	32%	24%	39%	24%	26%	37%	36%	33%	33%	28%	27%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	101%	101%	100%
Unweighted N	(931)	(418)	(513)	(166)	(194)	(359)	(212)	(651)	(120)	(99)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	23%	32%	18%	17%	28%	13%	20%	27%	26%	25%	17%	25%	22%
No	46%	35%	46%	59%	39%	62%	47%	45%	46%	49%	51%	43%	44%
Not sure	32%	33%	36%	24%	34%	25%	33%	28%	27%	26%	32%	33%	34%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(931)	(306)	(371)	(254)	(340)	(317)	(413)	(245)	(171)	(166)	(195)	(362)	(208)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



24. When Was Golden Age

When do you think the golden age of TV was?

Asked of those who say we're not in the golden age of television

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1940s	2%	1%	3%	4%	0%	2%	2%	1%	7%	2%	*
1950s	13%	13%	13%	2%	4%	20%	19%	15%	6%	16%	*
1960s	16%	19%	13%	6%	13%	15%	27%	18%	4%	14%	*
1970s	12%	16%	8%	6%	6%	18%	12%	14%	6%	9%	*
1980s	12%	11%	13%	7%	15%	16%	8%	11%	26%	5%	*
1990s	7%	8%	6%	10%	15%	3%	3%	5%	5%	15%	*
2000s	7%	5%	8%	21%	12%	1%	0%	7%	8%	5%	*
2010s	4%	3%	5%	18%	3%	0%	0%	3%	3%	5%	*
There hasn't ever been a golden age	16%	15%	17%	18%	16%	10%	24%	14%	17%	18%	*
Not sure	11%	9%	14%	10%	16%	15%	5%	11%	17%	11%	*
Totals	100%	100%	100%	102%	100%	100%	100%	99%	99%	100%	*
Unweighted N	(435)	(203)	(232)	(77)	(73)	(175)	(110)	(328)	(47)	(33)	(27)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1940s	2%	4%	1%	2%	2%	1%	3%	1%	3%	4%	1%	2%	2%
1950s	13%	10%	12%	17%	14%	16%	14%	16%	7%	14%	16%	15%	7%
1960s	16%	15%	15%	18%	10%	23%	11%	21%	18%	9%	19%	18%	15%
1970s	12%	12%	14%	10%	13%	12%	12%	11%	10%	10%	14%	13%	9%
1980s	12%	11%	12%	13%	11%	14%	11%	15%	12%	11%	14%	13%	8%
1990s	7%	7%	9%	4%	6%	3%	5%	10%	8%	1%	8%	8%	8%
2000s	7%	2%	5%	12%	4%	8%	11%	4%	2%	12%	3%	4%	10%

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YouGov Survey: Opinions on TV and streaming
 April 21 - 25, 2022 - 1000 U.S. Adult Citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
2010s	4%	4%	2%	7%	2%	5%	6%	0%	5%	12%	2%	2%	3%
There hasn't ever been a golden age	16%	22%	19%	10%	27%	9%	15%	15%	17%	18%	10%	15%	24%
Not sure	11%	14%	13%	8%	11%	8%	12%	7%	17%	10%	14%	10%	12%
Totals	100%	101%	102%	101%	100%	99%	100%	100%	99%	101%	101%	100%	98%
Unweighted N	(435)	(110)	(172)	(153)	(133)	(199)	(194)	(111)	(84)	(84)	(98)	(160)	(93)

YouGov Survey: Opinions on TV and streaming
 April 21 - 25, 2022 - 1000 U.S. Adult Citizens



25. Like TV or Movies More

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
TV shows	44%	43%	45%	37%	46%	43%	49%	47%	35%	41%	35%
Movies	34%	34%	34%	34%	34%	35%	33%	32%	44%	38%	31%
Neither	11%	12%	10%	17%	13%	7%	9%	11%	8%	8%	17%
Not sure	11%	11%	11%	12%	7%	15%	9%	10%	12%	13%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(989)	(440)	(549)	(187)	(207)	(377)	(218)	(685)	(130)	(109)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
TV shows	44%	51%	40%	41%	51%	41%	41%	52%	44%	38%	54%	44%	39%
Movies	34%	32%	30%	44%	32%	40%	40%	31%	31%	41%	24%	36%	35%
Neither	11%	9%	14%	8%	8%	8%	8%	8%	18%	9%	10%	10%	15%
Not sure	11%	8%	16%	7%	10%	11%	11%	8%	8%	13%	12%	10%	11%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	101%	101%	100%	100%	100%
Unweighted N	(989)	(309)	(416)	(264)	(348)	(329)	(444)	(253)	(176)	(177)	(207)	(382)	(223)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



26. Will TV and Movies Merge

Given the current way content is consumed, do you think the previously well-defined and distinct categories of "TV" and "movies" will remain distinct, or do you think the two genres will eventually merge?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
TV and movies will remain distinct	43%	42%	44%	46%	41%	41%	45%	44%	44%	39%	41%
TV and movies will merge	25%	31%	20%	26%	32%	25%	19%	24%	28%	27%	31%
Not sure	31%	26%	36%	28%	27%	34%	35%	32%	28%	33%	28%
Totals	99%	99%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(983)	(436)	(547)	(187)	(202)	(377)	(217)	(680)	(129)	(109)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
TV and movies will remain distinct	43%	45%	41%	45%	47%	46%	45%	48%	45%	46%	44%	43%	41%
TV and movies will merge	25%	29%	23%	24%	27%	23%	23%	27%	33%	30%	22%	27%	22%
Not sure	31%	26%	36%	31%	26%	31%	32%	25%	22%	24%	34%	30%	37%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(983)	(309)	(414)	(260)	(348)	(327)	(439)	(251)	(177)	(176)	(206)	(378)	(223)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



27A. Changes from Streaming — The emergence of streaming has increased the number of different types of TV shows that are produced

Do you agree or disagree with the following:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	33%	34%	31%	27%	35%	34%	32%	33%	33%	28%	32%
Somewhat agree	38%	39%	38%	40%	36%	37%	41%	41%	36%	36%	28%
Somewhat disagree	12%	14%	10%	17%	16%	8%	7%	10%	11%	14%	19%
Strongly disagree	4%	5%	3%	5%	5%	4%	3%	3%	2%	8%	7%
Not sure	13%	9%	18%	10%	8%	16%	18%	12%	19%	14%	14%
Totals	100%	101%	100%	99%	100%	99%	101%	99%	101%	100%	100%
Unweighted N	(918)	(413)	(505)	(166)	(190)	(357)	(205)	(642)	(118)	(97)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	33%	37%	30%	32%	39%	31%	31%	38%	34%	27%	35%	32%	34%
Somewhat agree	38%	39%	37%	41%	38%	41%	37%	39%	40%	43%	35%	35%	44%
Somewhat disagree	12%	10%	14%	9%	9%	10%	11%	12%	15%	14%	11%	12%	9%
Strongly disagree	4%	2%	5%	5%	4%	5%	4%	3%	7%	3%	4%	4%	6%
Not sure	13%	12%	15%	13%	11%	12%	17%	7%	5%	13%	15%	17%	7%
Totals	100%	100%	101%	100%	101%	99%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(918)	(302)	(366)	(250)	(335)	(313)	(410)	(242)	(167)	(166)	(192)	(357)	(203)

YouGov Survey: Opinions on TV and streaming
April 21 - 25, 2022 - 1000 U.S. Adult Citizens



27B. Changes from Streaming — The emergence of streaming has made TV watching less of a communal activity

Do you agree or disagree with the following:

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	16%	17%	16%	14%	20%	17%	13%	15%	20%	18%	14%
Somewhat agree	37%	37%	36%	44%	36%	34%	35%	40%	27%	30%	32%
Somewhat disagree	18%	20%	15%	22%	19%	15%	15%	17%	13%	25%	23%
Strongly disagree	7%	7%	6%	7%	7%	6%	6%	6%	7%	8%	13%
Not sure	23%	19%	27%	12%	18%	27%	31%	22%	33%	19%	19%
Totals	101%	100%	100%	99%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(910)	(410)	(500)	(165)	(190)	(355)	(200)	(632)	(118)	(100)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	16%	21%	13%	15%	21%	14%	16%	20%	15%	18%	21%	12%	18%
Somewhat agree	37%	36%	38%	36%	37%	35%	34%	40%	46%	37%	35%	36%	40%
Somewhat disagree	18%	17%	19%	16%	18%	17%	17%	17%	23%	21%	19%	15%	18%
Strongly disagree	7%	6%	5%	10%	6%	9%	7%	6%	7%	7%	3%	8%	8%
Not sure	23%	20%	26%	22%	18%	25%	27%	16%	9%	18%	23%	28%	16%
Totals	101%	100%	101%	99%	100%	100%	101%	99%	100%	101%	101%	99%	100%
Unweighted N	(910)	(299)	(366)	(245)	(333)	(308)	(406)	(241)	(164)	(163)	(190)	(353)	(204)

YouGov Survey: Opinions on TV and streaming
April 21 - 25, 2022 - 1000 U.S. Adult Citizens



28A. Changes in Type of Content Produced — Be created for niche audiences

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	53%	55%	51%	37%	52%	58%	63%	57%	46%	41%	54%
Less likely	11%	11%	11%	24%	13%	6%	5%	11%	9%	11%	13%
No difference	17%	19%	14%	21%	20%	16%	11%	15%	20%	25%	14%
Not sure	19%	15%	23%	18%	16%	21%	21%	17%	25%	23%	18%
Totals	100%	100%	99%	100%	101%	101%	100%	100%	100%	100%	99%
Unweighted N	(916)	(411)	(505)	(167)	(190)	(353)	(206)	(641)	(116)	(99)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	53%	57%	51%	53%	61%	59%	47%	58%	62%	48%	54%	54%	56%
Less likely	11%	9%	7%	20%	7%	14%	12%	9%	15%	22%	7%	7%	13%
No difference	17%	18%	20%	10%	15%	12%	17%	19%	13%	13%	18%	17%	18%
Not sure	19%	16%	22%	18%	16%	15%	24%	13%	10%	17%	21%	22%	14%
Totals	100%	100%	100%	101%	99%	100%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(916)	(298)	(366)	(252)	(331)	(314)	(408)	(242)	(167)	(164)	(193)	(356)	(203)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



28B. Changes in Type of Content Produced — Contain original ideas

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	29%	28%	30%	28%	33%	29%	26%	28%	34%	29%	35%
Less likely	35%	37%	34%	37%	32%	35%	38%	39%	26%	27%	36%
No difference	23%	23%	22%	21%	23%	22%	25%	24%	20%	23%	18%
Not sure	13%	11%	14%	15%	12%	14%	11%	10%	19%	21%	12%
Totals	100%	99%	100%	101%	100%	100%	100%	101%	99%	100%	101%
Unweighted N	(909)	(408)	(501)	(167)	(186)	(354)	(202)	(635)	(117)	(97)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	29%	43%	24%	20%	41%	16%	29%	31%	35%	28%	24%	29%	36%
Less likely	35%	27%	32%	50%	27%	51%	36%	34%	38%	37%	38%	34%	34%
No difference	23%	20%	27%	20%	22%	22%	21%	26%	21%	23%	25%	22%	20%
Not sure	13%	11%	16%	10%	11%	11%	14%	9%	6%	12%	13%	15%	10%
Totals	100%	101%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(909)	(299)	(363)	(247)	(334)	(307)	(403)	(242)	(167)	(163)	(189)	(354)	(203)

YouGov Survey: Opinions on TV and streaming
 April 21 - 25, 2022 - 1000 U.S. Adult Citizens



28C. Changes in Type of Content Produced — Feature diverse stories and casts

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	65%	60%	69%	57%	64%	64%	73%	68%	59%	56%	56%
Less likely	9%	11%	8%	12%	13%	6%	7%	8%	13%	12%	7%
No difference	15%	20%	11%	17%	17%	18%	8%	15%	15%	16%	22%
Not sure	11%	9%	13%	13%	6%	12%	11%	9%	13%	16%	14%
Totals	100%	100%	101%	99%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(916)	(415)	(501)	(166)	(189)	(356)	(205)	(644)	(116)	(97)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	65%	70%	59%	66%	75%	66%	65%	66%	61%	61%	65%	63%	71%
Less likely	9%	9%	7%	12%	8%	10%	5%	11%	18%	13%	7%	8%	10%
No difference	15%	13%	18%	14%	11%	15%	14%	15%	17%	15%	14%	17%	15%
Not sure	11%	8%	15%	8%	6%	9%	15%	9%	4%	11%	15%	12%	4%
Totals	100%	100%	99%	100%	100%	100%	99%	101%	100%	100%	101%	100%	100%
Unweighted N	(916)	(299)	(366)	(251)	(332)	(313)	(407)	(244)	(166)	(163)	(193)	(355)	(205)

YouGov Survey: Opinions on TV and streaming
April 21 - 25, 2022 - 1000 U.S. Adult Citizens



28D. Changes in Type of Content Produced — Contain offensive content

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	61%	57%	65%	49%	51%	67%	74%	66%	55%	43%	53%
Less likely	11%	12%	9%	17%	14%	8%	7%	9%	11%	17%	18%
No difference	18%	21%	15%	22%	27%	14%	11%	16%	19%	26%	17%
Not sure	10%	9%	11%	12%	9%	12%	9%	9%	15%	14%	12%
Totals	100%	99%	100%	100%	101%	101%	101%	100%	100%	100%	100%
Unweighted N	(916)	(414)	(502)	(166)	(191)	(356)	(203)	(642)	(116)	(99)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	61%	59%	57%	70%	61%	75%	63%	59%	58%	62%	71%	58%	57%
Less likely	11%	12%	9%	12%	10%	9%	8%	13%	15%	9%	9%	11%	13%
No difference	18%	17%	21%	14%	19%	10%	15%	21%	19%	18%	11%	20%	20%
Not sure	10%	12%	13%	5%	11%	6%	14%	6%	7%	11%	9%	11%	10%
Totals	100%	100%	100%	101%	101%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(916)	(298)	(368)	(250)	(332)	(314)	(407)	(244)	(165)	(164)	(192)	(356)	(204)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



28E. Changes in Type of Content Produced — Contain nudity or violence

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	65%	61%	69%	49%	51%	72%	83%	72%	57%	49%	49%
Less likely	10%	12%	8%	18%	16%	3%	4%	8%	11%	14%	12%
No difference	17%	21%	12%	23%	25%	13%	7%	15%	19%	21%	24%
Not sure	9%	6%	11%	10%	7%	11%	6%	6%	13%	16%	15%
Totals	101%	100%	100%	100%	99%	99%	100%	101%	100%	100%	100%
Unweighted N	(917)	(412)	(505)	(167)	(191)	(355)	(204)	(640)	(117)	(99)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	65%	68%	58%	73%	68%	78%	65%	68%	60%	61%	73%	62%	65%
Less likely	10%	11%	9%	10%	9%	6%	8%	9%	16%	8%	7%	8%	15%
No difference	17%	16%	20%	12%	15%	11%	15%	18%	19%	19%	14%	20%	13%
Not sure	9%	6%	14%	5%	8%	5%	12%	5%	5%	12%	7%	9%	7%
Totals	101%	101%	101%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(917)	(298)	(367)	(252)	(331)	(313)	(408)	(244)	(168)	(165)	(191)	(356)	(205)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



28F. Changes in Type of Content Produced — Be produced in foreign countries

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	47%	46%	47%	45%	45%	46%	49%	49%	41%	36%	52%
Less likely	11%	12%	9%	15%	19%	5%	6%	9%	10%	17%	16%
No difference	20%	23%	17%	22%	19%	20%	18%	18%	23%	25%	16%
Not sure	23%	19%	27%	18%	17%	29%	26%	24%	26%	21%	16%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(917)	(413)	(504)	(166)	(189)	(355)	(207)	(640)	(118)	(98)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	47%	54%	39%	48%	54%	49%	46%	48%	45%	50%	44%	45%	49%
Less likely	11%	12%	9%	10%	9%	8%	8%	11%	21%	14%	7%	9%	14%
No difference	20%	17%	23%	19%	18%	18%	16%	25%	20%	14%	21%	21%	21%
Not sure	23%	17%	29%	23%	19%	26%	30%	16%	14%	21%	28%	25%	16%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(917)	(302)	(365)	(250)	(335)	(314)	(407)	(245)	(168)	(164)	(192)	(357)	(204)

YouGov Survey: Opinions on TV and streaming
April 21 - 25, 2022 - 1000 U.S. Adult Citizens



28G. Changes in Type of Content Produced — Contain foreign languages

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	51%	49%	53%	55%	48%	52%	49%	53%	46%	43%	53%
Less likely	10%	12%	8%	14%	14%	5%	11%	10%	10%	16%	8%
No difference	22%	25%	20%	20%	26%	22%	22%	21%	24%	26%	25%
Not sure	16%	14%	19%	11%	12%	21%	18%	16%	21%	14%	14%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(914)	(415)	(499)	(166)	(190)	(353)	(205)	(641)	(116)	(99)	(58)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	51%	54%	47%	53%	53%	55%	51%	53%	54%	56%	53%	49%	49%
Less likely	10%	14%	8%	8%	12%	7%	7%	13%	17%	10%	5%	8%	19%
No difference	22%	18%	25%	24%	20%	22%	21%	25%	22%	18%	26%	24%	20%
Not sure	16%	13%	20%	15%	14%	16%	21%	9%	7%	15%	16%	19%	12%
Totals	99%	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(914)	(300)	(364)	(250)	(335)	(313)	(406)	(241)	(167)	(162)	(190)	(355)	(207)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



28H. Changes in Type of Content Produced — Contain morally complex characters

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	53%	49%	56%	49%	42%	53%	67%	57%	47%	44%	41%
Less likely	13%	14%	12%	11%	15%	15%	8%	12%	17%	10%	16%
No difference	20%	27%	14%	26%	28%	17%	12%	19%	18%	27%	21%
Not sure	14%	11%	18%	15%	15%	15%	13%	12%	18%	20%	21%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(920)	(411)	(509)	(166)	(188)	(358)	(208)	(642)	(119)	(99)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely	53%	59%	47%	54%	61%	58%	52%	56%	52%	59%	52%	49%	55%
Less likely	13%	12%	11%	15%	11%	14%	10%	14%	20%	11%	13%	13%	12%
No difference	20%	18%	23%	20%	16%	18%	20%	21%	20%	19%	19%	21%	20%
Not sure	14%	11%	19%	11%	13%	10%	18%	9%	8%	12%	15%	16%	12%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	99%	99%	99%
Unweighted N	(920)	(302)	(367)	(251)	(335)	(313)	(408)	(244)	(166)	(162)	(194)	(358)	(206)

YouGov Survey: Opinions on TV and streaming

April 21 - 25, 2022 - 1000 U.S. Adult Citizens



Interviewing Dates	April 21 - 25, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.479 to 3.277, with a mean of one and a standard deviation of 0.306.
Number of respondents	1000
Margin of error	± 3.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.