

## National Tracking Poll

**Project: 181035**  
**N Size: 2201 Adults**  
**Margin of Error: ± 2%**  
**October 18-19, 2018**

### Topline Report

Question	Response	Frequency	Percentage
HR1	<i>Compared to two years ago, would you say you watch more, less, or about the same amount of television?</i>		
	Much more	270	12%
	Somewhat more	394	18%
	About the same amount	990	45%
	Somewhat less	281	13%
	Much less	213	10%
	Don't know / No opinion	53	2%
HR2_1	<i>In general, how affordable do you think the following are in the United States? Cable television</i>		
	Very affordable	210	10%
	Somewhat affordable	592	27%
	Not too affordable	729	33%
	Not affordable at all	510	23%
	Don't know / No opinion	161	7%
HR2_4	<i>In general, how affordable do you think the following are in the United States? Satellite television</i>		
	Very affordable	194	9%
	Somewhat affordable	551	25%
	Not too affordable	649	29%
	Not affordable at all	389	18%
	Don't know / No opinion	418	19%
HR2_5	<i>In general, how affordable do you think the following are in the United States? Streaming services</i>		
	Very affordable	662	30%
	Somewhat affordable	841	38%
	Not too affordable	238	11%
	Not affordable at all	130	6%
	Don't know / No opinion	331	15%

Question	Response	Frequency	Percentage
HR3	<i>Which of the following comes closest to your view, even if none is exactly right? (N=837)</i>		
	In general, I watch traditional cable or satellite TV more than I watch streaming services.	347	42%
	In general, I watch traditional cable or satellite TV and streaming services about the same amount.	237	28%
	In general, I watch streaming services more than I watch traditional cable or satellite TV.	229	27%
	Don't know / No opinion	23	3%
HR4_1	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Amount of shows available</i>		
	Very important	1102	50%
	Somewhat important	741	34%
	Not too important	143	6%
	Not at all important	80	4%
	Don't know / No opinion	135	6%
HR4_4	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Quality of shows available</i>		
	Very important	1275	58%
	Somewhat important	660	30%
	Not too important	79	4%
	Not at all important	58	3%
	Don't know / No opinion	129	6%
HR4_5	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Amount of movies available</i>		
	Very important	892	41%
	Somewhat important	804	37%
	Not too important	239	11%
	Not at all important	129	6%
	Don't know / No opinion	137	6%
HR4_6	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Quality of movies available</i>		
	Very important	1126	51%
	Somewhat important	688	31%
	Not too important	153	7%
	Not at all important	93	4%
	Don't know / No opinion	141	6%

Question	Response	Frequency	Percentage
HR4_7	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Ability to watch content on demand</i>		
	Very important	807	37%
	Somewhat important	744	34%
	Not too important	311	14%
	Not at all important	186	8%
	Don't know / No opinion	152	7%
HR4_8	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Ability to watch content live</i>		
	Very important	800	36%
	Somewhat important	693	31%
	Not too important	379	17%
	Not at all important	179	8%
	Don't know / No opinion	151	7%
HR4_9	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Ability to watch local news</i>		
	Very important	1004	46%
	Somewhat important	583	26%
	Not too important	284	13%
	Not at all important	210	10%
	Don't know / No opinion	121	6%
HR4_10	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Ability to watch national news</i>		
	Very important	876	40%
	Somewhat important	605	27%
	Not too important	323	15%
	Not at all important	256	12%
	Don't know / No opinion	141	6%
HR4_11	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Ability to watch sporting events</i>		
	Very important	695	32%
	Somewhat important	486	22%
	Not too important	339	15%
	Not at all important	525	24%
	Don't know / No opinion	155	7%

Question	Response	Frequency	Percentage
HR4_12	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Cost</i>		
	Very important	1634	74%
	Somewhat important	346	16%
	Not too important	67	3%
	Not at all important	36	2%
	Don't know / No opinion	118	5%
HR4_13	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Amount of commercials</i>		
	Very important	694	32%
	Somewhat important	711	32%
	Not too important	432	20%
	Not at all important	207	9%
	Don't know / No opinion	157	7%
HR4_14	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Quality of commercials</i>		
	Very important	340	15%
	Somewhat important	419	19%
	Not too important	617	28%
	Not at all important	630	29%
	Don't know / No opinion	195	9%
HR4_15	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Access to exclusive content</i>		
	Very important	526	24%
	Somewhat important	718	33%
	Not too important	519	24%
	Not at all important	238	11%
	Don't know / No opinion	200	9%
HR4_16	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Ability to watch on multiple devices</i>		
	Very important	649	29%
	Somewhat important	558	25%
	Not too important	469	21%
	Not at all important	370	17%
	Don't know / No opinion	155	7%

Question	Response	Frequency	Percentage
HR4_17	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Speed</i>		
	Very important	1176	53%
	Somewhat important	656	30%
	Not too important	142	6%
	Not at all important	65	3%
	Don't know / No opinion	162	7%
HR4_18	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Visual display/definition</i>		
	Very important	981	45%
	Somewhat important	763	35%
	Not too important	204	9%
	Not at all important	78	4%
	Don't know / No opinion	176	8%
HR4_19	<i>How important are the following when it comes to deciding which traditional TV or streaming services to subscribe to? Diversity of genres</i>		
	Very important	760	35%
	Somewhat important	761	35%
	Not too important	330	15%
	Not at all important	145	7%
	Don't know / No opinion	205	9%
HR5	<i>Which of the following comes closest to your view, even if neither is exactly right?</i>		
	If I were subscribing to a cable or satellite TV service, I would prefer to choose the exact channels to be included in my package.	1602	73%
	If I were subscribing to a cable or satellite TV service, I would prefer to choose from pre-set bundles of channels to be included in my package.	349	16%
	Don't know / No opinion	250	11%
HR6	<i>And, which of the following comes closest to your view, even if neither is exactly right?</i>		
	Television channel bundles mostly help consumers receive more channels at a lower cost.	489	22%
	Television channel bundles mostly force consumers to pay for channels they don't want.	1427	65%
	Don't know / No opinion	285	13%

Question	Response	Frequency	Percentage
HR7_1	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Education channels</i>		
	Very important	556	25%
	Somewhat important	711	32%
	Not too important	514	23%
	Not at all important	301	14%
	Don't know / No opinion	120	5%
HR7_4	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Local broadcast stations</i>		
	Very important	1026	47%
	Somewhat important	680	31%
	Not too important	230	10%
	Not at all important	144	7%
	Don't know / No opinion	120	5%
HR7_5	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? National network news stations</i>		
	Very important	818	37%
	Somewhat important	685	31%
	Not too important	350	16%
	Not at all important	234	11%
	Don't know / No opinion	114	5%
HR7_6	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Local government channels</i>		
	Very important	368	17%
	Somewhat important	597	27%
	Not too important	614	28%
	Not at all important	490	22%
	Don't know / No opinion	132	6%
HR7_7	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Lifestyle channels</i>		
	Very important	411	19%
	Somewhat important	711	32%
	Not too important	591	27%
	Not at all important	373	17%
	Don't know / No opinion	116	5%

Question	Response	Frequency	Percentage
HR7_8	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Entertainment and comedy channels</i>		
	Very important	880	40%
	Somewhat important	759	35%
	Not too important	317	14%
	Not at all important	127	6%
	Don't know / No opinion	118	5%
HR7_9	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Sports channels</i>		
	Very important	725	33%
	Somewhat important	486	22%
	Not too important	348	16%
	Not at all important	512	23%
	Don't know / No opinion	130	6%
HR7_10	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Kids channels</i>		
	Very important	600	27%
	Somewhat important	456	21%
	Not too important	397	18%
	Not at all important	626	28%
	Don't know / No opinion	122	6%
HR7_11	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Home and family channels</i>		
	Very important	761	35%
	Somewhat important	766	35%
	Not too important	360	16%
	Not at all important	205	9%
	Don't know / No opinion	109	5%
HR7_12	<i>Imagine you were choosing a television bundle. How important is it for the following to be included when deciding which bundle to choose? Movie channels</i>		
	Very important	1090	50%
	Somewhat important	678	31%
	Not too important	219	10%
	Not at all important	111	5%
	Don't know / No opinion	102	5%

Question	Response	Frequency	Percentage
HR8_1	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Amount of shows available (N=1,501)</i>		
	Very satisfied	572	38%
	Somewhat satisfied	663	44%
	Not too satisfied	144	10%
	Not satisfied at all	39	3%
	Don't know / No opinion	83	6%
HR8_4	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Quality of shows available (N=1,501)</i>		
	Very satisfied	556	37%
	Somewhat satisfied	674	45%
	Not too satisfied	148	10%
	Not satisfied at all	45	3%
	Don't know / No opinion	78	5%
HR8_5	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Amount of movies available (N=1,501)</i>		
	Very satisfied	482	32%
	Somewhat satisfied	654	44%
	Not too satisfied	189	13%
	Not satisfied at all	56	4%
	Don't know / No opinion	121	8%
HR8_6	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Quality of movies available (N=1,501)</i>		
	Very satisfied	517	34%
	Somewhat satisfied	632	42%
	Not too satisfied	171	11%
	Not satisfied at all	55	4%
	Don't know / No opinion	125	8%
HR8_7	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Ability to watch content on demand (N=1,501)</i>		
	Very satisfied	553	37%
	Somewhat satisfied	555	37%
	Not too satisfied	132	9%
	Not satisfied at all	53	4%
	Don't know / No opinion	208	14%



Question	Response	Frequency	Percentage
HR8_8	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Ability to watch content live (N=1,501)</i>		
	Very satisfied	662	44%
	Somewhat satisfied	558	37%
	Not too satisfied	98	7%
	Not satisfied at all	38	3%
	Don't know / No opinion	145	10%
HR8_9	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Ability to watch local news (N=1,501)</i>		
	Very satisfied	827	55%
	Somewhat satisfied	468	31%
	Not too satisfied	63	4%
	Not satisfied at all	36	2%
	Don't know / No opinion	107	7%
HR8_10	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Ability to watch national news (N=1,501)</i>		
	Very satisfied	742	49%
	Somewhat satisfied	484	32%
	Not too satisfied	84	6%
	Not satisfied at all	35	2%
	Don't know / No opinion	156	10%
HR8_11	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Ability to watch sporting events (N=1,501)</i>		
	Very satisfied	599	40%
	Somewhat satisfied	475	32%
	Not too satisfied	103	7%
	Not satisfied at all	58	4%
	Don't know / No opinion	267	18%
HR8_12	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Cost (N=1,501)</i>		
	Very satisfied	283	19%
	Somewhat satisfied	415	28%
	Not too satisfied	418	28%
	Not satisfied at all	310	21%
	Don't know / No opinion	75	5%

Question	Response	Frequency	Percentage
HR8_13	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Amount of commercials (N=1,501)</i>		
	Very satisfied	238	16%
	Somewhat satisfied	469	31%
	Not too satisfied	387	26%
	Not satisfied at all	292	19%
	Don't know / No opinion	114	8%
HR8_14	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Quality of commercials (N=1,501)</i>		
	Very satisfied	286	19%
	Somewhat satisfied	536	36%
	Not too satisfied	301	20%
	Not satisfied at all	169	11%
	Don't know / No opinion	208	14%
HR8_15	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Access to exclusive content (N=1,501)</i>		
	Very satisfied	403	27%
	Somewhat satisfied	575	38%
	Not too satisfied	193	13%
	Not satisfied at all	64	4%
	Don't know / No opinion	266	18%
HR8_16	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Ability to watch on multiple devices (N=1,501)</i>		
	Very satisfied	467	31%
	Somewhat satisfied	485	32%
	Not too satisfied	128	9%
	Not satisfied at all	70	5%
	Don't know / No opinion	351	23%
HR8_17	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Speed (N=1,501)</i>		
	Very satisfied	623	42%
	Somewhat satisfied	640	43%
	Not too satisfied	89	6%
	Not satisfied at all	34	2%
	Don't know / No opinion	115	8%

Question	Response	Frequency	Percentage
HR8_18	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Visual display/definition (N=1,501)</i>		
	Very satisfied	662	44%
	Somewhat satisfied	588	39%
	Not too satisfied	102	7%
	Not satisfied at all	29	2%
	Don't know / No opinion	120	8%
HR8_19	<i>How satisfied are you with the following aspects of your current cable or satellite TV service? Diversity of genres (N=1,501)</i>		
	Very satisfied	507	34%
	Somewhat satisfied	625	42%
	Not too satisfied	162	11%
	Not satisfied at all	40	3%
	Don't know / No opinion	167	11%
HR9_1	<i>How satisfied are you with the following aspects of your current streaming service(s)? Amount of shows available (N=1,261)</i>		
	Very satisfied	653	52%
	Somewhat satisfied	500	40%
	Not too satisfied	55	4%
	Not satisfied at all	15	1%
	Don't know / No opinion	38	3%
HR9_4	<i>How satisfied are you with the following aspects of your current streaming service(s)? Quality of shows available (N=1,262)</i>		
	Very satisfied	687	54%
	Somewhat satisfied	464	37%
	Not too satisfied	58	5%
	Not satisfied at all	13	1%
	Don't know / No opinion	40	3%
HR9_5	<i>How satisfied are you with the following aspects of your current streaming service(s)? Amount of movies available (N=1,262)</i>		
	Very satisfied	634	50%
	Somewhat satisfied	484	38%
	Not too satisfied	83	7%
	Not satisfied at all	21	2%
	Don't know / No opinion	40	3%

Question	Response	Frequency	Percentage
HR9_6	<i>How satisfied are you with the following aspects of your current streaming service(s)? Quality of movies available (N=1,260)</i>		
	Very satisfied	602	48%
	Somewhat satisfied	507	40%
	Not too satisfied	86	7%
	Not satisfied at all	24	2%
	Don't know / No opinion	41	3%
HR9_7	<i>How satisfied are you with the following aspects of your current streaming service(s)? Ability to watch content on demand (N=1,260)</i>		
	Very satisfied	659	52%
	Somewhat satisfied	404	32%
	Not too satisfied	81	6%
	Not satisfied at all	27	2%
	Don't know / No opinion	88	7%
HR9_8	<i>How satisfied are you with the following aspects of your current streaming service(s)? Ability to watch content live (N=1,261)</i>		
	Very satisfied	438	35%
	Somewhat satisfied	390	31%
	Not too satisfied	162	13%
	Not satisfied at all	74	6%
	Don't know / No opinion	199	16%
HR9_9	<i>How satisfied are you with the following aspects of your current streaming service(s)? Ability to watch local news (N=1,259)</i>		
	Very satisfied	411	33%
	Somewhat satisfied	324	26%
	Not too satisfied	164	13%
	Not satisfied at all	120	10%
	Don't know / No opinion	239	19%
HR9_10	<i>How satisfied are you with the following aspects of your current streaming service(s)? Ability to watch national news (N=1,259)</i>		
	Very satisfied	409	33%
	Somewhat satisfied	356	28%
	Not too satisfied	142	11%
	Not satisfied at all	104	8%
	Don't know / No opinion	248	20%

Question	Response	Frequency	Percentage
HR9_11	<i>How satisfied are you with the following aspects of your current streaming service(s)? Ability to watch sporting events (N=1,256)</i>		
	Very satisfied	388	31%
	Somewhat satisfied	326	26%
	Not too satisfied	157	12%
	Not satisfied at all	83	7%
	Don't know / No opinion	303	24%
HR9_12	<i>How satisfied are you with the following aspects of your current streaming service(s)? Cost (N=1,258)</i>		
	Very satisfied	493	39%
	Somewhat satisfied	503	40%
	Not too satisfied	143	11%
	Not satisfied at all	74	6%
	Don't know / No opinion	45	4%
HR9_13	<i>How satisfied are you with the following aspects of your current streaming service(s)? Amount of commercials (N=1,258)</i>		
	Very satisfied	457	36%
	Somewhat satisfied	403	32%
	Not too satisfied	195	16%
	Not satisfied at all	98	8%
	Don't know / No opinion	106	8%
HR9_14	<i>How satisfied are you with the following aspects of your current streaming service(s)? Quality of commercials (N=1,258)</i>		
	Very satisfied	361	29%
	Somewhat satisfied	408	32%
	Not too satisfied	171	14%
	Not satisfied at all	83	7%
	Don't know / No opinion	235	19%
HR9_15	<i>How satisfied are you with the following aspects of your current streaming service(s)? Access to exclusive content (N=1,259)</i>		
	Very satisfied	484	38%
	Somewhat satisfied	488	39%
	Not too satisfied	106	8%
	Not satisfied at all	37	3%
	Don't know / No opinion	144	11%

Question	Response	Frequency	Percentage
HR9_16	<i>How satisfied are you with the following aspects of your current streaming service(s)? Ability to watch on multiple devices (N=1,259)</i>		
	Very satisfied	605	48%
	Somewhat satisfied	425	34%
	Not too satisfied	61	5%
	Not satisfied at all	30	2%
	Don't know / No opinion	138	11%
HR9_17	<i>How satisfied are you with the following aspects of your current streaming service(s)? Speed (N=1,260)</i>		
	Very satisfied	623	49%
	Somewhat satisfied	493	39%
	Not too satisfied	80	6%
	Not satisfied at all	21	2%
	Don't know / No opinion	43	3%
HR9_18	<i>How satisfied are you with the following aspects of your current streaming service(s)? Visual display/definition (N=1,259)</i>		
	Very satisfied	659	52%
	Somewhat satisfied	468	37%
	Not too satisfied	65	5%
	Not satisfied at all	17	1%
	Don't know / No opinion	50	4%
HR9_19	<i>How satisfied are you with the following aspects of your current streaming service(s)? Diversity of genres (N=1,252)</i>		
	Very satisfied	602	48%
	Somewhat satisfied	473	38%
	Not too satisfied	71	6%
	Not satisfied at all	16	1%
	Don't know / No opinion	89	7%
HR10_1	<i>How likely are you to subscribe or re-subscribe to the following in the future? Cable television (N=1,126)</i>		
	Very likely	87	8%
	Somewhat likely	182	16%
	Not too likely	248	22%
	Not likely at all	471	42%
	Don't know / No opinion	137	12%

Question	Response	Frequency	Percentage
HR10_4	<i>How likely are you to subscribe or re-subscribe to the following in the future? Satellite television (N=1,639)</i>		
	Very likely	99	6%
	Somewhat likely	188	11%
	Not too likely	346	21%
	Not likely at all	788	48%
	Don't know / No opinion	218	13%
HR11_1	<i>How much of a factor were the following in your decision to stop subscribing to your cable TV service? It was too expensive (N=752)</i>		
	Major factor	473	63%
	Somewhat of a factor	123	16%
	Not very much of a factor	61	8%
	Not a factor at all	53	7%
	Don't know / No opinion	42	6%
HR11_4	<i>How much of a factor were the following in your decision to stop subscribing to your cable TV service? I didnt use it very much (N=752)</i>		
	Major factor	117	16%
	Somewhat of a factor	180	24%
	Not very much of a factor	115	15%
	Not a factor at all	290	39%
	Don't know / No opinion	51	7%
HR11_5	<i>How much of a factor were the following in your decision to stop subscribing to your cable TV service? I moved/relocated (N=752)</i>		
	Major factor	118	16%
	Somewhat of a factor	99	13%
	Not very much of a factor	72	10%
	Not a factor at all	403	54%
	Don't know / No opinion	60	8%
HR11_6	<i>How much of a factor were the following in your decision to stop subscribing to your cable TV service? I can access all the content I want through streaming services (N=752)</i>		
	Major factor	277	37%
	Somewhat of a factor	152	20%
	Not very much of a factor	92	12%
	Not a factor at all	169	22%
	Don't know / No opinion	63	8%

Question	Response	Frequency	Percentage
HR11_7	<i>How much of a factor were the following in your decision to stop subscribing to your cable TV service? I can access all the channels I want with an antenna (N=752)</i>		
	Major factor	115	15%
	Somewhat of a factor	130	17%
	Not very much of a factor	105	14%
	Not a factor at all	311	41%
	Don't know / No opinion	92	12%
HR11_8	<i>How much of a factor were the following in your decision to stop subscribing to your cable TV service? I was not satisfied with my TV provider (N=752)</i>		
	Major factor	244	32%
	Somewhat of a factor	216	29%
	Not very much of a factor	97	13%
	Not a factor at all	140	19%
	Don't know / No opinion	55	7%
HR11_9	<i>How much of a factor were the following in your decision to stop subscribing to your cable TV service? I was not satisfied with the channel bundles available (N=752)</i>		
	Major factor	194	26%
	Somewhat of a factor	230	31%
	Not very much of a factor	101	13%
	Not a factor at all	165	22%
	Don't know / No opinion	61	8%
HR11_10	<i>How much of a factor were the following in your decision to stop subscribing to your cable TV service? I switched to satellite TV (N=752)</i>		
	Major factor	218	29%
	Somewhat of a factor	74	10%
	Not very much of a factor	55	7%
	Not a factor at all	341	45%
	Don't know / No opinion	65	9%
HR12_1	<i>How much of a factor were the following in your decision to stop subscribing to your satellite TV service? It was too expensive (N=552)</i>		
	Major factor	291	53%
	Somewhat of a factor	127	23%
	Not very much of a factor	57	10%
	Not a factor at all	51	9%
	Don't know / No opinion	27	5%



Question	Response	Frequency	Percentage
HR12_4	<i>How much of a factor were the following in your decision to stop subscribing to your satellite TV service? I didnt use it very much (N=552)</i>		
	Major factor	77	14%
	Somewhat of a factor	105	19%
	Not very much of a factor	130	24%
	Not a factor at all	199	36%
	Don't know / No opinion	40	7%
HR12_5	<i>How much of a factor were the following in your decision to stop subscribing to your satellite TV service? I moved/relocated (N=552)</i>		
	Major factor	123	22%
	Somewhat of a factor	67	12%
	Not very much of a factor	51	9%
	Not a factor at all	273	49%
	Don't know / No opinion	39	7%
HR12_6	<i>How much of a factor were the following in your decision to stop subscribing to your satellite TV service? I can access all the content I want through streaming services (N=552)</i>		
	Major factor	203	37%
	Somewhat of a factor	122	22%
	Not very much of a factor	76	14%
	Not a factor at all	117	21%
	Don't know / No opinion	35	6%
HR12_7	<i>How much of a factor were the following in your decision to stop subscribing to your satellite TV service? I can access all the channels I want with an antenna (N=552)</i>		
	Major factor	77	14%
	Somewhat of a factor	111	20%
	Not very much of a factor	85	15%
	Not a factor at all	238	43%
	Don't know / No opinion	42	8%
HR12_8	<i>How much of a factor were the following in your decision to stop subscribing to your satellite TV service? I was not satisfied with my TV provider (N=552)</i>		
	Major factor	161	29%
	Somewhat of a factor	146	26%
	Not very much of a factor	78	14%
	Not a factor at all	130	23%
	Don't know / No opinion	38	7%

Question	Response	Frequency	Percentage
HR12_9	<i>How much of a factor were the following in your decision to stop subscribing to your satellite TV service? I was not satisfied with the channel bundles available (N=552)</i>		
	Major factor	157	28%
	Somewhat of a factor	147	27%
	Not very much of a factor	89	16%
	Not a factor at all	126	23%
	Don't know / No opinion	33	6%
HR12_10	<i>How much of a factor were the following in your decision to stop subscribing to your satellite TV service? I switched to cable TV (N=552)</i>		
	Major factor	169	31%
	Somewhat of a factor	94	17%
	Not very much of a factor	57	10%
	Not a factor at all	197	36%
	Don't know / No opinion	36	7%
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Every day	1122	51%
	Several times per week	522	24%
	About once per week	157	7%
	Several times per month	104	5%
	About once per month	50	2%
	Less often than once per month	58	3%
	Never	188	9%
HRdem1_4	<i>How often do you watch or stream the following? Movies</i>		
	Every day	418	19%
	Several times per week	610	28%
	About once per week	370	17%
	Several times per month	240	11%
	About once per month	174	8%
	Less often than once per month	171	8%
	Never	219	10%
HRdem1_5	<i>How often do you watch or stream the following? Sporting events</i>		
	Every day	185	8%
	Several times per week	456	21%
	About once per week	354	16%
	Several times per month	146	7%
	About once per month	140	6%
	Less often than once per month	250	11%
	Never	669	30%

Question	Response	Frequency	Percentage
HRdem2_1	<i>Do you, or anyone in your household, subscribe to the following? Cable television</i>		
	I (or someone in my household) currently subscribe	1075	49%
	I (or someone in my household) subscribed in the past, but not now	752	34%
	I (or someone in my household) have never subscribed	373	17%
HRdem2_4	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	I (or someone in my household) currently subscribe	562	26%
	I (or someone in my household) subscribed in the past, but not now	552	25%
	I (or someone in my household) have never subscribed	1087	49%
HRdem2_5	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	I (or someone in my household) currently subscribe	1263	57%
	I (or someone in my household) subscribed in the past, but not now	258	12%
	I (or someone in my household) have never subscribed	680	31%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	470	21%
	Age: 30-44	544	25%
	Age: 45-54	367	17%
	Age: 55-64	384	17%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	169	8%
	Millennial: Age 22-37	606	28%
	Generation X: Age 38-53	565	26%
	Boomers: Age 54-72	751	34%
	N	2090	
xpid3	PID: Dem (no lean)	783	36%
	PID: Ind (no lean)	569	26%
	PID: Rep (no lean)	849	39%
	N	2201	
xpidGender	PID/Gender: Dem Men	364	17%
	PID/Gender: Dem Women	418	19%
	PID/Gender: Ind Men	282	13%
	PID/Gender: Ind Women	287	13%
	PID/Gender: Rep Men	416	19%
	PID/Gender: Rep Women	434	20%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	684	31%
	Ideo: Moderate (4)	560	25%
	Ideo: Conservative (5-7)	709	32%
	N	1954	
xeduc3	Educ: College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1265	57%
	Income: 50k-100k	663	30%
	Income: 100k+	273	12%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	528	24%
	Relig: Roman Catholic	452	21%
	Relig: Something Else	181	8%
	N	1161	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	584	27%
	Relig: Non-Evang. Catholics	628	29%
	N	1212	
xreligion3	Relig: All Christian	1212	55%
	Relig: All Non-Christian	181	8%
	N	1393	
xdemUsr	Community: Urban	604	27%
	Community: Suburban	980	45%
	Community: Rural	617	28%
	N	2201	
xdemEmploy	Employ: Private Sector	626	28%
	Employ: Government	112	5%
	Employ: Self-Employed	196	9%
	Employ: Homemaker	199	9%
	Employ: Student	88	4%
	Employ: Retired	533	24%
	Employ: Unemployed	249	11%
	Employ: Other	198	9%
	N	2201	
xdemMilHH1	Military HH: Yes	384	17%
	Military HH: No	1817	83%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	947	43%
	RD/WT: Wrong Track	1254	57%
	N	2201	
Trump_Approve	Trump Job Approve	965	44%
	Trump Job Disapprove	1123	51%
	N	2088	
Trump_Approve2	Trump Job Strongly Approve	485	22%
	Trump Job Somewhat Approve	480	22%
	Trump Job Somewhat Disapprove	276	13%
	Trump Job Strongly Disapprove	847	38%
	N	2088	
xnr3	#1 Issue: Economy	563	26%
	#1 Issue: Security	396	18%
	#1 Issue: Health Care	405	18%
	#1 Issue: Medicare / Social Security	365	17%
	#1 Issue: Women's Issues	127	6%
	#1 Issue: Education	155	7%
	#1 Issue: Energy	75	3%
	#1 Issue: Other	116	5%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	734	33%
	2016 Vote: Donald Trump	744	34%
	2016 Vote: Someone else	139	6%
	2016 Vote: Didnt Vote	571	26%
	N	2189	
xsubVote14O	Voted in 2014: Yes	1386	63%
	Voted in 2014: No	815	37%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	872	40%
	2012 Vote: Mitt Romney	556	25%
	2012 Vote: Other	78	4%
	2012 Vote: Didn't Vote	693	31%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	925	42%
	Unfavorable of Trump	1114	51%
	N	2039	
Trump_Fav_FULL	Very Favorable of Trump	532	24%
	Somewhat Favorable of Trump	393	18%
	Somewhat Unfavorable of Trump	222	10%
	Very Unfavorable of Trump	892	41%
	N	2039	
HRdem3	Frequent TV watchers	1645	75%
HRdem4	Frequent movie watchers	1027	47%
HRdem5	Current cable subscribers	1075	49%
HRdem6	Current satellite subscribers	562	26%
HRdem7	Current streaming subscribers	1263	57%
HRdem8	Current TV subscribers	1501	68%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

