

YouGov Survey: Rewatching TV Shows



Sample 1000 U.S. Adult Citizens
Conducted April 3 - 6, 2023
Margin of Error ±3.3%

1. How often do you watch TV?

Several times a day	38%
Once a day	22%
A few times a week	20%
Once a week	4%
A few times a month	4%
Seldom	7%
Never	4%

2. Which TV show genres do you enjoy? Select all that apply.

Among people who watch TV

Comedy	63%
Drama	56%
Action	50%
Science fiction	36%
Fantasy	26%
Crime	49%
Documentary	44%
Reality	29%
None of the above	4%

3. If you were watching TV, would you generally prefer to rewatch shows you've already seen or shows you haven't seen before?

Among people who watch TV

Rewatch shows	13%
Watch new shows	44%
Both equally	43%

4. How often do you watch episodes of TV that you have never seen before?

Among people who watch TV

Several times a day	12%
Once a day	10%
A few times a week	33%
Once a week	10%
A few times a month	18%
Seldom	14%
Never	2%

5. How often do you rewatch episodes of TV that you have already seen?

Among people who watch TV

Several times a day	9%
Once a day	7%
A few times a week	26%
Once a week	9%
A few times a month	18%
Seldom	26%
Never	5%

6. Have you ever rewatched episodes of TV that you had already seen?

Among people who watch TV

Yes	96%
No	3%
Not sure	1%

7. What is the greatest number of times you've watched the same season of any TV show?

Among people who watch TV

1 time	12%
2 times	21%
3 times	18%
4 times	10%
5 times	7%
6 times	3%
7 times	1%
8 times or more	9%
I've never watched a season of a TV show	5%
Not sure	14%

8. In general, how long after first watching a TV show do you wait before rewatching it?

Among people who have rewatched a TV show

I start rewatching immediately	7%
Less than 6 months	18%
6 months to 1 year	21%
1 to 2 years	15%
More than 2 years	14%
I don't rewatch shows	8%
Not sure	16%

9. How does your enjoyment of a TV show when you rewatch it compare to the first time you watched it?

Among people who have rewatched a TV show

I enjoy it more	19%
I enjoy it about the same	59%
I enjoy it less	13%
Not sure	9%

10. Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Major reason	Minor reason	Not a reason
It has relatable characters	42%	38%	20%
It brings me comfort	44%	34%	23%
It elicits feelings of nostalgia	36%	36%	28%
It is funny	51%	34%	16%
It has a complex narrative	29%	38%	34%
It is easily accessible via a streaming service	35%	35%	30%
It is frequently playing on live TV	22%	37%	41%
It doesn't require me to pay much attention	23%	41%	36%
To catch previously missed details or plot points	41%	40%	19%
To share the experience with someone who hasn't seen it	32%	40%	29%

11. Which TV show genres do you enjoy rewatching? Select all that apply.

Among people who have rewatched a TV show

Comedy	59%
Drama	42%
Action	38%
Science fiction	30%
Fantasy	24%
Crime	34%
Documentary	28%
Reality TV	21%
None of the above	5%

12. Do you consider yourself to be a member of the fandom of any TV shows?

Yes	33%
No	54%
Not sure	13%

13. Have you ever done any of the following related to a TV show you have watched? Select all that apply.

Followed social media accounts related to it	26%
Posted about it on social media	20%
Been a member of an online fan group for it	12%
Memorized lines from it	28%
Dressed up in related cosplay	8%
Bought related merchandise	21%
Attended conventions or in-person fan meet-ups	7%
None of the above	43%

14. Do you actively engage in discussing, reading, or creating fan theories about a TV show you have watched?

Yes	24%
No	67%
Not sure	8%

Interviewing Dates	April 3 - 6, 2023
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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.28 to 3.331, with a mean of 1 and a standard deviation of 0.364.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	51 questions not reported.

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



1. Frequency of Watching TV

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	38%	34%	41%	20%	31%	46%	50%	40%	43%	25%	*
Once a day	22%	20%	23%	18%	18%	25%	24%	24%	8%	22%	*
A few times a week	20%	21%	20%	30%	31%	13%	10%	19%	27%	20%	*
Once a week	4%	4%	5%	8%	7%	2%	1%	3%	3%	12%	*
A few times a month	4%	6%	3%	7%	6%	4%	1%	3%	8%	9%	*
Seldom	7%	9%	6%	10%	4%	7%	10%	7%	9%	8%	*
Never	4%	6%	2%	8%	3%	3%	4%	4%	2%	3%	*
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,000)	(473)	(527)	(197)	(215)	(359)	(229)	(673)	(121)	(149)	(57)

	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	38%	38%	35%	41%	41%	43%	46%	35%	31%	34%	35%	43%	34%
Once a day	22%	22%	21%	22%	22%	23%	15%	30%	23%	25%	25%	17%	24%
A few times a week	20%	25%	17%	20%	22%	18%	19%	18%	26%	21%	23%	19%	19%
Once a week	4%	3%	6%	4%	3%	2%	3%	3%	7%	5%	4%	5%	3%
A few times a month	4%	4%	5%	3%	4%	3%	4%	5%	5%	7%	2%	4%	5%
Seldom	7%	4%	10%	7%	5%	9%	8%	6%	5%	6%	7%	7%	9%
Never	4%	4%	6%	2%	3%	2%	5%	3%	3%	2%	4%	4%	5%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,000)	(349)	(368)	(283)	(362)	(343)	(398)	(279)	(224)	(176)	(202)	(390)	(232)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



2. Favorite TV Show Genre

Which TV show genres do you enjoy? Select all that apply.

Among people who watch TV

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Comedy	63%	61%	64%	64%	71%	64%	50%	65%	72%	51%	*
Drama	56%	47%	63%	44%	58%	58%	60%	56%	56%	56%	*
Action	50%	57%	44%	45%	50%	57%	45%	49%	62%	40%	*
Science fiction	36%	44%	29%	26%	41%	43%	30%	38%	30%	31%	*
Fantasy	26%	28%	25%	27%	35%	28%	13%	26%	29%	27%	*
Crime	49%	41%	57%	36%	51%	54%	53%	52%	53%	37%	*
Documentary	44%	42%	46%	23%	42%	56%	49%	48%	36%	36%	*
Reality	29%	23%	34%	29%	36%	27%	23%	29%	34%	25%	*
None of the above	4%	5%	3%	4%	3%	2%	8%	2%	1%	5%	*
Unweighted N	(964)	(448)	(516)	(185)	(209)	(349)	(221)	(648)	(118)	(145)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Comedy	63%	66%	59%	63%	67%	62%	58%	67%	68%	59%	65%	62%	65%
Drama	56%	60%	52%	55%	62%	54%	58%	56%	53%	53%	53%	57%	58%
Action	50%	49%	49%	54%	49%	55%	51%	49%	54%	45%	53%	53%	46%
Science fiction	36%	37%	38%	33%	39%	37%	40%	36%	36%	31%	31%	41%	39%
Fantasy	26%	28%	24%	27%	28%	26%	26%	29%	27%	25%	20%	30%	28%
Crime	49%	52%	47%	50%	51%	52%	52%	50%	50%	52%	45%	51%	48%
Documentary	44%	43%	44%	46%	50%	50%	40%	48%	45%	43%	43%	43%	49%
Reality	29%	29%	24%	34%	27%	32%	29%	27%	35%	24%	32%	32%	24%
None of the above	4%	4%	5%	3%	3%	3%	5%	3%	2%	6%	2%	4%	4%
Unweighted N	(964)	(340)	(347)	(277)	(352)	(334)	(380)	(272)	(218)	(173)	(194)	(374)	(223)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



3. New Vs Rewatch TV

If you were watching TV, would you generally prefer to rewatch shows you've already seen or shows you haven't seen before?

Among people who watch TV

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Rewatch shows	13%	13%	13%	22%	13%	11%	8%	12%	13%	24%	*
Watch new shows	44%	44%	44%	39%	44%	41%	52%	45%	46%	43%	*
Both equally	43%	43%	43%	39%	43%	48%	41%	43%	41%	33%	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(958)	(446)	(512)	(182)	(208)	(348)	(220)	(646)	(118)	(142)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Rewatch shows	13%	9%	13%	17%	11%	14%	14%	13%	10%	15%	13%	14%	8%
Watch new shows	44%	50%	39%	42%	50%	43%	33%	50%	57%	43%	44%	39%	51%
Both equally	43%	40%	47%	42%	39%	43%	53%	37%	33%	41%	43%	46%	41%
Totals	100%	99%	99%	101%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(958)	(337)	(345)	(276)	(351)	(332)	(375)	(272)	(218)	(172)	(194)	(371)	(221)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



4. Frequency of Watching New TV

How often do you watch episodes of TV that you have never seen before?

Among people who 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	12%	13%	12%	9%	13%	11%	17%	12%	12%	13%	*
Once a day	10%	10%	10%	10%	11%	10%	11%	10%	16%	10%	*
A few times a week	33%	32%	34%	34%	34%	35%	29%	34%	35%	26%	*
Once a week	10%	9%	11%	11%	16%	10%	5%	11%	6%	15%	*
A few times a month	18%	18%	18%	21%	19%	17%	16%	19%	13%	19%	*
Seldom	14%	16%	13%	14%	7%	15%	20%	13%	16%	15%	*
Never	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	*
Totals	99%	100%	100%	101%	101%	100%	100%	100%	99%	100%	*
Unweighted N	(960)	(445)	(515)	(184)	(207)	(348)	(221)	(646)	(118)	(144)	(52)

	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	12%	11%	12%	14%	14%	12%	14%	12%	9%	10%	13%	14%	11%
Once a day	10%	11%	11%	9%	13%	7%	7%	14%	11%	10%	8%	10%	13%
A few times a week	33%	34%	32%	33%	35%	35%	34%	34%	35%	34%	33%	33%	33%
Once a week	10%	11%	8%	13%	9%	11%	9%	10%	13%	13%	9%	10%	10%
A few times a month	18%	20%	18%	16%	16%	19%	15%	18%	22%	17%	21%	18%	16%
Seldom	14%	11%	18%	13%	12%	14%	19%	11%	8%	14%	16%	12%	16%
Never	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%	3%	1%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(960)	(340)	(343)	(277)	(351)	(333)	(378)	(272)	(217)	(171)	(194)	(373)	(222)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



5. Frequency of Rewatching TV

How often do you rewatch episodes of TV that you have already seen?

Among people who 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	9%	10%	9%	12%	10%	9%	8%	9%	11%	7%	*
Once a day	7%	8%	6%	10%	8%	7%	4%	7%	7%	9%	*
A few times a week	26%	24%	27%	26%	29%	26%	22%	26%	26%	27%	*
Once a week	9%	9%	9%	15%	9%	9%	3%	9%	8%	12%	*
A few times a month	18%	19%	16%	15%	21%	15%	21%	16%	22%	21%	*
Seldom	26%	26%	27%	19%	20%	29%	34%	29%	22%	18%	*
Never	5%	4%	6%	3%	3%	6%	8%	4%	4%	6%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(960)	(445)	(515)	(184)	(207)	(348)	(221)	(646)	(118)	(144)	(52)

	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	9%	7%	11%	10%	7%	11%	13%	9%	4%	7%	8%	12%	7%
Once a day	7%	7%	8%	6%	8%	4%	7%	6%	8%	8%	6%	6%	8%
A few times a week	26%	26%	21%	31%	24%	26%	26%	29%	21%	23%	30%	24%	26%
Once a week	9%	10%	9%	8%	9%	7%	9%	8%	13%	9%	8%	10%	9%
A few times a month	18%	19%	18%	16%	19%	19%	16%	17%	21%	15%	17%	19%	18%
Seldom	26%	26%	27%	25%	26%	29%	23%	26%	30%	28%	28%	24%	27%
Never	5%	5%	6%	4%	6%	3%	6%	5%	4%	9%	4%	4%	4%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	101%	99%	101%	99%	99%
Unweighted N	(960)	(339)	(344)	(277)	(351)	(333)	(378)	(271)	(218)	(172)	(194)	(372)	(222)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



6. Frequency of Rewatching TV (1)

Have you ever rewatched episodes of TV that you had already seen?

Among people who watch TV

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	96%	97%	95%	98%	98%	96%	92%	97%	97%	95%	*
No	3%	2%	4%	1%	2%	3%	6%	3%	1%	5%	*
Not sure	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	*
Unweighted N	(960)	(445)	(515)	(184)	(207)	(348)	(221)	(646)	(118)	(144)	(52)

	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	96%	96%	96%	97%	94%	98%	96%	96%	97%	93%	96%	97%	97%
No	3%	4%	3%	2%	5%	2%	3%	4%	2%	6%	4%	2%	2%
Not sure	1%	0%	1%	1%	0%	1%	1%	0%	1%	2%	0%	0%	1%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(960)	(339)	(344)	(277)	(351)	(333)	(378)	(271)	(218)	(172)	(194)	(372)	(222)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



7. Most Times Rewatched a Show

What is the greatest number of times you've watched the same season of any TV show?

Among people who watch TV

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1 time	12%	12%	13%	5%	12%	12%	19%	13%	10%	13%	*
2 times	21%	21%	22%	19%	24%	20%	21%	22%	19%	22%	*
3 times	18%	20%	16%	19%	24%	14%	15%	18%	19%	15%	*
4 times	10%	13%	6%	15%	15%	7%	2%	9%	10%	16%	*
5 times	7%	6%	8%	14%	6%	6%	3%	7%	5%	9%	*
6 times	3%	3%	3%	5%	2%	3%	2%	3%	2%	4%	*
7 times	1%	1%	1%	2%	1%	0%	1%	1%	4%	1%	*
8 times or more	9%	6%	12%	5%	8%	13%	7%	9%	8%	10%	*
I've never watched a season of a TV show	5%	6%	4%	3%	1%	5%	10%	5%	1%	4%	*
Not sure	14%	12%	16%	12%	6%	18%	20%	14%	21%	7%	*
Totals	100%	100%	101%	99%	99%	98%	100%	101%	99%	101%	*
Unweighted N	(963)	(447)	(516)	(185)	(208)	(349)	(221)	(648)	(118)	(144)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1 time	12%	17%	11%	8%	15%	12%	12%	13%	12%	14%	10%	12%	14%
2 times	21%	20%	21%	23%	23%	22%	20%	22%	26%	17%	22%	18%	29%
3 times	18%	18%	14%	23%	17%	18%	18%	18%	20%	21%	17%	18%	15%
4 times	10%	9%	11%	8%	8%	10%	7%	10%	13%	10%	7%	10%	10%
5 times	7%	6%	8%	6%	6%	6%	6%	6%	9%	8%	6%	7%	7%
6 times	3%	3%	2%	4%	2%	3%	3%	5%	1%	3%	3%	4%	2%
7 times	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	0%

continued on the next page . . .

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 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
8 times or more	9%	7%	11%	9%	9%	8%	12%	9%	6%	8%	10%	10%	7%
I've never watched a season of a TV show	5%	5%	7%	3%	5%	4%	5%	4%	3%	7%	6%	3%	5%
Not sure	14%	13%	15%	15%	14%	17%	15%	12%	10%	10%	18%	16%	12%
Totals	100%	99%	101%	100%	100%	101%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(963)	(340)	(346)	(277)	(352)	(333)	(380)	(272)	(218)	(173)	(194)	(374)	(222)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



8. Time To Rewatch Show

In general, how long after first watching a TV show do you wait before rewatching it?

Among people who have rewatched a TV show

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I start rewatching immediately	7%	7%	7%	9%	6%	7%	5%	6%	11%	8%	*
Less than 6 months	18%	20%	17%	24%	25%	17%	8%	17%	24%	16%	*
6 months to 1 year	21%	24%	19%	26%	19%	18%	23%	20%	19%	34%	*
1 to 2 years	15%	12%	18%	13%	19%	15%	14%	15%	14%	18%	*
More than 2 years	14%	14%	15%	11%	13%	17%	17%	17%	9%	7%	*
I don't rewatch shows	8%	8%	8%	4%	7%	9%	12%	9%	6%	5%	*
Not sure	16%	15%	17%	14%	11%	19%	21%	17%	19%	12%	*
Totals	99%	100%	101%	101%	100%	102%	100%	101%	102%	100%	*
Unweighted N	(922)	(433)	(489)	(179)	(203)	(334)	(206)	(625)	(113)	(137)	(47)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I start rewatching immediately	7%	7%	6%	8%	4%	5%	10%	5%	5%	12%	5%	7%	5%
Less than 6 months	18%	20%	16%	20%	18%	16%	21%	16%	19%	18%	17%	20%	17%
6 months to 1 year	21%	20%	20%	24%	22%	24%	19%	25%	22%	15%	20%	22%	25%
1 to 2 years	15%	16%	15%	14%	18%	15%	13%	18%	17%	17%	11%	15%	17%
More than 2 years	14%	16%	14%	13%	15%	15%	13%	16%	15%	13%	21%	10%	16%
I don't rewatch shows	8%	8%	9%	6%	10%	9%	7%	7%	10%	7%	8%	8%	9%
Not sure	16%	14%	19%	15%	15%	17%	18%	13%	12%	18%	18%	17%	12%
Totals	99%	101%	99%	100%	102%	101%	101%	100%	100%	100%	100%	99%	101%
Unweighted N	(922)	(324)	(332)	(266)	(331)	(324)	(362)	(260)	(210)	(161)	(186)	(361)	(214)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



9. Enjoyment of Rewatching TV Show

How does your enjoyment of a TV show when you rewatch it compare to the first time you watched it?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I enjoy it more	19%	18%	21%	23%	24%	15%	15%	16%	23%	27%	*
I enjoy it about the same	59%	58%	60%	51%	56%	66%	59%	61%	52%	53%	*
I enjoy it less	13%	15%	11%	17%	11%	10%	15%	13%	15%	13%	*
Not sure	9%	10%	8%	9%	9%	9%	11%	10%	9%	6%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	99%	*
Unweighted N	(924)	(434)	(490)	(180)	(204)	(334)	(206)	(626)	(115)	(137)	(46)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I enjoy it more	19%	17%	18%	23%	17%	22%	19%	18%	20%	22%	15%	22%	16%
I enjoy it about the same	59%	61%	56%	60%	57%	58%	60%	58%	59%	56%	59%	60%	60%
I enjoy it less	13%	14%	14%	11%	15%	12%	12%	14%	14%	12%	15%	11%	15%
Not sure	9%	8%	13%	6%	10%	8%	8%	10%	7%	10%	11%	7%	10%
Totals	100%	100%	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(924)	(324)	(333)	(267)	(332)	(324)	(363)	(260)	(211)	(162)	(187)	(362)	(213)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10A. Reason To Rewatch TV Shows — It has relatable characters

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	42%	40%	43%	45%	43%	41%	39%	40%	45%	46%	*
Minor reason	38%	36%	41%	42%	39%	37%	36%	39%	43%	33%	*
Not a reason	20%	24%	16%	13%	18%	22%	25%	21%	12%	21%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(918)	(432)	(486)	(179)	(203)	(334)	(202)	(622)	(115)	(136)	(45)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	42%	41%	41%	44%	41%	43%	41%	46%	43%	37%	37%	48%	39%
Minor reason	38%	40%	37%	38%	40%	37%	40%	35%	36%	41%	42%	35%	38%
Not a reason	20%	19%	22%	18%	19%	20%	19%	20%	21%	22%	21%	17%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(918)	(323)	(330)	(265)	(331)	(321)	(362)	(256)	(211)	(160)	(186)	(359)	(213)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10B. Reason To Rewatch TV Shows — It brings me comfort

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	44%	40%	47%	55%	50%	43%	26%	41%	52%	48%	*
Minor reason	34%	37%	31%	36%	32%	33%	34%	33%	36%	37%	*
Not a reason	23%	23%	22%	9%	17%	24%	41%	26%	12%	15%	*
Totals	101%	100%	100%	100%	99%	100%	101%	100%	100%	100%	*
Unweighted N	(915)	(433)	(482)	(179)	(201)	(334)	(201)	(622)	(113)	(135)	(45)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	44%	43%	42%	47%	44%	42%	48%	43%	39%	41%	32%	52%	43%
Minor reason	34%	37%	31%	33%	34%	32%	31%	35%	38%	35%	39%	29%	36%
Not a reason	23%	20%	27%	20%	22%	26%	21%	22%	23%	24%	29%	19%	21%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(915)	(318)	(330)	(267)	(326)	(323)	(360)	(259)	(209)	(160)	(184)	(359)	(212)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10C. Reason To Rewatch TV Shows — It elicits feelings of nostalgia

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	36%	36%	35%	49%	43%	31%	22%	35%	35%	40%	*
Minor reason	36%	36%	35%	31%	35%	38%	39%	36%	33%	35%	*
Not a reason	28%	28%	29%	20%	22%	31%	39%	29%	32%	25%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(913)	(428)	(485)	(180)	(202)	(328)	(203)	(618)	(114)	(135)	(46)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	36%	37%	32%	39%	34%	35%	40%	35%	31%	42%	29%	39%	32%
Minor reason	36%	36%	33%	40%	40%	40%	30%	39%	43%	28%	40%	33%	42%
Not a reason	28%	27%	35%	21%	27%	25%	30%	25%	26%	30%	31%	28%	26%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(913)	(319)	(328)	(266)	(326)	(321)	(356)	(259)	(210)	(161)	(183)	(357)	(212)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10D. Reason To Rewatch TV Shows — It is funny

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	51%	50%	52%	55%	47%	56%	41%	51%	55%	50%	*
Minor reason	34%	33%	34%	30%	39%	31%	35%	34%	31%	33%	*
Not a reason	16%	17%	14%	14%	14%	12%	24%	16%	14%	17%	*
Totals	101%	100%	100%	99%	100%	99%	100%	101%	100%	100%	*
Unweighted N	(916)	(431)	(485)	(180)	(202)	(332)	(202)	(621)	(114)	(135)	(46)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	51%	51%	46%	56%	50%	54%	49%	52%	56%	50%	49%	53%	49%
Minor reason	34%	36%	34%	31%	35%	32%	33%	35%	32%	32%	39%	31%	35%
Not a reason	16%	14%	19%	13%	14%	15%	18%	13%	12%	18%	12%	16%	16%
Totals	101%	101%	99%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(916)	(319)	(331)	(266)	(328)	(321)	(361)	(259)	(208)	(160)	(184)	(360)	(212)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10E. Reason To Rewatch TV Shows — It has a complex narrative

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	29%	34%	24%	35%	35%	24%	22%	28%	31%	27%	*
Minor reason	38%	37%	39%	45%	43%	34%	31%	35%	46%	47%	*
Not a reason	34%	29%	38%	21%	23%	42%	46%	38%	23%	26%	*
Totals	101%	100%	101%	101%	101%	100%	99%	101%	100%	100%	*
Unweighted N	(916)	(434)	(482)	(179)	(202)	(331)	(204)	(621)	(115)	(134)	(46)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	29%	27%	31%	27%	31%	25%	30%	27%	31%	30%	22%	29%	32%
Minor reason	38%	41%	32%	41%	38%	41%	34%	36%	47%	38%	39%	38%	35%
Not a reason	34%	32%	37%	32%	31%	34%	36%	37%	23%	32%	38%	32%	32%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	99%	99%
Unweighted N	(916)	(322)	(330)	(264)	(329)	(322)	(359)	(258)	(211)	(161)	(183)	(361)	(211)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10F. Reason To Rewatch TV Shows — It is easily accessible via a streaming service

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	35%	33%	36%	47%	44%	28%	23%	32%	40%	43%	*
Minor reason	35%	36%	34%	35%	36%	36%	33%	36%	33%	30%	*
Not a reason	30%	30%	30%	17%	20%	36%	44%	32%	27%	27%	*
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(918)	(432)	(486)	(180)	(203)	(332)	(203)	(623)	(113)	(136)	(46)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	35%	33%	35%	37%	35%	33%	35%	37%	33%	29%	33%	38%	35%
Minor reason	35%	39%	31%	36%	37%	35%	32%	37%	40%	38%	36%	34%	36%
Not a reason	30%	28%	34%	27%	27%	32%	33%	26%	26%	33%	31%	28%	29%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(918)	(321)	(330)	(267)	(329)	(324)	(359)	(260)	(210)	(162)	(186)	(360)	(210)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10G. Reason To Rewatch TV Shows — It is frequently playing on live TV

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	22%	24%	21%	24%	31%	20%	13%	22%	25%	20%	*
Minor reason	37%	38%	36%	43%	37%	35%	34%	36%	35%	41%	*
Not a reason	41%	39%	43%	33%	32%	45%	53%	41%	40%	39%	*
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(918)	(432)	(486)	(180)	(202)	(334)	(202)	(622)	(115)	(135)	(46)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	22%	24%	21%	23%	22%	19%	23%	26%	20%	23%	19%	26%	18%
Minor reason	37%	36%	36%	39%	30%	39%	37%	33%	39%	37%	43%	34%	36%
Not a reason	41%	40%	44%	38%	48%	42%	39%	41%	41%	40%	38%	40%	46%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(918)	(322)	(331)	(265)	(329)	(322)	(361)	(259)	(210)	(160)	(186)	(359)	(213)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10H. Reason To Rewatch TV Shows — It doesn't require me to pay much attention

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	23%	23%	23%	37%	28%	18%	11%	20%	26%	32%	*
Minor reason	41%	42%	41%	39%	39%	44%	41%	42%	39%	36%	*
Not a reason	36%	35%	37%	24%	33%	39%	48%	39%	35%	33%	*
Totals	100%	100%	101%	100%	100%	101%	100%	101%	100%	101%	*
Unweighted N	(914)	(430)	(484)	(179)	(203)	(329)	(203)	(619)	(114)	(136)	(45)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	23%	20%	24%	24%	22%	20%	23%	27%	20%	21%	20%	26%	21%
Minor reason	41%	43%	41%	39%	42%	39%	40%	39%	45%	45%	50%	36%	40%
Not a reason	36%	37%	35%	37%	36%	41%	37%	34%	35%	34%	31%	39%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(914)	(318)	(332)	(264)	(327)	(321)	(359)	(257)	(210)	(161)	(183)	(360)	(210)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10I. Reason To Rewatch TV Shows — To catch previously missed details or plot points

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	41%	40%	42%	49%	44%	38%	34%	38%	51%	39%	*
Minor reason	40%	40%	40%	34%	37%	44%	43%	41%	35%	41%	*
Not a reason	19%	21%	18%	17%	20%	18%	23%	20%	15%	21%	*
Totals	100%	101%	100%	100%	101%	100%	100%	99%	101%	101%	*
Unweighted N	(918)	(431)	(487)	(180)	(203)	(331)	(204)	(622)	(115)	(134)	(47)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	41%	42%	39%	42%	42%	38%	41%	43%	40%	44%	36%	43%	39%
Minor reason	40%	42%	39%	38%	43%	39%	41%	39%	40%	35%	41%	40%	43%
Not a reason	19%	16%	22%	20%	15%	23%	19%	18%	20%	21%	23%	17%	18%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(918)	(324)	(329)	(265)	(329)	(323)	(362)	(259)	(210)	(161)	(184)	(360)	(213)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



10J. Reason To Rewatch TV Shows — To share the experience with someone who hasn't seen it

Would you say that the following is a major reason, a minor reason, or not a reason why you would rewatch a TV show you have already seen?

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Major reason	32%	27%	36%	38%	47%	28%	15%	27%	39%	45%	*
Minor reason	40%	43%	37%	42%	35%	43%	39%	41%	40%	34%	*
Not a reason	29%	30%	27%	21%	18%	30%	46%	31%	21%	21%	*
Totals	101%	100%	100%	101%	100%	101%	100%	99%	100%	100%	*
Unweighted N	(918)	(430)	(488)	(178)	(201)	(333)	(206)	(622)	(114)	(135)	(47)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Major reason	32%	32%	31%	33%	33%	29%	32%	32%	31%	33%	30%	33%	31%
Minor reason	40%	40%	37%	42%	40%	42%	37%	37%	46%	39%	40%	39%	41%
Not a reason	29%	28%	32%	25%	27%	29%	31%	30%	22%	29%	29%	28%	29%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	99%	101%	99%	100%	101%
Unweighted N	(918)	(321)	(331)	(266)	(328)	(322)	(363)	(258)	(208)	(161)	(185)	(358)	(214)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



11. Preferred Genres To Rewatch

Which TV show genres do you enjoy rewatching? Select all that apply.

Among people who have rewatched a TV show

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Comedy	59%	57%	61%	60%	65%	61%	49%	61%	56%	57%	*
Drama	42%	36%	48%	34%	42%	45%	46%	41%	46%	47%	*
Action	38%	45%	31%	35%	42%	40%	34%	35%	53%	36%	*
Science fiction	30%	37%	23%	19%	33%	38%	23%	29%	29%	24%	*
Fantasy	24%	28%	21%	29%	32%	22%	15%	22%	25%	34%	*
Crime	34%	29%	38%	23%	37%	34%	38%	33%	43%	29%	*
Documentary	28%	32%	25%	15%	33%	28%	37%	28%	32%	25%	*
Reality TV	21%	18%	22%	24%	29%	15%	16%	18%	33%	26%	*
None of the above	5%	6%	3%	3%	3%	5%	7%	4%	3%	4%	*
Unweighted N	(925)	(434)	(491)	(181)	(204)	(334)	(206)	(626)	(115)	(137)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Comedy	59%	65%	54%	58%	62%	60%	55%	62%	65%	60%	60%	57%	61%
Drama	42%	44%	40%	44%	45%	43%	48%	41%	37%	40%	38%	46%	42%
Action	38%	33%	39%	41%	35%	42%	42%	35%	36%	36%	39%	38%	38%
Science fiction	30%	29%	32%	28%	33%	30%	35%	26%	30%	26%	26%	33%	31%
Fantasy	24%	25%	23%	24%	24%	22%	27%	24%	22%	27%	18%	24%	27%
Crime	34%	35%	32%	34%	35%	35%	38%	29%	34%	44%	25%	36%	30%
Documentary	28%	30%	26%	31%	30%	33%	28%	27%	30%	30%	22%	32%	28%
Reality TV	21%	21%	19%	21%	20%	19%	23%	22%	19%	19%	21%	23%	17%
None of the above	5%	3%	7%	4%	3%	5%	3%	5%	4%	6%	3%	5%	5%
Unweighted N	(925)	(325)	(333)	(267)	(332)	(324)	(364)	(260)	(211)	(162)	(187)	(362)	(214)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



12. Consider Self Part TV Fandom

Do you consider yourself to be a member of the fandom of any TV shows?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	33%	33%	34%	42%	43%	29%	21%	32%	32%	42%	*
No	54%	55%	53%	42%	45%	58%	69%	57%	46%	48%	*
Not sure	13%	12%	13%	16%	12%	13%	10%	11%	22%	10%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(994)	(469)	(525)	(194)	(213)	(358)	(229)	(671)	(120)	(147)	(56)

	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	33%	37%	26%	38%	37%	33%	33%	33%	39%	38%	26%	37%	32%
No	54%	51%	57%	53%	51%	58%	50%	58%	55%	49%	62%	50%	56%
Not sure	13%	12%	17%	9%	12%	9%	17%	9%	6%	13%	12%	13%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(347)	(365)	(282)	(361)	(342)	(394)	(279)	(224)	(174)	(202)	(389)	(229)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



13. TV Fandom Activities

Have you ever done any of the following related to a TV show you have watched? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Followed social media accounts related to it	26%	25%	27%	35%	34%	25%	9%	26%	25%	25%	*
Posted about it on social media	20%	18%	21%	23%	31%	17%	8%	17%	30%	24%	*
Been a member of an online fan group for it	12%	12%	13%	16%	20%	10%	5%	11%	12%	16%	*
Memorized lines from it	28%	27%	29%	32%	37%	32%	11%	28%	29%	26%	*
Dressed up in related cosplay	8%	11%	6%	14%	15%	3%	1%	6%	13%	13%	*
Bought related merchandise	21%	21%	21%	25%	28%	20%	10%	21%	17%	23%	*
Attended conventions or in-person fan meet-ups	7%	9%	5%	11%	11%	6%	2%	5%	11%	14%	*
None of the above	43%	41%	46%	27%	24%	48%	73%	47%	36%	30%	*
Unweighted N	(1,000)	(473)	(527)	(197)	(215)	(359)	(229)	(673)	(121)	(149)	(57)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Followed social media accounts related to it	26%	26%	23%	29%	29%	26%	20%	32%	32%	30%	27%	25%	22%
Posted about it on social media	20%	21%	19%	20%	22%	18%	18%	21%	25%	21%	20%	19%	20%
Been a member of an online fan group for it	12%	14%	10%	13%	13%	13%	11%	13%	18%	16%	10%	12%	13%
Memorized lines from it	28%	32%	27%	27%	30%	27%	24%	32%	34%	29%	25%	30%	30%

continued on the next page . . .

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 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
Dressed up in related cosplay	8%	8%	8%	8%	6%	6%	6%	10%	12%	11%	7%	6%	10%
Bought related merchandise	21%	19%	21%	24%	21%	24%	18%	22%	27%	22%	18%	23%	18%
Attended conventions or in-person fan meet-ups	7%	9%	7%	6%	9%	7%	6%	6%	10%	10%	7%	6%	7%
None of the above	43%	41%	47%	41%	43%	46%	49%	38%	34%	41%	48%	42%	44%
Unweighted N	(1,000)	(349)	(368)	(283)	(362)	(343)	(398)	(279)	(224)	(176)	(202)	(390)	(232)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



14. Engage in Fan Theories

Do you actively engage in discussing, reading, or creating fan theories about a TV show you have watched?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	24%	26%	23%	36%	38%	16%	11%	21%	28%	41%	*
No	67%	64%	70%	46%	55%	76%	87%	73%	55%	50%	*
Not sure	8%	10%	6%	18%	7%	8%	2%	6%	17%	8%	*
Totals	99%	100%	99%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(997)	(470)	(527)	(196)	(213)	(359)	(229)	(671)	(121)	(148)	(57)

	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	24%	26%	18%	31%	28%	23%	21%	27%	32%	25%	19%	27%	25%
No	67%	67%	70%	63%	67%	72%	69%	67%	63%	66%	74%	64%	66%
Not sure	8%	6%	12%	6%	5%	4%	10%	5%	5%	9%	7%	9%	8%
Totals	99%	99%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(997)	(349)	(365)	(283)	(362)	(342)	(397)	(279)	(223)	(175)	(201)	(390)	(231)

YouGov Survey: Rewatching TV Shows

April 3 - 6, 2023 - 1000 U.S. adult citizens



Interviewing Dates	April 3 - 6, 2023
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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.28 to 3.331, with a mean of 1 and a standard deviation of 0.364.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	51 questions not reported.