

National Tracking Poll

Project: 181049

N Size: 2044 Adults - TV Watchers

Margin of Error: ± 2%

October 25-26, 2018

Topline Report

Question	Response	Frequency	Percentage
HR1	<i>In general, do you prefer to watch television series that release an entire season at the same time or series that release one episode per week?</i>		
	Strongly prefer series that release an entire season at the same time	736	36%
	Somewhat prefer series that release an entire season at the same time	375	18%
	Somewhat prefer series that release one episode per week	429	21%
	Strongly prefer series that release one episode per week	261	13%
	Don't know / No opinion	243	12%
HR2_1	<i>If you were deciding whether or not to watch a television series, would the following make you more or less likely to watch, or not impact your decision? An entire season is released at the same time</i>		
	Much more likely to watch	712	35%
	Somewhat more likely to watch	406	20%
	Would not impact my decision	515	25%
	Somewhat less likely to watch	129	6%
	Much less likely to watch	143	7%
	Don't know / No opinion	139	7%
HR2_2	<i>If you were deciding whether or not to watch a television series, would the following make you more or less likely to watch, or not impact your decision? Episodes are released week by week</i>		
	Much more likely to watch	484	24%
	Somewhat more likely to watch	457	22%
	Would not impact my decision	653	32%
	Somewhat less likely to watch	267	13%
	Much less likely to watch	80	4%
	Don't know / No opinion	103	5%

Question	Response	Frequency	Percentage
HR2_3	<i>If you were deciding whether or not to watch a television series, would the following make you more or less likely to watch, or not impact your decision? Episodes are 30 minutes long</i>		
	Much more likely to watch	403	20%
	Somewhat more likely to watch	498	24%
	Would not impact my decision	808	40%
	Somewhat less likely to watch	135	7%
	Much less likely to watch	84	4%
	Don't know / No opinion	116	6%
HR2_4	<i>If you were deciding whether or not to watch a television series, would the following make you more or less likely to watch, or not impact your decision? Episodes are an hour long</i>		
	Much more likely to watch	646	32%
	Somewhat more likely to watch	434	21%
	Would not impact my decision	732	36%
	Somewhat less likely to watch	93	5%
	Much less likely to watch	32	2%
	Don't know / No opinion	106	5%
HR2_5	<i>If you were deciding whether or not to watch a television series, would the following make you more or less likely to watch, or not impact your decision? Series is available on a streaming service</i>		
	Much more likely to watch	738	36%
	Somewhat more likely to watch	390	19%
	Would not impact my decision	450	22%
	Somewhat less likely to watch	77	4%
	Much less likely to watch	173	8%
	Don't know / No opinion	216	11%
HR2_6	<i>If you were deciding whether or not to watch a television series, would the following make you more or less likely to watch, or not impact your decision? Series is available on traditional cable or broadcast television</i>		
	Much more likely to watch	573	28%
	Somewhat more likely to watch	451	22%
	Would not impact my decision	615	30%
	Somewhat less likely to watch	142	7%
	Much less likely to watch	125	6%
	Don't know / No opinion	137	7%

Question	Response	Frequency	Percentage
HR3_1	<i>Would you say that series that release an entire season at the same time or series that release one episode per week are best for: Following the show with friends or family</i>		
	Series that release an entire season at the same time are best	661	32%
	Series that release one episode per week are best	901	44%
	Don't know / No opinion	482	24%
HR3_2	<i>Would you say that series that release an entire season at the same time or series that release one episode per week are best for: Discussing the show on social media</i>		
	Series that release an entire season at the same time are best	521	25%
	Series that release one episode per week are best	635	31%
	Don't know / No opinion	887	43%
HR3_3	<i>Would you say that series that release an entire season at the same time or series that release one episode per week are best for: Making you excited to watch an episode</i>		
	Series that release an entire season at the same time are best	759	37%
	Series that release one episode per week are best	966	47%
	Don't know / No opinion	319	16%
HR3_4	<i>Would you say that series that release an entire season at the same time or series that release one episode per week are best for: Making you feel invested in a show and its characters</i>		
	Series that release an entire season at the same time are best	865	42%
	Series that release one episode per week are best	750	37%
	Don't know / No opinion	429	21%
HR4	<i>How often do you watch live television?</i>		
	Every day	1143	56%
	Several times per week	398	19%
	About once per week	154	8%
	Several times per month	100	5%
	About once per month	48	2%
	Less often than once per month	112	5%
	Never	90	4%
HR5	<i>Which of the following statements comes closest to your view, even if none are exactly right? (N=1,954)</i>		
	I mostly watch shows live at their scheduled times.	787	40%
	I watch shows live at their scheduled times and on-demand at my convenience about the same amount.	500	26%
	I mostly watch shows on-demand at my convenience.	568	29%
	Don't know / No opinion	98	5%

Question	Response	Frequency	Percentage
HR6_1NET	<i>When you watch shows on demand at your convenience, how do you watch? Select all that apply. - Streaming service</i>		
	Selected	1059	52%
	Not Selected	984	48%
HR6_2NET	<i>When you watch shows on demand at your convenience, how do you watch? Select all that apply. - Recording (DVR)</i>		
	Selected	657	32%
	Not Selected	1386	68%
HR6_3NET	<i>When you watch shows on demand at your convenience, how do you watch? Select all that apply. - DVD or Blu-ray</i>		
	Selected	351	17%
	Not Selected	1693	83%
HR6_4NET	<i>When you watch shows on demand at your convenience, how do you watch? Select all that apply. - On demand service through TV provider</i>		
	Selected	767	38%
	Not Selected	1276	62%
HR6_5NET	<i>When you watch shows on demand at your convenience, how do you watch? Select all that apply. - Other, please specify:</i>		
	Selected	51	3%
	Not Selected	1992	97%
HR6_6NET	<i>When you watch shows on demand at your convenience, how do you watch? Select all that apply. - Not applicable</i>		
	Selected	239	12%
	Not Selected	1804	88%
HR7	<i>When watching a show that is available on demand at your convenience, how often do you watch two or more episodes in one sitting, sometimes called binge watching? (N=1,804)</i>		
	Every day	278	15%
	Several times per week	504	28%
	About once per week	306	17%
	Several times per month	259	14%
	About once per month	157	9%
	Less often than once per month	182	10%
Never	118	7%	

Question	Response	Frequency	Percentage	
HR8	<i>When you do this, how many episodes do you watch on average in one sitting? (N=1,687)</i>			
		2	472	28%
		3	464	28%
		4	349	21%
		5	158	9%
		6	72	4%
		7	33	2%
		8	31	2%
		9	6	0%
		10	34	2%
		11+	68	4%
HR9	<i>And, what television show genre do you most often binge watch? (N=1,687)</i>			
	Act/Adven	184	11%	
	Drama	454	27%	
	Comedy	287	17%	
	Thrill/Myst	162	10%	
	Horror	89	5%	
	SciFi/Fant	171	10%	
	Doc	77	5%	
	Reality	122	7%	
	Food/Travel	32	2%	
	Sci/Nature	23	1%	
	Other	56	3%	
	None	29	2%	
HR10_1	<i>How important of a factor are the following in your decision to watch multiple episodes of a show in one sitting? It is relaxing for me (N=1,687)</i>			
	Very important factor	712	42%	
	Somewhat important factor	647	38%	
	Not too important of a factor	199	12%	
	Not a factor at all	95	6%	
	Don't know / No opinion	34	2%	
HR10_2	<i>How important of a factor are the following in your decision to watch multiple episodes of a show in one sitting? I want to see more of the story (N=1,687)</i>			
	Very important factor	913	54%	
	Somewhat important factor	565	33%	
	Not too important of a factor	117	7%	
	Not a factor at all	57	3%	
	Don't know / No opinion	36	2%	

Question	Response	Frequency	Percentage
HR10_3	<i>How important of a factor are the following in your decision to watch multiple episodes of a show in one sitting? It is too suspenseful to wait (N=1,687)</i>		
	Very important factor	601	36%
	Somewhat important factor	563	33%
	Not too important of a factor	293	17%
	Not a factor at all	182	11%
	Don't know / No opinion	47	3%
HR10_4	<i>How important of a factor are the following in your decision to watch multiple episodes of a show in one sitting? It is a good way to spend time with friends/family (N=1,687)</i>		
	Very important factor	470	28%
	Somewhat important factor	596	35%
	Not too important of a factor	306	18%
	Not a factor at all	258	15%
	Don't know / No opinion	56	3%
HR10_5	<i>How important of a factor are the following in your decision to watch multiple episodes of a show in one sitting? I like the cast (N=1,687)</i>		
	Very important factor	758	45%
	Somewhat important factor	611	36%
	Not too important of a factor	170	10%
	Not a factor at all	110	7%
	Don't know / No opinion	38	2%
HR10_6	<i>How important of a factor are the following in your decision to watch multiple episodes of a show in one sitting? It fills my free time (N=1,687)</i>		
	Very important factor	512	30%
	Somewhat important factor	649	38%
	Not too important of a factor	325	19%
	Not a factor at all	162	10%
	Don't know / No opinion	39	2%
HR10_7	<i>How important of a factor are the following in your decision to watch multiple episodes of a show in one sitting? I want to avoid spoilers (N=1,687)</i>		
	Very important factor	448	27%
	Somewhat important factor	455	27%
	Not too important of a factor	403	24%
	Not a factor at all	302	18%
	Don't know / No opinion	78	5%

Question	Response	Frequency	Percentage
HR10_8	<i>How important of a factor are the following in your decision to watch multiple episodes of a show in one sitting? I want to finish the series as fast as possible (N=1,687)</i>		
	Very important factor	311	18%
	Somewhat important factor	439	26%
	Not too important of a factor	533	32%
	Not a factor at all	356	21%
	Don't know / No opinion	47	3%
HR11	<i>Do you feel guilty when you binge watch a television series, or not? (N=1,687)</i>		
	I feel very guilty	43	3%
	I feel somewhat guilty	201	12%
	I do not feel too guilty	335	20%
	I do not feel guilty at all	1058	63%
	Don't know / No opinion	48	3%
HR12_1	<i>Have you ever: Watched an entire season within 24 hours of its release</i>		
	Yes, I have done this	598	29%
	No, I have not done this	1446	71%
HR12_2	<i>Have you ever: Watched an entire season with a week of its release</i>		
	Yes, I have done this	1032	51%
	No, I have not done this	1011	49%
HR12_3	<i>Have you ever: Cancelled social plans to continue watching a show</i>		
	Yes, I have done this	490	24%
	No, I have not done this	1553	76%
HR12_4	<i>Have you ever: Watched a show at work</i>		
	Yes, I have done this	451	22%
	No, I have not done this	1593	78%
HR12_5	<i>Have you ever: Stayed up all night watching a show</i>		
	Yes, I have done this	1054	52%
	No, I have not done this	989	48%
HR12_6	<i>Have you ever: Binge watched the same series more than once</i>		
	Yes, I have done this	1037	51%
	No, I have not done this	1007	49%
HR12_7	<i>Have you ever: Stayed up past my normal bedtime to watch a show</i>		
	Yes, I have done this	1749	86%
	No, I have not done this	294	14%

Question	Response	Frequency	Percentage
HR12_8	<i>Have you ever: Made less healthy food or exercise choices because of a show</i>		
	Yes, I have done this	811	40%
	No, I have not done this	1233	60%
HR14	<i>How long does it take you, on average, to finish a season of a show after it premieres?</i>		
	1 2 days	135	7%
	3 4 days	335	16%
	5 6 days	227	11%
	7 10 days	300	15%
	11 13 days	95	5%
	14 17 days	122	6%
	18 21 days	91	4%
	More than three weeks	298	15%
	Don't know / No opinion	440	22%
HR15_1	<i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Making a Murderer</i>		
	Very likely	239	12%
	Somewhat likely	306	15%
	Not too likely	343	17%
	Heard of, Not likely at all	390	19%
	Never heard of	766	37%
HR15_2	<i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? The Marvelous Mrs. Maisel</i>		
	Very likely	144	7%
	Somewhat likely	195	10%
	Not too likely	365	18%
	Heard of, Not likely at all	334	16%
	Never heard of	1006	49%
HR15_3	<i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Castlevania</i>		
	Very likely	105	5%
	Somewhat likely	156	8%
	Not too likely	333	16%
	Heard of, Not likely at all	264	13%
	Never heard of	1184	58%

Question	Response	Frequency	Percentage
HR15_4 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Midnight, Texas</i>	Very likely	92	4%
	Somewhat likely	166	8%
	Not too likely	316	15%
	Heard of, Not likely at all	273	13%
	Never heard of	1197	59%
HR15_5 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Ray Donovan</i>	Very likely	125	6%
	Somewhat likely	177	9%
	Not too likely	368	18%
	Heard of, Not likely at all	429	21%
	Never heard of	944	46%
HR15_6 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? StartUp</i>	Very likely	52	3%
	Somewhat likely	113	6%
	Not too likely	278	14%
	Heard of, Not likely at all	211	10%
	Never heard of	1390	68%
HR15_7 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Stan Against Evil</i>	Very likely	92	5%
	Somewhat likely	158	8%
	Not too likely	334	16%
	Heard of, Not likely at all	241	12%
	Never heard of	1218	60%
HR15_8 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? House of Cards</i>	Very likely	205	10%
	Somewhat likely	283	14%
	Not too likely	444	22%
	Heard of, Not likely at all	771	38%
	Never heard of	340	17%

Question	Response	Frequency	Percentage
HR15_9 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? The Real Housewives of Atlanta</i>	Very likely	133	7%
	Somewhat likely	140	7%
	Not too likely	402	20%
	Heard of, Not likely at all	1067	52%
	Never heard of	302	15%
HR15_10 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Outlander</i>	Very likely	158	8%
	Somewhat likely	222	11%
	Not too likely	402	20%
	Heard of, Not likely at all	588	29%
	Never heard of	674	33%
HR15_11 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Patriot</i>	Very likely	83	4%
	Somewhat likely	223	11%
	Not too likely	351	17%
	Heard of, Not likely at all	362	18%
	Never heard of	1024	50%
HR15_12 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Room 104</i>	Very likely	63	3%
	Somewhat likely	136	7%
	Not too likely	287	14%
	Heard of, Not likely at all	196	10%
	Never heard of	1361	67%
HR15_13 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Narcos</i>	Very likely	193	9%
	Somewhat likely	255	12%
	Not too likely	328	16%
	Heard of, Not likely at all	409	20%
	Never heard of	857	42%

Question	Response	Frequency	Percentage
HR15_14 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? The Last Kingdom</i>	Very likely	116	6%
	Somewhat likely	216	11%
	Not too likely	327	16%
	Heard of, Not likely at all	291	14%
	Never heard of	1093	53%
HR15_15 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? No Activity</i>	Very likely	44	2%
	Somewhat likely	95	5%
	Not too likely	293	14%
	Heard of, Not likely at all	162	8%
	Never heard of	1450	71%
HR15_16 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Top Chef</i>	Very likely	192	9%
	Somewhat likely	366	18%
	Not too likely	482	24%
	Heard of, Not likely at all	700	34%
	Never heard of	304	15%
HR15_17 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Counterpart</i>	Very likely	79	4%
	Somewhat likely	129	6%
	Not too likely	290	14%
	Heard of, Not likely at all	233	11%
	Never heard of	1312	64%
HR15_18 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Marvels Daredevil</i>	Very likely	268	13%
	Somewhat likely	299	15%
	Not too likely	339	17%
	Heard of, Not likely at all	410	20%
	Never heard of	728	36%

Question	Response	Frequency	Percentage
HR15_19 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Marvels Runaways</i>	Very likely	155	8%
	Somewhat likely	258	13%
	Not too likely	333	16%
	Heard of, Not likely at all	350	17%
	Never heard of	947	46%
	<hr/>		
HR15_20 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? The Orville</i>	Very likely	127	6%
	Somewhat likely	161	8%
	Not too likely	378	19%
	Heard of, Not likely at all	355	17%
	Never heard of	1022	50%
	<hr/>		
HR15_21 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Hip-Hop Evolution</i>	Very likely	93	5%
	Somewhat likely	149	7%
	Not too likely	290	14%
	Heard of, Not likely at all	336	16%
	Never heard of	1175	57%
	<hr/>		
HR15_22 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Lore</i>	Very likely	68	3%
	Somewhat likely	114	6%
	Not too likely	313	15%
	Heard of, Not likely at all	226	11%
	Never heard of	1323	65%
	<hr/>		
HR15_23 <i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Mystery Science Theater 3000</i>	Very likely	99	5%
	Somewhat likely	179	9%
	Not too likely	422	21%
	Heard of, Not likely at all	385	19%
	Never heard of	960	47%

Question	Response	Frequency	Percentage
HR15_24	<i>As you may know, new seasons of the following shows are being released this year. How likely are you binge watch each of the following? Adam Ruins Everything</i>		
	Very likely	107	5%
	Somewhat likely	166	8%
	Not too likely	352	17%
	Heard of, Not likely at all	351	17%
	Never heard of	1069	52%
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Every day	1032	50%
	Several times per week	595	29%
	About once per week	153	7%
	Several times per month	122	6%
	About once per month	59	3%
HRdem1_2	<i>How often do you watch or stream the following? Movies</i>		
	Every day	360	18%
	Several times per week	553	27%
	About once per week	380	19%
	Several times per month	263	13%
	About once per month	199	10%
HRdem1_3	<i>How often do you watch or stream the following? Sporting events</i>		
	Every day	180	9%
	Several times per week	452	22%
	About once per week	348	17%
	Several times per month	153	7%
	About once per month	140	7%
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	1052	51%
	I (or someone in my household) subscribed in the past, but not now	682	33%
	I (or someone in my household) have never subscribed	310	15%
HRdem2_2	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	I (or someone in my household) currently subscribe	491	24%
	I (or someone in my household) subscribed in the past, but not now	608	30%
	I (or someone in my household) have never subscribed	944	46%

Question	Response	Frequency	Percentage
HRdem2_3	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	I (or someone in my household) currently subscribe	1260	62%
	I (or someone in my household) subscribed in the past, but not now	204	10%
	I (or someone in my household) have never subscribed	579	28%

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 - TV Watchers	2044	100%
xdemGender	Gender: Male	992	49%
	Gender: Female	1051	51%
	N	2044	
age5	Age: 18-29	442	22%
	Age: 30-44	524	26%
	Age: 45-54	331	16%
	Age: 55-64	353	17%
	Age: 65+	393	19%
	N	2044	
demAgeGeneration	Generation Z: 18-21	151	7%
	Millennial: Age 22-37	592	29%
	Generation X: Age 38-53	523	26%
	Boomers: Age 54-72	688	34%
	N	1954	
xpid3	PID: Dem (no lean)	745	36%
	PID: Ind (no lean)	518	25%
	PID: Rep (no lean)	780	38%
	N	2044	
xpidGender	PID/Gender: Dem Men	343	17%
	PID/Gender: Dem Women	402	20%
	PID/Gender: Ind Men	277	14%
	PID/Gender: Ind Women	241	12%
	PID/Gender: Rep Men	372	18%
	PID/Gender: Rep Women	409	20%
	N	2044	
xdemIdeo3	Ideo: Liberal (1-3)	620	30%
	Ideo: Moderate (4)	459	22%
	Ideo: Conservative (5-7)	734	36%
	N	1813	
xeduc3	Educ: College	1384	68%
	Educ: Bachelors degree	427	21%
	Educ: Post-grad	232	11%
	N	2044	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1173	57%
	Income: 50k-100k	625	31%
	Income: 100k+	246	12%
	N	2044	
xdemWhite	Ethnicity: White	1612	79%
xdemHispBin	Ethnicity: Hispanic	328	16%
demBlackBin	Ethnicity: Afr. Am.	249	12%
demRaceOther	Ethnicity: Other	183	9%
xrelNet	Relig: Protestant	483	24%
	Relig: Roman Catholic	429	21%
	Relig: Something Else	180	9%
	N	1093	
xreligion1	Relig: Jewish	47	2%
xreligion2	Relig: Evangelical	577	28%
	Relig: Non-Evang. Catholics	572	28%
	N	1149	
xreligion3	Relig: All Christian	1149	56%
	Relig: All Non-Christian	180	9%
	N	1329	
xdemUsr	Community: Urban	507	25%
	Community: Suburban	950	46%
	Community: Rural	587	29%
	N	2044	
xdemEmploy	Employ: Private Sector	598	29%
	Employ: Government	135	7%
	Employ: Self-Employed	147	7%
	Employ: Homemaker	183	9%
	Employ: Student	93	5%
	Employ: Retired	463	23%
	Employ: Unemployed	218	11%
	Employ: Other	206	10%
	N	2044	
xdemMilHH1	Military HH: Yes	364	18%
	Military HH: No	1679	82%
	N	2044	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	809	40%
	RD/WT: Wrong Track	1235	60%
	N	2044	
Trump_Approve	Trump Job Approve	865	42%
	Trump Job Disapprove	1089	53%
	N	1954	
Trump_Approve2	Trump Job Strongly Approve	461	23%
	Trump Job Somewhat Approve	404	20%
	Trump Job Somewhat Disapprove	271	13%
	Trump Job Strongly Disapprove	818	40%
	N	1954	
xnr3	#1 Issue: Economy	524	26%
	#1 Issue: Security	434	21%
	#1 Issue: Health Care	377	18%
	#1 Issue: Medicare / Social Security	308	15%
	#1 Issue: Women's Issues	112	5%
	#1 Issue: Education	131	6%
	#1 Issue: Energy	77	4%
	#1 Issue: Other	81	4%
	N	2044	
xsubVote16O	2016 Vote: Hillary Clinton	668	33%
	2016 Vote: Donald Trump	690	34%
	2016 Vote: Someone else	180	9%
	2016 Vote: Didnt Vote	503	25%
	N	2041	
xsubVote14O	Voted in 2014: Yes	1299	64%
	Voted in 2014: No	745	36%
	N	2044	
xsubVote12O	2012 Vote: Barack Obama	810	40%
	2012 Vote: Mitt Romney	522	26%
	2012 Vote: Other	78	4%
	2012 Vote: Didn't Vote	631	31%
	N	2041	
xreg4	4-Region: Northeast	366	18%
	4-Region: Midwest	433	21%
	4-Region: South	764	37%
	4-Region: West	480	24%
	N	2044	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	836	41%
	Unfavorable of Trump	1099	54%
	N	1935	
Trump_Fav_FULL	Very Favorable of Trump	475	23%
	Somewhat Favorable of Trump	361	18%
	Somewhat Unfavorable of Trump	220	11%
	Very Unfavorable of Trump	879	43%
	N	1935	
HRdem3	Frequent TV watchers	1627	80%
HRdem4	Frequent movie watchers	913	45%

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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