

# YouGov Survey: Opinions on TV and streaming



Conducted April 21 - 25, 2022

Margin of Error ±3.2%

## 1. How often do you watch TV?

Several times a day	39%
Once a day	21%
A few times a week	16%
Once a week	4%
A few times a month	5%
Seldom	10%
Never	6%

## 2. Do you have a cable subscription?

Yes	44%
No	50%
Not sure	6%

## 3. Do you currently use any streaming video services?

Yes	66%
No	29%
Not sure	6%

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

More	23%
Less	22%
About the same amount	56%

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

More	28%
Less	19%
About the same amount	53%

## 6. 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*

Yes	25%
No	71%
Not sure	5%

## 7. 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*

Yes	25%
No	71%
Not sure	4%

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

Yes	36%
No	42%
Not sure	22%

9. 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*

Prefer shows where all episodes are released at once	49%
Prefer shows where episodes are released weekly	30%
Not sure	21%

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

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

Episodes shorter than 30 minutes	7%
30-minute episodes	19%
Hour-long episodes	46%
Episodes longer than an hour	6%
Episodes that vary in length across a season	9%
Not sure	13%

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

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

Episodic shows, which include self-contained stories that can be watched in any order	24%
Serialized shows, which include story arcs that span multiple episodes or seasons	49%
Neither	11%
Not sure	16%

12. 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*

Always	7%
Most of the time	17%
About half the time	18%
Sometimes	45%
Never	14%

13. 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*

Yes	23%
No	66%
Not sure	11%

14. 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*

Yes .....	11%
No, but I might be interested in trying .....	23%
No, and I would not be interested in trying .....	55%
Not sure .....	11%

15. 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*

I enjoy them, keep them .....	45%
I dislike them, get rid of them .....	26%
Not sure .....	29%

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

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

More .....	8%
The same .....	26%
Less .....	62%
Not sure .....	4%

17. 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*

All for them .....	8%
OK with them .....	40%
Not a fan of them .....	42%
Not sure .....	10%

18. 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*

Very satisfied .....	11%
Somewhat satisfied .....	47%
Somewhat dissatisfied .....	18%
Very dissatisfied .....	8%
Not sure .....	17%

19. 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*

Very satisfied .....	23%
Somewhat satisfied .....	49%
Somewhat dissatisfied .....	11%
Very dissatisfied .....	6%
Not sure .....	11%

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

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

Very often .....	14%
Somewhat often .....	32%
Not very often .....	38%
Not often at all .....	16%

21. 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*

A lot .....	23%
A little .....	49%
Not at all .....	28%

22. 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*

Yes .....	38%
No .....	55%
Not sure .....	8%

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

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

Yes .....	23%
No .....	46%
Not sure .....	32%

## 24. When do you think the golden age of TV was?

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

1940s .....	2%
1950s .....	13%
1960s .....	16%
1970s .....	12%
1980s .....	12%
1990s .....	7%
2000s .....	7%
2010s .....	4%
There hasn't ever been a golden age .....	16%
Not sure .....	11%

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

TV shows .....	44%
Movies .....	34%
Neither .....	11%
Not sure .....	11%

## 26. 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?

TV and movies will remain distinct .....	43%
TV and movies will merge .....	25%
Not sure .....	31%

## 27. Do you agree or disagree with the following:

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
The emergence of streaming has increased the number of different types of TV shows that are produced	33%	38%	12%	4%	13%
The emergence of streaming has made TV watching less of a communal activity	16%	37%	18%	7%	23%

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

	More likely	Less likely	No difference	Not sure
Be created for niche audiences	53%	11%	17%	19%
Contain original ideas	29%	35%	23%	13%
Feature diverse stories and casts	65%	9%	15%	11%
Contain offensive content	61%	11%	18%	10%
Contain nudity or violence	65%	10%	17%	9%
Be produced in foreign countries	47%	11%	20%	23%
Contain foreign languages	51%	10%	22%	16%
Contain morally complex characters	53%	13%	20%	14%

<b>Interviewing Dates</b>	April 21 - 25, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	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.
<b>Weighting</b>	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.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	70 questions not reported.