

National Tracking Poll

Project: 190137
N Size: 2200 Adults
Margin of Error: ± 2%
January 17-19, 2019

Topline Report

Question	Response	Frequency	Percentage
HR1_1 <i>How much have you seen, read or heard about each of the following? Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.</i>	A lot	253	11%
	Some	349	16%
	Not much	433	20%
	Nothing at all	655	30%
	Don't know / No opinion	509	23%
	HR1_4 <i>How much have you seen, read or heard about each of the following? Stirr, Sinclair's streaming services that will feature television channels including local news and sports</i>	A lot	191
Some		78	4%
Not much		179	8%
Nothing at all		935	42%
Don't know / No opinion		817	37%
HR1_5 <i>How much have you seen, read or heard about each of the following? WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO.</i>		A lot	193
	Some	172	8%
	Not much	325	15%
	Nothing at all	872	40%
	Don't know / No opinion	637	29%
	HR1_6 <i>How much have you seen, read or heard about each of the following? NBCUniversal's plan to launch a streaming service in 2020</i>	A lot	189
Some		153	7%
Not much		289	13%
Nothing at all		889	40%
Don't know / No opinion		680	31%

Question	Response	Frequency	Percentage
HR1_7	<i>How much have you seen, read or heard about each of the following? The recent announcement that Netflix will increase their prices</i>		
	A lot	436	20%
	Some	702	32%
	Not much	434	20%
	Nothing at all	365	17%
	Don't know / No opinion	263	12%
HR2_1	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Netflix</i>		
	I currently subscribe	809	37%
	I currently share a password on this account	432	20%
	I have subscribed in the past, but not now	289	13%
	I have heard of this, but have never subscribed	464	21%
	I have never heard of this	207	9%
HR2_4	<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	633	29%
	I currently share a password on this account	297	14%
	I have subscribed in the past, but not now	214	10%
	I have heard of this, but have never subscribed	711	32%
	I have never heard of this	345	16%
HR2_5	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Hulu</i>		
	I currently subscribe	411	19%
	I currently share a password on this account	224	10%
	I have subscribed in the past, but not now	296	13%
	I have heard of this, but have never subscribed	873	40%
	I have never heard of this	396	18%
HR2_6	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Sling Orange</i>		
	I currently subscribe	342	16%
	I currently share a password on this account	20	1%
	I have subscribed in the past, but not now	93	4%
	I have heard of this, but have never subscribed	706	32%
	I have never heard of this	1040	47%

Question	Response	Frequency	Percentage
HR2_7	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Crackle</i>		
	I currently subscribe	328	15%
	I currently share a password on this account	60	3%
	I have subscribed in the past, but not now	112	5%
	I have heard of this, but have never subscribed	653	30%
	I have never heard of this	1046	48%
HR2_8	<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	226	10%
	I currently share a password on this account	83	4%
	I have subscribed in the past, but not now	241	11%
	I have heard of this, but have never subscribed	1023	46%
	I have never heard of this	628	29%
HR2_9	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Twitch</i>		
	I currently subscribe	366	17%
	I currently share a password on this account	40	2%
	I have subscribed in the past, but not now	47	2%
	I have heard of this, but have never subscribed	576	26%
	I have never heard of this	1170	53%
HR2_10	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Vevo</i>		
	I currently subscribe	300	14%
	I currently share a password on this account	21	1%
	I have subscribed in the past, but not now	69	3%
	I have heard of this, but have never subscribed	792	36%
	I have never heard of this	1018	46%
HR2_11	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? YouTube Red</i>		
	I currently subscribe	249	11%
	I currently share a password on this account	33	2%
	I have subscribed in the past, but not now	109	5%
	I have heard of this, but have never subscribed	979	45%
	I have never heard of this	829	38%

Question	Response	Frequency	Percentage
HR2_12	<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	208	9%
	I currently share a password on this account	40	2%
	I have subscribed in the past, but not now	84	4%
	I have heard of this, but have never subscribed	1092	50%
	I have never heard of this	777	35%
HR2_13	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? PlayStation Vue</i>		
	I currently subscribe	254	12%
	I currently share a password on this account	36	2%
	I have subscribed in the past, but not now	62	3%
	I have heard of this, but have never subscribed	940	43%
	I have never heard of this	908	41%
HR2_14	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? Stirr</i>		
	I currently subscribe	426	19%
	I currently share a password on this account	11	0%
	I have subscribed in the past, but not now	23	1%
	I have heard of this, but have never subscribed	326	15%
	I have never heard of this	1414	64%
HR3	<i>If you were unable to share accounts with another person on a streaming service, would you subscribe to the service by yourself? (N=683)</i>		
	Yes	230	34%
	It depends	312	46%
	No	99	14%
	Don't Know / No Opinion	43	6%
HR4oen	<i>At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good? (N=2,124)</i>		
	1 or less	207	10%
	1 - 2	203	10%
	2 - 10	1073	51%
	10 - 35	575	27%
	More than 35	65	3%

Question	Response	Frequency	Percentage
HR5oen	<i>At what monthly price would you consider the service to be a bargain – a great buy for the money? (N=2,118)</i>		
	1 or less	79	4%
	1 - 5	162	8%
	5 - 20	1449	68%
	20 - 40	319	15%
	More than 40	109	5%
HR6oen	<i>At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing? (N=2,103)</i>		
	1 or less	56	3%
	1 - 2	20	1%
	2 - 4	22	1%
	4 - 10	163	8%
	10 - 40	1460	69%
	More than 40	382	18%
HR7oen	<i>At what monthly price would you consider the service to be so expensive that you would not consider subscribing? (N=2,073)</i>		
	1 or less	50	2%
	1 - 4	36	2%
	4 - 12	179	9%
	12 - 18	393	19%
	18 - 32	819	40%
	32 - 60	342	16%
	60 - 85	172	8%
	More than 85	82	4%
HR8oen	<i>At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good? (N=2,123)</i>		
	1 or less	244	12%
	1 - 2	273	13%
	2 - 4	326	15%
	4 - 9	784	37%
	9 - 20	337	16%
	More than 20	158	7%
HR9oen	<i>At what monthly price would you consider the service to be a bargain – a great buy for the money? (N=2,051)</i>		
	1 or less	91	4%
	1 - 4	190	9%
	4 - 7	525	26%
	7 - 15	836	41%
	15 - 22	262	13%
	More than 22	147	7%

Question	Response	Frequency	Percentage
HR10oen	<i>At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing? (N=2,086)</i>		
	1 or less	70	3%
	1 - 4	53	3%
	4 - 9	254	12%
	9 - 21	1189	57%
	21 - 52	449	22%
	More than 52	70	3%
HR11oen	<i>At what monthly price would you consider the service to be so expensive that you would not consider subscribing? (N=2,108)</i>		
	1 or less	65	3%
	1 - 3	29	1%
	3 - 6	63	3%
	6 - 10	95	4%
	10 - 20	656	31%
	20 - 40	741	35%
	40 - 64	310	15%
	More than 64	150	7%
HR12oen	<i>At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good? (N=2,099)</i>		
	1 or less	249	12%
	1 - 2	307	15%
	2 - 4	374	18%
	4 - 8	687	33%
	8 - 12	269	13%
	12 - 25	142	7%
	More than 25	71	3%
HR13oen	<i>At what monthly price would you consider the service to be a bargain – a great buy for the money? (N=2,090)</i>		
	1 or less	101	5%
	1 - 3	127	6%
	3 - 7	646	31%
	7 - 15	770	37%
	15 - 33	383	18%
	More than 33	63	3%

Question	Response	Frequency	Percentage
HR14oen	<i>At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing? (N=2,091)</i>		
	1 or less	74	4%
	1 - 9	388	19%
	9 - 16	855	41%
	16 - 24	277	13%
	24 - 33	215	10%
	33 - 40	42	2%
	40 - 56	176	8%
	56 - 64	28	1%
	64 - 72	15	1%
	More than 72	21	1%
HR15oen	<i>At what monthly price would you consider the service to be so expensive that you would not consider subscribing? (N=2,103)</i>		
	1 or less	72	3%
	1 - 9	194	9%
	9 - 16	605	29%
	16 - 24	425	20%
	24 - 33	311	15%
	33 - 40	56	3%
	40 - 56	225	11%
	56 - 64	70	3%
	64 - 72	22	1%
	More than 72	122	6%
HR16oen	<i>At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good? (N=2,088)</i>		
	1 or less	282	13%
	1 - 2	288	14%
	2 - 4	301	14%
	4 - 9	685	33%
	9 - 30	484	23%
		More than 30	50
HR17oen	<i>At what monthly price would you consider the service to be a bargain – a great buy for the money? (N=2,094)</i>		
	1 or less	125	6%
	1 - 2	68	3%
	2 - 4	179	9%
	4 - 10	777	37%
	10 - 23	692	33%
		More than 23	254

Question	Response	Frequency	Percentage
HR18oen	<i>At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing? (N=2,113)</i>		
	1 or less	83	4%
	1 - 2	38	2%
	2 - 4	58	3%
	4 - 10	389	18%
	10 - 24	980	46%
	24 - 63	478	23%
	More than 63	87	4%
HR19oen	<i>At what monthly price would you consider the service to be so expensive that you would not consider subscribing? (N=2,081)</i>		
	1 or less	81	4%
	1 - 3	45	2%
	3 - 7	106	5%
	7 - 19	714	34%
	19 - 49	776	37%
	49 - 100	285	14%
	More than 100	74	4%
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	TV shows : Every day	1124	51%
	TV shows : Several times per week	523	24%
	TV shows : About once per week	136	6%
	TV shows : Several times per month	115	5%
	TV shows : About once per month	53	2%
	TV shows : Less often than once per month	92	4%
	TV shows : Never	156	7%
HRdem1_4	<i>How often do you watch or stream the following? Movies</i>		
	Movies : Every day	367	17%
	Movies : Several times per week	586	27%
	Movies : About once per week	386	18%
	Movies : Several times per month	275	13%
	Movies : About once per month	219	10%
	Movies : Less often than once per month	182	8%
	Movies : Never	184	8%

Question	Response	Frequency	Percentage
HRdem1_5	<i>How often do you watch or stream the following? Sporting events</i>		
	Sporting events : Every day	131	6%
	Sporting events : Several times per week	369	17%
	Sporting events : About once per week	366	17%
	Sporting events : Several times per month	227	10%
	Sporting events : About once per month	144	7%
	Sporting events : Less often than once per month	352	16%
	Sporting events : Never	611	28%
HRdem2_1	<i>Do you, or anyone in your household, subscribe to the following? Cable television</i>		
	Cable television : I (or someone in my household) currently subscribe	1086	49%
	Cable television : I (or someone in my household) subscribed in the past, but not now	786	36%
	Cable television : I (or someone in my household) have never subscribed	329	15%
HRdem2_4	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	Satellite television : I (or someone in my household) currently subscribe	548	25%
	Satellite television : I (or someone in my household) subscribed in the past, but not now	584	27%
	Satellite television : I (or someone in my household) have never subscribed	1067	49%
HRdem2_5	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	Streaming service(s) : I (or someone in my household) currently subscribe	1331	60%
	Streaming service(s) : I (or someone in my household) subscribed in the past, but not now	190	9%
	Streaming service(s) : I (or someone in my household) have never subscribed	679	31%
HRdem3_1	<i>In general, what kind of fan do you consider yourself of the following? Film</i>		
	Film : An avid fan	789	36%
	Film : A casual fan	1197	54%
	Film : Not a fan	214	10%
HRdem3_4	<i>In general, what kind of fan do you consider yourself of the following? Television</i>		
	Television : An avid fan	1081	49%
	Television : A casual fan	1029	47%
	Television : Not a fan	90	4%
HRdem3_5	<i>In general, what kind of fan do you consider yourself of the following? Music</i>		
	Music : An avid fan	1088	49%
	Music : A casual fan	1026	47%
	Music : Not a fan	87	4%

Question	Response	Frequency	Percentage
HRdem3_6	<i>In general, what kind of fan do you consider yourself of the following? Fashion</i>		
	Fashion : An avid fan	283	13%
	Fashion : A casual fan	923	42%
	Fashion : Not a fan	995	45%

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	1030	47%
	Gender: Female	1170	53%
	N	2200	
age5	Age: 18-29	391	18%
	Age: 30-44	495	23%
	Age: 45-54	387	18%
	Age: 55-64	415	19%
	Age: 65+	512	23%
	N	2200	
demAgeGeneration	Generation Z: 18-21	136	6%
	Millennial: Age 22-37	526	24%
	Generation X: Age 38-53	570	26%
	Boomers: Age 54-72	864	39%
	N	2096	
xpid3	PID: Dem (no lean)	721	33%
	PID: Ind (no lean)	801	36%
	PID: Rep (no lean)	679	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	305	14%
	PID/Gender: Dem Women	415	19%
	PID/Gender: Ind Men	378	17%
	PID/Gender: Ind Women	422	19%
	PID/Gender: Rep Men	346	16%
	PID/Gender: Rep Women	333	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	620	28%
	Ideo: Moderate (4)	538	24%
	Ideo: Conservative (5-7)	785	36%
	N	1944	
xeduc3	Educ: < College	1384	63%
	Educ: Bachelors degree	520	24%
	Educ: Post-grad	296	13%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1115	51%
	Income: 50k-100k	740	34%
	Income: 100k+	344	16%
	N	2200	
xdemWhite	Ethnicity: White	1779	81%
xdemHispBin	Ethnicity: Hispanic	213	10%
demBlackBin	Ethnicity: Afr. Am.	279	13%
demRaceOther	Ethnicity: Other	142	6%
xrelNet	Relig: Protestant	562	26%
	Relig: Roman Catholic	438	20%
	Relig: Something Else	230	10%
	N	1230	
xreligion1	Relig: Jewish	41	2%
xreligion2	Relig: Evangelical	878	40%
	Relig: Non-Evang. Catholics	352	16%
	N	1230	
xreligion3	Relig: All Christian	1230	56%
	Relig: All Non-Christian	218	10%
	N	1448	
xdemUsr	Community: Urban	493	22%
	Community: Suburban	1116	51%
	Community: Rural	592	27%
	N	2200	
xdemEmploy	Employ: Private Sector	747	34%
	Employ: Government	145	7%
	Employ: Self-Employed	180	8%
	Employ: Homemaker	145	7%
	Employ: Student	87	4%
	Employ: Retired	531	24%
	Employ: Unemployed	203	9%
	Employ: Other	163	7%
	N	2200	
xdemMilHH1	Military HH: Yes	397	18%
	Military HH: No	1803	82%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	738	34%
	RD/WT: Wrong Track	1462	66%
	N	2200	
Trump_Approve	Trump Job Approve	888	40%
	Trump Job Disapprove	1208	55%
	N	2096	
Trump_Approve2	Trump Job Strongly Approve	438	20%
	Trump Job Somewhat Approve	450	20%
	Trump Job Somewhat Disapprove	263	12%
	Trump Job Strongly Disapprove	945	43%
	N	2096	
xnr3	#1 Issue: Economy	663	30%
	#1 Issue: Security	451	20%
	#1 Issue: Health Care	317	14%
	#1 Issue: Medicare / Social Security	301	14%
	#1 Issue: Women's Issues	104	5%
	#1 Issue: Education	129	6%
	#1 Issue: Energy	104	5%
	#1 Issue: Other	131	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	835	38%
	2018 House Vote: Republican	742	34%
	2018 House Vote: Someone else	97	4%
	2018 House Vote: Didnt Vote	519	24%
	N	2193	
xsubVote16O	2016 Vote: Hillary Clinton	685	31%
	2016 Vote: Donald Trump	769	35%
	2016 Vote: Someone else	194	9%
	2016 Vote: Didnt Vote	549	25%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1478	67%
	Voted in 2014: No	722	33%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	861	39%
	2012 Vote: Mitt Romney	608	28%
	2012 Vote: Other	110	5%
	2012 Vote: Didn't Vote	620	28%
	N	2199	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	505	23%
	4-Region: South	821	37%
	4-Region: West	481	22%
	N	2200	
HRdem1_1	TV shows : Every day	1124	51%
	TV shows : Several times per week	523	24%
	TV shows : About once per week	136	6%
	TV shows : Several times per month	115	5%
	TV shows : About once per month	53	2%
	TV shows : Less often than once per month	92	4%
	TV shows : Never	156	7%
	N	2200	
HRdem1_4	Movies : Every day	367	17%
	Movies : Several times per week	586	27%
	Movies : About once per week	386	18%
	Movies : Several times per month	275	13%
	Movies : About once per month	219	10%
	Movies : Less often than once per month	182	8%
	Movies : Never	184	8%
	N	2200	
HRdem1_5	Sporting events : Every day	131	6%
	Sporting events : Several times per week	369	17%
	Sporting events : About once per week	366	17%
	Sporting events : Several times per month	227	10%
	Sporting events : About once per month	144	7%
	Sporting events : Less often than once per month	352	16%
	Sporting events : Never	611	28%
	N	2200	
HRdem2_1	Cable television : I (or someone in my household) currently subscribe	1086	49%
	Cable television : I (or someone in my household) subscribed in the past, but not now	786	36%
	Cable television : I (or someone in my household) have never subscribed	329	15%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_4	Satellite television : I (or someone in my household) currently subscribe	548	25%
	Satellite television : I (or someone in my household) subscribed in the past, but not now	584	27%
	Satellite television : I (or someone in my household) have never subscribed	1067	49%
	N	2200	
HRdem2_5	Streaming service(s) : I (or someone in my household) currently subscribe	1331	60%
	Streaming service(s) : I (or someone in my household) subscribed in the past, but not now	190	9%
	Streaming service(s) : I (or someone in my household) have never subscribed	679	31%
	N	2200	
HRdem3_1	Film : An avid fan	789	36%
	Film : A casual fan	1197	54%
	Film : Not a fan	214	10%
	N	2200	
HRdem3_4	Television : An avid fan	1081	49%
	Television : A casual fan	1029	47%
	Television : Not a fan	90	4%
	N	2200	
HRdem3_5	Music : An avid fan	1088	49%
	Music : A casual fan	1026	47%
	Music : Not a fan	87	4%
	N	2200	
HRdem3_6	Fashion : An avid fan	283	13%
	Fashion : A casual fan	923	42%
	Fashion : Not a fan	995	45%
	N	2200	

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

