

## National Tracking Poll

Project: 190355  
 N Size: 2200 Adults  
 Margin of Error: ± 2%  
 March 25-26, 2019

### Topline Report

Question	Response	Frequency	Percentage
HR1_1 <i>Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?</i> General violence	More common	1469	67%
	Less common	130	6%
	About the same	457	21%
	Don't know / No opinion	143	7%
HR1_2 <i>Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?</i> Violence against women	More common	858	39%
	Less common	559	25%
	About the same	547	25%
	Don't know / No opinion	236	11%
HR1_3 <i>Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?</i> Sex	More common	1538	70%
	Less common	141	6%
	About the same	377	17%
	Don't know / No opinion	143	7%
HR1_4 <i>Now thinking about the kinds of things you see on TV, would you say the following are more or less common on TV today than they were five years ago, or about the same?</i> Profanity	More common	1615	73%
	Less common	127	6%
	About the same	310	14%
	Don't know / No opinion	148	7%

Question	Response	Frequency	Percentage
HR2_1	<i>Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all? General violence</i>		
	A lot	555	25%
	Some	652	30%
	Not too much	483	22%
	Not at all	408	19%
	Don't know / no opinion	102	5%
HR2_2	<i>Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all? Violence against women</i>		
	A lot	1098	50%
	Some	542	25%
	Not too much	261	12%
	Not at all	171	8%
	Don't know / no opinion	128	6%
HR2_3	<i>Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all? Sex</i>		
	A lot	531	24%
	Some	468	21%
	Not too much	473	22%
	Not at all	613	28%
	Don't know / no opinion	116	5%
HR2_4	<i>Do the following things on TV shows bother you, personally, a lot, some, not too much, or not at all? Profanity</i>		
	A lot	538	24%
	Some	485	22%
	Not too much	465	21%
	Not at all	597	27%
	Don't know / no opinion	115	5%
HR3	<i>What would you say bothers you more: the amount of violence on TV or the amount of sex on TV?</i>		
	Violence	708	32%
	Sex	272	12%
	Both equally	664	30%
	Neither	451	21%
	Don't know / no opinion	106	5%

Question	Response	Frequency	Percentage
HR4_1	<i>How much have you seen, read or heard about the following? The premiere of the eighth and final season of Game of Thrones on April 14, 2019</i>		
	A lot	377	17%
	Some	441	20%
	Not much	447	20%
	Nothing at all	936	43%
HR4_2	<i>How much have you seen, read or heard about the following? A potential spin-off series in the Game of Thrones universe</i>		
	A lot	122	6%
	Some	334	15%
	Not much	468	21%
	Nothing at all	1276	58%
HR5_1	<i>Which option best describes your familiarity with each of the following? HBO</i>		
	I currently subscribe	441	20%
	I currently share a password on this account	71	3%
	I have subscribed in the past, but not now	801	36%
	I have heard of this, but have never subscribed	794	36%
	I have never heard of this	93	4%
HR5_2	<i>Which option best describes your familiarity with each of the following? Starz</i>		
	I currently subscribe	328	15%
	I currently share a password on this account	56	3%
	I have subscribed in the past, but not now	597	27%
	I have heard of this, but have never subscribed	1032	47%
	I have never heard of this	187	8%
HR5_3	<i>Which option best describes your familiarity with each of the following? Showtime</i>		
	I currently subscribe	354	16%
	I currently share a password on this account	66	3%
	I have subscribed in the past, but not now	699	32%
	I have heard of this, but have never subscribed	949	43%
	I have never heard of this	132	6%
HR5_4	<i>Which option best describes your familiarity with each of the following? Cinemax</i>		
	I currently subscribe	215	10%
	I currently share a password on this account	37	2%
	I have subscribed in the past, but not now	632	29%
	I have heard of this, but have never subscribed	1134	52%
	I have never heard of this	183	8%

Question	Response	Frequency	Percentage
HR5_5	<i>Which option best describes your familiarity with each of the following? Hulu</i>		
	I currently subscribe	570	26%
	I currently share a password on this account	146	7%
	I have subscribed in the past, but not now	338	15%
	I have heard of this, but have never subscribed	1039	47%
	I have never heard of this	107	5%
HR5_6	<i>Which option best describes your familiarity with each of the following? Netflix</i>		
	I currently subscribe	1122	51%
	I currently share a password on this account	211	10%
	I have subscribed in the past, but not now	275	13%
	I have heard of this, but have never subscribed	537	24%
	I have never heard of this	54	2%
HR5_7	<i>Which option best describes your familiarity with each of the following? Amazon Prime</i>		
	I currently subscribe	828	38%
	I currently share a password on this account	154	7%
	I have subscribed in the past, but not now	291	13%
	I have heard of this, but have never subscribed	826	38%
	I have never heard of this	100	5%
HR6_1	<i>In general, what kind of fan do you consider yourself of the following TV shows? Game of Thrones</i>		
	An avid fan	372	17%
	A casual fan	321	15%
	Not a fan	1507	68%
HR6_2	<i>In general, what kind of fan do you consider yourself of the following TV shows? Westworld</i>		
	An avid fan	121	5%
	A casual fan	311	14%
	Not a fan	1768	80%
HR6_3	<i>In general, what kind of fan do you consider yourself of the following TV shows? The Walking Dead</i>		
	An avid fan	413	19%
	A casual fan	501	23%
	Not a fan	1286	58%
HR6_4	<i>In general, what kind of fan do you consider yourself of the following TV shows? Outlander</i>		
	An avid fan	126	6%
	A casual fan	299	14%
	Not a fan	1775	81%

Question	Response	Frequency	Percentage
HR7	<i>Have you ever subscribed to a streaming service exclusively to watch a certain show? (N=1,497)</i>		
	Yes	711	48%
	No	786	52%
HR8	<i>Have you ever canceled your subscription to a streaming service after the series finale of a show you were a fan? (N=1,497)</i>		
	Yes	413	28%
	No	1084	72%
HR9	<i>Have you ever canceled your subscription to a streaming service after the season finale of a show you were a fan? (N=1,497)</i>		
	Yes	413	28%
	No	1084	72%
HR10	<i>Have you ever re-subscribed to a streaming service to watch the next season of a show you were a fan? (N=413)</i>		
	Yes	263	64%
	No	149	36%
HR11	<i>How do you typically watch content from HBO? (N=1,313)</i>		
	Live on TV	561	43%
	Streaming on HBO GO	162	12%
	Streaming on HBO NOW	168	13%
	Don't know	422	32%
HR12	<i>What is your primary reason for subscribing to HBO? (N=1,313)</i>		
	I enjoy a lot of the content	250	19%
	To watch a specific show	208	16%
	It's included in my cable package	333	25%
	It's included in my Amazon Prime membership	100	8%
	Other	102	8%
	Don't know / No opinion	318	24%
HR13	<i>How do you typically watch Game of Thrones? (N=693)</i>		
	Live on TV	288	42%
	Streaming on HBO GO	101	15%
	Streaming on HBO NOW	135	19%
	Don't know	169	24%
HR14_1	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Tyrion Lannister (N=693)</i>		
	They will die in the final season	108	16%
	They will not die in the final season	286	41%
	Don't know / No opinion	299	43%

Question	Response	Frequency	Percentage
HR14_2	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Jaime Lannister (N=693)</i>		
	They will die in the final season	200	29%
	They will not die in the final season	188	27%
	Don't know / No opinion	305	44%
HR14_3	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Cersei Lannister (N=693)</i>		
	They will die in the final season	247	36%
	They will not die in the final season	158	23%
	Don't know / No opinion	288	42%
HR14_4	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Daenerys Targaryen (N=693)</i>		
	They will die in the final season	106	15%
	They will not die in the final season	292	42%
	Don't know / No opinion	295	43%
HR14_5	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Jon Snow (N=693)</i>		
	They will die in the final season	127	18%
	They will not die in the final season	317	46%
	Don't know / No opinion	248	36%
HR14_6	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Davos Seaworth (N=693)</i>		
	They will die in the final season	165	24%
	They will not die in the final season	157	23%
	Don't know / No opinion	371	54%
HR14_7	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Sansa Stark (N=693)</i>		
	They will die in the final season	112	16%
	They will not die in the final season	294	42%
	Don't know / No opinion	287	41%
HR14_8	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Arya Stark (N=693)</i>		
	They will die in the final season	87	13%
	They will not die in the final season	310	45%
	Don't know / No opinion	296	43%

Question	Response	Frequency	Percentage
HR14_9	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Theon Greyjoy (N=693)</i>		
	They will die in the final season	209	30%
	They will not die in the final season	171	25%
	Don't know / No opinion	313	45%
HR14_10	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Missandei (N=693)</i>		
	They will die in the final season	128	18%
	They will not die in the final season	185	27%
	Don't know / No opinion	380	55%
HR14_11	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Brienne of Tarth (N=693)</i>		
	They will die in the final season	150	22%
	They will not die in the final season	219	32%
	Don't know / No opinion	324	47%
HR14_12	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Samwell Tarly (N=693)</i>		
	They will die in the final season	101	15%
	They will not die in the final season	235	34%
	Don't know / No opinion	357	51%
HR14_13	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Bran Stark (N=693)</i>		
	They will die in the final season	119	17%
	They will not die in the final season	271	39%
	Don't know / No opinion	304	44%
HR14_14	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Sandor 'The Hound' Clegane (N=693)</i>		
	They will die in the final season	217	31%
	They will not die in the final season	159	23%
	Don't know / No opinion	317	46%
HR14_15	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Lord Varys (N=693)</i>		
	They will die in the final season	178	26%
	They will not die in the final season	161	23%
	Don't know / No opinion	354	51%

Question	Response	Frequency	Percentage
HR14_16	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Melisandre (N=693)</i>		
	They will die in the final season	169	24%
	They will not die in the final season	139	20%
	Don't know / No opinion	384	55%
HR14_17	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Tormund Giantsbane (N=693)</i>		
	They will die in the final season	153	22%
	They will not die in the final season	132	19%
	Don't know / No opinion	409	59%
HR14_18	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Gilly (N=693)</i>		
	They will die in the final season	121	18%
	They will not die in the final season	200	29%
	Don't know / No opinion	371	54%
HR14_19	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Bronn (N=693)</i>		
	They will die in the final season	161	23%
	They will not die in the final season	174	25%
	Don't know / No opinion	358	52%
HR14_20	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Gendry (N=693)</i>		
	They will die in the final season	122	18%
	They will not die in the final season	179	26%
	Don't know / No opinion	392	57%
HR14_21	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Jorah Mormont (N=693)</i>		
	They will die in the final season	162	23%
	They will not die in the final season	143	21%
	Don't know / No opinion	387	56%
HR14_22	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Euron Greyjoy (N=693)</i>		
	They will die in the final season	222	32%
	They will not die in the final season	124	18%
	Don't know / No opinion	347	50%



Question	Response	Frequency	Percentage
HR14_23	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Night King (N=693)</i>		
	They will die in the final season	237	34%
	They will not die in the final season	135	19%
	Don't know / No opinion	321	46%
HR14_24	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Beric Dondarrion (N=693)</i>		
	They will die in the final season	140	20%
	They will not die in the final season	138	20%
	Don't know / No opinion	415	60%
HR14_25	<i>Thinking about the current Game of Thrones characters, which of the following do you think will likely die in the upcoming final season? Daenerys' dragons (N=693)</i>		
	They will die in the final season	164	24%
	They will not die in the final season	248	36%
	Don't know / No opinion	281	41%
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Every day	1135	52%
	Several times per week	512	23%
	About once per week	148	7%
	Several times per month	120	5%
	About once per month	59	3%
	Less often than once per month	66	3%
	Never	160	7%
HRdem1_2	<i>How often do you watch or stream the following? Movies</i>		
	Every day	439	20%
	Several times per week	560	25%
	About once per week	393	18%
	Several times per month	240	11%
	About once per month	210	10%
	Less often than once per month	183	8%
	Never	175	8%
HRdem1_3	<i>How often do you watch or stream the following? Sporting events</i>		
	Every day	205	9%
	Several times per week	341	15%
	About once per week	296	13%
	Several times per month	179	8%
	About once per month	151	7%
	Less often than once per month	369	17%
	Never	660	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	1046	48%
	I (or someone in my household) subscribed in the past, but not now	767	35%
	I (or someone in my household) have never subscribed	386	18%
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	542	25%
	I (or someone in my household) subscribed in the past, but not now	604	27%
	I (or someone in my household) have never subscribed	1053	48%
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	1256	57%
	I (or someone in my household) subscribed in the past, but not now	241	11%
	I (or someone in my household) have never subscribed	703	32%
HRdem3_1	<i>In general, what kind of fan do you consider yourself of the following? Film</i>		
	An avid fan	765	35%
	A casual fan	1173	53%
	Not a fan	262	12%
HRdem3_2	<i>In general, what kind of fan do you consider yourself of the following? Television</i>		
	An avid fan	1048	48%
	A casual fan	1027	47%
	Not a fan	126	6%
HRdem3_3	<i>In general, what kind of fan do you consider yourself of the following? Music</i>		
	An avid fan	1161	53%
	A casual fan	926	42%
	Not a fan	112	5%
HRdem3_4	<i>In general, what kind of fan do you consider yourself of the following? Fashion</i>		
	An avid fan	352	16%
	A casual fan	870	40%
	Not a fan	977	44%

*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	515	23%
	Age: 30-44	498	23%
	Age: 45-54	387	18%
	Age: 55-64	364	17%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-21	208	9%
	Millennial: Age 22-37	575	26%
	Generation X: Age 38-53	576	26%
	Boomers: Age 54-72	728	33%
	N	2087	
xpid3	PID: Dem (no lean)	750	34%
	PID: Ind (no lean)	787	36%
	PID: Rep (no lean)	663	30%
	N	2200	
xpidGender	PID/Gender: Dem Men	357	16%
	PID/Gender: Dem Women	393	18%
	PID/Gender: Ind Men	357	16%
	PID/Gender: Ind Women	431	20%
	PID/Gender: Rep Men	348	16%
	PID/Gender: Rep Women	314	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	745	34%
	Ideo: Moderate (4)	483	22%
	Ideo: Conservative (5-7)	657	30%
	N	1885	
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	1348	61%
	Income: 50k-100k	556	25%
	Income: 100k+	295	13%
	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	484	22%
	Relig: Roman Catholic	414	19%
	Relig: Something Else	233	11%
	N	1131	
xreligion1	Relig: Jewish	47	2%
xreligion2	Relig: Evangelical	822	37%
	Relig: Non-Evang. Catholics	309	14%
	N	1131	
xreligion3	Relig: All Christian	1131	51%
	Relig: All Non-Christian	260	12%
	N	1391	
xdemUsr	Community: Urban	541	25%
	Community: Suburban	967	44%
	Community: Rural	691	31%
	N	2200	
xdemEmploy	Employ: Private Sector	586	27%
	Employ: Government	139	6%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	175	8%
	Employ: Student	130	6%
	Employ: Retired	490	22%
	Employ: Unemployed	230	10%
	Employ: Other	247	11%
	N	2200	
xdemMilHH1	Military HH: Yes	425	19%
	Military HH: No	1775	81%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	855	39%
	RD/WT: Wrong Track	1345	61%
	N	2200	
Trump_Approve	Trump Job Approve	870	40%
	Trump Job Disapprove	1193	54%
	N	2063	
Trump_Approve2	Trump Job Strongly Approve	470	21%
	Trump Job Somewhat Approve	401	18%
	Trump Job Somewhat Disapprove	309	14%
	Trump Job Strongly Disapprove	884	40%
	N	2063	
Trump_Fav	Favorable of Trump	873	40%
	Unfavorable of Trump	1150	52%
	N	2023	
Trump_Fav_FULL	Very Favorable of Trump	506	23%
	Somewhat Favorable of Trump	367	17%
	Somewhat Unfavorable of Trump	222	10%
	Very Unfavorable of Trump	929	42%
	N	2023	
xnr3	#1 Issue: Economy	624	28%
	#1 Issue: Security	417	19%
	#1 Issue: Health Care	348	16%
	#1 Issue: Medicare / Social Security	286	13%
	#1 Issue: Women's Issues	122	6%
	#1 Issue: Education	180	8%
	#1 Issue: Energy	97	4%
	#1 Issue: Other	125	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	762	35%
	2018 House Vote: Republican	698	32%
	2018 House Vote: Someone else	94	4%
	2018 House Vote: Didnt Vote	644	29%
	N	2198	
xsubVote16O	2016 Vote: Hillary Clinton	624	28%
	2016 Vote: Donald Trump	710	32%
	2016 Vote: Someone else	182	8%
	2016 Vote: Didnt Vote	679	31%
	N	2196	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1320	60%
	Voted in 2014: No	880	40%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	780	35%
	2012 Vote: Mitt Romney	526	24%
	2012 Vote: Other	86	4%
	2012 Vote: Didn't Vote	801	36%
	N	2194	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem3x	Frequent TV watchers	1647	75%
HRdem4x	Frequent movie watchers	999	45%
HRdem6	Game of Thrones avid fan	372	17%
HRdem7	Game of Thrones casual fan	321	15%
HRdem8	Game of Thrones not a fan	1507	68%
HRdem9	Game of Thrones avid/casual fan	693	32%

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

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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