

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 26th - 27th February 2020



Total	Gender		Generation						
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
	A	B	C	D	E	F	G	H	I

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base: All US Adults	1147	558	589	42	371	271	382	78	2	-
I currently only subscribe to a cable/satellite TV	34%	32%	35%	14%	23%	31%	45%	57%	52%	**
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	20%	20%	19%	30%	21%	26%	16%	7%	-	-
I have both streaming services and a paid cable/satellite TV subscription	23%	25%	22%	15%	20%	24%	27%	24%	-	-
I have only subscribed to streaming services and have never paid for TV	10%	10%	10%	12%	22%	6%	3%	1%	-	-
I have never subscribed to streaming services or TV	8%	7%	9%	19%	9%	9%	7%	6%	-	-
Don't know	5%	5%	5%	11%	7%	4%	3%	5%	48%	-

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base: All US Adults	1147	558	589	42	371	271	382	78	2	-
Apple TV+	5%	6%	5%	4%	8%	5%	4%	3%	-	-
Disney+	21%	21%	21%	43%	33%	19%	11%	7%	-	-
Netflix	56%	57%	56%	63%	66%	59%	49%	37%	-	-
Hulu	32%	31%	33%	36%	41%	34%	24%	18%	-	-
Amazon Prime	45%	44%	46%	34%	46%	48%	45%	36%	-	-
YouTube	45%	48%	42%	51%	53%	50%	38%	23%	-	-
Crackle	8%	10%	6%	12%	7%	11%	7%	5%	-	-
Tubi	7%	7%	6%	15%	7%	9%	5%	1%	-	-
Pluto TV	9%	11%	8%	2%	11%	13%	8%	2%	-	-
CBS All Access	7%	7%	7%	10%	5%	10%	7%	3%	-	-
HBO Now	10%	12%	9%	12%	14%	11%	6%	5%	-	-
Facebook Watch	6%	7%	5%	13%	9%	8%	2%	2%	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-
The Roku Channel	10%	11%	10%	11%	8%	11%	12%	10%	48%	-
IMDB TV	4%	4%	4%	8%	3%	5%	4%	-	-	-
Other	9%	9%	8%	7%	5%	7%	14%	7%	-	-
Don't know	12%	10%	14%	2%	6%	8%	18%	30%	52%	-

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base	1147	558	589	42	371	271	382	78	2	-
0	12%	10%	14%	2%	6%	8%	18%	30%	52%	-
1	25%	25%	24%	26%	22%	24%	26%	32%	46%	-
2	16%	14%	19%	17%	14%	17%	17%	14%	-	-
3	15%	17%	12%	14%	18%	13%	15%	8%	-	-
4	12%	13%	12%	18%	15%	12%	10%	10%	-	-
5	8%	9%	7%	10%	10%	9%	6%	3%	-	-
6	5%	6%	5%	5%	7%	8%	3%	1%	-	-
7	3%	4%	3%	5%	4%	6%	2%	2%	-	-
8	1%	1%	2%	2%	2%	1%	2%	-	-	-

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Total	Region				Race				No HS, High school graduate
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	J	K	L	M	N	O	P	Q	

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

	Unweighted base	195	225	448	279	785	136	149	77	413
Base: All US Adults	1147	204	241	432	270	759	137	179	72	463
I currently only subscribe to a cable/satellite TV	34%	39%	31%	32%	35%	35%	40%	28%	25%	40%
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	20%	19%	23%	16%	23%	20%	20%	21%	16%	17%
I have both streaming services and a paid cable/satellite TV subscription	23%	25%	21%	26%	20%	26%	17%	18%	19%	17%
I have only subscribed to streaming services and have never paid for TV	10%	8%	14%	9%	10%	10%	5%	11%	15%	8%
I have never subscribed to streaming services or TV	8%	5%	8%	11%	7%	6%	13%	14%	13%	11%
Don't know	5%	4%	3%	6%	5%	3%	5%	9%	12%	7%

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

	Unweighted base	195	225	448	279	785	136	149	77	413
Base: All US Adults	1147	204	241	432	270	759	137	179	72	463
Apple TV+	5%	7%	6%	5%	5%	5%	6%	4%	6%	3%
Disney+	21%	22%	22%	19%	21%	21%	17%	22%	21%	14%
Netflix	56%	56%	58%	55%	58%	58%	48%	59%	52%	48%
Hulu	32%	31%	33%	29%	35%	34%	27%	31%	19%	26%
Amazon Prime	45%	49%	48%	40%	48%	51%	29%	33%	43%	33%
YouTube	45%	44%	41%	47%	46%	44%	46%	43%	57%	42%
Crackle	8%	9%	6%	9%	7%	6%	15%	11%	5%	9%
Tubi	7%	8%	4%	9%	5%	5%	11%	8%	7%	8%
Pluto TV	9%	10%	9%	10%	9%	7%	19%	13%	6%	10%
CBS All Access	7%	9%	9%	5%	6%	8%	6%	3%	4%	6%
HBO Now	10%	14%	7%	8%	13%	10%	14%	11%	9%	8%
Facebook Watch	6%	7%	4%	6%	7%	4%	7%	10%	12%	7%
Cable TV	-	-	-	-	-	-	-	-	-	-
The Roku Channel	10%	11%	12%	10%	9%	11%	9%	9%	12%	11%
IMDB TV	4%	4%	4%	4%	3%	3%	5%	5%	1%	3%
Other	9%	6%	9%	8%	11%	9%	10%	7%	7%	10%
Don't know	12%	9%	12%	15%	10%	14%	9%	9%	7%	17%

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	195	225	448	279	785	136	149	77	413
Base	1147	204	241	432	270	759	137	179	72	463
0	12%	9%	12%	15%	10%	14%	9%	9%	7%	17%
1	25%	24%	22%	26%	27%	22%	39%	25%	29%	28%
2	16%	13%	20%	16%	16%	15%	15%	23%	19%	17%
3	15%	20%	13%	15%	13%	16%	9%	15%	14%	13%
4	12%	13%	16%	10%	12%	14%	7%	11%	15%	9%
5	8%	10%	8%	7%	8%	9%	7%	7%	9%	5%
6	5%	6%	5%	5%	5%	6%	3%	6%	5%	4%
7	3%	3%	3%	3%	5%	3%	5%	2%	2%	3%
8	1%	1%	0%	2%	2%	1%	4%	1%	-	2%

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Total	Education			Marital Status					
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single
	S	T	U	V	W	X	Y	Z	AA

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

	Unweighted base	1147	367	241	126	531	24	84	38	677	292
Base: All US Adults	1147	367	241	126	531	24	84	38	677	292	306
I currently only subscribe to a cable/satellite TV	34%	28%	34%	29%	39%	47%	21%	19%	36%	28%	28%
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	20%	23%	17%	22%	21%	21%	18%	32%	21%	18%	18%
I have both streaming services and a paid cable/satellite TV subscription	23%	24%	31%	31%	27%	11%	23%	17%	25%	21%	21%
I have only subscribed to streaming services and have never paid for TV	10%	13%	9%	11%	6%	12%	27%	20%	10%	12%	12%
I have never subscribed to streaming services or TV	8%	6%	6%	6%	4%	3%	9%	9%	5%	13%	13%
Don't know	5%	4%	3%	1%	3%	6%	2%	2%	3%	8%	8%

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

	Unweighted base	1147	367	241	126	531	24	84	38	677	292
Base: All US Adults	1147	367	241	126	531	24	84	38	677	292	306
Apple TV+	5%	5%	9%	8%	6%	4%	5%	10%	6%	5%	5%
Disney+	21%	22%	28%	28%	21%	28%	24%	47%	23%	22%	22%
Netflix	56%	61%	64%	64%	57%	39%	67%	70%	59%	58%	58%
Hulu	32%	38%	32%	36%	30%	33%	35%	44%	32%	36%	36%
Amazon Prime	45%	45%	58%	65%	52%	19%	57%	40%	50%	40%	40%
YouTube	45%	49%	42%	50%	43%	55%	48%	48%	44%	52%	52%
Crackle	8%	10%	4%	6%	7%	16%	8%	16%	8%	7%	7%
Tubi	7%	8%	3%	4%	7%	-	8%	10%	7%	7%	7%
Pluto TV	9%	10%	6%	10%	10%	12%	8%	5%	9%	10%	10%
CBS All Access	7%	7%	5%	13%	7%	3%	7%	-	7%	8%	8%
HBO Now	10%	9%	13%	17%	10%	17%	16%	26%	12%	9%	9%
Facebook Watch	6%	6%	5%	4%	6%	13%	7%	5%	7%	6%	6%
Cable TV	-	-	-	-	-	-	-	-	-	-	-
The Roku Channel	10%	10%	9%	11%	13%	4%	9%	14%	12%	10%	10%
IMDB TV	4%	5%	3%	3%	3%	4%	1%	8%	3%	4%	4%
Other	9%	8%	8%	5%	7%	-	7%	19%	8%	8%	8%
Don't know	12%	8%	12%	5%	12%	18%	10%	7%	12%	9%	9%

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	1147	367	241	126	531	24	84	38	677	292
Base	1147	367	241	126	531	24	84	38	677	292	306
0	12%	8%	12%	5%	12%	18%	10%	7%	12%	9%	9%
1	25%	25%	20%	21%	23%	30%	17%	14%	22%	26%	26%
2	16%	17%	16%	13%	17%	13%	22%	8%	17%	15%	15%
3	15%	15%	15%	19%	15%	11%	13%	20%	15%	17%	17%
4	12%	13%	16%	17%	13%	6%	11%	19%	13%	14%	14%
5	8%	10%	11%	8%	8%	8%	13%	16%	9%	7%	7%
6	5%	5%	7%	9%	5%	-	5%	3%	5%	7%	7%
7	3%	4%	2%	4%	4%	13%	7%	6%	5%	2%	2%
8	1%	1%	1%	2%	2%	-	-	2%	1%	2%	2%

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Total						Parent or guardian of any children			
	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian
	AB	AC	AD	AE	AF	AG	AH	AI	AJ

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

	Unweighted base	94	44	19	4	17	279	375	617	486
Base: All US Adults	1147	98	44	20	4	18	269	371	607	494
I currently only subscribe to a cable/satellite TV	34%	35% X*	56% V.X.Y.Z.AA.AB*	30% **	- **	15% **	24%	44% AG.AI.AJ.AK	36% AG	31% AG
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	20%	22% AC*	7% *	10% **	- **	19% **	27% AH.AI.AJ	19% AH.AJ	22% AH.AJ	17% AH.AJ
I have both streaming services and a paid cable/satellite TV subscription	23%	20% *	15% *	16% **	72% **	10% **	27% AK	24% AK	25% AK	23% AK
I have only subscribed to streaming services and have never paid for TV	10%	7% *	5% *	14% **	28% **	5% **	10% AH.AI	3% AH	6% AH	16% AG.AH.AI.AK
I have never subscribed to streaming services or TV	8%	14% V.Z*	10% *	20% **	- **	11% **	8% AH	7% AH	8% AH	8% AG.AH.AI.AK
Don't know	5%	2% *	8% V.Z*	10% **	- **	39% **	4% AH	3% AH	3% AH	5% AH

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

	Unweighted base	94	44	19	4	17	279	375	617	486
Base: All US Adults	1147	98	44	20	4	18	269	371	607	494
Apple TV+	5%	4% *	5% *	4% **	- **	- **	6% AH.AI.AJ.AK	4% AH	5% AH	6% AH
Disney+	21%	13% *	2% *	9% **	46% **	5% **	34% AH.AI.AJ.AK	12% AH	21% AH	21% AH
Netflix	56%	53% AC*	31% *	52% **	100% **	30% **	66% AH.AI.AK	50% AH.AK	56% AH.AK	59% AH.AK
Hulu	32%	30% AC*	12% *	18% **	75% **	26% **	39% AH.AI.AK	24% AH.AK	30% AH.AK	37% AH.AI.AK
Amazon Prime	45%	40% *	23% *	28% **	49% **	19% **	53% AH.AI.AJ.AK	43% AK	47% AK	45% AK
YouTube	45%	38% *	34% *	32% **	46% **	28% **	49% AH.AK	39% AK	43% AK	49% AH.AK
Crackle	8%	7% *	2% *	24% **	- **	5% **	11% AH	6% AH	8% AH	8% AH
Tubi	7%	4% *	4% *	7% **	26% **	10% **	10% AH.AI	5% AH	7% AH	7% AH
Pluto TV	9%	6% *	7% *	19% **	26% **	15% **	15% AH.AI.AK	6% AH	9% AH	10% AH
CBS All Access	7%	6% *	- *	13% **	- **	9% **	11% AH.AJ	6% AJ	8% AJ	5% AJ
HBO Now	10%	6% *	4% *	3% **	- **	5% **	16% AH.AI	6% AH	10% AH	11% AH
Facebook Watch	6%	3% *	4% *	- **	21% **	- **	11% AH.AI.AJ	4% AH	7% AH	5% AH
Cable TV	-	- *	- *	- **	- **	- **	- AH	- AH	- AH	- AH
The Roku Channel	10%	7% *	4% *	- **	- **	10% **	11% AH	12% AH	12% AH	10% AH
IMDB TV	4%	4% *	4% *	6% **	- **	- **	4% AH	4% AH	4% AH	4% AH
Other	9%	11% *	12% *	28% **	- **	5% **	5% AG	10% AG	8% AG	8% AG
Don't know	12%	14% *	27% V.X.Y.Z.AA*	- **	- **	46% **	4% AG.AI.AJ	17% AG	12% AG	11% AG

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	94	44	19	4	17	279	375	617	486
Base	1147	98	44	20	4	18	269	371	607	494
0	12%	14% *	27% V.X.Y.Z.AA*	- **	- **	46% **	4% AG.AI.AJ	17% AG	12% AG	11% AG
1	25%	36% V.X.Y.Z*	39% V.X.Y.Z*	40% **	- **	14% **	20% AG.AI	28% AG	25% AG	24% AG
2	16%	13% *	13% *	29% **	- **	15% **	15% AG	19% AG	18% AG	15% AG
3	15%	11% *	16% *	7% **	52% **	5% **	15% AH	12% AH	13% AH	17% AH
4	12%	8% *	- *	16% **	26% **	9% **	17% AH.AI	10% AH	13% AH	12% AH
5	8%	10% AC*	- *	- **	- **	4% **	13% AH.AI	5% AH	8% AH	8% AH
6	5%	4% *	- *	- **	21% **	- **	8% AH.AI	3% AH	5% AH	6% AH
7	3%	2% *	- *	4% **	- **	- **	5% AH	3% AH	4% AH	3% AH
8	1%	2% *	2% *	- **	- **	- **	2% AH	2% AH	2% AH	1% AH

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Total	Income					Type of Area Lived in			
	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	Other
	AK	AL	AM	AN	AO	AP	AQ	AR	AS

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

	Unweighted base	43	377	311	264	195	374	541	225	7
Base: All US Adults	1147	44	390	315	249	193	383	528	229	6
I currently only subscribe to a cable/satellite TV	34%	27%*	31%	38%	28%	39%	37%	31%	36%	16%**
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	20%	22%*	23%	16%	20%	19%	17%	23%	18%	15%**
I have both streaming services and a paid cable/satellite TV subscription	23%	9%*	16%	27%	37%	13%	21%	26%	21%	19%**
I have only subscribed to streaming services and have never paid for TV	10%	3%*	12%	11%	8%	8%	11%	10%	8%	15%**
I have never subscribed to streaming services or TV	8%	16%* AH*	12% AM,AN	5%	5%	11% AM,AN	9%	7%	11%	18%**
Don't know	5%	24%* AG,AH,AI,AJ*	5% AN	4%	2%	10% AL,AM,AN	5%	4%	7%	18%**

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

	Unweighted base	43	377	311	264	195	374	541	225	7
Base: All US Adults	1147	44	390	315	249	193	383	528	229	6
Apple TV+	5%	4%*	3%	6%	10%	3%	9%	4%	2%	6%**
Disney+	21%	10%*	18%	22%	27%	17%	23%	22%	15%	15%**
Netflix	56%	37%*	55%	58%	65%	46%	55%	62%	46%	37%**
Hulu	32%	11%*	35%	30%	36%	25%	28%	36%	29%	29%**
Amazon Prime	45%	15%*	36%	50%	61%	32%	42%	50%	38%	49%**
YouTube	45%	23%*	46%	42%	50%	42%	46%	49%	35%	44%**
Crackle	8%	5%*	7%	9%	7%	8%	9%	8%	6%	15%**
Tubi	7%	5%*	8%	7%	4%	7%	6%	6%	8%	15%**
Pluto TV	9%	3%*	12%	8%	8%	8%	12%	8%	8%	33%**
CBS All Access	7%	7%*	7%	8%	8%	3%	9%	6%	5%	-**
HBO Now	10%	5%*	8%	13%	16%	4%	14%	10%	5%	-**
Facebook Watch	6%	4%*	6%	6%	7%	4%	9%	5%	4%	-**
Cable TV	-	-*	-	-	-	-	-	-	-	-**
The Roku Channel	10%	2%*	10%	10%	10%	13%	8%	11%	13%	30%**
IMDB TV	4%	5%*	4%	4%	5%	1%	4%	4%	3%	13%**
Other	9%	13%*	11%	10%	5%	7%	7%	9%	10%	-**
Don't know	12%	35%* AG,AH,AI,AJ*	10% AN	15% AN	4%	22% AL,AM,AN	10%	10%	20% AP,AQ	18%**

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	43	377	311	264	195	374	541	225	7
Base	1147	44	390	315	249	193	383	528	229	6
0	12%	35%* AG,AH,AI,AJ*	10% AN	15% AN	4%	22% AL,AM,AN	10%	10%	20% AP,AQ	18%**
1	25%	28%*	29%	23%	22%	22%	26%	22%	28%	33%**
2	16%	8%*	17% AM	11%	18% AM	20% AM	15%	17%	17%	-**
3	15%	18%*	15%	13%	15%	16%	14%	17%	10%	21%**
4	12%	6%*	10%	17% AL,AO	17% AL,AO	5%	13%	13%	9%	13%**
5	8%	5%*	8%	9%	8%	6%	9%	9%	6%	-**
6	5%	-*	4%	6%	9% AL,AO	2%	5%	6%	3%	-**
7	3%	-*	4%	3%	4%	3%	4%	3%	3%	-**
8	1%	-*	1%	2%	0%	2%	2%	1%	2%	-**

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Total	Subscriber status		
	Only paid TV	Paid TV and streaming	Streaming only
	AT	AU	AV

rvs_q1. Please select the statement that best describes your relationship with cable/streaming services in your home.

	Unweighted base	391	268	112
	1147	389	266	116
Base: All US Adults				
I currently only subscribe to a cable/satellite TV	34%	100%	-	-
		AU.AV		
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	20%	-	-	-
I have both streaming services and a paid cable/satellite TV subscription	23%	-	100%	-
			AT.AV	
I have only subscribed to streaming services and have never paid for TV	10%	-	-	100%
				AT.AU
I have never subscribed to streaming services or TV	8%	-	-	-
Don't know	5%	-	-	-

rvs_q2. Which, if any, of the following streaming services have you used in the past 12 months (i.e., since \$pastday \$thismonth \$lastyear)? Please select all that apply.

	Unweighted base	391	268	112
	1147	389	266	116
Base: All US Adults				
Apple TV+	5%	4%	10%	9%
			AT	AT
Disney+	21%	11%	25%	44%
			AT	AT.AU
Netflix	56%	36%	77%	83%
			AT	AT
Hulu	32%	11%	42%	61%
			AT	AT.AU
Amazon Prime	45%	29%	62%	63%
			AT	AT
YouTube	45%	39%	45%	55%
				AT
Crackle	8%	4%	7%	10%
				AT
Tubi	7%	3%	5%	8%
				AT
Pluto TV	9%	5%	9%	12%
			AT	AT
CBS All Access	7%	3%	11%	5%
			AT	
HBO Now	10%	6%	15%	17%
			AT	AT
Facebook Watch	6%	6%	6%	4%
Cable TV	-	-	-	-
The Roku Channel	10%	5%	16%	9%
			AT	
IMDB TV	4%	1%	5%	9%
			AT	AT
Other	9%	9%	6%	4%
Don't know	12%	24%	0%	-
		AU.AV		

rvs_q2_count. How many of the following streaming services have you used in the past 12 months?

	Unweighted base	391	268	112
	1147	389	266	116
Base				
0	12%	24%	0%	-
		AU.AV		
1	25%	36%	16%	15%
		AU.AV		
2	16%	14%	21%	18%
			AT	
3	15%	12%	20%	14%
			AT	
4	12%	7%	19%	19%
			AT	AT
5	8%	3%	8%	13%
			AT	AT
6	5%	2%	10%	7%
			AT	AT
7	3%	1%	3%	7%
				AT
8	1%	1%	2%	1%

YouGov RealTime
Variety Streaming Survey
 US_nat_int Sample: 26th - 27th February 2020



Total	Gender		Generation						
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
	A	B	C	D	E	F	G	H	I
			*				*	**	**
9	1%	1%	1%	2%	1%	1%	1%	-	-
			*	*			*	**	**
10	0%	0%	1%	-	1%	-	0%	-	-
			*	*			*	**	**
11	0%	0%	-	-	-	-	1%	-	-
			*	*			*	**	**
12	0%	0%	-	-	0%	-	-	-	-
			*	*			*	**	**

rvs_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

	Unweighted base	552	595	40	363	279	391	72	2	-
Base: All US Adults	1147	558	589	42	371	271	382	78	2	-
Apple TV+	5%	6%	4%	7%	9%	5%	1%	-	-	-
				F.G*	F.G	F		*	**	**
Disney+	14%	15%	13%	33%	22%	13%	7%	4%	-	-
				E.F.G*	E.F.G	F.G		*	**	**
Netflix	47%	48%	47%	64%	56%	49%	41%	30%	-	-
				F.G*	F.G	F.G		*	**	**
Hulu	24%	23%	24%	24%	32%	27%	16%	11%	-	-
				*	F.G	F.G		*	**	**
Amazon Prime	39%	39%	39%	28%	39%	41%	39%	33%	52%	-
				*	*	*	*	*	**	**
YouTube Premium	7%	9%	5%	16%	11%	9%	2%	1%	-	-
				F.G*	F.G	F.G		*	**	**
Crackle	-	-	-	-	-	-	-	-	-	-
				*	*	*	*	*	**	**
Tubi	-	-	-	-	-	-	-	-	-	-
				*	*	*	*	*	**	**
Pluto TV	-	-	-	-	-	-	-	-	-	-
				*	*	*	*	*	**	**
CBS All Access	5%	6%	4%	15%	6%	4%	4%	3%	-	-
				E.F.G*	*	*	*	*	**	**
HBO Now	7%	8%	6%	4%	10%	10%	3%	2%	-	-
				*	F.G	F.G		*	**	**
Facebook Watch	-	-	-	-	-	-	-	-	-	-
				*	*	*	*	*	**	**
Cable TV	-	-	-	-	-	-	-	-	-	-
				*	*	*	*	*	**	**
The Roku Channel	-	-	-	-	-	-	-	-	-	-
				*	*	*	*	*	**	**
IMDB TV	-	-	-	-	-	-	-	-	-	-
				*	*	*	*	*	**	**
Other	4%	5%	3%	7%	2%	5%	5%	3%	-	-
				*	*	*	*	*	**	**
Not applicable - I do not currently pay for any video streaming services	29%	27%	31%	17%	18%	28%	39%	47%	48%	-
				*	*	D	C.D.E	C.D.E*	**	**

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	552	595	40	363	279	391	72	2	-
Base	1147	558	589	42	371	271	382	78	2	-
0	29%	27%	31%	17%	18%	28%	39%	47%	48%	-
				*	*	D	C.D.E	C.D.E*	**	**
1	27%	27%	27%	28%	30%	26%	24%	29%	52%	-
				*	*	*	*	*	**	**
2	22%	22%	22%	18%	23%	22%	22%	18%	-	-
				*	*	*	*	*	**	**
3	12%	14%	11%	22%	16%	11%	10%	4%	-	-
				F.G*	F.G		*	*	**	**
4	6%	6%	6%	7%	9%	7%	3%	3%	-	-
				*	F	F	*	*	**	**
5	2%	3%	2%	8%	3%	3%	1%	-	-	-
				F.G*	*	*	*	*	**	**
6	0%	0%	1%	-	1%	1%	0%	-	-	-
				*	*	*	*	*	**	**
7	0%	0%	0%	-	0%	1%	-	-	-	-
				*	*	F	*	*	**	**
8	0%	1%	-	-	1%	0%	-	-	-	-
				*	*	*	*	*	**	**
9	0%	0%	-	-	0%	-	-	-	-	-
				*	*	*	*	*	**	**

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base: All US Adults	1147	558	589	42	371	271	382	78	2	-

YouGov RealTime
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Total	Region				Race				No HS, High school graduate	
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
	J	K	L	M	N	O	P	Q		R
9	1%	1%	1%	1%	1%	1%	1%	1%	-	1%
10	0%	-	1%	0%	0%	0%	2%	1%	-	0%
11	0%	-	-	0%	-	-	-	1%	-	0%
12	0%	1%	-	-	-	0%	-	-	-	-

rvs_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

	Unweighted base	195	225	448	279	785	136	149	77	413
Base: All US Adults	1147	204	241	432	270	759	137	179	72	463
Apple TV+	5%	5%	5%	4%	5%	4%	5%	8%	9%	4%
Disney+	14%	16%	14%	13%	15%	14%	12%	16%	14%	11%
Netflix	47%	50%	46%	44%	52%	49%	37%	52%	42%	40%
Hulu	24%	24%	26%	20%	28%	25%	21%	23%	16%	20%
Amazon Prime	39%	41%	43%	34%	40%	44%	23%	31%	28%	31%
YouTube Premium	7%	9%	3%	7%	9%	5%	12%	11%	11%	7%
Crackle	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-
CBS All Access	5%	5%	6%	3%	7%	5%	4%	5%	5%	4%
HBO Now	7%	9%	5%	5%	11%	6%	11%	10%	5%	5%
Facebook Watch	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-
The Roku Channel	-	-	-	-	-	-	-	-	-	-
IMDB TV	-	-	-	-	-	-	-	-	-	-
Other	4%	5%	4%	3%	4%	4%	4%	5%	2%	5%
Not applicable - I do not currently pay for any video streaming services	29%	24%	31%	34%	25%	29%	37%	27%	28%	37%

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	195	225	448	279	785	136	149	77	413
Base	1147	204	241	432	270	759	137	179	72	463
0	29%	24%	31%	34%	25%	29%	37%	27%	28%	37%
1	27%	33%	22%	27%	27%	25%	27%	32%	33%	29%
2	22%	20%	25%	20%	23%	24%	18%	16%	24%	16%
3	12%	13%	12%	12%	14%	13%	10%	14%	10%	11%
4	6%	5%	7%	5%	7%	6%	5%	4%	5%	4%
5	2%	4%	2%	2%	3%	3%	2%	4%	-	2%
6	0%	0%	1%	0%	0%	0%	2%	-	-	0%
7	0%	0%	-	-	1%	0%	-	1%	-	0%
8	0%	1%	-	-	1%	0%	-	1%	-	0%
9	0%	1%	-	-	-	0%	-	-	-	-

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

	Unweighted base	195	225	448	279	785	136	149	77	413
Base: All US Adults	1147	204	241	432	270	759	137	179	72	463

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Total	Education			Marital Status						
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	
	S	T	U	V	W	X	Y	Z	AA	
					**	*	*			
9	1%	2%	0%	-	1%	-	1%	4%	1%	1%
10	0%	1%	0%	-	0%	-	1%	-	0%	1%
11	0%	-	-	-	0%	-	-	-	0%	-
12	0%	-	-	1%	0%	-	-	-	0%	-

rvs_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

	Unweighted base	367	241	126	531	24	84	38	677	292
Base: All US Adults	1147	355	209	120	510	25	82	39	657	306
Apple TV+	5%	5%	5%	4%	4%	20%	4%	8%	5%	5%
Disney+	14%	14%	18%	18%	15%	24%	11%	34%	16%	14%
Netflix	47%	50%	55%	54%	49%	22%	59%	70%	50%	47%
Hulu	24%	28%	24%	24%	23%	33%	27%	40%	25%	24%
Amazon Prime	39%	38%	49%	53%	45%	15%	47%	42%	44%	33%
YouTube Premium	7%	7%	5%	9%	7%	17%	8%	17%	8%	7%
Crackle	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-
CBS All Access	5%	6%	4%	6%	5%	4%	5%	11%	5%	5%
HBO Now	7%	7%	10%	13%	9%	8%	8%	10%	9%	6%
Facebook Watch	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-
The Roku Channel	-	-	-	-	-	-	-	-	-	-
IMDB TV	-	-	-	-	-	-	-	-	-	-
Other	4%	3%	2%	4%	4%	3%	3%	2%	3%	5%
Not applicable - I do not currently pay for any video streaming services	29%	25%	23%	23%	26%	42%	19%	14%	25%	31%

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	367	241	126	531	24	84	38	677	292
Base	1147	355	209	120	510	25	82	39	657	306
0	29%	25%	23%	23%	26%	42%	19%	14%	25%	31%
1	27%	30%	22%	21%	27%	23%	29%	18%	27%	27%
2	22%	23%	29%	29%	23%	7%	28%	30%	24%	21%
3	12%	12%	15%	14%	14%	7%	12%	10%	13%	13%
4	6%	7%	7%	8%	5%	17%	9%	14%	6%	5%
5	2%	3%	3%	2%	3%	4%	3%	11%	4%	1%
6	0%	1%	1%	-	0%	-	-	2%	0%	1%
7	0%	-	0%	1%	1%	-	-	-	0%	0%
8	0%	-	-	1%	0%	-	-	-	0%	1%
9	0%	-	-	1%	0%	-	-	-	0%	-

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

	Unweighted base	367	241	126	531	24	84	38	677	292
Base: All US Adults	1147	355	209	120	510	25	82	39	657	306

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Total						Parent or guardian of any children			
	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian
	AB	AC	AD	AE	AF	AG	AH	AI	AJ
	*	*	**	**	**				
9	1%	2%	3%	-	5%	1%	1%	1%	1%
10	0%	-	-	-	-	0%	0%	0%	0%
11	0%	-	-	-	-	-	-	-	0%
12	0%	-	-	-	-	0%	-	0%	-

rvs_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

	Unweighted base	94	44	19	4	17	279	375	617	486
Base: All US Adults	1147	98	44	20	4	18	269	371	607	494
Apple TV+	5%	2%	2%	6%	-	5%	9%	4%	6%	4%
Disney+	14%	9%	6%	4%	46%	10%	23%	9%	15%	14%
Netflix	47%	43%	31%	29%	100%	30%	55%	41%	46%	50%
Hulu	24%	23%	8%	8%	49%	14%	32%	16%	22%	26%
Amazon Prime	39%	33%	26%	14%	49%	30%	47%	37%	41%	38%
YouTube Premium	7%	2%	-	13%	-	5%	13%	5%	8%	5%
Crackle	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-
CBS All Access	5%	2%	3%	16%	-	9%	9%	3%	6%	3%
HBO Now	7%	4%	-	6%	-	14%	12%	4%	7%	7%
Facebook Watch	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-
The Roku Channel	-	-	-	-	-	-	-	-	-	-
IMDB TV	-	-	-	-	-	-	-	-	-	-
Other	4%	5%	3%	-	-	6%	2%	3%	3%	4%
Not applicable - I do not currently pay for any video streaming services	29%	36%	50%	46%	-	49%	18%	36%	29%	29%
		X.Y.Z*	V.X.Y.Z.AA*	**	**	**		AG.AI.AJ	AG	AG

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	94	44	19	4	17	279	375	617	486
Base	1147	98	44	20	4	18	269	371	607	494
0	29%	36%	50%	46%	-	49%	18%	36%	29%	29%
		X.Y.Z*	V.X.Y.Z.AA*	**	**	**		AG.AI.AJ	AG	AG
1	27%	29%	28%	28%	26%	16%	26%	27%	27%	26%
2	22%	16%	18%	16%	25%	14%	24%	21%	22%	22%
3	12%	13%	5%	4%	28%	10%	15%	9%	12%	14%
		*	*	**	**	**	AH.AI		AH	AH
4	6%	5%	-	6%	21%	5%	10%	3%	6%	6%
		*	*	**	**	**	AH.AI		AH	
5	2%	-	-	-	-	-	5%	2%	3%	2%
		*	*	**	**	**	AJ		AH	
6	0%	-	-	-	-	4%	0%	-	0%	1%
		*	*	**	**	**				
7	0%	-	-	-	-	-	1%	0%	1%	0%
		*	*	**	**	**				
8	0%	-	-	-	-	-	1%	-	1%	-
		*	*	**	**	**	AH.AI		AH	
9	0%	-	-	-	-	-	0%	-	0%	-
		*	*	**	**	**				

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

	Unweighted base	94	44	19	4	17	279	375	617	486
Base: All US Adults	1147	98	44	20	4	18	269	371	607	494

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Total	Income					Type of Area Lived in				
	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural	Other	
	AK	AL	AM	AN	AO	AP	AQ	AR	AS	
9	1%	-	1%	1%	1%	0%	0%	1%	1%	15%
10	0%	-	0%	-	1%	0%	0%	0%	-	-
11	0%	-	-	1%	-	-	-	0%	-	-
12	0%	-	-	-	0%	-	0%	-	-	-

rvs_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

	Unweighted base	43	377	311	264	195	374	541	225	7
Base: All US Adults	1147	44	390	315	249	193	383	528	229	6
Apple TV+	5%	5%	3%	5%	10%	1%	8%	4%	1%	-
Disney+	14%	10%	11%	17%	20%	9%	17%	15%	7%	15%
Netflix	47%	37%	44%	50%	57%	38%	49%	51%	37%	37%
Hulu	24%	16%	25%	22%	30%	15%	21%	27%	18%	29%
Amazon Prime	39%	18%	32%	43%	53%	27%	37%	41%	36%	34%
YouTube Premium	7%	5%	7%	7%	8%	4%	13%	4%	3%	15%
Crackle	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-
CBS All Access	5%	13%	4%	8%	5%	2%	8%	3%	4%	-
HBO Now	7%	5%	4%	10%	11%	2%	10%	7%	2%	-
Facebook Watch	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-
The Roku Channel	-	-	-	-	-	-	-	-	-	-
IMDB TV	-	-	-	-	-	-	-	-	-	-
Other	4%	9%	3%	4%	4%	5%	4%	3%	4%	33%
Not applicable - I do not currently pay for any video streaming services	29%	40%	31%	29%	15%	44%	27%	26%	41%	18%

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	43	377	311	264	195	374	541	225	7
Base	1147	44	390	315	249	193	383	528	229	6
0	29%	40%	31%	29%	15%	44%	27%	26%	41%	18%
1	27%	29%	32%	23%	26%	26%	27%	27%	27%	33%
2	22%	14%	20%	22%	27%	19%	20%	25%	17%	34%
3	12%	10%	10%	13%	19%	8%	17%	10%	11%	-
4	6%	5%	4%	8%	8%	4%	6%	7%	3%	15%
5	2%	2%	2%	3%	3%	-	3%	3%	1%	-
6	0%	-	1%	1%	-	-	0%	1%	-	-
7	0%	-	0%	-	1%	-	1%	0%	-	-
8	0%	-	-	1%	0%	-	1%	0%	-	-
9	0%	-	-	-	0%	-	0%	-	-	-

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

Unweighted base	1147	43	377	311	264	195	374	541	225	7
Base: All US Adults	1147	44	390	315	249	193	383	528	229	6

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	Total	Subscriber status		
		Only paid TV	Paid TV and streaming	Streaming only
		AT	AU	AV
9	1%	-	1%	4%
10	0%	0%	-	1%
11	0%	-	-	2%
12	0%	-	-	AT.AU

rvs_q3. Which, if any, of the following video streaming services does your household currently pay for? Please select all that apply. If you do not currently pay for any video streaming services, please select 'Not applicable.'

	Unweighted base	391	268	112
Base: All US Adults	1147	389	266	116
Apple TV+	5%	3%	7%	8%
Disney+	14%	8%	17%	26%
Netflix	47%	28%	74%	64%
Hulu	24%	8%	31%	42%
Amazon Prime	39%	24%	57%	55%
YouTube Premium	7%	6%	6%	6%
Crackle	-	-	-	-
Tubi	-	-	-	-
Pluto TV	-	-	-	-
CBS All Access	5%	1%	9%	5%
HBO Now	7%	6%	11%	6%
Facebook Watch	-	-	-	-
Cable TV	-	-	-	-
The Roku Channel	-	-	-	-
IMDB TV	-	-	-	-
Other	4%	3%	4%	3%
Not applicable - I do not currently pay for any video streaming services	29%	53%	2%	8%

rvs_q3_count. How many of the following streaming services have you paid for in the past 12 months?

	Unweighted base	391	268	112
Base	1147	389	266	116
0	29%	53%	2%	8%
1	27%	25%	34%	26%
2	22%	11%	32%	30%
3	12%	5%	21%	21%
4	6%	2%	7%	12%
5	2%	2%	3%	3%
6	0%	0%	1%	1%
7	0%	1%	-	-
8	0%	-	1%	-
9	0%	-	-	-

rvs_q4. How likely or unlikely are you to subscribe to new video-streaming service(s) in the next month (i.e., by \$pastday \$nextmonth \$todayyear)?

	Unweighted base	391	268	112
Base: All US Adults	1147	389	266	116

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Total	Gender		Generation							
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	
	A	B	C	D	E	F	G	H	I	
Very likely	10%	11%	9%	16% F.G*	17% F.G	11% F.G	4%	2% *	- **	- **
Somewhat likely	16%	18%	14%	15% *	20% F.G	20% F.G	12%	6% *	- **	- **
Somewhat unlikely	16%	18%	15%	26% F*	19% F	17%	12%	14% *	- **	- **
Very unlikely	46%	43%	49%	28% A	31% *	38%	63% C.D.E	73% C.D.E*	52% **	- **
Don't know	12%	10%	13%	15% *	13% F	14% F	9%	7% *	48% **	- **

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rsv_q5_1. Apple TV+

Unweighted base	66	35	31	2	31	15	16	2	-	-
Base: All US Adults	63	33	30	2	30	15	14	2	-	-
0 - Very dissatisfied	1%	2%	-	-	2%	-	-	-	-	-
1	1%	-	3%	-	3%	-	-	-	-	-
2	7%	-	14%	-	3%	13%	11%	-	-	-
3	30%	27%	34%	-	37%	25%	20%	53%	-	-
4	27%	34%	19%	46%	18%	37%	37%	-	-	-
5 - Very satisfied	22%	29%	15%	-	33%	12%	15%	-	-	-
No opinion	12%	8%	16%	54%	4%	12%	17%	47%	-	-

rsv_q5_2. Disney+

Unweighted base	246	121	125	16	122	57	46	5	-	-
Base: All US Adults	238	117	121	18	122	52	42	5	-	-
0 - Very dissatisfied	1%	1%	1%	-	1%	-	2%	-	-	-
1	2%	3%	1%	-	1%	1%	7%	-	-	-
2	5%	5%	6%	-	7%	7%	2%	-	-	-
3	19%	20%	19%	5%	24%	17%	16%	-	-	-
4	30%	34%	26%	50%	25%	38%	24%	29%	-	-
5 - Very satisfied	40%	33%	46%	46%	40%	33%	43%	52%	-	-
No opinion	3%	5%	1%	-	2%	4%	6%	19%	-	-

rsv_q5_3. Netflix

Unweighted base	657	322	335	24	241	168	197	27	-	-
Base: All US Adults	647	317	330	27	244	159	188	29	-	-
0 - Very dissatisfied	1%	1%	0%	-	1%	0%	0%	-	-	-
1	2%	2%	3%	16%	1%	2%	2%	3%	-	-
2	4%	5%	4%	4%	5%	4%	5%	-	-	-
3	14%	16%	12%	16%	14%	14%	14%	8%	-	-
4	29%	29%	28%	27%	29%	27%	29%	29%	-	-
5 - Very satisfied	49%	46%	52%	38%	48%	50%	49%	53%	-	-
No opinion	2%	2%	1%	-	2%	2%	1%	6%	-	-

rsv_q5_4. Hulu

Unweighted base	366	170	196	15	152	97	90	12	-	-
Base: All US Adults	366	173	193	15	154	93	90	14	-	-
0 - Very dissatisfied	1%	1%	1%	7%	1%	-	1%	-	-	-
1	3%	3%	3%	-	3%	4%	3%	-	-	-
2	5%	7%	3%	-	4%	6%	6%	-	-	-
3	21%	19%	23%	21%	21%	21%	21%	25%	-	-
4	30%	29%	31%	37%	30%	29%	31%	36%	-	-
5 - Very satisfied	37%	36%	37%	35%	38%	39%	35%	25%	-	-

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Total	Region				Race				No HS, High school graduate	
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
	J	K	L	M	N	O	P	Q		R
Very likely	10%	15%	6%	7%	15%	8%	10%	16%	12%	11%
Somewhat likely	16%	15%	15%	17%	17%	13%	24%	21%	20%	16%
Somewhat unlikely	16%	16%	16%	16%	16%	16%	12%	17%	25%	14%
Very unlikely	46%	44%	51%	46%	43%	53%	35%	31%	31%	44%
Don't know	12%	10%	12%	14%	9%	9%	19%	14%	13%	15%

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rsv_q5_1. Apple TV+

Unweighted base	66	15	14	21	16	45	8	8	5	14
Base: All US Adults	63	14	14	21	14	42	9	8	5	15
0 - Very dissatisfied	1%	-	-	-	5%	-	-	9%	-	-
1	1%	-	-	-	6%	2%	-	-	-	-
2	7%	-	14%	-	18%	2%	-	19%	40%	10%
3	30%	19%	48%	37%	11%	28%	81%	-	-	27%
4	27%	37%	25%	28%	17%	31%	-	31%	35%	32%
5 - Very satisfied	22%	37%	7%	15%	35%	23%	19%	19%	25%	25%
No opinion	12%	7%	7%	20%	8%	13%	-	22%	-	6%

rsv_q5_2. Disney+

Unweighted base	246	44	51	90	61	171	24	35	16	63
Base: All US Adults	238	45	54	83	57	161	23	39	15	66
0 - Very dissatisfied	1%	2%	-	1%	-	1%	-	-	-	-
1	2%	-	-	3%	3%	1%	-	8%	-	3%
2	5%	11%	2%	2%	8%	5%	5%	2%	14%	2%
3	19%	26%	24%	18%	11%	19%	30%	11%	27%	18%
4	30%	33%	33%	28%	27%	33%	20%	30%	14%	29%
5 - Very satisfied	40%	27%	37%	45%	46%	38%	45%	43%	45%	47%
No opinion	3%	2%	4%	3%	5%	3%	-	5%	-	1%

rsv_q5_3. Netflix

Unweighted base	657	111	132	251	163	459	66	93	39	198
Base: All US Adults	647	114	140	237	155	439	65	106	37	221
0 - Very dissatisfied	1%	-	1%	1%	1%	1%	1%	1%	-	1%
1	2%	5%	2%	2%	2%	2%	2%	3%	5%	2%
2	4%	3%	3%	5%	6%	4%	5%	5%	5%	5%
3	14%	12%	12%	16%	12%	15%	8%	12%	6%	13%
4	29%	28%	34%	29%	24%	30%	23%	30%	20%	25%
5 - Very satisfied	49%	53%	47%	45%	53%	47%	60%	47%	60%	53%
No opinion	2%	-	2%	2%	2%	1%	1%	3%	5%	2%

rsv_q5_4. Hulu

Unweighted base	366	62	75	127	102	271	33	47	15	110
Base: All US Adults	366	63	81	127	96	261	37	55	14	123
0 - Very dissatisfied	1%	-	1%	2%	1%	1%	6%	-	-	1%
1	3%	-	4%	3%	4%	4%	-	-	6%	2%
2	5%	3%	2%	8%	4%	5%	2%	5%	6%	6%
3	21%	17%	25%	17%	25%	19%	29%	23%	36%	20%
4	30%	31%	27%	34%	28%	33%	28%	23%	15%	25%
5 - Very satisfied	37%	47%	39%	29%	38%	36%	32%	42%	38%	45%

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Total	Education			Marital Status						
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	
	S	T	U	V	W	X	Y	Z	AA	
Very likely	10%	8%	10%	11%	11%	7%	7%	12%	10%	11%
Somewhat likely	16%	16%	14%	19%	17%	13%	13%	17%	17%	15%
Somewhat unlikely	16%	17%	18%	19%	15%	23%	18%	15%	16%	20%
Very unlikely	46%	48%	51%	41%	47%	43%	48%	47%	47%	39%
Don't know	12%	11%	7%	9%	10%	13%	15%	8%	10%	15%

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rsv_q5_1. Apple TV+

Unweighted base	66	18	23	11	34	1	4	4	43	16
Base: All US Adults	63	18	19	10	31	1	4	4	40	17
0 - Very dissatisfied	1%	-	4%	-	-	-	-	-	-	4%
1	1%	-	4%	-	3%	-	-	-	2%	-
2	7%	5%	10%	-	5%	-	-	24%	6%	6%
3	30%	31%	27%	38%	31%	-	23%	-	26%	39%
4	27%	27%	27%	19%	22%	-	27%	21%	22%	32%
5 - Very satisfied	22%	21%	15%	34%	28%	100%	22%	55%	32%	8%
No opinion	12%	15%	13%	9%	12%	-	28%	-	12%	10%

rsv_q5_2. Disney+

Unweighted base	246	79	70	34	114	6	21	16	157	69
Base: All US Adults	238	79	59	33	107	7	20	18	152	68
0 - Very dissatisfied	1%	1%	1%	-	2%	-	-	-	1%	-
1	2%	1%	1%	2%	3%	-	6%	-	3%	1%
2	5%	4%	8%	9%	5%	-	15%	-	6%	5%
3	19%	22%	23%	8%	15%	47%	19%	35%	20%	20%
4	30%	30%	31%	29%	33%	25%	14%	28%	30%	34%
5 - Very satisfied	40%	36%	36%	43%	40%	-	42%	37%	38%	36%
No opinion	3%	5%	-	9%	3%	27%	5%	-	4%	3%

rsv_q5_3. Netflix

Unweighted base	657	220	157	82	310	10	56	26	402	170
Base: All US Adults	647	216	134	76	292	10	55	27	385	177
0 - Very dissatisfied	1%	1%	1%	-	1%	-	-	-	1%	1%
1	2%	3%	1%	1%	1%	18%	-	17%	3%	2%
2	4%	4%	4%	5%	4%	8%	7%	6%	5%	4%
3	14%	14%	15%	11%	14%	-	18%	15%	14%	14%
4	29%	30%	32%	30%	27%	21%	34%	28%	28%	31%
5 - Very satisfied	49%	46%	46%	50%	52%	44%	42%	34%	49%	45%
No opinion	2%	2%	1%	2%	2%	10%	-	-	2%	3%

rsv_q5_4. Hulu

Unweighted base	366	135	77	44	162	7	32	18	219	102
Base: All US Adults	366	133	67	43	155	8	29	17	210	111
0 - Very dissatisfied	1%	1%	3%	-	2%	-	-	-	1%	1%
1	3%	4%	2%	2%	3%	-	-	7%	3%	3%
2	5%	3%	8%	2%	5%	10%	4%	10%	5%	6%
3	21%	23%	22%	18%	23%	52%	18%	5%	22%	21%
4	30%	32%	33%	36%	32%	27%	32%	43%	33%	27%
5 - Very satisfied	37%	32%	31%	37%	34%	-	46%	36%	35%	36%

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Total						Parent or guardian of any children				
	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	
Very likely	10%	10%	2%	7%	46%	-	20%	6%	12%	8%
	*	*	**	**	**	**	AH.AI.AJ.AK		AH	
Somewhat likely	16%	15%	18%	14%	-	20%	25%	12%	18%	14%
	*	*	**	**	**	**	AH.AI.AJ		AH	
Somewhat unlikely	16%	14%	6%	27%	-	4%	16%	15%	14%	19%
	*	*	**	**	**	**				
Very unlikely	46%	55%	67%	46%	54%	14%	28%	57%	46%	49%
	AA*	V.X.Z.AA*	**	**	**	**		AG.AI.AJ.AK	AG.AK	AG.AK
Don't know	12%	5%	7%	7%	-	62%	10%	10%	10%	10%
	*	*	**	**	**	**				

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

Unweighted base	66	4	2	1	-	-	19	16	33	31
Base: All US Adults	63	4	2	1	-	-	17	14	29	32
0 - Very dissatisfied	1%	-	-	-	-	-	-	-	-	2%
	**	**	**	**	**	**	**	**	*	**
1	1%	-	-	-	-	-	-	-	-	2%
	**	**	**	**	**	**	**	**	*	**
2	7%	-	-	100%	-	-	5%	14%	10%	5%
	**	**	**	**	**	**	**	**	*	**
3	30%	-	100%	-	-	-	33%	28%	29%	31%
	**	**	**	**	**	**	**	**	*	**
4	27%	77%	-	-	-	-	27%	15%	23%	32%
	**	**	**	**	**	**	**	**	*	**
5 - Very satisfied	22%	-	-	-	-	-	30%	22%	26%	17%
	**	**	**	**	**	**	**	**	*	**
No opinion	12%	23%	-	-	-	-	5%	20%	13%	11%
	**	**	**	**	**	**	**	**	*	**

rvs_q5_2. Disney+

Unweighted base	246	14	1	2	2	1	92	50	134	107
Base: All US Adults	238	13	1	2	2	1	91	46	128	105
0 - Very dissatisfied	1%	-	-	-	-	-	-	2%	1%	1%
	**	**	**	**	**	**	*	*		
1	2%	-	-	-	-	-	1%	-	1%	3%
	**	**	**	**	**	**	*	*		
2	5%	-	-	-	-	-	8%	4%	6%	3%
	**	**	**	**	**	**	*	*		
3	19%	10%	-	52%	-	-	16%	16%	16%	21%
	**	**	**	**	**	**	*	*		
4	30%	25%	-	-	-	-	31%	32%	30%	31%
	**	**	**	**	**	**	*	*		
5 - Very satisfied	40%	65%	100%	48%	100%	100%	41%	44%	43%	36%
	**	**	**	**	**	**	*	*		
No opinion	3%	-	-	-	-	-	2%	2%	2%	4%
	**	**	**	**	**	**	*	*		

rvs_q5_3. Netflix

Unweighted base	657	50	14	11	4	6	186	196	354	288
Base: All US Adults	647	51	14	11	4	5	179	186	340	291
0 - Very dissatisfied	1%	-	-	12%	-	-	0%	1%	1%	0%
	*	**	**	**	**	**				
1	2%	-	-	8%	-	-	3%	3%	3%	2%
	*	**	**	**	**	**				
2	4%	2%	-	9%	-	-	3%	2%	3%	5%
	*	**	**	**	**	**				
3	14%	11%	12%	11%	26%	13%	15%	13%	15%	13%
	*	**	**	**	**	**				
4	29%	24%	32%	30%	52%	21%	28%	25%	26%	33%
	*	**	**	**	**	**				
5 - Very satisfied	49%	63%	56%	30%	21%	66%	49%	54%	52%	44%
	X.AA*	**	**	**	**	**		AJ		
No opinion	2%	-	-	-	-	-	2%	1%	1%	2%
	*	**	**	**	**	**				

rvs_q5_4. Hulu

Unweighted base	366	28	5	4	3	5	110	91	186	175
Base: All US Adults	366	29	5	4	3	5	104	89	180	182
0 - Very dissatisfied	1%	-	-	-	-	-	1%	1%	1%	1%
	**	**	**	**	**	**	*	*		
1	3%	8%	-	-	-	-	2%	4%	3%	3%
	**	**	**	**	**	**	*	*		
2	5%	3%	-	-	-	-	4%	2%	3%	7%
	**	**	**	**	**	**	*	*		
3	21%	17%	-	51%	35%	25%	24%	23%	23%	18%
	**	**	**	**	**	**		*		
4	30%	24%	50%	-	37%	21%	24%	32%	28%	34%
	**	**	**	**	**	**	*	*		
5 - Very satisfied	37%	48%	50%	49%	29%	55%	43%	37%	42%	32%
	**	**	**	**	**	**				

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	Total	Income					Type of Area Lived in			
		Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	Other
		AK	AL	AM	AN	AO	AP	AQ	AR	AS
Very likely	10%	6% *	13% AO	8% AO	14% AM.AO	2%	18% AQ.AR	6%	7%	- **
Somewhat likely	16%	12% *	16% AO	18% AO	19% AO	9%	20% AR	16%	9%	- **
Somewhat unlikely	16%	14% *	15% AO	21% AO	17% AO	11%	13% AP	19% AP	15%	13% **
Very unlikely	46%	19% *	42%	46%	41%	61% AL.AM.AN	38% AP	48% AP	55% AP	37% **
Don't know	12%	48% AG.AH.AI.AJ*	13% AM	8%	9%	17% AM.AN	11%	11%	13%	50% **

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

Unweighted base	66	2	14	20	27	5	35	26	4	1
Base: All US Adults	63	2	13	19	25	6	36	23	4	0
0 - Very dissatisfied	1%	-	-	4%	-	-	2%	-	-	-
		**	**	**	**	**	*	**	**	**
1	1%	-	-	-	3%	-	2%	-	-	-
		**	**	**	**	**	*	**	**	**
2	7%	-	14%	6%	6%	-	7%	8%	-	-
		**	**	**	**	**	*	**	**	**
3	30%	33%	39%	18%	33%	38%	29%	29%	54%	-
		**	**	**	**	**	*	**	**	**
4	27%	-	6%	31%	34%	29%	24%	27%	46%	100%
		**	**	**	**	**	*	**	**	**
5 - Very satisfied	22%	67%	28%	27%	21%	-	28%	17%	-	-
		**	**	**	**	**	*	**	**	**
No opinion	12%	-	13%	15%	3%	33%	8%	18%	-	-
		**	**	**	**	**	*	**	**	**

rvs_q5_2. Disney+

Unweighted base	246	5	70	71	72	33	85	126	34	1
Base: All US Adults	238	5	68	70	67	33	87	116	34	1
0 - Very dissatisfied	1%	-	1%	1%	-	-	-	1%	-	-
		**	*	*	*	*	*	*	*	**
1	2%	-	3%	3%	-	2%	1%	2%	3%	-
		**	*	*	*	*	*	*	*	**
2	5%	24%	4%	3%	5%	13%	6%	4%	6%	-
		**	*	*	*	AM*	*	*	*	**
3	19%	51%	22%	20%	12%	25%	16%	20%	24%	-
		**	*	*	*	*	*	*	*	**
4	30%	-	32%	36%	31%	11%	36%	27%	25%	-
		**	AO*	AO*	AO*	*	*	*	*	**
5 - Very satisfied	40%	25%	38%	34%	47%	42%	40%	40%	36%	100%
		**	*	*	*	*	*	*	*	**
No opinion	3%	-	-	4%	4%	7%	1%	4%	5%	-
		**	*	*	*	AL*	*	*	*	**

rvs_q5_3. Netflix

Unweighted base	657	15	207	184	176	90	211	340	103	3
Base: All US Adults	647	17	215	182	161	89	211	328	106	2
0 - Very dissatisfied	1%	8%	-	2%	1%	-	0%	1%	-	-
		**	**	**	**	*	*	*	*	**
1	2%	-	3%	2%	2%	2%	3%	1%	3%	-
		**	**	**	**	*	*	*	*	**
2	4%	13%	4%	6%	3%	3%	3%	5%	6%	-
		**	**	**	**	*	*	*	*	**
3	14%	4%	13%	11%	15%	17%	14%	12%	19%	-
		**	**	**	**	*	*	*	*	**
4	29%	12%	26%	30%	31%	29%	26%	30%	31%	-
		**	**	**	**	*	*	*	*	**
5 - Very satisfied	49%	64%	52%	47%	47%	47%	52%	49%	41%	100%
		**	**	**	**	*	*	*	*	**
No opinion	2%	-	2%	2%	1%	1%	1%	2%	1%	-
		**	**	**	**	*	*	*	*	**

rvs_q5_4. Hulu

Unweighted base	366	5	132	93	94	47	107	193	64	2
Base: All US Adults	366	5	136	94	90	47	108	191	66	2
0 - Very dissatisfied	1%	-	-	3%	1%	-	3%	1%	-	-
		**	**	AL*	*	*	*	*	*	**
1	3%	-	2%	1%	5%	4%	2%	4%	2%	-
		**	**	*	*	*	*	*	*	**
2	5%	-	5%	5%	3%	8%	4%	4%	7%	-
		**	**	*	*	*	*	*	*	**
3	21%	84%	22%	15%	24%	26%	25%	21%	17%	-
		**	**	*	*	*	*	*	*	**
4	30%	-	28%	31%	33%	30%	31%	26%	41%	46%
		**	**	*	*	*	*	*	AQ*	**
5 - Very satisfied	37%	16%	39%	43%	34%	25%	35%	39%	32%	54%
		**	**	**	**	*	*	*	*	**

YouGov RealTime
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	Total	Subscriber status		
		Only paid TV	Paid TV and streaming	Streaming only
		AT	AU	AV
Very likely	10%	12% AV	11%	5%
Somewhat likely	16%	12%	24% AT	16%
Somewhat unlikely	16%	13%	16%	25% AT
Very unlikely	46%	56% AU	38%	46%
Don't know	12%	7%	11% AT	8%

On a scale of 0 to 5, where 0 means "Very dissatisfied" and 5 means "Very satisfied," how satisfied or dissatisfied are you with the following streaming services you use? Please select one option on each row.

rvs_q5_1. Apple TV+

	Unweighted base	66	16	26	11
Base: All US Adults		63	15	26	11
0 - Very dissatisfied	1%	5%	-	-	-
		**	**	**	**
1	1%	5%	-	-	-
		**	**	**	**
2	7%	10%	7%	-	-
		**	**	**	**
3	30%	7%	35%	48%	
		**	**	**	**
4	27%	28%	32%	27%	
		**	**	**	**
5 - Very satisfied	22%	33%	12%	6%	
		**	**	**	**
No opinion	12%	11%	14%	19%	
		**	**	**	**

rvs_q5_2. Disney+

	Unweighted base	246	46	68	50
Base: All US Adults		238	42	66	51
0 - Very dissatisfied	1%	-	-	2%	-
		*	*	*	*
1	2%	2%	1%	4%	-
		*	*	*	*
2	5%	2%	4%	6%	
		*	*	*	*
3	19%	17%	15%	22%	-
		*	*	*	*
4	30%	22%	36%	29%	-
		*	*	*	*
5 - Very satisfied	40%	53%	39%	37%	-
		*	*	*	*
No opinion	3%	5%	3%	2%	-
		*	*	*	*

rvs_q5_3. Netflix

	Unweighted base	657	145	210	93
Base: All US Adults		647	142	205	96
0 - Very dissatisfied	1%	1%	0%	1%	-
		*	*	*	*
1	2%	3%	2%	1%	-
		*	*	*	*
2	4%	4%	2%	6%	-
		*	*	*	*
3	14%	13%	12%	17%	-
		*	*	*	*
4	29%	22%	31%	32%	-
		*	*	*	*
5 - Very satisfied	49%	56% AV	53%	41%	-
		*	*	*	*
No opinion	2%	2%	-	1%	-
		*	*	*	*

rvs_q5_4. Hulu

	Unweighted base	366	46	109	69
Base: All US Adults		366	43	112	71
0 - Very dissatisfied	1%	2%	-	3%	-
		*	*	*	*
1	3%	8% AU*	1%	4%	-
		*	*	*	*
2	5%	4%	4%	6%	-
		*	*	*	*
3	21%	15% *	21%	22%	-
		*	*	*	*
4	30%	23%	38%	25%	
		*	*	*	*
5 - Very satisfied	37%	43%	34%	33%	
		*	*	*	*

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	Total	Gender		Generation						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
		A	B	C	D	E	F	G	H	I
No opinion	3%	5%	2%	**	4%	1%	2%	14%	-	-

rvs_q5_5. Amazon Prime

Unweighted base	532	257	275	15	175	136	179	27	-	-
Base: All US Adults	514	246	269	15	170	130	172	28	-	-
0 - Very dissatisfied	2%	4%	0%	5%	3%	-	2%	-	-	-
1	1%	0%	1%	**	2%	1%	-	**	**	**
2	5%	5%	5%	**	5%	6%	3%	**	**	**
3	18%	17%	18%	**	30%	21%	13%	15%	-	-
4	27%	28%	26%	**	20%	30%	25%	21%	-	-
5 - Very satisfied	45%	42%	48%	**	30%	37%	46%	53%	-	-
No opinion	3%	4%	2%	**	3%	4%	2%	7%	-	-

rvs_q5_6. YouTube Premium

Unweighted base	524	269	255	22	197	138	150	17	-	-
Base: All US Adults	516	267	249	22	198	135	144	18	-	-
0 - Very dissatisfied	3%	4%	2%	**	5%	1%	3%	**	**	**
1	3%	3%	2%	**	6%	2%	3%	**	**	**
2	7%	7%	7%	**	13%	8%	10%	**	**	**
3	13%	14%	12%	**	18%	15%	10%	19%	-	-
4	11%	13%	10%	**	9%	12%	8%	10%	-	-
5 - Very satisfied	21%	19%	24%	**	16%	20%	25%	24%	-	-
No opinion	41%	41%	42%	**	37%	38%	42%	47%	-	-

rvs_q5_7. Crackle

Unweighted base	85	49	36	3	25	28	25	4	-	-
Base: All US Adults	90	54	36	5	27	29	25	4	-	-
0 - Very dissatisfied	2%	3%	-	**	3%	3%	-	**	**	**
1	2%	2%	3%	**	5%	-	4%	**	**	**
2	14%	17%	10%	**	63%	11%	8%	**	**	**
3	29%	32%	25%	**	31%	33%	27%	51%	-	-
4	26%	24%	30%	**	19%	34%	32%	16%	-	-
5 - Very satisfied	23%	19%	30%	**	19%	18%	22%	36%	-	-
No opinion	3%	4%	2%	**	-	3%	-	49%	-	-

rvs_q5_8. Tubi

Unweighted base	75	38	37	4	25	25	20	1	-	-
Base: All US Adults	76	39	37	6	24	25	20	1	-	-
0 - Very dissatisfied	-	-	-	**	-	-	-	**	**	**
1	-	-	-	**	-	-	-	**	**	**
2	4%	7%	-	**	8%	4%	-	**	**	**
3	22%	24%	20%	**	19%	30%	23%	**	**	**
4	32%	36%	27%	**	52%	28%	38%	23%	-	-
5 - Very satisfied	38%	27%	50%	**	48%	37%	22%	54%	100%	-
No opinion	5%	6%	3%	**	8%	6%	-	**	**	**

rvs_q5_9. Pluto TV

Unweighted base	104	60	44	1	40	31	31	1	-	-
Base: All US Adults	108	64	45	1	41	34	30	1	-	-
0 - Very dissatisfied	1%	1%	-	**	-	-	2%	-	-	-
1	2%	3%	-	**	2%	-	4%	-	-	-
2	10%	8%	14%	**	14%	6%	11%	-	-	-

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Total	Region				Race				No HS, High school graduate	
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
	J	K	L	M	N	O	P	Q		R
No opinion	3%	1%	1%	7%	-	2%	3%	8%	-	2%

rvs_q5_5. Amazon Prime

Unweighted base	532	95	111	188	138	402	42	55	33	144
Base: All US Adults	514	99	116	171	129	384	40	60	31	155
0 - Very dissatisfied	2%	7%	-	1%	1%	1%	2%	5%	3%	3%
1	1%	K.L.M*	2%	-	2%	1%	-	-	-	1%
2	5%	5%	8%	3%	3%	5%	-	4%	11%	4%
3	18%	12%	13%	23%	19%	18%	13%	19%	19%	13%
4	27%	21%	27%	28%	28%	28%	18%	28%	21%	22%
5 - Very satisfied	45%	51%	49%	41%	43%	44%	63%	43%	44%	55%
No opinion	3%	3%	1%	4%	4%	3%	4%	1%	3%	2%

rvs_q5_6. YouTube Premium

Unweighted base	524	87	93	212	132	352	61	67	44	177
Base: All US Adults	516	89	100	202	125	336	63	76	41	193
0 - Very dissatisfied	3%	-	7%	2%	4%	3%	3%	7%	2%	4%
1	3%	1%	4%	4%	1%	2%	5%	-	5%	4%
2	7%	8%	7%	7%	7%	7%	1%	10%	12%	7%
3	13%	15%	16%	12%	12%	13%	11%	14%	20%	12%
4	11%	13%	9%	14%	9%	12%	9%	11%	10%	9%
5 - Very satisfied	21%	24%	16%	20%	25%	20%	31%	22%	17%	26%
No opinion	41%	39%	41%	41%	42%	43%	39%	37%	36%	38%

rvs_q5_7. Crackle

Unweighted base	85	14	14	39	18	49	19	13	4	31
Base: All US Adults	90	17	15	40	18	46	21	19	4	40
0 - Very dissatisfied	2%	-	-	4%	-	2%	3%	-	-	-
1	2%	-	14%	-	-	5%	-	-	-	-
2	14%	24%	15%	11%	12%	11%	5%	30%	25%	21%
3	29%	25%	41%	28%	26%	38%	19%	20%	25%	26%
4	26%	30%	9%	27%	34%	18%	43%	22%	50%	30%
5 - Very satisfied	23%	21%	22%	23%	28%	21%	29%	28%	-	23%
No opinion	3%	-	-	7%	-	6%	-	-	-	-

rvs_q5_8. Tubi

Unweighted base	75	14	9	37	15	44	15	11	5	34
Base: All US Adults	76	17	10	37	13	41	16	15	5	38
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-
2	4%	-	10%	5%	-	2%	4%	8%	-	-
3	22%	18%	32%	24%	14%	31%	-	21%	19%	17%
4	32%	51%	21%	23%	39%	25%	29%	45%	56%	39%
5 - Very satisfied	38%	30%	37%	38%	48%	37%	63%	19%	25%	38%
No opinion	5%	-	-	10%	-	4%	4%	7%	-	5%

rvs_q5_9. Pluto TV

Unweighted base	104	19	20	41	24	58	23	18	5	38
Base: All US Adults	108	19	21	43	24	55	25	23	4	47
0 - Very dissatisfied	1%	-	-	2%	-	-	3%	-	-	-
1	2%	7%	-	2%	-	2%	3%	-	-	3%
2	10%	4%	6%	14%	13%	18%	-	4%	-	6%

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Total	Education			Marital Status						
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	
	S	T	U	V	W	X	Y	Z	AA	
No opinion	3%	4%	1%	5%	2%	12%	-	-	2%	6%

rvs_q5_5. Amazon Prime

Unweighted base	532	168	138	82	277	5	51	17	350	123
Base: All US Adults	514	161	121	78	264	5	47	16	331	122
0 - Very dissatisfied	2%	-	3%	1%	1%	-	2%	-	1%	4%
1	1%	1%	1%	1%	1%	-	2%	-	1%	1%
2	5%	7%	5%	-	4%	-	4%	5%	4%	6%
3	18%	18%	22%	19%	17%	-	24%	25%	18%	19%
4	27%	26%	29%	34%	28%	22%	30%	21%	28%	26%
5 - Very satisfied	45%	44%	39%	41%	46%	58%	38%	49%	45%	40%
No opinion	3%	4%	2%	3%	3%	20%	-	-	3%	4%

rvs_q5_6. YouTube Premium

Unweighted base	524	161	102	64	232	12	41	19	304	154
Base: All US Adults	516	176	87	60	219	14	40	19	291	159
0 - Very dissatisfied	3%	4%	2%	1%	3%	-	3%	9%	3%	3%
1	3%	2%	1%	1%	1%	6%	-	6%	2%	5%
2	7%	7%	9%	6%	6%	-	11%	6%	6%	9%
3	13%	11%	18%	16%	14%	7%	13%	17%	14%	11%
4	11%	11%	16%	13%	15%	8%	6%	6%	13%	9%
5 - Very satisfied	21%	19%	13%	24%	24%	37%	12%	18%	22%	18%
No opinion	41%	45%	40%	40%	37%	42%	55%	38%	40%	45%

rvs_q5_7. Crackle

Unweighted base	85	37	10	7	39	3	7	4	53	20
Base: All US Adults	90	34	8	8	38	4	6	6	55	22
0 - Very dissatisfied	2%	2%	10%	-	2%	-	12%	-	3%	-
1	2%	6%	-	-	3%	-	-	20%	4%	-
2	14%	14%	-	-	11%	-	15%	52%	16%	20%
3	29%	35%	22%	29%	37%	-	44%	13%	32%	33%
4	26%	19%	48%	13%	17%	58%	16%	-	18%	43%
5 - Very satisfied	23%	19%	20%	46%	29%	19%	14%	15%	25%	-
No opinion	3%	5%	-	12%	2%	24%	-	-	3%	4%

rvs_q5_8. Tubi

Unweighted base	75	30	7	4	35	-	7	2	44	21
Base: All US Adults	76	28	6	5	34	-	6	4	45	22
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-
2	4%	10%	-	-	5%	-	-	-	4%	5%
3	22%	26%	32%	19%	36%	-	-	-	28%	15%
4	32%	28%	27%	-	28%	-	72%	80%	39%	25%
5 - Very satisfied	38%	30%	41%	81%	28%	-	28%	20%	28%	46%
No opinion	5%	6%	-	-	2%	-	-	-	2%	9%

rvs_q5_9. Pluto TV

Unweighted base	104	38	16	12	51	2	7	2	62	27
Base: All US Adults	108	36	13	12	50	3	6	2	62	30
0 - Very dissatisfied	1%	-	-	5%	-	-	-	-	-	-
1	2%	2%	-	-	1%	-	-	61%	3%	-
2	10%	16%	-	19%	12%	-	-	-	10%	13%

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Total						Parent or guardian of any children			
	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian
	AB	AC	AD	AE	AF	AG	AH	AI	AJ
	**	**	**	**	**		*		
No opinion	3%	-	-	-	-	2%	1%	1%	5%
	**	**	**	**	**		*	AI	AI

rvs_q5_5. Amazon Prime

Unweighted base	532	37	10	6	2	4	153	161	297	228
Base: All US Adults	514	39	10	6	2	3	144	159	286	222
0 - Very dissatisfied	2%	-	8%	-	-	-	1%	2%	1%	3%
	*	**	**	**	**	**	**	**	**	**
1	1%	2%	-	-	-	-	1%	1%	1%	0%
	*	**	**	**	**	**	**	**	**	**
2	5%	5%	-	17%	-	-	5%	4%	4%	5%
	*	**	**	**	**	**	**	**	**	**
3	18%	9%	8%	33%	56%	-	17%	18%	17%	19%
	*	**	**	**	**	**	**	**	**	**
4	27%	18%	24%	50%	-	23%	25%	24%	25%	29%
	*	**	**	**	**	**	**	**	**	**
5 - Very satisfied	45%	63%	60%	-	44%	77%	50%	51%	50%	39%
	*	X.Z.AA*	**	**	**	**	AJ	AJ	AJ	AJ
No opinion	3%	2%	-	-	-	-	2%	1%	2%	4%
	*	**	**	**	**	**	**	**	**	**

rvs_q5_6. YouTube Premium

Unweighted base	524	38	14	6	2	6	138	148	271	242
Base: All US Adults	516	37	15	6	2	5	131	147	263	242
0 - Very dissatisfied	3%	5%	-	10%	-	-	2%	1%	2%	5%
	*	**	**	**	**	**	**	**	**	**
1	3%	2%	-	-	-	-	2%	3%	2%	3%
	*	**	**	**	**	**	**	**	**	**
2	7%	5%	5%	-	-	34%	6%	5%	6%	8%
	*	**	**	**	**	**	**	**	**	**
3	13%	16%	22%	13%	-	-	16%	12%	15%	11%
	*	**	**	**	**	**	**	**	**	**
4	11%	15%	10%	-	-	-	13%	13%	12%	11%
	*	**	**	**	**	**	**	**	**	**
5 - Very satisfied	21%	23%	28%	22%	100%	17%	28%	26%	27%	15%
	*	**	**	**	**	**	AJ	AJ	AJ	AJ
No opinion	41%	33%	35%	55%	-	49%	32%	40%	37%	47%
	*	**	**	**	**	**	**	**	**	AG.AI

rvs_q5_7. Crackle

Unweighted base	85	6	1	4	-	1	27	25	49	34
Base: All US Adults	90	7	1	5	-	1	29	23	50	38
0 - Very dissatisfied	2%	-	-	-	-	-	2%	6%	3%	-
	**	**	**	**	**	**	**	**	*	*
1	2%	-	-	-	-	-	-	4%	2%	3%
	**	**	**	**	**	**	**	**	*	*
2	14%	-	-	-	-	-	18%	14%	17%	11%
	**	**	**	**	**	**	**	**	*	*
3	29%	12%	100%	-	-	-	22%	28%	24%	37%
	**	**	**	**	**	**	**	**	*	*
4	26%	34%	-	41%	-	-	31%	17%	26%	24%
	**	**	**	**	**	**	**	**	*	*
5 - Very satisfied	23%	55%	-	59%	-	100%	26%	30%	28%	17%
	**	**	**	**	**	**	**	**	*	*
No opinion	3%	-	-	-	-	-	-	-	-	7%
	**	**	**	**	**	**	**	**	*	*

rvs_q5_8. Tubi

Unweighted base	75	3	2	2	1	2	28	17	42	31
Base: All US Adults	76	4	2	2	1	2	27	17	42	32
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	*	**
1	-	-	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**	**	**
2	4%	-	-	-	-	-	3%	4%	2%	7%
	**	**	**	**	**	**	**	**	*	**
3	22%	-	-	-	100%	-	14%	16%	15%	32%
	**	**	**	**	**	**	**	**	*	**
4	32%	20%	46%	-	-	-	52%	24%	43%	19%
	**	**	**	**	**	**	**	**	*	**
5 - Very satisfied	38%	80%	54%	55%	-	100%	27%	56%	36%	40%
	**	**	**	**	**	**	**	**	*	**
No opinion	5%	-	-	45%	-	-	6%	-	4%	3%
	**	**	**	**	**	**	**	**	*	**

rvs_q5_9. Pluto TV

Unweighted base	104	4	3	4	1	3	39	22	58	44
Base: All US Adults	108	6	3	4	1	3	39	21	57	48
0 - Very dissatisfied	1%	-	-	17%	-	-	-	3%	1%	-
	**	**	**	**	**	**	**	**	*	*
1	2%	-	-	-	-	-	2%	9%	3%	-
	**	**	**	**	**	**	**	**	*	*
2	10%	20%	-	-	-	-	7%	10%	8%	13%

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Total	Don't know / Prefer not to say	Income				Type of Area Lived in			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural	Other
		AL	AM	AN	AO	AP	AQ	AR	AS
No opinion	3%	**	**	**	**	**	**	**	**

rvs_q5_5. Amazon Prime

Unweighted base	532	7	143	161	163	65	162	279	87	4
Base: All US Adults	514	7	142	158	152	62	161	263	88	3
0 - Very dissatisfied	2%	**	3%	1%	2%	1%	4%	1%	1%	-
1	1%	16%	1%	1%	1%	-	1%	1%	1%	-
2	5%	**	7%	6%	2%	3%	4%	5%	5%	-
3	18%	**	18%	18%	18%	15%	19%	16%	19%	31%
4	27%	17%	21%	28%	29%	29%	23%	27%	33%	11%
5 - Very satisfied	45%	60%	47%	42%	45%	49%	48%	46%	39%	58%
No opinion	3%	8%	3%	4%	2%	2%	1%	4%	2%	-

rvs_q5_6. YouTube Premium

Unweighted base	524	11	176	135	132	81	174	268	79	3
Base: All US Adults	516	10	178	133	124	81	176	257	80	3
0 - Very dissatisfied	3%	**	3%	5%	2%	1%	5%	2%	4%	-
1	3%	11%	3%	3%	2%	4%	2%	3%	3%	-
2	7%	18%	5%	8%	8%	9%	9%	7%	3%	-
3	13%	24%	14%	12%	13%	12%	11%	15%	11%	30%
4	11%	11%	7%	19%	12%	9%	14%	10%	11%	-
5 - Very satisfied	21%	18%	26%	19%	21%	17%	31%	16%	18%	34%
No opinion	41%	18%	42%	34%	43%	48%	29%	47%	50%	35%

rvs_q5_7. Crackle

Unweighted base	85	2	24	29	17	15	29	41	14	1
Base: All US Adults	90	2	27	29	18	16	35	41	13	1
0 - Very dissatisfied	2%	**	**	2%	4%	**	**	4%	**	**
1	2%	**	**	**	**	13%	3%	3%	**	**
2	14%	**	21%	20%	**	8%	15%	12%	21%	**
3	29%	**	18%	27%	41%	40%	28%	30%	34%	**
4	26%	63%	27%	29%	23%	23%	29%	28%	13%	**
5 - Very satisfied	23%	37%	35%	15%	32%	10%	25%	17%	32%	100%
No opinion	3%	**	**	**	**	**	**	**	**	**

rvs_q5_8. Tubi

Unweighted base	75	2	30	22	10	13	21	34	19	1
Base: All US Adults	76	2	32	21	9	14	24	34	18	1
0 - Very dissatisfied	-	**	**	**	**	**	**	*	**	**
1	-	**	**	**	**	**	**	*	**	**
2	4%	**	4%	8%	**	**	**	5%	5%	**
3	22%	**	8%	28%	33%	35%	8%	36%	15%	**
4	32%	**	46%	25%	29%	12%	45%	27%	25%	**
5 - Very satisfied	38%	52%	39%	31%	29%	53%	40%	27%	54%	100%
No opinion	5%	48%	3%	8%	9%	-	7%	5%	-	**

rvs_q5_9. Pluto TV

Unweighted base	104	1	44	25	20	15	40	43	19	2
Base: All US Adults	108	1	45	27	20	16	46	41	19	2
0 - Very dissatisfied	1%	**	1%	**	**	**	*	2%	**	**
1	2%	**	*	3%	6%	**	*	2%	7%	**
2	10%	**	11%	19%	-	6%	10%	12%	10%	-

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	Total	Subscriber status		
		Only paid TV	Paid TV and streaming	Streaming only
		AT	AU	AV
No opinion	3%	4% *	2%	7% *

rvs_q5_5. Amazon Prime

Unweighted base	532	116	174	74
Base: All US Adults	514	114	166	73
0 - Very dissatisfied	2%	6% AU	1%	1% *
1	1%	-	1%	2% *
2	5%	3%	5%	4% *
3	18%	10%	18%	29% AT*
4	27%	25% AV	27%	25% *
5 - Very satisfied	45%	54% AV	48%	35% *
No opinion	3%	2%	1%	3% *

rvs_q5_6. YouTube Premium

Unweighted base	524	155	121	64
Base: All US Adults	516	153	120	64
0 - Very dissatisfied	3%	4%	1%	8% AU*
1	3%	2%	3%	4% *
2	7%	6%	5%	7% *
3	13%	9%	13%	5% *
4	11%	14%	9%	10% *
5 - Very satisfied	21%	25% AV	27% AV	13% *
No opinion	41%	39%	42%	52% *

rvs_q5_7. Crackle

Unweighted base	85	16	16	11
Base: All US Adults	90	16	18	11
0 - Very dissatisfied	2%	-	-	-
1	2%	-	12%	-
2	14%	15% **	25% **	17% **
3	29%	20% **	26% **	39% **
4	26%	23% **	22% **	14% **
5 - Very satisfied	23%	24% **	15% **	31% **
No opinion	3%	18% **	-	-

rvs_q5_8. Tubi

Unweighted base	75	12	14	9
Base: All US Adults	76	12	15	9
0 - Very dissatisfied	-	**	**	**
1	-	**	**	**
2	4%	**	**	**
3	22%	8% **	35% **	33% **
4	32%	52% **	31% **	9% **
5 - Very satisfied	38%	41% **	27% **	50% **
No opinion	5%	-	7% **	7% **

rvs_q5_9. Pluto TV

Unweighted base	104	18	22	13
Base: All US Adults	108	19	24	13
0 - Very dissatisfied	1%	-	-	-
1	2%	-	-	9% **
2	10%	5% **	13% **	9% **

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Total	Gender		Generation						
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
	A	B	C	D	E	F	G	H	I
	*	*	**	*	**	**	**	**	**
3	25%	32%	16%	-	25%	23%	29%	-	-
	*	*	*	**	*	**	**	**	**
4	16%	19%	11%	-	12%	22%	15%	-	-
	*	*	*	**	*	**	**	**	**
5 - Very satisfied	41%	34%	52%	100%	44%	40%	38%	-	-
	*	*	**	**	*	**	**	**	**
No opinion	5%	4%	7%	-	2%	9%	-	100%	-
	*	*	**	*	**	**	**	**	**

rvs_q5_10. CBS All Access

Unweighted base	77	38	39	4	16	27	28	2	-	-
Base: All US Adults	77	39	38	4	17	26	28	2	-	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
	*	*	*	**	**	**	**	**	**	**
1	5%	-	10%	-	7%	7%	4%	-	-	-
	*	A*	**	**	**	**	**	**	**	**
2	7%	6%	8%	-	-	8%	12%	-	-	-
	*	*	*	**	**	**	**	**	**	**
3	31%	30%	32%	73%	54%	22%	15%	66%	-	-
	*	*	*	**	**	**	**	**	**	**
4	23%	24%	22%	27%	12%	32%	19%	34%	-	-
	*	*	*	**	**	**	**	**	**	**
5 - Very satisfied	32%	39%	26%	-	27%	25%	51%	-	-	-
	*	*	**	**	**	**	**	**	**	**
No opinion	2%	2%	2%	-	-	6%	-	-	-	-
	*	*	**	**	**	**	**	**	**	**

rvs_q5_11. HBO Now

Unweighted base	119	67	52	3	55	34	23	4	-	-
Base: All US Adults	118	67	50	5	54	31	24	4	-	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
	*	*	*	**	**	**	**	**	**	**
1	6%	10%	-	63%	6%	-	-	-	-	-
	*	B*	*	**	*	*	**	**	**	**
2	9%	12%	4%	-	7%	-	27%	-	-	-
	*	*	*	**	*	*	**	**	**	**
3	15%	15%	16%	-	15%	13%	24%	-	-	-
	*	*	*	**	*	*	**	**	**	**
4	25%	25%	25%	37%	25%	31%	17%	-	-	-
	*	*	*	**	*	*	**	**	**	**
5 - Very satisfied	44%	36%	54%	-	47%	54%	29%	75%	-	-
	*	*	**	**	*	**	**	**	**	**
No opinion	2%	2%	2%	-	-	2%	3%	25%	-	-
	*	*	**	**	*	**	**	**	**	**

rvs_q5_12. Facebook Watch

Unweighted base	68	36	32	6	34	19	7	2	-	-
Base: All US Adults	69	38	31	6	34	21	6	2	-	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
	*	*	*	**	**	**	**	**	**	**
1	2%	3%	-	-	-	-	18%	-	-	-
	*	*	*	**	**	**	**	**	**	**
2	9%	12%	4%	22%	14%	-	-	-	-	-
	*	*	*	**	*	*	**	**	**	**
3	27%	27%	27%	63%	22%	26%	27%	-	-	-
	*	*	*	**	*	**	**	**	**	**
4	22%	24%	19%	-	33%	4%	39%	39%	-	-
	*	*	*	**	*	**	**	**	**	**
5 - Very satisfied	35%	28%	44%	14%	23%	70%	16%	-	-	-
	*	*	**	**	*	**	**	**	**	**
No opinion	6%	6%	6%	-	8%	-	-	61%	-	-
	*	*	**	**	*	**	**	**	**	**

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base: All US Adults	1147	558	589	42	371	271	382	78	2	-

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base: All US Adults	1147	558	589	42	371	271	382	78	2	-
0	26%	25%	27%	17%	17%	20%	36%	44%	52%	-
	*	*	*	**	**	**	C.D.E	C.D.E*	**	**
1-20	39%	38%	40%	48%	41%	43%	34%	35%	-	-
	*	*	*	**	*	F	*	*	**	**
21-40	19%	19%	18%	13%	24%	20%	15%	14%	-	-
	*	*	*	**	F	*	*	*	**	**
41-60	8%	9%	7%	7%	9%	10%	8%	2%	48%	-

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Total	Region				Race				No HS, High school graduate	
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
	J	K	L	M	N	O	P	Q		R
	**	**	*	**	*	**	**	**	*	
3	25%	13%	29%	20%	40%	20%	13%	47%	40%	25%
4	16%	20%	23%	10%	17%	18%	22%	7%	-	9%
5 - Very satisfied	41%	49%	32%	51%	26%	31%	60%	42%	60%	50%
No opinion	5%	7%	10%	2%	4%	10%	-	-	-	7%

rvs_q5_10. CBS All Access

Unweighted base	77	19	19	23	16	61	9	4	3	24
Base: All US Adults	77	19	20	22	16	61	8	6	3	26
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	5%	5%	6%	8%	-	3%	25%	-	-	3%
2	7%	13%	10%	4%	-	9%	-	-	-	9%
3	31%	36%	33%	29%	23%	34%	-	12%	71%	20%
4	23%	31%	19%	24%	16%	26%	14%	14%	-	21%
5 - Very satisfied	32%	14%	32%	31%	56%	28%	53%	74%	-	47%
No opinion	2%	-	-	3%	5%	-	9%	-	29%	-

rvs_q5_11. HBO Now

Unweighted base	119	27	16	37	39	78	19	15	7	29
Base: All US Adults	118	29	18	35	36	73	19	20	6	37
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	6%	15%	-	-	6%	-	13%	22%	-	15%
2	9%	3%	-	16%	11%	8%	8%	10%	13%	15%
3	15%	15%	39%	9%	9%	17%	12%	12%	11%	20%
4	25%	24%	29%	35%	13%	30%	13%	13%	32%	10%
5 - Very satisfied	44%	44%	32%	35%	58%	42%	51%	43%	45%	39%
No opinion	2%	-	-	5%	2%	2%	4%	-	-	-

rvs_q5_12. Facebook Watch

Unweighted base	68	13	8	28	19	35	9	15	9	27
Base: All US Adults	69	14	9	27	19	33	9	18	9	31
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	2%	-	-	4%	-	4%	-	-	-	-
2	9%	8%	15%	4%	12%	4%	25%	6%	13%	8%
3	27%	6%	34%	30%	35%	25%	18%	31%	31%	22%
4	22%	27%	26%	28%	8%	24%	27%	14%	24%	8%
5 - Very satisfied	35%	52%	26%	26%	41%	31%	31%	48%	31%	52%
No opinion	6%	8%	-	8%	4%	12%	-	-	-	10%

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	195	225	448	279	785	136	149	77	413
Base: All US Adults	1147	204	241	432	270	759	137	179	72	463

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	195	225	448	279	785	136	149	77	413
Base: All US Adults	1147	204	241	432	270	759	137	179	72	463
0	26%	21%	28%	29%	22%	27%	28%	23%	21%	33%
1-20	39%	44%	39%	37%	38%	36%	42%	46%	44%	37%
21-40	19%	19%	19%	18%	18%	20%	16%	16%	18%	15%
41-60	8%	8%	6%	9%	9%	10%	6%	5%	4%	6%

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Total	Education			Marital Status					
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single
	S	T	U	V	W	X	Y	Z	AA
	*	**	**	*	**	**	**	*	**
3	25%	25%	37%	12%	31%	75%	-	29%	19%
4	16%	19%	42%	8%	16%	25%	31%	17%	17%
5 - Very satisfied	41%	35%	15%	55%	37%	-	55%	39%	40%
No opinion	5%	3%	7%	-	2%	-	15%	4%	11%

rvs_q5_10. CBS All Access

Unweighted base	77	25	13	15	37	1	6	-	44	23
Base: All US Adults	77	25	11	15	36	1	6	-	43	24
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	5%	8%	-	8%	6%	100%	-	7%	4%	
2	7%	4%	-	14%	8%	-	-	7%	5%	
3	31%	23%	39%	55%	28%	-	37%	29%	39%	
4	23%	27%	25%	18%	17%	-	63%	23%	25%	
5 - Very satisfied	32%	32%	36%	5%	38%	-	-	32%	27%	
No opinion	2%	6%	-	-	2%	-	-	2%	-	

rvs_q5_11. HBO Now

Unweighted base	119	33	33	24	55	3	14	9	81	27
Base: All US Adults	118	32	27	21	52	4	13	10	80	29
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	6%	3%	-	-	-	55%	-	32%	7%	4%
2	9%	5%	3%	10%	14%	-	8%	10%	4%	
3	15%	13%	16%	7%	12%	-	16%	11%	28%	
4	25%	36%	29%	26%	26%	23%	31%	30%	19%	
5 - Very satisfied	44%	35%	52%	56%	46%	-	45%	40%	46%	
No opinion	2%	8%	-	-	2%	22%	-	2%	-	

rvs_q5_12. Facebook Watch

Unweighted base	68	23	13	5	34	2	6	2	44	18
Base: All US Adults	69	23	11	5	33	3	5	2	43	20
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	2%	-	10%	-	4%	-	-	3%	-	
2	9%	16%	-	-	-	70%	-	5%	18%	
3	27%	29%	37%	24%	22%	30%	20%	23%	33%	
4	22%	35%	38%	14%	27%	-	34%	27%	17%	
5 - Very satisfied	35%	21%	8%	62%	44%	-	31%	37%	22%	
No opinion	6%	-	7%	-	3%	-	15%	4%	11%	

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	367	241	126	531	24	84	38	677	292
Base: All US Adults	1147	355	209	120	510	25	82	39	657	306

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	367	241	126	531	24	84	38	677	292
Base: All US Adults	1147	355	209	120	510	25	82	39	657	306
0	26%	22%	20%	21%	22%	39%	19%	15%	22%	29%
1-20	39%	43%	39%	36%	38%	18%	43%	31%	38%	40%
21-40	19%	22%	21%	20%	19%	26%	27%	22%	20%	18%
41-60	8%	8%	11%	13%	10%	-	7%	11%	9%	8%

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Total						Parent or guardian of any children				
	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	
	**	**	**	**	**	*	**	*	*	
3	25%	-	39%	15%	100%	36%	24%	19%	24%	26%
4	16%	-	-	17%	-	29%	24%	12%	20%	12%
5 - Very satisfied	41%	80%	61%	51%	-	36%	41%	41%	39%	43%
No opinion	5%	-	-	-	-	-	2%	6%	4%	7%

rvs_q5_10. CBS All Access

Unweighted base	77	6	-	2	-	2	30	24	51	23
Base: All US Adults	77	6	-	3	-	2	31	23	51	23
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	5%	-	-	-	-	-	6%	8%	5%	5%
2	7%	18%	-	-	-	-	4%	18%	10%	-
3	31%	18%	-	-	-	51%	23%	18%	20%	55%
4	23%	30%	-	-	-	-	25%	22%	25%	21%
5 - Very satisfied	32%	34%	-	75%	-	49%	37%	34%	36%	19%
No opinion	2%	-	-	25%	-	-	5%	-	3%	-

rvs_q5_11. HBO Now

Unweighted base	119	7	2	1	-	1	42	20	59	58
Base: All US Adults	118	6	2	1	-	1	43	21	60	55
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	6%	-	-	-	-	-	13%	-	9%	-
2	9%	-	45%	-	-	-	4%	12%	7%	9%
3	15%	-	55%	-	-	-	11%	23%	16%	15%
4	25%	-	-	-	-	-	12%	26%	17%	34%
5 - Very satisfied	44%	100%	-	-	-	100%	58%	39%	50%	39%
No opinion	2%	-	-	100%	-	-	2%	-	1%	3%

rvs_q5_12. Facebook Watch

Unweighted base	68	3	2	-	1	-	31	13	42	24
Base: All US Adults	69	3	2	-	1	-	30	14	42	25
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	2%	-	-	-	-	-	-	8%	3%	-
2	9%	-	-	-	-	-	8%	-	6%	14%
3	27%	-	100%	-	-	-	20%	19%	21%	34%
4	22%	-	-	-	-	-	25%	22%	25%	18%
5 - Very satisfied	35%	100%	-	-	100%	-	47%	50%	45%	18%
No opinion	6%	-	-	-	-	-	-	-	-	16%

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	94	44	19	4	17	279	375	617	486
Base: All US Adults	1147	98	44	20	4	18	269	371	607	494

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	94	44	19	4	17	279	375	617	486
Base: All US Adults	1147	98	44	20	4	18	269	371	607	494
0	26%	38%	40%	17%	-	39%	13%	33%	25%	26%
1-20	39%	V.X.Y.Z*	V.X.Y.Z*	**	**	**	**	AG.AI.AJ	AG	AG
21-40	19%	35%	44%	74%	52%	41%	38%	38%	38%	39%
41-60	8%	5%	5%	-	-	-	11%	7%	9%	7%

YouGov RealTime
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Total	Don't know / Prefer not to say	Income				Type of Area Lived in				
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	Other	
		AK	AL	AM	AN	AO	AP	AQ	AR	AS
	**	*	**	**	**	*	*	**	**	
3	25%	100%	24%	14%	39%	27%	31%	25%	14%	-
4	16%	-	21%	20%	9%	5%	12%	19%	21%	-
5 - Very satisfied	41%	-	41%	35%	41%	53%	48%	31%	41%	100%
No opinion	5%	-	2%	8%	4%	8%	-	10%	6%	-
	**	*	**	**	**	*	AP*	**	**	**

rvs_q5_10. CBS All Access

Unweighted base	77	3	26	25	20	6	33	34	10	-
Base: All US Adults	77	3	27	26	19	5	35	32	11	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	5%	-	3%	8%	5%	-	9%	-	9%	-
2	7%	-	9%	-	16%	-	3%	10%	9%	-
3	31%	33%	27%	34%	31%	32%	35%	26%	29%	-
4	23%	-	22%	22%	22%	32%	16%	35%	10%	-
5 - Very satisfied	32%	67%	39%	30%	26%	36%	35%	26%	43%	-
No opinion	2%	-	-	6%	-	-	2%	3%	-	-

rvs_q5_11. HBO Now

Unweighted base	119	2	27	42	42	8	51	57	11	-
Base: All US Adults	118	2	29	40	40	8	53	54	11	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	6%	49%	11%	3%	6%	-	11%	2%	-	-
2	9%	51%	5%	13%	9%	-	-	17%	11%	-
3	15%	-	24%	5%	15%	34%	13%	17%	18%	-
4	25%	-	33%	20%	20%	40%	22%	30%	9%	-
5 - Very satisfied	44%	-	27%	54%	50%	26%	53%	33%	54%	-
No opinion	2%	-	-	6%	-	-	1%	2%	8%	-

rvs_q5_12. Facebook Watch

Unweighted base	68	2	24	19	16	9	33	26	9	-
Base: All US Adults	69	2	25	20	16	9	34	26	9	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-
1	2%	-	-	-	7%	-	3%	-	-	-
2	9%	-	5%	7%	14%	13%	10%	9%	-	-
3	27%	49%	25%	40%	16%	21%	38%	20%	-	-
4	22%	-	14%	24%	34%	18%	16%	24%	39%	-
5 - Very satisfied	35%	51%	53%	24%	29%	22%	30%	39%	48%	-
No opinion	6%	-	3%	5%	-	25%	2%	8%	12%	-

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	43	377	311	264	195	374	541	225	7
Base: All US Adults	1147	44	390	315	249	193	383	528	229	6

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	43	377	311	264	195	374	541	225	7
Base: All US Adults	1147	44	390	315	249	193	383	528	229	6
0	26%	34%	26%	27%	16%	37%	23%	24%	35%	18%
1-20	39%	AG*	AN	AN	40%	AL.AM.AN	41%	38%	37%	48%
21-40	19%	11%	16%	20%	25%	13%	19%	21%	13%	19%
41-60	8%	7%	7%	8%	13%	6%	7%	9%	8%	-

YouGov RealTime
Variety Streaming Survey

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	Total	Subscriber status		
		Only paid TV	Paid TV and streaming	Streaming only
		AT	AU	AV
		**	**	**
3	25%	16%	32%	23%
		**	**	**
4	16%	18%	15%	5%
		**	**	**
5 - Very satisfied	41%	50%	36%	54%
		**	**	**
No opinion	5%	11%	4%	-
		**	**	**

rvs_q5_10. CBS All Access

Unweighted base	77	12	27	6
Base: All US Adults	77	11	28	6
0 - Very dissatisfied	-	-	-	-
		**	**	**
1	5%	16%	4%	21%
		**	**	**
2	7%	10%	3%	-
		**	**	**
3	31%	8%	37%	52%
		**	**	**
4	23%	8%	26%	-
		**	**	**
5 - Very satisfied	32%	58%	30%	15%
		**	**	**
No opinion	2%	-	-	12%
		**	**	**

rvs_q5_11. HBO Now

Unweighted base	119	25	40	19
Base: All US Adults	118	23	40	20
0 - Very dissatisfied	-	-	-	-
		**	*	**
1	6%	-	-	-
		**	*	**
2	9%	-	9%	15%
		**	*	**
3	15%	14%	8%	26%
		**	*	**
4	25%	15%	29%	27%
		**	*	**
5 - Very satisfied	44%	66%	53%	28%
		**	*	**
No opinion	2%	4%	-	3%
		**	*	**

rvs_q5_12. Facebook Watch

Unweighted base	68	25	15	5
Base: All US Adults	69	23	15	5
0 - Very dissatisfied	-	-	-	-
		**	**	**
1	2%	-	8%	-
		**	**	**
2	9%	-	-	-
		**	**	**
3	27%	22%	31%	47%
		**	**	**
4	22%	26%	31%	37%
		**	**	**
5 - Very satisfied	35%	48%	24%	-
		**	**	**
No opinion	6%	5%	7%	16%
		**	**	**

rvs_q6o. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	391	268	112
Base: All US Adults	1147	389	266	116

rvs_q6o_nm. How much, if any amount, would you say you currently spend a month on all video streaming subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted base	1147	391	268	112
Base	1147	389	266	116
0	26%	47%	2%	9%
		AU,AV		AU
1-20	39%	32%	48%	52%
			AT	AT
21-40	19%	8%	29%	28%
			AT	AT
41-60	8%	6%	10%	4%

YouGov RealTime
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 US_nat_int Sample: 26th - 27th February 2020



	Gender		Generation							
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	
	A	B	C	D	E	F	G	H	I	
61+	8%	9%	7%	15%	9%	8%	8%	5%	-	-
Mean Incl. 0	27.55	32.35	23.00	59.74	33.58	26.20	21.92	13.72	23.82	-
Mean Excl. 0	37.21	43.00	31.55	71.57	40.50	32.84	34.15	24.62	50.00	-
Median Incl. 0	14	15	13	15	20	15	10	6	-	-
Median Excl. 0	20	21	20	20	22	20	20	15	-	-

rvs_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base: All US Adults	1147	558	589	42	371	271	382	78	2	-
Apple TV+	4%	5%	3%	-	5%	5%	3%	1%	-	-
Disney+	14%	16%	13%	32%	26%	10%	7%	1%	-	-
Netflix	48%	49%	47%	64%	61%	51%	36%	27%	-	-
Hulu	23%	22%	23%	22%	36%	23%	13%	8%	-	-
Amazon Prime	31%	31%	30%	18%	28%	36%	31%	30%	52%	-
YouTube Premium	8%	9%	7%	4%	10%	11%	5%	7%	-	-
Crackle	2%	4%	1%	10%	2%	3%	2%	-	-	-
Tubi	3%	3%	2%	3%	4%	3%	3%	1%	-	-
Pluto TV	4%	5%	3%	6%	5%	5%	2%	2%	-	-
CBS All Access	3%	4%	3%	8%	3%	2%	3%	4%	52%	-
HBO or HBO Now	7%	7%	7%	-	8%	10%	5%	9%	-	-
Facebook Watch	2%	3%	2%	7%	3%	3%	0%	3%	-	-
Cable TV	15%	15%	14%	2%	7%	13%	21%	29%	52%	-
The Roku Channel	-	-	-	-	-	-	-	-	-	-
IMDB TV	-	-	-	-	-	-	-	-	-	-
Other	4%	5%	3%	2%	4%	5%	3%	9%	-	-
Not applicable - I don't think any of these are "must-have" services	28%	25%	30%	13%	16%	27%	39%	39%	48%	-

Which do you think makes the most entertaining shows in the following genres? Please select one option on each row.

rvs_q9_1. Drama

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base: All US adults	1147	558	589	42	371	271	382	78	2	-
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	15%	12%	17%	18%	13%	15%	15%	23%	-	-
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	13%	13%	12%	5%	10%	15%	15%	11%	-	-
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	15%	16%	14%	23%	15%	17%	13%	11%	52%	-
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	29%	30%	28%	32%	32%	29%	28%	21%	-	-
Social networks (i.e., Facebook, Snapchat)	3%	4%	2%	2%	6%	2%	2%	2%	-	-
Don't know	26%	25%	26%	20%	25%	23%	27%	33%	48%	-

rvs_q9_2. Comedy

Unweighted base	1147	552	595	40	363	279	391	72	2	-
Base: All US adults	1147	558	589	42	371	271	382	78	2	-
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	16%	16%	16%	5%	16%	18%	16%	15%	-	-
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	15%	15%	14%	11%	11%	15%	18%	17%	-	-

YouGov RealTime
Variety Streaming Survey
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Total	Region				Race				No HS, High school graduate	
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
	J	K	L	M	N	O	P	Q		R
61+	8%	8%	7%	6%	13%	8%	8%	10%	12%	9%
Mean Incl. 0	27.55	33.10	25.62	22.92	32.48	24.88	30.64	33.21	35.89	28.92
Mean Excl. 0	37.21	41.72	35.66	32.50	41.85	33.96	42.55	43.10	45.55	43.32
Median Incl. 0	14	14	15	12	15	15	10	12	11	10
Median Excl. 0	20	20	20	20	24	22	15	16	20	20

rvs_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

	Unweighted base	1147	195	225	448	279	785	136	149	77	413
Base: All US Adults	1147	204	241	432	270	759	137	179	72	463	
Apple TV+	4%	4%	3%	5%	4%	3%	6%	6%	8%	3%	
Disney+	14%	13%	18%	14%	13%	13%	13%	20%	17%	14%	
Netflix	48%	48%	46%	48%	49%	47%	47%	54%	46%	43%	
Hulu	23%	22%	24%	22%	24%	24%	17%	25%	14%	21%	
Amazon Prime	31%	35%	34%	26%	31%	34%	21%	27%	27%	26%	
YouTube Premium	8%	8%	8%	7%	10%	7%	14%	6%	11%	8%	
Crackle	2%	3%	1%	3%	1%	2%	2%	6%	1%	4%	
Tubi	3%	2%	3%	4%	2%	2%	5%	3%	2%	4%	
Pluto TV	4%	4%	3%	5%	4%	2%	12%	7%	5%	5%	
CBS All Access	3%	4%	4%	3%	2%	3%	2%	4%	7%	3%	
HBO or HBO Now	7%	10%	3%	7%	9%	7%	10%	6%	8%	5%	
Facebook Watch	2%	2%	1%	3%	3%	1%	6%	4%	5%	3%	
Cable TV	15%	20%	10%	13%	18%	16%	18%	12%	5%	19%	
The Roku Channel	-	-	-	-	-	-	-	-	-	-	
IMDB TV	-	-	-	-	-	-	-	-	-	-	
Other	4%	4%	5%	5%	2%	4%	4%	5%	-	3%	
Not applicable - I don't think any of these are "must-have" services	28%	23%	32%	30%	24%	31%	21%	19%	29%	31%	

Which do you think makes the most entertaining shows in the following genres? Please select one option on each row.

rvs_q9_1. Drama

	Unweighted base	1147	195	225	448	279	785	136	149	77	413
Base: All US adults	1147	204	241	432	270	759	137	179	72	463	
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	15%	14%	18%	15%	14%	16%	18%	9%	7%	14%	
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	13%	15%	13%	12%	11%	12%	16%	11%	18%	15%	
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	15%	15%	11%	15%	18%	13%	17%	23%	10%	13%	
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	29%	35%	29%	26%	29%	30%	25%	28%	31%	26%	
Social networks (i.e., Facebook, Snapchat)	3%	1%	2%	4%	4%	2%	4%	5%	8%	4%	
Don't know	26%	20%	27%	28%	24%	27%	20%	24%	25%	27%	

rvs_q9_2. Comedy

	Unweighted base	1147	195	225	448	279	785	136	149	77	413
Base: All US adults	1147	204	241	432	270	759	137	179	72	463	
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	16%	13%	15%	20%	12%	16%	20%	14%	10%	14%	
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	15%	16%	16%	15%	12%	16%	15%	11%	10%	16%	

YouGov RealTime
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Total	Education			Marital Status						
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	
	S	T	U	V	W	X	Y	Z	AA	
61+	8%	6%	9%	10%	11%	17%	4%	20%	11%	5%
Mean Incl. 0	27.55	22.26	31.42	31.25	29.91	69.75	21.47	83.95	33.58	21.29
Mean Excl. 0	37.21	28.36	39.38	39.57	38.37	113.95	26.43	99.01	42.98	29.89
Median Incl. 0	14	15	20	20	15	8	19	26	16	10
Median Excl. 0	20	20	25	25	23	30	20	30	24	20

rvs_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1147	367	241	126	531	24	84	38	677	292
Base: All US Adults	1147	355	209	120	510	25	82	39	657	306
Apple TV+	4%	4%	6%	5%	5%	8%	*	5%	5%	3%
Disney+	14%	15%	16%	13%	11%	19%	18%	45%	15%	18%
Netflix	48%	49%	54%	51%	47%	47%	56%	62%	49%	53%
Hulu	23%	26%	22%	21%	21%	12%	32%	38%	23%	26%
Amazon Prime	31%	31%	35%	40%	35%	18%	32%	28%	34%	28%
YouTube Premium	8%	9%	7%	9%	8%	26%	5%	14%	9%	6%
Crackle	2%	1%	0%	3%	2%	6%	-	8%	2%	3%
Tubi	3%	4%	0%	1%	3%	-	2%	-	2%	4%
Pluto TV	4%	3%	1%	4%	3%	13%	6%	-	4%	5%
CBS All Access	3%	4%	3%	-	4%	4%	2%	8%	4%	3%
HBO or HBO Now	7%	6%	11%	10%	7%	8%	12%	5%	8%	6%
Facebook Watch	2%	3%	2%	1%	3%	-	1%	-	2%	3%
Cable TV	15%	10%	16%	9%	17%	22%	10%	2%	15%	9%
The Roku Channel	-	-	-	-	-	-	-	-	-	-
IMDB TV	-	-	-	-	-	-	-	-	-	-
Other	4%	5%	4%	5%	4%	-	2%	2%	4%	5%
Not applicable - I don't think any of these are "must-have" services	28%	25%	28%	27%	27%	28%	25%	22%	27%	26%

Which do you think makes the most entertaining shows in the following genres? Please select one option on each row.

rvs_q9_1. Drama

Unweighted base	1147	367	241	126	531	24	84	38	677	292
Base: All US adults	1147	355	209	120	510	25	82	39	657	306
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	15%	16%	14%	17%	15%	14%	13%	17%	15%	12%
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	13%	14%	11%	3%	13%	22%	11%	13%	13%	11%
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	15%	12%	20%	20%	16%	25%	14%	16%	16%	17%
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	29%	30%	29%	36%	31%	26%	31%	45%	31%	27%
Social networks (i.e., Facebook, Snapchat)	3%	3%	2%	1%	2%	4%	4%	5%	3%	4%
Don't know	26%	26%	23%	24%	24%	10%	28%	4%	23%	30%

rvs_q9_2. Comedy

Unweighted base	1147	367	241	126	531	24	84	38	677	292
Base: All US adults	1147	355	209	120	510	25	82	39	657	306
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	16%	18%	18%	15%	15%	3%	16%	15%	15%	18%
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	15%	13%	15%	14%	16%	8%	14%	10%	15%	11%

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Total						Parent or guardian of any children				
	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	
	*	*	**	**	**	AH		AH		
61+	8%	4%	5%	-	-	10%	16%	8%	11%	6%
	*	*	**	**	**	AH.AI.AJ.AK		AH.AJ		
Mean Incl. 0	27.55	16.46	13.78	8.50	19.91	31.87	45.10	24.83	33.19	21.68
	*	*	**	**	**	**	AH.AI.AJ.AK		AH.AJ	
Mean Excl. 0	37.21	26.72	23.09	10.28	19.91	52.29	51.92	36.96	44.30	29.45
	*	*	**	**	**	**	AH.AI.AJ		AH.AJ	
Median Incl. 0	14	10	7	6	23	3	20	12	15	13
Median Excl. 0	20	19	15	8	23	19	25	20	20	20

rvs_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1147	94	44	19	4	17	279	375	617	486
Base: All US Adults	1147	98	44	20	4	18	269	371	607	494
Apple TV+	4%	2%	2%	10%	-	-	4%	4%	4%	4%
	*	*	**	**	**	**				
Disney+	14%	7%	-	20%	74%	10%	19%	7%	12%	18%
	*	*	**	**	**	**	AH.AI		AH	AH.AI
Netflix	48%	40%	26%	44%	74%	25%	53%	39%	44%	55%
	*	*	**	**	**	**	AH.AI.AK		AH	AH.AI.AK
Hulu	23%	17%	13%	24%	49%	10%	27%	13%	19%	28%
	*	*	**	**	**	**	AH.AI		AH	AH.AI
Amazon Prime	31%	30%	22%	16%	-	15%	32%	32%	32%	30%
	*	*	**	**	**	**				
YouTube Premium	8%	9%	14%	13%	-	-	10%	8%	9%	7%
	*	*	**	**	**	**				
Crackle	2%	1%	1%	-	-	5%	3%	2%	2%	3%
	*	*	**	**	**	**				
Tubi	3%	2%	4%	-	-	5%	4%	2%	3%	3%
	*	*	**	**	**	**				
Pluto TV	4%	2%	2%	-	-	4%	6%	2%	4%	4%
	*	*	**	**	**	**	AH.AI		AH	
CBS All Access	3%	-	-	-	-	4%	4%	4%	4%	1%
	*	*	**	**	**	**	AJ	AJ	AJ	
HBO or HBO Now	7%	8%	6%	10%	-	6%	10%	5%	7%	8%
	*	*	**	**	**	**	AH.AI		AH	
Facebook Watch	2%	2%	5%	-	-	13%	4%	2%	3%	2%
	*	*	**	**	**	**				
Cable TV	15%	20%	27%	10%	-	20%	16%	21%	18%	11%
	*	Y.AA*	X.Y.Z.AA*	**	**	**		AJ.AK	AJ	
The Roku Channel	-	-	-	-	-	-	-	-	-	-
	*	*	**	**	**	**				
IMDB TV	-	-	-	-	-	-	-	-	-	-
	*	*	**	**	**	**				
Other	4%	3%	7%	3%	-	-	2%	4%	3%	5%
	*	*	**	**	**	**				AG
Not applicable - I don't think any of these are "must-have" services	28%	36%	38%	31%	26%	45%	21%	36%	30%	24%
	*	*	**	**	**	**		AG.AI.AJ	AG.AJ	

Which do you think makes the most entertaining shows in the following genres? Please select one option on each row.

rvs_q9_1. Drama

Unweighted base	1147	94	44	19	4	17	279	375	617	486
Base: All US adults	1147	98	44	20	4	18	269	371	607	494
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	15%	21%	18%	40%	28%	4%	15%	17%	17%	13%
	*	AA*	*	**	**	**				
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	13%	17%	12%	16%	25%	10%	10%	16%	14%	12%
	*	*	**	**	**	**		AG.AI	AG	
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	15%	8%	9%	5%	-	9%	15%	13%	14%	18%
	*	*	**	**	**	**		AK	AK	AK
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	29%	32%	15%	19%	-	20%	35%	27%	30%	28%
	*	AC*	*	**	**	**		AH.AI.AJ		
Social networks (i.e., Facebook, Snapchat)	3%	4%	3%	3%	-	-	6%	2%	4%	2%
	*	*	**	**	**	**		AH.AI.AJ	AH	
Don't know	26%	18%	42%	17%	48%	57%	19%	24%	22%	28%
	*	*	V.Y.Z.AB*	**	**	**				AG.AI

rvs_q9_2. Comedy

Unweighted base	1147	94	44	19	4	17	279	375	617	486
Base: All US adults	1147	98	44	20	4	18	269	371	607	494
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	16%	21%	14%	16%	28%	-	18%	14%	16%	17%
	*	*	**	**	**	**		AK	AK	AK
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	15%	22%	17%	21%	-	-	12%	20%	17%	11%

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Total	Income					Type of Area Lived in				
	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	Other	
	AK	AL	AM	AN	AO	AP	AQ	AR	AS	
61+	8%	2%	8%	9%	12%	4%	10%	7%	8%	15%
Mean Incl. 0	27.55	16.60	27.65	26.07	36.35	18.41	33.63	25.98	20.72	38.51
Mean Excl. 0	37.21	25.16	37.29	35.88	43.09	29.34	43.73	34.27	31.90	46.72
Median Incl. 0	14	4	12	14	20	8	15	15	10	11
Median Excl. 0	20	14	19	24	25	15	20	20	20	15

rvs_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted base	1147	43	377	311	264	195	374	541	225	7
Base: All US Adults	1147	44	390	315	249	193	383	528	229	6
Apple TV+	4%	-	2%	4%	8%	2%	5%	4%	2%	-
Disney+	14%	9%	14%	15%	17%	11%	17%	14%	11%	15%
Netflix	48%	30%	48%	49%	54%	38%	51%	50%	38%	37%
Hulu	23%	14%	27%	22%	23%	15%	22%	24%	21%	15%
Amazon Prime	31%	18%	29%	29%	41%	23%	29%	32%	30%	13%
YouTube Premium	8%	7%	9%	8%	8%	8%	11%	7%	6%	15%
Crackle	2%	4%	3%	3%	1%	1%	4%	1%	2%	-
Tubi	3%	5%	4%	2%	2%	2%	3%	2%	4%	-
Pluto TV	4%	-	6%	4%	2%	3%	7%	2%	3%	18%
CBS All Access	3%	9%	4%	3%	2%	4%	4%	2%	3%	-
HBO or HBO Now	7%	2%	5%	7%	12%	3%	8%	6%	7%	18%
Facebook Watch	2%	2%	3%	1%	3%	2%	5%	1%	1%	35%
Cable TV	15%	6%	11%	15%	16%	19%	16%	13%	14%	33%
The Roku Channel	-	-	-	-	-	-	-	-	-	-
IMDB TV	-	-	-	-	-	-	-	-	-	-
Other	4%	10%	3%	3%	6%	6%	3%	5%	4%	-
Not applicable - I don't think any of these are "must-have" services	28%	44%	28%	31%	18%	36%	23%	27%	39%	-

Which do you think makes the most entertaining shows in the following genres? Please select one option on each row.

rvs_q9_1. Drama

Unweighted base	1147	43	377	311	264	195	374	541	225	7
Base: All US adults	1147	44	390	315	249	193	383	528	229	6
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	15%	15%	19%	13%	12%	14%	15%	15%	15%	13%
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	13%	10%	14%	14%	11%	10%	11%	14%	14%	-
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	15%	-	11%	19%	19%	9%	18%	15%	9%	-
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	29%	26%	30%	27%	36%	23%	32%	27%	28%	52%
Social networks (i.e., Facebook, Snapchat)	3%	-	3%	3%	4%	1%	5%	2%	2%	-
Don't know	26%	49%	23%	24%	19%	43%	19%	27%	33%	35%

rvs_q9_2. Comedy

Unweighted base	1147	43	377	311	264	195	374	541	225	7
Base: All US adults	1147	44	390	315	249	193	383	528	229	6
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	16%	2%	17%	17%	14%	16%	16%	16%	16%	-
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	15%	14%	12%	17%	17%	12%	13%	16%	15%	-

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	Total	Subscriber status		
		Only paid TV	Paid TV and streaming	Streaming only
		AT	AU	AV
		AT	AV	AT
61+	8%	7%	10%	9%
Mean Incl. 0	27.55	17.73	37.27	27.24
Mean Excl. 0	37.21	33.36	38.22	29.82
Median Incl. 0	14	1	20	20
Median Excl. 0	20	15	24	20

rvs_q7. In your opinion, which THREE, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

	Unweighted base	391	268	112
Base: All US Adults	1147	389	266	116
Apple TV+	4%	4%	6%	5%
Disney+	14%	11%	15%	31%
Netflix	48%	31%	67%	70%
Hulu	23%	9%	28%	49%
Amazon Prime	31%	21%	43%	38%
YouTube Premium	8%	6%	9%	8%
Crackle	2%	2%	2%	2%
Tubi	3%	1%	1%	4%
Pluto TV	4%	3%	3%	3%
CBS All Access	3%	2%	5%	1%
HBO or HBO Now	7%	6%	12%	6%
Facebook Watch	2%	3%	0%	1%
Cable TV	15%	26%	19%	-
The Roku Channel	-	-	-	-
IMDB TV	-	-	-	-
Other	4%	3%	5%	-
Not applicable - I don't think any of these are "must-have" services	28%	38%	14%	13%

Which do you think makes the most entertaining shows in the following genres? Please select one option on each row.

rvs_q9_1. Drama

	Unweighted base	391	268	112
Base: All US adults	1147	389	266	116
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	15%	18%	12%	14%
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	13%	21%	12%	4%
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	15%	15%	19%	13%
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	29%	16%	39%	41%
Social networks (i.e., Facebook, Snapchat)	3%	3%	4%	2%
Don't know	26%	27%	14%	27%

rvs_q9_2. Comedy

	Unweighted base	391	268	112
Base: All US adults	1147	389	266	116
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	16%	19%	15%	15%
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	15%	19%	15%	6%

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	Total	Gender		Generation						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
		A	B	C	D	E	F	G	H	I
				*			D	*	**	**
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	9%	9%	8%	5%	9%	8%	9%	10%	52%	-
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	28%	27%	40%	34%	28%	23%	13%	-	-
Social networks (i.e., Facebook, Snapchat)	4%	5%	4%	17%	6%	5%	2%	-	-	-
Don't know	29%	26%	31%	23%	25%	27%	32%	45%	48%	-
				*			D	C.D.E.F*	**	**

rvs_q9_3. Reality

Unweighted base

Base: All US adults

	1147	552	595	40	363	279	391	72	2	-
	1147	558	589	42	371	271	382	78	2	-
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	20%	20%	19%	20%	18%	20%	22%	17%	-	-
				*				*	**	**
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	17%	19%	16%	18%	15%	19%	19%	15%	-	-
				*	F	F		*	**	**
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	6%	7%	4%	7%	8%	6%	3%	4%	52%	-
				*	F	F		*	**	**
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	13%	11%	14%	13%	17%	15%	9%	7%	-	-
				*	F.G	F		*	**	**
Social networks (i.e., Facebook, Snapchat)	5%	5%	6%	14%	8%	5%	3%	-	-	-
				E.F.G*	F.G			*	**	**
Don't know	39%	38%	40%	28%	35%	35%	44%	58%	48%	-
				*			D.E	C.D.E.F*	**	**

rvs_q9_4. Documentary

Unweighted base

Base: All US adults

	1147	552	595	40	363	279	391	72	2	-
	1147	558	589	42	371	271	382	78	2	-
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	13%	12%	14%	11%	12%	8%	15%	30%	-	-
				*			E	C.D.E.F*	**	**
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	21%	22%	20%	18%	13%	23%	28%	22%	-	-
				*		D	D	*	**	**
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	8%	8%	7%	8%	10%	7%	6%	7%	52%	-
				*	F			*	**	**
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	27%	27%	31%	34%	32%	19%	15%	-	-
				*	F.G	F.G		*	**	**
Social networks (i.e., Facebook, Snapchat)	3%	4%	2%	8%	5%	2%	2%	2%	-	-
		B		F*	E.F			*	**	**
Don't know	28%	25%	30%	24%	26%	29%	30%	24%	48%	-
				*				*	**	**

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Total	Region				Race				No HS, High school graduate
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	J	K	L	M	N	O	P	Q	
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	9%	6%	8%	13%	8%	11%	11%	11%	8%
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	28%	23%	28%	27%	27%	30%	30%	26%
Social networks (i.e., Facebook, Snapchat)	4%	3%	4%	6%	3%	5%	10%	8%	7%
Don't know	29%	32%	30%	29%	31%	21%	23%	32%	30%

rvs_q9_3. Reality

Unweighted base

Base: All US adults

	1147	195	225	448	279	785	136	149	77	413
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	1147	204	241	432	270	759	137	179	72	463
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	17%	20%	20%	19%	11%	18%	15%	19%	15%	19%
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	6%	5%	5%	5%	8%	4%	9%	7%	6%	6%
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	13%	19%	11%	12%	13%	11%	15%	16%	17%	15%
Social networks (i.e., Facebook, Snapchat)	5%	5%	1%	6%	9%	4%	9%	7%	13%	6%
Don't know	39%	37%	45%	37%	40%	43%	28%	32%	39%	35%

rvs_q9_4. Documentary

Unweighted base

Base: All US adults

	1147	195	225	448	279	785	136	149	77	413
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	1147	204	241	432	270	759	137	179	72	463
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	21%	23%	21%	22%	19%	22%	17%	21%	18%	25%
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	8%	7%	6%	8%	10%	6%	13%	13%	5%	7%
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	28%	29%	23%	31%	28%	26%	27%	26%	22%
Social networks (i.e., Facebook, Snapchat)	3%	6%	1%	3%	3%	2%	9%	5%	2%	4%
Don't know	28%	25%	31%	29%	24%	29%	23%	25%	29%	31%

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	Total	Education			Marital Status						
		Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	
		S	T	U	V	W	X	Y	Z	AA	
						**	*	*			
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	9%	9%	10%	10%	9%	24%	11%	6%	9%	10%	
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	29%	25%	31%	26%	41%	33%	43%	29%	26%	
Social networks (i.e., Facebook, Snapchat)	4%	3%	3%	3%	4%	-	4%	15%	5%	4%	
Don't know	29%	29%	29%	26%	30%	24%	22%	12%	27%	31%	
					Y.Z	**	*	*	Y	Y	
rvs_q9_3. Reality											
	Unweighted base	1147	367	241	126	531	24	84	38	677	292
	Base: All US adults	1147	355	209	120	510	25	82	39	657	306
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	20%	20%	20%	19%	19%	42%	22%	21%	20%	19%	
						**	*	*			
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	17%	18%	16%	12%	19%	11%	19%	21%	19%	16%	
						**	*	*			
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	6%	5%	5%	6%	5%	7%	2%	8%	5%	7%	
						**	*	*			
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	13%	12%	10%	12%	12%	9%	18%	26%	13%	11%	
						**	*	V.Z.AA*	V		
Social networks (i.e., Facebook, Snapchat)	5%	5%	5%	4%	5%	8%	3%	3%	5%	5%	
						**	*	*			
Don't know	39%	41%	44%	47%	40%	21%	36%	21%	37%	43%	
			R	R	Y.Z	**	*	*		Y	
rvs_q9_4. Documentary											
	Unweighted base	1147	367	241	126	531	24	84	38	677	292
	Base: All US adults	1147	355	209	120	510	25	82	39	657	306
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	13%	14%	16%	17%	16%	16%	11%	21%	15%	9%	
			R		AA	**	*	AA*	AA		
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	21%	20%	17%	17%	24%	30%	23%	8%	23%	15%	
					Y.AA	**	*	*	Y.AA		
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	8%	9%	8%	9%	8%	4%	6%	4%	7%	11%	
						**	*	*		AB	
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	30%	30%	32%	24%	39%	37%	48%	28%	30%	
		R	R	R		**	V.AC*	V.Z.AA.AB.AC*	V		
Social networks (i.e., Facebook, Snapchat)	3%	2%	3%	2%	3%	-	1%	8%	3%	4%	
						**	*	*			
Don't know	28%	26%	26%	23%	26%	11%	22%	11%	24%	33%	
					Y.Z	**	*	*		Y.Z	

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Total						Parent or guardian of any children				
	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	
	AA*	-	**	**	**		AG.AI.AJ	AG.AJ		
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	9%	4%	3%	9%	-	14%	10%	9%	8%	
	*	*	**	**	**					
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	29%	14%	25%	25%	24%	32%	25%	28%	
	*	*	**	**	**	**	AK			
Social networks (i.e., Facebook, Snapchat)	4%	3%	2%	6%	-	17%	7%	3%	5%	
	*	*	**	**	**	**	AH.AI	AH		
Don't know	29%	22%	50%	23%	48%	46%	22%	25%	31%	
	*	V.X.Y.Z.AA.AB*	**	**	**	**			AG.AI	
rvs_q9_3. Reality										
Unweighted base	1147	94	44	19	4	17	279	375	617	486
Base: All US adults	1147	98	44	20	4	18	269	371	607	494
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	20%	17%	18%	37%	25%	5%	21%	21%	21%	18%
	*	*	**	**	**	**				
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	17%	18%	15%	10%	-	5%	18%	20%	19%	16%
	*	*	**	**	**	**				
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	6%	5%	5%	14%	-	4%	10%	3%	6%	5%
	*	*	**	**	**	**	AH.AI.AJ	AH		
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	13%	17%	10%	15%	-	10%	16%	11%	13%	13%
	*	*	**	**	**	**	AI			
Social networks (i.e., Facebook, Snapchat)	5%	9%	5%	-	-	10%	8%	4%	5%	5%
	*	*	**	**	**	**	AH	AH		
Don't know	39%	34%	48%	23%	75%	66%	28%	41%	36%	43%
	*	Y*	**	**	**	**	AG.AI	AG	AG.AI	
rvs_q9_4. Documentary										
Unweighted base	1147	94	44	19	4	17	279	375	617	486
Base: All US adults	1147	98	44	20	4	18	269	371	607	494
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	13%	13%	23%	8%	-	4%	13%	17%	15%	11%
	*	AA*	**	**	**	**	AJ			
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	21%	31%	20%	13%	28%	5%	21%	27%	24%	17%
	Y.AA*	*	**	**	**	**	AG.AI.AJ	AJ		
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	8%	3%	2%	28%	-	14%	7%	6%	7%	10%
	*	*	**	**	**	**				
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	25%	18%	21%	25%	10%	32%	22%	26%	29%
	*	*	**	**	**	**	AH.AI	AH	AH	
Social networks (i.e., Facebook, Snapchat)	3%	3%	5%	-	-	5%	6%	2%	4%	3%
	*	*	**	**	**	**	AH.AI.AJ	AH		
Don't know	28%	26%	33%	30%	48%	61%	22%	26%	24%	30%
	*	Y*	**	**	**	**			AG.AI	

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 26th - 27th February 2020



Total	Don't know / Prefer not to say	Income				Type of Area Lived in				
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	Other	
		AK	AL	AM	AN	AO	AP	AQ	AR	AS
	*								**	
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	9%	7%	6%	8%	12%	12%	13%	7%	6%	-
	*				AL	AL	AQ.AR			**
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	15%	31%	26%	33%	15%	31%	26%	25%	65%
	*	AO	AO	AO						**
Social networks (i.e., Facebook, Snapchat)	4%	6%	8%	4%	3%	1%	6%	4%	3%	-
	*	AN.AO	AO							**
Don't know	29%	56%	27%	28%	21%	45%	22%	31%	35%	35%
	AG.AH.AI.AJ*					AL.AM.AN		AP	AP	**

rvs_q9_3. Reality

Unweighted base

Base: All US adults

	1147	43	377	311	264	195	374	541	225	7
	1147	44	390	315	249	193	383	528	229	6
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	20%	10%	19%	22%	19%	17%	22%	19%	17%	-
	*									**
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	17%	7%	18%	17%	19%	16%	15%	17%	21%	6%
	*									**
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	6%	7%	7%	5%	8%	1%	10%	4%	3%	-
	*	AO	AO	AO			AQ.AR			**
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	13%	13%	14%	15%	11%	9%	17%	10%	12%	31%
	*			AO			AQ			**
Social networks (i.e., Facebook, Snapchat)	5%	9%	6%	4%	7%	4%	6%	6%	3%	13%
	*									**
Don't know	39%	54%	35%	37%	38%	53%	30%	44%	44%	50%
	AG.AI*					AL.AM.AN		AP	AP	**

rvs_q9_4. Documentary

Unweighted base

Base: All US adults

	1147	43	377	311	264	195	374	541	225	7
	1147	44	390	315	249	193	383	528	229	6
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	13%	8%	13%	13%	11%	17%	14%	12%	15%	-
	*									**
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	21%	14%	22%	20%	24%	16%	20%	20%	25%	19%
	*									**
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	8%	6%	8%	9%	11%	2%	13%	6%	5%	-
	*	AO	AO	AO			AQ.AR			**
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	25%	28%	28%	33%	18%	28%	28%	22%	46%
	*	AO	AO	AO						**
Social networks (i.e., Facebook, Snapchat)	3%	-	5%	2%	3%	1%	5%	2%	2%	-
	*	AO								**
Don't know	28%	47%	25%	27%	18%	46%	21%	31%	31%	35%
	AG.AH.AI.AJ*			AN		AL.AM.AN		AP	AP	**

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 26th - 27th February 2020



	Total	Subscriber status		
		Only paid TV	Paid TV and streaming	Streaming only
		AT	AU	AV
		AV	AV	AV
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	9%	10%	12%	3%
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	15%	37%	43%
Social networks (i.e., Facebook, Snapchat)	4%	5%	2%	2%
Don't know	29%	32%	18%	32%
		AU	AU	AU

rvs_q9_3. Reality

	Unweighted base	391	268	112
	Base: All US adults	389	266	116
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	20%	19%	24%	17%
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	17%	24%	20%	9%
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	6%	6%	5%	3%
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	13%	9%	13%	23%
Social networks (i.e., Facebook, Snapchat)	5%	6%	5%	2%
Don't know	39%	36%	33%	46%
				AU

rvs_q9_4. Documentary

	Unweighted base	391	268	112
	Base: All US adults	389	266	116
Broadcast TV networks (i.e., ABC, CBS, The CW, FOX, PBS and NBC)	13%	17%	12%	7%
Basic cable networks (i.e., FX, Discovery, A&E, USA, Comedy Central)	21%	29%	23%	10%
Premium cable networks (i.e., HBO, Epix, Starz, Showtime)	8%	9%	12%	5%
Streaming services (i.e., Hulu, Netflix, Amazon Prime Video, Apple TV+)	27%	15%	34%	45%
Social networks (i.e., Facebook, Snapchat)	3%	4%	2%	2%
Don't know	28%	26%	17%	30%
		AU	AU	AU