

**1. Method of watching TV**

How do you most often watch television shows?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Live, or when they first air	54%	54%	54%	37%	47%	64%	65%	59%	51%	53%
Recorded on a DVR or similar device	19%	17%	21%	18%	23%	16%	22%	17%	19%	22%
Streaming or on-demand after it aired	17%	17%	17%	32%	23%	11%	5%	20%	18%	13%
I don't watch television shows	10%	12%	8%	13%	7%	10%	8%	5%	12%	12%
Totals (Unweighted N)	100% (998)	100% (478)	100% (520)	100% (182)	100% (256)	100% (388)	100% (172)	100% (344)	100% (410)	100% (244)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Live, or when they first air	54%	51%	68%	57%	62%	46%	44%	48%	56%	56%	52%
Recorded on a DVR or similar device	19%	22%	10%	14%	14%	21%	38%	19%	23%	18%	18%
Streaming or on-demand after it aired	17%	17%	14%	20%	16%	20%	14%	18%	13%	17%	21%
I don't watch television shows	10%	10%	8%	9%	8%	12%	4%	14%	8%	9%	9%
Totals (Unweighted N)	100% (998)	100% (771)	100% (121)	100% (106)	100% (397)	100% (294)	100% (173)	100% (181)	100% (228)	100% (311)	100% (278)

**2. Current TV subscriptions**

Which of the following services do you currently subscribe to? Select all that apply.

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Basic cable television	55%	53%	57%	43%	51%	58%	71%	66%	50%	51%
HBO	19%	20%	17%	22%	19%	16%	19%	24%	17%	15%
Netflix	38%	42%	34%	57%	49%	26%	21%	39%	37%	37%
None of the above	19%	19%	20%	10%	16%	28%	20%	14%	22%	22%
Not sure	2%	1%	3%	4%	1%	1%	1%	1%	3%	1%
Totals	(1,000)	(479)	(521)	(183)	(257)	(388)	(172)	(345)	(410)	(245)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Basic cable television	55%	56%	50%	56%	58%	52%	54%	60%	52%	57%	51%
HBO	19%	20%	15%	11%	17%	20%	24%	23%	18%	18%	17%
Netflix	38%	37%	29%	51%	34%	46%	42%	39%	28%	39%	45%
None of the above	19%	20%	22%	14%	21%	18%	17%	16%	28%	17%	17%
Not sure	2%	2%	4%	3%	2%	1%	3%	2%	1%	1%	3%
Totals	(1,000)	(772)	(122)	(106)	(398)	(294)	(173)	(182)	(228)	(312)	(278)

**3. Potential subscriptions**

Which of the following services would you subscribe to?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
I would subscribe only to Netflix	31%	32%	31%	43%	35%	26%	21%	32%	30%	33%
I would subscribe only to HBO	9%	11%	6%	12%	6%	8%	11%	8%	9%	9%
I would subscribe to both	23%	21%	25%	26%	33%	17%	15%	26%	24%	17%
I would not subscribe to either	37%	36%	38%	19%	26%	49%	53%	35%	37%	41%
Totals (Unweighted N)	100% (997)	100% (478)	100% (519)	100% (181)	100% (257)	100% (387)	100% (172)	100% (344)	100% (410)	100% (243)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
I would subscribe only to Netflix	31%	31%	16%	43%	28%	36%	31%	33%	24%	33%	33%
I would subscribe only to HBO	9%	10%	7%	2%	8%	8%	9%	6%	13%	7%	9%
I would subscribe to both	23%	21%	36%	19%	25%	23%	27%	17%	21%	24%	27%
I would not subscribe to either	37%	37%	41%	36%	39%	33%	33%	44%	41%	36%	30%
Totals (Unweighted N)	100% (997)	100% (769)	100% (122)	100% (106)	100% (397)	100% (294)	100% (173)	100% (181)	100% (228)	100% (311)	100% (277)

**4. Consider subscribing**

HBO recently announced that it would allow viewers to subscribe to its HBO Go streaming service and watch HBO shows on demand without paying for other cable television. Would you consider subscribing to this service?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes, in addition to cable	24%	24%	24%	27%	28%	23%	18%	28%	26%	16%
Yes, instead of cable	20%	22%	17%	27%	25%	17%	8%	23%	20%	17%
No	56%	53%	59%	46%	47%	60%	75%	49%	54%	67%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(479)	(518)	(182)	(256)	(387)	(172)	(345)	(410)	(242)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes, in addition to cable	24%	23%	28%	25%	28%	24%	23%	24%	19%	26%	26%
Yes, instead of cable	20%	19%	15%	29%	20%	18%	24%	20%	22%	17%	21%
No	56%	58%	57%	45%	52%	58%	54%	55%	59%	58%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(769)	(122)	(106)	(398)	(293)	(172)	(181)	(228)	(311)	(277)

**5. Willing to pay**

What is the most in dollars you would be willing to pay per month for HBO Go streaming service?

*Asked of those who would consider subscribing to HBO Go streaming service*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
mean	14	13	16	23	11	11	16	16	12	16
median	10	10	10	10	10	10	10	10	10	10

  

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
mean	14	12	23	21	15	11	13	14	17	14	13
median	10	10	15	10	10	10	10	8	10	10	10