

## National Tracking Poll

**Project: 190542**  
**N Size: 2201 Adults**  
**Margin of Error: ± 2%**  
**May 20-22, 2019**

### Topline Report

Question	Response	Frequency	Percentage
HR1	<i>Do you consider yourself a fan of the television show 'Game of Thrones'?</i>		
	Yes	495	22%
	No	1521	69%
	Don't know / No opinion	185	8%
HR2_1NET	<i>Thinking about your 'Game of Thrones' fandom, which of the following best describes you? Please select all that apply. I have watched part of the series (N=495)</i>		
	Selected	127	26%
	Not Selected	368	74%
HR2_2NET	<i>Thinking about your 'Game of Thrones' fandom, which of the following best describes you? Please select all that apply. I watched every episode as it aired (N=495)</i>		
	Selected	116	24%
	Not Selected	379	76%
HR2_3NET	<i>Thinking about your 'Game of Thrones' fandom, which of the following best describes you? Please select all that apply. I watched every episode, though not necessarily as they aired (N=495)</i>		
	Selected	201	41%
	Not Selected	294	59%
HR2_4NET	<i>Thinking about your 'Game of Thrones' fandom, which of the following best describes you? Please select all that apply. I binge watched past seasons to catch up for the finale (N=495)</i>		
	Selected	144	29%
	Not Selected	351	71%
HR2_5NET	<i>Thinking about your 'Game of Thrones' fandom, which of the following best describes you? Please select all that apply. I read all of the books (N=495)</i>		
	Selected	60	12%
	Not Selected	435	88%
HR2_6NET	<i>Thinking about your 'Game of Thrones' fandom, which of the following best describes you? Please select all that apply. None of the above (N=495)</i>		
	Selected	11	2%
	Not Selected	483	98%

Question	Response	Frequency	Percentage
HR3	<i>Did you watch the 'Game of Thrones' series finale on Sunday, May 19? Note that there will be potential spoilers for the show if you answer that you watched it. (N=495)</i>		
	Yes, I watched all of it	257	52%
	Yes, I watched some of it	57	11%
	No, I didn't watch it	181	37%
HR4	<i>And did you like the 'Game of Thrones' series finale? (N=314)</i>		
	Yes, I liked it a lot	81	26%
	Yes, I liked it some	117	37%
	No, I didn't really like it	77	24%
	No, I didn't like it at all	32	10%
	Don't know / No opinion	7	2%
HR5	<i>Are you willing to answer questions about content from the latest episode? Note that there will be spoiler content. (N=314)</i>		
	Yes	275	88%
	No	39	12%
HR6	<i>Thinking about the 'Game of Thrones' series finale, how would you rate it on a scale of 1 to 10, with 1 being 'very poor' and 10 being 'very good'? (N=314)</i>		
	1 – Very poor	13	4%
	2	10	3%
	3	23	7%
	4	26	8%
	5	43	14%
	6	28	9%
	7	51	16%
	8	53	17%
	9	20	6%
	10 – Very good	46	15%
	Don't know / no opinion	2	0%
HR7_1	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? Daenerys Targaryen's death (N=104)</i>		
	A major reason	32	31%
	A minor reason	27	26%
	Not a reason at all	42	41%
	Don't know / No opinion	2	2%
HR7_2	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? Bran Stark became the king of Westeros (N=104)</i>		
	A major reason	43	41%
	A minor reason	40	38%
	Not a reason at all	18	18%
	Don't know / No opinion	3	3%

Question	Response	Frequency	Percentage
HR7_3	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? Jon Snow did not become king (N=104)</i>		
	A major reason	58	56%
	A minor reason	26	25%
	Not a reason at all	18	17%
	Don't know / No opinion	2	2%
HR7_4	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? Daenerys Targaryen did not become queen (N=104)</i>		
	A major reason	23	23%
	A minor reason	32	31%
	Not a reason at all	48	46%
	Don't know / No opinion	1	1%
HR7_5	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? Jon Snow being assigned to the Night's Watch (N=104)</i>		
	A major reason	56	54%
	A minor reason	24	23%
	Not a reason at all	23	22%
	Don't know / No opinion	1	1%
HR7_6	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? The North becoming it's own kingdom (N=104)</i>		
	A major reason	15	15%
	A minor reason	29	28%
	Not a reason at all	56	54%
	Don't know / No opinion	4	3%
HR7_7	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? Jon Snow and Daenerys Targaryen not ruling together (N=104)</i>		
	A major reason	17	16%
	A minor reason	35	34%
	Not a reason at all	51	49%
	Don't know / No opinion	1	1%
HR7_8	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? I thought the acting was bad in general (N=104)</i>		
	A major reason	5	5%
	A minor reason	4	4%
	Not a reason at all	92	89%
	Don't know / No opinion	2	2%

Question	Response	Frequency	Percentage
HR7_9	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? I thought the writing was bad in general (N=104)</i>		
	A major reason	49	47%
	A minor reason	25	24%
	Not a reason at all	29	28%
	Don't know / No opinion	1	1%
HR7_10	<i>Were any of the following major or minor reasons why you didn't like the 'Game of Thrones' series finale? I thought the cinematography was bad in general (N=104)</i>		
	A major reason	7	7%
	A minor reason	18	17%
	Not a reason at all	77	74%
	Don't know / No opinion	2	2%
HR8_1	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Satisfied (N=314)</i>		
	Yes, this describes how I feel	153	49%
	No, this doesn't describe how I feel	140	45%
	Don't know / No opinion	20	7%
HR8_2	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Happy (N=314)</i>		
	Yes, this describes how I feel	113	36%
	No, this doesn't describe how I feel	181	58%
	Don't know / No opinion	20	6%
HR8_3	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Sad (N=314)</i>		
	Yes, this describes how I feel	150	48%
	No, this doesn't describe how I feel	146	46%
	Don't know / No opinion	18	6%
HR8_4	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Angry (N=314)</i>		
	Yes, this describes how I feel	63	20%
	No, this doesn't describe how I feel	206	66%
	Don't know / No opinion	45	14%
HR8_5	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Disappointed (N=314)</i>		
	Yes, this describes how I feel	183	58%
	No, this doesn't describe how I feel	106	34%
	Don't know / No opinion	24	8%

Question	Response	Frequency	Percentage
HR8_6	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Frustrated (N=314)</i>		
	Yes, this describes how I feel	133	42%
	No, this doesn't describe how I feel	159	51%
	Don't know / No opinion	22	7%
HR8_7	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Thrilled (N=314)</i>		
	Yes, this describes how I feel	94	30%
	No, this doesn't describe how I feel	195	62%
	Don't know / No opinion	24	8%
HR8_8	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Bored (N=314)</i>		
	Yes, this describes how I feel	63	20%
	No, this doesn't describe how I feel	222	71%
	Don't know / No opinion	28	9%
HR8_9	<i>Do any of the following describe how you feel about the 'Game of Thrones' series finale? Neutral (N=314)</i>		
	Yes, this describes how I feel	104	33%
	No, this doesn't describe how I feel	157	50%
	Don't know / No opinion	53	17%
HR10_1	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Satisfied (N=495)</i>		
	Yes, this describes how I feel	232	47%
	No, this doesn't describe how I feel	176	36%
	Don't know / No opinion	87	17%
HR10_2	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Happy (N=495)</i>		
	Yes, this describes how I feel	197	40%
	No, this doesn't describe how I feel	199	40%
	Don't know / No opinion	99	20%
HR10_3	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Sad (N=495)</i>		
	Yes, this describes how I feel	180	36%
	No, this doesn't describe how I feel	222	45%
	Don't know / No opinion	92	19%

Question	Response	Frequency	Percentage
HR10_4	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Angry (N=495)</i>		
	Yes, this describes how I feel	102	21%
	No, this doesn't describe how I feel	289	58%
	Don't know / No opinion	104	21%
HR10_5	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Disappointed (N=495)</i>		
	Yes, this describes how I feel	195	39%
	No, this doesn't describe how I feel	209	42%
	Don't know / No opinion	90	18%
HR10_6	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Frustrated (N=495)</i>		
	Yes, this describes how I feel	175	35%
	No, this doesn't describe how I feel	222	45%
	Don't know / No opinion	98	20%
HR10_7	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Thrilled (N=495)</i>		
	Yes, this describes how I feel	207	42%
	No, this doesn't describe how I feel	194	39%
	Don't know / No opinion	94	19%
HR10_8	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Bored (N=495)</i>		
	Yes, this describes how I feel	76	15%
	No, this doesn't describe how I feel	312	63%
	Don't know / No opinion	108	22%
HR10_9	<i>Do any of the following describe how you feel about Season 8 of 'Game of Thrones' as a whole? Neutral (N=495)</i>		
	Yes, this describes how I feel	158	32%
	No, this doesn't describe how I feel	224	45%
	Don't know / No opinion	113	23%
HR11	<i>Thinking about the entire Game of Thrones series, which of the following statements comes closest to your view, even if none are exactly right? (N=495)</i>		
	I loved the whole series, from start to finish.	216	44%
	I enjoyed the earlier seasons much more than the later seasons.	194	39%
	I enjoyed the later seasons much more than the earlier seasons.	41	8%
	Don't know / No opinion	44	9%

Question	Response	Frequency	Percentage
HR12	<i>Do you have plans to cancel your HBO subscription now that 'Game of Thrones' is over? (N=511)</i>		
	Yes, I've already cancelled it	24	5%
	Yes, I have plans to cancel it	59	12%
	No, I don't have plans to cancel it	332	65%
	I'm not sure yet	66	13%
	Don't know / No opinion	30	6%
HR13_1NET	<i>As you may know, there are several major plotlines from the Song of Ice and Fire book series that did not make it into the HBO 'Game of Thrones' series. Of the following, which of these do you most wish was represented in the show? Please select all that apply. Lady Stoneheart (N=54)</i>		
	Selected	17	32%
	Not Selected	37	68%
HR13_2NET	<i>As you may know, there are several major plotlines from the Song of Ice and Fire book series that did not make it into the HBO 'Game of Thrones' series. Of the following, which of these do you most wish was represented in the show? Please select all that apply. Young Griff / Aegon (N=54)</i>		
	Selected	17	31%
	Not Selected	37	69%
HR13_3NET	<i>As you may know, there are several major plotlines from the Song of Ice and Fire book series that did not make it into the HBO 'Game of Thrones' series. Of the following, which of these do you most wish was represented in the show? Please select all that apply. Expanded Dorne plotlines (N=54)</i>		
	Selected	21	39%
	Not Selected	33	61%
HR13_4NET	<i>As you may know, there are several major plotlines from the Song of Ice and Fire book series that did not make it into the HBO 'Game of Thrones' series. Of the following, which of these do you most wish was represented in the show? Please select all that apply. Kingsmoot / expanded Euron plotline (N=54)</i>		
	Selected	15	29%
	Not Selected	38	71%
HR13_5NET	<i>As you may know, there are several major plotlines from the Song of Ice and Fire book series that did not make it into the HBO 'Game of Thrones' series. Of the following, which of these do you most wish was represented in the show? Please select all that apply. The ability of Starks, other than Bran, to warg (N=54)</i>		
	Selected	31	58%
	Not Selected	23	42%

Question	Response	Frequency	Percentage
HR13_6NET	<i>As you may know, there are several major plotlines from the Song of Ice and Fire book series that did not make it into the HBO 'Game of Thrones' series. Of the following, which of these do you most wish was represented in the show? Please select all that apply. 'The North Remembers' plotline (N=54)</i>		
	Selected	29	53%
	Not Selected	25	47%
HR13_7NET	<i>As you may know, there are several major plotlines from the Song of Ice and Fire book series that did not make it into the HBO 'Game of Thrones' series. Of the following, which of these do you most wish was represented in the show? Please select all that apply. Other (please specify): (N=54)</i>		
	Selected	7	12%
	Not Selected	47	88%
HR13_8NET	<i>As you may know, there are several major plotlines from the Song of Ice and Fire book series that did not make it into the HBO 'Game of Thrones' series. Of the following, which of these do you most wish was represented in the show? Please select all that apply. None of the above (N=54)</i>		
	Selected	4	8%
	Not Selected	50	92%
HR14	<i>How much have you seen, read or heard about the creators of the HBO series 'Game of Thrones' writing the script for the upcoming Star Wars movie installment?</i>		
	A lot	173	8%
	Some	386	18%
	Not much	564	26%
	Nothing at all	1078	49%
HR15	<i>And knowing what you know now, does the involvement of the creators of the HBO series 'Game of Thrones' make you more or less likely to see the upcoming Star Wars movie installment, or does it make no difference at all?</i>		
	More likely	206	9%
	Less likely	152	7%
	No difference at all	1526	69%
	Don't know / No opinion	317	14%
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Watch TV: Every day	1087	49%
	Watch TV: Several times per week	520	24%
	Watch TV: About once per week	170	8%
	Watch TV: Several times per month	99	4%
	Watch TV: About once per month	73	3%
	Watch TV: Less often than once per month	71	3%
	Watch TV: Never	181	8%



Question	Response	Frequency	Percentage
HRdem1_2	<i>How often do you watch or stream the following? Movies</i>		
	Watch Movies: Every day	450	20%
	Watch Movies: Several times per week	580	26%
	Watch Movies: About once per week	347	16%
	Watch Movies: Several times per month	268	12%
	Watch Movies: About once per month	182	8%
	Watch Movies: Less often than once per month	188	9%
	Watch Movies: Never	186	8%
HRdem1_3	<i>How often do you watch or stream the following? Sporting events</i>		
	Watch Sporting Events: Every day	187	8%
	Watch Sporting Events: Several times per week	356	16%
	Watch Sporting Events: About once per week	233	11%
	Watch Sporting Events: Several times per month	195	9%
	Watch Sporting Events: About once per month	181	8%
	Watch Sporting Events: Less often than once per month	322	15%
	Watch Sporting Events: Never	728	33%
HRdem2_1	<i>Do you, or anyone in your household, subscribe to the following? Cable television</i>		
	Cable TV: Currently subscribe	969	44%
	Cable TV: Subscribed in past	788	36%
	Cable TV: Never subscribed	443	20%
HRdem2_2	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	Satellite TV: Currently subscribe	497	23%
	Satellite TV: Subscribed in past	604	27%
	Satellite TV: Never subscribed	1099	50%
HRdem2_3	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	Streaming Services: Currently subscribe	1289	59%
	Streaming Services: Subscribed in past	235	11%
	Streaming Services: Never subscribed	677	31%
HRdem3_1	<i>In general, what kind of fan do you consider yourself of the following? Film</i>		
	Film: An avid fan	754	34%
	Film: A casual fan	1212	55%
	Film: Not a fan	235	11%
HRdem3_2	<i>In general, what kind of fan do you consider yourself of the following? Television</i>		
	Television: An avid fan	1065	48%
	Television: A casual fan	994	45%
	Television: Not a fan	142	6%

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	1129	51%
	Music: A casual fan	951	43%
	Music: Not a fan	121	5%
HRdem3_4	<i>In general, what kind of fan do you consider yourself of the following? Fashion</i>		
	Fashion: An avid fan	296	13%
	Fashion: A casual fan	932	42%
	Fashion: Not a fan	972	44%
HRdem4_1	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? HBO</i>		
	HBO: Currently subscribe	439	20%
	HBO: Share a password	39	2%
	HBO: Subscribed in past	706	32%
	HBO: Heard of, never subscribed	931	42%
	HBO: Never heard of	85	4%
HRdem4_2	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? HBO Now</i>		
	HBO Now: Currently subscribe	181	8%
	HBO Now: Share a password	45	2%
	HBO Now: Subscribed in past	249	11%
	HBO Now: Heard of, never subscribed	1252	57%
	HBO Now: Never heard of	475	22%
HRdem4_3	<i>Which option best describes your familiarity with each of the following TV and movie streaming subscription services? HBO Go</i>		
	HBO Go: Currently subscribe	169	8%
	HBO Go: Share a password	52	2%
	HBO Go: Subscribed in past	224	10%
	HBO Go: Heard of, never subscribed	1225	56%
	HBO Go: Never heard of	531	24%

*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	472	21%
	Age: 30-44	541	25%
	Age: 45-54	368	17%
	Age: 55-64	384	17%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-22	228	10%
	Millennial: Age 23-38	595	27%
	Generation X: Age 39-54	558	25%
	Boomers: Age 55-73	740	34%
	N	2121	
xpid3	PID: Dem (no lean)	724	33%
	PID: Ind (no lean)	810	37%
	PID: Rep (no lean)	667	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	312	14%
	PID/Gender: Dem Women	411	19%
	PID/Gender: Ind Men	422	19%
	PID/Gender: Ind Women	388	18%
	PID/Gender: Rep Men	328	15%
	PID/Gender: Rep Women	339	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	644	29%
	Ideo: Moderate (4)	513	23%
	Ideo: Conservative (5-7)	775	35%
	N	1932	
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	1235	56%
	Income: 50k-100k	659	30%
	Income: 100k+	307	14%
	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	505	23%
	Relig: Roman Catholic	481	22%
	Relig: Ath./Agn./None	602	27%
	Relig: Something Else	312	14%
	N	1900	
xreligion1	Relig: Jewish	37	2%
xreligion2	Relig: Evangelical	648	29%
	Relig: Non-Evang. Catholics	639	29%
	N	1287	
xreligion3	Relig: All Christian	1287	58%
	Relig: All Non-Christian	914	42%
	N	2201	
xdemUsr	Community: Urban	565	26%
	Community: Suburban	1012	46%
	Community: Rural	624	28%
	N	2201	
xdemEmploy	Employ: Private Sector	674	31%
	Employ: Government	138	6%
	Employ: Self-Employed	217	10%
	Employ: Homemaker	169	8%
	Employ: Student	93	4%
	Employ: Retired	476	22%
	Employ: Unemployed	236	11%
	Employ: Other	197	9%
	N	2201	
xdemMilHH1	Military HH: Yes	361	16%
	Military HH: No	1840	84%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	812	37%
	RD/WT: Wrong Track	1389	63%
	N	2201	
Trump_Approve	Trump Job Approve	917	42%
	Trump Job Disapprove	1162	53%
	N	2080	
Trump_Approve2	Trump Job Strongly Approve	453	21%
	Trump Job Somewhat Approve	464	21%
	Trump Job Somewhat Disapprove	306	14%
	Trump Job Strongly Disapprove	857	39%
	N	2080	
Trump_Fav	Favorable of Trump	909	41%
	Unfavorable of Trump	1163	53%
	N	2072	
Trump_Fav_FULL	Very Favorable of Trump	497	23%
	Somewhat Favorable of Trump	412	19%
	Somewhat Unfavorable of Trump	224	10%
	Very Unfavorable of Trump	939	43%
	N	2072	
xnr3	#1 Issue: Economy	554	25%
	#1 Issue: Security	444	20%
	#1 Issue: Health Care	354	16%
	#1 Issue: Medicare / Social Security	298	14%
	#1 Issue: Women's Issues	247	11%
	#1 Issue: Education	113	5%
	#1 Issue: Energy	94	4%
	#1 Issue: Other	98	4%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	742	34%
	2018 House Vote: Republican	688	31%
	2018 House Vote: Someone else	108	5%
	2018 House Vote: Didnt Vote	657	30%
	N	2195	
xsubVote16O	2016 Vote: Hillary Clinton	647	29%
	2016 Vote: Donald Trump	692	31%
	2016 Vote: Someone else	184	8%
	2016 Vote: Didnt Vote	673	31%
	N	2196	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1328	60%
	Voted in 2014: No	873	40%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	782	36%
	2012 Vote: Mitt Romney	528	24%
	2012 Vote: Other	95	4%
	2012 Vote: Didn't Vote	791	36%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
HRdem1_1	Watch TV: Every day	1087	49%
	Watch TV: Several times per week	520	24%
	Watch TV: About once per week	170	8%
	Watch TV: Several times per month	99	4%
	Watch TV: About once per month	73	3%
	Watch TV: Less often than once per month	71	3%
	Watch TV: Never	181	8%
	N	2201	
HRdem1_2	Watch Movies: Every day	450	20%
	Watch Movies: Several times per week	580	26%
	Watch Movies: About once per week	347	16%
	Watch Movies: Several times per month	268	12%
	Watch Movies: About once per month	182	8%
	Watch Movies: Less often than once per month	188	9%
	Watch Movies: Never	186	8%
	N	2201	
HRdem1_3	Watch Sporting Events: Every day	187	8%
	Watch Sporting Events: Several times per week	356	16%
	Watch Sporting Events: About once per week	233	11%
	Watch Sporting Events: Several times per month	195	9%
	Watch Sporting Events: About once per month	181	8%
	Watch Sporting Events: Less often than once per month	322	15%
	Watch Sporting Events: Never	728	33%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
HRdem2_1	Cable TV: Currently subscribe	969	44%
	Cable TV: Subscribed in past	788	36%
	Cable TV: Never subscribed	443	20%
	N	2201	
HRdem2_2	Satellite TV: Currently subscribe	497	23%
	Satellite TV: Subscribed in past	604	27%
	Satellite TV: Never subscribed	1099	50%
	N	2201	
HRdem2_3	Streaming Services: Currently subscribe	1289	59%
	Streaming Services: Subscribed in past	235	11%
	Streaming Services: Never subscribed	677	31%
	N	2201	
HRdem3_1	Film: An avid fan	754	34%
	Film: A casual fan	1212	55%
	Film: Not a fan	235	11%
	N	2201	
HRdem3_2	Television: An avid fan	1065	48%
	Television: A casual fan	994	45%
	Television: Not a fan	142	6%
	N	2201	
HRdem3_3	Music: An avid fan	1129	51%
	Music: A casual fan	951	43%
	Music: Not a fan	121	5%
	N	2201	
HRdem3_4	Fashion: An avid fan	296	13%
	Fashion: A casual fan	932	42%
	Fashion: Not a fan	972	44%
	N	2201	
HRdem4_1	HBO: Currently subscribe	439	20%
	HBO: Share a password	39	2%
	HBO: Subscribed in past	706	32%
	HBO: Heard of, never subscribed	931	42%
	HBO: Never heard of	85	4%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
HRdem4_2	HBO Now: Currently subscribe	181	8%
	HBO Now: Share a password	45	2%
	HBO Now: Subscribed in past	249	11%
	HBO Now: Heard of, never subscribed	1252	57%
	HBO Now: Never heard of	475	22%
	N	2201	
HRdem4_3	HBO Go: Currently subscribe	169	8%
	HBO Go: Share a password	52	2%
	HBO Go: Subscribed in past	224	10%
	HBO Go: Heard of, never subscribed	1225	56%
	HBO Go: Never heard of	531	24%
	N	2201	

*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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