

National Tracking Poll

Project: 190507
N Size: 2200 Adults
Margin of Error: ± 2%
May 02-05, 2019

Topline Report

Question	Response	Frequency	Percentage
HR1_1	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Netflix</i>		
	I currently subscribe	1085	49%
	I currently share a password on this account	211	10%
	I have subscribed in the past, but not now	310	14%
	I have heard of this, but have never subscribed	533	24%
	I have never heard of this	60	3%
HR1_2	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Amazon Prime Video</i>		
	I currently subscribe	758	34%
	I currently share a password on this account	121	5%
	I have subscribed in the past, but not now	206	9%
	I have heard of this, but have never subscribed	886	40%
	I have never heard of this	229	10%
HR1_3	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Hulu</i>		
	I currently subscribe	517	23%
	I currently share a password on this account	115	5%
	I have subscribed in the past, but not now	322	15%
	I have heard of this, but have never subscribed	1109	50%
	I have never heard of this	136	6%
HR1_4	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Sling Orange</i>		
	I currently subscribe	38	2%
	I currently share a password on this account	6	0%
	I have subscribed in the past, but not now	67	3%
	I have heard of this, but have never subscribed	709	32%
	I have never heard of this	1380	63%

Question	Response	Frequency	Percentage
HR1_5	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Crackle</i>		
	I currently subscribe	124	6%
	I currently share a password on this account	24	1%
	I have subscribed in the past, but not now	164	7%
	I have heard of this, but have never subscribed	868	39%
	I have never heard of this	1021	46%
HR1_6	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? HBOGo / HBO Now</i>		
	I currently subscribe	269	12%
	I currently share a password on this account	54	2%
	I have subscribed in the past, but not now	311	14%
	I have heard of this, but have never subscribed	1154	52%
	I have never heard of this	412	19%
HR1_7	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Twitch</i>		
	I currently subscribe	105	5%
	I currently share a password on this account	23	1%
	I have subscribed in the past, but not now	68	3%
	I have heard of this, but have never subscribed	809	37%
	I have never heard of this	1196	54%
HR1_8	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Vevo</i>		
	I currently subscribe	59	3%
	I currently share a password on this account	23	1%
	I have subscribed in the past, but not now	106	5%
	I have heard of this, but have never subscribed	1017	46%
	I have never heard of this	995	45%
HR1_9	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? YouTube Red</i>		
	I currently subscribe	106	5%
	I currently share a password on this account	32	1%
	I have subscribed in the past, but not now	150	7%
	I have heard of this, but have never subscribed	1219	55%
	I have never heard of this	694	32%

Question	Response	Frequency	Percentage
HR1_10	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? YouTube Live TV</i>		
	I currently subscribe	135	6%
	I currently share a password on this account	29	1%
	I have subscribed in the past, but not now	106	5%
	I have heard of this, but have never subscribed	1433	65%
	I have never heard of this	498	23%
HR1_11	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? PlayStation Vue</i>		
	I currently subscribe	52	2%
	I currently share a password on this account	29	1%
	I have subscribed in the past, but not now	115	5%
	I have heard of this, but have never subscribed	1178	54%
	I have never heard of this	827	38%
HR1_12	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Stirr</i>		
	I currently subscribe	10	0%
	I currently share a password on this account	6	0%
	I have subscribed in the past, but not now	18	1%
	I have heard of this, but have never subscribed	363	17%
	I have never heard of this	1804	82%
HR3	<i>If the TV show 'The Office' was removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	147	14%
	No	875	81%
	Don't know / No opinion	64	6%
HR4	<i>If the TV show 'Friends' was removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	114	11%
	No	918	85%
	Don't know / No opinion	53	5%
HR5	<i>If all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix, would you cancel your subscription? (N=1,085)</i>		
	Yes	242	22%
	No	713	66%
	Don't know / No opinion	131	12%

Question	Response	Frequency	Percentage
HR6	<i>If all Disney content, such as the 'Star Wars' films, was removed from Netflix, would you cancel your subscription? (N=1,085)</i>		
	Yes	214	20%
	No	731	67%
	Don't know / No opinion	140	13%
HR7	<i>If the TV shows 'The Office' and 'Friends' were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	183	17%
	No	835	77%
	Don't know / No opinion	68	6%
HR8	<i>If the TV show 'The Office' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	300	28%
	No	673	62%
	Don't know / No opinion	112	10%
HR9	<i>If the TV show 'The Office' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	275	25%
	No	691	64%
	Don't know / No opinion	119	11%
HR10	<i>If the TV show 'Friends' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	265	24%
	No	702	65%
	Don't know / No opinion	119	11%
HR11	<i>If the TV show 'Friends' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	249	23%
	No	727	67%
	Don't know / No opinion	109	10%
HR12	<i>If all Disney content, such as the 'Star Wars' films, and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	307	28%
	No	663	61%
	Don't know / No opinion	115	11%

Question	Response	Frequency	Percentage
HR13	<i>If the TV shows 'The Office,' 'Friends,' and all Marvel superhero movies, such as 'Black Panther,' were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	321	30%
	No	651	60%
	Don't know / No opinion	114	10%
HR14	<i>If the TV shows "The Office,' 'Friends,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	302	28%
	No	660	61%
	Don't know / No opinion	124	11%
HR15	<i>If the TV show 'The Office,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	332	31%
	No	639	59%
	Don't know / No opinion	114	11%
HR16	<i>If the TV show 'Friends,' all Marvel superhero movies, such as 'Black Panther' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	330	30%
	No	646	60%
	Don't know / No opinion	109	10%
HR17	<i>If the TV shows 'The Office,' 'Friends,' all Marvel superhero movies, such as 'Black Panther,' and all Disney content, such as the 'Star Wars' films, were removed from Netflix would you cancel your subscription? (N=1,085)</i>		
	Yes	349	32%
	No	616	57%
	Don't know / No opinion	121	11%
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Watch TV: Every day	1039	47%
	Watch TV: Several times per week	484	22%
	Watch TV: About once per week	160	7%
	Watch TV: Several times per month	127	6%
	Watch TV: About once per month	59	3%
	Watch TV: Less often than once per month	99	4%
	Watch TV: Never	231	11%

Question	Response	Frequency	Percentage
HRdem1_2	<i>How often do you watch or stream the following? Movies</i>		
	Watch Movies: Every day	350	16%
	Watch Movies: Several times per week	576	26%
	Watch Movies: About once per week	406	18%
	Watch Movies: Several times per month	254	12%
	Watch Movies: About once per month	190	9%
	Watch Movies: Less often than once per month	207	9%
	Watch Movies: Never	218	10%
HRdem1_3	<i>How often do you watch or stream the following? Sporting events</i>		
	Watch Sporting Events: Every day	181	8%
	Watch Sporting Events: Several times per week	342	16%
	Watch Sporting Events: About once per week	217	10%
	Watch Sporting Events: Several times per month	165	8%
	Watch Sporting Events: About once per month	162	7%
	Watch Sporting Events: Less often than once per month	351	16%
	Watch Sporting Events: Never	782	36%
HRdem2_1	<i>Do you, or anyone in your household, subscribe to the following? Cable television</i>		
	Cable TV: Currently subscribe	1073	49%
	Cable TV: Subscribed in past	709	32%
	Cable TV: Never subscribed	418	19%
HRdem2_2	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	Sattelite TV: Currently subscribe	502	23%
	Sattelite TV: Subscribed in past	563	26%
	Sattelite TV: Never subscribed	1136	52%
HRdem2_3	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	Streaming services: Currently subscribe	1265	57%
	Streaming services: Subscribed in past	231	10%
	Streaming services: Never subscribed	705	32%
HRdem3_1	<i>In general, what kind of fan do you consider yourself of the following? Film</i>		
	Film: An avid fan	813	37%
	Film: A casual fan	1143	52%
	Film: Not a fan	244	11%
HRdem3_2	<i>In general, what kind of fan do you consider yourself of the following? Television</i>		
	Television: An avid fan	1075	49%
	Television: A casual fan	977	44%
	Television: Not a fan	148	7%

Question	Response	Frequency	Percentage
HRdem3_3	<i>In general, what kind of fan do you consider yourself of the following? Music</i>		
	Music: An avid fan	1195	54%
	Music: A casual fan	891	41%
	Music: Not a fan	114	5%
HRdem3_4	<i>In general, what kind of fan do you consider yourself of the following? Fashion</i>		
	Fashion: An avid fan	326	15%
	Fashion: A casual fan	932	42%
	Fashion: Not a fan	942	43%

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	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	474	22%
	Age: 30-44	539	25%
	Age: 45-54	365	17%
	Age: 55-64	386	18%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	238	11%
	Millennial: Age 23-38	568	26%
	Generation X: Age 39-54	572	26%
	Boomers: Age 55-73	720	33%
	N	2098	
xpid3	PID: Dem (no lean)	739	34%
	PID: Ind (no lean)	782	36%
	PID: Rep (no lean)	679	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	335	15%
	PID/Gender: Dem Women	404	18%
	PID/Gender: Ind Men	401	18%
	PID/Gender: Ind Women	381	17%
	PID/Gender: Rep Men	326	15%
	PID/Gender: Rep Women	353	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	655	30%
	Ideo: Moderate (4)	472	21%
	Ideo: Conservative (5-7)	759	35%
	N	1887	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1189	54%
	Income: 50k-100k	680	31%
	Income: 100k+	331	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	510	23%
	Relig: Roman Catholic	381	17%
	Relig: Ath./Agn./None	697	32%
	Relig: Something Else	349	16%
	N	1937	
xreligion1	Relig: Jewish	56	3%
xreligion3	Relig: All Christian	1154	52%
	Relig: All Non-Christian	1046	48%
	N	2200	
xdemUsr	Community: Urban	533	24%
	Community: Suburban	1030	47%
	Community: Rural	638	29%
	N	2200	
xdemEmploy	Employ: Private Sector	671	30%
	Employ: Government	161	7%
	Employ: Self-Employed	176	8%
	Employ: Homemaker	139	6%
	Employ: Student	127	6%
	Employ: Retired	467	21%
	Employ: Unemployed	236	11%
	Employ: Other	225	10%
	N	2200	
xdemMilHH1	Military HH: Yes	396	18%
	Military HH: No	1804	82%
	N	2200	
xnr1	RD/WT: Right Direction	852	39%
	RD/WT: Wrong Track	1348	61%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	881	40%
	Trump Job Disapprove	1180	54%
	N	2061	
Trump_Approve2	Trump Job Strongly Approve	460	21%
	Trump Job Somewhat Approve	421	19%
	Trump Job Somewhat Disapprove	275	12%
	Trump Job Strongly Disapprove	906	41%
	N	2061	
Trump_Fav	Favorable of Trump	869	39%
	Unfavorable of Trump	1168	53%
	N	2037	
Trump_Fav_FULL	Very Favorable of Trump	480	22%
	Somewhat Favorable of Trump	388	18%
	Somewhat Unfavorable of Trump	224	10%
	Very Unfavorable of Trump	944	43%
	N	2037	
xnr3	#1 Issue: Economy	569	26%
	#1 Issue: Security	443	20%
	#1 Issue: Health Care	368	17%
	#1 Issue: Medicare / Social Security	318	14%
	#1 Issue: Women's Issues	119	5%
	#1 Issue: Education	148	7%
	#1 Issue: Energy	111	5%
	#1 Issue: Other	123	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	779	35%
	2018 House Vote: Republican	713	32%
	2018 House Vote: Someone else	90	4%
	2018 House Vote: Didnt Vote	612	28%
	N	2195	
xsubVote16O	2016 Vote: Hillary Clinton	700	32%
	2016 Vote: Donald Trump	655	30%
	2016 Vote: Someone else	183	8%
	2016 Vote: Didnt Vote	657	30%
	N	2195	
xsubVote14O	Voted in 2014: Yes	1374	62%
	Voted in 2014: No	826	38%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	816	37%
	2012 Vote: Mitt Romney	517	24%
	2012 Vote: Other	92	4%
	2012 Vote: Didn't Vote	771	35%
	N	2195	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1039	47%
	Watch TV: Several times per week	484	22%
	Watch TV: About once per week	160	7%
	Watch TV: Several times per month	127	6%
	Watch TV: About once per month	59	3%
	Watch TV: Less often than once per month	99	4%
	Watch TV: Never	231	11%
N	2200		
HRdem1_2	Watch Movies: Every day	350	16%
	Watch Movies: Several times per week	576	26%
	Watch Movies: About once per week	406	18%
	Watch Movies: Several times per month	254	12%
	Watch Movies: About once per month	190	9%
	Watch Movies: Less often than once per month	207	9%
	Watch Movies: Never	218	10%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	181	8%
	Watch Sporting Events: Several times per week	342	16%
	Watch Sporting Events: About once per week	217	10%
	Watch Sporting Events: Several times per month	165	8%
	Watch Sporting Events: About once per month	162	7%
	Watch Sporting Events: Less often than once per month	351	16%
	Watch Sporting Events: Never	782	36%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	1073	49%
	Cable TV: Subscribed in past	709	32%
	Cable TV: Never subscribed	418	19%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Sattelite TV: Currently subscribe	502	23%
	Sattelite TV: Subscribed in past	563	26%
	Sattelite TV: Never subscribed	1136	52%
	N	2200	
HRdem2_3	Streaming services: Currently subscribe	1265	57%
	Streaming services: Subscribed in past	231	10%
	Streaming services: Never subscribed	705	32%
	N	2200	
HRdem3_1	Film: An avid fan	813	37%
	Film: A casual fan	1143	52%
	Film: Not a fan	244	11%
	N	2200	
HRdem3_2	Television: An avid fan	1075	49%
	Television: A casual fan	977	44%
	Television: Not a fan	148	7%
	N	2200	
HRdem3_3	Music: An avid fan	1195	54%
	Music: A casual fan	891	41%
	Music: Not a fan	114	5%
	N	2200	
HRdem3_4	Fashion: An avid fan	326	15%
	Fashion: A casual fan	932	42%
	Fashion: Not a fan	942	43%
	N	2200	
xdemEvang	Evangelical	606	28%
	Non-Evangelical	1594	72%
	N	2200	
HRdem3x	Frequent TV watchers	1524	69%
HRdem4x	Frequent movie watchers	926	42%

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



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