

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



Total	Gender		Generation							Region				
	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	Northeast	Midwest	South	West	White

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

Unweighted base	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base: All US Adults	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
I currently only subscribe to a cable/satellite TV	435	210	225	7	83	90	202	53	1	-	91	88	170	86	308
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	297	150	146	10	120	79	83	5	-	-	34	68	109	86	189
I have both streaming services and a paid cable/satellite TV subscription	358	185	173	8	89	96	145	20	-	-	75	61	141	81	232
I have only subscribed to streaming services and have never paid for TV	157	75	82	12	96	27	18	3	-	-	18	50	52	37	102
I have never subscribed to streaming services or TV	107	43	64	1	30	31	40	5	-	-	23	22	37	26	61
Don't know	91	40	51	10	43	13	21	5	-	-	15	16	35	25	43

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	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base: All US Adults	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
Apple TV+	101	51	50	9	45	21	24	2	-	-	17	15	37	31	66
Disney+	311	157	153	22	156	76	51	6	-	-	50	68	113	79	210
Netflix	881	425	456	31	316	229	267	39	1	-	160	191	318	213	571
Hulu	508	255	252	24	215	123	131	16	-	-	90	108	189	121	332
Amazon Prime	653	327	326	16	231	168	207	31	1	-	97	129	239	188	469
YouTube Premium	117	75	42	8	60	24	23	2	-	-	13	16	53	34	56
Crackle	99	65	34	-	31	35	31	2	-	-	12	22	51	14	60
Tubi	119	69	49	3	33	28	48	6	-	-	20	27	53	19	59
Pluto TV	181	101	81	1	51	63	61	6	-	-	30	42	74	36	100
CBS All Access	119	69	50	2	29	39	45	5	-	-	18	20	46	36	85
HBO Now	171	87	84	5	87	45	32	2	-	-	20	25	69	57	106
Facebook Watch	84	47	37	3	49	21	10	2	-	-	11	10	42	21	41
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	162	74	88	7	32	33	80	11	-	-	31	34	54	43	120
Don't know	216	91	125	8	44	39	94	30	-	-	43	46	85	42	135

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

Unweighted base	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
0	216	91	125	8	44	39	94	30	-	-	43	46	85	42	135
1	368	173	195	7	102	72	162	25	-	-	71	77	147	73	235
2	253	124	129	7	69	64	95	17	1	-	40	60	79	74	167
3	226	118	108	10	79	57	72	8	-	-	45	44	84	53	145
4	166	78	88	6	76	45	34	5	-	-	35	34	57	40	114
5	107	61	46	5	45	25	28	5	-	-	11	24	42	30	68
6	60	27	33	4	24	20	12	1	-	-	7	13	26	14	37
7	28	18	10	-	12	7	8	-	-	-	2	3	13	10	22
8	10	8	3	-	6	2	3	-	-	-	1	2	5	3	4
9	6	2	4	-	2	3	2	-	-	-	1	-	4	1	5
10	2	-	2	-	1	1	-	-	-	-	-	-	-	2	1
11	2	2	-	-	1	1	-	-	-	-	-	1	1	-	1
12	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-

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.'

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Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced

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

Unweighted base	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base: All US Adults	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
I currently only subscribe to a cable/satellite TV	435	50	56	22	226	117	62	31	227	4	24	8	263	89	46
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	297	27	54	26	92	107	61	36	142	3	19	13	177	82	18
I have both streaming services and a paid cable/satellite TV subscription	358	58	44	25	114	113	83	49	195	5	23	14	237	69	28
I have only subscribed to streaming services and have never paid for TV	157	14	22	19	38	62	38	19	55	2	16	10	83	62	7
I have never subscribed to streaming services or TV	107	11	27	8	60	26	13	9	34	1	15	3	53	40	5
Don't know	91	14	21	14	54	24	8	6	27	2	4	10	42	25	5

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

Unweighted base	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base: All US Adults	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
Apple TV+	101	8	18	9	25	33	29	14	45	1	4	5	55	35	6
Disney+	311	23	57	21	112	107	65	26	149	4	30	15	198	78	16
Netflix	881	96	141	74	300	283	191	107	433	13	68	42	556	217	58
Hulu	508	60	76	39	177	164	109	58	229	9	48	27	313	138	29
Amazon Prime	653	54	73	57	170	233	153	97	354	9	43	32	438	141	41
YouTube Premium	117	17	28	15	47	43	18	8	45	2	5	4	56	45	7
Crackle	99	24	9	6	48	34	11	6	53	2	6	4	65	18	10
Tubi	119	28	26	6	71	35	6	6	47	1	7	3	58	35	11
Pluto TV	181	32	39	10	92	58	15	16	86	3	17	3	109	43	11
CBS All Access	119	9	15	11	38	38	27	16	57	-	8	3	69	34	9
HBO Now	171	21	27	17	41	54	46	30	85	-	12	8	104	42	8
Facebook Watch	84	16	21	6	38	29	9	8	32	2	9	-	43	30	4
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	162	23	13	5	64	58	22	18	67	-	9	6	83	44	18
Don't know	216	25	37	19	123	54	20	17	95	1	8	9	114	54	20

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

Unweighted base	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
0	216	25	37	19	123	54	20	17	95	1	8	9	114	54	20
1	368	57	55	22	175	105	62	26	169	4	29	8	210	93	31
2	253	17	44	24	91	81	52	30	126	3	14	8	151	66	18
3	226	34	27	19	67	77	54	28	101	5	20	11	137	60	17
4	166	16	22	14	50	58	31	26	78	3	13	9	104	40	12
5	107	12	20	8	42	32	25	8	57	-	9	9	75	25	3
6	60	6	11	6	15	21	14	10	31	2	2	2	37	14	4
7	28	1	4	1	11	7	5	5	13	-	1	-	14	11	1
8	10	3	2	2	3	8	-	-	4	-	3	-	7	-	1
9	6	1	-	-	3	3	-	-	2	-	1	-	2	2	1
10	2	1	-	-	-	1	1	-	2	-	-	-	2	-	-
11	2	1	-	-	2	-	-	-	1	-	-	-	1	1	-
12	2	-	2	-	2	-	-	-	-	-	-	-	-	2	-

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.'

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Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	

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

Unweighted base	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base: All US Adults	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
I currently only subscribe to a cable/satellite TV	435	23	6	4	3	95	183	265	156	13	176	107	82	70	142
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services	297	12	2	1	4	104	86	175	120	2	94	80	84	38	125
I have both streaming services and a paid cable/satellite TV subscription	358	16	2	3	3	88	136	213	140	6	100	95	120	43	107
I have only subscribed to streaming services and have never paid for TV	157	1	2	1	1	34	31	61	90	6	48	50	43	16	49
I have never subscribed to streaming services or TV	107	5	3	-	2	19	22	39	62	6	55	22	12	18	46
Don't know	91	4	2	3	10	13	13	26	44	22	40	10	8	33	40

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	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base: All US Adults	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
Apple TV+	101	2	1	-	2	28	28	52	44	4	16	25	39	21	43
Disney+	311	7	4	1	8	125	72	183	122	5	91	84	91	45	112
Netflix	881	32	9	3	6	264	284	509	359	14	268	237	253	123	318
Hulu	508	14	7	4	4	150	125	255	246	7	177	135	134	62	177
Amazon Prime	653	21	6	2	3	194	223	391	253	9	169	177	221	86	219
YouTube Premium	117	3	2	-	4	40	24	60	54	3	46	21	35	15	62
Crackle	99	3	2	1	-	34	29	55	41	3	48	24	18	9	38
Tubi	119	9	4	1	-	34	34	61	57	1	62	27	18	12	50
Pluto TV	181	9	5	3	1	61	59	111	68	3	91	44	34	13	71
CBS All Access	119	6	1	-	1	38	41	72	46	1	36	28	47	7	45
HBO Now	171	7	2	4	3	62	39	91	72	7	33	46	72	20	80
Facebook Watch	84	4	-	1	1	36	12	45	33	5	41	14	18	10	42
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	162	11	3	2	2	24	61	83	69	10	64	40	31	26	54
Don't know	216	7	5	4	12	23	75	95	101	20	95	47	22	51	72

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

Unweighted base	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
0	216	7	5	4	12	23	75	95	101	20	95	47	22	51	72
1	368	25	1	3	5	76	132	201	148	19	149	93	75	51	128
2	253	11	3	1	1	69	93	154	93	6	74	69	73	36	78
3	226	5	3	2	2	47	72	109	112	6	68	58	61	39	76
4	166	7	1	1	1	52	45	91	74	-	52	43	53	18	67
5	107	3	1	-	1	44	29	66	40	1	44	27	27	9	41
6	60	2	1	-	2	21	14	33	26	2	15	13	19	12	24
7	28	1	1	-	-	14	5	19	9	-	8	6	12	2	10
8	10	-	1	1	-	3	1	4	6	1	5	4	1	1	5
9	6	1	-	-	-	2	2	3	3	-	2	3	1	-	3
10	2	-	-	-	-	2	1	2	-	-	-	1	1	-	2
11	2	-	-	-	-	1	-	1	1	-	1	-	1	-	1
12	2	-	-	-	-	2	2	2	-	-	-	-	2	-	2

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.'

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Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other

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

	Unweighted base	1445	700	247	13
Base: All US Adults		1445	690	235	12
I currently only subscribe to a cable/satellite TV		435	201	91	2
I used to have a cable/satellite TV subscription but now I only subscribe to streaming services		297	132	38	1
I have both streaming services and a paid cable/satellite TV subscription		358	202	46	3
I have only subscribed to streaming services and have never paid for TV		157	85	21	1
I have never subscribed to streaming services or TV		107	42	18	2
Don't know		91	28	20	4

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	1445	700	247	13
Base: All US Adults		1445	690	235	12
Apple TV+		101	45	10	2
Disney+		311	152	44	3
Netflix		881	432	124	7
Hulu		508	255	73	3
Amazon Prime		653	324	106	4
YouTube Premium		117	43	9	2
Crackle		99	45	16	-
Tubi		119	60	8	-
Pluto TV		181	80	30	-
CBS All Access		119	59	14	1
HBO Now		171	72	17	2
Facebook Watch		84	34	8	-
Cable TV		-	-	-	-
Other		162	71	36	1
Don't know		216	91	48	4

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

	Unweighted base	1445	700	247	13
Base		1445	690	235	12
0		216	91	48	4
1		368	173	65	2
2		253	131	39	4
3		226	120	30	-
4		166	76	23	-
5		107	49	17	1
6		60	29	5	2
7		28	16	3	-
8		10	3	3	-
9		6	2	2	-
10		2	-	-	-
11		2	1	-	-
12		2	-	-	-

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.'

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Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



Total	Gender		Generation							Region					
	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	Northeast	Midwest	South	West	White	
Unweighted base	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base: All US Adults	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
Apple TV+	65	35	30	5	35	10	15	-	-	-	10	5	24	26	39
Disney+	242	123	120	23	116	58	40	5	-	-	40	52	92	58	153
Netflix	704	338	367	27	255	181	207	33	1	-	125	151	255	174	458
Hulu	382	179	203	18	178	90	85	11	-	-	65	75	141	100	237
Amazon Prime	565	292	274	14	196	154	171	30	1	-	86	109	213	157	397
YouTube Premium	80	51	29	6	51	12	10	1	-	-	15	10	34	21	33
Crackle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CBS All Access	69	43	26	2	17	26	21	4	-	-	8	15	27	20	50
HBO Now	90	47	43	2	47	22	19	-	-	-	8	13	38	32	47
Facebook Watch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	68	44	24	2	18	20	25	3	-	-	6	17	20	24	43
Not applicable - I do not currently pay for any video streaming services	439	188	251	11	83	88	212	45	-	-	97	91	167	84	295

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

	Total	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	Northeast	Midwest	South	West	White
Unweighted base	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base: All US Adults	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
0	439	188	251	11	83	88	212	45	-	-	97	91	167	84	295
1	367	195	172	8	132	81	127	18	-	-	58	84	141	84	210
2	277	135	142	9	90	68	92	17	1	-	47	62	98	70	192
3	192	100	91	10	66	64	44	8	-	-	26	38	79	48	129
4	116	57	59	8	59	22	24	2	-	-	19	22	39	36	76
5	36	20	16	2	20	6	8	-	-	-	8	6	12	11	26
6	12	2	10	-	7	3	2	-	-	-	1	-	5	6	4
7	3	1	2	-	-	3	-	-	-	-	-	1	1	1	2
8	4	4	-	-	3	1	-	-	-	-	2	-	3	-	1

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)?

	Total	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	Northeast	Midwest	South	West	White
Unweighted base	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base: All US Adults	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
Very likely	130	72	58	5	62	33	25	5	-	-	23	18	60	29	60
Somewhat likely	184	96	88	5	66	53	52	8	-	-	36	35	65	48	94
Somewhat unlikely	256	126	130	5	105	62	76	8	-	-	38	57	98	62	166
Very unlikely	700	338	362	25	153	150	308	64	1	-	128	168	251	153	518
Don't know	175	72	104	8	74	38	49	7	-	-	33	25	70	47	97

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+

	Total	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	Northeast	Midwest	South	West	White
Unweighted base	100	48	52	7	40	23	27	3	-	-	17	13	40	30	66
Base: All US Adults	101	51	50	9	45	21	24	2	-	-	17	15	37	31	66
0 - Very dissatisfied	1	1	-	1	-	-	-	-	-	-	-	-	-	1	1
1	10	6	4	1	3	1	5	-	-	-	3	3	1	3	5
2	8	5	3	-	5	1	2	-	-	-	1	1	2	4	5
3	20	7	13	4	10	2	3	-	-	-	4	4	7	5	11
4	22	9	13	3	8	6	6	-	-	-	4	1	9	9	18
5 - Very satisfied	34	19	15	-	17	9	7	1	-	-	4	5	15	10	24

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Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced	
Unweighted base	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base: All US Adults	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
Apple TV+	65	8	11	7	22	18	20	6	32	-	4	1	37	22	2
Disney+	242	21	50	19	83	83	56	19	126	1	25	10	162	59	8
Neflix	704	63	123	60	232	232	151	89	356	11	54	38	459	161	42
Hulu	382	44	66	35	126	121	84	51	181	5	34	20	240	97	21
Amazon Prime	565	46	75	48	146	203	131	86	306	3	40	25	375	126	34
YouTube Premium	80	15	22	11	32	30	12	6	33	2	2	4	41	32	3
Crackle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CBS All Access	69	9	5	4	19	26	17	7	42	-	3	2	47	16	3
HBO Now	90	14	17	12	24	28	24	15	43	-	4	6	53	26	6
Facebook Watch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	68	6	15	5	28	26	5	9	30	-	4	4	38	14	9
Not applicable - I do not currently pay for any video streaming services	439	62	54	27	238	114	55	32	182	5	27	11	225	123	46

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

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced
Unweighted base	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
0	439	62	54	27	238	114	55	32	182	5	27	11	225	123	46
1	367	56	72	28	157	116	66	27	164	6	28	13	210	103	22
2	277	26	33	26	91	88	56	41	144	3	16	15	177	57	24
3	192	13	35	15	50	68	46	28	103	3	19	8	132	41	9
4	116	8	20	12	33	44	23	16	60	1	9	8	79	24	5
5	36	3	6	2	6	16	9	6	19	-	1	1	21	12	2
6	12	1	4	3	4	3	5	-	4	-	2	1	7	4	-
7	3	1	-	-	1	-	2	-	2	-	-	-	2	1	-
8	4	2	2	-	4	-	-	-	2	-	-	-	2	3	-

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)?

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced
Unweighted base	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base: All US Adults	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
Very likely	130	20	38	12	58	35	17	19	63	2	12	3	80	33	8
Somewhat likely	184	32	38	20	77	70	27	9	78	7	16	8	109	50	12
Somewhat unlikely	256	38	29	23	80	81	58	36	116	2	23	16	157	70	14
Very unlikely	700	63	78	42	280	207	139	75	354	7	41	19	420	168	63
Don't know	175	20	42	16	88	55	22	11	68	-	10	11	89	48	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+

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced
Unweighted base	100	8	16	10	18	35	31	16	48	1	4	5	58	31	6
Base: All US Adults	101	8	18	9	25	33	29	14	45	1	4	5	55	35	6
0 - Very dissatisfied	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-
1	10	2	-	3	3	4	1	2	3	-	-	-	3	7	-
2	8	1	3	-	-	6	1	2	-	-	1	1	2	4	2
3	20	2	7	1	6	7	5	2	11	1	1	3	15	3	1
4	22	2	2	1	5	6	8	3	10	-	1	-	11	9	2
5 - Very satisfied	34	2	6	3	9	9	11	5	17	-	1	1	19	13	-

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Total					Parent or guardian of any children					Income				Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
Unweighted base	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base: All US Adults	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
Apple TV+	65	3	-	-	2	26	19	39	26	-	12	13	28	11	34
Disney+	242	7	2	-	5	99	45	134	103	6	72	63	74	33	90
Netflix	704	26	7	3	6	216	220	407	288	10	193	201	218	93	258
Hulu	382	11	6	2	3	123	85	194	181	7	131	97	112	42	146
Amazon Prime	565	19	5	2	5	173	193	343	214	9	136	162	195	72	204
YouTube Premium	80	2	2	-	2	36	13	45	32	4	34	12	27	7	48
Crackle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tubi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pluto TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CBS All Access	69	2	-	-	1	25	21	41	26	1	17	17	30	5	27
HBO Now	90	2	-	1	3	39	22	53	34	4	17	19	39	15	50
Facebook Watch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cable TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	68	1	2	2	2	15	27	42	21	5	18	17	21	12	21
Not applicable - I do not currently pay for any video streaming services	439	24	7	5	9	59	163	211	197	30	211	90	59	79	138

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

Unweighted base	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base:	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
0	439	24	7	5	9	59	163	211	197	30	211	90	59	79	138
1	367	15	3	5	8	90	110	193	161	13	135	92	81	59	136
2	277	14	3	1	1	76	109	173	101	3	78	90	72	37	85
3	192	4	1	1	3	51	56	98	88	5	45	55	65	26	72
4	116	3	2	-	3	54	19	71	42	2	30	30	44	12	49
5	36	-	1	-	-	15	8	21	15	-	9	6	17	4	16
6	12	1	-	-	-	5	3	6	6	-	1	3	6	2	6
7	3	-	-	-	-	2	-	2	1	-	1	-	2	-	1
8	4	-	-	-	-	3	2	3	1	-	3	-	2	-	4

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	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base: All US Adults	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
Very likely	130	2	2	3	2	64	30	89	36	4	58	22	42	8	72
Somewhat likely	184	6	2	3	3	67	45	103	73	7	70	49	40	25	73
Somewhat unlikely	256	9	2	3	1	64	66	125	127	5	76	80	70	30	97
Very unlikely	700	35	4	-	10	126	280	383	299	18	239	180	167	114	207
Don't know	175	9	7	4	8	35	49	79	77	20	71	33	30	42	59

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	100	2	1	-	2	26	30	53	44	3	17	26	36	21	39
Base: All US Adults	101	2	1	-	2	28	28	52	44	4	16	25	39	21	43
0 - Very dissatisfied	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-
1	10	-	-	-	-	1	4	5	5	-	2	6	1	1	7
2	8	-	1	-	-	2	2	4	4	-	1	3	3	2	3
3	20	-	-	-	2	5	5	10	9	2	3	6	6	6	6
4	22	-	-	-	1	6	7	13	9	-	3	4	8	6	9
5 - Very satisfied	34	2	-	-	-	13	8	19	14	1	5	6	19	4	17

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Total	Type of Area Lived in			
	Suburban/ Town	Rural	Other	
Unweighted base	1445	700	247	13
Base: All US Adults	1445	690	235	12
Apple TV+	65	25	4	2
Disney+	242	113	36	3
Netflix	704	342	97	7
Hulu	382	177	57	2
Amazon Prime	565	280	79	3
YouTube Premium	80	29	2	1
Crackle	-	-	-	-
Tubi	-	-	-	-
Pluto TV	-	-	-	-
CBS All Access	69	32	9	1
HBO Now	90	36	5	-
Facebook Watch	-	-	-	-
Cable TV	-	-	-	-
Other	68	35	9	3
Not applicable - I do not currently pay for any video streaming services	439	196	102	3

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

Unweighted base	1445	700	247	13
Base	1445	690	235	12
0	439	196	102	3
1	367	183	41	6
2	277	146	45	2
3	192	95	25	-
4	116	47	18	1
5	36	17	3	1
6	12	4	1	1
7	3	2	-	-
8	4	-	-	-

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	1445	700	247	13
Base: All US Adults	1445	690	235	12
Very likely	130	42	15	1
Somewhat likely	184	85	25	1
Somewhat unlikely	256	124	33	1
Very unlikely	700	361	127	5
Don't know	175	78	34	5

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	100	47	12	2
Base: All US Adults	101	45	10	2
0 - Very dissatisfied	1	-	1	-
1	10	1	1	1
2	8	5	-	-
3	20	11	2	1
4	22	9	4	-
5 - Very satisfied	34	15	2	-

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	Total	Gender		Generation						Region					
		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	Northeast	Midwest	South	West	White
No opinion	5	4	2	-	1	2	1	1	-	-	1	2	2	-	3
rvs_q5_2. Disney+															
Unweighted base	302	144	158	19	144	76	59	4	-	-	52	60	109	81	211
Base: All US Adults	311	157	153	22	156	76	51	6	-	-	50	68	113	79	210
0 - Very dissatisfied	2	-	2	-	2	1	-	-	-	-	1	-	1	1	2
1	2	1	1	-	-	2	-	-	-	-	-	-	1	1	1
2	17	9	8	1	10	4	2	-	-	-	6	2	6	3	13
3	40	18	21	4	15	13	6	2	-	-	6	11	14	9	25
4	101	57	45	8	50	25	19	-	-	-	19	25	32	25	73
5 - Very satisfied	138	69	69	9	75	28	22	5	-	-	13	30	58	37	91
No opinion	10	4	7	-	5	4	2	-	-	-	5	-	2	4	5
rvs_q5_3. Netflix															
Unweighted base	886	412	474	27	295	230	293	40	1	-	163	179	328	216	599
Base: All US Adults	881	425	456	31	316	229	267	39	1	-	160	191	318	213	571
0 - Very dissatisfied	14	11	3	-	4	5	3	2	-	-	3	3	5	3	11
1	17	8	8	-	10	3	4	-	-	-	2	5	5	4	10
2	43	21	22	5	18	7	13	-	-	-	4	6	17	16	27
3	138	82	56	2	43	41	48	5	-	-	22	32	50	34	88
4	278	149	129	10	110	72	76	9	-	-	49	63	98	68	183
5 - Very satisfied	369	145	224	13	121	99	114	22	1	-	77	78	131	83	238
No opinion	22	10	12	-	10	2	9	1	-	-	3	5	11	4	14
rvs_q5_4. Hulu															
Unweighted base	494	235	259	21	198	125	135	75	-	-	85	100	188	121	334
Base: All US Adults	508	255	252	24	215	123	131	76	-	-	90	108	189	121	332
0 - Very dissatisfied	4	3	1	-	2	1	1	-	-	-	1	-	1	2	2
1	8	3	5	-	3	4	2	-	-	-	2	2	3	1	8
2	28	15	13	3	13	5	6	-	-	-	4	6	8	10	17
3	110	57	53	6	44	24	32	4	-	-	23	20	35	31	70
4	154	79	75	8	67	39	34	6	-	-	21	41	60	32	109
5 - Very satisfied	184	89	95	6	77	47	52	2	-	-	33	36	72	44	114
No opinion	20	11	9	-	10	4	3	3	-	-	5	3	10	2	12
rvs_q5_5. Amazon Prime															
Unweighted base	678	334	344	15	215	175	237	35	1	-	103	126	253	196	497
Base: All US Adults	653	327	326	16	231	168	207	31	1	-	97	129	239	188	469
0 - Very dissatisfied	4	3	1	-	2	1	-	1	-	-	-	1	-	3	3
1	19	9	10	-	12	4	3	-	-	-	1	6	8	4	12
2	43	20	23	3	17	12	10	1	-	-	5	13	14	10	28
3	131	74	56	8	53	31	34	4	-	-	24	25	38	44	98
4	202	98	104	2	75	48	70	6	-	-	29	42	77	54	146
5 - Very satisfied	234	113	121	2	67	69	79	17	1	-	35	38	93	69	167
No opinion	20	10	11	1	5	3	10	2	-	-	4	4	7	5	15
rvs_q5_6. YouTube Premium															
Unweighted base	115	70	45	6	55	25	27	2	-	-	13	15	53	34	58
Base: All US Adults	117	75	42	8	60	24	23	2	-	-	13	16	53	34	56
0 - Very dissatisfied	3	2	1	-	1	-	2	-	-	-	-	1	1	1	2
1	2	-	2	-	2	-	-	-	-	-	-	1	1	-	1
2	4	2	2	1	2	-	1	-	-	-	-	-	1	3	1
3	30	19	11	3	17	4	6	1	-	-	3	4	13	9	16
4	33	22	11	3	15	10	5	1	-	-	2	4	14	14	17
5 - Very satisfied	39	27	12	2	22	9	6	-	-	-	6	5	21	7	15
No opinion	6	2	4	-	2	2	3	-	-	-	2	1	3	1	4
rvs_q5_7. Crackle															
Unweighted base	94	58	36	-	27	37	28	2	-	-	12	20	46	16	63
Base: All US Adults	99	65	34	-	31	35	31	2	-	-	12	22	51	14	60

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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced
No opinion	5	-	1	1	-	1	3	1	3	-	-	1	4	-	1
rvs_q5_2. Disney+															
Unweighted base	302	22	46	23	90	118	69	25	145	4	31	15	195	70	18
Base: All US Adults	311	23	57	21	112	107	65	26	149	4	30	15	198	78	16
0 - Very dissatisfied	2	-	-	-	1	1	1	-	1	-	1	-	2	-	-
1	2	-	-	1	-	2	-	-	2	-	-	-	2	-	-
2	17	1	2	2	4	8	5	1	8	-	-	-	8	6	2
3	40	5	9	1	15	15	6	4	14	-	7	3	24	11	3
4	101	5	17	6	35	32	24	10	49	2	8	5	64	23	7
5 - Very satisfied	138	10	26	11	54	49	26	9	74	2	14	7	97	29	4
No opinion	10	2	3	-	4	1	3	2	1	-	-	-	1	9	1
rvs_q5_3. Netflix															
Unweighted base	886	89	118	80	254	315	203	114	447	12	67	43	569	201	66
Base: All US Adults	881	96	141	74	300	283	191	107	433	13	68	42	556	217	58
0 - Very dissatisfied	14	3	-	-	7	7	-	-	10	-	1	-	11	3	-
1	17	2	3	2	3	9	2	2	8	-	1	1	10	4	2
2	43	2	8	6	14	14	8	7	16	-	3	1	20	12	7
3	138	15	19	17	40	44	41	12	70	1	12	7	90	37	6
4	278	33	42	21	82	92	66	37	140	3	23	7	173	75	18
5 - Very satisfied	369	37	66	28	143	110	69	47	179	9	27	25	241	78	24
No opinion	22	4	4	-	10	6	4	2	10	-	-	1	11	8	2
rvs_q5_4. Hulu															
Unweighted base	494	53	63	44	140	180	114	60	224	8	49	29	310	124	33
Base: All US Adults	508	60	76	39	177	164	109	58	229	9	48	27	313	138	29
0 - Very dissatisfied	4	-	-	2	1	1	2	1	2	-	1	1	3	-	-
1	8	-	-	-	3	3	2	1	5	-	1	-	5	-	1
2	28	-	4	6	9	7	7	5	11	-	2	2	15	7	2
3	110	10	14	16	32	37	27	14	51	2	10	5	69	29	8
4	154	19	20	6	49	55	31	19	74	2	11	7	94	48	6
5 - Very satisfied	184	28	33	9	74	58	37	15	80	5	24	11	120	45	9
No opinion	20	3	5	1	10	3	4	4	6	-	-	1	7	9	3
rvs_q5_5. Amazon Prime															
Unweighted base	678	53	66	62	148	261	167	102	373	8	45	35	461	133	48
Base: All US Adults	653	54	73	57	170	233	153	97	354	9	43	32	438	141	41
0 - Very dissatisfied	4	-	1	-	1	1	2	-	1	-	-	-	1	1	1
1	19	4	-	3	3	9	5	2	6	-	-	4	10	6	3
2	43	4	6	5	7	18	11	7	18	-	2	2	22	16	2
3	131	6	8	18	30	41	37	23	77	1	9	8	94	29	5
4	202	17	23	17	45	75	50	31	110	4	19	5	138	41	13
5 - Very satisfied	234	21	34	13	78	80	45	32	131	4	11	13	159	44	15
No opinion	20	2	2	2	6	10	3	2	10	-	2	1	13	4	1
rvs_q5_6. YouTube Premium															
Unweighted base	115	16	25	16	38	46	20	11	49	1	5	4	59	39	8
Base: All US Adults	117	17	28	15	47	43	18	8	45	2	5	4	56	45	7
0 - Very dissatisfied	3	-	-	1	1	1	1	-	2	-	-	-	2	-	1
1	2	-	-	1	1	1	-	-	1	-	-	-	1	1	-
2	4	2	-	1	1	2	1	-	1	-	-	-	1	3	-
3	30	3	9	3	13	10	5	2	13	-	1	1	15	14	1
4	33	3	7	7	9	17	4	3	13	-	-	-	13	13	2
5 - Very satisfied	39	8	12	3	20	10	7	2	13	2	3	4	22	13	2
No opinion	6	2	-	-	2	3	1	1	2	-	1	-	3	2	2
rvs_q5_7. Crackle															
Unweighted base	94	17	7	7	38	37	12	7	48	1	7	3	59	18	11
Base: All US Adults	99	24	9	6	48	34	11	6	53	2	6	4	65	18	10

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	Total					Parent or guardian of any children					Income				Urban
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
No opinion	5	-	-	-	-	1	1	2	4	-	2	1	1	2	2
rvs_q5_2. Disney+															
Unweighted base	302	8	4	1	6	119	80	185	113	4	85	87	89	41	103
Base: All US Adults	311	7	4	1	8	125	72	183	122	5	91	84	91	45	112
0 - Very dissatisfied	2	-	1	-	-	-	1	1	2	-	1	1	1	-	1
1	2	-	-	-	-	1	2	2	-	-	-	2	-	-	-
2	17	-	1	-	-	6	3	9	9	-	3	9	3	3	8
3	40	-	1	-	-	9	12	21	18	1	12	11	9	8	13
4	101	2	-	-	5	46	23	65	35	2	22	23	38	19	30
5 - Very satisfied	138	5	1	1	2	64	28	83	52	3	48	35	41	13	54
No opinion	10	-	-	-	-	-	3	3	7	-	5	3	-	2	6
rvs_q5_3. Netflix															
Unweighted base	886	33	9	3	5	254	316	530	343	13	255	244	267	120	304
Base: All US Adults	881	32	9	3	6	264	284	509	359	14	268	237	253	123	318
0 - Very dissatisfied	14	-	-	-	-	4	5	8	7	-	5	4	3	2	2
1	17	1	-	-	-	6	4	9	8	-	5	6	-	5	3
2	43	-	1	-	3	6	11	17	24	3	11	15	9	8	21
3	138	4	1	-	1	37	50	80	57	1	41	38	35	24	46
4	278	8	1	1	2	86	80	160	114	4	76	73	88	42	96
5 - Very satisfied	369	19	6	2	-	122	127	227	137	6	120	97	114	38	144
No opinion	22	-	1	-	-	2	8	10	12	-	10	4	4	4	6
rvs_q5_4. Hulu															
Unweighted base	494	12	7	4	4	145	139	263	225	6	160	139	136	59	162
Base: All US Adults	508	14	7	4	4	150	125	255	246	7	177	135	134	62	177
0 - Very dissatisfied	4	-	-	-	1	1	1	2	2	-	2	1	1	1	3
1	8	-	-	2	-	3	3	4	3	2	3	4	2	-	4
2	28	1	1	-	2	6	5	11	15	2	4	8	9	6	12
3	110	2	2	1	-	32	35	64	44	1	33	31	30	15	30
4	154	3	2	1	1	41	35	66	87	2	53	44	33	24	56
5 - Very satisfied	184	7	2	1	1	67	42	103	80	1	72	41	57	14	66
No opinion	20	1	-	-	-	1	4	5	15	-	10	6	2	2	5
rvs_q5_5. Amazon Prime															
Unweighted base	678	24	6	2	4	187	255	414	254	10	170	188	230	90	214
Base: All US Adults	653	21	6	2	3	194	223	391	253	9	169	177	221	86	219
0 - Very dissatisfied	4	1	-	-	-	1	2	3	1	-	1	1	1	1	2
1	19	-	-	-	-	3	5	6	12	1	6	5	4	4	8
2	43	2	-	-	1	15	9	21	20	1	12	6	13	12	14
3	131	-	2	-	-	39	39	72	57	2	27	40	46	17	41
4	202	4	1	2	3	64	63	122	77	3	46	56	74	26	69
5 - Very satisfied	234	13	3	-	-	72	95	154	77	3	69	62	81	23	82
No opinion	20	1	-	-	-	1	11	12	9	-	8	7	3	3	2
rvs_q5_6. YouTube Premium															
Unweighted base	115	3	2	-	4	40	28	64	49	2	42	22	36	15	58
Base: All US Adults	117	3	2	-	4	40	24	60	54	3	46	21	35	15	62
0 - Very dissatisfied	3	-	-	-	-	1	1	2	1	-	1	1	1	-	2
1	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-
2	4	-	-	-	-	-	1	1	2	1	1	-	2	1	2
3	30	-	1	-	-	7	7	14	16	-	14	4	8	4	15
4	33	1	-	-	4	13	6	18	14	2	9	8	10	7	23
5 - Very satisfied	39	1	1	-	-	18	7	24	15	-	17	6	14	1	19
No opinion	6	-	-	-	-	1	2	3	3	-	3	2	-	2	2
rvs_q5_7. Crackle															
Unweighted base	94	3	2	1	-	33	30	55	36	3	43	26	17	8	31
Base: All US Adults	99	3	2	1	-	34	29	55	41	3	48	24	18	9	38

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	Type of Area Lived in			
	Total	Suburban/ Town	Rural	Other
No opinion	5	3	-	-

rvs_q5_2. Disney+

Unweighted base	302	150	45	4
Base: All US Adults	311	152	44	3
0 - Very dissatisfied	2	1	1	-
1	2	1	1	-
2	17	9	-	-
3	40	19	7	1
4	101	59	12	-
5 - Very satisfied	138	61	21	3
No opinion	10	2	2	-

rvs_q5_3. Netflix

Unweighted base	886	441	133	8
Base: All US Adults	881	432	124	7
0 - Very dissatisfied	14	11	2	-
1	17	11	2	-
2	43	17	5	-
3	138	70	20	2
4	278	146	35	2
5 - Very satisfied	369	167	54	3
No opinion	22	9	7	-

rvs_q5_4. Hulu

Unweighted base	494	252	77	3
Base: All US Adults	508	255	73	3
0 - Very dissatisfied	4	1	-	-
1	8	4	-	-
2	28	10	5	-
3	110	65	14	1
4	154	80	18	-
5 - Very satisfied	184	86	30	2
No opinion	20	9	6	-

rvs_q5_5. Amazon Prime

Unweighted base	678	345	114	5
Base: All US Adults	653	324	106	4
0 - Very dissatisfied	4	2	-	-
1	19	7	3	1
2	43	21	7	-
3	131	67	22	2
4	202	103	30	1
5 - Very satisfied	234	113	38	1
No opinion	20	11	7	-

rvs_q5_6. YouTube Premium

Unweighted base	115	44	10	3
Base: All US Adults	117	43	9	2
0 - Very dissatisfied	3	1	-	-
1	2	1	-	1
2	4	2	-	-
3	30	13	1	1
4	33	8	3	-
5 - Very satisfied	39	18	2	-
No opinion	6	1	3	1

rvs_q5_7. Crackle

Unweighted base	94	46	17	-
Base: All US Adults	99	45	16	-

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	Total	Gender		Generation							Region				
		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	Northeast	Midwest	South	West	White
0 - Very dissatisfied	2	1	1	-	-	1	1	-	-	-	-	-	2	-	2
1	4	4	-	-	3	-	1	-	-	-	-	2	2	-	4
2	19	10	9	-	6	8	4	1	-	-	1	3	9	6	10
3	28	20	8	-	8	13	7	-	-	-	5	8	9	6	20
4	8	4	4	-	3	3	2	-	-	-	2	2	3	1	6
5 - Very satisfied	33	24	10	-	10	9	13	1	-	-	5	6	23	-	16
No opinion	5	2	2	-	-	2	3	-	-	-	-	2	2	1	3
rvs_q5_8. Tubi															
Unweighted base	103	54	49	3	27	30	39	4	-	-	19	24	46	14	58
Base: All US Adults	119	69	49	3	33	28	48	6	-	-	20	27	53	19	59
0 - Very dissatisfied	2	2	-	-	2	-	-	-	-	-	-	-	-	2	2
1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	1
2	9	5	4	-	5	3	2	-	-	-	1	4	3	2	6
3	32	11	21	2	9	8	12	1	-	-	6	10	9	6	16
4	27	20	7	-	9	6	11	1	-	-	4	4	12	7	12
5 - Very satisfied	45	30	15	1	7	11	21	5	-	-	9	9	26	1	20
No opinion	3	2	1	-	2	-	2	-	-	-	1	-	2	-	2
rvs_q5_9. Pluto TV															
Unweighted base	169	90	79	1	46	60	58	4	-	-	27	35	74	33	103
Base: All US Adults	181	101	81	1	51	63	61	6	-	-	30	42	74	36	100
0 - Very dissatisfied	2	2	-	-	1	-	1	-	-	-	-	-	1	1	2
1	9	6	3	-	4	3	2	-	-	-	2	2	5	-	7
2	15	7	8	1	2	4	7	1	-	-	5	1	7	2	10
3	40	21	19	-	8	18	14	-	-	-	5	10	15	9	23
4	44	30	14	-	13	14	14	3	-	-	6	11	17	9	23
5 - Very satisfied	61	30	31	-	15	24	20	1	-	-	11	13	26	10	29
No opinion	12	6	6	-	6	2	4	-	-	-	-	4	3	4	7
rvs_q5_10. CBS All Access															
Unweighted base	125	70	55	2	26	40	52	5	-	-	21	20	46	38	91
Base: All US Adults	119	69	50	2	29	39	45	5	-	-	18	20	46	36	85
0 - Very dissatisfied	4	-	4	-	2	1	1	-	-	-	1	1	1	1	3
1	6	5	1	-	4	-	2	-	-	-	2	-	2	2	4
2	15	10	5	-	5	2	9	-	-	-	2	2	6	4	10
3	26	20	6	-	6	10	11	-	-	-	2	4	10	10	17
4	32	14	18	1	6	12	12	1	-	-	5	6	13	8	26
5 - Very satisfied	34	20	15	1	6	14	11	3	-	-	4	6	14	10	22
No opinion	2	-	2	-	-	-	1	1	-	-	2	-	-	-	2
rvs_q5_11. HBO Now															
Unweighted base	171	88	83	5	80	46	38	2	-	-	21	22	68	60	108
Base: All US Adults	171	87	84	5	87	45	32	2	-	-	20	25	69	57	106
0 - Very dissatisfied	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-
1	6	4	2	-	4	1	1	-	-	-	1	-	3	2	3
2	11	6	4	-	6	3	2	-	-	-	3	-	4	4	10
3	34	21	13	1	18	8	7	1	-	-	2	12	10	11	23
4	49	17	32	3	24	9	13	1	-	-	5	9	18	17	31
5 - Very satisfied	65	35	30	-	33	25	7	-	-	-	7	4	33	21	36
No opinion	5	4	1	2	1	-	2	-	-	-	2	-	2	2	2
rvs_q5_12. Facebook Watch															
Unweighted base	78	39	39	3	43	20	10	2	-	-	11	8	37	22	42
Base: All US Adults	84	47	37	3	49	21	10	2	-	-	11	10	42	21	41
0 - Very dissatisfied	3	2	1	-	1	-	2	-	-	-	-	-	1	2	1
1	4	2	2	-	4	-	-	-	-	-	-	2	2	-	2
2	7	3	4	-	2	4	-	-	-	-	1	-	5	1	5
3	19	12	7	2	9	5	1	2	-	-	3	4	5	7	10
4	18	9	8	-	13	3	2	-	-	-	2	1	10	5	10

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	Total	Race			Education				Marital Status							
		Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced	
0 - Very dissatisfied	2	-	-	-	1	1	-	-	1	-	-	-	1	-	-	
1	4	-	-	-	3	1	-	-	2	-	-	2	4	-	-	
2	19	3	3	3	9	6	3	1	10	-	2	-	11	5	1	
3	28	6	1	1	7	15	4	1	12	-	2	1	15	6	6	
4	8	1	1	-	3	1	3	1	5	-	-	-	5	1	1	
5 - Very satisfied	33	13	4	1	23	8	1	2	19	2	2	1	24	6	2	
No opinion	5	1	-	1	1	2	-	2	4	-	-	-	4	1	-	
rvs_q5_8. Tubi																
Unweighted base	103	22	16	7	51	41	6	5	37	1	8	2	48	31	12	
Base: All US Adults	119	28	26	6	71	35	6	6	47	1	7	3	58	35	11	
0 - Very dissatisfied	2	-	-	-	2	-	-	-	-	-	-	-	-	2	-	
1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
2	9	2	-	1	4	4	2	-	2	-	1	2	5	2	2	
3	32	4	9	1	15	12	2	3	14	1	-	1	16	6	6	
4	27	7	8	-	15	8	1	3	10	-	1	-	11	11	2	
5 - Very satisfied	45	15	7	4	33	11	1	-	21	-	4	-	25	12	3	
No opinion	3	-	2	-	2	1	-	1	-	-	1	-	1	2	-	
rvs_q5_9. Pluto TV																
Unweighted base	169	29	25	12	72	65	16	16	77	3	17	2	99	40	13	
Base: All US Adults	181	32	39	10	92	58	15	16	86	3	17	3	109	43	11	
0 - Very dissatisfied	2	-	-	-	-	1	-	1	1	-	-	-	1	-	-	
1	9	-	1	1	3	4	1	1	2	-	1	1	4	1	1	
2	15	3	2	1	5	7	2	1	9	2	1	-	11	-	1	
3	40	8	4	5	16	16	6	3	22	1	5	-	28	9	1	
4	44	5	13	2	23	11	3	7	25	-	2	-	27	11	2	
5 - Very satisfied	61	16	15	2	37	17	2	4	25	-	8	-	32	18	5	
No opinion	12	1	3	1	7	3	1	-	3	-	-	2	5	3	2	
rvs_q5_10. CBS All Access																
Unweighted base	125	9	13	12	33	43	31	18	63	-	8	4	75	32	10	
Base: All US Adults	119	9	15	11	38	38	27	16	57	-	8	3	69	34	9	
0 - Very dissatisfied	4	1	-	-	-	2	-	2	-	-	1	-	1	2	-	
1	6	-	2	-	1	3	2	-	2	-	-	-	2	3	1	
2	15	1	3	1	4	8	2	2	8	-	1	-	8	5	2	
3	26	3	2	4	5	7	7	7	13	-	1	1	15	9	1	
4	32	1	3	2	8	11	11	2	21	-	2	-	23	7	-	
5 - Very satisfied	34	4	5	4	20	7	5	3	14	-	3	3	19	7	4	
No opinion	2	-	-	-	-	1	1	-	-	-	-	-	-	-	2	
rvs_q5_11. HBO Now																
Unweighted base	171	18	25	20	35	58	49	29	86	-	13	8	107	39	9	
Base: All US Adults	171	21	27	17	41	54	46	30	85	-	12	8	104	42	8	
0 - Very dissatisfied	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	
1	6	-	2	1	1	2	2	-	4	-	-	-	4	2	-	
2	11	-	-	1	1	5	3	2	4	-	2	2	7	2	-	
3	34	4	6	1	5	18	8	4	19	-	2	-	21	9	2	
4	49	4	7	7	7	14	14	14	29	-	2	2	33	11	2	
5 - Very satisfied	65	11	11	7	24	13	17	11	29	-	6	4	39	15	5	
No opinion	5	1	2	1	3	1	1	-	1	-	-	-	1	3	-	
rvs_q5_12. Facebook Watch																
Unweighted base	78	13	16	7	31	30	10	7	31	1	9	-	41	26	5	
Base: All US Adults	84	16	21	6	38	29	9	8	32	2	9	-	43	30	4	
0 - Very dissatisfied	3	-	2	-	-	3	-	-	1	-	-	-	1	-	-	
1	4	2	-	-	-	4	-	-	1	-	1	-	2	2	-	
2	7	2	-	-	2	3	1	-	3	-	-	-	3	2	1	
3	19	4	3	3	9	7	2	1	5	-	2	-	7	10	2	
4	18	4	3	1	6	6	5	-	9	-	2	-	11	4	1	

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	Total					Parent or guardian of any children					Income				Urban
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
0 - Very dissatisfied	2	1	-	-	-	1	1	1	1	-	-	2	-	-	
1	4	-	-	-	-	1	1	2	2	-	1	1	2	-	
2	19	1	1	-	-	5	3	8	10	1	8	5	4	2	
3	28	-	1	-	-	12	10	20	9	-	10	9	6	4	
4	8	-	-	1	-	3	3	5	1	2	3	2	2	1	
5 - Very satisfied	33	1	-	-	-	12	9	16	17	-	24	5	3	2	
No opinion	5	-	-	-	-	-	3	3	2	-	2	1	1	-	
rvs_q5_8. Tubi															
Unweighted base	103	7	4	1	-	28	36	57	45	1	51	28	13	11	38
Base: All US Adults	119	9	4	1	-	34	34	61	57	1	62	27	18	12	50
0 - Very dissatisfied	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-
1	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-
2	9	-	1	-	-	3	2	4	5	-	2	3	4	-	-
3	32	1	2	1	-	13	13	22	9	1	10	12	4	6	9
4	27	2	1	-	-	11	5	16	11	-	14	6	4	3	15
5 - Very satisfied	45	5	-	-	-	8	12	17	28	-	33	4	6	2	25
No opinion	3	-	-	-	-	-	2	2	2	-	1	1	-	2	1
rvs_q5_9. Pluto TV															
Unweighted base	169	7	5	4	1	53	58	102	64	3	79	46	30	14	58
Base: All US Adults	181	9	5	3	1	61	59	111	68	3	91	44	34	13	71
0 - Very dissatisfied	2	-	-	1	-	-	-	-	2	-	-	1	1	-	-
1	9	1	1	1	-	2	1	3	6	-	3	4	-	2	-
2	15	2	1	-	-	3	7	10	5	-	9	4	2	1	2
3	40	-	1	-	1	12	14	23	17	-	12	17	7	3	15
4	44	2	1	1	-	24	12	32	11	1	24	7	9	3	26
5 - Very satisfied	61	4	-	1	-	17	22	37	22	2	38	10	11	2	28
No opinion	12	-	1	-	-	3	3	6	5	-	4	2	3	3	-
rvs_q5_10. CBS All Access															
Unweighted base	125	6	1	-	1	38	47	78	46	1	35	32	49	9	44
Base: All US Adults	119	6	1	-	1	38	41	72	46	1	36	28	47	7	45
0 - Very dissatisfied	4	-	1	-	-	1	1	2	2	-	-	1	3	-	1
1	6	-	-	-	-	2	3	5	1	-	2	1	3	-	5
2	15	-	-	-	-	3	5	7	8	-	5	5	4	1	7
3	26	1	-	-	-	7	8	14	12	-	10	4	11	2	5
4	32	1	-	-	1	14	11	22	9	1	3	8	18	2	10
5 - Very satisfied	34	4	-	-	-	11	11	20	14	-	14	10	8	2	16
No opinion	2	-	-	-	-	-	2	2	-	-	2	-	-	-	-
rvs_q5_11. HBO Now															
Unweighted base	171	7	2	4	3	58	45	94	70	7	33	51	69	18	74
Base: All US Adults	171	7	2	4	3	62	39	91	72	7	33	46	72	20	80
0 - Very dissatisfied	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-
1	6	-	-	-	-	2	2	4	1	1	1	4	1	-	2
2	11	1	1	-	-	1	2	3	8	-	-	8	3	-	3
3	34	2	1	-	-	13	9	19	15	-	7	10	13	4	14
4	49	2	-	1	1	17	13	28	20	1	10	10	24	5	22
5 - Very satisfied	65	2	-	3	1	28	12	34	27	4	14	11	31	9	35
No opinion	5	-	-	-	2	-	2	2	1	2	1	2	1	2	4
rvs_q5_12. Facebook Watch															
Unweighted base	78	4	-	1	1	32	13	42	31	5	37	15	17	9	37
Base: All US Adults	84	4	-	1	1	36	12	45	33	5	41	14	18	10	42
0 - Very dissatisfied	3	1	-	1	-	-	1	1	1	1	1	2	-	-	2
1	4	-	-	-	-	1	-	1	3	-	-	1	-	3	-
2	7	-	-	-	-	4	-	4	2	1	2	3	1	1	1
3	19	1	-	-	-	4	4	7	12	-	7	5	3	4	8
4	18	1	-	-	1	10	4	12	5	1	9	2	6	1	12

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
0 - Very dissatisfied	2	2	-	-
1	4	3	1	-
2	19	9	2	-
3	28	15	4	-
4	8	4	-	-
5 - Very satisfied	33	9	8	-
No opinion	5	3	1	-

rvs_q5_8. Tubi

Unweighted base	103	57	8	-
Base: All US Adults	119	60	8	-
0 - Very dissatisfied	2	2	-	-
1	1	1	-	-
2	9	9	-	-
3	32	19	3	-
4	27	10	2	-
5 - Very satisfied	45	17	3	-
No opinion	3	2	-	-

rvs_q5_9. Pluto TV

Unweighted base	169	79	32	-
Base: All US Adults	181	80	30	-
0 - Very dissatisfied	2	1	1	-
1	9	7	2	-
2	15	9	4	-
3	40	17	8	-
4	44	12	6	-
5 - Very satisfied	61	25	8	-
No opinion	12	10	2	-

rvs_q5_10. CBS All Access

Unweighted base	125	63	17	1
Base: All US Adults	119	59	14	1
0 - Very dissatisfied	4	2	-	-
1	6	1	-	-
2	15	6	3	-
3	26	19	2	-
4	32	15	7	-
5 - Very satisfied	34	16	2	1
No opinion	2	1	1	-

rvs_q5_11. HBO Now

Unweighted base	171	76	19	2
Base: All US Adults	171	72	17	2
0 - Very dissatisfied	1	1	-	-
1	6	4	-	-
2	11	6	2	-
3	34	16	3	1
4	49	21	6	-
5 - Very satisfied	65	22	6	1
No opinion	5	1	-	-

rvs_q5_12. Facebook Watch

Unweighted base	78	32	9	-
Base: All US Adults	84	34	8	-
0 - Very dissatisfied	3	1	-	-
1	4	4	-	-
2	7	4	2	-
3	19	9	3	-
4	18	5	-	-

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



Total	Gender		Generation							Region					
	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	Northeast	Midwest	South	West	White	
5 - Very satisfied	29	16	13	-	18	7	4	-	-	-	5	1	17	5	13
No opinion	4	2	2	1	1	2	1	-	-	-	-	2	1	2	1

rvs_q5_13. Cable TV

Unweighted base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base: All US Adults	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 - Very satisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No opinion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q6_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	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base: All US Adults	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
0	376	160	215	10	69	74	183	40	-	-	85	84	138	69	266
1-20	537	264	273	16	196	123	172	31	-	-	93	105	214	125	327
21-40	289	144	145	12	92	84	94	7	-	-	46	62	97	84	192
41-60	120	76	44	7	56	28	25	4	-	-	13	37	41	29	76
61+	124	59	65	4	48	27	35	9	1	-	20	16	54	34	73
Mean Incl. 0	30.21	28.69	31.66	58.80	36.22	27.94	21.95	38.64	108.00	-	21.83	21.97	34.69	36.74	24.86
Mean Excl. 0	40.82	37.16	44.60	73.26	42.57	35.83	34.26	69.69	108.00	-	32.61	30.39	46.44	46.05	34.77

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	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base: All US Adults	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
Apple TV+	43	22	21	2	23	7	10	1	-	-	9	5	16	13	26
Disney+	225	125	100	19	109	50	43	3	-	-	27	61	82	55	134
Netflix	685	309	376	30	268	176	184	27	1	-	131	141	258	155	420
Hulu	328	135	193	16	153	75	79	6	-	-	54	69	131	74	204
Amazon Prime	419	220	199	10	141	113	138	17	1	-	73	72	159	115	283
YouTube Premium	82	49	33	4	34	14	30	1	-	-	14	12	29	28	38
Crackle	21	13	8	-	5	5	11	-	-	-	3	5	13	-	9
Tubi	42	22	20	2	13	10	15	3	-	-	7	4	26	5	11
Pluto TV	59	31	28	-	17	22	19	1	-	-	10	13	27	9	28
CBS All Access	49	32	18	1	11	15	17	5	-	-	7	13	17	12	37
HBO or HBO Now	103	45	58	1	47	26	26	3	-	-	16	12	45	30	59
Facebook Watch	23	12	10	1	16	4	1	-	-	-	2	1	11	8	7
Cable TV	214	99	115	2	40	53	92	26	1	-	44	36	86	48	148
Other	81	42	39	5	12	27	33	3	-	-	14	18	25	24	50
Not applicable - I don't think any of these are "must-have" services	455	212	243	11	93	100	206	45	-	-	85	109	167	95	332

rvs_q8. Below are some features for NBC's new streaming service Peacock. Which THREE features, if any, are you interested in? Please select up to three options.

Unweighted base	1445	673	772	41	424	337	545	97	1	-	263	284	554	344	979
Base: All US Adults	1445	703	742	49	460	335	509	91	1	-	257	304	544	341	934
Classic TV shows (e.g., The Office, Law & Order, Parks and Recreation)	294	145	149	12	111	89	72	10	-	-	53	62	107	71	189
2020 Olympics coverage	260	139	121	5	96	74	70	14	-	-	40	60	86	74	165

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US_nat_int Sample: 27th - 28th January 2020



Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced	
5 - Very satisfied	29	3	11	2	20	5	-	4	10	2	3	-	15	12	1
No opinion	4	1	2	1	-	2	-	2	2	-	1	-	3	1	-

rvs_q5_13. Cable TV

Unweighted base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base: All US Adults	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 - Very satisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No opinion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q6_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	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base: All US Adults	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
0	376	48	46	16	197	98	52	28	147	4	23	10	185	107	44
1-20	537	66	92	52	199	181	104	53	256	6	39	22	323	146	31
21-40	289	27	49	22	96	93	62	39	147	2	28	12	190	66	18
41-60	120	12	19	13	45	38	24	13	63	1	6	8	78	33	4
61+	124	20	19	11	46	39	22	17	66	4	4	4	79	17	12
Mean Incl. 0	30.21	46.03	31.12	48.32	33.48	24.56	33.92	27.88	31.19	46.18	20.73	28.25	30.06	25.09	23.49
Mean Excl. 0	40.82	63.64	39.11	56.02	50.62	31.44	42.19	34.39	39.81	60.85	26.92	34.47	38.34	35.38	39.38

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	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base: All US Adults	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
Apple TV+	43	6	7	4	10	15	12	6	15	1	2	2	19	21	1
Disney+	225	27	44	20	94	76	44	11	118	4	21	9	152	54	6
Netflix	685	85	120	60	257	213	139	76	311	13	57	37	418	177	37
Hulu	328	53	51	20	122	106	62	39	143	6	32	17	197	99	18
Amazon Prime	419	39	58	40	136	143	88	53	225	5	26	18	274	94	21
YouTube Premium	82	14	17	14	32	29	14	7	35	2	3	2	42	30	4
Crackle	21	9	2	1	16	3	1	1	10	1	-	1	13	3	3
Tubi	42	18	10	3	25	10	5	3	20	-	3	-	23	13	4
Pluto TV	59	17	11	3	31	21	4	3	24	-	4	-	29	21	5
CBS All Access	49	4	4	5	24	16	5	4	20	1	5	1	27	11	4
HBO or HBO Now	103	12	21	11	22	31	29	20	42	1	13	9	64	25	5
Facebook Watch	23	5	9	2	9	9	2	2	4	3	3	-	10	9	2
Cable TV	214	30	24	12	95	55	41	24	116	6	11	6	138	38	20
Other	81	13	16	3	39	27	9	6	37	1	6	4	48	16	10
Not applicable - I don't think any of these are "must-have" services	455	42	51	30	201	132	75	47	213	2	25	16	256	112	47

rvs_q8. Below are some features for NBC's new streaming service Peacock. Which THREE features, if any, are you interested in? Please select up to three options.

Unweighted base	1445	153	190	123	490	504	283	168	697	16	101	56	870	343	119
Base: All US Adults	1445	173	224	114	583	448	264	150	679	17	101	57	855	369	108
Classic TV shows (e.g., The Office, Law & Order, Parks and Recreation)	294	42	40	23	98	91	68	37	134	6	19	12	170	91	17
2020 Olympics coverage	260	32	39	24	63	86	70	41	136	2	12	14	165	73	14

YouGov RealTime
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Total					Parent or guardian of any children					Income				Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
5 - Very satisfied	29	1	-	-	-	16	3	17	10	2	19	1	8	2	16
No opinion	4	-	-	-	-	2	1	3	1	-	2	1	1	-	2

rvs_q5_13. Cable TV

Unweighted base	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Base: All US Adults	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0 - Very dissatisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 - Very satisfied	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No opinion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

rvs_q6_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	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base: All US Adults	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
0	376	24	7	4	6	49	142	181	177	17	179	75	51	70	110
1-20	537	17	7	4	8	136	161	280	235	22	186	150	126	75	188
21-40	289	10	2	1	2	80	96	166	113	10	79	82	88	40	102
41-60	120	2	1	-	3	47	28	70	49	1	37	28	39	17	50
61+	124	8	-	3	5	42	43	81	38	5	33	30	43	17	59
Mean Incl. 0	30.21	24.83	11.23	41.95	165.96	36.40	31.73	34.24	25.71	23.17	21.50	32.48	36.98	36.13	39.14
Mean Excl. 0	40.82	40.44	19.58	59.53	219.59	42.20	45.50	44.63	36.17	33.93	33.04	40.89	43.37	53.14	49.92

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	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base: All US Adults	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
Apple TV+	43	2	-	-	1	13	6	18	24	1	11	11	11	11	14
Disney+	225	4	1	4	3	86	48	126	92	6	69	60	67	29	75
Netflix	685	27	8	6	11	208	197	377	293	15	216	183	198	88	256
Hulu	328	7	3	2	2	102	72	162	164	2	125	83	82	38	124
Amazon Prime	419	16	6	5	4	114	146	242	165	12	117	111	137	55	145
YouTube Premium	82	3	2	2	1	28	24	49	32	1	33	20	19	10	43
Crackle	21	2	-	-	1	5	3	8	12	1	15	3	-	3	11
Tubi	42	-	2	-	-	13	9	22	20	1	30	7	4	1	25
Pluto TV	59	2	-	2	-	18	24	39	17	2	38	13	7	2	29
CBS All Access	49	4	1	1	1	16	17	31	18	-	21	13	11	4	15
HBO or HBO Now	103	5	1	1	1	30	25	50	50	3	19	27	43	14	44
Facebook Watch	23	1	-	-	1	11	2	12	8	3	13	2	4	4	13
Cable TV	214	15	3	-	1	43	106	135	76	3	66	52	67	29	59
Other	81	2	2	1	2	16	34	47	27	7	29	18	21	12	28
Not applicable - I don't think any of these are "must-have" services	455	23	6	2	9	72	172	235	194	26	184	109	84	78	140

rvs_q8. Below are some features for NBC's new streaming service Peacock. Which THREE features, if any, are you interested in? Please select up to three options.

Unweighted base	1445	63	18	11	21	342	511	806	589	50	487	379	362	217	485
Base: All US Adults	1445	61	17	12	24	355	470	779	612	54	514	365	348	218	508
Classic TV shows (e.g., The Office, Law & Order, Parks and Recreation)	294	9	4	-	2	106	70	162	126	5	101	67	101	25	116
2020 Olympics coverage	260	3	3	-	3	76	70	136	119	5	76	63	95	25	106

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US_nat_int Sample: 27th - 28th January 2020



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
5 - Very satisfied	29	10	3	-
No opinion	4	1	1	-

rvs_q5_13. Cable TV

Unweighted base	-	-	-	-
Base: All US Adults	-	-	-	-
0 - Very dissatisfied	-	-	-	-
1	-	-	-	-
2	-	-	-	-
3	-	-	-	-
4	-	-	-	-
5 - Very satisfied	-	-	-	-
No opinion	-	-	-	-

rvs_q6_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	1445	700	247	13
Base: All US Adults	1445	690	235	12
0	376	179	85	2
1-20	537	259	83	6
21-40	289	143	42	2
41-60	120	54	14	2
61+	124	55	10	1
Mean Incl. 0	30.21	28.12	17.11	29.03
Mean Excl. 0	40.82	37.96	26.86	33.84

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	1445	700	247	13
Base: All US Adults	1445	690	235	12
Apple TV+	43	25	4	-
Disney+	225	108	39	3
Netflix	685	334	88	7
Hulu	328	152	50	2
Amazon Prime	419	210	63	2
YouTube Premium	82	28	11	-
Crackle	21	8	2	-
Tubi	42	16	2	-
Pluto TV	59	24	6	-
CBS All Access	49	28	6	-
HBO or HBO Now	103	48	11	1
Facebook Watch	23	7	2	1
Cable TV	214	121	32	2
Other	81	36	15	2
Not applicable - I don't think any of these are "must-have" services	455	213	98	3

rvs_q8. Below are some features for NBC's new streaming service Peacock. Which THREE features, if any, are you interested in? Please select up to three options.

Unweighted base	1445	700	247	13
Base: All US Adults	1445	690	235	12
Classic TV shows (e.g., The Office, Law & Order, Parks and Recreation)	294	140	33	5
2020 Olympics coverage	260	130	22	1

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US_nat_int Sample: 27th - 28th January 2020



	Total	Gender		Generation							Region				White
		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	Northeast	Midwest	South	West	
Access to Ryder Cup coverage	32	20	12	2	16	6	5	3	-	-	3	5	16	8	17
Live Premier League games	107	66	41	3	55	33	17	-	-	-	13	17	37	39	60
Exclusive TV channels (i.e., SNL Vault, Family Movie Night)	219	112	107	10	91	68	45	5	-	-	47	53	83	37	143
Exclusive shows (i.e., Peacock originals not available elsewhere)	222	108	114	4	87	58	66	7	-	-	38	45	83	56	147
Early viewing access to late-night shows	98	54	44	2	42	24	26	3	-	-	21	23	26	29	63
Other	75	39	36	3	25	18	26	3	-	-	14	12	31	17	47
I have never heard of Peacock	797	357	440	27	201	166	336	66	1	-	145	172	308	171	531

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	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	Divorced
Access to Ryder Cup coverage	32	11	1	3	6	13	7	6	19	-	2	1	22	6	4
Live Premier League games	107	18	23	6	33	32	24	17	62	2	6	5	75	26	4
Exclusive TV channels (i.e., SNL Vault, Family Movie Night)	219	34	22	21	81	70	49	19	102	5	17	7	130	68	10
Exclusive shows (i.e., Peacock originals not available elsewhere)	222	31	24	20	70	74	50	29	113	1	12	9	134	62	11
Early viewing access to late-night shows	98	15	17	3	36	37	16	9	49	1	-	2	52	34	6
Other	75	6	13	8	35	21	12	7	30	1	5	5	41	21	5
I have never heard of Peacock	797	87	122	57	359	245	125	67	369	7	62	33	471	181	70

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Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



	Total					Parent or guardian of any children					Income				Urban
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Access to Ryder Cup coverage	32	-	-	-	-	13	9	22	9	1	10	10	11	2	16
Live Premier League games	107	-	2	-	-	53	25	74	32	-	30	22	43	11	50
Exclusive TV channels (i.e., SNL Vault, Family Movie Night)	219	9	-	1	2	91	57	129	86	4	72	69	65	14	84
Exclusive shows (i.e., Peacock originals not available elsewhere)	222	11	3	1	-	78	68	133	84	5	73	66	69	13	87
Early viewing access to late-night shows	98	2	-	3	1	34	27	54	40	5	28	27	33	9	38
Other	75	2	2	1	2	16	19	32	38	5	27	17	17	15	27
I have never heard of Peacock	797	43	9	8	15	138	298	420	345	32	301	191	153	152	255

YouGov RealTime
Variety Streaming Survey

US_nat_int Sample: 27th - 28th January 2020



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Access to Ryder Cup coverage	32	15	1	-
Live Premier League games	107	48	8	1
Exclusive TV channels (i.e., SNL Vault, Family Movie Night)	219	103	30	3
Exclusive shows (i.e., Peacock originals not available elsewhere)	222	105	29	1
Early viewing access to late-night shows	98	48	10	2
Other	75	36	12	-
I have never heard of Peacock	797	372	162	8