



National Tracking Poll #200548
May 14-17, 2020

Crosstabulation Results

Methodology:

This poll was conducted between May 14-May 17, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table STV1: *Do you have one or more sports fans living in your household?*

Demographic	Yes		No		Total N
Adults	25%	(171)	75%	(520)	692
Gender: Male	17%	(38)	83%	(182)	219
Gender: Female	28%	(134)	72%	(339)	473
Age: 18-34	27%	(62)	73%	(172)	234
Age: 35-44	26%	(28)	74%	(79)	107
Age: 45-64	25%	(57)	75%	(173)	230
Age: 65+	20%	(24)	80%	(97)	121
GenZers: 1997-2012	39%	(42)	61%	(65)	107
Millennials: 1981-1996	20%	(34)	80%	(139)	173
GenXers: 1965-1980	24%	(39)	76%	(119)	157
Baby Boomers: 1946-1964	24%	(56)	76%	(172)	228
PID: Dem (no lean)	34%	(81)	66%	(161)	242
PID: Ind (no lean)	23%	(53)	77%	(174)	226
PID: Rep (no lean)	17%	(37)	83%	(186)	224
PID/Gender: Dem Men	18%	(14)	82%	(65)	79
PID/Gender: Dem Women	41%	(67)	59%	(96)	163
PID/Gender: Ind Men	21%	(15)	79%	(56)	71
PID/Gender: Ind Women	24%	(38)	76%	(117)	155
PID/Gender: Rep Men	12%	(8)	88%	(61)	69
PID/Gender: Rep Women	19%	(29)	81%	(125)	154
Ideo: Liberal (1-3)	32%	(63)	68%	(131)	193
Ideo: Moderate (4)	22%	(36)	78%	(128)	164
Ideo: Conservative (5-7)	22%	(51)	78%	(178)	229
Educ: < College	26%	(136)	74%	(393)	529
Educ: Bachelors degree	18%	(20)	82%	(95)	116
Income: Under 50k	21%	(96)	79%	(358)	453
Income: 50k-100k	32%	(58)	68%	(120)	178
Income: 100k+	30%	(18)	70%	(42)	61
Ethnicity: White	22%	(125)	78%	(430)	555
Ethnicity: Hispanic	30%	(36)	70%	(84)	119

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Table STV1: Do you have one or more sports fans living in your household?

Demographic	Yes		No		Total N
Adults	25%	(171)	75%	(520)	692
Ethnicity: Afr. Am.	39%	(28)	61%	(45)	73
Ethnicity: Other	29%	(18)	71%	(45)	64
All Christian	29%	(83)	71%	(206)	290
Agnostic/Nothing in particular	21%	(71)	79%	(267)	337
Evangelical	28%	(50)	72%	(129)	179
Non-Evangelical	26%	(59)	74%	(168)	227
Community: Urban	25%	(47)	75%	(139)	186
Community: Suburban	28%	(88)	72%	(233)	321
Community: Rural	20%	(36)	80%	(149)	185
Employ: Private Sector	19%	(32)	81%	(137)	169
Employ: Homemaker	26%	(19)	74%	(54)	73
Employ: Retired	14%	(19)	86%	(119)	138
Employ: Unemployed	30%	(30)	70%	(71)	101
Employ: Other	31%	(25)	69%	(55)	81
Military HH: Yes	38%	(42)	62%	(67)	108
Military HH: No	22%	(130)	78%	(454)	584
RD/WT: Right Direction	20%	(46)	80%	(185)	231
RD/WT: Wrong Track	27%	(125)	73%	(335)	460
Trump Job Approve	22%	(67)	78%	(236)	303
Trump Job Disapprove	27%	(93)	73%	(249)	341
Trump Job Strongly Approve	22%	(31)	78%	(112)	144
Trump Job Somewhat Approve	22%	(35)	78%	(124)	159
Trump Job Somewhat Disapprove	20%	(17)	80%	(65)	81
Trump Job Strongly Disapprove	29%	(76)	71%	(184)	260
Favorable of Trump	22%	(65)	78%	(235)	300
Unfavorable of Trump	28%	(92)	72%	(237)	329
Very Favorable of Trump	24%	(36)	76%	(116)	151
Somewhat Favorable of Trump	20%	(30)	80%	(119)	149
Very Unfavorable of Trump	30%	(84)	70%	(199)	283

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Table STV1: Do you have one or more sports fans living in your household?

Demographic	Yes		No		Total N
Adults	25%	(171)	75%	(520)	692
#1 Issue: Economy	23%	(50)	77%	(168)	218
#1 Issue: Security	31%	(26)	69%	(58)	84
#1 Issue: Health Care	27%	(32)	73%	(84)	116
#1 Issue: Medicare / Social Security	10%	(11)	90%	(94)	105
2018 House Vote: Democrat	25%	(47)	75%	(138)	186
2018 House Vote: Republican	18%	(35)	82%	(160)	195
2016 Vote: Hillary Clinton	27%	(47)	73%	(125)	172
2016 Vote: Donald Trump	17%	(34)	83%	(162)	196
2016 Vote: Didn't Vote	29%	(80)	71%	(195)	274
Voted in 2014: Yes	22%	(74)	78%	(262)	336
Voted in 2014: No	27%	(97)	73%	(258)	355
2012 Vote: Barack Obama	25%	(56)	75%	(170)	226
2012 Vote: Mitt Romney	22%	(26)	78%	(94)	120
2012 Vote: Didn't Vote	27%	(85)	73%	(231)	316
4-Region: Northeast	28%	(33)	72%	(85)	119
4-Region: Midwest	23%	(28)	77%	(93)	121
4-Region: South	23%	(59)	77%	(201)	259
4-Region: West	26%	(51)	74%	(142)	193
Frequent sports watching households	78%	(90)	22%	(25)	115
Current cable or satellite subscribers	27%	(80)	73%	(221)	301
Cord-Cutters	23%	(30)	77%	(98)	128
Current vMVPD subscribers	33%	(57)	67%	(115)	172
Former vMVPD subscribers	29%	(23)	71%	(55)	77

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV2: Prior to the COVID-19 pandemic, how often did you or someone in your household watch live sporting events on television?

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Adults	22%	(488)	32%	(702)	11%	(245)	12%	(270)	22%	(495)	2200
Gender: Male	29%	(305)	37%	(390)	9%	(97)	9%	(92)	17%	(177)	1062
Gender: Female	16%	(183)	27%	(311)	13%	(148)	16%	(178)	28%	(318)	1138
Age: 18-34	24%	(160)	26%	(169)	13%	(87)	13%	(86)	24%	(154)	655
Age: 35-44	28%	(100)	34%	(120)	7%	(26)	12%	(43)	19%	(68)	358
Age: 45-64	19%	(146)	32%	(239)	12%	(87)	12%	(90)	25%	(189)	751
Age: 65+	19%	(82)	40%	(174)	10%	(46)	12%	(51)	19%	(84)	436
GenZers: 1997-2012	22%	(68)	24%	(75)	16%	(50)	16%	(49)	21%	(63)	306
Millennials: 1981-1996	28%	(148)	28%	(146)	10%	(53)	11%	(58)	23%	(124)	528
GenXers: 1965-1980	21%	(109)	35%	(182)	10%	(54)	13%	(69)	21%	(112)	525
Baby Boomers: 1946-1964	20%	(144)	35%	(258)	10%	(76)	11%	(82)	23%	(171)	732
PID: Dem (no lean)	24%	(196)	33%	(277)	12%	(98)	12%	(96)	20%	(168)	835
PID: Ind (no lean)	21%	(143)	29%	(198)	12%	(85)	13%	(88)	25%	(174)	688
PID: Rep (no lean)	22%	(148)	34%	(227)	9%	(62)	13%	(87)	23%	(153)	677
PID/Gender: Dem Men	27%	(105)	39%	(151)	8%	(30)	7%	(26)	19%	(74)	385
PID/Gender: Dem Women	20%	(92)	28%	(126)	15%	(68)	16%	(71)	21%	(94)	450
PID/Gender: Ind Men	28%	(96)	34%	(116)	12%	(42)	9%	(29)	16%	(55)	338
PID/Gender: Ind Women	14%	(48)	23%	(81)	12%	(43)	17%	(59)	34%	(119)	350
PID/Gender: Rep Men	31%	(104)	36%	(123)	8%	(26)	11%	(37)	14%	(49)	339
PID/Gender: Rep Women	13%	(43)	31%	(104)	11%	(36)	15%	(49)	31%	(104)	338
Ideo: Liberal (1-3)	22%	(138)	32%	(202)	12%	(76)	14%	(91)	21%	(133)	639
Ideo: Moderate (4)	23%	(134)	35%	(207)	11%	(64)	11%	(63)	20%	(119)	587
Ideo: Conservative (5-7)	24%	(173)	33%	(240)	10%	(76)	12%	(85)	21%	(155)	728
Educ: < College	21%	(317)	30%	(455)	11%	(173)	12%	(189)	25%	(378)	1512
Educ: Bachelors degree	24%	(105)	35%	(157)	9%	(41)	13%	(57)	19%	(83)	444
Educ: Post-grad	27%	(65)	37%	(90)	13%	(31)	10%	(24)	14%	(34)	244
Income: Under 50k	19%	(222)	29%	(339)	10%	(118)	14%	(160)	29%	(338)	1177
Income: 50k-100k	25%	(181)	34%	(252)	14%	(99)	12%	(86)	15%	(112)	732
Income: 100k+	29%	(85)	38%	(111)	10%	(28)	8%	(24)	15%	(44)	291
Ethnicity: White	21%	(370)	32%	(553)	10%	(180)	12%	(213)	24%	(406)	1722
Ethnicity: Hispanic	26%	(91)	28%	(99)	11%	(39)	13%	(46)	21%	(75)	349
Ethnicity: Afr. Am.	26%	(72)	31%	(85)	13%	(37)	12%	(32)	18%	(48)	274

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Table STV2: Prior to the COVID-19 pandemic, how often did you or someone in your household watch live sporting events on television?

Demographic	Almost every day	At least once a week	At least once a month	Once every few months	Never	Total N
Adults	22% (488)	32% (702)	11% (245)	12% (270)	22% (495)	2200
Ethnicity: Other	23% (46)	31% (64)	14% (29)	12% (25)	20% (40)	204
All Christian	24% (255)	34% (358)	12% (129)	11% (115)	18% (185)	1042
All Non-Christian	19% (17)	33% (31)	15% (13)	12% (11)	22% (20)	92
Atheist	25% (28)	29% (32)	9% (10)	12% (14)	25% (28)	113
Agnostic/Nothing in particular	20% (187)	29% (281)	10% (93)	14% (131)	27% (261)	953
Religious Non-Protestant/Catholic	21% (24)	30% (34)	12% (13)	11% (12)	27% (30)	114
Evangelical	22% (128)	34% (200)	12% (70)	12% (69)	21% (126)	593
Non-Evangelical	24% (193)	34% (271)	12% (99)	11% (89)	18% (143)	795
Community: Urban	22% (122)	29% (158)	11% (62)	14% (79)	24% (130)	550
Community: Suburban	23% (249)	33% (366)	12% (135)	11% (123)	20% (223)	1096
Community: Rural	21% (117)	32% (178)	9% (48)	12% (69)	26% (142)	555
Employ: Private Sector	28% (174)	33% (206)	9% (56)	11% (67)	20% (128)	631
Employ: Government	21% (24)	32% (37)	16% (18)	15% (17)	16% (18)	115
Employ: Self-Employed	27% (48)	34% (61)	11% (19)	14% (25)	14% (26)	179
Employ: Homemaker	14% (19)	28% (38)	16% (22)	12% (16)	31% (43)	138
Employ: Retired	20% (97)	36% (178)	9% (44)	11% (52)	24% (117)	489
Employ: Unemployed	19% (57)	32% (96)	12% (35)	16% (49)	21% (64)	301
Employ: Other	16% (28)	26% (47)	8% (14)	14% (25)	36% (65)	179
Military HH: Yes	22% (75)	34% (115)	13% (45)	11% (38)	19% (66)	339
Military HH: No	22% (412)	32% (587)	11% (201)	12% (232)	23% (429)	1861
RD/WT: Right Direction	25% (187)	32% (239)	10% (76)	13% (101)	20% (148)	751
RD/WT: Wrong Track	21% (301)	32% (463)	12% (169)	12% (169)	24% (347)	1449
Trump Job Approve	23% (214)	33% (307)	10% (90)	12% (110)	22% (200)	921
Trump Job Disapprove	22% (264)	32% (376)	12% (141)	12% (145)	21% (250)	1176
Trump Job Strongly Approve	22% (103)	36% (171)	9% (40)	12% (57)	22% (103)	474
Trump Job Somewhat Approve	25% (111)	30% (136)	11% (50)	12% (53)	22% (98)	447
Trump Job Somewhat Disapprove	21% (58)	30% (84)	14% (39)	15% (41)	20% (57)	280
Trump Job Strongly Disapprove	23% (206)	32% (291)	11% (102)	12% (104)	22% (193)	896
Favorable of Trump	22% (203)	33% (299)	10% (90)	12% (112)	22% (198)	903
Unfavorable of Trump	23% (269)	32% (374)	12% (140)	12% (143)	21% (247)	1173

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Table STV2: *Prior to the COVID-19 pandemic, how often did you or someone in your household watch live sporting events on television?*

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Adults	22%	(488)	32%	(702)	11%	(245)	12%	(270)	22%	(495)	2200
Very Favorable of Trump	24%	(121)	35%	(179)	9%	(46)	11%	(56)	21%	(106)	508
Somewhat Favorable of Trump	21%	(82)	31%	(120)	11%	(45)	14%	(56)	23%	(92)	395
Somewhat Unfavorable of Trump	26%	(61)	35%	(81)	12%	(27)	12%	(27)	16%	(36)	233
Very Unfavorable of Trump	22%	(208)	31%	(293)	12%	(113)	12%	(115)	22%	(210)	940
#1 Issue: Economy	24%	(190)	35%	(276)	11%	(88)	11%	(89)	19%	(149)	793
#1 Issue: Security	21%	(50)	37%	(88)	11%	(26)	12%	(28)	19%	(44)	236
#1 Issue: Health Care	20%	(79)	32%	(126)	12%	(49)	12%	(49)	24%	(93)	395
#1 Issue: Medicare / Social Security	20%	(64)	29%	(93)	9%	(29)	12%	(38)	30%	(94)	318
#1 Issue: Women's Issues	25%	(30)	21%	(25)	14%	(17)	18%	(21)	21%	(25)	117
#1 Issue: Education	27%	(32)	27%	(33)	8%	(10)	16%	(20)	21%	(26)	122
#1 Issue: Energy	20%	(19)	26%	(25)	12%	(12)	12%	(11)	30%	(28)	96
#1 Issue: Other	18%	(22)	30%	(37)	12%	(15)	11%	(14)	28%	(35)	123
2018 House Vote: Democrat	24%	(176)	34%	(248)	10%	(74)	11%	(79)	21%	(151)	727
2018 House Vote: Republican	24%	(156)	36%	(234)	8%	(53)	12%	(81)	20%	(133)	658
2018 House Vote: Someone else	17%	(12)	29%	(20)	19%	(13)	12%	(8)	24%	(17)	69
2016 Vote: Hillary Clinton	23%	(150)	34%	(225)	10%	(68)	12%	(82)	20%	(129)	653
2016 Vote: Donald Trump	24%	(165)	36%	(244)	9%	(61)	11%	(71)	20%	(134)	675
2016 Vote: Other	22%	(31)	32%	(45)	11%	(15)	10%	(15)	25%	(35)	141
2016 Vote: Didn't Vote	20%	(142)	26%	(186)	14%	(101)	14%	(103)	27%	(196)	729
Voted in 2014: Yes	24%	(297)	36%	(444)	10%	(124)	11%	(132)	20%	(252)	1248
Voted in 2014: No	20%	(191)	27%	(258)	13%	(121)	15%	(139)	26%	(243)	952
2012 Vote: Barack Obama	23%	(189)	34%	(273)	10%	(83)	13%	(102)	20%	(162)	810
2012 Vote: Mitt Romney	22%	(101)	41%	(186)	9%	(41)	10%	(47)	18%	(85)	460
2012 Vote: Other	28%	(24)	26%	(23)	10%	(8)	9%	(8)	27%	(24)	87
2012 Vote: Didn't Vote	21%	(173)	26%	(218)	13%	(113)	14%	(114)	27%	(224)	841
4-Region: Northeast	24%	(94)	32%	(127)	12%	(46)	11%	(44)	21%	(82)	394
4-Region: Midwest	23%	(109)	30%	(137)	13%	(62)	12%	(56)	22%	(99)	462
4-Region: South	21%	(172)	35%	(292)	11%	(91)	11%	(91)	22%	(177)	824
4-Region: West	22%	(112)	28%	(146)	9%	(46)	15%	(79)	26%	(136)	520
Frequent sports watching households	41%	(488)	59%	(702)	—	(0)	—	(0)	—	(0)	1189
Current cable or satellite subscribers	28%	(345)	35%	(422)	11%	(137)	9%	(108)	17%	(206)	1218

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Table STV2: *Prior to the COVID-19 pandemic, how often did you or someone in your household watch live sporting events on television?*

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Adults	22%	(488)	32%	(702)	11%	(245)	12%	(270)	22%	(495)	2200
Cord-Cutters	17%	(71)	36%	(155)	11%	(46)	18%	(75)	19%	(79)	427
Recent cord-cutters	20%	(29)	40%	(59)	15%	(22)	13%	(18)	12%	(18)	147
Current vMVPD subscribers	28%	(203)	32%	(233)	11%	(83)	13%	(97)	15%	(107)	723
Former vMVPD subscribers	24%	(66)	37%	(103)	12%	(33)	12%	(32)	16%	(43)	277
Sports fans	30%	(452)	41%	(622)	13%	(193)	11%	(166)	5%	(76)	1508
Avid sports fans	57%	(315)	38%	(211)	2%	(11)	1%	(4)	3%	(15)	556

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table STV3_1: Have you (or someone in your household) subscribed to the following?

Cable or satellite television

Demographic	Yes, I (or someone in my household) currently subscribe	Yes, I (or someone in my household) subscribed in the past, but not now	No, I (or someone in my household) have never subscribed	Total N
Adults	55% (1218)	19% (427)	25% (555)	2200
Gender: Male	59% (630)	19% (206)	21% (226)	1062
Gender: Female	52% (588)	19% (221)	29% (329)	1138
Age: 18-34	45% (298)	22% (143)	33% (215)	655
Age: 35-44	55% (196)	21% (74)	24% (87)	358
Age: 45-64	55% (417)	19% (145)	25% (189)	751
Age: 65+	70% (307)	15% (65)	15% (64)	436
GenZers: 1997-2012	41% (126)	26% (81)	32% (99)	306
Millennials: 1981-1996	51% (270)	18% (95)	31% (164)	528
GenXers: 1965-1980	53% (278)	21% (113)	26% (135)	525
Baby Boomers: 1946-1964	64% (470)	17% (123)	19% (139)	732
PID: Dem (no lean)	58% (487)	17% (139)	25% (210)	835
PID: Ind (no lean)	49% (340)	21% (144)	30% (204)	688
PID: Rep (no lean)	58% (391)	21% (145)	21% (141)	677
PID/Gender: Dem Men	62% (239)	14% (53)	24% (93)	385
PID/Gender: Dem Women	55% (248)	19% (85)	26% (116)	450
PID/Gender: Ind Men	56% (188)	22% (74)	22% (75)	338
PID/Gender: Ind Women	43% (152)	20% (70)	37% (129)	350
PID/Gender: Rep Men	60% (203)	23% (79)	17% (58)	339
PID/Gender: Rep Women	56% (188)	20% (66)	25% (84)	338
Ideo: Liberal (1-3)	53% (339)	21% (137)	25% (163)	639
Ideo: Moderate (4)	59% (344)	19% (109)	23% (134)	587
Ideo: Conservative (5-7)	58% (420)	20% (146)	22% (163)	728
Educ: < College	54% (815)	19% (290)	27% (407)	1512
Educ: Bachelors degree	57% (251)	20% (88)	24% (105)	444
Educ: Post-grad	62% (152)	20% (49)	18% (43)	244
Income: Under 50k	49% (579)	19% (224)	32% (374)	1177
Income: 50k-100k	61% (448)	20% (147)	19% (137)	732
Income: 100k+	66% (191)	19% (56)	15% (44)	291

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**Table STV3_1: Have you (or someone in your household) subscribed to the following?
Cable or satellite television**

Demographic	Yes, I (or someone in my household) currently subscribe	Yes, I (or someone in my household) subscribed in the past, but not now	No, I (or someone in my household) have never subscribed	Total N
Adults	55% (1218)	19% (427)	25% (555)	2200
Ethnicity: White	58% (999)	18% (310)	24% (413)	1722
Ethnicity: Hispanic	52% (181)	17% (59)	31% (110)	349
Ethnicity: Afr. Am.	47% (128)	25% (68)	28% (78)	274
Ethnicity: Other	45% (91)	24% (48)	32% (64)	204
All Christian	62% (643)	19% (193)	20% (206)	1042
All Non-Christian	56% (52)	17% (16)	27% (25)	92
Atheist	55% (62)	22% (24)	23% (26)	113
Agnostic/Nothing in particular	48% (461)	20% (194)	31% (298)	953
Religious Non-Protestant/Catholic	51% (58)	22% (25)	27% (30)	114
Evangelical	54% (321)	19% (110)	27% (162)	593
Non-Evangelical	61% (488)	18% (144)	20% (162)	795
Community: Urban	52% (287)	20% (108)	28% (155)	550
Community: Suburban	57% (623)	20% (217)	23% (255)	1096
Community: Rural	56% (308)	18% (102)	26% (144)	555
Employ: Private Sector	59% (369)	20% (129)	21% (133)	631
Employ: Government	53% (61)	25% (28)	22% (25)	115
Employ: Self-Employed	57% (103)	20% (37)	22% (40)	179
Employ: Homemaker	48% (66)	19% (26)	33% (46)	138
Employ: Retired	66% (323)	17% (82)	17% (84)	489
Employ: Unemployed	44% (133)	17% (52)	39% (117)	301
Employ: Other	54% (96)	15% (26)	31% (56)	179
Military HH: Yes	66% (224)	17% (58)	17% (57)	339
Military HH: No	53% (995)	20% (369)	27% (497)	1861
RD/WT: Right Direction	59% (440)	20% (150)	21% (161)	751
RD/WT: Wrong Track	54% (779)	19% (277)	27% (393)	1449
Trump Job Approve	58% (535)	19% (179)	23% (208)	921
Trump Job Disapprove	55% (645)	20% (232)	25% (300)	1176

Continued on next page

**Table STV3_1: Have you (or someone in your household) subscribed to the following?
Cable or satellite television**

Demographic	Yes, I (or someone in my household) currently subscribe		Yes, I (or someone in my household) subscribed in the past, but not now		No, I (or someone in my household) have never subscribed		Total N
Adults	55%	(1218)	19%	(427)	25%	(555)	2200
Trump Job Strongly Approve	58%	(277)	20%	(97)	21%	(100)	474
Trump Job Somewhat Approve	58%	(258)	18%	(82)	24%	(108)	447
Trump Job Somewhat Disapprove	50%	(139)	19%	(53)	31%	(87)	280
Trump Job Strongly Disapprove	56%	(505)	20%	(179)	24%	(212)	896
Favorable of Trump	58%	(522)	20%	(177)	23%	(204)	903
Unfavorable of Trump	54%	(639)	20%	(235)	25%	(299)	1173
Very Favorable of Trump	58%	(295)	20%	(102)	22%	(110)	508
Somewhat Favorable of Trump	58%	(227)	19%	(74)	24%	(93)	395
Somewhat Unfavorable of Trump	56%	(129)	21%	(48)	24%	(55)	233
Very Unfavorable of Trump	54%	(510)	20%	(187)	26%	(243)	940
#1 Issue: Economy	55%	(439)	18%	(145)	26%	(209)	793
#1 Issue: Security	54%	(128)	25%	(58)	21%	(49)	236
#1 Issue: Health Care	61%	(241)	18%	(72)	21%	(82)	395
#1 Issue: Medicare / Social Security	61%	(194)	16%	(51)	23%	(72)	318
#1 Issue: Women's Issues	46%	(54)	25%	(29)	29%	(35)	117
#1 Issue: Education	51%	(62)	20%	(24)	29%	(35)	122
#1 Issue: Energy	40%	(38)	27%	(25)	34%	(32)	96
#1 Issue: Other	50%	(62)	17%	(21)	33%	(40)	123
2018 House Vote: Democrat	63%	(455)	19%	(135)	19%	(137)	727
2018 House Vote: Republican	59%	(386)	21%	(139)	20%	(132)	658
2018 House Vote: Someone else	45%	(31)	23%	(16)	32%	(22)	69
2016 Vote: Hillary Clinton	62%	(404)	19%	(125)	19%	(124)	653
2016 Vote: Donald Trump	62%	(421)	18%	(125)	19%	(130)	675
2016 Vote: Other	53%	(74)	23%	(33)	24%	(34)	141
2016 Vote: Didn't Vote	44%	(318)	20%	(144)	37%	(266)	729
Voted in 2014: Yes	62%	(776)	19%	(232)	19%	(240)	1248
Voted in 2014: No	46%	(442)	21%	(195)	33%	(315)	952

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**Table STV3_1: Have you (or someone in your household) subscribed to the following?
Cable or satellite television**

Demographic	Yes, I (or someone in my household) currently subscribe	Yes, I (or someone in my household) subscribed in the past, but not now	No, I (or someone in my household) have never subscribed	Total N
Adults	55% (1218)	19% (427)	25% (555)	2200
2012 Vote: Barack Obama	61% (494)	18% (150)	21% (166)	810
2012 Vote: Mitt Romney	65% (297)	19% (86)	17% (78)	460
2012 Vote: Other	50% (44)	26% (23)	24% (21)	87
2012 Vote: Didn't Vote	46% (383)	20% (169)	34% (289)	841
4-Region: Northeast	66% (259)	15% (60)	19% (75)	394
4-Region: Midwest	56% (259)	19% (86)	25% (117)	462
4-Region: South	55% (455)	20% (167)	25% (202)	824
4-Region: West	47% (245)	22% (114)	31% (161)	520
Frequent sports watching households	64% (767)	19% (226)	16% (196)	1189
Current cable or satellite subscribers	100% (1218)	— (0)	— (0)	1218
Cord-Cutters	— (0)	100% (427)	— (0)	427
Recent cord-cutters	— (0)	100% (147)	— (0)	147
Current vMVPD subscribers	58% (418)	22% (162)	20% (143)	723
Former vMVPD subscribers	34% (95)	41% (113)	25% (68)	277
Sports fans	61% (917)	20% (299)	19% (292)	1508
Avid sports fans	69% (385)	18% (101)	13% (70)	556

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV3_2: Have you (or someone in your household) subscribed to the following?
 Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Yes, I (or someone in my household) currently subscribe	Yes, I (or someone in my household) subscribed in the past, but not now	No, I (or someone in my household) have never subscribed	Total N
Adults	33% (723)	13% (277)	55% (1200)	2200
Gender: Male	33% (345)	15% (155)	53% (561)	1062
Gender: Female	33% (378)	11% (121)	56% (639)	1138
Age: 18-34	41% (269)	18% (119)	41% (268)	655
Age: 35-44	40% (143)	13% (47)	47% (167)	358
Age: 45-64	29% (216)	11% (84)	60% (451)	751
Age: 65+	22% (95)	6% (27)	72% (314)	436
GenZers: 1997-2012	44% (134)	19% (57)	37% (114)	306
Millennials: 1981-1996	40% (210)	17% (87)	44% (231)	528
GenXers: 1965-1980	37% (193)	13% (67)	50% (265)	525
Baby Boomers: 1946-1964	22% (161)	8% (60)	70% (511)	732
PID: Dem (no lean)	37% (309)	12% (98)	51% (429)	835
PID: Ind (no lean)	29% (202)	14% (96)	57% (391)	688
PID: Rep (no lean)	31% (213)	12% (83)	56% (380)	677
PID/Gender: Dem Men	32% (124)	15% (57)	53% (204)	385
PID/Gender: Dem Women	41% (184)	9% (41)	50% (225)	450
PID/Gender: Ind Men	34% (115)	17% (58)	49% (164)	338
PID/Gender: Ind Women	25% (87)	11% (37)	65% (226)	350
PID/Gender: Rep Men	31% (106)	12% (40)	57% (193)	339
PID/Gender: Rep Women	32% (106)	13% (43)	56% (188)	338
Ideo: Liberal (1-3)	36% (230)	16% (100)	48% (309)	639
Ideo: Moderate (4)	30% (178)	13% (75)	57% (333)	587
Ideo: Conservative (5-7)	33% (237)	9% (67)	58% (424)	728
Educ: < College	32% (485)	13% (197)	55% (831)	1512
Educ: Bachelors degree	33% (144)	11% (48)	57% (252)	444
Educ: Post-grad	39% (94)	13% (32)	48% (118)	244
Income: Under 50k	28% (335)	15% (179)	56% (663)	1177
Income: 50k-100k	36% (260)	10% (72)	55% (400)	732
Income: 100k+	44% (128)	9% (27)	47% (137)	291

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Table STV3_2: Have you (or someone in your household) subscribed to the following?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Yes, I (or someone in my household) currently subscribe	Yes, I (or someone in my household) subscribed in the past, but not now	No, I (or someone in my household) have never subscribed	Total N
Adults	33% (723)	13% (277)	55% (1200)	2200
Ethnicity: White	32% (551)	12% (201)	56% (971)	1722
Ethnicity: Hispanic	40% (140)	16% (57)	44% (152)	349
Ethnicity: Afr. Am.	34% (94)	18% (50)	47% (130)	274
Ethnicity: Other	38% (78)	13% (26)	49% (100)	204
All Christian	30% (311)	12% (122)	58% (609)	1042
All Non-Christian	41% (37)	16% (15)	43% (40)	92
Atheist	33% (38)	10% (11)	57% (64)	113
Agnostic/Nothing in particular	35% (337)	14% (129)	51% (487)	953
Religious Non-Protestant/Catholic	39% (44)	15% (17)	46% (52)	114
Evangelical	32% (192)	13% (77)	55% (324)	593
Non-Evangelical	31% (245)	12% (94)	57% (456)	795
Community: Urban	34% (186)	15% (81)	51% (283)	550
Community: Suburban	34% (376)	13% (144)	53% (576)	1096
Community: Rural	29% (161)	9% (52)	62% (342)	555
Employ: Private Sector	35% (219)	12% (76)	53% (336)	631
Employ: Government	33% (38)	15% (18)	52% (59)	115
Employ: Self-Employed	42% (75)	12% (21)	46% (83)	179
Employ: Homemaker	25% (35)	15% (21)	60% (83)	138
Employ: Retired	23% (113)	7% (35)	70% (341)	489
Employ: Unemployed	36% (109)	17% (51)	47% (141)	301
Employ: Other	37% (66)	10% (18)	53% (95)	179
Military HH: Yes	32% (108)	9% (32)	59% (199)	339
Military HH: No	33% (615)	13% (245)	54% (1002)	1861
RD/WT: Right Direction	34% (252)	14% (102)	53% (397)	751
RD/WT: Wrong Track	33% (471)	12% (174)	55% (803)	1449
Trump Job Approve	31% (288)	13% (120)	56% (513)	921
Trump Job Disapprove	35% (411)	12% (146)	53% (619)	1176

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Table STV3_2: Have you (or someone in your household) subscribed to the following?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Yes, I (or someone in my household) currently subscribe	Yes, I (or someone in my household) subscribed in the past, but not now	No, I (or someone in my household) have never subscribed	Total N
Adults	33% (723)	13% (277)	55% (1200)	2200
Trump Job Strongly Approve	30% (142)	12% (59)	58% (273)	474
Trump Job Somewhat Approve	33% (147)	14% (61)	54% (240)	447
Trump Job Somewhat Disapprove	34% (94)	15% (41)	52% (145)	280
Trump Job Strongly Disapprove	35% (317)	12% (106)	53% (474)	896
Favorable of Trump	31% (276)	12% (109)	57% (517)	903
Unfavorable of Trump	35% (414)	13% (148)	52% (610)	1173
Very Favorable of Trump	29% (150)	12% (62)	58% (296)	508
Somewhat Favorable of Trump	32% (127)	12% (47)	56% (221)	395
Somewhat Unfavorable of Trump	38% (89)	12% (27)	50% (117)	233
Very Unfavorable of Trump	35% (325)	13% (121)	53% (494)	940
#1 Issue: Economy	34% (271)	12% (93)	54% (429)	793
#1 Issue: Security	33% (78)	16% (37)	51% (121)	236
#1 Issue: Health Care	35% (136)	11% (45)	54% (214)	395
#1 Issue: Medicare / Social Security	20% (63)	8% (26)	72% (229)	318
#1 Issue: Women's Issues	46% (55)	22% (26)	32% (37)	117
#1 Issue: Education	40% (48)	14% (16)	47% (57)	122
#1 Issue: Energy	36% (35)	20% (19)	44% (42)	96
#1 Issue: Other	29% (36)	12% (14)	59% (73)	123
2018 House Vote: Democrat	33% (241)	12% (85)	55% (401)	727
2018 House Vote: Republican	32% (211)	11% (71)	57% (375)	658
2018 House Vote: Someone else	26% (18)	10% (7)	64% (44)	69
2016 Vote: Hillary Clinton	35% (226)	11% (71)	54% (355)	653
2016 Vote: Donald Trump	31% (212)	10% (70)	58% (393)	675
2016 Vote: Other	29% (41)	10% (14)	60% (85)	141
2016 Vote: Didn't Vote	33% (244)	16% (120)	50% (365)	729
Voted in 2014: Yes	33% (408)	10% (122)	58% (719)	1248
Voted in 2014: No	33% (316)	16% (155)	51% (481)	952

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Table STV3_2: Have you (or someone in your household) subscribed to the following?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Yes, I (or someone in my household) currently subscribe	Yes, I (or someone in my household) subscribed in the past, but not now	No, I (or someone in my household) have never subscribed	Total N
Adults	33% (723)	13% (277)	55% (1200)	2200
2012 Vote: Barack Obama	35% (280)	10% (79)	56% (451)	810
2012 Vote: Mitt Romney	30% (137)	9% (39)	62% (284)	460
2012 Vote: Other	28% (24)	14% (12)	59% (51)	87
2012 Vote: Didn't Vote	34% (282)	17% (146)	49% (413)	841
4-Region: Northeast	31% (124)	10% (39)	59% (231)	394
4-Region: Midwest	32% (148)	11% (51)	57% (263)	462
4-Region: South	32% (262)	16% (129)	53% (433)	824
4-Region: West	36% (190)	11% (57)	53% (273)	520
Frequent sports watching households	37% (436)	14% (169)	49% (585)	1189
Current cable or satellite subscribers	34% (418)	8% (95)	58% (705)	1218
Cord-Cutters	38% (162)	27% (113)	35% (152)	427
Recent cord-cutters	25% (37)	38% (56)	37% (54)	147
Current vMVPD subscribers	100% (723)	— (0)	— (0)	723
Former vMVPD subscribers	— (0)	100% (277)	— (0)	277
Sports fans	37% (551)	13% (199)	50% (758)	1508
Avid sports fans	40% (222)	13% (74)	47% (259)	556

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV4: When did you last have cable or satellite television service in your household?

Demographic	Within the past three months		Within the past six months		Within the past twelve months		Within the past two years		More than two years ago		Total N
Adults	26%	(110)	9%	(37)	18%	(77)	13%	(54)	35%	(149)	427
Gender: Male	31%	(64)	8%	(17)	13%	(27)	10%	(21)	38%	(77)	206
Gender: Female	21%	(46)	9%	(21)	23%	(50)	15%	(33)	33%	(72)	221
Age: 18-34	29%	(42)	9%	(12)	19%	(27)	17%	(25)	26%	(37)	143
Age: 35-44	24%	(18)	13%	(9)	18%	(13)	12%	(9)	34%	(25)	74
Age: 45-64	25%	(36)	9%	(12)	16%	(24)	8%	(12)	42%	(61)	145
Age: 65+	22%	(14)	5%	(3)	20%	(13)	13%	(8)	40%	(26)	65
GenZers: 1997-2012	27%	(22)	6%	(5)	27%	(21)	16%	(13)	24%	(20)	81
Millennials: 1981-1996	30%	(28)	12%	(11)	10%	(9)	18%	(17)	31%	(29)	95
GenXers: 1965-1980	24%	(27)	10%	(11)	18%	(21)	8%	(9)	40%	(45)	113
Baby Boomers: 1946-1964	25%	(31)	7%	(9)	16%	(19)	11%	(14)	41%	(50)	123
PID: Dem (no lean)	25%	(35)	9%	(13)	19%	(27)	14%	(19)	32%	(45)	139
PID: Ind (no lean)	30%	(43)	5%	(7)	19%	(27)	13%	(19)	33%	(48)	144
PID: Rep (no lean)	22%	(32)	12%	(18)	16%	(23)	11%	(16)	39%	(57)	145
PID/Gender: Dem Men	34%	(18)	12%	(6)	13%	(7)	3%	(2)	39%	(20)	53
PID/Gender: Dem Women	20%	(17)	8%	(6)	23%	(20)	20%	(17)	29%	(25)	85
PID/Gender: Ind Men	30%	(22)	3%	(2)	16%	(12)	14%	(11)	37%	(27)	74
PID/Gender: Ind Women	30%	(21)	7%	(5)	22%	(15)	12%	(8)	29%	(21)	70
PID/Gender: Rep Men	30%	(24)	11%	(9)	11%	(8)	11%	(8)	38%	(30)	79
PID/Gender: Rep Women	12%	(8)	14%	(9)	22%	(15)	11%	(7)	41%	(27)	66
Ideo: Liberal (1-3)	30%	(41)	8%	(11)	19%	(26)	16%	(22)	27%	(38)	137
Ideo: Moderate (4)	28%	(31)	9%	(10)	15%	(16)	9%	(10)	39%	(43)	109
Ideo: Conservative (5-7)	18%	(26)	10%	(15)	22%	(32)	15%	(22)	35%	(51)	146
Educ: < College	25%	(71)	7%	(21)	22%	(64)	12%	(34)	34%	(100)	290
Educ: Bachelors degree	29%	(25)	9%	(8)	9%	(8)	18%	(15)	35%	(31)	88
Income: Under 50k	26%	(59)	7%	(15)	19%	(43)	10%	(23)	38%	(84)	224
Income: 50k-100k	26%	(39)	11%	(16)	14%	(21)	16%	(24)	32%	(48)	147
Income: 100k+	22%	(12)	11%	(6)	24%	(14)	12%	(7)	31%	(18)	56
Ethnicity: White	23%	(70)	9%	(27)	16%	(50)	14%	(43)	39%	(120)	310
Ethnicity: Hispanic	35%	(20)	8%	(5)	31%	(18)	11%	(7)	15%	(9)	59
Ethnicity: Afr. Am.	33%	(22)	8%	(5)	18%	(12)	15%	(10)	27%	(19)	68

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Table STV4: *When did you last have cable or satellite television service in your household?*

Demographic	Within the past three months		Within the past six months		Within the past twelve months		Within the past two years		More than two years ago		Total N
Adults	26%	(110)	9%	(37)	18%	(77)	13%	(54)	35%	(149)	427
All Christian	24%	(45)	10%	(20)	16%	(31)	14%	(28)	36%	(69)	193
Agnostic/Nothing in particular	27%	(52)	8%	(16)	22%	(42)	8%	(16)	35%	(67)	194
Evangelical	24%	(27)	9%	(10)	19%	(21)	17%	(19)	31%	(34)	110
Non-Evangelical	25%	(36)	10%	(14)	19%	(27)	11%	(15)	36%	(52)	144
Community: Urban	29%	(31)	9%	(9)	16%	(17)	9%	(10)	37%	(40)	108
Community: Suburban	25%	(55)	9%	(20)	18%	(39)	15%	(33)	33%	(71)	217
Community: Rural	24%	(24)	8%	(8)	20%	(21)	10%	(11)	38%	(38)	102
Employ: Private Sector	25%	(33)	11%	(14)	12%	(15)	14%	(18)	38%	(49)	129
Employ: Retired	25%	(20)	6%	(5)	22%	(18)	9%	(8)	37%	(31)	82
Employ: Unemployed	41%	(21)	9%	(5)	9%	(5)	11%	(5)	30%	(15)	52
Military HH: Yes	26%	(15)	8%	(5)	20%	(11)	12%	(7)	34%	(20)	58
Military HH: No	26%	(95)	9%	(33)	18%	(65)	13%	(46)	35%	(130)	369
RD/WT: Right Direction	27%	(41)	10%	(16)	15%	(22)	14%	(21)	33%	(50)	150
RD/WT: Wrong Track	25%	(69)	8%	(22)	20%	(55)	12%	(32)	36%	(100)	277
Trump Job Approve	23%	(41)	12%	(22)	17%	(31)	15%	(27)	33%	(58)	179
Trump Job Disapprove	27%	(62)	6%	(15)	19%	(45)	11%	(26)	36%	(84)	232
Trump Job Strongly Approve	23%	(22)	14%	(14)	16%	(16)	13%	(13)	34%	(33)	97
Trump Job Somewhat Approve	23%	(19)	10%	(8)	18%	(15)	17%	(14)	31%	(25)	82
Trump Job Somewhat Disapprove	28%	(15)	10%	(5)	22%	(11)	9%	(5)	31%	(17)	53
Trump Job Strongly Disapprove	26%	(47)	5%	(9)	19%	(34)	12%	(22)	37%	(67)	179
Favorable of Trump	23%	(41)	11%	(20)	19%	(33)	13%	(23)	34%	(59)	177
Unfavorable of Trump	27%	(64)	7%	(16)	18%	(41)	12%	(28)	36%	(85)	235
Very Favorable of Trump	26%	(27)	12%	(13)	19%	(19)	11%	(12)	32%	(33)	102
Somewhat Favorable of Trump	20%	(15)	10%	(7)	19%	(14)	15%	(11)	36%	(27)	74
Very Unfavorable of Trump	26%	(50)	6%	(11)	18%	(33)	12%	(23)	37%	(70)	187
#1 Issue: Economy	30%	(43)	12%	(17)	13%	(19)	14%	(20)	31%	(45)	145
#1 Issue: Security	29%	(17)	8%	(4)	16%	(10)	13%	(7)	34%	(20)	58
#1 Issue: Health Care	20%	(14)	6%	(4)	26%	(19)	7%	(5)	41%	(30)	72
#1 Issue: Medicare / Social Security	18%	(9)	9%	(5)	20%	(10)	10%	(5)	43%	(22)	51
2018 House Vote: Democrat	30%	(41)	7%	(10)	14%	(19)	11%	(15)	37%	(51)	135
2018 House Vote: Republican	21%	(29)	13%	(19)	19%	(27)	12%	(17)	34%	(47)	139

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Table STV4: When did you last have cable or satellite television service in your household?

Demographic	Within the past three months		Within the past six months		Within the past twelve months		Within the past two years		More than two years ago		Total N
Adults	26%	(110)	9%	(37)	18%	(77)	13%	(54)	35%	(149)	427
2016 Vote: Hillary Clinton	29%	(36)	7%	(9)	19%	(23)	9%	(11)	37%	(46)	125
2016 Vote: Donald Trump	20%	(25)	15%	(18)	18%	(23)	16%	(19)	32%	(40)	125
2016 Vote: Didn't Vote	28%	(40)	7%	(10)	19%	(28)	13%	(19)	32%	(47)	144
Voted in 2014: Yes	26%	(61)	11%	(25)	16%	(37)	11%	(24)	36%	(84)	232
Voted in 2014: No	25%	(49)	6%	(13)	21%	(40)	15%	(29)	33%	(65)	195
2012 Vote: Barack Obama	29%	(43)	9%	(13)	16%	(24)	8%	(12)	39%	(58)	150
2012 Vote: Mitt Romney	14%	(12)	12%	(10)	22%	(19)	15%	(13)	36%	(31)	86
2012 Vote: Didn't Vote	29%	(48)	8%	(13)	19%	(32)	14%	(24)	30%	(51)	169
4-Region: Northeast	29%	(17)	6%	(3)	17%	(11)	7%	(4)	41%	(25)	60
4-Region: Midwest	28%	(24)	12%	(10)	19%	(17)	17%	(14)	24%	(21)	86
4-Region: South	30%	(49)	11%	(19)	12%	(20)	14%	(23)	34%	(56)	167
4-Region: West	17%	(19)	5%	(6)	26%	(30)	11%	(12)	42%	(48)	114
Frequent sports watching households	29%	(66)	10%	(23)	18%	(41)	13%	(30)	30%	(67)	226
Cord-Cutters	26%	(110)	9%	(37)	18%	(77)	13%	(54)	35%	(149)	427
Recent cord-cutters	75%	(110)	25%	(37)	—	(0)	—	(0)	—	(0)	147
Current vMVPD subscribers	14%	(23)	9%	(14)	27%	(44)	16%	(27)	33%	(54)	162
Former vMVPD subscribers	36%	(41)	13%	(15)	9%	(10)	15%	(17)	27%	(30)	113
Sports fans	28%	(83)	10%	(29)	19%	(57)	13%	(39)	31%	(92)	299
Avid sports fans	23%	(24)	9%	(9)	32%	(33)	15%	(15)	20%	(21)	101

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table STV5_1: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The cost of the service**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	77% (327)	17% (73)	4% (18)	2% (9)	427
Gender: Male	73% (150)	20% (40)	7% (13)	1% (2)	206
Gender: Female	80% (177)	15% (33)	2% (5)	3% (6)	221
Age: 18-34	70% (99)	24% (34)	4% (5)	3% (4)	143
Age: 35-44	73% (54)	14% (11)	12% (9)	— (0)	74
Age: 45-64	81% (118)	14% (21)	2% (3)	2% (3)	145
Age: 65+	86% (56)	12% (8)	1% (1)	1% (1)	65
GenZers: 1997-2012	63% (51)	29% (23)	3% (3)	5% (4)	81
Millennials: 1981-1996	78% (74)	14% (13)	7% (7)	1% (1)	95
GenXers: 1965-1980	75% (85)	19% (21)	4% (5)	2% (2)	113
Baby Boomers: 1946-1964	85% (105)	10% (12)	3% (3)	2% (2)	123
PID: Dem (no lean)	74% (103)	20% (27)	2% (3)	4% (6)	139
PID: Ind (no lean)	75% (108)	17% (25)	7% (10)	— (1)	144
PID: Rep (no lean)	80% (116)	14% (21)	4% (5)	2% (2)	145
PID/Gender: Dem Men	73% (39)	19% (10)	6% (3)	2% (1)	53
PID/Gender: Dem Women	75% (64)	20% (17)	— (0)	6% (5)	85
PID/Gender: Ind Men	67% (50)	21% (15)	12% (9)	— (0)	74
PID/Gender: Ind Women	84% (59)	14% (10)	1% (1)	1% (1)	70
PID/Gender: Rep Men	78% (62)	19% (15)	2% (1)	2% (1)	79
PID/Gender: Rep Women	83% (55)	9% (6)	6% (4)	2% (1)	66
Ideo: Liberal (1-3)	67% (92)	25% (34)	3% (4)	5% (7)	137
Ideo: Moderate (4)	81% (89)	15% (16)	4% (4)	— (0)	109
Ideo: Conservative (5-7)	83% (121)	11% (16)	5% (7)	1% (2)	146
Educ: < College	78% (225)	17% (48)	4% (11)	2% (6)	290
Educ: Bachelors degree	75% (66)	20% (18)	4% (3)	1% (1)	88
Income: Under 50k	81% (181)	15% (33)	2% (4)	2% (5)	224
Income: 50k-100k	72% (107)	20% (30)	5% (8)	2% (3)	147
Income: 100k+	70% (39)	18% (10)	11% (6)	1% (1)	56
Ethnicity: White	78% (242)	16% (48)	4% (12)	3% (8)	310
Ethnicity: Hispanic	62% (37)	30% (18)	7% (4)	— (0)	59
Ethnicity: Afr. Am.	69% (47)	27% (18)	4% (3)	— (0)	68

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Table STV5_1: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The cost of the service

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	77% (327)	17% (73)	4% (18)	2% (9)	427
All Christian	77% (149)	20% (39)	1% (3)	1% (3)	193
Agnostic/Nothing in particular	75% (145)	15% (29)	8% (15)	2% (4)	194
Evangelical	79% (88)	16% (17)	3% (3)	2% (2)	110
Non-Evangelical	77% (111)	20% (29)	2% (4)	1% (1)	144
Community: Urban	69% (74)	22% (24)	7% (8)	2% (2)	108
Community: Suburban	81% (176)	14% (30)	3% (7)	2% (5)	217
Community: Rural	76% (77)	19% (19)	4% (4)	2% (2)	102
Employ: Private Sector	78% (101)	14% (18)	7% (9)	1% (1)	129
Employ: Retired	85% (70)	14% (11)	— (0)	1% (1)	82
Employ: Unemployed	74% (38)	21% (11)	5% (2)	— (0)	52
Military HH: Yes	69% (40)	26% (15)	3% (2)	2% (1)	58
Military HH: No	78% (287)	16% (58)	4% (17)	2% (7)	369
RD/WT: Right Direction	78% (117)	15% (23)	6% (8)	1% (1)	150
RD/WT: Wrong Track	76% (210)	18% (50)	4% (10)	3% (7)	277
Trump Job Approve	79% (141)	17% (31)	3% (5)	1% (2)	179
Trump Job Disapprove	76% (175)	18% (41)	4% (9)	3% (7)	232
Trump Job Strongly Approve	78% (76)	17% (17)	3% (3)	1% (1)	97
Trump Job Somewhat Approve	80% (65)	17% (14)	2% (2)	1% (1)	82
Trump Job Somewhat Disapprove	71% (38)	26% (14)	1% (1)	2% (1)	53
Trump Job Strongly Disapprove	77% (137)	15% (27)	5% (8)	3% (6)	179
Favorable of Trump	79% (140)	15% (27)	4% (8)	1% (2)	177
Unfavorable of Trump	74% (175)	18% (43)	4% (10)	3% (6)	235
Very Favorable of Trump	77% (79)	17% (17)	5% (5)	1% (1)	102
Somewhat Favorable of Trump	82% (61)	13% (10)	4% (3)	1% (1)	74
Very Unfavorable of Trump	77% (143)	16% (30)	4% (8)	3% (6)	187
#1 Issue: Economy	81% (117)	16% (23)	2% (3)	1% (1)	145
#1 Issue: Security	76% (44)	16% (10)	6% (4)	1% (1)	58
#1 Issue: Health Care	75% (54)	14% (10)	11% (8)	1% (1)	72
#1 Issue: Medicare / Social Security	80% (41)	16% (8)	4% (2)	1% (1)	51

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**Table STV5_1: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The cost of the service**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	77% (327)	17% (73)	4% (18)	2% (9)	427
2018 House Vote: Democrat	77% (105)	14% (19)	6% (8)	2% (3)	135
2018 House Vote: Republican	81% (112)	15% (21)	3% (4)	1% (2)	139
2016 Vote: Hillary Clinton	76% (95)	17% (21)	5% (6)	2% (3)	125
2016 Vote: Donald Trump	82% (102)	14% (17)	3% (4)	1% (1)	125
2016 Vote: Didn't Vote	72% (104)	22% (32)	3% (5)	3% (4)	144
Voted in 2014: Yes	79% (184)	14% (32)	5% (11)	2% (5)	232
Voted in 2014: No	73% (143)	21% (41)	4% (8)	2% (4)	195
2012 Vote: Barack Obama	78% (116)	15% (22)	5% (7)	3% (4)	150
2012 Vote: Mitt Romney	87% (74)	9% (7)	3% (2)	2% (1)	86
2012 Vote: Didn't Vote	70% (118)	24% (40)	4% (7)	2% (3)	169
4-Region: Northeast	72% (43)	24% (15)	3% (2)	1% (0)	60
4-Region: Midwest	83% (71)	14% (12)	1% (1)	1% (1)	86
4-Region: South	73% (121)	20% (33)	6% (10)	2% (3)	167
4-Region: West	80% (91)	12% (13)	5% (6)	4% (4)	114
Frequent sports watching households	77% (175)	17% (39)	4% (9)	2% (4)	226
Cord-Cutters	77% (327)	17% (73)	4% (18)	2% (9)	427
Recent cord-cutters	67% (99)	25% (37)	6% (8)	2% (3)	147
Current vMVPD subscribers	86% (140)	11% (18)	— (1)	2% (4)	162
Former vMVPD subscribers	62% (71)	25% (29)	10% (11)	3% (3)	113
Sports fans	75% (223)	20% (61)	4% (11)	1% (4)	299
Avid sports fans	76% (77)	20% (20)	1% (1)	3% (3)	101

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV5_2: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The quality of the service

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	51% (217)	29% (123)	11% (47)	9% (39)	427
Gender: Male	47% (96)	34% (70)	13% (26)	7% (14)	206
Gender: Female	55% (121)	24% (53)	10% (21)	12% (26)	221
Age: 18-34	59% (84)	28% (40)	7% (10)	6% (9)	143
Age: 35-44	43% (32)	30% (22)	16% (12)	11% (8)	74
Age: 45-64	51% (74)	24% (35)	13% (18)	12% (18)	145
Age: 65+	42% (27)	40% (26)	11% (7)	8% (5)	65
GenZers: 1997-2012	59% (48)	26% (21)	7% (6)	8% (6)	81
Millennials: 1981-1996	51% (48)	30% (28)	10% (9)	9% (9)	95
GenXers: 1965-1980	53% (59)	27% (30)	16% (17)	5% (5)	113
Baby Boomers: 1946-1964	40% (49)	33% (41)	11% (14)	16% (19)	123
PID: Dem (no lean)	55% (76)	26% (36)	10% (14)	9% (12)	139
PID: Ind (no lean)	48% (69)	28% (40)	13% (19)	11% (15)	144
PID: Rep (no lean)	50% (72)	32% (46)	10% (14)	8% (12)	145
PID/Gender: Dem Men	51% (27)	31% (17)	10% (5)	8% (4)	53
PID/Gender: Dem Women	57% (49)	23% (20)	10% (9)	10% (8)	85
PID/Gender: Ind Men	44% (32)	34% (25)	15% (11)	7% (5)	74
PID/Gender: Ind Women	52% (37)	22% (15)	12% (8)	14% (10)	70
PID/Gender: Rep Men	46% (37)	36% (28)	12% (10)	6% (4)	79
PID/Gender: Rep Women	54% (36)	27% (18)	7% (4)	12% (8)	66
Ideo: Liberal (1-3)	48% (67)	29% (40)	10% (14)	12% (17)	137
Ideo: Moderate (4)	53% (58)	26% (28)	13% (15)	8% (9)	109
Ideo: Conservative (5-7)	49% (72)	33% (49)	8% (12)	9% (13)	146
Educ: < College	54% (158)	27% (78)	10% (30)	8% (24)	290
Educ: Bachelors degree	43% (38)	33% (29)	14% (12)	10% (9)	88
Income: Under 50k	53% (119)	26% (59)	12% (26)	9% (20)	224
Income: 50k-100k	52% (76)	31% (46)	9% (14)	7% (11)	147
Income: 100k+	40% (22)	32% (18)	13% (7)	15% (9)	56
Ethnicity: White	49% (151)	29% (90)	11% (33)	12% (36)	310
Ethnicity: Hispanic	59% (35)	29% (17)	10% (6)	2% (1)	59
Ethnicity: Afr. Am.	56% (38)	28% (19)	15% (10)	1% (1)	68

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Table STV5_2: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The quality of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	51%	(217)	29%	(123)	11%	(47)	9%	(39)	427
All Christian	46%	(89)	34%	(66)	12%	(23)	8%	(15)	193
Agnostic/Nothing in particular	54%	(105)	23%	(45)	12%	(23)	11%	(21)	194
Evangelical	56%	(62)	28%	(31)	10%	(11)	6%	(7)	110
Non-Evangelical	45%	(65)	35%	(50)	12%	(17)	8%	(12)	144
Community: Urban	45%	(48)	31%	(34)	14%	(15)	10%	(10)	108
Community: Suburban	50%	(108)	29%	(64)	13%	(29)	8%	(17)	217
Community: Rural	60%	(61)	25%	(25)	3%	(3)	12%	(12)	102
Employ: Private Sector	45%	(59)	30%	(39)	17%	(22)	8%	(10)	129
Employ: Retired	50%	(41)	31%	(26)	10%	(9)	8%	(7)	82
Employ: Unemployed	68%	(35)	19%	(10)	5%	(3)	8%	(4)	52
Military HH: Yes	66%	(38)	25%	(14)	2%	(1)	7%	(4)	58
Military HH: No	49%	(179)	29%	(109)	12%	(46)	10%	(35)	369
RD/WT: Right Direction	52%	(79)	32%	(49)	9%	(13)	7%	(10)	150
RD/WT: Wrong Track	50%	(139)	27%	(74)	12%	(34)	11%	(30)	277
Trump Job Approve	47%	(84)	35%	(63)	10%	(19)	8%	(14)	179
Trump Job Disapprove	53%	(123)	25%	(59)	11%	(24)	11%	(26)	232
Trump Job Strongly Approve	50%	(49)	36%	(35)	6%	(6)	7%	(7)	97
Trump Job Somewhat Approve	43%	(35)	34%	(28)	15%	(13)	8%	(6)	82
Trump Job Somewhat Disapprove	47%	(25)	32%	(17)	14%	(7)	7%	(4)	53
Trump Job Strongly Disapprove	55%	(98)	23%	(42)	10%	(17)	12%	(22)	179
Favorable of Trump	44%	(77)	38%	(66)	12%	(21)	7%	(12)	177
Unfavorable of Trump	54%	(128)	23%	(54)	11%	(27)	11%	(26)	235
Very Favorable of Trump	50%	(51)	36%	(37)	8%	(8)	6%	(6)	102
Somewhat Favorable of Trump	35%	(26)	39%	(29)	17%	(13)	8%	(6)	74
Very Unfavorable of Trump	55%	(102)	24%	(44)	10%	(18)	12%	(22)	187
#1 Issue: Economy	60%	(87)	22%	(32)	10%	(14)	8%	(12)	145
#1 Issue: Security	41%	(24)	42%	(25)	7%	(4)	9%	(5)	58
#1 Issue: Health Care	52%	(37)	29%	(21)	15%	(11)	5%	(3)	72
#1 Issue: Medicare / Social Security	44%	(22)	23%	(12)	19%	(10)	14%	(7)	51

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Table STV5_2: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The quality of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	51%	(217)	29%	(123)	11%	(47)	9%	(39)	427
2018 House Vote: Democrat	53%	(71)	28%	(38)	9%	(12)	10%	(14)	135
2018 House Vote: Republican	50%	(70)	33%	(46)	8%	(12)	8%	(11)	139
2016 Vote: Hillary Clinton	54%	(67)	26%	(32)	10%	(13)	10%	(13)	125
2016 Vote: Donald Trump	47%	(58)	36%	(45)	8%	(9)	10%	(12)	125
2016 Vote: Didn't Vote	54%	(79)	25%	(36)	14%	(20)	7%	(10)	144
Voted in 2014: Yes	51%	(117)	29%	(68)	10%	(24)	10%	(22)	232
Voted in 2014: No	51%	(100)	28%	(55)	12%	(24)	9%	(17)	195
2012 Vote: Barack Obama	51%	(77)	25%	(38)	13%	(19)	11%	(16)	150
2012 Vote: Mitt Romney	50%	(43)	33%	(28)	6%	(5)	11%	(9)	86
2012 Vote: Didn't Vote	53%	(90)	27%	(46)	11%	(19)	8%	(13)	169
4-Region: Northeast	49%	(29)	28%	(17)	16%	(9)	7%	(4)	60
4-Region: Midwest	52%	(44)	30%	(26)	6%	(5)	12%	(10)	86
4-Region: South	56%	(94)	28%	(46)	8%	(13)	8%	(14)	167
4-Region: West	44%	(50)	30%	(34)	17%	(19)	10%	(11)	114
Frequent sports watching households	54%	(123)	30%	(67)	9%	(21)	7%	(15)	226
Cord-Cutters	51%	(217)	29%	(123)	11%	(47)	9%	(39)	427
Recent cord-cutters	60%	(88)	28%	(41)	7%	(10)	6%	(8)	147
Current vMVPD subscribers	53%	(85)	34%	(55)	7%	(12)	6%	(10)	162
Former vMVPD subscribers	54%	(62)	24%	(27)	12%	(14)	10%	(11)	113
Sports fans	53%	(157)	30%	(88)	11%	(32)	7%	(21)	299
Avid sports fans	56%	(56)	28%	(29)	8%	(8)	7%	(7)	101

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table STV5_3: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
Insufficient usage of the service**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	30%	(129)	34%	(143)	23%	(97)	14%	(58)	427
Gender: Male	30%	(62)	30%	(61)	27%	(56)	14%	(28)	206
Gender: Female	30%	(67)	37%	(82)	19%	(41)	14%	(30)	221
Age: 18-34	39%	(56)	40%	(57)	15%	(21)	6%	(8)	143
Age: 35-44	24%	(18)	36%	(27)	29%	(21)	11%	(8)	74
Age: 45-64	25%	(36)	27%	(39)	26%	(38)	23%	(33)	145
Age: 65+	29%	(19)	32%	(21)	27%	(17)	13%	(8)	65
GenZers: 1997-2012	48%	(39)	35%	(28)	10%	(8)	7%	(5)	81
Millennials: 1981-1996	27%	(26)	42%	(40)	23%	(22)	7%	(7)	95
GenXers: 1965-1980	24%	(27)	30%	(34)	28%	(32)	18%	(20)	113
Baby Boomers: 1946-1964	25%	(31)	33%	(40)	23%	(28)	19%	(23)	123
PID: Dem (no lean)	36%	(50)	32%	(44)	18%	(25)	13%	(19)	139
PID: Ind (no lean)	28%	(40)	38%	(55)	18%	(26)	16%	(23)	144
PID: Rep (no lean)	27%	(39)	30%	(44)	32%	(46)	11%	(16)	145
PID/Gender: Dem Men	42%	(22)	27%	(14)	20%	(11)	11%	(6)	53
PID/Gender: Dem Women	33%	(28)	35%	(30)	17%	(15)	15%	(13)	85
PID/Gender: Ind Men	26%	(19)	33%	(25)	23%	(17)	17%	(13)	74
PID/Gender: Ind Women	29%	(20)	44%	(30)	13%	(9)	15%	(10)	70
PID/Gender: Rep Men	25%	(20)	28%	(22)	35%	(28)	12%	(9)	79
PID/Gender: Rep Women	29%	(19)	33%	(22)	27%	(18)	11%	(7)	66
Ideo: Liberal (1-3)	38%	(52)	35%	(48)	15%	(20)	13%	(18)	137
Ideo: Moderate (4)	31%	(33)	37%	(41)	17%	(19)	15%	(16)	109
Ideo: Conservative (5-7)	26%	(38)	29%	(43)	33%	(48)	12%	(18)	146
Educ: < College	30%	(86)	32%	(93)	25%	(72)	14%	(39)	290
Educ: Bachelors degree	23%	(20)	44%	(39)	18%	(16)	15%	(13)	88
Income: Under 50k	27%	(60)	38%	(84)	21%	(47)	15%	(33)	224
Income: 50k-100k	33%	(48)	30%	(44)	26%	(38)	12%	(17)	147
Income: 100k+	38%	(21)	27%	(15)	21%	(12)	14%	(8)	56
Ethnicity: White	31%	(95)	31%	(95)	25%	(77)	14%	(43)	310
Ethnicity: Hispanic	42%	(25)	34%	(20)	22%	(13)	2%	(1)	59
Ethnicity: Afr. Am.	24%	(17)	42%	(29)	19%	(13)	14%	(10)	68

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Table STV5_3: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
Insufficient usage of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	30%	(129)	34%	(143)	23%	(97)	14%	(58)	427
All Christian	32%	(62)	32%	(63)	23%	(44)	13%	(25)	193
Agnostic/Nothing in particular	27%	(53)	32%	(62)	26%	(50)	15%	(30)	194
Evangelical	35%	(39)	38%	(42)	17%	(19)	9%	(10)	110
Non-Evangelical	30%	(43)	34%	(49)	21%	(31)	15%	(21)	144
Community: Urban	37%	(39)	32%	(34)	21%	(23)	11%	(12)	108
Community: Suburban	30%	(64)	33%	(72)	23%	(50)	15%	(32)	217
Community: Rural	25%	(25)	37%	(37)	24%	(25)	14%	(15)	102
Employ: Private Sector	31%	(40)	30%	(39)	30%	(39)	8%	(11)	129
Employ: Retired	27%	(22)	36%	(29)	24%	(20)	13%	(11)	82
Employ: Unemployed	25%	(13)	42%	(22)	24%	(12)	9%	(5)	52
Military HH: Yes	36%	(21)	24%	(14)	19%	(11)	21%	(12)	58
Military HH: No	29%	(108)	35%	(129)	23%	(86)	12%	(46)	369
RD/WT: Right Direction	25%	(38)	34%	(52)	30%	(46)	10%	(15)	150
RD/WT: Wrong Track	33%	(91)	33%	(92)	19%	(51)	15%	(43)	277
Trump Job Approve	22%	(40)	38%	(68)	29%	(51)	11%	(20)	179
Trump Job Disapprove	38%	(88)	30%	(71)	15%	(36)	16%	(38)	232
Trump Job Strongly Approve	28%	(27)	28%	(27)	30%	(29)	13%	(13)	97
Trump Job Somewhat Approve	15%	(12)	50%	(41)	27%	(22)	9%	(7)	82
Trump Job Somewhat Disapprove	32%	(17)	28%	(15)	20%	(11)	20%	(11)	53
Trump Job Strongly Disapprove	40%	(71)	31%	(56)	14%	(25)	15%	(27)	179
Favorable of Trump	23%	(42)	35%	(62)	31%	(54)	11%	(19)	177
Unfavorable of Trump	36%	(85)	31%	(74)	17%	(39)	16%	(38)	235
Very Favorable of Trump	29%	(30)	27%	(28)	32%	(32)	12%	(12)	102
Somewhat Favorable of Trump	15%	(11)	46%	(34)	30%	(22)	9%	(7)	74
Very Unfavorable of Trump	38%	(71)	32%	(61)	16%	(31)	13%	(25)	187
#1 Issue: Economy	28%	(40)	34%	(50)	25%	(37)	13%	(18)	145
#1 Issue: Security	26%	(15)	40%	(23)	20%	(12)	14%	(8)	58
#1 Issue: Health Care	24%	(18)	36%	(26)	24%	(17)	15%	(11)	72
#1 Issue: Medicare / Social Security	27%	(14)	23%	(12)	30%	(15)	20%	(10)	51

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**Table STV5_3: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
Insufficient usage of the service**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	30%	(129)	34%	(143)	23%	(97)	14%	(58)	427
2018 House Vote: Democrat	34%	(46)	31%	(42)	17%	(23)	18%	(24)	135
2018 House Vote: Republican	27%	(38)	32%	(45)	32%	(44)	9%	(12)	139
2016 Vote: Hillary Clinton	35%	(44)	30%	(38)	17%	(21)	18%	(22)	125
2016 Vote: Donald Trump	24%	(30)	31%	(38)	34%	(42)	12%	(14)	125
2016 Vote: Didn't Vote	32%	(46)	38%	(54)	19%	(28)	11%	(16)	144
Voted in 2014: Yes	30%	(70)	32%	(75)	24%	(55)	13%	(31)	232
Voted in 2014: No	30%	(58)	35%	(68)	21%	(42)	14%	(27)	195
2012 Vote: Barack Obama	34%	(50)	32%	(48)	18%	(27)	16%	(25)	150
2012 Vote: Mitt Romney	23%	(20)	36%	(30)	32%	(28)	9%	(8)	86
2012 Vote: Didn't Vote	30%	(50)	35%	(59)	21%	(36)	14%	(23)	169
4-Region: Northeast	33%	(20)	37%	(22)	25%	(15)	6%	(4)	60
4-Region: Midwest	26%	(22)	34%	(29)	19%	(16)	21%	(18)	86
4-Region: South	32%	(54)	40%	(67)	16%	(26)	12%	(20)	167
4-Region: West	30%	(34)	22%	(25)	35%	(40)	14%	(16)	114
Frequent sports watching households	26%	(58)	35%	(80)	29%	(65)	11%	(24)	226
Cord-Cutters	30%	(129)	34%	(143)	23%	(97)	14%	(58)	427
Recent cord-cutters	31%	(46)	41%	(60)	16%	(24)	12%	(17)	147
Current vMVPD subscribers	28%	(46)	36%	(58)	22%	(36)	13%	(22)	162
Former vMVPD subscribers	29%	(33)	27%	(31)	30%	(34)	13%	(15)	113
Sports fans	26%	(79)	35%	(105)	24%	(73)	14%	(42)	299
Avid sports fans	29%	(30)	30%	(30)	29%	(29)	12%	(12)	101

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV5_4: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of on-demand streaming services, such as Netflix or Disney+

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	41% (175)	26% (112)	17% (74)	16% (67)	427
Gender: Male	36% (74)	30% (62)	17% (36)	17% (35)	206
Gender: Female	46% (101)	23% (50)	17% (38)	15% (32)	221
Age: 18-34	60% (85)	23% (33)	12% (17)	5% (8)	143
Age: 35-44	37% (27)	33% (24)	19% (14)	11% (8)	74
Age: 45-64	32% (47)	24% (35)	19% (27)	25% (36)	145
Age: 65+	24% (16)	31% (20)	23% (15)	23% (15)	65
GenZers: 1997-2012	62% (50)	20% (16)	12% (9)	6% (5)	81
Millennials: 1981-1996	50% (48)	30% (28)	11% (11)	8% (8)	95
GenXers: 1965-1980	34% (38)	26% (30)	24% (27)	16% (18)	113
Baby Boomers: 1946-1964	26% (32)	27% (34)	21% (26)	25% (31)	123
PID: Dem (no lean)	44% (61)	25% (35)	15% (21)	15% (21)	139
PID: Ind (no lean)	37% (53)	25% (36)	17% (24)	21% (31)	144
PID: Rep (no lean)	41% (60)	29% (42)	20% (28)	10% (15)	145
PID/Gender: Dem Men	43% (23)	30% (16)	9% (5)	19% (10)	53
PID/Gender: Dem Women	45% (39)	22% (19)	20% (17)	13% (11)	85
PID/Gender: Ind Men	29% (22)	26% (19)	23% (17)	22% (16)	74
PID/Gender: Ind Women	46% (32)	24% (16)	10% (7)	21% (15)	70
PID/Gender: Rep Men	37% (29)	34% (27)	18% (14)	11% (9)	79
PID/Gender: Rep Women	47% (31)	22% (15)	22% (14)	9% (6)	66
Ideo: Liberal (1-3)	48% (67)	29% (39)	11% (15)	12% (16)	137
Ideo: Moderate (4)	37% (41)	29% (32)	20% (22)	14% (15)	109
Ideo: Conservative (5-7)	39% (57)	23% (33)	21% (31)	17% (25)	146
Educ: < College	41% (119)	26% (75)	19% (55)	14% (41)	290
Educ: Bachelors degree	39% (34)	30% (27)	15% (13)	16% (14)	88
Income: Under 50k	40% (90)	24% (53)	20% (45)	16% (36)	224
Income: 50k-100k	40% (59)	28% (41)	16% (23)	17% (24)	147
Income: 100k+	45% (26)	33% (19)	10% (6)	11% (6)	56
Ethnicity: White	39% (120)	26% (82)	18% (57)	16% (50)	310
Ethnicity: Hispanic	55% (32)	26% (15)	13% (8)	6% (3)	59
Ethnicity: Afr. Am.	43% (30)	26% (18)	15% (10)	16% (11)	68

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Table STV5_4: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of on-demand streaming services, such as Netflix or Disney+

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	41% (175)	26% (112)	17% (74)	16% (67)	427
All Christian	37% (71)	33% (63)	17% (33)	13% (26)	193
Agnostic/Nothing in particular	46% (89)	21% (42)	13% (26)	19% (37)	194
Evangelical	44% (49)	22% (24)	20% (23)	14% (15)	110
Non-Evangelical	37% (53)	31% (45)	17% (24)	15% (22)	144
Community: Urban	46% (50)	23% (24)	11% (12)	20% (22)	108
Community: Suburban	39% (84)	28% (61)	19% (42)	14% (29)	217
Community: Rural	40% (40)	26% (26)	19% (20)	15% (16)	102
Employ: Private Sector	39% (51)	25% (33)	21% (27)	14% (18)	129
Employ: Retired	29% (24)	35% (29)	17% (14)	19% (15)	82
Employ: Unemployed	38% (19)	34% (18)	13% (7)	15% (8)	52
Military HH: Yes	47% (27)	25% (15)	8% (5)	20% (12)	58
Military HH: No	40% (148)	26% (97)	19% (69)	15% (55)	369
RD/WT: Right Direction	40% (60)	25% (38)	22% (34)	12% (18)	150
RD/WT: Wrong Track	41% (114)	27% (74)	14% (40)	17% (48)	277
Trump Job Approve	37% (67)	29% (51)	22% (39)	12% (22)	179
Trump Job Disapprove	44% (102)	25% (57)	13% (30)	18% (42)	232
Trump Job Strongly Approve	40% (39)	29% (28)	20% (20)	11% (10)	97
Trump Job Somewhat Approve	34% (28)	28% (23)	24% (19)	14% (12)	82
Trump Job Somewhat Disapprove	38% (20)	27% (15)	16% (9)	19% (10)	53
Trump Job Strongly Disapprove	46% (82)	24% (43)	12% (22)	18% (32)	179
Favorable of Trump	38% (67)	28% (50)	19% (34)	15% (26)	177
Unfavorable of Trump	43% (102)	25% (59)	15% (35)	17% (40)	235
Very Favorable of Trump	42% (43)	26% (27)	19% (19)	13% (13)	102
Somewhat Favorable of Trump	32% (24)	31% (23)	20% (15)	18% (13)	74
Very Unfavorable of Trump	47% (87)	24% (45)	14% (26)	15% (29)	187
#1 Issue: Economy	40% (58)	30% (44)	16% (23)	14% (20)	145
#1 Issue: Security	32% (18)	22% (13)	30% (18)	16% (9)	58
#1 Issue: Health Care	47% (34)	26% (19)	15% (11)	12% (9)	72
#1 Issue: Medicare / Social Security	25% (13)	31% (16)	13% (6)	31% (16)	51

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Table STV5_4: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of on-demand streaming services, such as Netflix or Disney+

Demographic	Very important	Somewhat important	Not very important	Not important at all	Total N
Adults	41% (175)	26% (112)	17% (74)	16% (67)	427
2018 House Vote: Democrat	40% (53)	26% (35)	13% (18)	21% (28)	135
2018 House Vote: Republican	39% (55)	26% (37)	21% (30)	13% (18)	139
2016 Vote: Hillary Clinton	40% (50)	28% (35)	14% (18)	19% (23)	125
2016 Vote: Donald Trump	33% (42)	29% (36)	22% (27)	16% (20)	125
2016 Vote: Didn't Vote	48% (69)	24% (34)	16% (23)	13% (19)	144
Voted in 2014: Yes	36% (83)	30% (70)	17% (39)	17% (39)	232
Voted in 2014: No	47% (91)	22% (42)	18% (34)	14% (27)	195
2012 Vote: Barack Obama	39% (58)	28% (42)	15% (22)	18% (27)	150
2012 Vote: Mitt Romney	36% (30)	31% (26)	16% (14)	17% (15)	86
2012 Vote: Didn't Vote	46% (78)	23% (39)	17% (29)	13% (22)	169
4-Region: Northeast	40% (24)	32% (19)	16% (9)	12% (7)	60
4-Region: Midwest	39% (34)	22% (18)	22% (19)	17% (14)	86
4-Region: South	43% (72)	26% (44)	17% (28)	14% (23)	167
4-Region: West	40% (45)	26% (30)	15% (17)	19% (22)	114
Frequent sports watching households	42% (95)	32% (73)	16% (36)	10% (23)	226
Cord-Cutters	41% (175)	26% (112)	17% (74)	16% (67)	427
Recent cord-cutters	37% (54)	34% (50)	17% (26)	12% (17)	147
Current vMVPD subscribers	53% (86)	27% (44)	14% (22)	6% (10)	162
Former vMVPD subscribers	43% (48)	26% (30)	20% (23)	11% (13)	113
Sports fans	42% (126)	29% (88)	18% (53)	11% (32)	299
Avid sports fans	45% (45)	32% (32)	17% (17)	7% (7)	101

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV5_5: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of live TV streaming services, such as Sling TV or Hulu + Live TV

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	34%	(147)	28%	(119)	19%	(81)	19%	(80)	427
Gender: Male	30%	(62)	29%	(61)	21%	(43)	19%	(40)	206
Gender: Female	38%	(85)	26%	(58)	17%	(38)	18%	(40)	221
Age: 18-34	40%	(57)	31%	(44)	17%	(25)	12%	(17)	143
Age: 35-44	30%	(23)	35%	(26)	23%	(17)	12%	(9)	74
Age: 45-64	33%	(47)	25%	(36)	15%	(22)	27%	(40)	145
Age: 65+	31%	(20)	20%	(13)	26%	(17)	23%	(15)	65
GenZers: 1997-2012	50%	(41)	25%	(20)	13%	(10)	12%	(10)	81
Millennials: 1981-1996	28%	(26)	36%	(34)	24%	(23)	13%	(12)	95
GenXers: 1965-1980	33%	(38)	33%	(38)	18%	(20)	15%	(17)	113
Baby Boomers: 1946-1964	28%	(35)	19%	(24)	21%	(26)	31%	(39)	123
PID: Dem (no lean)	39%	(54)	28%	(39)	17%	(23)	16%	(22)	139
PID: Ind (no lean)	34%	(49)	27%	(38)	18%	(25)	22%	(31)	144
PID: Rep (no lean)	31%	(44)	29%	(42)	23%	(33)	18%	(26)	145
PID/Gender: Dem Men	37%	(20)	24%	(12)	23%	(12)	17%	(9)	53
PID/Gender: Dem Women	40%	(35)	31%	(27)	13%	(11)	15%	(13)	85
PID/Gender: Ind Men	31%	(23)	26%	(19)	22%	(16)	21%	(16)	74
PID/Gender: Ind Women	38%	(26)	27%	(19)	13%	(9)	23%	(16)	70
PID/Gender: Rep Men	25%	(20)	36%	(29)	19%	(15)	19%	(15)	79
PID/Gender: Rep Women	37%	(24)	20%	(13)	27%	(18)	17%	(11)	66
Ideo: Liberal (1-3)	37%	(51)	31%	(42)	15%	(20)	17%	(24)	137
Ideo: Moderate (4)	35%	(38)	27%	(30)	22%	(24)	16%	(18)	109
Ideo: Conservative (5-7)	33%	(48)	26%	(38)	22%	(32)	20%	(29)	146
Educ: < College	35%	(102)	29%	(83)	17%	(50)	19%	(56)	290
Educ: Bachelors degree	30%	(26)	29%	(25)	25%	(22)	17%	(15)	88
Income: Under 50k	34%	(76)	26%	(58)	19%	(43)	21%	(46)	224
Income: 50k-100k	30%	(44)	33%	(48)	20%	(29)	17%	(26)	147
Income: 100k+	48%	(27)	22%	(12)	16%	(9)	14%	(8)	56
Ethnicity: White	34%	(104)	27%	(84)	20%	(61)	20%	(62)	310
Ethnicity: Hispanic	43%	(26)	36%	(21)	16%	(9)	5%	(3)	59
Ethnicity: Afr. Am.	31%	(21)	34%	(23)	19%	(13)	15%	(11)	68

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Table STV5_5: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of live TV streaming services, such as Sling TV or Hulu + Live TV

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	34%	(147)	28%	(119)	19%	(81)	19%	(80)	427
All Christian	33%	(64)	30%	(57)	18%	(34)	19%	(37)	193
Agnostic/Nothing in particular	36%	(69)	26%	(50)	20%	(39)	18%	(36)	194
Evangelical	26%	(29)	32%	(35)	25%	(27)	17%	(19)	110
Non-Evangelical	41%	(59)	25%	(36)	16%	(23)	17%	(25)	144
Community: Urban	34%	(37)	25%	(27)	20%	(22)	20%	(22)	108
Community: Suburban	36%	(79)	28%	(60)	20%	(44)	16%	(34)	217
Community: Rural	31%	(32)	31%	(32)	15%	(15)	23%	(24)	102
Employ: Private Sector	32%	(41)	25%	(33)	24%	(31)	19%	(24)	129
Employ: Retired	37%	(30)	19%	(16)	22%	(18)	22%	(18)	82
Employ: Unemployed	27%	(14)	42%	(22)	15%	(8)	17%	(9)	52
Military HH: Yes	36%	(21)	28%	(16)	14%	(8)	22%	(13)	58
Military HH: No	34%	(126)	28%	(102)	20%	(73)	18%	(67)	369
RD/WT: Right Direction	33%	(50)	29%	(43)	24%	(36)	14%	(21)	150
RD/WT: Wrong Track	35%	(97)	27%	(75)	16%	(45)	21%	(59)	277
Trump Job Approve	31%	(56)	30%	(53)	23%	(41)	16%	(29)	179
Trump Job Disapprove	37%	(86)	27%	(63)	15%	(35)	21%	(48)	232
Trump Job Strongly Approve	36%	(35)	29%	(28)	18%	(18)	16%	(16)	97
Trump Job Somewhat Approve	25%	(21)	30%	(25)	28%	(23)	17%	(14)	82
Trump Job Somewhat Disapprove	31%	(17)	27%	(15)	19%	(10)	22%	(12)	53
Trump Job Strongly Disapprove	39%	(70)	27%	(48)	14%	(25)	20%	(36)	179
Favorable of Trump	31%	(55)	29%	(51)	22%	(38)	18%	(32)	177
Unfavorable of Trump	36%	(84)	28%	(65)	17%	(40)	20%	(47)	235
Very Favorable of Trump	38%	(39)	27%	(28)	18%	(19)	17%	(17)	102
Somewhat Favorable of Trump	21%	(16)	31%	(23)	26%	(20)	21%	(15)	74
Very Unfavorable of Trump	39%	(74)	27%	(51)	14%	(27)	19%	(36)	187
#1 Issue: Economy	31%	(45)	27%	(39)	27%	(40)	15%	(22)	145
#1 Issue: Security	27%	(16)	39%	(23)	17%	(10)	17%	(10)	58
#1 Issue: Health Care	42%	(30)	30%	(22)	14%	(10)	14%	(10)	72
#1 Issue: Medicare / Social Security	28%	(14)	21%	(11)	15%	(8)	36%	(18)	51

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Table STV5_5: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of live TV streaming services, such as Sling TV or Hulu + Live TV

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	34%	(147)	28%	(119)	19%	(81)	19%	(80)	427
2018 House Vote: Democrat	41%	(55)	24%	(32)	16%	(21)	20%	(27)	135
2018 House Vote: Republican	31%	(43)	29%	(41)	23%	(31)	17%	(24)	139
2016 Vote: Hillary Clinton	41%	(51)	29%	(36)	13%	(17)	17%	(21)	125
2016 Vote: Donald Trump	29%	(36)	26%	(32)	25%	(32)	20%	(25)	125
2016 Vote: Didn't Vote	36%	(52)	30%	(43)	17%	(24)	18%	(25)	144
Voted in 2014: Yes	33%	(76)	27%	(63)	21%	(48)	19%	(45)	232
Voted in 2014: No	37%	(71)	28%	(55)	17%	(34)	18%	(35)	195
2012 Vote: Barack Obama	37%	(56)	25%	(38)	17%	(26)	20%	(30)	150
2012 Vote: Mitt Romney	31%	(27)	26%	(22)	23%	(19)	20%	(17)	86
2012 Vote: Didn't Vote	34%	(58)	31%	(52)	18%	(30)	17%	(28)	169
4-Region: Northeast	31%	(19)	31%	(19)	21%	(13)	17%	(10)	60
4-Region: Midwest	35%	(30)	29%	(25)	18%	(16)	18%	(16)	86
4-Region: South	34%	(57)	32%	(54)	19%	(31)	15%	(25)	167
4-Region: West	37%	(42)	19%	(21)	19%	(22)	25%	(29)	114
Frequent sports watching households	39%	(88)	32%	(72)	18%	(41)	11%	(25)	226
Cord-Cutters	34%	(147)	28%	(119)	19%	(81)	19%	(80)	427
Recent cord-cutters	28%	(41)	38%	(56)	23%	(34)	11%	(16)	147
Current vMVPD subscribers	61%	(100)	26%	(42)	9%	(15)	4%	(6)	162
Former vMVPD subscribers	29%	(33)	37%	(41)	23%	(26)	11%	(13)	113
Sports fans	37%	(111)	32%	(95)	18%	(54)	13%	(38)	299
Avid sports fans	42%	(42)	30%	(30)	22%	(22)	6%	(6)	101

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV5_6: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of sports streaming services, such as DAZN or ESPN+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	13%	(58)	20%	(85)	32%	(137)	35%	(148)	427
Gender: Male	16%	(32)	21%	(43)	32%	(66)	31%	(64)	206
Gender: Female	12%	(26)	19%	(42)	32%	(70)	38%	(84)	221
Age: 18-34	18%	(26)	20%	(29)	39%	(55)	23%	(33)	143
Age: 35-44	15%	(11)	22%	(16)	31%	(23)	32%	(24)	74
Age: 45-64	11%	(17)	16%	(24)	31%	(45)	41%	(60)	145
Age: 65+	6%	(4)	24%	(16)	20%	(13)	49%	(32)	65
GenZers: 1997-2012	18%	(14)	24%	(20)	33%	(27)	25%	(20)	81
Millennials: 1981-1996	18%	(17)	17%	(16)	38%	(36)	27%	(25)	95
GenXers: 1965-1980	14%	(16)	18%	(20)	35%	(39)	34%	(38)	113
Baby Boomers: 1946-1964	8%	(10)	18%	(23)	25%	(31)	49%	(60)	123
PID: Dem (no lean)	9%	(13)	19%	(27)	37%	(51)	35%	(48)	139
PID: Ind (no lean)	12%	(18)	16%	(23)	34%	(49)	37%	(53)	144
PID: Rep (no lean)	19%	(27)	24%	(35)	25%	(36)	32%	(47)	145
PID/Gender: Dem Men	17%	(9)	18%	(10)	32%	(17)	33%	(18)	53
PID/Gender: Dem Women	4%	(3)	20%	(17)	40%	(34)	36%	(30)	85
PID/Gender: Ind Men	13%	(9)	16%	(12)	40%	(30)	31%	(23)	74
PID/Gender: Ind Women	12%	(8)	17%	(12)	28%	(19)	43%	(30)	70
PID/Gender: Rep Men	17%	(13)	28%	(22)	25%	(20)	30%	(24)	79
PID/Gender: Rep Women	21%	(14)	20%	(13)	25%	(17)	35%	(23)	66
Ideo: Liberal (1-3)	13%	(18)	22%	(31)	29%	(40)	36%	(49)	137
Ideo: Moderate (4)	10%	(11)	18%	(20)	43%	(47)	29%	(32)	109
Ideo: Conservative (5-7)	15%	(22)	20%	(29)	29%	(43)	36%	(52)	146
Educ: < College	15%	(43)	16%	(47)	34%	(97)	35%	(103)	290
Educ: Bachelors degree	11%	(10)	27%	(23)	32%	(29)	30%	(26)	88
Income: Under 50k	15%	(33)	15%	(33)	34%	(76)	37%	(82)	224
Income: 50k-100k	15%	(22)	25%	(37)	29%	(42)	31%	(46)	147
Income: 100k+	5%	(3)	27%	(15)	33%	(19)	34%	(19)	56
Ethnicity: White	13%	(41)	19%	(58)	32%	(98)	36%	(113)	310
Ethnicity: Hispanic	11%	(7)	32%	(19)	42%	(25)	15%	(9)	59
Ethnicity: Afr. Am.	16%	(11)	23%	(16)	30%	(20)	30%	(21)	68

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Table STV5_6: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of sports streaming services, such as DAZN or ESPN+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	13%	(58)	20%	(85)	32%	(137)	35%	(148)	427
All Christian	11%	(22)	22%	(42)	33%	(64)	34%	(65)	193
Agnostic/Nothing in particular	16%	(30)	19%	(38)	27%	(53)	38%	(73)	194
Evangelical	13%	(14)	21%	(23)	35%	(39)	31%	(34)	110
Non-Evangelical	11%	(15)	22%	(31)	28%	(40)	39%	(57)	144
Community: Urban	21%	(22)	17%	(18)	30%	(32)	33%	(35)	108
Community: Suburban	9%	(19)	22%	(48)	35%	(77)	34%	(73)	217
Community: Rural	16%	(16)	18%	(19)	27%	(28)	39%	(39)	102
Employ: Private Sector	11%	(14)	21%	(27)	36%	(46)	32%	(42)	129
Employ: Retired	9%	(7)	20%	(16)	25%	(21)	46%	(38)	82
Employ: Unemployed	20%	(10)	21%	(11)	29%	(15)	30%	(15)	52
Military HH: Yes	8%	(5)	21%	(12)	32%	(19)	39%	(23)	58
Military HH: No	14%	(53)	20%	(73)	32%	(118)	34%	(125)	369
RD/WT: Right Direction	16%	(25)	24%	(37)	30%	(44)	30%	(45)	150
RD/WT: Wrong Track	12%	(33)	17%	(48)	33%	(92)	37%	(103)	277
Trump Job Approve	16%	(28)	22%	(39)	31%	(55)	31%	(56)	179
Trump Job Disapprove	11%	(26)	19%	(43)	33%	(77)	37%	(86)	232
Trump Job Strongly Approve	19%	(18)	26%	(26)	17%	(17)	38%	(37)	97
Trump Job Somewhat Approve	12%	(10)	17%	(14)	47%	(38)	24%	(20)	82
Trump Job Somewhat Disapprove	7%	(4)	25%	(13)	31%	(16)	37%	(19)	53
Trump Job Strongly Disapprove	12%	(22)	17%	(30)	34%	(60)	37%	(67)	179
Favorable of Trump	15%	(27)	23%	(40)	29%	(51)	33%	(59)	177
Unfavorable of Trump	11%	(25)	18%	(42)	35%	(83)	36%	(85)	235
Very Favorable of Trump	21%	(21)	27%	(27)	18%	(19)	34%	(35)	102
Somewhat Favorable of Trump	8%	(6)	18%	(13)	43%	(32)	32%	(24)	74
Very Unfavorable of Trump	12%	(23)	18%	(34)	34%	(63)	36%	(68)	187
#1 Issue: Economy	11%	(16)	24%	(35)	30%	(44)	35%	(51)	145
#1 Issue: Security	17%	(10)	28%	(16)	21%	(12)	34%	(20)	58
#1 Issue: Health Care	15%	(11)	22%	(16)	37%	(26)	26%	(19)	72
#1 Issue: Medicare / Social Security	11%	(6)	5%	(3)	26%	(13)	58%	(30)	51

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Table STV5_6: How important were each of the following factors in your household's decision to stop subscribing to cable or satellite television?
The availability of sports streaming services, such as DAZN or ESPN+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	13%	(58)	20%	(85)	32%	(137)	35%	(148)	427
2018 House Vote: Democrat	12%	(16)	18%	(25)	31%	(41)	39%	(53)	135
2018 House Vote: Republican	18%	(25)	26%	(35)	26%	(36)	31%	(43)	139
2016 Vote: Hillary Clinton	12%	(15)	19%	(24)	29%	(37)	39%	(49)	125
2016 Vote: Donald Trump	15%	(19)	24%	(30)	26%	(32)	35%	(43)	125
2016 Vote: Didn't Vote	14%	(21)	16%	(23)	38%	(55)	31%	(45)	144
Voted in 2014: Yes	11%	(25)	23%	(53)	28%	(64)	38%	(89)	232
Voted in 2014: No	16%	(32)	16%	(31)	37%	(73)	30%	(59)	195
2012 Vote: Barack Obama	10%	(16)	19%	(28)	33%	(49)	38%	(57)	150
2012 Vote: Mitt Romney	12%	(10)	26%	(22)	25%	(21)	37%	(32)	86
2012 Vote: Didn't Vote	18%	(30)	18%	(31)	34%	(57)	30%	(51)	169
4-Region: Northeast	23%	(14)	19%	(12)	30%	(18)	27%	(16)	60
4-Region: Midwest	11%	(9)	14%	(12)	37%	(32)	38%	(33)	86
4-Region: South	16%	(26)	22%	(37)	29%	(49)	33%	(54)	167
4-Region: West	7%	(8)	21%	(24)	33%	(38)	39%	(45)	114
Frequent sports watching households	21%	(47)	32%	(71)	33%	(74)	15%	(33)	226
Cord-Cutters	13%	(58)	20%	(85)	32%	(137)	35%	(148)	427
Recent cord-cutters	17%	(26)	26%	(38)	29%	(43)	27%	(40)	147
Current vMVPD subscribers	13%	(21)	23%	(37)	32%	(52)	32%	(51)	162
Former vMVPD subscribers	23%	(26)	22%	(25)	35%	(39)	21%	(23)	113
Sports fans	17%	(51)	27%	(79)	34%	(101)	23%	(68)	299
Avid sports fans	26%	(26)	33%	(34)	30%	(30)	11%	(11)	101

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV6_1: To what extent were the following a reason why you decided to stop subscribing to cable or satellite?
The lack of live sports programming available amid the coronavirus pandemic

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	12%	(13)	30%	(33)	59%	(64)	110
Gender: Male	12%	(8)	33%	(21)	54%	(35)	64
Educ: < College	7%	(5)	31%	(22)	61%	(44)	71
Income: Under 50k	11%	(7)	30%	(18)	59%	(34)	59
Ethnicity: White	12%	(8)	23%	(16)	66%	(46)	70
Agnostic/Nothing in particular	13%	(7)	23%	(12)	64%	(34)	52
Community: Suburban	11%	(6)	31%	(17)	58%	(32)	55
Military HH: No	13%	(12)	32%	(31)	55%	(52)	95
RD/WT: Wrong Track	10%	(7)	34%	(23)	56%	(39)	69
Trump Job Disapprove	13%	(8)	33%	(20)	54%	(34)	62
Unfavorable of Trump	12%	(8)	33%	(21)	55%	(35)	64
Very Unfavorable of Trump	15%	(7)	28%	(14)	58%	(29)	50
Voted in 2014: Yes	15%	(9)	22%	(13)	63%	(39)	61
Frequent sports watching households	16%	(11)	32%	(21)	52%	(34)	66
Cord-Cutters	12%	(13)	30%	(33)	59%	(64)	110
Recent cord-cutters	12%	(13)	30%	(33)	59%	(64)	110
Sports fans	15%	(13)	33%	(27)	52%	(43)	83

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV6_2: *To what extent were the following a reason why you decided to stop subscribing to cable or satellite?
 The economic impact of the COVID-19 pandemic (coronavirus)*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	24%	(26)	40%	(44)	36%	(40)	110
Gender: Male	24%	(15)	45%	(29)	31%	(20)	64
Educ: < College	25%	(18)	38%	(27)	37%	(27)	71
Income: Under 50k	27%	(16)	31%	(18)	42%	(25)	59
Ethnicity: White	21%	(15)	41%	(29)	38%	(26)	70
Agnostic/Nothing in particular	38%	(20)	28%	(15)	34%	(18)	52
Community: Suburban	28%	(15)	37%	(20)	36%	(20)	55
Military HH: No	24%	(23)	39%	(38)	36%	(34)	95
RD/WT: Wrong Track	23%	(16)	42%	(29)	35%	(24)	69
Trump Job Disapprove	26%	(16)	37%	(23)	38%	(23)	62
Unfavorable of Trump	25%	(16)	35%	(23)	40%	(26)	64
Very Unfavorable of Trump	22%	(11)	35%	(17)	43%	(22)	50
Voted in 2014: Yes	17%	(11)	37%	(23)	45%	(28)	61
Frequent sports watching households	13%	(9)	48%	(31)	39%	(26)	66
Cord-Cutters	24%	(26)	40%	(44)	36%	(40)	110
Recent cord-cutters	24%	(26)	40%	(44)	36%	(40)	110
Sports fans	25%	(20)	44%	(36)	32%	(26)	83

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_1: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Comcast (Xfinity)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	20%	(307)	14%	(207)	55%	(840)	11%	(170)	1523
Gender: Male	21%	(156)	14%	(107)	54%	(400)	11%	(83)	746
Gender: Female	19%	(151)	13%	(100)	57%	(440)	11%	(86)	777
Age: 18-34	18%	(74)	14%	(57)	53%	(214)	15%	(60)	406
Age: 35-44	22%	(56)	12%	(32)	54%	(139)	12%	(30)	256
Age: 45-64	20%	(106)	14%	(72)	55%	(285)	11%	(58)	521
Age: 65+	21%	(71)	13%	(46)	59%	(202)	6%	(22)	340
GenZers: 1997-2012	18%	(33)	15%	(28)	53%	(96)	13%	(24)	182
Millennials: 1981-1996	19%	(66)	13%	(46)	51%	(180)	17%	(60)	352
GenXers: 1965-1980	21%	(77)	15%	(57)	56%	(208)	8%	(29)	371
Baby Boomers: 1946-1964	21%	(112)	12%	(63)	57%	(307)	10%	(54)	535
PID: Dem (no lean)	19%	(117)	15%	(93)	55%	(337)	10%	(61)	609
PID: Ind (no lean)	22%	(99)	11%	(50)	54%	(238)	12%	(55)	442
PID: Rep (no lean)	19%	(90)	13%	(64)	56%	(265)	11%	(54)	472
PID/Gender: Dem Men	21%	(58)	16%	(43)	51%	(142)	12%	(34)	276
PID/Gender: Dem Women	18%	(60)	15%	(50)	59%	(195)	8%	(27)	333
PID/Gender: Ind Men	21%	(49)	12%	(29)	55%	(130)	12%	(28)	236
PID/Gender: Ind Women	24%	(50)	10%	(20)	53%	(108)	13%	(27)	206
PID/Gender: Rep Men	21%	(50)	15%	(35)	55%	(128)	9%	(22)	234
PID/Gender: Rep Women	17%	(40)	12%	(29)	58%	(137)	13%	(32)	238
Ideo: Liberal (1-3)	18%	(83)	19%	(84)	55%	(245)	8%	(37)	449
Ideo: Moderate (4)	20%	(81)	9%	(39)	59%	(242)	11%	(47)	409
Ideo: Conservative (5-7)	20%	(107)	14%	(71)	57%	(295)	9%	(49)	522
Educ: < College	20%	(206)	12%	(127)	56%	(572)	12%	(123)	1028
Educ: Bachelors degree	19%	(60)	15%	(47)	56%	(174)	10%	(30)	311
Educ: Post-grad	22%	(41)	18%	(32)	51%	(94)	9%	(17)	185

Continued on next page

Table STV7_1: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Comcast (Xfinity)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(307)	14%	(207)	55%	(840)	11%	(170)	1523
Income: Under 50k	18%	(130)	12%	(87)	55%	(407)	15%	(111)	735
Income: 50k-100k	22%	(123)	13%	(74)	57%	(314)	7%	(38)	550
Income: 100k+	23%	(54)	19%	(46)	50%	(118)	9%	(20)	238
Ethnicity: White	20%	(243)	13%	(162)	56%	(691)	11%	(137)	1233
Ethnicity: Hispanic	17%	(40)	10%	(24)	59%	(139)	14%	(33)	236
Ethnicity: Afr. Am.	22%	(36)	17%	(29)	48%	(80)	12%	(21)	166
Ethnicity: Other	22%	(28)	13%	(16)	55%	(69)	10%	(12)	124
All Christian	22%	(165)	14%	(106)	56%	(425)	9%	(68)	764
All Non-Christian	25%	(16)	12%	(8)	50%	(32)	14%	(9)	65
Atheist	16%	(12)	18%	(14)	55%	(42)	11%	(8)	76
Agnostic/Nothing in particular	18%	(114)	13%	(79)	55%	(341)	14%	(84)	618
Religious Non-Protestant/Catholic	27%	(21)	14%	(11)	44%	(34)	15%	(12)	77
Evangelical	21%	(84)	14%	(54)	50%	(200)	15%	(58)	396
Non-Evangelical	21%	(121)	13%	(76)	59%	(344)	8%	(46)	587
Community: Urban	22%	(78)	13%	(48)	54%	(194)	11%	(38)	356
Community: Suburban	23%	(183)	14%	(110)	54%	(424)	9%	(75)	792
Community: Rural	12%	(46)	13%	(49)	59%	(222)	15%	(57)	374
Employ: Private Sector	20%	(93)	17%	(76)	53%	(242)	10%	(46)	457
Employ: Government	15%	(12)	13%	(10)	60%	(49)	12%	(10)	80
Employ: Self-Employed	20%	(27)	13%	(16)	57%	(74)	10%	(13)	131
Employ: Homemaker	13%	(11)	9%	(8)	63%	(55)	15%	(13)	87
Employ: Retired	22%	(81)	15%	(54)	56%	(205)	8%	(29)	369
Employ: Unemployed	19%	(35)	10%	(18)	58%	(105)	13%	(23)	181
Employ: Other	23%	(27)	8%	(10)	49%	(58)	20%	(23)	118
Military HH: Yes	20%	(55)	14%	(37)	56%	(150)	10%	(26)	268
Military HH: No	20%	(252)	13%	(169)	55%	(690)	11%	(144)	1255

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Table STV7_1: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Comcast (Xfinity)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	20%	(307)	14%	(207)	55%	(840)	11%	(170)	1523
RD/WT: Right Direction	20%	(110)	12%	(66)	54%	(288)	14%	(74)	538
RD/WT: Wrong Track	20%	(197)	14%	(140)	56%	(552)	10%	(95)	985
Trump Job Approve	21%	(135)	12%	(75)	55%	(358)	13%	(83)	651
Trump Job Disapprove	20%	(161)	16%	(130)	55%	(453)	10%	(80)	824
Trump Job Strongly Approve	23%	(76)	10%	(33)	55%	(184)	13%	(44)	337
Trump Job Somewhat Approve	19%	(59)	13%	(42)	55%	(173)	13%	(39)	314
Trump Job Somewhat Disapprove	18%	(31)	17%	(31)	54%	(94)	11%	(20)	176
Trump Job Strongly Disapprove	20%	(130)	15%	(99)	55%	(359)	9%	(60)	648
Favorable of Trump	20%	(126)	13%	(80)	55%	(351)	12%	(77)	633
Unfavorable of Trump	21%	(172)	15%	(125)	55%	(454)	9%	(76)	826
Very Favorable of Trump	21%	(75)	11%	(40)	55%	(197)	13%	(45)	356
Somewhat Favorable of Trump	18%	(51)	14%	(40)	56%	(154)	12%	(32)	277
Somewhat Unfavorable of Trump	25%	(41)	14%	(23)	53%	(88)	8%	(14)	166
Very Unfavorable of Trump	20%	(131)	15%	(102)	55%	(366)	9%	(62)	660
#1 Issue: Economy	22%	(120)	17%	(93)	53%	(291)	9%	(49)	554
#1 Issue: Security	22%	(36)	15%	(24)	52%	(84)	12%	(19)	162
#1 Issue: Health Care	18%	(55)	14%	(41)	53%	(159)	15%	(45)	300
#1 Issue: Medicare / Social Security	21%	(46)	6%	(14)	63%	(138)	10%	(21)	219
#1 Issue: Women's Issues	17%	(14)	18%	(15)	42%	(35)	23%	(19)	83
#1 Issue: Education	16%	(13)	5%	(4)	70%	(55)	10%	(8)	79
#1 Issue: Energy	21%	(11)	12%	(7)	60%	(32)	8%	(4)	54
#1 Issue: Other	18%	(13)	13%	(9)	64%	(46)	5%	(4)	72
2018 House Vote: Democrat	23%	(124)	15%	(79)	55%	(299)	8%	(43)	546
2018 House Vote: Republican	21%	(97)	12%	(58)	56%	(264)	11%	(53)	473

Continued on next page

Table STV7_1: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Comcast (Xfinity)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	20%	(307)	14%	(207)	55%	(840)	11%	(170)	1523
2016 Vote: Hillary Clinton	18%	(90)	16%	(77)	58%	(287)	9%	(43)	497
2016 Vote: Donald Trump	21%	(106)	13%	(64)	55%	(272)	11%	(53)	495
2016 Vote: Other	20%	(19)	13%	(12)	51%	(49)	16%	(15)	96
2016 Vote: Didn't Vote	21%	(91)	12%	(53)	53%	(231)	13%	(58)	434
Voted in 2014: Yes	20%	(190)	14%	(131)	56%	(527)	9%	(85)	934
Voted in 2014: No	20%	(117)	13%	(75)	53%	(313)	14%	(84)	589
2012 Vote: Barack Obama	18%	(111)	15%	(90)	57%	(352)	10%	(59)	612
2012 Vote: Mitt Romney	22%	(75)	14%	(50)	55%	(192)	9%	(32)	349
2012 Vote: Other	23%	(13)	14%	(8)	51%	(29)	12%	(7)	56
2012 Vote: Didn't Vote	21%	(108)	12%	(58)	53%	(267)	14%	(72)	505
4-Region: Northeast	25%	(73)	14%	(42)	53%	(153)	7%	(22)	289
4-Region: Midwest	19%	(62)	13%	(43)	55%	(178)	13%	(43)	326
4-Region: South	16%	(92)	14%	(81)	57%	(323)	12%	(70)	566
4-Region: West	23%	(80)	12%	(41)	54%	(186)	10%	(35)	341
Frequent sports watching households	22%	(201)	14%	(133)	54%	(506)	10%	(88)	928
Current cable or satellite subscribers	23%	(274)	11%	(135)	55%	(672)	11%	(136)	1218
Cord-Cutters	10%	(16)	32%	(51)	55%	(89)	3%	(5)	162
Current vMVPD subscribers	17%	(124)	17%	(125)	53%	(382)	13%	(92)	723
Former vMVPD subscribers	20%	(19)	13%	(12)	57%	(54)	10%	(10)	95
Sports fans	21%	(243)	14%	(163)	55%	(622)	10%	(110)	1138
Avid sports fans	19%	(90)	15%	(69)	55%	(256)	10%	(49)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_2: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Charter (Spectrum)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	17%	(258)	9%	(141)	43%	(649)	31%	(474)	1523
Gender: Male	18%	(136)	9%	(64)	46%	(340)	28%	(207)	746
Gender: Female	16%	(123)	10%	(77)	40%	(309)	34%	(267)	777
Age: 18-34	13%	(54)	9%	(37)	44%	(178)	34%	(136)	406
Age: 35-44	24%	(61)	11%	(29)	39%	(101)	25%	(65)	256
Age: 45-64	16%	(82)	9%	(47)	43%	(222)	33%	(170)	521
Age: 65+	18%	(60)	8%	(28)	43%	(148)	31%	(104)	340
GenZers: 1997-2012	7%	(13)	10%	(18)	43%	(78)	40%	(72)	182
Millennials: 1981-1996	21%	(74)	9%	(31)	41%	(144)	29%	(102)	352
GenXers: 1965-1980	17%	(64)	11%	(42)	43%	(160)	28%	(105)	371
Baby Boomers: 1946-1964	18%	(94)	9%	(48)	43%	(230)	31%	(163)	535
PID: Dem (no lean)	21%	(128)	9%	(55)	43%	(260)	27%	(166)	609
PID: Ind (no lean)	16%	(69)	10%	(43)	40%	(179)	34%	(151)	442
PID: Rep (no lean)	13%	(62)	9%	(43)	44%	(210)	33%	(158)	472
PID/Gender: Dem Men	24%	(67)	8%	(22)	45%	(125)	22%	(62)	276
PID/Gender: Dem Women	18%	(60)	10%	(33)	41%	(135)	31%	(104)	333
PID/Gender: Ind Men	17%	(41)	10%	(23)	42%	(99)	31%	(73)	236
PID/Gender: Ind Women	14%	(28)	10%	(20)	39%	(80)	38%	(78)	206
PID/Gender: Rep Men	12%	(27)	8%	(19)	49%	(116)	31%	(72)	234
PID/Gender: Rep Women	14%	(34)	10%	(24)	39%	(94)	36%	(86)	238
Ideo: Liberal (1-3)	18%	(82)	12%	(54)	41%	(184)	29%	(129)	449
Ideo: Moderate (4)	21%	(86)	9%	(37)	43%	(175)	27%	(111)	409
Ideo: Conservative (5-7)	14%	(74)	9%	(45)	45%	(234)	32%	(169)	522
Educ: < College	17%	(177)	8%	(82)	41%	(423)	34%	(345)	1028
Educ: Bachelors degree	17%	(54)	12%	(36)	46%	(143)	25%	(78)	311
Educ: Post-grad	15%	(27)	12%	(23)	45%	(83)	28%	(51)	185

Continued on next page

Table STV7_2: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Charter (Spectrum)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	17%	(258)	9%	(141)	43%	(649)	31%	(474)	1523
Income: Under 50k	19%	(138)	9%	(63)	42%	(308)	31%	(227)	735
Income: 50k-100k	17%	(93)	9%	(48)	43%	(235)	32%	(173)	550
Income: 100k+	12%	(28)	12%	(30)	44%	(106)	31%	(75)	238
Ethnicity: White	17%	(209)	9%	(105)	44%	(539)	31%	(381)	1233
Ethnicity: Hispanic	25%	(60)	7%	(16)	39%	(92)	29%	(69)	236
Ethnicity: Afr. Am.	14%	(24)	14%	(23)	38%	(63)	33%	(55)	166
Ethnicity: Other	21%	(26)	10%	(13)	38%	(47)	31%	(39)	124
All Christian	17%	(133)	9%	(71)	42%	(323)	31%	(236)	764
All Non-Christian	18%	(12)	15%	(10)	34%	(22)	33%	(21)	65
Atheist	14%	(11)	6%	(4)	39%	(30)	41%	(31)	76
Agnostic/Nothing in particular	17%	(103)	9%	(56)	44%	(274)	30%	(186)	618
Religious Non-Protestant/Catholic	15%	(12)	15%	(11)	31%	(24)	39%	(30)	77
Evangelical	15%	(61)	12%	(46)	41%	(162)	32%	(127)	396
Non-Evangelical	19%	(109)	9%	(52)	42%	(246)	31%	(180)	587
Community: Urban	15%	(54)	10%	(36)	45%	(162)	29%	(104)	356
Community: Suburban	19%	(151)	9%	(72)	38%	(304)	33%	(264)	792
Community: Rural	14%	(53)	9%	(33)	49%	(183)	28%	(106)	374
Employ: Private Sector	19%	(85)	11%	(51)	41%	(189)	29%	(133)	457
Employ: Government	18%	(14)	13%	(10)	43%	(35)	27%	(22)	80
Employ: Self-Employed	18%	(24)	9%	(11)	46%	(60)	27%	(35)	131
Employ: Homemaker	19%	(17)	10%	(9)	40%	(35)	30%	(26)	87
Employ: Retired	18%	(65)	8%	(30)	44%	(164)	30%	(110)	369
Employ: Unemployed	18%	(33)	8%	(14)	39%	(71)	35%	(63)	181
Employ: Other	13%	(15)	5%	(5)	40%	(47)	43%	(50)	118
Military HH: Yes	14%	(38)	11%	(28)	43%	(116)	32%	(86)	268
Military HH: No	18%	(220)	9%	(113)	43%	(533)	31%	(388)	1255

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Table STV7_2: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Charter (Spectrum)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	17%	(258)	9%	(141)	43%	(649)	31%	(474)	1523
RD/WT: Right Direction	13%	(69)	9%	(48)	43%	(234)	35%	(187)	538
RD/WT: Wrong Track	19%	(190)	9%	(93)	42%	(415)	29%	(287)	985
Trump Job Approve	15%	(97)	9%	(62)	42%	(273)	34%	(219)	651
Trump Job Disapprove	19%	(155)	10%	(79)	43%	(354)	29%	(236)	824
Trump Job Strongly Approve	16%	(53)	10%	(32)	40%	(136)	34%	(116)	337
Trump Job Somewhat Approve	14%	(44)	9%	(29)	44%	(137)	33%	(103)	314
Trump Job Somewhat Disapprove	14%	(25)	10%	(17)	50%	(87)	26%	(46)	176
Trump Job Strongly Disapprove	20%	(130)	10%	(62)	41%	(267)	29%	(189)	648
Favorable of Trump	15%	(95)	9%	(59)	41%	(262)	34%	(218)	633
Unfavorable of Trump	18%	(152)	10%	(80)	44%	(364)	28%	(230)	826
Very Favorable of Trump	15%	(55)	11%	(38)	42%	(149)	32%	(114)	356
Somewhat Favorable of Trump	14%	(40)	7%	(21)	41%	(113)	37%	(104)	277
Somewhat Unfavorable of Trump	15%	(25)	9%	(16)	56%	(92)	20%	(33)	166
Very Unfavorable of Trump	19%	(127)	10%	(64)	41%	(272)	30%	(197)	660
#1 Issue: Economy	19%	(105)	8%	(43)	42%	(231)	32%	(175)	554
#1 Issue: Security	13%	(21)	13%	(22)	42%	(67)	32%	(52)	162
#1 Issue: Health Care	14%	(41)	10%	(29)	45%	(135)	31%	(94)	300
#1 Issue: Medicare / Social Security	21%	(45)	7%	(16)	41%	(90)	31%	(69)	219
#1 Issue: Women's Issues	13%	(10)	9%	(7)	37%	(31)	42%	(35)	83
#1 Issue: Education	16%	(12)	21%	(16)	47%	(37)	16%	(13)	79
#1 Issue: Energy	23%	(12)	6%	(3)	35%	(19)	37%	(20)	54
#1 Issue: Other	16%	(11)	6%	(4)	53%	(39)	25%	(18)	72
2018 House Vote: Democrat	20%	(107)	11%	(60)	45%	(247)	24%	(132)	546
2018 House Vote: Republican	12%	(58)	10%	(48)	44%	(207)	34%	(160)	473

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Table STV7_2: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Charter (Spectrum)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	17%	(258)	9%	(141)	43%	(649)	31%	(474)	1523
2016 Vote: Hillary Clinton	22%	(112)	10%	(52)	42%	(210)	25%	(123)	497
2016 Vote: Donald Trump	13%	(63)	10%	(47)	45%	(222)	33%	(163)	495
2016 Vote: Other	17%	(16)	11%	(10)	45%	(43)	28%	(27)	96
2016 Vote: Didn't Vote	16%	(68)	7%	(32)	40%	(173)	37%	(161)	434
Voted in 2014: Yes	18%	(166)	9%	(88)	43%	(406)	29%	(275)	934
Voted in 2014: No	16%	(93)	9%	(53)	41%	(243)	34%	(200)	589
2012 Vote: Barack Obama	23%	(140)	10%	(59)	41%	(248)	27%	(166)	612
2012 Vote: Mitt Romney	11%	(39)	11%	(37)	44%	(152)	34%	(120)	349
2012 Vote: Other	11%	(6)	4%	(2)	56%	(32)	28%	(16)	56
2012 Vote: Didn't Vote	14%	(73)	8%	(43)	43%	(216)	34%	(173)	505
4-Region: Northeast	12%	(36)	4%	(11)	47%	(137)	37%	(106)	289
4-Region: Midwest	18%	(58)	12%	(40)	40%	(130)	30%	(98)	326
4-Region: South	23%	(129)	10%	(57)	41%	(232)	26%	(148)	566
4-Region: West	10%	(35)	10%	(34)	44%	(150)	36%	(122)	341
Frequent sports watching households	17%	(157)	11%	(101)	45%	(418)	27%	(253)	928
Current cable or satellite subscribers	19%	(237)	8%	(93)	42%	(517)	30%	(371)	1218
Cord-Cutters	2%	(4)	22%	(35)	46%	(74)	30%	(49)	162
Current vMVPD subscribers	13%	(92)	11%	(82)	43%	(311)	33%	(238)	723
Former vMVPD subscribers	22%	(21)	12%	(11)	39%	(37)	28%	(26)	95
Sports fans	17%	(198)	11%	(121)	44%	(497)	28%	(322)	1138
Avid sports fans	17%	(80)	10%	(48)	45%	(211)	27%	(125)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_3: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

AT&T (DirecTV, U-verse or AT&T TV)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	17%	(259)	14%	(216)	57%	(868)	12%	(180)	1523
Gender: Male	16%	(122)	13%	(100)	59%	(439)	11%	(86)	746
Gender: Female	18%	(138)	15%	(116)	55%	(429)	12%	(94)	777
Age: 18-34	17%	(68)	15%	(60)	54%	(219)	15%	(60)	406
Age: 35-44	17%	(44)	15%	(37)	54%	(139)	14%	(36)	256
Age: 45-64	15%	(78)	15%	(76)	61%	(318)	9%	(49)	521
Age: 65+	20%	(69)	13%	(43)	57%	(193)	10%	(35)	340
GenZers: 1997-2012	17%	(31)	19%	(34)	52%	(94)	12%	(22)	182
Millennials: 1981-1996	16%	(55)	12%	(43)	55%	(193)	17%	(61)	352
GenXers: 1965-1980	16%	(59)	16%	(61)	58%	(216)	9%	(34)	371
Baby Boomers: 1946-1964	17%	(91)	13%	(70)	60%	(320)	10%	(54)	535
PID: Dem (no lean)	16%	(99)	14%	(84)	59%	(360)	11%	(66)	609
PID: Ind (no lean)	15%	(68)	15%	(65)	57%	(250)	13%	(59)	442
PID: Rep (no lean)	20%	(93)	14%	(68)	55%	(257)	12%	(55)	472
PID/Gender: Dem Men	15%	(41)	11%	(30)	62%	(170)	13%	(35)	276
PID/Gender: Dem Women	17%	(58)	16%	(54)	57%	(190)	9%	(31)	333
PID/Gender: Ind Men	15%	(35)	16%	(37)	57%	(135)	12%	(29)	236
PID/Gender: Ind Women	16%	(32)	13%	(27)	56%	(115)	15%	(31)	206
PID/Gender: Rep Men	19%	(45)	14%	(33)	57%	(133)	10%	(22)	234
PID/Gender: Rep Women	20%	(47)	15%	(35)	52%	(124)	14%	(32)	238
Ideo: Liberal (1-3)	18%	(83)	14%	(65)	59%	(265)	8%	(36)	449
Ideo: Moderate (4)	16%	(64)	12%	(51)	60%	(244)	12%	(50)	409
Ideo: Conservative (5-7)	18%	(94)	15%	(77)	55%	(285)	13%	(66)	522
Educ: < College	16%	(167)	14%	(148)	56%	(580)	13%	(133)	1028
Educ: Bachelors degree	17%	(54)	12%	(38)	61%	(190)	9%	(28)	311
Educ: Post-grad	21%	(39)	16%	(30)	53%	(98)	10%	(19)	185

Continued on next page

Table STV7_3: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

AT&T (DirecTV, U-verse or AT&T TV)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(259)	14%	(216)	57%	(868)	12%	(180)	1523
Income: Under 50k	17%	(123)	14%	(103)	56%	(411)	13%	(98)	735
Income: 50k-100k	17%	(94)	14%	(76)	58%	(320)	11%	(59)	550
Income: 100k+	18%	(43)	15%	(37)	57%	(137)	9%	(22)	238
Ethnicity: White	17%	(213)	14%	(171)	57%	(699)	12%	(150)	1233
Ethnicity: Hispanic	17%	(41)	14%	(33)	51%	(121)	18%	(42)	236
Ethnicity: Afr. Am.	16%	(27)	20%	(33)	53%	(88)	11%	(17)	166
Ethnicity: Other	15%	(19)	10%	(13)	65%	(80)	10%	(12)	124
All Christian	19%	(142)	13%	(99)	57%	(435)	11%	(87)	764
All Non-Christian	8%	(5)	10%	(7)	64%	(41)	18%	(12)	65
Atheist	19%	(15)	17%	(13)	55%	(42)	9%	(7)	76
Agnostic/Nothing in particular	16%	(98)	16%	(98)	56%	(349)	12%	(74)	618
Religious Non-Protestant/Catholic	7%	(5)	10%	(8)	60%	(47)	23%	(18)	77
Evangelical	22%	(86)	12%	(49)	52%	(206)	14%	(54)	396
Non-Evangelical	16%	(95)	15%	(86)	59%	(347)	10%	(59)	587
Community: Urban	19%	(66)	15%	(55)	55%	(197)	11%	(38)	356
Community: Suburban	16%	(124)	14%	(108)	60%	(473)	11%	(87)	792
Community: Rural	19%	(69)	14%	(53)	53%	(197)	15%	(55)	374
Employ: Private Sector	19%	(87)	13%	(62)	55%	(252)	12%	(57)	457
Employ: Government	17%	(14)	14%	(11)	53%	(42)	16%	(13)	80
Employ: Self-Employed	15%	(20)	16%	(21)	60%	(78)	9%	(12)	131
Employ: Homemaker	17%	(15)	14%	(12)	54%	(47)	15%	(13)	87
Employ: Retired	17%	(64)	11%	(41)	62%	(230)	9%	(34)	369
Employ: Unemployed	17%	(31)	15%	(27)	57%	(104)	11%	(20)	181
Employ: Other	16%	(19)	13%	(15)	53%	(62)	18%	(22)	118
Military HH: Yes	17%	(45)	12%	(33)	60%	(161)	11%	(29)	268
Military HH: No	17%	(214)	15%	(183)	56%	(706)	12%	(151)	1255

Continued on next page

Table STV7_3: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

AT&T (DirecTV, U-verse or AT&T TV)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	17%	(259)	14%	(216)	57%	(868)	12%	(180)	1523
RD/WT: Right Direction	22%	(118)	16%	(87)	51%	(273)	11%	(60)	538
RD/WT: Wrong Track	14%	(141)	13%	(129)	60%	(595)	12%	(120)	985
Trump Job Approve	18%	(118)	16%	(102)	53%	(345)	13%	(86)	651
Trump Job Disapprove	16%	(136)	13%	(105)	61%	(502)	10%	(81)	824
Trump Job Strongly Approve	17%	(58)	16%	(53)	54%	(183)	13%	(43)	337
Trump Job Somewhat Approve	19%	(59)	16%	(49)	52%	(162)	14%	(44)	314
Trump Job Somewhat Disapprove	18%	(31)	11%	(19)	61%	(108)	10%	(18)	176
Trump Job Strongly Disapprove	16%	(105)	13%	(85)	61%	(395)	10%	(63)	648
Favorable of Trump	20%	(125)	15%	(96)	52%	(328)	13%	(84)	633
Unfavorable of Trump	16%	(133)	13%	(111)	62%	(508)	9%	(74)	826
Very Favorable of Trump	20%	(70)	16%	(55)	54%	(191)	11%	(40)	356
Somewhat Favorable of Trump	20%	(55)	15%	(41)	50%	(138)	16%	(44)	277
Somewhat Unfavorable of Trump	17%	(28)	11%	(18)	66%	(109)	7%	(11)	166
Very Unfavorable of Trump	16%	(105)	14%	(93)	60%	(399)	9%	(63)	660
#1 Issue: Economy	16%	(88)	16%	(90)	57%	(318)	10%	(57)	554
#1 Issue: Security	15%	(24)	15%	(24)	56%	(90)	15%	(24)	162
#1 Issue: Health Care	21%	(63)	12%	(35)	55%	(164)	13%	(38)	300
#1 Issue: Medicare / Social Security	17%	(37)	13%	(29)	58%	(126)	12%	(27)	219
#1 Issue: Women's Issues	12%	(10)	18%	(15)	50%	(42)	20%	(16)	83
#1 Issue: Education	22%	(18)	14%	(11)	57%	(45)	7%	(5)	79
#1 Issue: Energy	10%	(5)	15%	(8)	60%	(33)	15%	(8)	54
#1 Issue: Other	18%	(13)	7%	(5)	70%	(50)	5%	(4)	72
2018 House Vote: Democrat	17%	(94)	12%	(66)	61%	(332)	10%	(54)	546
2018 House Vote: Republican	21%	(99)	14%	(65)	54%	(255)	11%	(54)	473

Continued on next page

Table STV7_3: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

AT&T (DirecTV, U-verse or AT&T TV)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	17%	(259)	14%	(216)	57%	(868)	12%	(180)	1523
2016 Vote: Hillary Clinton	17%	(85)	12%	(58)	61%	(305)	10%	(49)	497
2016 Vote: Donald Trump	20%	(101)	13%	(67)	55%	(275)	11%	(52)	495
2016 Vote: Other	18%	(18)	12%	(12)	55%	(53)	14%	(14)	96
2016 Vote: Didn't Vote	13%	(56)	18%	(80)	54%	(233)	15%	(64)	434
Voted in 2014: Yes	19%	(181)	13%	(123)	57%	(535)	10%	(95)	934
Voted in 2014: No	13%	(78)	16%	(93)	56%	(333)	14%	(84)	589
2012 Vote: Barack Obama	17%	(107)	13%	(78)	59%	(364)	10%	(63)	612
2012 Vote: Mitt Romney	23%	(79)	12%	(43)	54%	(190)	10%	(37)	349
2012 Vote: Other	9%	(5)	13%	(7)	68%	(38)	10%	(5)	56
2012 Vote: Didn't Vote	13%	(68)	17%	(88)	54%	(275)	15%	(74)	505
4-Region: Northeast	10%	(28)	6%	(19)	64%	(186)	19%	(56)	289
4-Region: Midwest	19%	(62)	17%	(56)	54%	(176)	10%	(31)	326
4-Region: South	18%	(102)	18%	(103)	55%	(312)	9%	(49)	566
4-Region: West	20%	(67)	11%	(38)	57%	(193)	13%	(43)	341
Frequent sports watching households	19%	(172)	14%	(134)	56%	(521)	11%	(101)	928
Current cable or satellite subscribers	19%	(237)	12%	(148)	56%	(680)	13%	(153)	1218
Cord-Cutters	6%	(9)	24%	(39)	67%	(108)	4%	(6)	162
Current vMVPD subscribers	15%	(111)	17%	(125)	57%	(409)	11%	(79)	723
Former vMVPD subscribers	18%	(17)	18%	(17)	57%	(54)	8%	(7)	95
Sports fans	17%	(193)	15%	(168)	59%	(668)	10%	(109)	1138
Avid sports fans	19%	(88)	13%	(61)	59%	(272)	9%	(43)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_4: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Dish Network

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	10%	(152)	18%	(275)	64%	(978)	8%	(118)	1523
Gender: Male	11%	(79)	16%	(120)	64%	(480)	9%	(68)	746
Gender: Female	9%	(73)	20%	(155)	64%	(499)	6%	(50)	777
Age: 18-34	10%	(39)	19%	(77)	58%	(236)	13%	(54)	406
Age: 35-44	9%	(23)	18%	(47)	67%	(171)	6%	(16)	256
Age: 45-64	12%	(60)	19%	(97)	63%	(331)	6%	(33)	521
Age: 65+	9%	(29)	16%	(54)	71%	(241)	5%	(15)	340
GenZers: 1997-2012	11%	(20)	21%	(38)	55%	(99)	14%	(25)	182
Millennials: 1981-1996	8%	(29)	18%	(63)	62%	(217)	12%	(43)	352
GenXers: 1965-1980	11%	(40)	19%	(70)	65%	(241)	5%	(20)	371
Baby Boomers: 1946-1964	11%	(59)	17%	(90)	68%	(364)	4%	(23)	535
PID: Dem (no lean)	10%	(58)	16%	(98)	67%	(407)	7%	(45)	609
PID: Ind (no lean)	9%	(38)	19%	(86)	62%	(275)	10%	(44)	442
PID: Rep (no lean)	12%	(56)	19%	(91)	63%	(296)	6%	(29)	472
PID/Gender: Dem Men	9%	(26)	12%	(33)	68%	(187)	11%	(29)	276
PID/Gender: Dem Women	10%	(32)	20%	(65)	66%	(220)	5%	(16)	333
PID/Gender: Ind Men	10%	(22)	21%	(51)	58%	(138)	11%	(26)	236
PID/Gender: Ind Women	7%	(15)	17%	(35)	67%	(137)	9%	(18)	206
PID/Gender: Rep Men	13%	(30)	15%	(36)	66%	(155)	6%	(13)	234
PID/Gender: Rep Women	11%	(26)	23%	(55)	59%	(142)	7%	(16)	238
Ideo: Liberal (1-3)	10%	(43)	16%	(70)	68%	(305)	7%	(30)	449
Ideo: Moderate (4)	9%	(35)	20%	(82)	64%	(260)	8%	(31)	409
Ideo: Conservative (5-7)	11%	(59)	19%	(99)	62%	(326)	7%	(38)	522
Educ: < College	11%	(108)	20%	(201)	62%	(637)	8%	(82)	1028
Educ: Bachelors degree	8%	(26)	14%	(43)	71%	(222)	6%	(20)	311
Educ: Post-grad	9%	(17)	17%	(30)	65%	(120)	9%	(17)	185

Continued on next page

Table STV7_4: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Dish Network

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	10%	(152)	18%	(275)	64%	(978)	8%	(118)	1523
Income: Under 50k	11%	(83)	18%	(133)	62%	(454)	9%	(65)	735
Income: 50k-100k	9%	(49)	18%	(99)	67%	(366)	6%	(36)	550
Income: 100k+	9%	(21)	18%	(43)	66%	(158)	7%	(17)	238
Ethnicity: White	10%	(121)	17%	(213)	66%	(815)	7%	(84)	1233
Ethnicity: Hispanic	8%	(20)	22%	(53)	59%	(140)	10%	(24)	236
Ethnicity: Afr. Am.	13%	(21)	16%	(27)	58%	(96)	13%	(22)	166
Ethnicity: Other	8%	(10)	27%	(34)	54%	(68)	10%	(12)	124
All Christian	11%	(81)	18%	(135)	66%	(500)	6%	(48)	764
All Non-Christian	11%	(7)	10%	(7)	64%	(42)	14%	(9)	65
Atheist	6%	(5)	14%	(11)	67%	(51)	12%	(9)	76
Agnostic/Nothing in particular	10%	(59)	20%	(123)	62%	(385)	8%	(52)	618
Religious Non-Protestant/Catholic	11%	(8)	14%	(11)	60%	(46)	15%	(12)	77
Evangelical	11%	(43)	20%	(81)	61%	(243)	7%	(30)	396
Non-Evangelical	9%	(54)	17%	(100)	67%	(394)	7%	(39)	587
Community: Urban	9%	(32)	15%	(52)	68%	(242)	9%	(31)	356
Community: Suburban	7%	(57)	17%	(137)	68%	(541)	7%	(58)	792
Community: Rural	17%	(64)	23%	(86)	52%	(195)	8%	(29)	374
Employ: Private Sector	9%	(42)	19%	(85)	65%	(296)	7%	(34)	457
Employ: Government	5%	(4)	15%	(12)	70%	(56)	10%	(8)	80
Employ: Self-Employed	18%	(23)	21%	(28)	55%	(72)	6%	(8)	131
Employ: Homemaker	8%	(7)	24%	(21)	63%	(55)	5%	(5)	87
Employ: Retired	10%	(37)	16%	(59)	69%	(255)	5%	(17)	369
Employ: Unemployed	11%	(20)	19%	(35)	61%	(111)	9%	(16)	181
Employ: Other	11%	(13)	14%	(16)	62%	(72)	14%	(16)	118
Military HH: Yes	10%	(28)	15%	(40)	68%	(182)	7%	(19)	268
Military HH: No	10%	(124)	19%	(234)	63%	(796)	8%	(100)	1255

Continued on next page

Table STV7_4: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Dish Network

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	10%	(152)	18%	(275)	64%	(978)	8%	(118)	1523
RD/WT: Right Direction	12%	(63)	18%	(99)	61%	(331)	8%	(45)	538
RD/WT: Wrong Track	9%	(89)	18%	(176)	66%	(647)	7%	(73)	985
Trump Job Approve	11%	(70)	21%	(135)	60%	(393)	8%	(54)	651
Trump Job Disapprove	9%	(77)	16%	(132)	68%	(561)	7%	(54)	824
Trump Job Strongly Approve	13%	(43)	20%	(66)	61%	(206)	6%	(22)	337
Trump Job Somewhat Approve	8%	(26)	22%	(69)	60%	(187)	10%	(32)	314
Trump Job Somewhat Disapprove	15%	(27)	14%	(24)	64%	(112)	8%	(13)	176
Trump Job Strongly Disapprove	8%	(50)	17%	(108)	69%	(449)	6%	(41)	648
Favorable of Trump	10%	(65)	21%	(131)	61%	(384)	8%	(53)	633
Unfavorable of Trump	10%	(82)	16%	(134)	68%	(565)	5%	(45)	826
Very Favorable of Trump	11%	(38)	22%	(77)	62%	(222)	5%	(18)	356
Somewhat Favorable of Trump	10%	(27)	19%	(54)	58%	(162)	12%	(35)	277
Somewhat Unfavorable of Trump	12%	(20)	16%	(26)	68%	(113)	4%	(7)	166
Very Unfavorable of Trump	10%	(63)	16%	(108)	68%	(452)	6%	(38)	660
#1 Issue: Economy	9%	(48)	20%	(112)	64%	(357)	7%	(37)	554
#1 Issue: Security	9%	(15)	18%	(29)	63%	(103)	10%	(16)	162
#1 Issue: Health Care	12%	(35)	18%	(53)	62%	(185)	9%	(26)	300
#1 Issue: Medicare / Social Security	10%	(22)	16%	(35)	69%	(152)	5%	(10)	219
#1 Issue: Women's Issues	4%	(4)	17%	(14)	58%	(48)	21%	(17)	83
#1 Issue: Education	22%	(18)	17%	(13)	58%	(46)	3%	(2)	79
#1 Issue: Energy	4%	(2)	19%	(10)	67%	(36)	11%	(6)	54
#1 Issue: Other	12%	(9)	13%	(9)	71%	(51)	5%	(4)	72
2018 House Vote: Democrat	10%	(54)	14%	(75)	71%	(386)	6%	(31)	546
2018 House Vote: Republican	11%	(51)	20%	(92)	63%	(297)	7%	(33)	473

Continued on next page

Table STV7_4: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Dish Network

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	10%	(152)	18%	(275)	64%	(978)	8%	(118)	1523
2016 Vote: Hillary Clinton	9%	(46)	15%	(75)	69%	(345)	6%	(31)	497
2016 Vote: Donald Trump	12%	(59)	20%	(100)	62%	(306)	6%	(30)	495
2016 Vote: Other	5%	(5)	16%	(16)	72%	(69)	7%	(7)	96
2016 Vote: Didn't Vote	9%	(41)	19%	(84)	59%	(258)	12%	(51)	434
Voted in 2014: Yes	10%	(95)	18%	(164)	67%	(625)	5%	(50)	934
Voted in 2014: No	10%	(57)	19%	(110)	60%	(353)	11%	(68)	589
2012 Vote: Barack Obama	8%	(50)	17%	(105)	69%	(421)	6%	(36)	612
2012 Vote: Mitt Romney	12%	(43)	21%	(73)	63%	(219)	4%	(14)	349
2012 Vote: Other	9%	(5)	18%	(10)	63%	(36)	9%	(5)	56
2012 Vote: Didn't Vote	11%	(53)	17%	(87)	60%	(302)	12%	(63)	505
4-Region: Northeast	9%	(26)	12%	(36)	70%	(203)	8%	(24)	289
4-Region: Midwest	10%	(33)	18%	(59)	64%	(207)	8%	(27)	326
4-Region: South	10%	(56)	21%	(118)	63%	(355)	7%	(38)	566
4-Region: West	11%	(37)	18%	(62)	62%	(213)	8%	(29)	341
Frequent sports watching households	10%	(97)	20%	(183)	64%	(592)	6%	(56)	928
Current cable or satellite subscribers	12%	(144)	15%	(184)	66%	(803)	7%	(88)	1218
Cord-Cutters	5%	(8)	40%	(64)	50%	(81)	5%	(8)	162
Current vMVPD subscribers	8%	(60)	23%	(169)	59%	(429)	9%	(65)	723
Former vMVPD subscribers	15%	(14)	18%	(17)	61%	(58)	7%	(6)	95
Sports fans	10%	(113)	20%	(227)	64%	(729)	6%	(69)	1138
Avid sports fans	9%	(44)	16%	(74)	68%	(315)	7%	(31)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_5: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Altice USA (Optimum or Suddenlink)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(44)	2%	(25)	25%	(384)	70%	(1070)	1523
Gender: Male	4%	(29)	2%	(14)	31%	(229)	64%	(475)	746
Gender: Female	2%	(15)	2%	(12)	20%	(154)	77%	(595)	777
Age: 18-34	4%	(16)	4%	(15)	26%	(107)	66%	(267)	406
Age: 35-44	2%	(5)	1%	(3)	32%	(83)	64%	(165)	256
Age: 45-64	2%	(11)	1%	(6)	22%	(116)	74%	(388)	521
Age: 65+	3%	(11)	1%	(2)	23%	(77)	73%	(250)	340
GenZers: 1997-2012	6%	(11)	4%	(8)	22%	(40)	68%	(123)	182
Millennials: 1981-1996	2%	(7)	2%	(8)	32%	(111)	64%	(225)	352
GenXers: 1965-1980	3%	(9)	1%	(4)	23%	(85)	73%	(272)	371
Baby Boomers: 1946-1964	2%	(13)	1%	(4)	24%	(128)	73%	(390)	535
PID: Dem (no lean)	3%	(16)	1%	(8)	29%	(176)	67%	(409)	609
PID: Ind (no lean)	3%	(14)	2%	(8)	23%	(103)	72%	(318)	442
PID: Rep (no lean)	3%	(15)	2%	(9)	22%	(105)	73%	(343)	472
PID/Gender: Dem Men	4%	(12)	2%	(5)	37%	(103)	57%	(157)	276
PID/Gender: Dem Women	1%	(4)	1%	(3)	22%	(73)	76%	(252)	333
PID/Gender: Ind Men	4%	(9)	2%	(5)	28%	(66)	66%	(157)	236
PID/Gender: Ind Women	2%	(4)	2%	(3)	18%	(37)	78%	(161)	206
PID/Gender: Rep Men	4%	(8)	2%	(4)	26%	(61)	69%	(161)	234
PID/Gender: Rep Women	3%	(7)	2%	(5)	19%	(45)	76%	(182)	238
Ideo: Liberal (1-3)	3%	(15)	1%	(5)	28%	(124)	68%	(305)	449
Ideo: Moderate (4)	3%	(13)	1%	(3)	29%	(119)	67%	(274)	409
Ideo: Conservative (5-7)	2%	(13)	3%	(15)	23%	(119)	72%	(376)	522
Educ: < College	2%	(22)	2%	(16)	25%	(253)	72%	(737)	1028
Educ: Bachelors degree	4%	(11)	1%	(4)	29%	(89)	66%	(206)	311
Educ: Post-grad	6%	(11)	3%	(5)	23%	(42)	68%	(126)	185

Continued on next page

Table STV7_5: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Altice USA (Optimum or Suddenlink)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(44)	2%	(25)	25%	(384)	70%	(1070)	1523
Income: Under 50k	2%	(18)	2%	(13)	26%	(194)	69%	(510)	735
Income: 50k-100k	3%	(19)	1%	(6)	24%	(130)	72%	(395)	550
Income: 100k+	3%	(8)	3%	(6)	25%	(59)	69%	(165)	238
Ethnicity: White	2%	(30)	1%	(17)	25%	(303)	72%	(883)	1233
Ethnicity: Hispanic	3%	(7)	3%	(8)	31%	(73)	63%	(149)	236
Ethnicity: Afr. Am.	5%	(8)	3%	(4)	27%	(45)	65%	(108)	166
Ethnicity: Other	5%	(6)	3%	(4)	29%	(36)	63%	(78)	124
All Christian	3%	(25)	1%	(10)	27%	(203)	69%	(526)	764
All Non-Christian	7%	(4)	—	(0)	37%	(24)	56%	(36)	65
Atheist	5%	(4)	2%	(2)	21%	(16)	72%	(55)	76
Agnostic/Nothing in particular	2%	(12)	2%	(14)	23%	(140)	73%	(452)	618
Religious Non-Protestant/Catholic	6%	(4)	1%	(1)	32%	(25)	61%	(47)	77
Evangelical	3%	(10)	2%	(9)	23%	(92)	72%	(286)	396
Non-Evangelical	3%	(16)	2%	(9)	26%	(153)	70%	(409)	587
Community: Urban	4%	(15)	3%	(10)	29%	(103)	64%	(228)	356
Community: Suburban	3%	(24)	1%	(11)	22%	(173)	74%	(585)	792
Community: Rural	1%	(5)	1%	(4)	29%	(108)	69%	(257)	374
Employ: Private Sector	3%	(16)	2%	(8)	25%	(114)	70%	(319)	457
Employ: Government	4%	(3)	2%	(2)	23%	(18)	71%	(57)	80
Employ: Self-Employed	2%	(2)	—	(1)	31%	(40)	67%	(88)	131
Employ: Homemaker	1%	(1)	1%	(1)	29%	(25)	70%	(61)	87
Employ: Retired	3%	(12)	—	(1)	21%	(78)	75%	(278)	369
Employ: Unemployed	3%	(5)	2%	(3)	31%	(55)	65%	(118)	181
Employ: Other	1%	(1)	2%	(2)	20%	(24)	77%	(91)	118
Military HH: Yes	2%	(6)	2%	(5)	22%	(60)	74%	(197)	268
Military HH: No	3%	(38)	2%	(20)	26%	(324)	70%	(873)	1255

Continued on next page

Table STV7_5: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Altice USA (Optimum or Suddenlink)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(44)	2%	(25)	25%	(384)	70%	(1070)	1523
RD/WT: Right Direction	3%	(17)	3%	(14)	24%	(131)	70%	(377)	538
RD/WT: Wrong Track	3%	(28)	1%	(11)	26%	(253)	70%	(693)	985
Trump Job Approve	3%	(18)	3%	(17)	24%	(153)	71%	(462)	651
Trump Job Disapprove	3%	(26)	1%	(8)	27%	(222)	69%	(568)	824
Trump Job Strongly Approve	4%	(13)	2%	(6)	24%	(80)	71%	(238)	337
Trump Job Somewhat Approve	2%	(5)	3%	(11)	24%	(74)	71%	(224)	314
Trump Job Somewhat Disapprove	3%	(5)	2%	(3)	24%	(41)	72%	(126)	176
Trump Job Strongly Disapprove	3%	(20)	1%	(4)	28%	(181)	68%	(442)	648
Favorable of Trump	3%	(17)	2%	(12)	22%	(140)	73%	(464)	633
Unfavorable of Trump	3%	(25)	1%	(6)	27%	(227)	69%	(568)	826
Very Favorable of Trump	3%	(9)	2%	(6)	24%	(85)	72%	(255)	356
Somewhat Favorable of Trump	3%	(8)	2%	(6)	20%	(54)	75%	(209)	277
Somewhat Unfavorable of Trump	1%	(2)	2%	(3)	33%	(55)	64%	(106)	166
Very Unfavorable of Trump	4%	(24)	—	(3)	26%	(172)	70%	(462)	660
#1 Issue: Economy	3%	(17)	2%	(14)	27%	(152)	67%	(372)	554
#1 Issue: Security	2%	(3)	—	(1)	25%	(41)	73%	(118)	162
#1 Issue: Health Care	2%	(6)	1%	(2)	22%	(65)	75%	(226)	300
#1 Issue: Medicare / Social Security	3%	(6)	—	(0)	23%	(51)	74%	(162)	219
#1 Issue: Women's Issues	5%	(4)	6%	(5)	17%	(14)	71%	(59)	83
#1 Issue: Education	7%	(6)	5%	(4)	38%	(30)	51%	(40)	79
#1 Issue: Energy	1%	(1)	—	(0)	33%	(18)	66%	(36)	54
#1 Issue: Other	3%	(2)	—	(0)	17%	(13)	79%	(57)	72
2018 House Vote: Democrat	2%	(13)	1%	(3)	29%	(158)	68%	(372)	546
2018 House Vote: Republican	4%	(18)	2%	(7)	21%	(99)	74%	(348)	473

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Table STV7_5: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Altice USA (Optimum or Suddenlink)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(44)	2%	(25)	25%	(384)	70%	(1070)	1523
2016 Vote: Hillary Clinton	2%	(11)	1%	(7)	27%	(135)	69%	(344)	497
2016 Vote: Donald Trump	3%	(15)	2%	(8)	25%	(123)	70%	(349)	495
2016 Vote: Other	2%	(2)	—	(0)	22%	(22)	75%	(72)	96
2016 Vote: Didn't Vote	4%	(17)	2%	(10)	24%	(103)	70%	(304)	434
Voted in 2014: Yes	3%	(26)	1%	(9)	26%	(247)	70%	(652)	934
Voted in 2014: No	3%	(18)	3%	(16)	23%	(137)	71%	(417)	589
2012 Vote: Barack Obama	2%	(15)	1%	(4)	28%	(168)	69%	(425)	612
2012 Vote: Mitt Romney	3%	(10)	1%	(5)	21%	(74)	75%	(260)	349
2012 Vote: Other	4%	(2)	1%	(1)	34%	(19)	60%	(34)	56
2012 Vote: Didn't Vote	3%	(17)	3%	(15)	24%	(122)	69%	(351)	505
4-Region: Northeast	7%	(21)	3%	(8)	29%	(85)	60%	(175)	289
4-Region: Midwest	—	(0)	—	(2)	22%	(71)	78%	(253)	326
4-Region: South	3%	(16)	3%	(15)	27%	(151)	68%	(384)	566
4-Region: West	2%	(6)	—	(1)	22%	(76)	76%	(258)	341
Frequent sports watching households	4%	(35)	2%	(18)	28%	(256)	67%	(619)	928
Current cable or satellite subscribers	3%	(39)	2%	(22)	26%	(319)	69%	(838)	1218
Cord-Cutters	3%	(6)	2%	(3)	21%	(34)	74%	(120)	162
Current vMVPD subscribers	2%	(17)	2%	(17)	25%	(180)	70%	(509)	723
Former vMVPD subscribers	8%	(7)	4%	(4)	35%	(33)	54%	(51)	95
Sports fans	3%	(37)	2%	(17)	27%	(308)	68%	(776)	1138
Avid sports fans	3%	(16)	2%	(8)	34%	(156)	61%	(284)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_6: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Verizon (Fios)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	10%	(154)	11%	(160)	62%	(943)	17%	(266)	1523
Gender: Male	11%	(80)	11%	(82)	62%	(465)	16%	(120)	746
Gender: Female	10%	(74)	10%	(78)	62%	(478)	19%	(145)	777
Age: 18-34	13%	(53)	14%	(58)	54%	(221)	18%	(74)	406
Age: 35-44	13%	(33)	8%	(20)	64%	(164)	16%	(40)	256
Age: 45-64	6%	(33)	10%	(54)	64%	(333)	19%	(100)	521
Age: 65+	10%	(35)	9%	(29)	66%	(225)	15%	(51)	340
GenZers: 1997-2012	17%	(31)	14%	(26)	50%	(91)	19%	(34)	182
Millennials: 1981-1996	13%	(46)	12%	(41)	57%	(201)	18%	(64)	352
GenXers: 1965-1980	6%	(22)	9%	(35)	67%	(248)	18%	(65)	371
Baby Boomers: 1946-1964	9%	(50)	10%	(51)	64%	(343)	17%	(91)	535
PID: Dem (no lean)	11%	(66)	10%	(61)	61%	(371)	18%	(111)	609
PID: Ind (no lean)	10%	(43)	12%	(54)	61%	(269)	17%	(77)	442
PID: Rep (no lean)	10%	(46)	10%	(46)	64%	(303)	17%	(78)	472
PID/Gender: Dem Men	11%	(31)	10%	(28)	59%	(163)	20%	(54)	276
PID/Gender: Dem Women	11%	(35)	10%	(32)	63%	(209)	17%	(57)	333
PID/Gender: Ind Men	11%	(26)	14%	(33)	62%	(148)	13%	(30)	236
PID/Gender: Ind Women	8%	(17)	10%	(21)	59%	(122)	23%	(46)	206
PID/Gender: Rep Men	10%	(23)	9%	(21)	66%	(155)	15%	(36)	234
PID/Gender: Rep Women	10%	(23)	11%	(25)	62%	(148)	18%	(42)	238
Ideo: Liberal (1-3)	9%	(39)	11%	(48)	66%	(297)	14%	(65)	449
Ideo: Moderate (4)	12%	(48)	10%	(41)	60%	(246)	18%	(74)	409
Ideo: Conservative (5-7)	9%	(46)	9%	(45)	63%	(329)	19%	(101)	522
Educ: < College	10%	(100)	11%	(114)	60%	(621)	19%	(193)	1028
Educ: Bachelors degree	11%	(34)	7%	(21)	66%	(206)	16%	(49)	311
Educ: Post-grad	11%	(20)	14%	(25)	63%	(116)	13%	(23)	185

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Table STV7_6: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Verizon (Fios)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(154)	11%	(160)	62%	(943)	17%	(266)	1523
Income: Under 50k	7%	(53)	13%	(94)	62%	(455)	18%	(134)	735
Income: 50k-100k	12%	(64)	8%	(45)	63%	(347)	17%	(94)	550
Income: 100k+	16%	(38)	9%	(21)	59%	(141)	16%	(38)	238
Ethnicity: White	9%	(116)	9%	(115)	64%	(789)	17%	(213)	1233
Ethnicity: Hispanic	16%	(37)	13%	(32)	56%	(133)	15%	(34)	236
Ethnicity: Afr. Am.	13%	(22)	14%	(23)	50%	(83)	23%	(38)	166
Ethnicity: Other	13%	(16)	18%	(22)	57%	(71)	12%	(15)	124
All Christian	11%	(85)	10%	(80)	62%	(470)	17%	(128)	764
All Non-Christian	13%	(8)	16%	(11)	53%	(34)	18%	(12)	65
Atheist	11%	(9)	5%	(4)	68%	(52)	15%	(11)	76
Agnostic/Nothing in particular	8%	(52)	11%	(66)	63%	(387)	18%	(114)	618
Religious Non-Protestant/Catholic	11%	(8)	18%	(14)	52%	(40)	20%	(15)	77
Evangelical	8%	(33)	13%	(53)	57%	(226)	21%	(83)	396
Non-Evangelical	13%	(75)	11%	(63)	60%	(351)	17%	(98)	587
Community: Urban	11%	(40)	9%	(32)	65%	(232)	15%	(53)	356
Community: Suburban	11%	(85)	12%	(95)	60%	(473)	17%	(138)	792
Community: Rural	8%	(28)	9%	(34)	63%	(238)	20%	(75)	374
Employ: Private Sector	9%	(43)	9%	(42)	61%	(281)	20%	(92)	457
Employ: Government	16%	(13)	10%	(8)	58%	(47)	17%	(13)	80
Employ: Self-Employed	14%	(19)	8%	(11)	67%	(88)	10%	(13)	131
Employ: Homemaker	3%	(3)	19%	(16)	52%	(45)	26%	(22)	87
Employ: Retired	10%	(37)	9%	(33)	66%	(244)	15%	(55)	369
Employ: Unemployed	6%	(11)	11%	(19)	65%	(119)	18%	(33)	181
Employ: Other	11%	(13)	15%	(18)	58%	(68)	16%	(19)	118
Military HH: Yes	10%	(26)	11%	(28)	62%	(165)	18%	(48)	268
Military HH: No	10%	(128)	11%	(132)	62%	(778)	17%	(217)	1255

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Table STV7_6: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Verizon (Fios)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	10%	(154)	11%	(160)	62%	(943)	17%	(266)	1523
RD/WT: Right Direction	11%	(57)	9%	(47)	62%	(334)	19%	(100)	538
RD/WT: Wrong Track	10%	(97)	12%	(114)	62%	(609)	17%	(166)	985
Trump Job Approve	9%	(58)	12%	(76)	60%	(393)	19%	(123)	651
Trump Job Disapprove	11%	(90)	10%	(79)	64%	(527)	15%	(128)	824
Trump Job Strongly Approve	8%	(25)	12%	(39)	61%	(207)	20%	(66)	337
Trump Job Somewhat Approve	10%	(33)	12%	(37)	60%	(187)	18%	(57)	314
Trump Job Somewhat Disapprove	12%	(21)	12%	(20)	59%	(104)	18%	(31)	176
Trump Job Strongly Disapprove	11%	(70)	9%	(59)	65%	(423)	15%	(97)	648
Favorable of Trump	10%	(62)	11%	(72)	60%	(381)	19%	(118)	633
Unfavorable of Trump	10%	(86)	10%	(82)	65%	(533)	15%	(124)	826
Very Favorable of Trump	8%	(27)	13%	(45)	64%	(227)	16%	(56)	356
Somewhat Favorable of Trump	13%	(35)	9%	(26)	56%	(155)	22%	(61)	277
Somewhat Unfavorable of Trump	9%	(16)	10%	(16)	67%	(111)	14%	(23)	166
Very Unfavorable of Trump	11%	(71)	10%	(67)	64%	(422)	15%	(101)	660
#1 Issue: Economy	13%	(70)	8%	(44)	63%	(346)	17%	(94)	554
#1 Issue: Security	6%	(9)	10%	(16)	66%	(106)	19%	(30)	162
#1 Issue: Health Care	11%	(33)	12%	(35)	58%	(175)	19%	(57)	300
#1 Issue: Medicare / Social Security	5%	(10)	14%	(30)	62%	(136)	20%	(43)	219
#1 Issue: Women's Issues	10%	(8)	14%	(11)	52%	(43)	25%	(20)	83
#1 Issue: Education	17%	(14)	13%	(10)	60%	(48)	10%	(8)	79
#1 Issue: Energy	6%	(3)	18%	(10)	69%	(37)	7%	(4)	54
#1 Issue: Other	9%	(7)	5%	(3)	72%	(52)	14%	(10)	72
2018 House Vote: Democrat	10%	(52)	9%	(51)	65%	(355)	16%	(87)	546
2018 House Vote: Republican	10%	(46)	11%	(51)	62%	(293)	18%	(83)	473

Continued on next page

Table STV7_6: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Verizon (Fios)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	10%	(154)	11%	(160)	62%	(943)	17%	(266)	1523
2016 Vote: Hillary Clinton	10%	(48)	9%	(47)	66%	(328)	15%	(74)	497
2016 Vote: Donald Trump	10%	(49)	9%	(47)	64%	(318)	16%	(81)	495
2016 Vote: Other	10%	(10)	11%	(10)	59%	(57)	20%	(19)	96
2016 Vote: Didn't Vote	11%	(46)	13%	(56)	55%	(240)	21%	(91)	434
Voted in 2014: Yes	9%	(86)	9%	(88)	66%	(616)	16%	(145)	934
Voted in 2014: No	12%	(68)	12%	(73)	56%	(327)	20%	(120)	589
2012 Vote: Barack Obama	9%	(54)	9%	(58)	65%	(397)	17%	(103)	612
2012 Vote: Mitt Romney	10%	(36)	10%	(34)	65%	(228)	15%	(51)	349
2012 Vote: Other	10%	(6)	11%	(6)	64%	(36)	14%	(8)	56
2012 Vote: Didn't Vote	12%	(58)	12%	(62)	56%	(281)	20%	(103)	505
4-Region: Northeast	24%	(69)	12%	(35)	56%	(161)	8%	(25)	289
4-Region: Midwest	6%	(20)	5%	(16)	64%	(209)	25%	(81)	326
4-Region: South	9%	(48)	13%	(72)	63%	(356)	16%	(90)	566
4-Region: West	5%	(17)	11%	(38)	63%	(217)	20%	(70)	341
Frequent sports watching households	10%	(95)	11%	(106)	63%	(588)	15%	(140)	928
Current cable or satellite subscribers	11%	(137)	10%	(125)	61%	(743)	17%	(212)	1218
Cord-Cutters	3%	(5)	16%	(26)	66%	(107)	15%	(25)	162
Current vMVPD subscribers	12%	(89)	10%	(73)	62%	(445)	16%	(116)	723
Former vMVPD subscribers	8%	(8)	17%	(16)	63%	(60)	12%	(11)	95
Sports fans	10%	(118)	11%	(122)	65%	(735)	14%	(163)	1138
Avid sports fans	8%	(39)	12%	(56)	64%	(299)	15%	(70)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_7: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Cox Communications (Contour)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	5%	(76)	6%	(96)	50%	(765)	39%	(587)	1523
Gender: Male	6%	(46)	7%	(50)	57%	(424)	30%	(226)	746
Gender: Female	4%	(29)	6%	(45)	44%	(341)	46%	(361)	777
Age: 18-34	5%	(19)	6%	(25)	41%	(165)	49%	(197)	406
Age: 35-44	3%	(8)	9%	(22)	47%	(120)	41%	(106)	256
Age: 45-64	7%	(38)	6%	(31)	50%	(260)	37%	(192)	521
Age: 65+	3%	(11)	5%	(18)	64%	(219)	27%	(92)	340
GenZers: 1997-2012	6%	(12)	9%	(16)	37%	(68)	48%	(87)	182
Millennials: 1981-1996	2%	(8)	6%	(21)	44%	(155)	47%	(167)	352
GenXers: 1965-1980	6%	(23)	6%	(22)	48%	(180)	39%	(146)	371
Baby Boomers: 1946-1964	6%	(30)	6%	(32)	58%	(312)	30%	(162)	535
PID: Dem (no lean)	5%	(31)	7%	(44)	49%	(299)	39%	(235)	609
PID: Ind (no lean)	5%	(24)	6%	(25)	50%	(221)	39%	(171)	442
PID: Rep (no lean)	4%	(20)	6%	(27)	52%	(245)	38%	(181)	472
PID/Gender: Dem Men	6%	(17)	8%	(22)	56%	(155)	30%	(82)	276
PID/Gender: Dem Women	4%	(14)	7%	(22)	43%	(143)	46%	(153)	333
PID/Gender: Ind Men	5%	(12)	7%	(17)	60%	(141)	28%	(66)	236
PID/Gender: Ind Women	6%	(12)	4%	(8)	39%	(81)	51%	(105)	206
PID/Gender: Rep Men	7%	(17)	5%	(11)	55%	(128)	33%	(78)	234
PID/Gender: Rep Women	1%	(3)	6%	(15)	49%	(117)	43%	(103)	238
Ideo: Liberal (1-3)	4%	(16)	8%	(38)	49%	(222)	39%	(173)	449
Ideo: Moderate (4)	6%	(24)	6%	(26)	52%	(212)	36%	(148)	409
Ideo: Conservative (5-7)	5%	(25)	6%	(30)	54%	(284)	35%	(182)	522
Educ: < College	5%	(46)	6%	(62)	49%	(501)	41%	(418)	1028
Educ: Bachelors degree	6%	(18)	5%	(16)	55%	(172)	34%	(105)	311
Educ: Post-grad	6%	(11)	10%	(18)	50%	(92)	35%	(64)	185

Continued on next page

Table STV7_7: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Cox Communications (Contour)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	5%	(76)	6%	(96)	50%	(765)	39%	(587)	1523
Income: Under 50k	4%	(31)	7%	(49)	51%	(373)	38%	(282)	735
Income: 50k-100k	6%	(31)	5%	(28)	50%	(273)	40%	(218)	550
Income: 100k+	5%	(13)	8%	(19)	50%	(119)	37%	(87)	238
Ethnicity: White	4%	(55)	6%	(72)	51%	(633)	38%	(472)	1233
Ethnicity: Hispanic	2%	(5)	11%	(25)	40%	(94)	48%	(112)	236
Ethnicity: Afr. Am.	7%	(12)	5%	(9)	50%	(84)	37%	(61)	166
Ethnicity: Other	7%	(9)	12%	(15)	39%	(48)	42%	(53)	124
All Christian	5%	(38)	8%	(59)	52%	(398)	35%	(269)	764
All Non-Christian	12%	(8)	3%	(2)	50%	(33)	35%	(23)	65
Atheist	8%	(6)	2%	(1)	48%	(37)	42%	(32)	76
Agnostic/Nothing in particular	4%	(25)	5%	(33)	48%	(298)	43%	(263)	618
Religious Non-Protestant/Catholic	10%	(8)	2%	(2)	48%	(37)	40%	(31)	77
Evangelical	5%	(21)	9%	(36)	47%	(186)	39%	(154)	396
Non-Evangelical	5%	(29)	6%	(36)	51%	(301)	38%	(222)	587
Community: Urban	7%	(24)	6%	(23)	50%	(178)	37%	(132)	356
Community: Suburban	5%	(41)	7%	(56)	50%	(397)	38%	(298)	792
Community: Rural	3%	(11)	5%	(17)	51%	(190)	42%	(156)	374
Employ: Private Sector	5%	(22)	7%	(31)	48%	(219)	41%	(185)	457
Employ: Government	5%	(4)	10%	(8)	50%	(40)	34%	(27)	80
Employ: Self-Employed	6%	(7)	5%	(6)	50%	(66)	39%	(52)	131
Employ: Homemaker	3%	(3)	8%	(7)	51%	(44)	38%	(33)	87
Employ: Retired	5%	(19)	5%	(20)	62%	(228)	28%	(102)	369
Employ: Unemployed	7%	(12)	7%	(12)	50%	(91)	36%	(66)	181
Employ: Other	2%	(3)	2%	(2)	34%	(40)	62%	(73)	118
Military HH: Yes	6%	(16)	6%	(17)	54%	(145)	33%	(90)	268
Military HH: No	5%	(59)	6%	(79)	49%	(620)	40%	(497)	1255

Continued on next page

Table STV7_7: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Cox Communications (Contour)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	5%	(76)	6%	(96)	50%	(765)	39%	(587)	1523
RD/WT: Right Direction	4%	(24)	7%	(38)	50%	(269)	38%	(206)	538
RD/WT: Wrong Track	5%	(52)	6%	(57)	50%	(496)	39%	(380)	985
Trump Job Approve	4%	(29)	7%	(43)	52%	(337)	37%	(242)	651
Trump Job Disapprove	5%	(43)	6%	(51)	50%	(410)	39%	(321)	824
Trump Job Strongly Approve	3%	(11)	7%	(24)	51%	(173)	38%	(128)	337
Trump Job Somewhat Approve	6%	(18)	6%	(19)	52%	(164)	36%	(113)	314
Trump Job Somewhat Disapprove	5%	(9)	7%	(12)	42%	(74)	46%	(80)	176
Trump Job Strongly Disapprove	5%	(33)	6%	(39)	52%	(336)	37%	(240)	648
Favorable of Trump	4%	(27)	5%	(34)	51%	(324)	39%	(247)	633
Unfavorable of Trump	5%	(45)	7%	(60)	50%	(411)	37%	(309)	826
Very Favorable of Trump	3%	(10)	7%	(23)	54%	(192)	37%	(131)	356
Somewhat Favorable of Trump	6%	(17)	4%	(11)	48%	(133)	42%	(117)	277
Somewhat Unfavorable of Trump	4%	(7)	11%	(18)	54%	(89)	31%	(52)	166
Very Unfavorable of Trump	6%	(39)	6%	(42)	49%	(322)	39%	(257)	660
#1 Issue: Economy	5%	(27)	7%	(36)	49%	(272)	39%	(218)	554
#1 Issue: Security	5%	(9)	6%	(10)	56%	(90)	33%	(53)	162
#1 Issue: Health Care	6%	(17)	5%	(16)	49%	(147)	40%	(120)	300
#1 Issue: Medicare / Social Security	3%	(8)	4%	(9)	56%	(122)	37%	(80)	219
#1 Issue: Women's Issues	4%	(4)	11%	(9)	40%	(33)	45%	(37)	83
#1 Issue: Education	3%	(2)	14%	(11)	46%	(36)	37%	(30)	79
#1 Issue: Energy	6%	(3)	4%	(2)	54%	(29)	36%	(20)	54
#1 Issue: Other	9%	(6)	3%	(2)	49%	(35)	39%	(28)	72
2018 House Vote: Democrat	4%	(22)	6%	(35)	57%	(309)	33%	(179)	546
2018 House Vote: Republican	4%	(21)	6%	(30)	52%	(246)	37%	(176)	473

Continued on next page

Table STV7_7: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Cox Communications (Contour)

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	5%	(76)	6%	(96)	50%	(765)	39%	(587)	1523
2016 Vote: Hillary Clinton	4%	(20)	6%	(30)	55%	(274)	35%	(173)	497
2016 Vote: Donald Trump	5%	(23)	6%	(31)	55%	(271)	35%	(171)	495
2016 Vote: Other	5%	(5)	5%	(5)	53%	(51)	37%	(36)	96
2016 Vote: Didn't Vote	7%	(28)	7%	(31)	39%	(168)	48%	(206)	434
Voted in 2014: Yes	5%	(42)	6%	(53)	56%	(527)	33%	(313)	934
Voted in 2014: No	6%	(33)	7%	(43)	40%	(238)	47%	(274)	589
2012 Vote: Barack Obama	5%	(31)	6%	(38)	56%	(340)	33%	(202)	612
2012 Vote: Mitt Romney	5%	(17)	6%	(22)	55%	(194)	33%	(116)	349
2012 Vote: Other	4%	(2)	6%	(3)	54%	(31)	36%	(20)	56
2012 Vote: Didn't Vote	5%	(25)	6%	(32)	40%	(200)	49%	(248)	505
4-Region: Northeast	2%	(6)	4%	(11)	49%	(141)	46%	(132)	289
4-Region: Midwest	4%	(11)	4%	(12)	51%	(167)	42%	(135)	326
4-Region: South	5%	(27)	8%	(46)	52%	(297)	35%	(197)	566
4-Region: West	9%	(31)	8%	(26)	47%	(161)	36%	(123)	341
Frequent sports watching households	5%	(49)	6%	(53)	54%	(500)	35%	(327)	928
Current cable or satellite subscribers	5%	(65)	6%	(67)	52%	(629)	37%	(457)	1218
Cord-Cutters	5%	(8)	13%	(21)	55%	(89)	27%	(44)	162
Current vMVPD subscribers	4%	(31)	7%	(54)	46%	(329)	43%	(309)	723
Former vMVPD subscribers	5%	(5)	19%	(18)	53%	(50)	24%	(23)	95
Sports fans	6%	(67)	6%	(74)	52%	(590)	36%	(407)	1138
Avid sports fans	7%	(32)	7%	(31)	55%	(255)	32%	(148)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_8: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Sling TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	4%	(65)	7%	(108)	71%	(1074)	18%	(276)	1523
Gender: Male	5%	(35)	9%	(64)	70%	(523)	17%	(125)	746
Gender: Female	4%	(30)	6%	(44)	71%	(552)	19%	(150)	777
Age: 18-34	6%	(25)	9%	(36)	61%	(246)	24%	(99)	406
Age: 35-44	4%	(10)	11%	(28)	68%	(174)	17%	(43)	256
Age: 45-64	5%	(25)	7%	(36)	73%	(380)	15%	(80)	521
Age: 65+	1%	(5)	2%	(8)	81%	(274)	16%	(54)	340
GenZers: 1997-2012	3%	(5)	12%	(21)	59%	(108)	26%	(48)	182
Millennials: 1981-1996	8%	(27)	7%	(25)	63%	(223)	22%	(77)	352
GenXers: 1965-1980	4%	(16)	11%	(40)	70%	(260)	15%	(54)	371
Baby Boomers: 1946-1964	3%	(15)	4%	(21)	78%	(418)	15%	(81)	535
PID: Dem (no lean)	5%	(31)	6%	(38)	72%	(435)	17%	(104)	609
PID: Ind (no lean)	3%	(14)	8%	(35)	69%	(306)	20%	(87)	442
PID: Rep (no lean)	4%	(20)	7%	(35)	70%	(333)	18%	(85)	472
PID/Gender: Dem Men	5%	(13)	9%	(24)	70%	(194)	16%	(44)	276
PID/Gender: Dem Women	5%	(18)	4%	(14)	73%	(241)	18%	(60)	333
PID/Gender: Ind Men	3%	(7)	9%	(21)	70%	(166)	17%	(41)	236
PID/Gender: Ind Women	3%	(6)	7%	(14)	68%	(140)	22%	(45)	206
PID/Gender: Rep Men	6%	(14)	8%	(18)	69%	(162)	17%	(39)	234
PID/Gender: Rep Women	3%	(6)	7%	(16)	71%	(170)	19%	(45)	238
Ideo: Liberal (1-3)	6%	(25)	8%	(34)	69%	(308)	18%	(81)	449
Ideo: Moderate (4)	3%	(13)	6%	(23)	75%	(308)	16%	(65)	409
Ideo: Conservative (5-7)	5%	(25)	9%	(44)	70%	(364)	17%	(89)	522
Educ: < College	4%	(40)	7%	(73)	70%	(721)	19%	(194)	1028
Educ: Bachelors degree	4%	(13)	7%	(22)	72%	(222)	17%	(54)	311
Educ: Post-grad	7%	(12)	7%	(14)	71%	(131)	15%	(28)	185

Continued on next page

Table STV7_8: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Sling TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	4%	(65)	7%	(108)	71%	(1074)	18%	(276)	1523
Income: Under 50k	4%	(27)	8%	(59)	68%	(501)	20%	(148)	735
Income: 50k-100k	5%	(26)	6%	(32)	75%	(413)	14%	(78)	550
Income: 100k+	5%	(12)	7%	(17)	67%	(161)	21%	(49)	238
Ethnicity: White	3%	(42)	7%	(84)	72%	(890)	18%	(218)	1233
Ethnicity: Hispanic	7%	(16)	7%	(16)	66%	(156)	20%	(48)	236
Ethnicity: Afr. Am.	9%	(14)	7%	(12)	65%	(108)	19%	(31)	166
Ethnicity: Other	7%	(9)	10%	(13)	61%	(76)	21%	(26)	124
All Christian	4%	(32)	5%	(39)	74%	(568)	16%	(125)	764
All Non-Christian	3%	(2)	10%	(7)	63%	(41)	24%	(15)	65
Atheist	1%	(1)	8%	(6)	77%	(59)	14%	(11)	76
Agnostic/Nothing in particular	5%	(30)	9%	(57)	66%	(407)	20%	(125)	618
Religious Non-Protestant/Catholic	4%	(3)	9%	(7)	60%	(47)	27%	(21)	77
Evangelical	4%	(15)	7%	(29)	69%	(272)	20%	(79)	396
Non-Evangelical	5%	(28)	6%	(33)	72%	(423)	18%	(103)	587
Community: Urban	4%	(14)	9%	(33)	73%	(259)	14%	(50)	356
Community: Suburban	4%	(33)	6%	(46)	72%	(573)	18%	(141)	792
Community: Rural	5%	(18)	8%	(30)	65%	(242)	23%	(85)	374
Employ: Private Sector	5%	(23)	7%	(34)	70%	(322)	17%	(79)	457
Employ: Government	4%	(3)	5%	(4)	76%	(61)	16%	(13)	80
Employ: Self-Employed	9%	(12)	10%	(14)	57%	(75)	23%	(30)	131
Employ: Homemaker	7%	(6)	7%	(6)	67%	(58)	19%	(16)	87
Employ: Retired	2%	(6)	5%	(17)	79%	(292)	14%	(53)	369
Employ: Unemployed	5%	(10)	9%	(16)	64%	(116)	21%	(39)	181
Employ: Other	2%	(3)	4%	(5)	71%	(84)	22%	(26)	118
Military HH: Yes	5%	(12)	9%	(23)	68%	(182)	19%	(51)	268
Military HH: No	4%	(53)	7%	(85)	71%	(892)	18%	(225)	1255

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Table STV7_8: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Sling TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	4%	(65)	7%	(108)	71%	(1074)	18%	(276)	1523
RD/WT: Right Direction	4%	(23)	9%	(47)	67%	(362)	20%	(106)	538
RD/WT: Wrong Track	4%	(42)	6%	(61)	72%	(713)	17%	(169)	985
Trump Job Approve	4%	(29)	8%	(52)	68%	(442)	20%	(128)	651
Trump Job Disapprove	4%	(35)	6%	(51)	73%	(601)	17%	(137)	824
Trump Job Strongly Approve	5%	(17)	6%	(19)	71%	(239)	19%	(63)	337
Trump Job Somewhat Approve	4%	(12)	11%	(33)	65%	(203)	21%	(65)	314
Trump Job Somewhat Disapprove	6%	(11)	4%	(6)	72%	(126)	19%	(33)	176
Trump Job Strongly Disapprove	4%	(24)	7%	(45)	73%	(475)	16%	(104)	648
Favorable of Trump	4%	(25)	8%	(48)	69%	(437)	20%	(124)	633
Unfavorable of Trump	5%	(39)	7%	(54)	73%	(600)	16%	(133)	826
Very Favorable of Trump	5%	(16)	5%	(19)	73%	(259)	17%	(61)	356
Somewhat Favorable of Trump	3%	(9)	10%	(28)	64%	(178)	22%	(62)	277
Somewhat Unfavorable of Trump	5%	(7)	5%	(8)	75%	(124)	16%	(26)	166
Very Unfavorable of Trump	5%	(32)	7%	(47)	72%	(475)	16%	(107)	660
#1 Issue: Economy	4%	(21)	6%	(35)	70%	(390)	19%	(107)	554
#1 Issue: Security	3%	(6)	10%	(16)	73%	(118)	14%	(22)	162
#1 Issue: Health Care	3%	(10)	8%	(24)	67%	(201)	22%	(65)	300
#1 Issue: Medicare / Social Security	1%	(3)	4%	(9)	80%	(174)	15%	(33)	219
#1 Issue: Women's Issues	13%	(11)	9%	(7)	48%	(39)	30%	(25)	83
#1 Issue: Education	11%	(9)	12%	(9)	72%	(57)	5%	(4)	79
#1 Issue: Energy	9%	(5)	2%	(1)	68%	(37)	21%	(11)	54
#1 Issue: Other	—	(0)	9%	(6)	80%	(57)	12%	(9)	72
2018 House Vote: Democrat	3%	(17)	8%	(42)	74%	(405)	15%	(82)	546
2018 House Vote: Republican	5%	(22)	6%	(28)	71%	(337)	18%	(85)	473

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Table STV7_8: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Sling TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	4%	(65)	7%	(108)	71%	(1074)	18%	(276)	1523
2016 Vote: Hillary Clinton	3%	(15)	6%	(32)	76%	(379)	14%	(72)	497
2016 Vote: Donald Trump	5%	(24)	5%	(23)	72%	(355)	19%	(93)	495
2016 Vote: Other	3%	(3)	7%	(7)	63%	(61)	26%	(25)	96
2016 Vote: Didn't Vote	5%	(23)	11%	(46)	64%	(278)	20%	(85)	434
Voted in 2014: Yes	4%	(35)	6%	(55)	74%	(688)	17%	(157)	934
Voted in 2014: No	5%	(30)	9%	(54)	66%	(387)	20%	(119)	589
2012 Vote: Barack Obama	4%	(24)	7%	(40)	74%	(454)	15%	(94)	612
2012 Vote: Mitt Romney	5%	(16)	5%	(18)	72%	(251)	18%	(65)	349
2012 Vote: Other	—	(0)	4%	(2)	77%	(44)	19%	(11)	56
2012 Vote: Didn't Vote	5%	(25)	10%	(48)	65%	(326)	21%	(106)	505
4-Region: Northeast	4%	(10)	4%	(10)	73%	(211)	20%	(58)	289
4-Region: Midwest	3%	(9)	8%	(25)	73%	(237)	17%	(55)	326
4-Region: South	5%	(29)	8%	(47)	71%	(402)	16%	(89)	566
4-Region: West	5%	(16)	8%	(27)	66%	(225)	22%	(73)	341
Frequent sports watching households	5%	(47)	8%	(74)	71%	(657)	16%	(150)	928
Current cable or satellite subscribers	3%	(34)	5%	(57)	74%	(899)	19%	(228)	1218
Cord-Cutters	12%	(19)	22%	(36)	58%	(95)	8%	(13)	162
Current vMVPD subscribers	8%	(58)	11%	(82)	62%	(450)	18%	(133)	723
Former vMVPD subscribers	6%	(6)	20%	(19)	58%	(55)	16%	(16)	95
Sports fans	5%	(58)	8%	(89)	71%	(813)	16%	(177)	1138
Avid sports fans	6%	(28)	9%	(44)	69%	(319)	16%	(74)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_9: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Hulu + Live TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	20%	(306)	9%	(135)	62%	(947)	9%	(135)	1523
Gender: Male	18%	(136)	10%	(75)	62%	(462)	10%	(73)	746
Gender: Female	22%	(170)	8%	(60)	62%	(485)	8%	(62)	777
Age: 18-34	32%	(132)	12%	(50)	46%	(185)	10%	(39)	406
Age: 35-44	25%	(65)	11%	(28)	55%	(142)	8%	(21)	256
Age: 45-64	15%	(79)	8%	(40)	70%	(363)	8%	(39)	521
Age: 65+	9%	(31)	5%	(17)	76%	(257)	10%	(35)	340
GenZers: 1997-2012	33%	(60)	11%	(21)	47%	(85)	9%	(17)	182
Millennials: 1981-1996	29%	(104)	13%	(46)	47%	(164)	11%	(38)	352
GenXers: 1965-1980	23%	(87)	10%	(36)	61%	(227)	6%	(21)	371
Baby Boomers: 1946-1964	9%	(48)	5%	(28)	77%	(410)	9%	(49)	535
PID: Dem (no lean)	24%	(144)	9%	(52)	60%	(366)	8%	(47)	609
PID: Ind (no lean)	19%	(83)	12%	(55)	58%	(258)	11%	(47)	442
PID: Rep (no lean)	17%	(80)	6%	(28)	69%	(324)	9%	(41)	472
PID/Gender: Dem Men	25%	(69)	8%	(21)	58%	(160)	10%	(26)	276
PID/Gender: Dem Women	22%	(75)	9%	(31)	62%	(206)	6%	(21)	333
PID/Gender: Ind Men	17%	(40)	16%	(39)	56%	(133)	10%	(24)	236
PID/Gender: Ind Women	21%	(42)	8%	(16)	61%	(125)	11%	(22)	206
PID/Gender: Rep Men	12%	(27)	7%	(15)	72%	(169)	10%	(22)	234
PID/Gender: Rep Women	22%	(53)	5%	(13)	65%	(154)	8%	(18)	238
Ideo: Liberal (1-3)	22%	(100)	10%	(44)	60%	(271)	8%	(35)	449
Ideo: Moderate (4)	21%	(85)	9%	(38)	63%	(257)	7%	(29)	409
Ideo: Conservative (5-7)	16%	(86)	7%	(34)	68%	(354)	9%	(49)	522
Educ: < College	21%	(215)	9%	(90)	61%	(629)	9%	(94)	1028
Educ: Bachelors degree	15%	(48)	9%	(29)	66%	(206)	9%	(28)	311
Educ: Post-grad	23%	(43)	9%	(16)	61%	(113)	7%	(13)	185

Continued on next page

Table STV7_9: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Hulu + Live TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(306)	9%	(135)	62%	(947)	9%	(135)	1523
Income: Under 50k	19%	(140)	10%	(70)	62%	(456)	9%	(69)	735
Income: 50k-100k	20%	(112)	8%	(42)	64%	(349)	8%	(45)	550
Income: 100k+	23%	(54)	10%	(23)	59%	(142)	8%	(20)	238
Ethnicity: White	18%	(222)	9%	(111)	64%	(792)	9%	(108)	1233
Ethnicity: Hispanic	30%	(70)	12%	(29)	49%	(117)	9%	(21)	236
Ethnicity: Afr. Am.	29%	(48)	7%	(12)	50%	(84)	13%	(22)	166
Ethnicity: Other	29%	(37)	9%	(11)	57%	(71)	4%	(5)	124
All Christian	17%	(129)	7%	(52)	67%	(511)	9%	(71)	764
All Non-Christian	22%	(14)	10%	(6)	55%	(36)	13%	(8)	65
Atheist	21%	(16)	13%	(10)	65%	(49)	2%	(1)	76
Agnostic/Nothing in particular	24%	(146)	11%	(67)	57%	(351)	9%	(54)	618
Religious Non-Protestant/Catholic	21%	(16)	8%	(6)	55%	(42)	16%	(12)	77
Evangelical	22%	(87)	7%	(28)	62%	(244)	9%	(38)	396
Non-Evangelical	17%	(97)	9%	(51)	65%	(383)	10%	(56)	587
Community: Urban	24%	(86)	11%	(39)	55%	(197)	10%	(34)	356
Community: Suburban	21%	(165)	8%	(63)	63%	(497)	9%	(68)	792
Community: Rural	15%	(55)	9%	(33)	68%	(254)	9%	(33)	374
Employ: Private Sector	21%	(96)	8%	(37)	62%	(285)	9%	(39)	457
Employ: Government	26%	(20)	11%	(9)	47%	(38)	16%	(13)	80
Employ: Self-Employed	21%	(28)	9%	(12)	62%	(81)	8%	(10)	131
Employ: Homemaker	21%	(18)	4%	(3)	68%	(59)	7%	(6)	87
Employ: Retired	9%	(34)	6%	(21)	76%	(280)	9%	(34)	369
Employ: Unemployed	23%	(41)	16%	(29)	54%	(98)	7%	(12)	181
Employ: Other	29%	(34)	9%	(11)	50%	(59)	11%	(13)	118
Military HH: Yes	16%	(42)	6%	(17)	68%	(183)	10%	(26)	268
Military HH: No	21%	(264)	9%	(118)	61%	(764)	9%	(109)	1255

Continued on next page

Table STV7_9: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Hulu + Live TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	20%	(306)	9%	(135)	62%	(947)	9%	(135)	1523
RD/WT: Right Direction	21%	(115)	8%	(41)	62%	(332)	9%	(49)	538
RD/WT: Wrong Track	19%	(191)	10%	(94)	62%	(615)	9%	(85)	985
Trump Job Approve	21%	(137)	7%	(46)	63%	(408)	9%	(59)	651
Trump Job Disapprove	20%	(161)	11%	(88)	62%	(512)	8%	(63)	824
Trump Job Strongly Approve	21%	(70)	6%	(21)	65%	(218)	8%	(28)	337
Trump Job Somewhat Approve	22%	(68)	8%	(25)	61%	(190)	10%	(31)	314
Trump Job Somewhat Disapprove	16%	(29)	12%	(22)	59%	(104)	12%	(21)	176
Trump Job Strongly Disapprove	20%	(132)	10%	(66)	63%	(408)	7%	(42)	648
Favorable of Trump	18%	(117)	7%	(45)	66%	(418)	8%	(53)	633
Unfavorable of Trump	22%	(184)	10%	(85)	60%	(499)	7%	(58)	826
Very Favorable of Trump	19%	(67)	5%	(19)	68%	(241)	8%	(28)	356
Somewhat Favorable of Trump	18%	(50)	9%	(26)	64%	(177)	9%	(25)	277
Somewhat Unfavorable of Trump	25%	(41)	12%	(19)	56%	(93)	7%	(12)	166
Very Unfavorable of Trump	22%	(143)	10%	(65)	61%	(405)	7%	(46)	660
#1 Issue: Economy	22%	(124)	12%	(65)	58%	(323)	8%	(42)	554
#1 Issue: Security	16%	(26)	5%	(9)	70%	(113)	8%	(14)	162
#1 Issue: Health Care	16%	(48)	6%	(17)	66%	(198)	12%	(37)	300
#1 Issue: Medicare / Social Security	11%	(23)	6%	(12)	76%	(166)	8%	(17)	219
#1 Issue: Women's Issues	37%	(30)	5%	(4)	40%	(33)	18%	(15)	83
#1 Issue: Education	29%	(23)	11%	(9)	55%	(44)	5%	(4)	79
#1 Issue: Energy	29%	(15)	25%	(14)	41%	(22)	6%	(3)	54
#1 Issue: Other	22%	(16)	7%	(5)	66%	(48)	4%	(3)	72
2018 House Vote: Democrat	20%	(107)	9%	(48)	63%	(346)	8%	(44)	546
2018 House Vote: Republican	19%	(88)	6%	(28)	67%	(315)	9%	(42)	473

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Table STV7_9: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
Hulu + Live TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	20%	(306)	9%	(135)	62%	(947)	9%	(135)	1523
2016 Vote: Hillary Clinton	21%	(104)	8%	(41)	63%	(313)	8%	(39)	497
2016 Vote: Donald Trump	16%	(77)	5%	(27)	71%	(351)	8%	(41)	495
2016 Vote: Other	13%	(12)	19%	(18)	57%	(54)	12%	(11)	96
2016 Vote: Didn't Vote	26%	(113)	11%	(49)	53%	(228)	10%	(43)	434
Voted in 2014: Yes	18%	(168)	8%	(75)	66%	(614)	8%	(77)	934
Voted in 2014: No	23%	(138)	10%	(60)	57%	(333)	10%	(58)	589
2012 Vote: Barack Obama	20%	(121)	10%	(59)	64%	(389)	7%	(43)	612
2012 Vote: Mitt Romney	14%	(49)	5%	(19)	73%	(254)	8%	(27)	349
2012 Vote: Other	23%	(13)	7%	(4)	56%	(32)	14%	(8)	56
2012 Vote: Didn't Vote	24%	(123)	11%	(53)	54%	(272)	11%	(57)	505
4-Region: Northeast	19%	(55)	6%	(19)	65%	(188)	9%	(27)	289
4-Region: Midwest	16%	(52)	11%	(37)	62%	(202)	11%	(34)	326
4-Region: South	19%	(108)	11%	(62)	63%	(357)	7%	(40)	566
4-Region: West	26%	(90)	5%	(17)	59%	(200)	10%	(34)	341
Frequent sports watching households	21%	(198)	9%	(86)	63%	(580)	7%	(64)	928
Current cable or satellite subscribers	14%	(166)	7%	(85)	69%	(844)	10%	(124)	1218
Cord-Cutters	48%	(78)	14%	(23)	36%	(59)	2%	(3)	162
Current vMVPD subscribers	40%	(290)	13%	(94)	41%	(295)	6%	(44)	723
Former vMVPD subscribers	9%	(9)	29%	(27)	55%	(52)	7%	(7)	95
Sports fans	21%	(240)	10%	(110)	62%	(710)	7%	(77)	1138
Avid sports fans	23%	(106)	9%	(40)	60%	(281)	8%	(38)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_10: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
FuboTV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	1%	(16)	2%	(30)	41%	(631)	56%	(847)	1523
Gender: Male	1%	(9)	3%	(22)	49%	(369)	46%	(346)	746
Gender: Female	1%	(6)	1%	(8)	34%	(261)	65%	(501)	777
Age: 18-34	1%	(6)	2%	(6)	37%	(149)	60%	(245)	406
Age: 35-44	3%	(7)	3%	(8)	45%	(116)	49%	(125)	256
Age: 45-64	—	(3)	3%	(15)	47%	(243)	50%	(260)	521
Age: 65+	—	(0)	—	(1)	36%	(122)	64%	(218)	340
GenZers: 1997-2012	2%	(3)	1%	(2)	32%	(58)	66%	(119)	182
Millennials: 1981-1996	2%	(8)	2%	(6)	42%	(147)	54%	(190)	352
GenXers: 1965-1980	1%	(3)	5%	(19)	45%	(167)	49%	(181)	371
Baby Boomers: 1946-1964	—	(2)	1%	(3)	44%	(235)	55%	(296)	535
PID: Dem (no lean)	1%	(7)	3%	(18)	44%	(267)	52%	(316)	609
PID: Ind (no lean)	—	(2)	2%	(8)	40%	(175)	58%	(257)	442
PID: Rep (no lean)	1%	(6)	1%	(4)	40%	(188)	58%	(274)	472
PID/Gender: Dem Men	2%	(5)	5%	(14)	54%	(148)	39%	(109)	276
PID/Gender: Dem Women	1%	(2)	1%	(4)	36%	(119)	62%	(207)	333
PID/Gender: Ind Men	1%	(1)	2%	(5)	47%	(112)	50%	(118)	236
PID/Gender: Ind Women	—	(1)	2%	(3)	31%	(63)	67%	(139)	206
PID/Gender: Rep Men	1%	(3)	1%	(3)	47%	(109)	51%	(119)	234
PID/Gender: Rep Women	2%	(4)	—	(1)	33%	(79)	65%	(155)	238
Ideo: Liberal (1-3)	1%	(5)	2%	(9)	42%	(190)	54%	(244)	449
Ideo: Moderate (4)	1%	(5)	2%	(8)	47%	(192)	50%	(203)	409
Ideo: Conservative (5-7)	1%	(5)	2%	(11)	40%	(207)	57%	(299)	522
Educ: < College	1%	(9)	2%	(20)	40%	(411)	57%	(588)	1028
Educ: Bachelors degree	—	(2)	2%	(5)	46%	(142)	52%	(162)	311
Educ: Post-grad	3%	(5)	3%	(5)	42%	(78)	52%	(97)	185

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Table STV7_10: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
FuboTV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	1%	(16)	2%	(30)	41%	(631)	56%	(847)	1523
Income: Under 50k	1%	(5)	3%	(23)	41%	(304)	55%	(403)	735
Income: 50k-100k	1%	(6)	1%	(4)	41%	(226)	57%	(314)	550
Income: 100k+	2%	(5)	1%	(3)	42%	(101)	54%	(129)	238
Ethnicity: White	1%	(9)	1%	(12)	42%	(513)	57%	(699)	1233
Ethnicity: Hispanic	2%	(5)	3%	(8)	38%	(90)	56%	(133)	236
Ethnicity: Afr. Am.	1%	(2)	6%	(11)	50%	(82)	43%	(71)	166
Ethnicity: Other	4%	(5)	6%	(7)	28%	(35)	62%	(77)	124
All Christian	1%	(10)	1%	(7)	43%	(329)	55%	(418)	764
All Non-Christian	3%	(2)	4%	(2)	47%	(31)	46%	(30)	65
Atheist	—	(0)	—	(0)	49%	(37)	51%	(39)	76
Agnostic/Nothing in particular	1%	(4)	3%	(21)	38%	(234)	58%	(360)	618
Religious Non-Protestant/Catholic	2%	(2)	3%	(2)	41%	(32)	53%	(41)	77
Evangelical	1%	(3)	4%	(16)	38%	(150)	57%	(227)	396
Non-Evangelical	1%	(9)	1%	(4)	42%	(247)	56%	(328)	587
Community: Urban	2%	(6)	4%	(14)	47%	(167)	47%	(169)	356
Community: Suburban	1%	(6)	1%	(8)	39%	(310)	59%	(468)	792
Community: Rural	1%	(3)	2%	(8)	41%	(153)	56%	(210)	374
Employ: Private Sector	2%	(7)	2%	(9)	46%	(212)	50%	(229)	457
Employ: Government	—	(0)	1%	(1)	44%	(36)	55%	(44)	80
Employ: Self-Employed	5%	(6)	1%	(1)	47%	(61)	48%	(63)	131
Employ: Homemaker	2%	(2)	1%	(1)	34%	(30)	63%	(55)	87
Employ: Retired	—	(0)	1%	(3)	39%	(143)	60%	(223)	369
Employ: Unemployed	—	(0)	6%	(10)	43%	(78)	52%	(93)	181
Employ: Other	—	(0)	3%	(3)	38%	(44)	60%	(70)	118
Military HH: Yes	—	(0)	2%	(6)	34%	(91)	64%	(172)	268
Military HH: No	1%	(16)	2%	(24)	43%	(540)	54%	(675)	1255

Continued on next page

Table STV7_10: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
FuboTV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	1%	(16)	2%	(30)	41%	(631)	56%	(847)	1523
RD/WT: Right Direction	1%	(8)	1%	(8)	40%	(214)	57%	(309)	538
RD/WT: Wrong Track	1%	(8)	2%	(22)	42%	(417)	55%	(538)	985
Trump Job Approve	1%	(7)	2%	(11)	39%	(251)	59%	(381)	651
Trump Job Disapprove	1%	(9)	2%	(19)	44%	(360)	53%	(436)	824
Trump Job Strongly Approve	1%	(5)	1%	(3)	36%	(122)	62%	(207)	337
Trump Job Somewhat Approve	1%	(2)	2%	(8)	41%	(130)	55%	(174)	314
Trump Job Somewhat Disapprove	—	(0)	1%	(2)	44%	(77)	55%	(98)	176
Trump Job Strongly Disapprove	1%	(9)	3%	(18)	44%	(283)	52%	(339)	648
Favorable of Trump	1%	(7)	1%	(9)	38%	(237)	60%	(379)	633
Unfavorable of Trump	1%	(9)	2%	(16)	44%	(367)	53%	(434)	826
Very Favorable of Trump	2%	(5)	1%	(3)	36%	(129)	61%	(218)	356
Somewhat Favorable of Trump	1%	(2)	2%	(6)	39%	(109)	58%	(161)	277
Somewhat Unfavorable of Trump	—	(0)	2%	(3)	53%	(88)	45%	(74)	166
Very Unfavorable of Trump	1%	(9)	2%	(13)	42%	(279)	54%	(360)	660
#1 Issue: Economy	1%	(7)	2%	(11)	41%	(227)	56%	(309)	554
#1 Issue: Security	—	(1)	—	(0)	49%	(79)	51%	(82)	162
#1 Issue: Health Care	1%	(3)	3%	(8)	39%	(118)	57%	(171)	300
#1 Issue: Medicare / Social Security	1%	(2)	1%	(3)	44%	(96)	54%	(119)	219
#1 Issue: Women's Issues	3%	(2)	1%	(1)	34%	(28)	62%	(51)	83
#1 Issue: Education	2%	(1)	9%	(7)	39%	(31)	50%	(39)	79
#1 Issue: Energy	—	(0)	1%	(0)	42%	(23)	57%	(31)	54
#1 Issue: Other	—	(0)	1%	(1)	39%	(28)	60%	(44)	72
2018 House Vote: Democrat	—	(3)	3%	(14)	48%	(261)	49%	(269)	546
2018 House Vote: Republican	1%	(7)	1%	(5)	38%	(178)	60%	(283)	473

Continued on next page

Table STV7_10: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
FuboTV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	1%	(16)	2%	(30)	41%	(631)	56%	(847)	1523
2016 Vote: Hillary Clinton	1%	(5)	2%	(10)	45%	(226)	52%	(257)	497
2016 Vote: Donald Trump	1%	(5)	1%	(6)	41%	(202)	57%	(283)	495
2016 Vote: Other	—	(0)	2%	(2)	32%	(31)	66%	(64)	96
2016 Vote: Didn't Vote	1%	(6)	3%	(13)	40%	(172)	56%	(242)	434
Voted in 2014: Yes	1%	(9)	1%	(14)	43%	(404)	54%	(507)	934
Voted in 2014: No	1%	(6)	3%	(16)	38%	(226)	58%	(340)	589
2012 Vote: Barack Obama	1%	(5)	2%	(12)	46%	(283)	51%	(312)	612
2012 Vote: Mitt Romney	1%	(4)	1%	(4)	38%	(134)	60%	(208)	349
2012 Vote: Other	1%	(1)	—	(0)	46%	(26)	52%	(29)	56
2012 Vote: Didn't Vote	1%	(6)	3%	(14)	37%	(187)	59%	(297)	505
4-Region: Northeast	1%	(3)	1%	(4)	43%	(126)	54%	(157)	289
4-Region: Midwest	—	(1)	3%	(10)	43%	(141)	53%	(174)	326
4-Region: South	1%	(6)	2%	(10)	44%	(249)	53%	(301)	566
4-Region: West	2%	(6)	2%	(6)	34%	(115)	63%	(215)	341
Frequent sports watching households	1%	(10)	3%	(26)	44%	(412)	52%	(481)	928
Current cable or satellite subscribers	1%	(12)	2%	(20)	41%	(501)	56%	(685)	1218
Cord-Cutters	2%	(3)	4%	(6)	42%	(69)	52%	(84)	162
Current vMVPD subscribers	2%	(15)	3%	(25)	41%	(300)	53%	(383)	723
Former vMVPD subscribers	1%	(1)	3%	(3)	52%	(50)	44%	(42)	95
Sports fans	1%	(15)	2%	(28)	43%	(493)	53%	(602)	1138
Avid sports fans	2%	(9)	3%	(14)	49%	(229)	46%	(213)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_11: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
YouTube TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	13%	(195)	6%	(98)	70%	(1073)	10%	(156)	1523
Gender: Male	15%	(110)	7%	(56)	67%	(503)	10%	(78)	746
Gender: Female	11%	(85)	5%	(43)	73%	(570)	10%	(79)	777
Age: 18-34	18%	(72)	9%	(35)	64%	(261)	9%	(38)	406
Age: 35-44	16%	(42)	8%	(21)	66%	(168)	10%	(26)	256
Age: 45-64	10%	(54)	6%	(31)	74%	(387)	9%	(49)	521
Age: 65+	8%	(28)	3%	(12)	76%	(257)	13%	(44)	340
GenZers: 1997-2012	16%	(28)	9%	(17)	66%	(120)	9%	(17)	182
Millennials: 1981-1996	19%	(66)	8%	(27)	63%	(220)	11%	(39)	352
GenXers: 1965-1980	11%	(40)	8%	(29)	73%	(271)	8%	(31)	371
Baby Boomers: 1946-1964	10%	(53)	5%	(24)	75%	(400)	11%	(58)	535
PID: Dem (no lean)	15%	(92)	7%	(41)	69%	(417)	10%	(58)	609
PID: Ind (no lean)	12%	(54)	6%	(27)	70%	(310)	11%	(51)	442
PID: Rep (no lean)	10%	(49)	6%	(30)	73%	(346)	10%	(47)	472
PID/Gender: Dem Men	18%	(49)	9%	(24)	62%	(171)	12%	(32)	276
PID/Gender: Dem Women	13%	(44)	5%	(17)	74%	(246)	8%	(27)	333
PID/Gender: Ind Men	14%	(34)	8%	(18)	69%	(162)	9%	(22)	236
PID/Gender: Ind Women	10%	(20)	5%	(9)	72%	(148)	14%	(28)	206
PID/Gender: Rep Men	12%	(28)	6%	(14)	72%	(169)	10%	(23)	234
PID/Gender: Rep Women	9%	(21)	7%	(16)	74%	(177)	10%	(24)	238
Ideo: Liberal (1-3)	13%	(60)	8%	(36)	69%	(310)	9%	(42)	449
Ideo: Moderate (4)	16%	(64)	3%	(11)	71%	(292)	10%	(41)	409
Ideo: Conservative (5-7)	11%	(60)	7%	(39)	71%	(372)	10%	(52)	522
Educ: < College	12%	(121)	7%	(69)	71%	(728)	11%	(110)	1028
Educ: Bachelors degree	12%	(39)	6%	(17)	73%	(227)	9%	(28)	311
Educ: Post-grad	19%	(35)	7%	(12)	64%	(118)	10%	(19)	185

Continued on next page

Table STV7_11: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

YouTube TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(195)	6%	(98)	70%	(1073)	10%	(156)	1523
Income: Under 50k	11%	(84)	8%	(57)	70%	(516)	11%	(78)	735
Income: 50k-100k	14%	(79)	6%	(32)	70%	(387)	9%	(51)	550
Income: 100k+	13%	(32)	4%	(9)	71%	(170)	11%	(27)	238
Ethnicity: White	12%	(145)	6%	(77)	72%	(886)	10%	(125)	1233
Ethnicity: Hispanic	20%	(48)	8%	(20)	63%	(148)	9%	(21)	236
Ethnicity: Afr. Am.	19%	(32)	6%	(9)	62%	(103)	13%	(22)	166
Ethnicity: Other	15%	(19)	10%	(12)	67%	(84)	8%	(9)	124
All Christian	12%	(89)	7%	(51)	72%	(547)	10%	(77)	764
All Non-Christian	14%	(9)	5%	(3)	67%	(43)	14%	(9)	65
Atheist	15%	(12)	4%	(3)	76%	(58)	5%	(4)	76
Agnostic/Nothing in particular	14%	(85)	7%	(42)	69%	(425)	11%	(67)	618
Religious Non-Protestant/Catholic	14%	(11)	4%	(3)	63%	(49)	19%	(15)	77
Evangelical	13%	(52)	6%	(25)	71%	(280)	10%	(39)	396
Non-Evangelical	11%	(65)	6%	(38)	72%	(423)	11%	(62)	587
Community: Urban	14%	(51)	8%	(29)	67%	(240)	10%	(36)	356
Community: Suburban	13%	(107)	5%	(41)	72%	(568)	10%	(76)	792
Community: Rural	10%	(37)	7%	(28)	71%	(265)	12%	(44)	374
Employ: Private Sector	14%	(62)	6%	(25)	69%	(316)	12%	(54)	457
Employ: Government	12%	(9)	9%	(8)	66%	(53)	13%	(10)	80
Employ: Self-Employed	19%	(25)	7%	(9)	68%	(89)	6%	(8)	131
Employ: Homemaker	6%	(5)	6%	(5)	78%	(68)	10%	(9)	87
Employ: Retired	9%	(35)	4%	(16)	76%	(281)	10%	(37)	369
Employ: Unemployed	16%	(28)	8%	(15)	69%	(124)	7%	(14)	181
Employ: Other	12%	(14)	11%	(13)	62%	(73)	15%	(18)	118
Military HH: Yes	9%	(25)	7%	(19)	72%	(193)	11%	(31)	268
Military HH: No	14%	(170)	6%	(79)	70%	(880)	10%	(126)	1255

Continued on next page

Table STV7_11: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
YouTube TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	13%	(195)	6%	(98)	70%	(1073)	10%	(156)	1523
RD/WT: Right Direction	14%	(76)	8%	(41)	68%	(365)	11%	(57)	538
RD/WT: Wrong Track	12%	(120)	6%	(58)	72%	(708)	10%	(99)	985
Trump Job Approve	13%	(87)	7%	(48)	69%	(449)	10%	(67)	651
Trump Job Disapprove	13%	(107)	6%	(47)	72%	(590)	10%	(80)	824
Trump Job Strongly Approve	13%	(44)	10%	(32)	66%	(223)	11%	(38)	337
Trump Job Somewhat Approve	14%	(44)	5%	(16)	72%	(226)	9%	(28)	314
Trump Job Somewhat Disapprove	10%	(18)	7%	(12)	73%	(128)	11%	(19)	176
Trump Job Strongly Disapprove	14%	(90)	5%	(35)	71%	(462)	9%	(61)	648
Favorable of Trump	13%	(83)	7%	(44)	70%	(441)	10%	(65)	633
Unfavorable of Trump	13%	(105)	6%	(52)	72%	(599)	9%	(71)	826
Very Favorable of Trump	13%	(48)	8%	(29)	69%	(246)	9%	(33)	356
Somewhat Favorable of Trump	13%	(35)	6%	(16)	70%	(195)	11%	(31)	277
Somewhat Unfavorable of Trump	12%	(19)	6%	(9)	76%	(126)	6%	(11)	166
Very Unfavorable of Trump	13%	(86)	6%	(42)	72%	(472)	9%	(60)	660
#1 Issue: Economy	15%	(84)	7%	(37)	70%	(385)	8%	(47)	554
#1 Issue: Security	11%	(18)	7%	(11)	73%	(119)	9%	(15)	162
#1 Issue: Health Care	11%	(34)	5%	(16)	71%	(213)	12%	(37)	300
#1 Issue: Medicare / Social Security	8%	(17)	5%	(11)	74%	(161)	14%	(30)	219
#1 Issue: Women's Issues	9%	(8)	7%	(6)	64%	(53)	19%	(16)	83
#1 Issue: Education	18%	(14)	14%	(11)	62%	(49)	5%	(4)	79
#1 Issue: Energy	20%	(11)	8%	(4)	64%	(35)	8%	(4)	54
#1 Issue: Other	13%	(9)	3%	(2)	79%	(57)	5%	(4)	72
2018 House Vote: Democrat	13%	(72)	7%	(37)	71%	(386)	9%	(51)	546
2018 House Vote: Republican	12%	(56)	6%	(31)	70%	(332)	11%	(54)	473

Continued on next page

Table STV7_11: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
YouTube TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	13%	(195)	6%	(98)	70%	(1073)	10%	(156)	1523
2016 Vote: Hillary Clinton	14%	(68)	6%	(30)	72%	(359)	8%	(40)	497
2016 Vote: Donald Trump	11%	(54)	6%	(31)	72%	(358)	10%	(52)	495
2016 Vote: Other	13%	(12)	7%	(7)	71%	(68)	9%	(9)	96
2016 Vote: Didn't Vote	14%	(61)	7%	(31)	66%	(286)	13%	(56)	434
Voted in 2014: Yes	12%	(116)	6%	(52)	73%	(679)	9%	(87)	934
Voted in 2014: No	14%	(80)	8%	(46)	67%	(394)	12%	(69)	589
2012 Vote: Barack Obama	12%	(75)	5%	(32)	74%	(451)	9%	(54)	612
2012 Vote: Mitt Romney	10%	(34)	5%	(17)	77%	(267)	9%	(31)	349
2012 Vote: Other	19%	(11)	8%	(5)	57%	(32)	16%	(9)	56
2012 Vote: Didn't Vote	15%	(76)	9%	(44)	64%	(322)	12%	(63)	505
4-Region: Northeast	15%	(44)	5%	(15)	68%	(196)	12%	(35)	289
4-Region: Midwest	11%	(35)	7%	(22)	71%	(232)	11%	(37)	326
4-Region: South	13%	(75)	6%	(34)	72%	(408)	9%	(49)	566
4-Region: West	12%	(41)	8%	(28)	69%	(236)	10%	(36)	341
Frequent sports watching households	14%	(131)	7%	(64)	70%	(650)	9%	(84)	928
Current cable or satellite subscribers	12%	(143)	6%	(73)	71%	(866)	11%	(137)	1218
Cord-Cutters	19%	(30)	5%	(8)	71%	(116)	5%	(8)	162
Current vMVPD subscribers	21%	(151)	9%	(68)	62%	(446)	8%	(58)	723
Former vMVPD subscribers	19%	(18)	17%	(16)	58%	(55)	7%	(6)	95
Sports fans	13%	(149)	7%	(84)	71%	(806)	9%	(100)	1138
Avid sports fans	14%	(65)	7%	(33)	69%	(319)	10%	(47)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_12: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Philo

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	2%	(34)	2%	(28)	30%	(463)	66%	(999)	1523
Gender: Male	3%	(22)	2%	(17)	38%	(280)	57%	(427)	746
Gender: Female	2%	(12)	1%	(10)	23%	(182)	74%	(572)	777
Age: 18-34	2%	(10)	3%	(14)	33%	(132)	62%	(250)	406
Age: 35-44	4%	(11)	1%	(2)	35%	(89)	60%	(154)	256
Age: 45-64	2%	(12)	2%	(12)	28%	(146)	67%	(351)	521
Age: 65+	—	(1)	—	(0)	28%	(95)	72%	(243)	340
GenZers: 1997-2012	3%	(5)	4%	(8)	27%	(48)	67%	(121)	182
Millennials: 1981-1996	3%	(11)	2%	(7)	36%	(127)	59%	(208)	352
GenXers: 1965-1980	3%	(10)	2%	(9)	33%	(121)	62%	(231)	371
Baby Boomers: 1946-1964	2%	(9)	1%	(4)	27%	(142)	71%	(380)	535
PID: Dem (no lean)	2%	(13)	2%	(10)	30%	(183)	66%	(402)	609
PID: Ind (no lean)	2%	(9)	2%	(8)	31%	(139)	65%	(286)	442
PID: Rep (no lean)	2%	(12)	2%	(9)	30%	(140)	66%	(311)	472
PID/Gender: Dem Men	3%	(9)	2%	(4)	42%	(115)	53%	(148)	276
PID/Gender: Dem Women	1%	(5)	2%	(6)	20%	(68)	77%	(255)	333
PID/Gender: Ind Men	3%	(8)	2%	(5)	37%	(86)	58%	(137)	236
PID/Gender: Ind Women	1%	(1)	2%	(3)	26%	(53)	72%	(148)	206
PID/Gender: Rep Men	2%	(5)	3%	(8)	34%	(79)	61%	(142)	234
PID/Gender: Rep Women	3%	(7)	1%	(1)	26%	(62)	71%	(169)	238
Ideo: Liberal (1-3)	2%	(8)	3%	(11)	33%	(150)	62%	(279)	449
Ideo: Moderate (4)	2%	(9)	1%	(4)	30%	(123)	67%	(273)	409
Ideo: Conservative (5-7)	3%	(15)	2%	(10)	31%	(162)	64%	(336)	522
Educ: < College	3%	(27)	1%	(15)	29%	(296)	67%	(690)	1028
Educ: Bachelors degree	1%	(2)	2%	(7)	35%	(110)	62%	(191)	311
Educ: Post-grad	3%	(5)	3%	(6)	31%	(56)	64%	(117)	185

Continued on next page

Table STV7_12: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Philo

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	2%	(34)	2%	(28)	30%	(463)	66%	(999)	1523
Income: Under 50k	2%	(14)	1%	(11)	34%	(250)	63%	(461)	735
Income: 50k-100k	2%	(13)	2%	(9)	27%	(149)	69%	(378)	550
Income: 100k+	3%	(7)	3%	(8)	27%	(64)	67%	(160)	238
Ethnicity: White	1%	(17)	1%	(17)	30%	(371)	67%	(828)	1233
Ethnicity: Hispanic	4%	(8)	1%	(2)	34%	(80)	62%	(146)	236
Ethnicity: Afr. Am.	5%	(9)	6%	(10)	32%	(53)	57%	(95)	166
Ethnicity: Other	7%	(8)	1%	(1)	32%	(39)	61%	(76)	124
All Christian	3%	(21)	1%	(8)	29%	(222)	67%	(512)	764
All Non-Christian	4%	(2)	4%	(3)	32%	(21)	60%	(39)	65
Atheist	5%	(4)	6%	(4)	22%	(17)	67%	(51)	76
Agnostic/Nothing in particular	1%	(7)	2%	(12)	33%	(203)	64%	(396)	618
Religious Non-Protestant/Catholic	3%	(2)	4%	(3)	30%	(23)	64%	(49)	77
Evangelical	4%	(15)	2%	(6)	30%	(120)	64%	(255)	396
Non-Evangelical	2%	(11)	1%	(8)	28%	(164)	69%	(405)	587
Community: Urban	2%	(8)	3%	(10)	36%	(130)	58%	(208)	356
Community: Suburban	2%	(18)	2%	(12)	27%	(217)	69%	(546)	792
Community: Rural	2%	(8)	1%	(6)	31%	(116)	65%	(245)	374
Employ: Private Sector	3%	(12)	3%	(15)	29%	(135)	65%	(296)	457
Employ: Government	1%	(1)	4%	(3)	28%	(22)	67%	(54)	80
Employ: Self-Employed	8%	(10)	1%	(2)	36%	(47)	55%	(72)	131
Employ: Homemaker	2%	(2)	2%	(2)	28%	(24)	68%	(59)	87
Employ: Retired	1%	(2)	—	(1)	27%	(100)	72%	(266)	369
Employ: Unemployed	3%	(6)	—	(0)	36%	(65)	61%	(110)	181
Employ: Other	1%	(1)	—	(0)	33%	(38)	66%	(78)	118
Military HH: Yes	2%	(5)	1%	(4)	28%	(76)	68%	(183)	268
Military HH: No	2%	(29)	2%	(24)	31%	(387)	65%	(815)	1255

Continued on next page

Table STV7_12: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Philo

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	2%	(34)	2%	(28)	30%	(463)	66%	(999)	1523
RD/WT: Right Direction	3%	(16)	2%	(9)	31%	(165)	65%	(348)	538
RD/WT: Wrong Track	2%	(19)	2%	(19)	30%	(297)	66%	(650)	985
Trump Job Approve	3%	(16)	2%	(13)	29%	(192)	66%	(430)	651
Trump Job Disapprove	2%	(18)	2%	(14)	32%	(260)	65%	(533)	824
Trump Job Strongly Approve	3%	(8)	2%	(8)	29%	(97)	67%	(224)	337
Trump Job Somewhat Approve	3%	(8)	2%	(6)	30%	(95)	65%	(205)	314
Trump Job Somewhat Disapprove	1%	(2)	—	(0)	29%	(51)	70%	(123)	176
Trump Job Strongly Disapprove	3%	(16)	2%	(14)	32%	(209)	63%	(410)	648
Favorable of Trump	2%	(16)	2%	(11)	28%	(175)	68%	(431)	633
Unfavorable of Trump	2%	(18)	2%	(14)	32%	(264)	64%	(530)	826
Very Favorable of Trump	2%	(8)	2%	(7)	28%	(98)	68%	(243)	356
Somewhat Favorable of Trump	3%	(8)	2%	(4)	28%	(77)	68%	(188)	277
Somewhat Unfavorable of Trump	1%	(2)	1%	(1)	34%	(56)	64%	(107)	166
Very Unfavorable of Trump	2%	(16)	2%	(13)	32%	(208)	64%	(423)	660
#1 Issue: Economy	3%	(16)	2%	(11)	32%	(178)	63%	(349)	554
#1 Issue: Security	3%	(5)	3%	(4)	28%	(45)	67%	(108)	162
#1 Issue: Health Care	—	(1)	2%	(5)	28%	(85)	70%	(209)	300
#1 Issue: Medicare / Social Security	2%	(5)	—	(1)	29%	(64)	68%	(150)	219
#1 Issue: Women's Issues	3%	(2)	4%	(3)	21%	(17)	72%	(60)	83
#1 Issue: Education	2%	(1)	2%	(1)	38%	(30)	58%	(46)	79
#1 Issue: Energy	—	(0)	3%	(2)	47%	(25)	50%	(27)	54
#1 Issue: Other	4%	(3)	—	(0)	26%	(19)	70%	(51)	72
2018 House Vote: Democrat	2%	(8)	2%	(9)	34%	(186)	63%	(343)	546
2018 House Vote: Republican	3%	(13)	2%	(10)	30%	(140)	66%	(310)	473

Continued on next page

Table STV7_12: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?

Philo

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	2%	(34)	2%	(28)	30%	(463)	66%	(999)	1523
2016 Vote: Hillary Clinton	2%	(10)	2%	(9)	32%	(157)	65%	(321)	497
2016 Vote: Donald Trump	2%	(8)	2%	(9)	32%	(157)	65%	(321)	495
2016 Vote: Other	1%	(1)	2%	(2)	26%	(25)	71%	(68)	96
2016 Vote: Didn't Vote	3%	(15)	2%	(8)	28%	(123)	66%	(288)	434
Voted in 2014: Yes	2%	(19)	2%	(18)	31%	(293)	65%	(604)	934
Voted in 2014: No	3%	(15)	2%	(10)	29%	(170)	67%	(394)	589
2012 Vote: Barack Obama	2%	(13)	2%	(11)	32%	(196)	64%	(392)	612
2012 Vote: Mitt Romney	2%	(6)	2%	(7)	28%	(98)	68%	(238)	349
2012 Vote: Other	3%	(2)	—	(0)	36%	(20)	60%	(34)	56
2012 Vote: Didn't Vote	3%	(13)	2%	(10)	29%	(148)	66%	(334)	505
4-Region: Northeast	2%	(6)	2%	(5)	29%	(83)	67%	(195)	289
4-Region: Midwest	2%	(7)	2%	(7)	33%	(109)	63%	(204)	326
4-Region: South	3%	(15)	2%	(14)	31%	(177)	64%	(361)	566
4-Region: West	2%	(7)	1%	(2)	27%	(93)	70%	(239)	341
Frequent sports watching households	3%	(25)	2%	(18)	34%	(316)	61%	(570)	928
Current cable or satellite subscribers	1%	(18)	1%	(12)	29%	(357)	68%	(831)	1218
Cord-Cutters	7%	(11)	7%	(11)	35%	(57)	51%	(83)	162
Current vMVPD subscribers	5%	(33)	3%	(22)	34%	(247)	58%	(421)	723
Former vMVPD subscribers	1%	(1)	3%	(3)	40%	(38)	56%	(53)	95
Sports fans	3%	(30)	2%	(24)	32%	(365)	63%	(719)	1138
Avid sports fans	5%	(22)	2%	(10)	39%	(180)	54%	(253)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_13: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
AT&T TV Now

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(48)	6%	(85)	64%	(971)	28%	(420)	1523
Gender: Male	4%	(28)	6%	(43)	68%	(505)	23%	(170)	746
Gender: Female	3%	(20)	5%	(41)	60%	(466)	32%	(250)	777
Age: 18-34	5%	(21)	6%	(23)	59%	(238)	31%	(124)	406
Age: 35-44	5%	(12)	7%	(18)	59%	(151)	30%	(76)	256
Age: 45-64	1%	(4)	6%	(32)	68%	(356)	25%	(129)	521
Age: 65+	3%	(11)	4%	(12)	67%	(226)	27%	(91)	340
GenZers: 1997-2012	7%	(12)	8%	(14)	61%	(112)	24%	(44)	182
Millennials: 1981-1996	4%	(14)	6%	(22)	53%	(187)	37%	(129)	352
GenXers: 1965-1980	2%	(9)	5%	(17)	70%	(259)	23%	(86)	371
Baby Boomers: 1946-1964	2%	(9)	5%	(28)	67%	(357)	26%	(142)	535
PID: Dem (no lean)	4%	(26)	4%	(27)	65%	(398)	26%	(158)	609
PID: Ind (no lean)	1%	(5)	7%	(31)	63%	(277)	29%	(129)	442
PID: Rep (no lean)	4%	(17)	6%	(27)	63%	(295)	28%	(133)	472
PID/Gender: Dem Men	6%	(16)	4%	(12)	68%	(187)	22%	(61)	276
PID/Gender: Dem Women	3%	(10)	4%	(15)	63%	(211)	29%	(97)	333
PID/Gender: Ind Men	1%	(1)	9%	(21)	66%	(156)	24%	(58)	236
PID/Gender: Ind Women	2%	(3)	5%	(10)	59%	(121)	35%	(72)	206
PID/Gender: Rep Men	5%	(11)	5%	(11)	69%	(161)	22%	(51)	234
PID/Gender: Rep Women	3%	(7)	7%	(16)	56%	(134)	34%	(81)	238
Ideo: Liberal (1-3)	4%	(18)	5%	(24)	62%	(280)	28%	(127)	449
Ideo: Moderate (4)	4%	(18)	5%	(21)	67%	(274)	24%	(96)	409
Ideo: Conservative (5-7)	2%	(11)	4%	(22)	65%	(341)	28%	(148)	522
Educ: < College	3%	(28)	6%	(64)	63%	(648)	28%	(287)	1028
Educ: Bachelors degree	3%	(8)	4%	(12)	69%	(215)	24%	(75)	311
Educ: Post-grad	7%	(12)	4%	(8)	58%	(108)	31%	(57)	185

Continued on next page

Table STV7_13: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
AT&T TV Now

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(48)	6%	(85)	64%	(971)	28%	(420)	1523
Income: Under 50k	2%	(18)	7%	(49)	62%	(453)	29%	(215)	735
Income: 50k-100k	3%	(18)	4%	(22)	68%	(375)	24%	(134)	550
Income: 100k+	5%	(12)	6%	(13)	60%	(142)	30%	(71)	238
Ethnicity: White	2%	(31)	6%	(68)	64%	(788)	28%	(346)	1233
Ethnicity: Hispanic	8%	(18)	9%	(21)	53%	(126)	30%	(72)	236
Ethnicity: Afr. Am.	4%	(7)	7%	(12)	65%	(107)	23%	(39)	166
Ethnicity: Other	8%	(10)	4%	(4)	60%	(75)	28%	(35)	124
All Christian	4%	(33)	4%	(31)	63%	(479)	29%	(220)	764
All Non-Christian	3%	(2)	3%	(2)	64%	(41)	31%	(20)	65
Atheist	—	(0)	8%	(6)	67%	(51)	25%	(19)	76
Agnostic/Nothing in particular	2%	(13)	7%	(45)	65%	(399)	26%	(161)	618
Religious Non-Protestant/Catholic	3%	(2)	3%	(2)	59%	(46)	35%	(27)	77
Evangelical	3%	(11)	7%	(26)	62%	(246)	29%	(114)	396
Non-Evangelical	4%	(22)	3%	(20)	64%	(376)	29%	(170)	587
Community: Urban	4%	(13)	10%	(35)	61%	(216)	26%	(93)	356
Community: Suburban	3%	(25)	4%	(33)	65%	(512)	28%	(222)	792
Community: Rural	3%	(10)	5%	(17)	65%	(243)	28%	(105)	374
Employ: Private Sector	5%	(21)	6%	(28)	61%	(279)	28%	(129)	457
Employ: Government	—	(0)	7%	(6)	63%	(51)	30%	(24)	80
Employ: Self-Employed	9%	(11)	4%	(6)	64%	(84)	23%	(30)	131
Employ: Homemaker	1%	(1)	3%	(2)	54%	(47)	42%	(37)	87
Employ: Retired	2%	(9)	3%	(11)	70%	(259)	24%	(90)	369
Employ: Unemployed	2%	(4)	7%	(12)	63%	(115)	28%	(51)	181
Employ: Other	1%	(1)	8%	(9)	65%	(76)	26%	(31)	118
Military HH: Yes	2%	(6)	4%	(11)	68%	(183)	26%	(68)	268
Military HH: No	3%	(43)	6%	(73)	63%	(788)	28%	(351)	1255

Continued on next page

Table STV7_13: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
AT&T TV Now

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(48)	6%	(85)	64%	(971)	28%	(420)	1523
RD/WT: Right Direction	4%	(21)	7%	(38)	60%	(323)	29%	(155)	538
RD/WT: Wrong Track	3%	(27)	5%	(46)	66%	(647)	27%	(265)	985
Trump Job Approve	4%	(23)	6%	(42)	60%	(390)	30%	(196)	651
Trump Job Disapprove	3%	(25)	5%	(37)	68%	(560)	24%	(202)	824
Trump Job Strongly Approve	3%	(11)	7%	(23)	60%	(202)	30%	(101)	337
Trump Job Somewhat Approve	4%	(12)	6%	(19)	60%	(188)	30%	(95)	314
Trump Job Somewhat Disapprove	3%	(5)	1%	(2)	72%	(127)	24%	(42)	176
Trump Job Strongly Disapprove	3%	(20)	5%	(36)	67%	(433)	25%	(160)	648
Favorable of Trump	3%	(21)	6%	(38)	59%	(374)	32%	(200)	633
Unfavorable of Trump	3%	(28)	5%	(40)	68%	(565)	23%	(192)	826
Very Favorable of Trump	4%	(13)	7%	(24)	60%	(213)	30%	(106)	356
Somewhat Favorable of Trump	3%	(8)	5%	(14)	58%	(161)	34%	(94)	277
Somewhat Unfavorable of Trump	4%	(7)	4%	(6)	75%	(124)	17%	(28)	166
Very Unfavorable of Trump	3%	(20)	5%	(34)	67%	(441)	25%	(165)	660
#1 Issue: Economy	3%	(17)	6%	(35)	63%	(351)	27%	(151)	554
#1 Issue: Security	2%	(3)	5%	(7)	63%	(103)	30%	(48)	162
#1 Issue: Health Care	3%	(9)	2%	(6)	67%	(200)	28%	(85)	300
#1 Issue: Medicare / Social Security	3%	(7)	7%	(15)	65%	(142)	25%	(55)	219
#1 Issue: Women's Issues	4%	(4)	12%	(10)	49%	(41)	34%	(28)	83
#1 Issue: Education	7%	(6)	4%	(3)	58%	(46)	30%	(24)	79
#1 Issue: Energy	—	(0)	6%	(3)	74%	(40)	20%	(11)	54
#1 Issue: Other	4%	(3)	5%	(4)	67%	(48)	24%	(18)	72
2018 House Vote: Democrat	3%	(14)	5%	(30)	66%	(361)	26%	(141)	546
2018 House Vote: Republican	4%	(18)	6%	(26)	59%	(280)	31%	(148)	473

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Table STV7_13: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
 AT&T TV Now

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(48)	6%	(85)	64%	(971)	28%	(420)	1523
2016 Vote: Hillary Clinton	4%	(20)	6%	(29)	65%	(325)	25%	(123)	497
2016 Vote: Donald Trump	3%	(15)	5%	(27)	63%	(310)	29%	(143)	495
2016 Vote: Other	3%	(3)	3%	(3)	66%	(63)	29%	(28)	96
2016 Vote: Didn't Vote	3%	(11)	6%	(26)	63%	(271)	29%	(125)	434
Voted in 2014: Yes	3%	(32)	5%	(48)	66%	(619)	25%	(235)	934
Voted in 2014: No	3%	(16)	6%	(37)	60%	(352)	31%	(184)	589
2012 Vote: Barack Obama	3%	(21)	5%	(30)	67%	(407)	25%	(154)	612
2012 Vote: Mitt Romney	3%	(11)	5%	(17)	66%	(231)	26%	(91)	349
2012 Vote: Other	4%	(2)	3%	(2)	66%	(37)	27%	(15)	56
2012 Vote: Didn't Vote	3%	(15)	7%	(36)	58%	(295)	32%	(160)	505
4-Region: Northeast	3%	(8)	2%	(5)	65%	(189)	30%	(87)	289
4-Region: Midwest	2%	(7)	7%	(23)	65%	(210)	26%	(86)	326
4-Region: South	3%	(18)	8%	(42)	65%	(367)	25%	(139)	566
4-Region: West	5%	(15)	4%	(14)	60%	(204)	32%	(108)	341
Frequent sports watching households	4%	(37)	7%	(63)	66%	(610)	23%	(217)	928
Current cable or satellite subscribers	3%	(42)	5%	(66)	62%	(760)	29%	(350)	1218
Cord-Cutters	2%	(3)	6%	(10)	76%	(123)	16%	(26)	162
Current vMVPD subscribers	5%	(36)	7%	(49)	64%	(464)	24%	(174)	723
Former vMVPD subscribers	1%	(1)	17%	(16)	56%	(54)	25%	(24)	95
Sports fans	3%	(38)	6%	(71)	66%	(749)	25%	(280)	1138
Avid sports fans	5%	(23)	8%	(36)	65%	(302)	22%	(104)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV7_14: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
AT&T Watch TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(48)	4%	(65)	60%	(919)	32%	(491)	1523
Gender: Male	3%	(24)	3%	(25)	66%	(490)	28%	(207)	746
Gender: Female	3%	(24)	5%	(39)	55%	(429)	37%	(284)	777
Age: 18-34	4%	(17)	6%	(26)	59%	(238)	31%	(125)	406
Age: 35-44	8%	(20)	4%	(9)	54%	(138)	35%	(89)	256
Age: 45-64	1%	(6)	4%	(20)	64%	(335)	31%	(160)	521
Age: 65+	2%	(5)	3%	(9)	61%	(209)	34%	(117)	340
GenZers: 1997-2012	5%	(8)	8%	(15)	58%	(107)	29%	(52)	182
Millennials: 1981-1996	5%	(17)	4%	(14)	55%	(193)	36%	(127)	352
GenXers: 1965-1980	4%	(16)	5%	(20)	61%	(228)	29%	(107)	371
Baby Boomers: 1946-1964	1%	(6)	2%	(11)	64%	(340)	33%	(178)	535
PID: Dem (no lean)	4%	(23)	3%	(20)	62%	(376)	31%	(191)	609
PID: Ind (no lean)	1%	(6)	5%	(22)	57%	(253)	36%	(161)	442
PID: Rep (no lean)	4%	(19)	5%	(23)	62%	(291)	29%	(139)	472
PID/Gender: Dem Men	5%	(13)	4%	(11)	67%	(184)	24%	(67)	276
PID/Gender: Dem Women	3%	(9)	3%	(9)	57%	(191)	37%	(124)	333
PID/Gender: Ind Men	1%	(2)	3%	(7)	62%	(146)	35%	(83)	236
PID/Gender: Ind Women	2%	(5)	7%	(15)	52%	(107)	38%	(79)	206
PID/Gender: Rep Men	4%	(10)	3%	(8)	68%	(160)	24%	(57)	234
PID/Gender: Rep Women	4%	(10)	6%	(15)	55%	(131)	35%	(82)	238
Ideo: Liberal (1-3)	3%	(15)	5%	(21)	57%	(257)	35%	(156)	449
Ideo: Moderate (4)	3%	(13)	4%	(15)	65%	(264)	29%	(117)	409
Ideo: Conservative (5-7)	4%	(20)	3%	(18)	63%	(330)	30%	(155)	522
Educ: < College	3%	(27)	5%	(47)	61%	(625)	32%	(329)	1028
Educ: Bachelors degree	3%	(10)	2%	(6)	63%	(195)	32%	(99)	311
Educ: Post-grad	6%	(11)	6%	(11)	53%	(98)	35%	(64)	185

Continued on next page

Table STV7_14: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
 AT&T Watch TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(48)	4%	(65)	60%	(919)	32%	(491)	1523
Income: Under 50k	2%	(18)	5%	(35)	61%	(450)	32%	(232)	735
Income: 50k-100k	4%	(20)	4%	(20)	61%	(333)	32%	(176)	550
Income: 100k+	4%	(11)	4%	(10)	57%	(136)	35%	(82)	238
Ethnicity: White	3%	(35)	3%	(43)	61%	(747)	33%	(408)	1233
Ethnicity: Hispanic	8%	(20)	9%	(21)	55%	(130)	28%	(66)	236
Ethnicity: Afr. Am.	3%	(6)	8%	(14)	60%	(99)	28%	(47)	166
Ethnicity: Other	6%	(8)	7%	(8)	58%	(72)	29%	(36)	124
All Christian	4%	(33)	3%	(26)	61%	(462)	32%	(242)	764
All Non-Christian	2%	(1)	6%	(4)	62%	(40)	30%	(19)	65
Atheist	—	(0)	5%	(4)	64%	(49)	31%	(24)	76
Agnostic/Nothing in particular	2%	(14)	5%	(31)	59%	(368)	33%	(206)	618
Religious Non-Protestant/Catholic	2%	(1)	5%	(4)	60%	(46)	33%	(26)	77
Evangelical	4%	(15)	6%	(22)	61%	(240)	30%	(118)	396
Non-Evangelical	4%	(23)	3%	(17)	60%	(350)	34%	(197)	587
Community: Urban	4%	(14)	7%	(26)	57%	(203)	32%	(114)	356
Community: Suburban	4%	(29)	3%	(25)	61%	(482)	32%	(256)	792
Community: Rural	1%	(5)	4%	(14)	63%	(234)	32%	(121)	374
Employ: Private Sector	5%	(22)	3%	(13)	58%	(267)	34%	(155)	457
Employ: Government	3%	(2)	4%	(4)	54%	(43)	39%	(31)	80
Employ: Self-Employed	5%	(7)	3%	(3)	65%	(85)	27%	(36)	131
Employ: Homemaker	3%	(2)	3%	(2)	67%	(58)	28%	(24)	87
Employ: Retired	1%	(5)	3%	(10)	65%	(239)	31%	(116)	369
Employ: Unemployed	4%	(7)	9%	(16)	59%	(107)	28%	(51)	181
Employ: Other	2%	(2)	6%	(7)	53%	(62)	40%	(47)	118
Military HH: Yes	2%	(4)	3%	(9)	61%	(164)	34%	(91)	268
Military HH: No	4%	(44)	4%	(55)	60%	(755)	32%	(400)	1255

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Table STV7_14: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
AT&T Watch TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(48)	4%	(65)	60%	(919)	32%	(491)	1523
RD/WT: Right Direction	5%	(26)	6%	(32)	59%	(316)	31%	(164)	538
RD/WT: Wrong Track	2%	(22)	3%	(33)	61%	(603)	33%	(327)	985
Trump Job Approve	4%	(29)	6%	(37)	59%	(384)	31%	(200)	651
Trump Job Disapprove	2%	(19)	3%	(26)	62%	(511)	32%	(267)	824
Trump Job Strongly Approve	5%	(15)	6%	(20)	57%	(191)	33%	(112)	337
Trump Job Somewhat Approve	4%	(14)	6%	(18)	62%	(193)	28%	(89)	314
Trump Job Somewhat Disapprove	1%	(2)	1%	(2)	61%	(107)	37%	(65)	176
Trump Job Strongly Disapprove	3%	(17)	4%	(24)	62%	(404)	31%	(202)	648
Favorable of Trump	4%	(26)	4%	(27)	59%	(374)	33%	(206)	633
Unfavorable of Trump	3%	(22)	4%	(31)	63%	(519)	31%	(253)	826
Very Favorable of Trump	5%	(18)	4%	(15)	59%	(209)	32%	(113)	356
Somewhat Favorable of Trump	3%	(8)	4%	(12)	59%	(164)	33%	(93)	277
Somewhat Unfavorable of Trump	4%	(6)	2%	(4)	67%	(110)	27%	(45)	166
Very Unfavorable of Trump	2%	(16)	4%	(28)	62%	(409)	32%	(208)	660
#1 Issue: Economy	3%	(14)	3%	(18)	62%	(343)	32%	(179)	554
#1 Issue: Security	1%	(2)	4%	(6)	63%	(102)	32%	(52)	162
#1 Issue: Health Care	3%	(10)	1%	(2)	60%	(179)	37%	(110)	300
#1 Issue: Medicare / Social Security	3%	(8)	6%	(14)	60%	(132)	30%	(66)	219
#1 Issue: Women's Issues	6%	(5)	13%	(11)	38%	(31)	44%	(36)	83
#1 Issue: Education	8%	(7)	12%	(10)	57%	(45)	22%	(17)	79
#1 Issue: Energy	3%	(1)	1%	(1)	70%	(38)	26%	(14)	54
#1 Issue: Other	4%	(3)	5%	(4)	68%	(49)	23%	(17)	72
2018 House Vote: Democrat	3%	(16)	3%	(17)	62%	(340)	32%	(173)	546
2018 House Vote: Republican	4%	(19)	4%	(17)	60%	(285)	32%	(152)	473

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Table STV7_14: Which option best describes your familiarity with each of the following cable or satellite television companies and live streaming service providers?
AT&T Watch TV

Demographic	I currently get service through this provider		I previously got service through this provider		I have heard of this, but have never had service through this provider		I have never heard of this provider		Total N
Adults	3%	(48)	4%	(65)	60%	(919)	32%	(491)	1523
2016 Vote: Hillary Clinton	3%	(16)	2%	(11)	64%	(318)	31%	(153)	497
2016 Vote: Donald Trump	3%	(17)	3%	(15)	62%	(306)	32%	(157)	495
2016 Vote: Other	—	(0)	4%	(4)	61%	(59)	35%	(33)	96
2016 Vote: Didn't Vote	4%	(16)	8%	(35)	54%	(235)	34%	(147)	434
Voted in 2014: Yes	3%	(30)	3%	(28)	64%	(594)	30%	(282)	934
Voted in 2014: No	3%	(18)	6%	(37)	55%	(324)	36%	(209)	589
2012 Vote: Barack Obama	3%	(18)	3%	(17)	64%	(395)	30%	(182)	612
2012 Vote: Mitt Romney	4%	(13)	2%	(8)	64%	(222)	30%	(105)	349
2012 Vote: Other	—	(0)	5%	(3)	53%	(30)	41%	(23)	56
2012 Vote: Didn't Vote	3%	(16)	7%	(37)	54%	(271)	36%	(181)	505
4-Region: Northeast	2%	(6)	1%	(4)	61%	(175)	36%	(104)	289
4-Region: Midwest	3%	(10)	2%	(7)	63%	(205)	32%	(105)	326
4-Region: South	4%	(20)	6%	(31)	62%	(351)	29%	(164)	566
4-Region: West	4%	(13)	7%	(22)	55%	(188)	35%	(118)	341
Frequent sports watching households	4%	(33)	4%	(39)	63%	(588)	29%	(269)	928
Current cable or satellite subscribers	4%	(43)	4%	(44)	60%	(733)	33%	(399)	1218
Cord-Cutters	2%	(3)	8%	(13)	65%	(105)	25%	(41)	162
Current vMVPD subscribers	5%	(37)	6%	(41)	61%	(438)	29%	(208)	723
Former vMVPD subscribers	3%	(2)	12%	(11)	62%	(59)	24%	(23)	95
Sports fans	3%	(34)	4%	(49)	62%	(707)	31%	(348)	1138
Avid sports fans	4%	(18)	5%	(21)	63%	(293)	29%	(133)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV8_1: About how much does your household spend per month on each of the following?

Cable or satellite television

Demographic	Less than \$50		\$50-\$100		\$100-\$150		\$150-\$200		More than \$200		Total N
Adults	9%	(113)	35%	(424)	34%	(408)	15%	(189)	7%	(84)	1218
Gender: Male	11%	(71)	35%	(219)	32%	(203)	14%	(91)	7%	(46)	630
Gender: Female	7%	(42)	35%	(206)	35%	(205)	17%	(98)	6%	(38)	588
Age: 18-34	12%	(36)	37%	(112)	35%	(105)	11%	(34)	4%	(11)	298
Age: 35-44	12%	(23)	39%	(77)	27%	(52)	14%	(28)	8%	(16)	196
Age: 45-64	8%	(35)	35%	(148)	34%	(140)	16%	(65)	7%	(29)	417
Age: 65+	6%	(19)	28%	(87)	36%	(111)	20%	(62)	9%	(28)	307
GenZers: 1997-2012	13%	(17)	36%	(46)	40%	(50)	7%	(8)	4%	(5)	126
Millennials: 1981-1996	10%	(27)	37%	(99)	31%	(84)	15%	(41)	7%	(19)	270
GenXers: 1965-1980	11%	(31)	38%	(105)	29%	(81)	15%	(43)	7%	(19)	278
Baby Boomers: 1946-1964	7%	(31)	32%	(150)	37%	(172)	18%	(84)	7%	(33)	470
PID: Dem (no lean)	9%	(46)	32%	(157)	33%	(159)	16%	(79)	9%	(46)	487
PID: Ind (no lean)	11%	(37)	39%	(133)	32%	(109)	15%	(51)	3%	(10)	340
PID: Rep (no lean)	8%	(31)	34%	(134)	36%	(140)	15%	(58)	7%	(28)	391
PID/Gender: Dem Men	14%	(34)	32%	(75)	30%	(73)	13%	(32)	11%	(26)	239
PID/Gender: Dem Women	5%	(12)	33%	(82)	35%	(86)	19%	(48)	8%	(20)	248
PID/Gender: Ind Men	12%	(23)	41%	(77)	32%	(60)	13%	(25)	2%	(3)	188
PID/Gender: Ind Women	9%	(13)	37%	(56)	32%	(49)	17%	(26)	5%	(7)	152
PID/Gender: Rep Men	7%	(14)	33%	(67)	35%	(71)	17%	(34)	8%	(17)	203
PID/Gender: Rep Women	9%	(17)	36%	(67)	37%	(69)	13%	(24)	6%	(11)	188
Ideo: Liberal (1-3)	10%	(33)	36%	(121)	33%	(112)	16%	(53)	6%	(21)	339
Ideo: Moderate (4)	10%	(33)	37%	(126)	33%	(114)	15%	(50)	6%	(21)	344
Ideo: Conservative (5-7)	9%	(37)	32%	(133)	34%	(145)	17%	(72)	8%	(33)	420
Educ: < College	10%	(77)	36%	(290)	33%	(269)	15%	(126)	7%	(53)	815
Educ: Bachelors degree	9%	(23)	36%	(90)	35%	(89)	12%	(29)	8%	(20)	251
Educ: Post-grad	9%	(13)	30%	(45)	33%	(50)	22%	(33)	7%	(10)	152
Income: Under 50k	13%	(74)	37%	(212)	33%	(190)	14%	(79)	4%	(25)	579
Income: 50k-100k	7%	(30)	34%	(154)	33%	(149)	17%	(76)	9%	(38)	448
Income: 100k+	5%	(10)	31%	(59)	36%	(69)	17%	(33)	10%	(20)	191
Ethnicity: White	8%	(82)	36%	(359)	34%	(335)	16%	(158)	6%	(65)	999
Ethnicity: Hispanic	12%	(21)	40%	(72)	30%	(54)	12%	(22)	6%	(11)	181
Ethnicity: Afr. Am.	12%	(15)	32%	(41)	31%	(39)	14%	(18)	11%	(14)	128

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Table STV8_1: About how much does your household spend per month on each of the following?

Cable or satellite television

Demographic	Less than \$50		\$50-\$100		\$100-\$150		\$150-\$200		More than \$200		Total N
Adults	9%	(113)	35%	(424)	34%	(408)	15%	(189)	7%	(84)	1218
Ethnicity: Other	18%	(17)	26%	(24)	37%	(33)	14%	(13)	5%	(5)	91
All Christian	6%	(40)	35%	(226)	36%	(233)	16%	(103)	6%	(42)	643
All Non-Christian	9%	(5)	38%	(20)	29%	(15)	11%	(6)	13%	(7)	52
Atheist	18%	(11)	44%	(28)	15%	(9)	18%	(12)	4%	(2)	62
Agnostic/Nothing in particular	12%	(58)	33%	(152)	33%	(151)	15%	(68)	7%	(33)	461
Religious Non-Protestant/Catholic	8%	(5)	36%	(21)	29%	(17)	13%	(8)	14%	(8)	58
Evangelical	11%	(35)	32%	(104)	35%	(111)	17%	(53)	5%	(17)	321
Non-Evangelical	8%	(39)	33%	(161)	34%	(168)	18%	(88)	6%	(32)	488
Community: Urban	13%	(37)	38%	(109)	30%	(86)	14%	(39)	6%	(16)	287
Community: Suburban	8%	(48)	33%	(206)	34%	(210)	18%	(110)	8%	(48)	623
Community: Rural	9%	(29)	36%	(110)	36%	(112)	13%	(39)	6%	(19)	308
Employ: Private Sector	9%	(32)	37%	(135)	30%	(113)	16%	(59)	8%	(31)	369
Employ: Government	7%	(4)	27%	(16)	32%	(19)	25%	(15)	9%	(6)	61
Employ: Self-Employed	8%	(9)	40%	(41)	36%	(37)	13%	(13)	3%	(3)	103
Employ: Homemaker	3%	(2)	30%	(20)	39%	(26)	17%	(12)	11%	(7)	66
Employ: Retired	7%	(22)	31%	(99)	36%	(116)	19%	(62)	7%	(23)	323
Employ: Unemployed	24%	(32)	36%	(48)	30%	(39)	8%	(10)	3%	(4)	133
Employ: Other	7%	(7)	38%	(36)	33%	(32)	14%	(13)	8%	(8)	96
Military HH: Yes	6%	(13)	30%	(67)	39%	(87)	17%	(37)	8%	(19)	224
Military HH: No	10%	(100)	36%	(357)	32%	(321)	15%	(151)	7%	(65)	995
RD/WT: Right Direction	11%	(47)	34%	(149)	34%	(149)	16%	(69)	6%	(25)	440
RD/WT: Wrong Track	9%	(66)	35%	(275)	33%	(259)	15%	(119)	7%	(58)	779
Trump Job Approve	9%	(51)	34%	(184)	36%	(190)	15%	(81)	5%	(29)	535
Trump Job Disapprove	9%	(60)	36%	(229)	31%	(202)	16%	(104)	8%	(49)	645
Trump Job Strongly Approve	7%	(18)	33%	(92)	37%	(104)	17%	(47)	6%	(16)	277
Trump Job Somewhat Approve	13%	(32)	36%	(92)	34%	(87)	13%	(34)	5%	(12)	258
Trump Job Somewhat Disapprove	6%	(8)	39%	(55)	35%	(49)	13%	(18)	7%	(9)	139
Trump Job Strongly Disapprove	10%	(51)	34%	(174)	30%	(154)	17%	(86)	8%	(40)	505
Favorable of Trump	9%	(46)	35%	(182)	35%	(185)	15%	(80)	6%	(30)	522
Unfavorable of Trump	10%	(61)	35%	(223)	33%	(209)	16%	(99)	7%	(47)	639

Continued on next page

Table STV8_1: About how much does your household spend per month on each of the following?

Cable or satellite television

Demographic	Less than \$50		\$50-\$100		\$100-\$150		\$150-\$200		More than \$200		Total N
Adults	9%	(113)	35%	(424)	34%	(408)	15%	(189)	7%	(84)	1218
Very Favorable of Trump	7%	(20)	36%	(105)	34%	(100)	17%	(51)	6%	(19)	295
Somewhat Favorable of Trump	11%	(26)	34%	(77)	37%	(85)	13%	(29)	5%	(11)	227
Somewhat Unfavorable of Trump	12%	(15)	37%	(48)	33%	(43)	12%	(16)	6%	(7)	129
Very Unfavorable of Trump	9%	(46)	34%	(175)	32%	(166)	16%	(83)	8%	(39)	510
#1 Issue: Economy	10%	(43)	36%	(157)	34%	(151)	13%	(57)	7%	(31)	439
#1 Issue: Security	5%	(7)	37%	(48)	35%	(45)	18%	(23)	4%	(6)	128
#1 Issue: Health Care	9%	(21)	32%	(77)	35%	(85)	17%	(42)	7%	(17)	241
#1 Issue: Medicare / Social Security	8%	(15)	34%	(66)	36%	(70)	16%	(32)	6%	(11)	194
#1 Issue: Women's Issues	7%	(4)	41%	(22)	21%	(11)	19%	(10)	11%	(6)	54
#1 Issue: Education	22%	(14)	30%	(18)	25%	(15)	17%	(10)	7%	(4)	62
#1 Issue: Other	9%	(6)	30%	(18)	29%	(18)	19%	(12)	13%	(8)	62
2018 House Vote: Democrat	9%	(40)	34%	(153)	30%	(137)	19%	(86)	9%	(39)	455
2018 House Vote: Republican	7%	(28)	35%	(135)	35%	(135)	16%	(64)	6%	(25)	386
2016 Vote: Hillary Clinton	9%	(37)	32%	(130)	30%	(123)	20%	(82)	8%	(33)	404
2016 Vote: Donald Trump	8%	(34)	34%	(143)	35%	(147)	15%	(65)	8%	(32)	421
2016 Vote: Other	9%	(7)	37%	(28)	34%	(25)	13%	(10)	6%	(4)	74
2016 Vote: Didn't Vote	11%	(36)	39%	(123)	35%	(112)	10%	(32)	5%	(15)	318
Voted in 2014: Yes	8%	(63)	33%	(258)	32%	(251)	19%	(144)	8%	(59)	776
Voted in 2014: No	11%	(50)	38%	(166)	36%	(157)	10%	(44)	6%	(25)	442
2012 Vote: Barack Obama	8%	(42)	33%	(162)	33%	(162)	18%	(89)	8%	(39)	494
2012 Vote: Mitt Romney	8%	(23)	34%	(101)	33%	(98)	18%	(53)	7%	(22)	297
2012 Vote: Didn't Vote	11%	(43)	38%	(146)	35%	(135)	10%	(40)	5%	(19)	383
4-Region: Northeast	4%	(11)	31%	(81)	37%	(96)	19%	(48)	9%	(23)	259
4-Region: Midwest	11%	(29)	34%	(88)	35%	(91)	12%	(31)	8%	(21)	259
4-Region: South	11%	(50)	39%	(176)	30%	(135)	16%	(71)	5%	(23)	455
4-Region: West	9%	(23)	33%	(80)	35%	(87)	16%	(38)	7%	(17)	245
Frequent sports watching households	8%	(59)	33%	(253)	35%	(272)	17%	(128)	7%	(55)	767
Current cable or satellite subscribers	9%	(113)	35%	(424)	34%	(408)	15%	(189)	7%	(84)	1218
Current vMVPD subscribers	12%	(52)	35%	(148)	33%	(138)	13%	(52)	7%	(29)	418
Former vMVPD subscribers	10%	(10)	37%	(35)	37%	(35)	8%	(8)	7%	(7)	95
Sports fans	9%	(81)	33%	(303)	34%	(313)	17%	(151)	7%	(68)	917

Continued on next page

Table STV8_1: About how much does your household spend per month on each of the following?

Cable or satellite television

Demographic	Less than \$50		\$50-\$100		\$100-\$150		\$150-\$200		More than \$200		Total N
Adults	9%	(113)	35%	(424)	34%	(408)	15%	(189)	7%	(84)	1218
Avid sports fans	10%	(38)	30%	(116)	35%	(135)	17%	(67)	7%	(28)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV8_2: About how much does your household spend per month on each of the following?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Less than \$50		\$50-\$100		\$100-\$150		\$150-\$200		More than \$200		Total N
Adults	66%	(476)	26%	(191)	5%	(36)	1%	(6)	2%	(14)	723
Gender: Male	63%	(217)	27%	(93)	5%	(19)	1%	(3)	4%	(13)	345
Gender: Female	68%	(258)	26%	(98)	5%	(18)	1%	(3)	—	(1)	378
Age: 18-34	59%	(158)	29%	(77)	8%	(22)	2%	(4)	3%	(7)	269
Age: 35-44	68%	(97)	26%	(37)	4%	(6)	—	(1)	2%	(2)	143
Age: 45-64	70%	(150)	25%	(55)	3%	(6)	—	(1)	2%	(4)	216
Age: 65+	74%	(70)	23%	(22)	3%	(2)	—	(0)	—	(0)	95
GenZers: 1997-2012	60%	(80)	29%	(39)	7%	(9)	1%	(2)	3%	(4)	134
Millennials: 1981-1996	62%	(130)	27%	(56)	8%	(16)	1%	(2)	2%	(5)	210
GenXers: 1965-1980	67%	(130)	27%	(52)	3%	(7)	—	(1)	3%	(5)	193
Baby Boomers: 1946-1964	76%	(122)	21%	(34)	2%	(4)	—	(1)	—	(0)	161
PID: Dem (no lean)	65%	(199)	28%	(88)	3%	(11)	1%	(2)	3%	(9)	309
PID: Ind (no lean)	71%	(143)	22%	(44)	4%	(9)	1%	(3)	2%	(3)	202
PID: Rep (no lean)	63%	(133)	28%	(59)	8%	(17)	1%	(2)	1%	(2)	213
PID/Gender: Dem Men	60%	(74)	27%	(34)	5%	(6)	1%	(2)	7%	(9)	124
PID/Gender: Dem Women	68%	(125)	29%	(54)	3%	(5)	—	(0)	—	(1)	184
PID/Gender: Ind Men	69%	(80)	23%	(27)	5%	(5)	—	(0)	3%	(3)	115
PID/Gender: Ind Women	73%	(63)	20%	(18)	4%	(3)	3%	(3)	—	(0)	87
PID/Gender: Rep Men	60%	(63)	30%	(32)	7%	(7)	1%	(2)	1%	(2)	106
PID/Gender: Rep Women	66%	(70)	25%	(27)	9%	(10)	—	(0)	—	(0)	106
Ideo: Liberal (1-3)	65%	(149)	29%	(67)	3%	(7)	2%	(4)	2%	(4)	230
Ideo: Moderate (4)	70%	(124)	24%	(43)	5%	(8)	—	(1)	1%	(2)	178
Ideo: Conservative (5-7)	63%	(150)	27%	(65)	8%	(19)	1%	(2)	1%	(2)	237
Educ: < College	69%	(332)	24%	(115)	5%	(23)	1%	(3)	2%	(11)	485
Educ: Bachelors degree	64%	(92)	29%	(42)	5%	(7)	2%	(2)	—	(0)	144
Educ: Post-grad	54%	(51)	36%	(33)	6%	(6)	1%	(1)	3%	(3)	94
Income: Under 50k	71%	(238)	23%	(77)	5%	(18)	1%	(3)	—	(1)	335
Income: 50k-100k	62%	(162)	28%	(73)	5%	(13)	1%	(2)	3%	(9)	260
Income: 100k+	59%	(76)	32%	(41)	4%	(6)	1%	(1)	3%	(4)	128
Ethnicity: White	64%	(353)	29%	(161)	5%	(27)	—	(2)	1%	(7)	551
Ethnicity: Hispanic	61%	(86)	31%	(43)	3%	(4)	—	(0)	5%	(7)	140
Ethnicity: Afr. Am.	71%	(67)	13%	(13)	4%	(4)	4%	(3)	7%	(7)	94

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Table STV8_2: About how much does your household spend per month on each of the following?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Less than \$50		\$50-\$100		\$100-\$150		\$150-\$200		More than \$200		Total N
Adults	66%	(476)	26%	(191)	5%	(36)	1%	(6)	2%	(14)	723
Ethnicity: Other	71%	(55)	23%	(18)	7%	(5)	—	(0)	—	(0)	78
All Christian	70%	(219)	24%	(75)	5%	(16)	—	(1)	—	(1)	311
Agnostic/Nothing in particular	63%	(214)	28%	(96)	5%	(16)	1%	(3)	3%	(9)	337
Evangelical	71%	(136)	24%	(46)	4%	(7)	—	(1)	1%	(1)	192
Non-Evangelical	70%	(172)	25%	(62)	4%	(10)	—	(1)	—	(0)	245
Community: Urban	67%	(124)	25%	(46)	5%	(9)	—	(1)	4%	(7)	186
Community: Suburban	65%	(243)	28%	(105)	5%	(19)	1%	(5)	1%	(3)	376
Community: Rural	67%	(109)	25%	(40)	5%	(8)	—	(0)	3%	(4)	161
Employ: Private Sector	62%	(136)	30%	(66)	5%	(10)	1%	(2)	2%	(4)	219
Employ: Self-Employed	56%	(42)	27%	(20)	15%	(11)	—	(0)	3%	(2)	75
Employ: Retired	71%	(80)	27%	(30)	2%	(3)	—	(0)	—	(0)	113
Employ: Unemployed	78%	(85)	17%	(19)	2%	(3)	—	(0)	2%	(2)	109
Employ: Other	70%	(46)	17%	(11)	5%	(3)	1%	(1)	7%	(4)	66
Military HH: Yes	63%	(68)	33%	(35)	3%	(4)	—	(0)	1%	(2)	108
Military HH: No	66%	(408)	25%	(156)	5%	(33)	1%	(6)	2%	(12)	615
RD/WT: Right Direction	63%	(160)	28%	(69)	8%	(20)	—	(1)	1%	(2)	252
RD/WT: Wrong Track	67%	(316)	26%	(122)	4%	(17)	1%	(5)	2%	(12)	471
Trump Job Approve	65%	(189)	25%	(73)	7%	(21)	1%	(3)	1%	(2)	288
Trump Job Disapprove	66%	(270)	28%	(116)	4%	(15)	1%	(2)	2%	(7)	411
Trump Job Strongly Approve	66%	(94)	26%	(37)	6%	(8)	—	(1)	2%	(2)	142
Trump Job Somewhat Approve	65%	(95)	25%	(36)	9%	(13)	2%	(3)	—	(0)	147
Trump Job Somewhat Disapprove	66%	(62)	32%	(30)	3%	(3)	—	(0)	—	(0)	94
Trump Job Strongly Disapprove	66%	(208)	27%	(86)	4%	(13)	1%	(2)	2%	(7)	317
Favorable of Trump	66%	(182)	26%	(73)	7%	(19)	1%	(2)	—	(1)	276
Unfavorable of Trump	66%	(272)	28%	(116)	4%	(17)	1%	(2)	2%	(7)	414
Very Favorable of Trump	64%	(95)	31%	(46)	5%	(7)	—	(1)	—	(1)	150
Somewhat Favorable of Trump	69%	(87)	22%	(27)	9%	(11)	1%	(1)	—	(0)	127
Somewhat Unfavorable of Trump	68%	(60)	27%	(24)	5%	(4)	1%	(1)	—	(0)	89
Very Unfavorable of Trump	65%	(212)	29%	(93)	4%	(12)	—	(2)	2%	(7)	325

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Table STV8_2: About how much does your household spend per month on each of the following?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Less than \$50		\$50-\$100		\$100-\$150		\$150-\$200		More than \$200		Total N
Adults	66%	(476)	26%	(191)	5%	(36)	1%	(6)	2%	(14)	723
#1 Issue: Economy	66%	(178)	28%	(77)	4%	(12)	—	(1)	2%	(4)	271
#1 Issue: Security	64%	(50)	28%	(22)	5%	(4)	2%	(2)	1%	(1)	78
#1 Issue: Health Care	58%	(80)	33%	(44)	6%	(8)	1%	(2)	2%	(3)	136
#1 Issue: Medicare / Social Security	84%	(53)	16%	(10)	—	(0)	—	(0)	—	(0)	63
#1 Issue: Women's Issues	60%	(33)	22%	(12)	12%	(7)	—	(0)	6%	(3)	55
2018 House Vote: Democrat	64%	(153)	30%	(73)	4%	(10)	1%	(2)	1%	(3)	241
2018 House Vote: Republican	64%	(136)	27%	(58)	7%	(14)	1%	(2)	1%	(2)	211
2016 Vote: Hillary Clinton	63%	(144)	29%	(66)	5%	(11)	1%	(2)	2%	(4)	226
2016 Vote: Donald Trump	68%	(144)	27%	(57)	4%	(9)	1%	(2)	—	(1)	212
2016 Vote: Didn't Vote	68%	(165)	22%	(52)	7%	(16)	1%	(2)	3%	(8)	244
Voted in 2014: Yes	65%	(263)	29%	(119)	5%	(18)	1%	(3)	1%	(4)	408
Voted in 2014: No	67%	(212)	23%	(73)	6%	(18)	1%	(3)	3%	(10)	316
2012 Vote: Barack Obama	66%	(184)	28%	(79)	5%	(14)	1%	(2)	1%	(2)	280
2012 Vote: Mitt Romney	69%	(94)	23%	(31)	6%	(8)	1%	(2)	2%	(2)	137
2012 Vote: Didn't Vote	66%	(186)	25%	(71)	5%	(13)	1%	(3)	3%	(10)	282
4-Region: Northeast	69%	(85)	21%	(26)	7%	(8)	1%	(1)	3%	(4)	124
4-Region: Midwest	66%	(97)	31%	(46)	2%	(3)	1%	(2)	—	(0)	148
4-Region: South	63%	(166)	27%	(70)	7%	(18)	1%	(3)	2%	(5)	262
4-Region: West	67%	(127)	26%	(50)	4%	(8)	—	(0)	3%	(5)	190
Frequent sports watching households	60%	(260)	33%	(142)	5%	(23)	1%	(2)	2%	(8)	436
Current cable or satellite subscribers	69%	(289)	22%	(92)	6%	(23)	1%	(2)	3%	(12)	418
Cord-Cutters	51%	(82)	40%	(65)	6%	(10)	2%	(3)	1%	(2)	162
Current vMVPD subscribers	66%	(476)	26%	(191)	5%	(36)	1%	(6)	2%	(14)	723
Sports fans	65%	(358)	28%	(152)	4%	(24)	1%	(6)	2%	(10)	551
Avid sports fans	55%	(123)	34%	(76)	6%	(13)	—	(1)	4%	(9)	222

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV9: Does your household's cable or satellite television or live TV streaming service or Virtual MVPD bill include a 'regional sports fee' or 'regional sports network fee?'

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	19%	(292)	46%	(695)	35%	(535)	1523
Gender: Male	23%	(174)	47%	(348)	30%	(225)	746
Gender: Female	15%	(118)	45%	(348)	40%	(311)	777
Age: 18-34	20%	(80)	43%	(176)	37%	(150)	406
Age: 35-44	18%	(47)	51%	(131)	30%	(78)	256
Age: 45-64	16%	(83)	48%	(250)	36%	(188)	521
Age: 65+	24%	(82)	41%	(138)	35%	(120)	340
GenZers: 1997-2012	20%	(36)	39%	(72)	41%	(75)	182
Millennials: 1981-1996	20%	(72)	46%	(162)	34%	(118)	352
GenXers: 1965-1980	17%	(63)	50%	(186)	33%	(122)	371
Baby Boomers: 1946-1964	20%	(105)	44%	(236)	36%	(195)	535
PID: Dem (no lean)	18%	(109)	47%	(288)	35%	(212)	609
PID: Ind (no lean)	19%	(85)	43%	(189)	38%	(168)	442
PID: Rep (no lean)	21%	(99)	46%	(218)	33%	(155)	472
PID/Gender: Dem Men	21%	(59)	51%	(141)	27%	(76)	276
PID/Gender: Dem Women	15%	(50)	44%	(147)	41%	(136)	333
PID/Gender: Ind Men	25%	(59)	43%	(101)	32%	(76)	236
PID/Gender: Ind Women	13%	(26)	43%	(88)	45%	(92)	206
PID/Gender: Rep Men	24%	(56)	45%	(105)	31%	(73)	234
PID/Gender: Rep Women	18%	(43)	47%	(113)	35%	(82)	238
Ideo: Liberal (1-3)	21%	(92)	42%	(190)	37%	(166)	449
Ideo: Moderate (4)	19%	(78)	47%	(192)	34%	(139)	409
Ideo: Conservative (5-7)	20%	(104)	49%	(258)	31%	(160)	522
Educ: < College	17%	(176)	47%	(485)	36%	(367)	1028
Educ: Bachelors degree	22%	(69)	45%	(141)	33%	(101)	311
Educ: Post-grad	26%	(48)	38%	(69)	36%	(67)	185
Income: Under 50k	17%	(125)	47%	(345)	36%	(265)	735
Income: 50k-100k	19%	(105)	47%	(257)	34%	(188)	550
Income: 100k+	26%	(62)	39%	(93)	35%	(83)	238
Ethnicity: White	19%	(235)	45%	(558)	36%	(441)	1233
Ethnicity: Hispanic	23%	(55)	47%	(111)	30%	(71)	236

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Table STV9: Does your household's cable or satellite television or live TV streaming service or Virtual MVPD bill include a 'regional sports fee' or 'regional sports network fee'?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	19% (292)	46% (695)	35% (535)	1523
Ethnicity: Afr. Am.	18% (29)	54% (89)	28% (47)	166
Ethnicity: Other	23% (28)	39% (48)	38% (48)	124
All Christian	19% (148)	46% (354)	34% (262)	764
All Non-Christian	31% (20)	37% (24)	32% (21)	65
Atheist	13% (10)	52% (39)	35% (27)	76
Agnostic/Nothing in particular	18% (114)	45% (278)	37% (226)	618
Religious Non-Protestant/Catholic	32% (24)	40% (31)	29% (22)	77
Evangelical	18% (70)	46% (181)	37% (145)	396
Non-Evangelical	20% (116)	45% (262)	36% (210)	587
Community: Urban	20% (71)	46% (164)	34% (121)	356
Community: Suburban	19% (149)	43% (337)	39% (306)	792
Community: Rural	19% (72)	52% (194)	29% (108)	374
Employ: Private Sector	24% (112)	45% (208)	30% (138)	457
Employ: Government	23% (19)	40% (32)	37% (30)	80
Employ: Self-Employed	17% (22)	47% (62)	36% (47)	131
Employ: Homemaker	27% (24)	47% (41)	25% (22)	87
Employ: Retired	21% (76)	44% (162)	35% (131)	369
Employ: Unemployed	8% (14)	50% (90)	43% (78)	181
Employ: Other	9% (10)	46% (55)	45% (53)	118
Military HH: Yes	24% (63)	43% (116)	33% (89)	268
Military HH: No	18% (229)	46% (579)	36% (447)	1255
RD/WT: Right Direction	19% (105)	48% (258)	33% (175)	538
RD/WT: Wrong Track	19% (188)	44% (437)	37% (361)	985
Trump Job Approve	21% (139)	46% (301)	32% (211)	651
Trump Job Disapprove	18% (148)	46% (382)	36% (295)	824
Trump Job Strongly Approve	23% (76)	46% (154)	32% (107)	337
Trump Job Somewhat Approve	20% (62)	47% (148)	33% (104)	314
Trump Job Somewhat Disapprove	12% (21)	53% (93)	35% (62)	176
Trump Job Strongly Disapprove	20% (127)	45% (289)	36% (232)	648

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Table STV9: Does your household's cable or satellite television or live TV streaming service or Virtual MVPD bill include a 'regional sports fee' or 'regional sports network fee?'

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	19%	(292)	46%	(695)	35%	(535)	1523
Favorable of Trump	19%	(119)	48%	(304)	33%	(209)	633
Unfavorable of Trump	19%	(161)	45%	(368)	36%	(297)	826
Very Favorable of Trump	20%	(70)	47%	(167)	33%	(119)	356
Somewhat Favorable of Trump	18%	(49)	50%	(138)	33%	(90)	277
Somewhat Unfavorable of Trump	18%	(30)	44%	(72)	39%	(64)	166
Very Unfavorable of Trump	20%	(131)	45%	(296)	35%	(233)	660
#1 Issue: Economy	21%	(115)	46%	(256)	33%	(182)	554
#1 Issue: Security	16%	(26)	49%	(79)	35%	(57)	162
#1 Issue: Health Care	20%	(59)	46%	(139)	34%	(103)	300
#1 Issue: Medicare / Social Security	18%	(40)	45%	(99)	36%	(80)	219
#1 Issue: Women's Issues	26%	(21)	45%	(37)	30%	(25)	83
#1 Issue: Education	20%	(16)	40%	(32)	40%	(31)	79
#1 Issue: Energy	11%	(6)	44%	(24)	46%	(25)	54
#1 Issue: Other	13%	(9)	41%	(30)	46%	(33)	72
2018 House Vote: Democrat	20%	(108)	45%	(246)	35%	(192)	546
2018 House Vote: Republican	24%	(114)	44%	(208)	32%	(152)	473
2016 Vote: Hillary Clinton	21%	(105)	47%	(232)	32%	(159)	497
2016 Vote: Donald Trump	20%	(100)	47%	(233)	33%	(161)	495
2016 Vote: Other	21%	(20)	32%	(30)	47%	(45)	96
2016 Vote: Didn't Vote	15%	(66)	46%	(199)	39%	(169)	434
Voted in 2014: Yes	21%	(197)	45%	(416)	34%	(322)	934
Voted in 2014: No	16%	(95)	47%	(279)	36%	(214)	589
2012 Vote: Barack Obama	20%	(122)	48%	(297)	32%	(194)	612
2012 Vote: Mitt Romney	22%	(77)	42%	(146)	36%	(126)	349
2012 Vote: Other	15%	(8)	43%	(24)	42%	(24)	56
2012 Vote: Didn't Vote	17%	(85)	45%	(229)	38%	(191)	505
4-Region: Northeast	22%	(64)	39%	(112)	39%	(114)	289
4-Region: Midwest	16%	(53)	52%	(169)	32%	(104)	326
4-Region: South	18%	(101)	49%	(278)	33%	(188)	566
4-Region: West	22%	(75)	40%	(137)	38%	(129)	341

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Table STV9: Does your household's cable or satellite television or live TV streaming service or Virtual MVPD bill include a 'regional sports fee' or 'regional sports network fee'?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	19%	(292)	46%	(695)	35%	(535)	1523
Frequent sports watching households	25%	(229)	43%	(401)	32%	(298)	928
Current cable or satellite subscribers	21%	(259)	43%	(523)	36%	(436)	1218
Cord-Cutters	13%	(21)	56%	(90)	32%	(51)	162
Current vMVPD subscribers	18%	(128)	48%	(350)	34%	(244)	723
Former vMVPD subscribers	31%	(30)	33%	(31)	36%	(34)	95
Sports fans	22%	(254)	43%	(486)	35%	(398)	1138
Avid sports fans	30%	(137)	41%	(190)	30%	(137)	465

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV10_1: Has your household considered canceling the following in the past two months?
Cable or satellite television

Demographic	Yes		No		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	27%	(330)	66%	(807)	7%	(82)	1218
Gender: Male	26%	(163)	66%	(413)	9%	(54)	630
Gender: Female	28%	(167)	67%	(394)	5%	(28)	588
Age: 18-34	29%	(86)	59%	(177)	12%	(35)	298
Age: 35-44	37%	(72)	56%	(110)	7%	(14)	196
Age: 45-64	25%	(102)	71%	(294)	5%	(20)	417
Age: 65+	23%	(70)	73%	(226)	4%	(12)	307
GenZers: 1997-2012	23%	(29)	60%	(76)	16%	(21)	126
Millennials: 1981-1996	36%	(96)	56%	(150)	9%	(23)	270
GenXers: 1965-1980	33%	(92)	60%	(168)	7%	(18)	278
Baby Boomers: 1946-1964	21%	(98)	76%	(355)	4%	(17)	470
PID: Dem (no lean)	27%	(130)	68%	(330)	6%	(27)	487
PID: Ind (no lean)	27%	(92)	62%	(210)	11%	(38)	340
PID: Rep (no lean)	27%	(107)	68%	(266)	4%	(17)	391
PID/Gender: Dem Men	23%	(55)	68%	(163)	9%	(21)	239
PID/Gender: Dem Women	30%	(75)	67%	(167)	3%	(7)	248
PID/Gender: Ind Men	28%	(53)	59%	(111)	13%	(25)	188
PID/Gender: Ind Women	26%	(40)	65%	(99)	9%	(13)	152
PID/Gender: Rep Men	27%	(55)	69%	(139)	4%	(8)	203
PID/Gender: Rep Women	28%	(52)	68%	(127)	4%	(8)	188
Ideo: Liberal (1-3)	32%	(108)	63%	(213)	5%	(19)	339
Ideo: Moderate (4)	25%	(87)	69%	(238)	6%	(19)	344
Ideo: Conservative (5-7)	27%	(112)	68%	(287)	5%	(21)	420
Educ: < College	26%	(212)	66%	(538)	8%	(65)	815
Educ: Bachelors degree	29%	(73)	67%	(169)	4%	(9)	251
Educ: Post-grad	30%	(46)	65%	(99)	5%	(7)	152
Income: Under 50k	25%	(145)	68%	(391)	7%	(43)	579
Income: 50k-100k	32%	(142)	63%	(282)	5%	(24)	448
Income: 100k+	22%	(43)	70%	(134)	8%	(15)	191
Ethnicity: White	27%	(267)	68%	(681)	5%	(50)	999
Ethnicity: Hispanic	35%	(64)	54%	(98)	11%	(19)	181

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**Table STV10_1: Has your household considered canceling the following in the past two months?
Cable or satellite television**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	27% (330)	66% (807)	7% (82)	1218
Ethnicity: Afr. Am.	30% (39)	58% (74)	12% (15)	128
Ethnicity: Other	26% (24)	56% (51)	18% (16)	91
All Christian	27% (174)	69% (446)	4% (23)	643
All Non-Christian	23% (12)	69% (36)	8% (4)	52
Atheist	21% (13)	73% (46)	6% (4)	62
Agnostic/Nothing in particular	28% (131)	61% (279)	11% (51)	461
Religious Non-Protestant/Catholic	23% (14)	70% (41)	7% (4)	58
Evangelical	28% (91)	64% (206)	8% (24)	321
Non-Evangelical	29% (140)	68% (331)	4% (17)	488
Community: Urban	29% (83)	60% (172)	11% (32)	287
Community: Suburban	29% (183)	66% (414)	4% (26)	623
Community: Rural	21% (64)	72% (221)	8% (23)	308
Employ: Private Sector	31% (114)	65% (241)	4% (14)	369
Employ: Government	30% (18)	65% (39)	5% (3)	61
Employ: Self-Employed	33% (34)	60% (62)	7% (7)	103
Employ: Homemaker	42% (28)	51% (34)	7% (5)	66
Employ: Retired	20% (64)	76% (245)	4% (14)	323
Employ: Unemployed	18% (24)	69% (91)	13% (17)	133
Employ: Other	33% (32)	53% (51)	14% (13)	96
Military HH: Yes	23% (50)	70% (158)	7% (16)	224
Military HH: No	28% (280)	65% (649)	7% (66)	995
RD/WT: Right Direction	24% (106)	70% (307)	6% (27)	440
RD/WT: Wrong Track	29% (224)	64% (499)	7% (55)	779
Trump Job Approve	26% (139)	68% (363)	6% (33)	535
Trump Job Disapprove	29% (185)	66% (424)	5% (35)	645
Trump Job Strongly Approve	26% (72)	69% (190)	5% (15)	277
Trump Job Somewhat Approve	26% (67)	67% (173)	7% (18)	258
Trump Job Somewhat Disapprove	27% (38)	69% (95)	4% (6)	139
Trump Job Strongly Disapprove	29% (148)	65% (329)	6% (29)	505

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Table STV10_1: Has your household considered canceling the following in the past two months?
Cable or satellite television

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	27% (330)	66% (807)	7% (82)	1218
Favorable of Trump	26% (136)	69% (358)	5% (29)	522
Unfavorable of Trump	28% (179)	67% (429)	5% (31)	639
Very Favorable of Trump	26% (77)	68% (202)	6% (17)	295
Somewhat Favorable of Trump	26% (59)	69% (156)	5% (12)	227
Somewhat Unfavorable of Trump	27% (36)	68% (88)	5% (6)	129
Very Unfavorable of Trump	28% (144)	67% (341)	5% (25)	510
#1 Issue: Economy	29% (128)	66% (289)	5% (22)	439
#1 Issue: Security	26% (34)	68% (87)	6% (7)	128
#1 Issue: Health Care	32% (77)	63% (152)	5% (13)	241
#1 Issue: Medicare / Social Security	23% (44)	73% (141)	5% (9)	194
#1 Issue: Women's Issues	24% (13)	53% (28)	23% (12)	54
#1 Issue: Education	17% (10)	74% (46)	9% (6)	62
#1 Issue: Other	18% (11)	70% (43)	12% (8)	62
2018 House Vote: Democrat	26% (118)	71% (324)	3% (14)	455
2018 House Vote: Republican	27% (104)	69% (266)	4% (16)	386
2016 Vote: Hillary Clinton	26% (103)	71% (286)	4% (15)	404
2016 Vote: Donald Trump	27% (113)	70% (293)	4% (15)	421
2016 Vote: Other	24% (18)	63% (47)	12% (9)	74
2016 Vote: Didn't Vote	30% (95)	57% (181)	13% (42)	318
Voted in 2014: Yes	27% (213)	69% (532)	4% (31)	776
Voted in 2014: No	26% (117)	62% (274)	12% (51)	442
2012 Vote: Barack Obama	26% (129)	71% (349)	3% (16)	494
2012 Vote: Mitt Romney	29% (86)	68% (202)	3% (8)	297
2012 Vote: Didn't Vote	27% (102)	60% (228)	14% (53)	383
4-Region: Northeast	30% (77)	62% (160)	9% (22)	259
4-Region: Midwest	26% (69)	65% (169)	8% (22)	259
4-Region: South	26% (117)	69% (315)	5% (23)	455
4-Region: West	28% (67)	66% (163)	6% (15)	245
Frequent sports watching households	27% (206)	68% (525)	5% (36)	767
Current cable or satellite subscribers	27% (330)	66% (807)	7% (82)	1218

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Table STV10_1: Has your household considered canceling the following in the past two months?
Cable or satellite television

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	27%	(330)	66%	(807)	7%	(82)	1218
Current vMVPD subscribers	32%	(134)	59%	(245)	9%	(39)	418
Former vMVPD subscribers	33%	(31)	52%	(50)	15%	(14)	95
Sports fans	28%	(254)	66%	(604)	6%	(59)	917
Avid sports fans	25%	(96)	69%	(266)	6%	(23)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV10_2: Has your household considered canceling the following in the past two months?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	24%	(173)	63%	(454)	13%	(96)	723
Gender: Male	25%	(88)	62%	(214)	13%	(43)	345
Gender: Female	23%	(85)	63%	(240)	14%	(53)	378
Age: 18-34	26%	(70)	61%	(164)	13%	(35)	269
Age: 35-44	31%	(44)	57%	(82)	12%	(17)	143
Age: 45-64	21%	(45)	65%	(142)	14%	(30)	216
Age: 65+	15%	(14)	70%	(66)	15%	(14)	95
GenZers: 1997-2012	25%	(33)	55%	(73)	21%	(28)	134
Millennials: 1981-1996	30%	(62)	64%	(135)	6%	(13)	210
GenXers: 1965-1980	23%	(45)	59%	(115)	17%	(33)	193
Baby Boomers: 1946-1964	18%	(30)	71%	(114)	11%	(17)	161
PID: Dem (no lean)	25%	(77)	63%	(195)	12%	(37)	309
PID: Ind (no lean)	23%	(46)	62%	(125)	15%	(30)	202
PID: Rep (no lean)	23%	(50)	63%	(134)	14%	(29)	213
PID/Gender: Dem Men	20%	(25)	67%	(83)	13%	(16)	124
PID/Gender: Dem Women	28%	(52)	61%	(112)	11%	(21)	184
PID/Gender: Ind Men	27%	(31)	60%	(69)	13%	(15)	115
PID/Gender: Ind Women	17%	(15)	65%	(57)	17%	(15)	87
PID/Gender: Rep Men	29%	(31)	59%	(63)	12%	(12)	106
PID/Gender: Rep Women	17%	(18)	67%	(71)	16%	(17)	106
Ideo: Liberal (1-3)	27%	(63)	61%	(141)	11%	(26)	230
Ideo: Moderate (4)	27%	(49)	60%	(107)	13%	(23)	178
Ideo: Conservative (5-7)	18%	(42)	70%	(166)	12%	(29)	237
Educ: < College	22%	(108)	62%	(301)	15%	(75)	485
Educ: Bachelors degree	28%	(41)	67%	(97)	5%	(7)	144
Educ: Post-grad	25%	(24)	59%	(56)	15%	(14)	94
Income: Under 50k	25%	(83)	62%	(206)	14%	(46)	335
Income: 50k-100k	21%	(56)	65%	(170)	13%	(34)	260
Income: 100k+	27%	(34)	61%	(78)	12%	(16)	128
Ethnicity: White	24%	(130)	64%	(352)	12%	(68)	551
Ethnicity: Hispanic	38%	(53)	46%	(64)	17%	(24)	140

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**Table STV10_2: Has your household considered canceling the following in the past two months?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV**

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	24%	(173)	63%	(454)	13%	(96)	723
Ethnicity: Afr. Am.	23%	(21)	58%	(55)	19%	(18)	94
Ethnicity: Other	27%	(21)	60%	(47)	13%	(10)	78
All Christian	24%	(73)	68%	(211)	9%	(27)	311
Agnostic/Nothing in particular	24%	(82)	59%	(197)	17%	(58)	337
Evangelical	21%	(41)	59%	(112)	20%	(39)	192
Non-Evangelical	26%	(65)	67%	(165)	6%	(15)	245
Community: Urban	28%	(52)	56%	(104)	16%	(30)	186
Community: Suburban	22%	(82)	68%	(254)	11%	(40)	376
Community: Rural	25%	(40)	59%	(95)	16%	(26)	161
Employ: Private Sector	24%	(53)	64%	(140)	11%	(25)	219
Employ: Self-Employed	23%	(17)	66%	(50)	10%	(8)	75
Employ: Retired	16%	(18)	71%	(81)	13%	(14)	113
Employ: Unemployed	23%	(25)	56%	(61)	21%	(23)	109
Employ: Other	31%	(20)	49%	(32)	20%	(13)	66
Military HH: Yes	24%	(26)	62%	(67)	14%	(16)	108
Military HH: No	24%	(147)	63%	(387)	13%	(80)	615
RD/WT: Right Direction	23%	(57)	63%	(158)	15%	(37)	252
RD/WT: Wrong Track	25%	(116)	63%	(296)	13%	(59)	471
Trump Job Approve	26%	(74)	62%	(179)	13%	(36)	288
Trump Job Disapprove	24%	(99)	65%	(265)	11%	(46)	411
Trump Job Strongly Approve	23%	(33)	67%	(94)	10%	(15)	142
Trump Job Somewhat Approve	28%	(41)	57%	(84)	15%	(21)	147
Trump Job Somewhat Disapprove	21%	(20)	72%	(68)	6%	(6)	94
Trump Job Strongly Disapprove	25%	(79)	62%	(197)	13%	(40)	317
Favorable of Trump	24%	(67)	64%	(176)	12%	(33)	276
Unfavorable of Trump	24%	(100)	64%	(267)	11%	(47)	414
Very Favorable of Trump	25%	(37)	65%	(97)	11%	(16)	150
Somewhat Favorable of Trump	24%	(30)	63%	(80)	14%	(17)	127
Somewhat Unfavorable of Trump	26%	(24)	66%	(59)	8%	(7)	89
Very Unfavorable of Trump	24%	(77)	64%	(208)	12%	(40)	325

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**Table STV10_2: Has your household considered canceling the following in the past two months?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV**

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	24%	(173)	63%	(454)	13%	(96)	723
#1 Issue: Economy	26%	(72)	63%	(171)	11%	(29)	271
#1 Issue: Security	25%	(20)	60%	(47)	15%	(11)	78
#1 Issue: Health Care	17%	(24)	71%	(97)	12%	(16)	136
#1 Issue: Medicare / Social Security	13%	(8)	78%	(49)	9%	(5)	63
#1 Issue: Women's Issues	44%	(24)	35%	(19)	21%	(11)	55
2018 House Vote: Democrat	24%	(57)	68%	(164)	8%	(20)	241
2018 House Vote: Republican	23%	(49)	64%	(136)	13%	(26)	211
2016 Vote: Hillary Clinton	24%	(54)	66%	(150)	10%	(22)	226
2016 Vote: Donald Trump	20%	(43)	69%	(145)	11%	(23)	212
2016 Vote: Didn't Vote	25%	(61)	56%	(136)	19%	(46)	244
Voted in 2014: Yes	23%	(92)	67%	(271)	11%	(44)	408
Voted in 2014: No	26%	(81)	58%	(183)	16%	(52)	316
2012 Vote: Barack Obama	25%	(71)	66%	(185)	9%	(24)	280
2012 Vote: Mitt Romney	19%	(26)	67%	(92)	13%	(18)	137
2012 Vote: Didn't Vote	25%	(70)	57%	(161)	18%	(52)	282
4-Region: Northeast	26%	(32)	62%	(76)	13%	(16)	124
4-Region: Midwest	22%	(32)	65%	(96)	13%	(20)	148
4-Region: South	27%	(72)	61%	(161)	11%	(30)	262
4-Region: West	20%	(37)	64%	(121)	16%	(31)	190
Frequent sports watching households	27%	(119)	62%	(272)	10%	(45)	436
Current cable or satellite subscribers	23%	(96)	63%	(263)	14%	(59)	418
Cord-Cutters	20%	(32)	73%	(118)	8%	(12)	162
Current vMVPD subscribers	24%	(173)	63%	(454)	13%	(96)	723
Sports fans	24%	(133)	62%	(341)	14%	(77)	551
Avid sports fans	23%	(52)	65%	(145)	12%	(26)	222

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV11_1: And how likely is it your household will cancel its subscriptions to the following in the next 12 months?
Cable or satellite television

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (88)	16% (192)	17% (204)	50% (611)	10% (124)	1218
Gender: Male	8% (48)	17% (105)	16% (98)	49% (310)	11% (70)	630
Gender: Female	7% (41)	15% (87)	18% (106)	51% (301)	9% (54)	588
Age: 18-34	12% (35)	17% (50)	17% (51)	39% (118)	15% (45)	298
Age: 35-44	11% (22)	17% (33)	17% (33)	42% (83)	13% (26)	196
Age: 45-64	5% (23)	17% (69)	17% (71)	54% (224)	7% (29)	417
Age: 65+	3% (9)	13% (40)	16% (49)	61% (186)	8% (24)	307
GenZers: 1997-2012	6% (7)	13% (17)	25% (32)	37% (46)	20% (25)	126
Millennials: 1981-1996	13% (36)	18% (49)	13% (36)	43% (116)	12% (32)	270
GenXers: 1965-1980	9% (24)	21% (57)	19% (52)	40% (112)	12% (32)	278
Baby Boomers: 1946-1964	4% (19)	13% (60)	14% (66)	63% (296)	6% (28)	470
PID: Dem (no lean)	8% (38)	15% (73)	16% (77)	51% (249)	10% (51)	487
PID: Ind (no lean)	8% (27)	15% (52)	18% (62)	46% (156)	13% (44)	340
PID: Rep (no lean)	6% (23)	17% (67)	17% (65)	53% (207)	7% (29)	391
PID/Gender: Dem Men	7% (16)	16% (37)	14% (34)	50% (119)	13% (32)	239
PID/Gender: Dem Women	9% (21)	15% (36)	17% (42)	52% (130)	7% (19)	248
PID/Gender: Ind Men	9% (17)	14% (27)	19% (37)	44% (82)	13% (25)	188
PID/Gender: Ind Women	7% (10)	16% (24)	17% (25)	48% (73)	12% (19)	152
PID/Gender: Rep Men	7% (14)	20% (40)	13% (27)	53% (108)	6% (13)	203
PID/Gender: Rep Women	5% (9)	14% (27)	20% (38)	52% (98)	9% (16)	188
Ideo: Liberal (1-3)	9% (30)	16% (54)	22% (76)	44% (151)	8% (29)	339
Ideo: Moderate (4)	10% (33)	17% (60)	11% (38)	54% (185)	8% (28)	344
Ideo: Conservative (5-7)	4% (15)	16% (69)	19% (78)	53% (221)	9% (37)	420
Educ: < College	7% (59)	16% (128)	15% (120)	51% (415)	11% (92)	815
Educ: Bachelors degree	5% (13)	15% (39)	21% (52)	51% (128)	8% (20)	251
Educ: Post-grad	11% (17)	16% (25)	20% (31)	45% (68)	7% (11)	152
Income: Under 50k	7% (42)	15% (89)	14% (79)	54% (311)	10% (60)	579
Income: 50k-100k	8% (35)	17% (76)	19% (86)	45% (202)	11% (49)	448
Income: 100k+	6% (12)	14% (27)	20% (39)	52% (99)	8% (15)	191
Ethnicity: White	7% (66)	16% (160)	17% (171)	52% (518)	8% (84)	999
Ethnicity: Hispanic	12% (22)	19% (35)	17% (30)	34% (62)	17% (31)	181

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Table STV11_1: And how likely is it your household will cancel its subscriptions to the following in the next 12 months?

Cable or satellite television

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (88)	16% (192)	17% (204)	50% (611)	10% (124)	1218
Ethnicity: Afr. Am.	9% (11)	15% (19)	10% (13)	49% (63)	17% (22)	128
Ethnicity: Other	12% (11)	14% (13)	21% (19)	33% (30)	19% (17)	91
All Christian	8% (48)	15% (98)	17% (109)	52% (337)	8% (50)	643
All Non-Christian	5% (3)	10% (5)	19% (10)	54% (28)	13% (6)	52
Atheist	1% (1)	11% (7)	20% (12)	56% (35)	12% (8)	62
Agnostic/Nothing in particular	8% (37)	18% (81)	16% (72)	46% (212)	13% (59)	461
Religious Non-Protestant/Catholic	6% (4)	9% (5)	18% (11)	56% (33)	11% (6)	58
Evangelical	8% (26)	16% (51)	14% (46)	54% (173)	8% (24)	321
Non-Evangelical	7% (36)	17% (82)	16% (76)	50% (243)	10% (51)	488
Community: Urban	11% (30)	16% (46)	13% (37)	47% (136)	13% (38)	287
Community: Suburban	7% (42)	17% (105)	18% (114)	50% (314)	8% (48)	623
Community: Rural	5% (16)	13% (41)	17% (53)	52% (161)	12% (38)	308
Employ: Private Sector	7% (27)	18% (67)	18% (67)	46% (171)	10% (37)	369
Employ: Government	11% (7)	17% (10)	23% (14)	42% (25)	8% (5)	61
Employ: Self-Employed	14% (14)	21% (21)	15% (15)	43% (45)	8% (8)	103
Employ: Homemaker	6% (4)	15% (10)	22% (14)	46% (30)	11% (7)	66
Employ: Retired	3% (10)	11% (36)	14% (46)	65% (208)	7% (22)	323
Employ: Unemployed	8% (10)	13% (18)	17% (22)	50% (66)	13% (17)	133
Employ: Other	14% (14)	21% (20)	9% (9)	41% (40)	15% (14)	96
Military HH: Yes	5% (11)	11% (24)	16% (35)	57% (127)	12% (26)	224
Military HH: No	8% (78)	17% (167)	17% (169)	49% (484)	10% (97)	995
RD/WT: Right Direction	9% (39)	13% (56)	17% (73)	54% (237)	8% (34)	440
RD/WT: Wrong Track	6% (50)	17% (135)	17% (131)	48% (374)	11% (89)	779
Trump Job Approve	7% (39)	16% (84)	16% (87)	52% (280)	8% (45)	535
Trump Job Disapprove	7% (48)	16% (104)	17% (111)	50% (321)	10% (61)	645
Trump Job Strongly Approve	7% (20)	16% (45)	12% (34)	57% (158)	7% (20)	277
Trump Job Somewhat Approve	8% (19)	15% (38)	20% (52)	48% (122)	10% (25)	258
Trump Job Somewhat Disapprove	5% (6)	19% (26)	21% (29)	47% (66)	8% (12)	139
Trump Job Strongly Disapprove	8% (41)	15% (78)	16% (82)	50% (255)	10% (49)	505

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Table STV11_1: And how likely is it your household will cancel its subscriptions to the following in the next 12 months?

Cable or satellite television

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(88)	16%	(192)	17%	(204)	50%	(611)	10%	(124)	1218
Favorable of Trump	7%	(39)	15%	(80)	16%	(82)	53%	(276)	9%	(44)	522
Unfavorable of Trump	7%	(45)	16%	(104)	18%	(113)	50%	(320)	9%	(56)	639
Very Favorable of Trump	8%	(25)	13%	(39)	13%	(37)	57%	(170)	8%	(25)	295
Somewhat Favorable of Trump	6%	(14)	18%	(41)	20%	(45)	47%	(107)	9%	(19)	227
Somewhat Unfavorable of Trump	7%	(9)	15%	(20)	23%	(30)	47%	(60)	8%	(11)	129
Very Unfavorable of Trump	7%	(36)	17%	(85)	16%	(83)	51%	(260)	9%	(45)	510
#1 Issue: Economy	4%	(19)	16%	(72)	20%	(89)	51%	(222)	8%	(37)	439
#1 Issue: Security	12%	(16)	11%	(14)	12%	(15)	58%	(75)	7%	(8)	128
#1 Issue: Health Care	8%	(20)	18%	(45)	14%	(33)	52%	(125)	8%	(19)	241
#1 Issue: Medicare / Social Security	12%	(23)	12%	(23)	13%	(25)	53%	(104)	10%	(18)	194
#1 Issue: Women's Issues	11%	(6)	14%	(7)	21%	(11)	26%	(14)	28%	(15)	54
#1 Issue: Education	3%	(2)	16%	(10)	19%	(12)	42%	(26)	20%	(13)	62
#1 Issue: Other	1%	(1)	12%	(7)	17%	(11)	55%	(34)	15%	(9)	62
2018 House Vote: Democrat	6%	(28)	16%	(74)	16%	(75)	54%	(246)	7%	(33)	455
2018 House Vote: Republican	8%	(31)	16%	(60)	15%	(60)	53%	(204)	8%	(31)	386
2016 Vote: Hillary Clinton	6%	(24)	15%	(59)	18%	(74)	53%	(215)	8%	(32)	404
2016 Vote: Donald Trump	7%	(31)	16%	(66)	15%	(64)	56%	(234)	6%	(26)	421
2016 Vote: Other	8%	(6)	10%	(7)	21%	(15)	42%	(31)	20%	(15)	74
2016 Vote: Didn't Vote	8%	(27)	18%	(59)	16%	(51)	41%	(131)	16%	(51)	318
Voted in 2014: Yes	7%	(57)	16%	(125)	16%	(121)	53%	(412)	8%	(61)	776
Voted in 2014: No	7%	(31)	15%	(67)	19%	(82)	45%	(199)	14%	(63)	442
2012 Vote: Barack Obama	6%	(32)	16%	(80)	16%	(80)	53%	(264)	8%	(38)	494
2012 Vote: Mitt Romney	6%	(19)	15%	(45)	18%	(53)	55%	(163)	6%	(16)	297
2012 Vote: Didn't Vote	9%	(34)	15%	(56)	18%	(68)	43%	(165)	16%	(60)	383
4-Region: Northeast	8%	(20)	16%	(42)	15%	(38)	50%	(129)	12%	(30)	259
4-Region: Midwest	7%	(19)	15%	(39)	14%	(37)	52%	(134)	12%	(30)	259
4-Region: South	6%	(27)	17%	(76)	18%	(82)	51%	(230)	9%	(41)	455
4-Region: West	9%	(23)	14%	(35)	19%	(47)	48%	(118)	9%	(23)	245
Frequent sports watching households	8%	(62)	16%	(120)	17%	(133)	51%	(388)	8%	(65)	767
Current cable or satellite subscribers	7%	(88)	16%	(192)	17%	(204)	50%	(611)	10%	(124)	1218

Continued on next page

Table STV11_1: And how likely is it your household will cancel its subscriptions to the following in the next 12 months?
Cable or satellite television

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	7%	(88)	16%	(192)	17%	(204)	50%	(611)	10%	(124)	1218
Current vMVPD subscribers	13%	(53)	19%	(78)	14%	(60)	43%	(178)	12%	(49)	418
Former vMVPD subscribers	3%	(3)	22%	(21)	20%	(19)	41%	(39)	14%	(13)	95
Sports fans	7%	(65)	17%	(155)	17%	(157)	49%	(451)	10%	(90)	917
Avid sports fans	7%	(26)	14%	(55)	16%	(63)	54%	(208)	8%	(32)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV11_6: And how likely is it your household will cancel its subscriptions to the following in the next 12 months?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(93)	12%	(84)	16%	(116)	45%	(323)	15%	(107)	723
Gender: Male	15%	(51)	11%	(39)	16%	(55)	40%	(139)	18%	(62)	345
Gender: Female	11%	(42)	12%	(45)	16%	(61)	49%	(184)	12%	(46)	378
Age: 18-34	12%	(33)	11%	(31)	14%	(37)	48%	(130)	14%	(38)	269
Age: 35-44	19%	(27)	13%	(18)	14%	(19)	41%	(58)	14%	(20)	143
Age: 45-64	12%	(27)	12%	(26)	19%	(42)	41%	(90)	15%	(32)	216
Age: 65+	6%	(6)	10%	(9)	19%	(18)	48%	(45)	18%	(17)	95
GenZers: 1997-2012	10%	(13)	11%	(14)	14%	(19)	46%	(61)	20%	(26)	134
Millennials: 1981-1996	17%	(36)	13%	(28)	14%	(30)	45%	(95)	10%	(21)	210
GenXers: 1965-1980	14%	(28)	12%	(23)	16%	(31)	41%	(80)	17%	(32)	193
Baby Boomers: 1946-1964	10%	(16)	9%	(14)	21%	(33)	45%	(73)	16%	(25)	161
PID: Dem (no lean)	13%	(39)	15%	(45)	12%	(36)	47%	(145)	14%	(44)	309
PID: Ind (no lean)	15%	(30)	11%	(22)	19%	(38)	40%	(80)	16%	(32)	202
PID: Rep (no lean)	11%	(24)	8%	(17)	20%	(42)	46%	(99)	15%	(32)	213
PID/Gender: Dem Men	13%	(16)	15%	(18)	12%	(15)	43%	(54)	17%	(22)	124
PID/Gender: Dem Women	13%	(23)	15%	(27)	11%	(21)	49%	(91)	12%	(22)	184
PID/Gender: Ind Men	16%	(18)	13%	(15)	14%	(16)	36%	(42)	21%	(24)	115
PID/Gender: Ind Women	13%	(12)	8%	(7)	26%	(23)	44%	(38)	9%	(8)	87
PID/Gender: Rep Men	16%	(17)	5%	(6)	23%	(24)	41%	(43)	15%	(16)	106
PID/Gender: Rep Women	7%	(7)	10%	(11)	16%	(17)	52%	(55)	14%	(15)	106
Ideo: Liberal (1-3)	12%	(28)	12%	(27)	20%	(46)	42%	(98)	14%	(33)	230
Ideo: Moderate (4)	18%	(32)	16%	(28)	15%	(26)	38%	(68)	14%	(24)	178
Ideo: Conservative (5-7)	8%	(20)	10%	(23)	16%	(37)	53%	(126)	13%	(31)	237
Educ: < College	12%	(59)	12%	(57)	15%	(72)	44%	(214)	17%	(82)	485
Educ: Bachelors degree	14%	(20)	11%	(16)	20%	(29)	46%	(66)	8%	(12)	144
Educ: Post-grad	15%	(14)	11%	(10)	15%	(14)	45%	(43)	14%	(13)	94
Income: Under 50k	14%	(48)	13%	(43)	14%	(46)	43%	(146)	16%	(53)	335
Income: 50k-100k	12%	(31)	11%	(29)	18%	(48)	45%	(118)	13%	(34)	260
Income: 100k+	11%	(14)	10%	(13)	17%	(22)	47%	(59)	16%	(20)	128
Ethnicity: White	14%	(75)	11%	(63)	18%	(100)	44%	(241)	13%	(72)	551
Ethnicity: Hispanic	16%	(23)	18%	(25)	13%	(18)	36%	(50)	17%	(24)	140

Continued on next page

Table STV11_6: And how likely is it your household will cancel its subscriptions to the following in the next 12 months?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(93)	12%	(84)	16%	(116)	45%	(323)	15%	(107)	723
Ethnicity: Afr. Am.	14%	(13)	2%	(2)	7%	(7)	53%	(50)	24%	(23)	94
Ethnicity: Other	5%	(4)	25%	(19)	12%	(9)	42%	(33)	16%	(12)	78
All Christian	14%	(44)	14%	(45)	17%	(51)	45%	(139)	10%	(33)	311
Agnostic/Nothing in particular	13%	(44)	9%	(30)	15%	(50)	45%	(153)	18%	(60)	337
Evangelical	12%	(23)	11%	(22)	12%	(23)	48%	(92)	17%	(32)	192
Non-Evangelical	15%	(36)	12%	(30)	21%	(51)	40%	(99)	12%	(28)	245
Community: Urban	15%	(28)	10%	(19)	10%	(19)	43%	(79)	22%	(40)	186
Community: Suburban	14%	(52)	10%	(39)	18%	(69)	47%	(177)	10%	(38)	376
Community: Rural	8%	(13)	16%	(26)	17%	(27)	41%	(67)	18%	(29)	161
Employ: Private Sector	13%	(29)	13%	(28)	18%	(39)	43%	(94)	13%	(28)	219
Employ: Self-Employed	9%	(7)	16%	(12)	16%	(12)	46%	(34)	13%	(10)	75
Employ: Retired	10%	(11)	8%	(9)	16%	(18)	52%	(59)	15%	(17)	113
Employ: Unemployed	23%	(25)	14%	(15)	14%	(16)	34%	(37)	15%	(17)	109
Employ: Other	20%	(13)	7%	(5)	13%	(9)	39%	(25)	21%	(14)	66
Military HH: Yes	11%	(12)	10%	(11)	17%	(18)	43%	(47)	19%	(21)	108
Military HH: No	13%	(81)	12%	(73)	16%	(97)	45%	(277)	14%	(86)	615
RD/WT: Right Direction	13%	(32)	10%	(26)	19%	(47)	45%	(114)	13%	(33)	252
RD/WT: Wrong Track	13%	(61)	12%	(58)	15%	(69)	45%	(210)	16%	(74)	471
Trump Job Approve	12%	(36)	14%	(40)	16%	(47)	45%	(130)	12%	(36)	288
Trump Job Disapprove	14%	(57)	10%	(43)	16%	(68)	45%	(186)	14%	(57)	411
Trump Job Strongly Approve	16%	(22)	10%	(14)	13%	(18)	46%	(66)	15%	(21)	142
Trump Job Somewhat Approve	9%	(13)	18%	(26)	20%	(29)	44%	(64)	10%	(15)	147
Trump Job Somewhat Disapprove	14%	(13)	5%	(5)	19%	(18)	48%	(45)	14%	(13)	94
Trump Job Strongly Disapprove	14%	(44)	12%	(38)	16%	(50)	44%	(141)	14%	(43)	317
Favorable of Trump	13%	(35)	13%	(35)	17%	(47)	44%	(122)	14%	(38)	276
Unfavorable of Trump	14%	(56)	11%	(47)	16%	(66)	47%	(194)	12%	(50)	414
Very Favorable of Trump	14%	(20)	11%	(16)	13%	(19)	46%	(69)	16%	(24)	150
Somewhat Favorable of Trump	11%	(14)	15%	(19)	22%	(27)	42%	(53)	11%	(13)	127
Somewhat Unfavorable of Trump	11%	(10)	13%	(11)	19%	(17)	50%	(45)	7%	(6)	89
Very Unfavorable of Trump	14%	(47)	11%	(35)	15%	(49)	46%	(149)	14%	(44)	325

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Table STV11_6: And how likely is it your household will cancel its subscriptions to the following in the next 12 months?
Live TV streaming service or virtual MVPD, such as Sling TV or Hulu + Live TV

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(93)	12%	(84)	16%	(116)	45%	(323)	15%	(107)	723
#1 Issue: Economy	11%	(30)	13%	(36)	18%	(49)	46%	(124)	12%	(32)	271
#1 Issue: Security	17%	(14)	7%	(5)	13%	(10)	48%	(38)	15%	(12)	78
#1 Issue: Health Care	9%	(12)	8%	(11)	18%	(25)	49%	(67)	15%	(21)	136
#1 Issue: Medicare / Social Security	19%	(12)	7%	(4)	15%	(10)	45%	(28)	13%	(8)	63
#1 Issue: Women's Issues	24%	(13)	19%	(11)	14%	(7)	19%	(11)	24%	(13)	55
2018 House Vote: Democrat	11%	(27)	12%	(28)	14%	(34)	50%	(122)	13%	(30)	241
2018 House Vote: Republican	15%	(31)	13%	(28)	15%	(33)	45%	(94)	12%	(25)	211
2016 Vote: Hillary Clinton	12%	(28)	11%	(24)	16%	(37)	46%	(104)	14%	(33)	226
2016 Vote: Donald Trump	12%	(26)	12%	(26)	17%	(37)	46%	(98)	12%	(25)	212
2016 Vote: Didn't Vote	12%	(28)	12%	(30)	15%	(36)	43%	(106)	18%	(44)	244
Voted in 2014: Yes	14%	(58)	11%	(45)	16%	(66)	46%	(189)	12%	(50)	408
Voted in 2014: No	11%	(35)	12%	(39)	16%	(50)	42%	(134)	18%	(57)	316
2012 Vote: Barack Obama	16%	(46)	13%	(38)	14%	(39)	44%	(124)	12%	(33)	280
2012 Vote: Mitt Romney	11%	(16)	9%	(12)	19%	(26)	48%	(66)	12%	(17)	137
2012 Vote: Didn't Vote	10%	(28)	12%	(34)	17%	(47)	43%	(120)	19%	(53)	282
4-Region: Northeast	14%	(17)	14%	(18)	16%	(20)	41%	(51)	14%	(17)	124
4-Region: Midwest	10%	(15)	11%	(16)	15%	(22)	48%	(71)	16%	(24)	148
4-Region: South	13%	(35)	10%	(28)	19%	(49)	45%	(117)	13%	(34)	262
4-Region: West	13%	(26)	12%	(23)	13%	(24)	45%	(85)	17%	(32)	190
Frequent sports watching households	11%	(50)	14%	(60)	15%	(67)	47%	(203)	13%	(56)	436
Current cable or satellite subscribers	12%	(50)	13%	(55)	14%	(60)	44%	(184)	16%	(68)	418
Cord-Cutters	13%	(22)	6%	(9)	17%	(28)	52%	(85)	11%	(18)	162
Current vMVPD subscribers	13%	(93)	12%	(84)	16%	(116)	45%	(323)	15%	(107)	723
Sports fans	12%	(68)	13%	(70)	16%	(91)	45%	(246)	14%	(75)	551
Avid sports fans	11%	(23)	12%	(28)	17%	(37)	50%	(111)	10%	(23)	222

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV12_1: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The lack of live sports programming available amid the coronavirus pandemic

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	17%	(77)	22%	(95)	19%	(84)	35%	(154)	7%	(30)	439
Gender: Male	21%	(45)	23%	(48)	20%	(42)	26%	(55)	10%	(21)	211
Gender: Female	14%	(32)	20%	(47)	19%	(42)	43%	(98)	4%	(9)	228
Age: 18-34	20%	(25)	21%	(26)	23%	(29)	27%	(35)	10%	(13)	128
Age: 35-44	20%	(19)	21%	(20)	22%	(21)	30%	(29)	7%	(7)	96
Age: 45-64	14%	(19)	25%	(35)	16%	(22)	41%	(55)	4%	(6)	136
Age: 65+	17%	(14)	17%	(14)	16%	(12)	44%	(35)	6%	(4)	79
GenZers: 1997-2012	16%	(9)	18%	(10)	21%	(11)	33%	(17)	11%	(6)	52
Millennials: 1981-1996	19%	(25)	24%	(32)	20%	(26)	28%	(36)	10%	(13)	132
GenXers: 1965-1980	17%	(20)	25%	(30)	20%	(24)	36%	(43)	2%	(2)	120
Baby Boomers: 1946-1964	17%	(20)	17%	(20)	16%	(19)	43%	(52)	7%	(8)	119
PID: Dem (no lean)	17%	(31)	23%	(42)	21%	(38)	35%	(62)	3%	(6)	178
PID: Ind (no lean)	12%	(15)	20%	(26)	19%	(23)	39%	(49)	10%	(12)	126
PID: Rep (no lean)	23%	(31)	20%	(27)	17%	(23)	31%	(42)	9%	(12)	135
PID/Gender: Dem Men	25%	(17)	25%	(17)	18%	(12)	31%	(21)	1%	(1)	67
PID/Gender: Dem Women	12%	(14)	22%	(25)	24%	(26)	37%	(41)	5%	(5)	111
PID/Gender: Ind Men	11%	(8)	24%	(18)	23%	(17)	28%	(21)	14%	(10)	74
PID/Gender: Ind Women	14%	(7)	15%	(8)	13%	(7)	54%	(28)	4%	(2)	52
PID/Gender: Rep Men	28%	(20)	19%	(13)	19%	(13)	20%	(14)	14%	(10)	70
PID/Gender: Rep Women	17%	(11)	22%	(14)	15%	(10)	44%	(29)	3%	(2)	65
Ideo: Liberal (1-3)	18%	(26)	24%	(35)	20%	(30)	35%	(52)	3%	(4)	147
Ideo: Moderate (4)	17%	(20)	23%	(27)	19%	(22)	33%	(39)	8%	(9)	118
Ideo: Conservative (5-7)	20%	(27)	23%	(32)	18%	(24)	34%	(46)	6%	(8)	137
Educ: < College	16%	(47)	21%	(60)	18%	(51)	38%	(108)	7%	(21)	287
Educ: Bachelors degree	19%	(18)	23%	(22)	26%	(25)	29%	(28)	3%	(3)	94
Educ: Post-grad	22%	(13)	22%	(13)	14%	(8)	30%	(18)	11%	(6)	58
Income: Under 50k	17%	(36)	22%	(45)	17%	(35)	37%	(77)	7%	(14)	206
Income: 50k-100k	15%	(26)	20%	(34)	23%	(40)	35%	(60)	7%	(13)	173
Income: 100k+	24%	(15)	27%	(16)	16%	(10)	27%	(16)	5%	(3)	60
Ethnicity: White	17%	(58)	21%	(73)	21%	(72)	35%	(120)	7%	(23)	346

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Table STV12_1: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The lack of live sports programming available amid the coronavirus pandemic

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	17%	(77)	22%	(95)	19%	(84)	35%	(154)	7%	(30)	439
Ethnicity: Hispanic	20%	(19)	33%	(32)	18%	(18)	26%	(26)	4%	(4)	99
Ethnicity: Afr. Am.	15%	(8)	22%	(11)	9%	(4)	45%	(23)	10%	(5)	51
All Christian	19%	(41)	27%	(57)	18%	(40)	31%	(66)	5%	(11)	214
Agnostic/Nothing in particular	16%	(30)	17%	(32)	20%	(37)	39%	(72)	9%	(16)	187
Evangelical	21%	(25)	24%	(28)	18%	(21)	31%	(37)	6%	(7)	118
Non-Evangelical	15%	(27)	24%	(42)	20%	(35)	34%	(60)	6%	(11)	176
Community: Urban	24%	(27)	19%	(21)	20%	(23)	31%	(34)	5%	(5)	110
Community: Suburban	14%	(34)	22%	(52)	21%	(51)	36%	(86)	7%	(17)	240
Community: Rural	17%	(16)	24%	(21)	12%	(11)	38%	(34)	9%	(8)	90
Employ: Private Sector	17%	(24)	29%	(42)	20%	(29)	28%	(39)	6%	(8)	142
Employ: Retired	18%	(14)	15%	(12)	17%	(13)	46%	(36)	3%	(3)	78
Military HH: Yes	12%	(8)	16%	(10)	12%	(8)	51%	(34)	10%	(7)	67
Military HH: No	19%	(69)	23%	(84)	21%	(76)	32%	(120)	6%	(23)	372
RD/WT: Right Direction	25%	(33)	18%	(24)	21%	(27)	26%	(34)	9%	(12)	132
RD/WT: Wrong Track	14%	(43)	23%	(71)	18%	(57)	39%	(119)	6%	(17)	307
Trump Job Approve	21%	(39)	20%	(37)	22%	(41)	30%	(55)	7%	(14)	185
Trump Job Disapprove	15%	(37)	23%	(57)	17%	(42)	39%	(97)	6%	(14)	248
Trump Job Strongly Approve	23%	(20)	22%	(19)	20%	(17)	24%	(20)	11%	(9)	86
Trump Job Somewhat Approve	19%	(19)	19%	(19)	23%	(23)	34%	(34)	4%	(4)	99
Trump Job Somewhat Disapprove	3%	(2)	30%	(16)	18%	(10)	44%	(23)	4%	(2)	53
Trump Job Strongly Disapprove	18%	(36)	21%	(41)	17%	(33)	38%	(74)	6%	(12)	195
Favorable of Trump	21%	(37)	21%	(36)	22%	(39)	29%	(50)	7%	(11)	174
Unfavorable of Trump	14%	(35)	24%	(58)	17%	(41)	40%	(98)	6%	(15)	247
Very Favorable of Trump	23%	(21)	20%	(19)	18%	(17)	27%	(25)	11%	(11)	93
Somewhat Favorable of Trump	19%	(16)	22%	(17)	27%	(22)	31%	(25)	1%	(1)	80
Somewhat Unfavorable of Trump	5%	(3)	34%	(18)	15%	(8)	40%	(22)	5%	(3)	54
Very Unfavorable of Trump	17%	(33)	21%	(40)	17%	(33)	39%	(76)	6%	(12)	193
#1 Issue: Economy	17%	(30)	24%	(42)	19%	(33)	35%	(62)	5%	(9)	176
#1 Issue: Health Care	13%	(12)	28%	(24)	20%	(17)	34%	(29)	5%	(4)	86

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Table STV12_1: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?*The lack of live sports programming available amid the coronavirus pandemic*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	17%	(77)	22%	(95)	19%	(84)	35%	(154)	7%	(30)	439
2018 House Vote: Democrat	15%	(23)	24%	(35)	17%	(25)	34%	(50)	9%	(13)	147
2018 House Vote: Republican	26%	(34)	21%	(27)	24%	(31)	24%	(32)	5%	(6)	130
2016 Vote: Hillary Clinton	11%	(15)	27%	(37)	20%	(27)	36%	(49)	6%	(8)	136
2016 Vote: Donald Trump	26%	(35)	18%	(24)	24%	(32)	26%	(34)	6%	(8)	133
2016 Vote: Didn't Vote	16%	(23)	19%	(26)	15%	(22)	42%	(58)	8%	(11)	140
Voted in 2014: Yes	17%	(46)	21%	(54)	21%	(55)	34%	(88)	7%	(20)	263
Voted in 2014: No	18%	(31)	23%	(40)	17%	(30)	37%	(65)	6%	(10)	176
2012 Vote: Barack Obama	11%	(19)	24%	(41)	18%	(32)	40%	(70)	7%	(12)	175
2012 Vote: Mitt Romney	22%	(21)	23%	(22)	23%	(23)	26%	(25)	6%	(6)	96
2012 Vote: Didn't Vote	21%	(32)	20%	(30)	16%	(25)	35%	(54)	8%	(12)	153
4-Region: Northeast	7%	(6)	25%	(22)	26%	(23)	35%	(31)	6%	(5)	87
4-Region: Midwest	22%	(20)	21%	(18)	16%	(14)	31%	(27)	10%	(9)	88
4-Region: South	19%	(32)	19%	(32)	17%	(29)	40%	(68)	5%	(9)	171
4-Region: West	20%	(19)	23%	(22)	19%	(18)	30%	(28)	7%	(7)	94
Frequent sports watching households	25%	(67)	29%	(78)	19%	(53)	20%	(54)	7%	(20)	272
Current cable or satellite subscribers	17%	(63)	21%	(76)	19%	(69)	36%	(131)	6%	(23)	362
Current vMVPD subscribers	21%	(50)	23%	(56)	22%	(53)	29%	(70)	6%	(15)	243
Sports fans	20%	(66)	26%	(85)	21%	(71)	26%	(86)	7%	(23)	331
Avid sports fans	36%	(46)	33%	(43)	14%	(18)	7%	(9)	9%	(11)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV12_2: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The economic impact of the COVID-19 pandemic (coronavirus)

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	38%	(167)	25%	(108)	18%	(79)	15%	(64)	5%	(21)	439
Gender: Male	35%	(73)	25%	(54)	18%	(38)	18%	(37)	4%	(9)	211
Gender: Female	41%	(94)	24%	(54)	18%	(40)	12%	(27)	5%	(12)	228
Age: 18-34	48%	(61)	25%	(32)	15%	(19)	10%	(13)	2%	(3)	128
Age: 35-44	35%	(34)	30%	(29)	19%	(18)	8%	(7)	9%	(8)	96
Age: 45-64	41%	(56)	19%	(26)	17%	(24)	19%	(26)	4%	(5)	136
Age: 65+	20%	(16)	28%	(22)	22%	(17)	24%	(19)	6%	(5)	79
GenZers: 1997-2012	54%	(28)	17%	(9)	10%	(5)	15%	(8)	4%	(2)	52
Millennials: 1981-1996	38%	(51)	31%	(41)	17%	(23)	7%	(10)	6%	(8)	132
GenXers: 1965-1980	38%	(46)	23%	(28)	18%	(22)	17%	(21)	4%	(5)	120
Baby Boomers: 1946-1964	35%	(42)	20%	(23)	23%	(27)	18%	(22)	4%	(5)	119
PID: Dem (no lean)	48%	(85)	23%	(40)	17%	(30)	11%	(20)	2%	(3)	178
PID: Ind (no lean)	30%	(38)	27%	(34)	18%	(22)	19%	(24)	6%	(8)	126
PID: Rep (no lean)	33%	(45)	25%	(34)	20%	(27)	15%	(20)	7%	(9)	135
PID/Gender: Dem Men	40%	(27)	26%	(18)	12%	(8)	19%	(13)	2%	(1)	67
PID/Gender: Dem Women	52%	(58)	20%	(23)	19%	(21)	6%	(7)	2%	(2)	111
PID/Gender: Ind Men	24%	(18)	30%	(22)	21%	(15)	21%	(15)	4%	(3)	74
PID/Gender: Ind Women	38%	(20)	23%	(12)	13%	(7)	17%	(9)	10%	(5)	52
PID/Gender: Rep Men	40%	(28)	20%	(14)	21%	(14)	12%	(8)	6%	(5)	70
PID/Gender: Rep Women	25%	(16)	31%	(20)	19%	(12)	18%	(11)	8%	(5)	65
Ideo: Liberal (1-3)	40%	(59)	31%	(45)	15%	(21)	11%	(17)	3%	(4)	147
Ideo: Moderate (4)	38%	(45)	25%	(29)	22%	(25)	12%	(15)	3%	(4)	118
Ideo: Conservative (5-7)	33%	(46)	23%	(32)	20%	(28)	16%	(23)	7%	(9)	137
Educ: < College	40%	(116)	23%	(66)	17%	(50)	14%	(40)	5%	(15)	287
Educ: Bachelors degree	30%	(29)	26%	(25)	24%	(23)	15%	(14)	4%	(4)	94
Educ: Post-grad	39%	(23)	29%	(17)	10%	(6)	17%	(10)	4%	(2)	58
Income: Under 50k	42%	(87)	27%	(56)	16%	(32)	10%	(21)	5%	(10)	206
Income: 50k-100k	35%	(61)	20%	(35)	21%	(36)	18%	(30)	6%	(11)	173
Income: 100k+	33%	(20)	27%	(16)	18%	(11)	21%	(13)	1%	(1)	60
Ethnicity: White	36%	(125)	26%	(91)	18%	(62)	14%	(49)	5%	(19)	346

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Table STV12_2: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The economic impact of the COVID-19 pandemic (coronavirus)

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	38%	(167)	25%	(108)	18%	(79)	15%	(64)	5%	(21)	439
Ethnicity: Hispanic	59%	(58)	25%	(24)	10%	(10)	1%	(1)	5%	(5)	99
Ethnicity: Afr. Am.	38%	(20)	20%	(10)	15%	(8)	25%	(13)	1%	(1)	51
All Christian	37%	(80)	26%	(57)	18%	(38)	14%	(30)	5%	(11)	214
Agnostic/Nothing in particular	42%	(79)	21%	(40)	19%	(35)	15%	(28)	3%	(5)	187
Evangelical	40%	(48)	27%	(32)	17%	(20)	14%	(16)	2%	(2)	118
Non-Evangelical	40%	(71)	21%	(37)	18%	(32)	14%	(25)	6%	(11)	176
Community: Urban	47%	(52)	24%	(26)	16%	(17)	10%	(11)	4%	(4)	110
Community: Suburban	34%	(81)	25%	(60)	20%	(48)	16%	(37)	6%	(13)	240
Community: Rural	39%	(35)	25%	(22)	15%	(13)	18%	(16)	4%	(3)	90
Employ: Private Sector	32%	(46)	32%	(45)	19%	(26)	12%	(17)	5%	(8)	142
Employ: Retired	27%	(21)	21%	(17)	21%	(17)	25%	(19)	6%	(5)	78
Military HH: Yes	31%	(20)	19%	(13)	14%	(9)	27%	(18)	9%	(6)	67
Military HH: No	39%	(147)	25%	(95)	19%	(69)	13%	(47)	4%	(15)	372
RD/WT: Right Direction	35%	(46)	23%	(30)	18%	(24)	14%	(18)	10%	(13)	132
RD/WT: Wrong Track	40%	(122)	25%	(78)	18%	(54)	15%	(46)	3%	(8)	307
Trump Job Approve	35%	(65)	25%	(47)	20%	(38)	13%	(23)	6%	(12)	185
Trump Job Disapprove	40%	(98)	24%	(60)	16%	(41)	16%	(40)	3%	(9)	248
Trump Job Strongly Approve	37%	(32)	17%	(15)	23%	(20)	14%	(12)	8%	(7)	86
Trump Job Somewhat Approve	34%	(33)	32%	(32)	18%	(18)	11%	(11)	5%	(5)	99
Trump Job Somewhat Disapprove	29%	(15)	32%	(17)	10%	(5)	23%	(12)	6%	(3)	53
Trump Job Strongly Disapprove	42%	(83)	22%	(43)	18%	(36)	14%	(28)	3%	(5)	195
Favorable of Trump	34%	(59)	24%	(42)	22%	(39)	13%	(23)	6%	(11)	174
Unfavorable of Trump	41%	(101)	25%	(63)	14%	(36)	16%	(40)	3%	(8)	247
Very Favorable of Trump	31%	(29)	23%	(21)	26%	(25)	13%	(12)	7%	(7)	93
Somewhat Favorable of Trump	38%	(31)	26%	(21)	18%	(14)	13%	(10)	5%	(4)	80
Somewhat Unfavorable of Trump	32%	(17)	38%	(21)	8%	(4)	18%	(10)	5%	(2)	54
Very Unfavorable of Trump	43%	(84)	22%	(42)	16%	(32)	16%	(30)	3%	(5)	193
#1 Issue: Economy	36%	(64)	30%	(53)	16%	(29)	12%	(21)	5%	(9)	176
#1 Issue: Health Care	34%	(29)	24%	(20)	18%	(16)	18%	(16)	6%	(5)	86

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Table STV12_2: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The economic impact of the COVID-19 pandemic (coronavirus)

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	38%	(167)	25%	(108)	18%	(79)	15%	(64)	5%	(21)	439
2018 House Vote: Democrat	36%	(53)	26%	(38)	17%	(25)	15%	(22)	6%	(9)	147
2018 House Vote: Republican	35%	(45)	26%	(34)	21%	(27)	14%	(19)	4%	(5)	130
2016 Vote: Hillary Clinton	37%	(51)	27%	(36)	20%	(27)	13%	(17)	4%	(5)	136
2016 Vote: Donald Trump	32%	(42)	29%	(39)	18%	(24)	16%	(21)	6%	(8)	133
2016 Vote: Didn't Vote	46%	(64)	19%	(27)	15%	(20)	15%	(21)	6%	(8)	140
Voted in 2014: Yes	36%	(96)	25%	(65)	18%	(47)	16%	(43)	5%	(12)	263
Voted in 2014: No	41%	(72)	24%	(43)	18%	(32)	12%	(21)	5%	(8)	176
2012 Vote: Barack Obama	35%	(62)	28%	(49)	17%	(29)	15%	(27)	5%	(8)	175
2012 Vote: Mitt Romney	28%	(27)	24%	(23)	25%	(24)	19%	(18)	5%	(5)	96
2012 Vote: Didn't Vote	47%	(73)	22%	(34)	13%	(20)	12%	(18)	5%	(8)	153
4-Region: Northeast	32%	(28)	27%	(24)	19%	(16)	11%	(9)	11%	(10)	87
4-Region: Midwest	35%	(31)	24%	(21)	17%	(15)	17%	(15)	7%	(6)	88
4-Region: South	40%	(67)	25%	(43)	19%	(32)	15%	(25)	2%	(4)	171
4-Region: West	44%	(41)	22%	(20)	17%	(16)	16%	(15)	2%	(2)	94
Frequent sports watching households	38%	(103)	27%	(74)	19%	(51)	12%	(32)	4%	(12)	272
Current cable or satellite subscribers	36%	(132)	23%	(83)	19%	(70)	16%	(57)	5%	(20)	362
Current vMVPD subscribers	49%	(119)	24%	(58)	14%	(33)	11%	(27)	2%	(6)	243
Sports fans	37%	(123)	26%	(86)	18%	(60)	15%	(49)	4%	(14)	331
Avid sports fans	37%	(48)	29%	(37)	19%	(24)	10%	(13)	5%	(6)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV12_3: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
 The cost of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	72%	(316)	21%	(91)	4%	(16)	1%	(4)	3%	(12)	439
Gender: Male	67%	(142)	25%	(52)	3%	(6)	2%	(3)	4%	(8)	211
Gender: Female	77%	(175)	17%	(39)	4%	(9)	—	(1)	2%	(4)	228
Age: 18-34	68%	(87)	23%	(29)	6%	(8)	1%	(1)	2%	(2)	128
Age: 35-44	57%	(55)	29%	(28)	5%	(5)	1%	(1)	8%	(8)	96
Age: 45-64	84%	(114)	13%	(18)	1%	(1)	1%	(2)	—	(1)	136
Age: 65+	76%	(60)	19%	(15)	2%	(2)	1%	(1)	2%	(1)	79
GenZers: 1997-2012	64%	(34)	24%	(13)	8%	(4)	—	(0)	3%	(2)	52
Millennials: 1981-1996	63%	(83)	26%	(35)	4%	(6)	1%	(1)	6%	(8)	132
GenXers: 1965-1980	77%	(93)	18%	(21)	3%	(3)	1%	(2)	1%	(1)	120
Baby Boomers: 1946-1964	81%	(96)	15%	(18)	1%	(2)	1%	(1)	2%	(2)	119
PID: Dem (no lean)	78%	(139)	17%	(30)	2%	(4)	2%	(4)	1%	(2)	178
PID: Ind (no lean)	66%	(83)	23%	(29)	6%	(8)	1%	(1)	4%	(5)	126
PID: Rep (no lean)	70%	(94)	24%	(32)	3%	(4)	—	(0)	4%	(5)	135
PID/Gender: Dem Men	73%	(49)	18%	(12)	4%	(2)	4%	(3)	2%	(1)	67
PID/Gender: Dem Women	81%	(90)	16%	(18)	1%	(1)	1%	(1)	1%	(1)	111
PID/Gender: Ind Men	64%	(47)	29%	(22)	3%	(2)	1%	(1)	3%	(2)	74
PID/Gender: Ind Women	70%	(36)	14%	(7)	12%	(6)	—	(0)	5%	(3)	52
PID/Gender: Rep Men	66%	(46)	26%	(18)	3%	(2)	—	(0)	5%	(4)	70
PID/Gender: Rep Women	74%	(48)	21%	(14)	3%	(2)	—	(0)	2%	(1)	65
Ideo: Liberal (1-3)	73%	(108)	22%	(32)	3%	(4)	—	(1)	2%	(2)	147
Ideo: Moderate (4)	68%	(80)	23%	(27)	5%	(6)	3%	(4)	2%	(2)	118
Ideo: Conservative (5-7)	73%	(100)	22%	(30)	3%	(4)	—	(0)	3%	(4)	137
Educ: < College	74%	(213)	18%	(52)	4%	(11)	1%	(2)	3%	(8)	287
Educ: Bachelors degree	74%	(70)	21%	(20)	2%	(2)	1%	(1)	2%	(2)	94
Educ: Post-grad	58%	(34)	31%	(18)	5%	(3)	3%	(2)	3%	(2)	58
Income: Under 50k	74%	(152)	19%	(40)	4%	(8)	1%	(1)	2%	(4)	206
Income: 50k-100k	74%	(127)	19%	(33)	3%	(5)	1%	(1)	4%	(7)	173
Income: 100k+	61%	(37)	30%	(18)	5%	(3)	3%	(2)	1%	(1)	60
Ethnicity: White	72%	(250)	21%	(73)	3%	(10)	1%	(2)	3%	(11)	346

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Table STV12_3: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The cost of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	72%	(316)	21%	(91)	4%	(16)	1%	(4)	3%	(12)	439
Ethnicity: Hispanic	69%	(68)	25%	(24)	3%	(3)	—	(0)	3%	(3)	99
Ethnicity: Afr. Am.	67%	(34)	20%	(10)	11%	(6)	2%	(1)	—	(0)	51
All Christian	70%	(150)	24%	(52)	3%	(6)	1%	(2)	2%	(4)	214
Agnostic/Nothing in particular	75%	(140)	17%	(32)	4%	(8)	1%	(2)	3%	(5)	187
Evangelical	72%	(85)	23%	(27)	3%	(3)	1%	(1)	1%	(1)	118
Non-Evangelical	71%	(125)	23%	(41)	2%	(4)	1%	(2)	2%	(4)	176
Community: Urban	66%	(72)	24%	(26)	6%	(7)	1%	(2)	3%	(3)	110
Community: Suburban	73%	(176)	22%	(53)	2%	(4)	1%	(2)	2%	(6)	240
Community: Rural	77%	(69)	13%	(12)	6%	(5)	1%	(1)	4%	(3)	90
Employ: Private Sector	68%	(97)	22%	(31)	4%	(6)	1%	(2)	4%	(5)	142
Employ: Retired	76%	(59)	20%	(16)	1%	(1)	1%	(1)	2%	(1)	78
Military HH: Yes	63%	(42)	24%	(16)	5%	(3)	2%	(1)	7%	(4)	67
Military HH: No	74%	(275)	20%	(75)	3%	(12)	1%	(3)	2%	(8)	372
RD/WT: Right Direction	66%	(86)	22%	(29)	4%	(6)	2%	(2)	6%	(8)	132
RD/WT: Wrong Track	75%	(230)	20%	(62)	3%	(10)	1%	(2)	1%	(4)	307
Trump Job Approve	67%	(124)	24%	(45)	4%	(7)	—	(1)	4%	(8)	185
Trump Job Disapprove	76%	(189)	18%	(44)	3%	(8)	1%	(4)	2%	(4)	248
Trump Job Strongly Approve	71%	(61)	19%	(16)	5%	(5)	—	(0)	4%	(4)	86
Trump Job Somewhat Approve	64%	(63)	29%	(28)	3%	(3)	1%	(1)	4%	(4)	99
Trump Job Somewhat Disapprove	70%	(37)	26%	(14)	—	(0)	1%	(1)	3%	(1)	53
Trump Job Strongly Disapprove	78%	(152)	15%	(30)	4%	(8)	2%	(3)	1%	(2)	195
Favorable of Trump	68%	(118)	25%	(43)	3%	(6)	—	(1)	4%	(6)	174
Unfavorable of Trump	75%	(186)	18%	(45)	3%	(8)	1%	(4)	2%	(4)	247
Very Favorable of Trump	68%	(63)	22%	(21)	5%	(5)	—	(0)	6%	(5)	93
Somewhat Favorable of Trump	69%	(55)	28%	(22)	1%	(1)	1%	(1)	2%	(1)	80
Somewhat Unfavorable of Trump	70%	(38)	26%	(14)	1%	(1)	—	(0)	3%	(1)	54
Very Unfavorable of Trump	77%	(148)	16%	(31)	4%	(7)	2%	(4)	1%	(2)	193
#1 Issue: Economy	69%	(121)	24%	(42)	5%	(8)	1%	(1)	2%	(4)	176
#1 Issue: Health Care	70%	(60)	23%	(20)	2%	(1)	1%	(1)	4%	(4)	86

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Table STV12_3: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?*The cost of the service*

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	72%	(316)	21%	(91)	4%	(16)	1%	(4)	3%	(12)	439
2018 House Vote: Democrat	72%	(106)	18%	(27)	3%	(4)	2%	(4)	4%	(6)	147
2018 House Vote: Republican	71%	(92)	23%	(30)	4%	(6)	—	(0)	2%	(2)	130
2016 Vote: Hillary Clinton	75%	(102)	16%	(22)	5%	(7)	3%	(4)	1%	(2)	136
2016 Vote: Donald Trump	70%	(94)	24%	(32)	2%	(3)	—	(1)	3%	(4)	133
2016 Vote: Didn't Vote	71%	(99)	21%	(30)	4%	(5)	—	(0)	4%	(6)	140
Voted in 2014: Yes	72%	(189)	21%	(55)	3%	(8)	2%	(4)	2%	(6)	263
Voted in 2014: No	72%	(128)	20%	(35)	4%	(7)	—	(0)	3%	(6)	176
2012 Vote: Barack Obama	72%	(127)	17%	(31)	5%	(10)	2%	(4)	3%	(4)	175
2012 Vote: Mitt Romney	71%	(69)	26%	(25)	1%	(1)	—	(0)	2%	(2)	96
2012 Vote: Didn't Vote	72%	(110)	21%	(32)	3%	(5)	—	(0)	4%	(6)	153
4-Region: Northeast	60%	(53)	24%	(21)	7%	(6)	2%	(2)	7%	(6)	87
4-Region: Midwest	80%	(71)	11%	(10)	1%	(1)	2%	(2)	5%	(5)	88
4-Region: South	69%	(117)	27%	(45)	4%	(8)	—	(0)	—	(1)	171
4-Region: West	81%	(76)	16%	(15)	1%	(1)	1%	(1)	1%	(1)	94
Frequent sports watching households	72%	(195)	21%	(57)	3%	(8)	1%	(3)	3%	(9)	272
Current cable or satellite subscribers	71%	(258)	22%	(78)	3%	(10)	1%	(4)	3%	(11)	362
Current vMVPD subscribers	71%	(173)	22%	(54)	5%	(11)	1%	(2)	1%	(4)	243
Sports fans	73%	(241)	19%	(63)	4%	(13)	1%	(4)	3%	(10)	331
Avid sports fans	72%	(92)	18%	(23)	4%	(5)	2%	(3)	4%	(5)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV12_4: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The quality of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	58%	(254)	26%	(114)	10%	(42)	4%	(18)	3%	(11)	439
Gender: Male	55%	(116)	28%	(58)	10%	(21)	5%	(10)	3%	(6)	211
Gender: Female	60%	(138)	25%	(56)	9%	(21)	4%	(8)	2%	(5)	228
Age: 18-34	59%	(76)	26%	(33)	10%	(13)	2%	(3)	2%	(3)	128
Age: 35-44	46%	(44)	37%	(35)	7%	(7)	4%	(4)	6%	(6)	96
Age: 45-64	66%	(90)	17%	(23)	12%	(16)	5%	(6)	1%	(2)	136
Age: 65+	56%	(45)	30%	(23)	8%	(6)	6%	(4)	1%	(1)	79
GenZers: 1997-2012	64%	(33)	25%	(13)	8%	(4)	—	(0)	3%	(2)	52
Millennials: 1981-1996	47%	(63)	35%	(46)	9%	(12)	4%	(6)	5%	(6)	132
GenXers: 1965-1980	60%	(73)	20%	(24)	13%	(16)	5%	(6)	1%	(1)	120
Baby Boomers: 1946-1964	66%	(79)	19%	(22)	8%	(9)	5%	(6)	2%	(2)	119
PID: Dem (no lean)	55%	(99)	31%	(56)	8%	(14)	4%	(8)	1%	(2)	178
PID: Ind (no lean)	54%	(67)	27%	(34)	11%	(14)	4%	(6)	4%	(5)	126
PID: Rep (no lean)	65%	(88)	18%	(24)	11%	(14)	3%	(4)	3%	(4)	135
PID/Gender: Dem Men	52%	(35)	28%	(19)	10%	(7)	9%	(6)	1%	(1)	67
PID/Gender: Dem Women	58%	(64)	33%	(37)	6%	(7)	2%	(2)	2%	(2)	111
PID/Gender: Ind Men	50%	(37)	33%	(24)	12%	(9)	1%	(1)	3%	(2)	74
PID/Gender: Ind Women	58%	(30)	19%	(10)	9%	(5)	9%	(5)	4%	(2)	52
PID/Gender: Rep Men	63%	(44)	21%	(15)	7%	(5)	4%	(3)	4%	(3)	70
PID/Gender: Rep Women	67%	(43)	15%	(9)	15%	(10)	2%	(1)	2%	(1)	65
Ideo: Liberal (1-3)	57%	(84)	28%	(42)	8%	(12)	5%	(7)	2%	(3)	147
Ideo: Moderate (4)	54%	(64)	28%	(33)	13%	(15)	3%	(3)	2%	(2)	118
Ideo: Conservative (5-7)	62%	(85)	24%	(32)	9%	(12)	4%	(5)	2%	(3)	137
Educ: < College	59%	(168)	25%	(73)	10%	(29)	3%	(8)	3%	(8)	287
Educ: Bachelors degree	57%	(54)	28%	(27)	8%	(7)	6%	(6)	1%	(1)	94
Educ: Post-grad	56%	(33)	25%	(14)	10%	(6)	6%	(3)	3%	(2)	58
Income: Under 50k	57%	(118)	26%	(53)	13%	(26)	1%	(3)	3%	(7)	206
Income: 50k-100k	59%	(102)	24%	(41)	7%	(12)	8%	(13)	2%	(4)	173
Income: 100k+	57%	(34)	33%	(20)	6%	(4)	3%	(2)	1%	(1)	60
Ethnicity: White	60%	(207)	23%	(81)	10%	(34)	4%	(16)	3%	(9)	346

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Table STV12_4: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The quality of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	58%	(254)	26%	(114)	10%	(42)	4%	(18)	3%	(11)	439
Ethnicity: Hispanic	53%	(53)	37%	(36)	6%	(6)	1%	(1)	2%	(2)	99
Ethnicity: Afr. Am.	53%	(27)	34%	(18)	10%	(5)	3%	(1)	—	(0)	51
All Christian	57%	(122)	29%	(62)	8%	(18)	5%	(10)	2%	(4)	214
Agnostic/Nothing in particular	63%	(118)	21%	(39)	11%	(20)	2%	(5)	3%	(5)	187
Evangelical	61%	(71)	27%	(31)	8%	(10)	3%	(3)	2%	(2)	118
Non-Evangelical	57%	(101)	27%	(48)	9%	(17)	5%	(9)	1%	(2)	176
Community: Urban	62%	(68)	21%	(23)	14%	(15)	2%	(2)	2%	(2)	110
Community: Suburban	56%	(133)	29%	(69)	8%	(20)	4%	(11)	3%	(7)	240
Community: Rural	59%	(53)	26%	(23)	8%	(7)	6%	(5)	2%	(2)	90
Employ: Private Sector	57%	(81)	27%	(39)	11%	(15)	3%	(5)	2%	(2)	142
Employ: Retired	58%	(45)	26%	(21)	10%	(8)	5%	(4)	1%	(1)	78
Military HH: Yes	51%	(34)	25%	(17)	11%	(7)	8%	(6)	4%	(3)	67
Military HH: No	59%	(220)	26%	(97)	9%	(35)	3%	(12)	2%	(8)	372
RD/WT: Right Direction	64%	(84)	17%	(23)	10%	(13)	4%	(6)	5%	(7)	132
RD/WT: Wrong Track	55%	(170)	30%	(92)	9%	(29)	4%	(12)	1%	(5)	307
Trump Job Approve	62%	(115)	20%	(36)	11%	(20)	3%	(5)	4%	(8)	185
Trump Job Disapprove	54%	(134)	31%	(77)	9%	(21)	5%	(13)	1%	(3)	248
Trump Job Strongly Approve	71%	(61)	13%	(11)	8%	(7)	4%	(4)	4%	(3)	86
Trump Job Somewhat Approve	55%	(54)	25%	(25)	13%	(13)	1%	(1)	5%	(5)	99
Trump Job Somewhat Disapprove	56%	(30)	32%	(17)	6%	(3)	5%	(3)	—	(0)	53
Trump Job Strongly Disapprove	53%	(104)	31%	(60)	9%	(18)	5%	(10)	2%	(3)	195
Favorable of Trump	65%	(113)	19%	(32)	9%	(16)	3%	(5)	4%	(7)	174
Unfavorable of Trump	54%	(133)	31%	(75)	10%	(24)	5%	(12)	1%	(3)	247
Very Favorable of Trump	62%	(58)	21%	(19)	7%	(7)	4%	(4)	6%	(6)	93
Somewhat Favorable of Trump	69%	(56)	16%	(13)	11%	(9)	2%	(1)	2%	(1)	80
Somewhat Unfavorable of Trump	53%	(29)	34%	(18)	9%	(5)	4%	(2)	—	(0)	54
Very Unfavorable of Trump	54%	(104)	30%	(57)	10%	(19)	5%	(10)	1%	(3)	193
#1 Issue: Economy	58%	(102)	28%	(49)	10%	(17)	2%	(4)	2%	(3)	176
#1 Issue: Health Care	54%	(47)	26%	(23)	10%	(9)	6%	(5)	3%	(3)	86

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Table STV12_4: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The quality of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	58%	(254)	26%	(114)	10%	(42)	4%	(18)	3%	(11)	439
2018 House Vote: Democrat	54%	(79)	25%	(37)	10%	(15)	6%	(9)	4%	(6)	147
2018 House Vote: Republican	66%	(85)	20%	(26)	10%	(13)	5%	(6)	—	(0)	130
2016 Vote: Hillary Clinton	56%	(76)	28%	(38)	10%	(14)	5%	(7)	1%	(2)	136
2016 Vote: Donald Trump	63%	(84)	21%	(28)	8%	(10)	4%	(6)	4%	(6)	133
2016 Vote: Didn't Vote	59%	(82)	26%	(37)	10%	(13)	3%	(4)	3%	(4)	140
Voted in 2014: Yes	57%	(151)	27%	(71)	9%	(24)	4%	(12)	2%	(6)	263
Voted in 2014: No	59%	(103)	24%	(43)	10%	(18)	3%	(6)	3%	(6)	176
2012 Vote: Barack Obama	50%	(87)	32%	(57)	10%	(17)	5%	(9)	3%	(5)	175
2012 Vote: Mitt Romney	64%	(61)	22%	(21)	10%	(10)	3%	(3)	2%	(2)	96
2012 Vote: Didn't Vote	62%	(95)	23%	(35)	9%	(14)	3%	(5)	3%	(5)	153
4-Region: Northeast	55%	(48)	25%	(22)	14%	(12)	3%	(3)	3%	(3)	87
4-Region: Midwest	60%	(52)	17%	(15)	10%	(9)	5%	(4)	7%	(6)	88
4-Region: South	60%	(103)	25%	(43)	8%	(14)	5%	(9)	1%	(1)	171
4-Region: West	55%	(51)	36%	(34)	7%	(6)	1%	(1)	1%	(1)	94
Frequent sports watching households	54%	(148)	29%	(80)	10%	(27)	4%	(10)	3%	(8)	272
Current cable or satellite subscribers	56%	(203)	26%	(95)	11%	(39)	4%	(15)	3%	(10)	362
Current vMVPD subscribers	63%	(152)	26%	(62)	8%	(19)	2%	(5)	2%	(6)	243
Sports fans	55%	(181)	27%	(91)	10%	(35)	5%	(16)	3%	(9)	331
Avid sports fans	53%	(68)	28%	(36)	11%	(14)	4%	(5)	4%	(5)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV12_5: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
Insufficient usage of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	30%	(133)	35%	(153)	17%	(75)	12%	(51)	6%	(27)	439
Gender: Male	31%	(66)	35%	(74)	14%	(29)	15%	(32)	5%	(11)	211
Gender: Female	29%	(67)	35%	(80)	20%	(47)	8%	(19)	7%	(16)	228
Age: 18-34	38%	(49)	32%	(41)	19%	(24)	5%	(6)	6%	(7)	128
Age: 35-44	30%	(29)	44%	(43)	14%	(14)	4%	(4)	8%	(7)	96
Age: 45-64	30%	(41)	31%	(43)	18%	(24)	16%	(21)	6%	(8)	136
Age: 65+	19%	(15)	34%	(27)	17%	(13)	25%	(20)	5%	(4)	79
GenZers: 1997-2012	37%	(19)	41%	(21)	15%	(8)	1%	(1)	6%	(3)	52
Millennials: 1981-1996	32%	(42)	38%	(50)	18%	(24)	5%	(7)	8%	(10)	132
GenXers: 1965-1980	35%	(42)	34%	(41)	12%	(14)	14%	(17)	5%	(6)	120
Baby Boomers: 1946-1964	24%	(28)	26%	(31)	24%	(28)	21%	(25)	6%	(7)	119
PID: Dem (no lean)	34%	(61)	35%	(63)	14%	(25)	11%	(20)	5%	(10)	178
PID: Ind (no lean)	30%	(37)	32%	(40)	15%	(19)	15%	(19)	8%	(10)	126
PID: Rep (no lean)	26%	(35)	37%	(50)	23%	(31)	9%	(12)	5%	(7)	135
PID/Gender: Dem Men	30%	(20)	33%	(22)	8%	(5)	24%	(16)	5%	(4)	67
PID/Gender: Dem Women	37%	(40)	36%	(40)	18%	(20)	4%	(4)	5%	(6)	111
PID/Gender: Ind Men	27%	(20)	41%	(30)	13%	(10)	13%	(9)	6%	(4)	74
PID/Gender: Ind Women	33%	(17)	18%	(10)	19%	(10)	18%	(9)	11%	(6)	52
PID/Gender: Rep Men	37%	(26)	30%	(21)	20%	(14)	9%	(6)	5%	(3)	70
PID/Gender: Rep Women	14%	(9)	46%	(30)	26%	(17)	9%	(6)	6%	(4)	65
Ideo: Liberal (1-3)	32%	(47)	36%	(52)	15%	(22)	10%	(15)	7%	(10)	147
Ideo: Moderate (4)	26%	(31)	42%	(49)	19%	(23)	9%	(11)	4%	(4)	118
Ideo: Conservative (5-7)	29%	(40)	30%	(41)	23%	(31)	13%	(18)	5%	(7)	137
Educ: < College	29%	(84)	34%	(97)	20%	(57)	11%	(31)	6%	(17)	287
Educ: Bachelors degree	36%	(34)	35%	(33)	10%	(10)	13%	(13)	5%	(5)	94
Educ: Post-grad	25%	(15)	41%	(24)	14%	(8)	12%	(7)	8%	(5)	58
Income: Under 50k	29%	(60)	33%	(67)	23%	(47)	9%	(19)	6%	(13)	206
Income: 50k-100k	28%	(48)	35%	(61)	14%	(24)	15%	(27)	7%	(13)	173
Income: 100k+	42%	(25)	41%	(25)	8%	(5)	8%	(5)	1%	(1)	60
Ethnicity: White	30%	(104)	34%	(118)	17%	(61)	12%	(42)	6%	(21)	346

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Table STV12_5: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
Insufficient usage of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	30%	(133)	35%	(153)	17%	(75)	12%	(51)	6%	(27)	439
Ethnicity: Hispanic	29%	(29)	49%	(48)	15%	(15)	1%	(1)	5%	(5)	99
Ethnicity: Afr. Am.	31%	(16)	30%	(16)	22%	(11)	11%	(5)	5%	(3)	51
All Christian	25%	(54)	39%	(84)	18%	(39)	11%	(24)	6%	(13)	214
Agnostic/Nothing in particular	35%	(66)	31%	(57)	18%	(33)	11%	(21)	6%	(10)	187
Evangelical	33%	(38)	37%	(43)	13%	(15)	11%	(13)	6%	(8)	118
Non-Evangelical	24%	(43)	38%	(67)	21%	(38)	11%	(19)	5%	(9)	176
Community: Urban	32%	(35)	32%	(35)	17%	(19)	10%	(11)	8%	(9)	110
Community: Suburban	25%	(61)	36%	(87)	19%	(46)	12%	(29)	7%	(16)	240
Community: Rural	41%	(37)	34%	(31)	11%	(10)	12%	(10)	2%	(2)	90
Employ: Private Sector	31%	(44)	37%	(52)	15%	(21)	10%	(15)	7%	(10)	142
Employ: Retired	22%	(17)	35%	(27)	16%	(13)	23%	(18)	4%	(3)	78
Military HH: Yes	24%	(16)	42%	(28)	16%	(11)	8%	(5)	9%	(6)	67
Military HH: No	31%	(117)	34%	(125)	17%	(64)	12%	(45)	6%	(21)	372
RD/WT: Right Direction	34%	(44)	34%	(45)	18%	(24)	8%	(10)	6%	(8)	132
RD/WT: Wrong Track	29%	(89)	35%	(108)	17%	(51)	13%	(40)	6%	(18)	307
Trump Job Approve	31%	(57)	34%	(63)	19%	(35)	9%	(17)	7%	(12)	185
Trump Job Disapprove	29%	(72)	36%	(90)	16%	(40)	13%	(31)	6%	(15)	248
Trump Job Strongly Approve	33%	(28)	36%	(31)	21%	(18)	6%	(5)	4%	(3)	86
Trump Job Somewhat Approve	30%	(29)	32%	(32)	17%	(17)	12%	(12)	9%	(9)	99
Trump Job Somewhat Disapprove	21%	(11)	45%	(24)	20%	(11)	9%	(5)	5%	(2)	53
Trump Job Strongly Disapprove	31%	(61)	34%	(66)	15%	(29)	14%	(26)	6%	(12)	195
Favorable of Trump	29%	(51)	36%	(62)	19%	(34)	9%	(16)	6%	(11)	174
Unfavorable of Trump	31%	(76)	35%	(86)	16%	(40)	12%	(31)	6%	(15)	247
Very Favorable of Trump	30%	(28)	35%	(33)	20%	(19)	10%	(10)	4%	(4)	93
Somewhat Favorable of Trump	28%	(23)	37%	(30)	19%	(15)	8%	(6)	8%	(7)	80
Somewhat Unfavorable of Trump	34%	(18)	31%	(17)	21%	(11)	9%	(5)	5%	(2)	54
Very Unfavorable of Trump	30%	(58)	36%	(70)	15%	(28)	13%	(26)	6%	(12)	193
#1 Issue: Economy	29%	(52)	38%	(67)	17%	(31)	10%	(17)	6%	(10)	176
#1 Issue: Health Care	29%	(25)	38%	(32)	14%	(12)	11%	(9)	8%	(7)	86

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Table STV12_5: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
Insufficient usage of the service

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	30%	(133)	35%	(153)	17%	(75)	12%	(51)	6%	(27)	439
2018 House Vote: Democrat	32%	(46)	29%	(43)	11%	(16)	18%	(26)	10%	(15)	147
2018 House Vote: Republican	29%	(38)	35%	(45)	23%	(30)	11%	(14)	2%	(2)	130
2016 Vote: Hillary Clinton	28%	(39)	34%	(46)	17%	(23)	14%	(19)	7%	(10)	136
2016 Vote: Donald Trump	32%	(43)	33%	(44)	16%	(22)	13%	(17)	6%	(8)	133
2016 Vote: Didn't Vote	32%	(45)	34%	(47)	20%	(28)	8%	(12)	6%	(8)	140
Voted in 2014: Yes	31%	(80)	31%	(82)	15%	(40)	16%	(43)	6%	(17)	263
Voted in 2014: No	30%	(53)	40%	(71)	20%	(35)	4%	(8)	6%	(10)	176
2012 Vote: Barack Obama	27%	(48)	36%	(62)	15%	(26)	15%	(26)	8%	(13)	175
2012 Vote: Mitt Romney	31%	(30)	32%	(31)	18%	(18)	15%	(15)	3%	(3)	96
2012 Vote: Didn't Vote	32%	(49)	36%	(55)	19%	(29)	7%	(10)	7%	(10)	153
4-Region: Northeast	20%	(18)	40%	(35)	22%	(19)	11%	(10)	7%	(6)	87
4-Region: Midwest	40%	(35)	33%	(29)	7%	(6)	11%	(10)	9%	(7)	88
4-Region: South	27%	(47)	34%	(58)	23%	(39)	14%	(24)	1%	(2)	171
4-Region: West	36%	(33)	33%	(31)	12%	(11)	8%	(7)	12%	(11)	94
Frequent sports watching households	33%	(89)	36%	(97)	16%	(43)	11%	(29)	6%	(15)	272
Current cable or satellite subscribers	28%	(103)	34%	(124)	18%	(66)	12%	(45)	7%	(24)	362
Current vMVPD subscribers	37%	(91)	38%	(92)	13%	(32)	6%	(14)	6%	(15)	243
Sports fans	33%	(110)	32%	(106)	18%	(60)	11%	(36)	6%	(20)	331
Avid sports fans	36%	(46)	32%	(41)	16%	(20)	9%	(11)	7%	(9)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV12_6: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The availability of on-demand streaming services, such as Netflix or Disney+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	34%	(149)	31%	(135)	17%	(74)	14%	(60)	5%	(21)	439
Gender: Male	37%	(79)	26%	(55)	22%	(46)	10%	(20)	5%	(11)	211
Gender: Female	31%	(70)	35%	(80)	12%	(28)	17%	(39)	4%	(10)	228
Age: 18-34	51%	(66)	29%	(37)	12%	(15)	5%	(7)	2%	(3)	128
Age: 35-44	35%	(34)	36%	(35)	16%	(15)	7%	(7)	6%	(6)	96
Age: 45-64	26%	(36)	29%	(39)	19%	(26)	21%	(29)	5%	(7)	136
Age: 65+	17%	(13)	31%	(24)	23%	(18)	22%	(18)	7%	(5)	79
GenZers: 1997-2012	49%	(25)	32%	(17)	12%	(6)	2%	(1)	4%	(2)	52
Millennials: 1981-1996	43%	(57)	33%	(44)	13%	(17)	7%	(9)	4%	(6)	132
GenXers: 1965-1980	33%	(40)	29%	(34)	19%	(23)	18%	(21)	2%	(3)	120
Baby Boomers: 1946-1964	19%	(22)	32%	(38)	22%	(26)	19%	(22)	9%	(10)	119
PID: Dem (no lean)	36%	(65)	35%	(62)	15%	(26)	9%	(17)	5%	(8)	178
PID: Ind (no lean)	30%	(38)	29%	(36)	15%	(19)	20%	(25)	6%	(7)	126
PID: Rep (no lean)	34%	(46)	27%	(37)	22%	(29)	13%	(18)	4%	(5)	135
PID/Gender: Dem Men	35%	(24)	30%	(20)	20%	(14)	7%	(5)	8%	(5)	67
PID/Gender: Dem Women	37%	(41)	38%	(42)	12%	(13)	11%	(12)	3%	(3)	111
PID/Gender: Ind Men	33%	(24)	26%	(19)	21%	(15)	15%	(11)	5%	(4)	74
PID/Gender: Ind Women	27%	(14)	33%	(17)	6%	(3)	28%	(14)	6%	(3)	52
PID/Gender: Rep Men	44%	(31)	23%	(16)	24%	(17)	7%	(5)	2%	(2)	70
PID/Gender: Rep Women	24%	(15)	32%	(21)	19%	(12)	20%	(13)	5%	(3)	65
Ideo: Liberal (1-3)	40%	(59)	36%	(54)	11%	(16)	9%	(14)	3%	(5)	147
Ideo: Moderate (4)	34%	(39)	29%	(34)	19%	(23)	15%	(18)	3%	(3)	118
Ideo: Conservative (5-7)	27%	(37)	29%	(40)	22%	(30)	17%	(23)	5%	(7)	137
Educ: < College	32%	(92)	30%	(86)	17%	(49)	15%	(43)	6%	(17)	287
Educ: Bachelors degree	34%	(32)	35%	(33)	19%	(17)	10%	(10)	2%	(2)	94
Educ: Post-grad	43%	(25)	27%	(16)	13%	(8)	13%	(7)	4%	(2)	58
Income: Under 50k	32%	(66)	29%	(61)	18%	(36)	15%	(30)	6%	(13)	206
Income: 50k-100k	34%	(59)	32%	(55)	17%	(29)	13%	(23)	4%	(7)	173
Income: 100k+	41%	(24)	32%	(19)	15%	(9)	12%	(7)	1%	(1)	60
Ethnicity: White	33%	(114)	34%	(118)	16%	(55)	12%	(42)	5%	(17)	346

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Table STV12_6: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The availability of on-demand streaming services, such as Netflix or Disney+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	34%	(149)	31%	(135)	17%	(74)	14%	(60)	5%	(21)	439
Ethnicity: Hispanic	45%	(45)	33%	(32)	9%	(9)	8%	(8)	5%	(5)	99
Ethnicity: Afr. Am.	33%	(17)	21%	(11)	16%	(8)	25%	(13)	6%	(3)	51
All Christian	27%	(57)	36%	(77)	19%	(41)	13%	(29)	5%	(10)	214
Agnostic/Nothing in particular	42%	(78)	27%	(50)	15%	(28)	13%	(24)	4%	(7)	187
Evangelical	31%	(36)	34%	(40)	16%	(19)	12%	(14)	7%	(9)	118
Non-Evangelical	28%	(49)	33%	(59)	22%	(38)	14%	(25)	3%	(6)	176
Community: Urban	35%	(38)	29%	(32)	19%	(21)	12%	(13)	5%	(5)	110
Community: Suburban	33%	(78)	30%	(72)	17%	(41)	15%	(35)	6%	(13)	240
Community: Rural	36%	(32)	35%	(31)	13%	(12)	13%	(12)	3%	(2)	90
Employ: Private Sector	32%	(45)	38%	(53)	17%	(24)	12%	(17)	2%	(2)	142
Employ: Retired	24%	(19)	26%	(20)	23%	(18)	19%	(15)	8%	(6)	78
Military HH: Yes	38%	(26)	33%	(22)	12%	(8)	12%	(8)	5%	(3)	67
Military HH: No	33%	(124)	30%	(113)	18%	(66)	14%	(52)	5%	(17)	372
RD/WT: Right Direction	32%	(42)	25%	(33)	26%	(35)	12%	(16)	5%	(6)	132
RD/WT: Wrong Track	35%	(108)	33%	(102)	13%	(39)	14%	(44)	5%	(15)	307
Trump Job Approve	33%	(61)	27%	(51)	22%	(40)	12%	(23)	6%	(10)	185
Trump Job Disapprove	34%	(85)	34%	(84)	14%	(34)	14%	(35)	4%	(10)	248
Trump Job Strongly Approve	34%	(29)	27%	(23)	27%	(23)	8%	(7)	4%	(4)	86
Trump Job Somewhat Approve	31%	(31)	28%	(28)	18%	(17)	16%	(16)	7%	(6)	99
Trump Job Somewhat Disapprove	27%	(14)	39%	(21)	15%	(8)	14%	(7)	5%	(2)	53
Trump Job Strongly Disapprove	36%	(71)	32%	(63)	13%	(26)	14%	(28)	4%	(8)	195
Favorable of Trump	31%	(54)	28%	(49)	22%	(38)	14%	(24)	5%	(9)	174
Unfavorable of Trump	36%	(89)	35%	(86)	13%	(31)	12%	(31)	4%	(10)	247
Very Favorable of Trump	35%	(32)	24%	(22)	24%	(23)	12%	(11)	5%	(5)	93
Somewhat Favorable of Trump	27%	(22)	33%	(27)	19%	(16)	16%	(13)	5%	(4)	80
Somewhat Unfavorable of Trump	31%	(17)	34%	(18)	17%	(9)	14%	(8)	5%	(2)	54
Very Unfavorable of Trump	37%	(72)	35%	(68)	11%	(22)	12%	(23)	4%	(8)	193
#1 Issue: Economy	33%	(59)	35%	(62)	18%	(31)	12%	(22)	1%	(2)	176
#1 Issue: Health Care	26%	(22)	38%	(33)	13%	(11)	17%	(15)	6%	(5)	86

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Table STV12_6: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The availability of on-demand streaming services, such as Netflix or Disney+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	34%	(149)	31%	(135)	17%	(74)	14%	(60)	5%	(21)	439
2018 House Vote: Democrat	29%	(43)	37%	(54)	13%	(19)	12%	(18)	9%	(13)	147
2018 House Vote: Republican	35%	(45)	26%	(34)	26%	(33)	12%	(16)	1%	(1)	130
2016 Vote: Hillary Clinton	28%	(38)	38%	(52)	14%	(19)	15%	(20)	5%	(7)	136
2016 Vote: Donald Trump	30%	(39)	28%	(37)	24%	(32)	12%	(16)	6%	(9)	133
2016 Vote: Didn't Vote	44%	(62)	24%	(33)	13%	(18)	16%	(22)	4%	(5)	140
Voted in 2014: Yes	30%	(78)	33%	(85)	19%	(49)	14%	(36)	6%	(15)	263
Voted in 2014: No	41%	(71)	28%	(50)	14%	(25)	14%	(24)	3%	(6)	176
2012 Vote: Barack Obama	28%	(48)	36%	(64)	14%	(24)	15%	(26)	7%	(12)	175
2012 Vote: Mitt Romney	31%	(30)	27%	(26)	23%	(22)	14%	(13)	5%	(5)	96
2012 Vote: Didn't Vote	45%	(69)	28%	(42)	13%	(20)	12%	(18)	2%	(3)	153
4-Region: Northeast	24%	(21)	34%	(29)	21%	(18)	14%	(12)	8%	(7)	87
4-Region: Midwest	30%	(27)	27%	(24)	16%	(14)	13%	(12)	13%	(12)	88
4-Region: South	34%	(58)	35%	(60)	17%	(29)	12%	(21)	1%	(2)	171
4-Region: West	47%	(44)	23%	(22)	14%	(13)	16%	(15)	—	(0)	94
Frequent sports watching households	36%	(99)	31%	(86)	18%	(50)	10%	(26)	4%	(12)	272
Current cable or satellite subscribers	29%	(107)	32%	(118)	17%	(62)	16%	(57)	5%	(19)	362
Current vMVPD subscribers	45%	(110)	31%	(74)	16%	(40)	5%	(12)	3%	(7)	243
Sports fans	35%	(118)	32%	(107)	17%	(56)	11%	(36)	5%	(15)	331
Avid sports fans	40%	(51)	26%	(33)	24%	(30)	7%	(8)	4%	(5)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV12_7: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The availability of live TV streaming services, such as Sling TV or Hulu + Live TV

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	27%	(120)	29%	(129)	20%	(88)	18%	(79)	6%	(24)	439
Gender: Male	27%	(57)	32%	(67)	23%	(49)	14%	(29)	4%	(9)	211
Gender: Female	27%	(62)	27%	(62)	17%	(39)	22%	(50)	7%	(15)	228
Age: 18-34	47%	(60)	21%	(27)	15%	(19)	15%	(19)	2%	(3)	128
Age: 35-44	22%	(22)	36%	(35)	23%	(22)	10%	(9)	9%	(9)	96
Age: 45-64	19%	(26)	30%	(41)	23%	(31)	24%	(32)	5%	(6)	136
Age: 65+	16%	(12)	33%	(26)	20%	(16)	23%	(18)	8%	(6)	79
GenZers: 1997-2012	50%	(26)	23%	(12)	15%	(8)	9%	(4)	3%	(2)	52
Millennials: 1981-1996	34%	(45)	29%	(39)	16%	(21)	14%	(18)	7%	(9)	132
GenXers: 1965-1980	21%	(26)	34%	(41)	25%	(30)	18%	(21)	2%	(2)	120
Baby Boomers: 1946-1964	18%	(21)	28%	(33)	22%	(26)	25%	(30)	7%	(9)	119
PID: Dem (no lean)	34%	(60)	29%	(52)	16%	(29)	16%	(28)	5%	(9)	178
PID: Ind (no lean)	22%	(27)	27%	(34)	23%	(29)	22%	(27)	6%	(8)	126
PID: Rep (no lean)	24%	(32)	32%	(44)	22%	(29)	17%	(23)	5%	(7)	135
PID/Gender: Dem Men	37%	(25)	26%	(18)	18%	(12)	12%	(8)	7%	(5)	67
PID/Gender: Dem Women	32%	(35)	30%	(34)	15%	(17)	18%	(20)	4%	(5)	111
PID/Gender: Ind Men	18%	(13)	33%	(24)	24%	(18)	21%	(15)	4%	(3)	74
PID/Gender: Ind Women	27%	(14)	18%	(10)	22%	(12)	23%	(12)	9%	(5)	52
PID/Gender: Rep Men	27%	(19)	36%	(25)	27%	(19)	7%	(5)	2%	(2)	70
PID/Gender: Rep Women	20%	(13)	28%	(18)	16%	(10)	27%	(18)	8%	(5)	65
Ideo: Liberal (1-3)	37%	(54)	34%	(50)	12%	(17)	14%	(20)	4%	(6)	147
Ideo: Moderate (4)	32%	(38)	24%	(28)	22%	(26)	17%	(20)	5%	(6)	118
Ideo: Conservative (5-7)	17%	(23)	34%	(46)	24%	(33)	22%	(30)	4%	(5)	137
Educ: < College	29%	(82)	24%	(69)	21%	(61)	20%	(58)	6%	(16)	287
Educ: Bachelors degree	25%	(23)	38%	(36)	20%	(19)	12%	(12)	5%	(5)	94
Educ: Post-grad	24%	(14)	41%	(24)	13%	(8)	16%	(9)	5%	(3)	58
Income: Under 50k	30%	(61)	25%	(51)	19%	(39)	23%	(47)	4%	(9)	206
Income: 50k-100k	23%	(40)	32%	(55)	23%	(40)	14%	(24)	9%	(15)	173
Income: 100k+	32%	(19)	38%	(23)	15%	(9)	13%	(8)	1%	(1)	60
Ethnicity: White	26%	(91)	31%	(109)	21%	(72)	16%	(56)	5%	(18)	346

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Table STV12_7: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The availability of live TV streaming services, such as Sling TV or Hulu + Live TV

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	27%	(120)	29%	(129)	20%	(88)	18%	(79)	6%	(24)	439
Ethnicity: Hispanic	32%	(32)	32%	(31)	17%	(16)	16%	(16)	3%	(3)	99
Ethnicity: Afr. Am.	27%	(14)	16%	(8)	12%	(6)	35%	(18)	10%	(5)	51
All Christian	24%	(51)	35%	(76)	16%	(35)	18%	(39)	7%	(14)	214
Agnostic/Nothing in particular	31%	(58)	24%	(44)	24%	(45)	17%	(31)	4%	(8)	187
Evangelical	24%	(28)	30%	(35)	24%	(28)	18%	(21)	5%	(6)	118
Non-Evangelical	23%	(40)	37%	(66)	16%	(28)	18%	(31)	6%	(11)	176
Community: Urban	31%	(34)	26%	(28)	22%	(25)	17%	(18)	4%	(4)	110
Community: Suburban	24%	(56)	33%	(78)	19%	(46)	19%	(44)	6%	(15)	240
Community: Rural	33%	(29)	25%	(23)	19%	(17)	18%	(16)	5%	(5)	90
Employ: Private Sector	28%	(40)	35%	(50)	16%	(23)	17%	(24)	4%	(6)	142
Employ: Retired	21%	(17)	29%	(22)	18%	(14)	23%	(18)	9%	(7)	78
Military HH: Yes	17%	(11)	31%	(21)	28%	(19)	13%	(9)	11%	(7)	67
Military HH: No	29%	(108)	29%	(108)	19%	(69)	19%	(70)	5%	(17)	372
RD/WT: Right Direction	23%	(31)	26%	(35)	28%	(37)	16%	(21)	6%	(8)	132
RD/WT: Wrong Track	29%	(89)	31%	(94)	17%	(51)	19%	(57)	5%	(16)	307
Trump Job Approve	26%	(47)	27%	(50)	26%	(48)	16%	(29)	6%	(11)	185
Trump Job Disapprove	29%	(72)	32%	(78)	16%	(39)	19%	(46)	5%	(14)	248
Trump Job Strongly Approve	23%	(19)	36%	(31)	26%	(22)	11%	(10)	4%	(4)	86
Trump Job Somewhat Approve	28%	(28)	19%	(19)	26%	(26)	19%	(19)	7%	(7)	99
Trump Job Somewhat Disapprove	24%	(13)	30%	(16)	13%	(7)	27%	(15)	5%	(3)	53
Trump Job Strongly Disapprove	30%	(59)	32%	(62)	16%	(32)	16%	(32)	6%	(11)	195
Favorable of Trump	23%	(40)	29%	(51)	25%	(44)	17%	(30)	5%	(9)	174
Unfavorable of Trump	31%	(76)	31%	(76)	16%	(38)	18%	(44)	5%	(13)	247
Very Favorable of Trump	25%	(23)	34%	(32)	24%	(22)	13%	(12)	4%	(4)	93
Somewhat Favorable of Trump	20%	(16)	24%	(19)	28%	(22)	22%	(17)	7%	(5)	80
Somewhat Unfavorable of Trump	30%	(16)	30%	(16)	7%	(4)	28%	(15)	5%	(3)	54
Very Unfavorable of Trump	31%	(59)	31%	(60)	18%	(34)	15%	(29)	6%	(11)	193
#1 Issue: Economy	26%	(45)	34%	(60)	20%	(36)	17%	(29)	3%	(6)	176
#1 Issue: Health Care	20%	(18)	29%	(25)	22%	(19)	22%	(19)	6%	(5)	86

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Table STV12_7: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The availability of live TV streaming services, such as Sling TV or Hulu + Live TV

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	27%	(120)	29%	(129)	20%	(88)	18%	(79)	6%	(24)	439
2018 House Vote: Democrat	28%	(41)	33%	(48)	14%	(20)	16%	(23)	9%	(14)	147
2018 House Vote: Republican	23%	(30)	29%	(38)	30%	(38)	15%	(20)	3%	(4)	130
2016 Vote: Hillary Clinton	27%	(36)	30%	(41)	17%	(23)	21%	(28)	5%	(7)	136
2016 Vote: Donald Trump	19%	(26)	31%	(41)	28%	(37)	14%	(18)	8%	(11)	133
2016 Vote: Didn't Vote	36%	(51)	26%	(36)	15%	(22)	20%	(27)	3%	(4)	140
Voted in 2014: Yes	22%	(58)	30%	(79)	21%	(55)	20%	(52)	7%	(20)	263
Voted in 2014: No	35%	(62)	28%	(50)	19%	(33)	15%	(27)	3%	(5)	176
2012 Vote: Barack Obama	22%	(38)	31%	(55)	18%	(31)	21%	(37)	8%	(14)	175
2012 Vote: Mitt Romney	18%	(18)	31%	(30)	31%	(30)	15%	(15)	5%	(5)	96
2012 Vote: Didn't Vote	40%	(61)	26%	(39)	15%	(24)	15%	(24)	4%	(5)	153
4-Region: Northeast	16%	(14)	36%	(31)	23%	(20)	14%	(12)	10%	(9)	87
4-Region: Midwest	27%	(24)	35%	(31)	13%	(12)	13%	(12)	11%	(10)	88
4-Region: South	27%	(46)	28%	(47)	22%	(37)	21%	(36)	2%	(4)	171
4-Region: West	38%	(35)	21%	(20)	20%	(18)	20%	(19)	2%	(2)	94
Frequent sports watching households	33%	(90)	29%	(79)	22%	(60)	11%	(31)	4%	(11)	272
Current cable or satellite subscribers	23%	(83)	30%	(107)	21%	(77)	20%	(71)	6%	(23)	362
Current vMVPD subscribers	41%	(101)	29%	(71)	17%	(41)	8%	(20)	4%	(10)	243
Sports fans	28%	(92)	31%	(103)	20%	(67)	16%	(53)	5%	(16)	331
Avid sports fans	36%	(46)	29%	(36)	21%	(27)	10%	(12)	5%	(7)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV12_8: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The availability of sports streaming services, such as DAZN or ESPN+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	16%	(69)	20%	(89)	23%	(100)	34%	(150)	7%	(31)	439
Gender: Male	18%	(39)	24%	(51)	25%	(52)	27%	(56)	6%	(13)	211
Gender: Female	13%	(30)	17%	(39)	21%	(48)	41%	(94)	8%	(18)	228
Age: 18-34	21%	(27)	20%	(26)	23%	(29)	31%	(39)	5%	(6)	128
Age: 35-44	14%	(14)	25%	(24)	17%	(17)	34%	(33)	9%	(9)	96
Age: 45-64	14%	(19)	17%	(23)	25%	(34)	38%	(52)	5%	(7)	136
Age: 65+	11%	(9)	21%	(16)	25%	(20)	32%	(25)	11%	(9)	79
GenZers: 1997-2012	14%	(7)	21%	(11)	27%	(14)	35%	(18)	3%	(2)	52
Millennials: 1981-1996	22%	(28)	20%	(27)	19%	(26)	32%	(42)	7%	(10)	132
GenXers: 1965-1980	16%	(19)	20%	(24)	22%	(27)	36%	(43)	6%	(7)	120
Baby Boomers: 1946-1964	12%	(14)	19%	(23)	25%	(30)	35%	(41)	9%	(11)	119
PID: Dem (no lean)	18%	(32)	20%	(36)	27%	(48)	32%	(57)	3%	(6)	178
PID: Ind (no lean)	11%	(14)	22%	(27)	21%	(26)	38%	(48)	8%	(11)	126
PID: Rep (no lean)	17%	(23)	19%	(26)	20%	(27)	34%	(45)	10%	(14)	135
PID/Gender: Dem Men	23%	(15)	22%	(15)	29%	(20)	24%	(16)	2%	(1)	67
PID/Gender: Dem Women	15%	(16)	19%	(21)	25%	(28)	36%	(40)	4%	(5)	111
PID/Gender: Ind Men	12%	(8)	31%	(23)	17%	(13)	31%	(23)	10%	(7)	74
PID/Gender: Ind Women	11%	(6)	9%	(4)	25%	(13)	48%	(25)	7%	(4)	52
PID/Gender: Rep Men	21%	(15)	19%	(13)	28%	(20)	25%	(17)	7%	(5)	70
PID/Gender: Rep Women	12%	(8)	20%	(13)	11%	(7)	43%	(28)	14%	(9)	65
Ideo: Liberal (1-3)	18%	(26)	25%	(37)	18%	(26)	35%	(52)	4%	(6)	147
Ideo: Moderate (4)	15%	(17)	19%	(22)	29%	(34)	31%	(36)	7%	(8)	118
Ideo: Conservative (5-7)	15%	(20)	18%	(24)	24%	(33)	36%	(49)	8%	(11)	137
Educ: < College	14%	(41)	17%	(47)	25%	(70)	37%	(106)	8%	(22)	287
Educ: Bachelors degree	19%	(18)	24%	(22)	21%	(20)	31%	(29)	5%	(5)	94
Educ: Post-grad	17%	(10)	34%	(20)	17%	(10)	26%	(15)	6%	(4)	58
Income: Under 50k	17%	(36)	18%	(37)	21%	(43)	36%	(75)	7%	(15)	206
Income: 50k-100k	13%	(22)	20%	(35)	25%	(44)	34%	(59)	8%	(14)	173
Income: 100k+	18%	(11)	30%	(18)	21%	(13)	28%	(17)	3%	(2)	60
Ethnicity: White	13%	(44)	20%	(71)	23%	(80)	36%	(125)	8%	(27)	346

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Table STV12_8: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
 The availability of sports streaming services, such as DAZN or ESPN+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	16%	(69)	20%	(89)	23%	(100)	34%	(150)	7%	(31)	439
Ethnicity: Hispanic	25%	(25)	28%	(28)	16%	(16)	27%	(27)	3%	(3)	99
Ethnicity: Afr. Am.	19%	(10)	17%	(9)	16%	(8)	42%	(22)	5%	(3)	51
All Christian	16%	(34)	22%	(47)	24%	(51)	31%	(66)	7%	(16)	214
Agnostic/Nothing in particular	15%	(28)	20%	(38)	22%	(41)	36%	(68)	7%	(12)	187
Evangelical	18%	(21)	22%	(26)	19%	(23)	33%	(38)	8%	(9)	118
Non-Evangelical	13%	(24)	20%	(35)	28%	(49)	34%	(60)	5%	(9)	176
Community: Urban	28%	(31)	17%	(19)	15%	(16)	33%	(36)	7%	(7)	110
Community: Suburban	12%	(30)	20%	(47)	28%	(67)	33%	(79)	7%	(17)	240
Community: Rural	9%	(8)	26%	(23)	19%	(17)	39%	(35)	7%	(7)	90
Employ: Private Sector	13%	(18)	24%	(34)	29%	(41)	30%	(43)	5%	(7)	142
Employ: Retired	13%	(10)	18%	(14)	22%	(17)	37%	(29)	10%	(8)	78
Military HH: Yes	8%	(5)	26%	(17)	13%	(9)	39%	(26)	14%	(9)	67
Military HH: No	17%	(63)	19%	(72)	25%	(92)	33%	(124)	6%	(21)	372
RD/WT: Right Direction	17%	(23)	22%	(29)	21%	(27)	31%	(40)	9%	(12)	132
RD/WT: Wrong Track	15%	(46)	20%	(61)	24%	(73)	36%	(109)	6%	(19)	307
Trump Job Approve	16%	(29)	22%	(41)	21%	(39)	32%	(60)	9%	(16)	185
Trump Job Disapprove	16%	(39)	19%	(48)	25%	(61)	35%	(88)	5%	(12)	248
Trump Job Strongly Approve	15%	(13)	28%	(24)	21%	(18)	25%	(22)	11%	(9)	86
Trump Job Somewhat Approve	16%	(15)	18%	(18)	21%	(21)	38%	(38)	7%	(7)	99
Trump Job Somewhat Disapprove	3%	(2)	27%	(14)	23%	(12)	39%	(21)	8%	(4)	53
Trump Job Strongly Disapprove	19%	(38)	17%	(34)	25%	(49)	34%	(67)	4%	(8)	195
Favorable of Trump	17%	(30)	21%	(36)	20%	(34)	34%	(59)	8%	(14)	174
Unfavorable of Trump	14%	(34)	22%	(53)	24%	(60)	35%	(86)	5%	(13)	247
Very Favorable of Trump	20%	(19)	24%	(23)	20%	(19)	24%	(23)	11%	(10)	93
Somewhat Favorable of Trump	14%	(11)	17%	(14)	19%	(15)	46%	(37)	4%	(4)	80
Somewhat Unfavorable of Trump	7%	(4)	29%	(15)	24%	(13)	33%	(18)	8%	(4)	54
Very Unfavorable of Trump	16%	(31)	20%	(38)	24%	(47)	36%	(69)	5%	(9)	193
#1 Issue: Economy	13%	(22)	19%	(33)	27%	(48)	36%	(64)	5%	(9)	176
#1 Issue: Health Care	15%	(13)	26%	(22)	15%	(13)	35%	(30)	9%	(8)	86

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Table STV12_8: How important are each of the following factors in your household's consideration of canceling its cable or satellite television or live TV streaming service or virtual MVPD subscription?
The availability of sports streaming services, such as DAZN or ESPN+

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	16%	(69)	20%	(89)	23%	(100)	34%	(150)	7%	(31)	439
2018 House Vote: Democrat	17%	(25)	23%	(34)	23%	(34)	29%	(42)	7%	(11)	147
2018 House Vote: Republican	18%	(23)	25%	(32)	23%	(30)	26%	(34)	8%	(11)	130
2016 Vote: Hillary Clinton	18%	(24)	23%	(31)	24%	(33)	30%	(41)	5%	(7)	136
2016 Vote: Donald Trump	17%	(23)	21%	(27)	25%	(33)	29%	(38)	9%	(11)	133
2016 Vote: Didn't Vote	14%	(19)	18%	(25)	20%	(28)	42%	(58)	6%	(9)	140
Voted in 2014: Yes	15%	(39)	21%	(55)	24%	(62)	33%	(86)	8%	(20)	263
Voted in 2014: No	17%	(30)	19%	(34)	21%	(38)	36%	(64)	6%	(11)	176
2012 Vote: Barack Obama	13%	(22)	21%	(37)	23%	(40)	38%	(66)	6%	(10)	175
2012 Vote: Mitt Romney	18%	(17)	21%	(20)	22%	(21)	29%	(28)	9%	(9)	96
2012 Vote: Didn't Vote	18%	(27)	20%	(31)	23%	(35)	32%	(50)	7%	(11)	153
4-Region: Northeast	8%	(7)	18%	(16)	30%	(26)	33%	(28)	11%	(9)	87
4-Region: Midwest	19%	(16)	14%	(12)	30%	(26)	29%	(25)	8%	(7)	88
4-Region: South	15%	(26)	23%	(40)	17%	(29)	39%	(67)	5%	(8)	171
4-Region: West	21%	(19)	22%	(21)	19%	(18)	31%	(29)	7%	(6)	94
Frequent sports watching households	21%	(58)	28%	(76)	23%	(63)	22%	(60)	6%	(16)	272
Current cable or satellite subscribers	16%	(58)	21%	(75)	23%	(85)	33%	(120)	7%	(24)	362
Current vMVPD subscribers	18%	(43)	22%	(54)	22%	(55)	31%	(76)	6%	(15)	243
Sports fans	18%	(58)	25%	(81)	26%	(86)	27%	(89)	5%	(17)	331
Avid sports fans	27%	(35)	29%	(37)	25%	(31)	12%	(15)	7%	(9)	127

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STV13: As you may know, channels that broadcast live sporting events are more expensive for TV providers to carry than non-sports channels. S&P Global Market Intelligence reports that sports programming costs subscribers an average of \$20.82 per month and accounts for more than 24% of TV providers' revenue per customer. Cable and satellite packages generally include at least some sports programming regardless of whether individual subscribers intend to watch any of it. If it were an option, how likely would your household be to give up all live sports to save 25% your cable or satellite television subscription?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	35% (426)	14% (172)	13% (160)	29% (356)	9% (104)	1218
Gender: Male	30% (190)	11% (72)	15% (95)	36% (225)	8% (48)	630
Gender: Female	40% (236)	17% (99)	11% (65)	22% (131)	10% (56)	588
Age: 18-34	37% (109)	15% (46)	14% (41)	25% (73)	10% (28)	298
Age: 35-44	34% (67)	12% (23)	12% (23)	36% (70)	7% (13)	196
Age: 45-64	34% (144)	14% (58)	12% (51)	29% (120)	11% (44)	417
Age: 65+	35% (107)	14% (44)	15% (45)	30% (93)	6% (19)	307
GenZers: 1997-2012	29% (37)	17% (22)	13% (16)	28% (36)	13% (16)	126
Millennials: 1981-1996	36% (96)	13% (36)	14% (39)	29% (78)	8% (21)	270
GenXers: 1965-1980	34% (95)	16% (43)	12% (33)	29% (81)	9% (25)	278
Baby Boomers: 1946-1964	36% (170)	13% (62)	14% (67)	30% (139)	7% (33)	470
PID: Dem (no lean)	34% (167)	16% (77)	13% (65)	27% (133)	9% (44)	487
PID: Ind (no lean)	32% (109)	14% (49)	15% (53)	31% (105)	7% (24)	340
PID: Rep (no lean)	38% (150)	12% (45)	11% (42)	30% (117)	9% (36)	391
PID/Gender: Dem Men	32% (76)	13% (30)	16% (37)	32% (77)	8% (19)	239
PID/Gender: Dem Women	37% (92)	19% (47)	11% (28)	23% (57)	10% (25)	248
PID/Gender: Ind Men	25% (47)	13% (25)	18% (34)	36% (68)	8% (14)	188
PID/Gender: Ind Women	41% (62)	16% (24)	12% (19)	25% (38)	6% (10)	152
PID/Gender: Rep Men	33% (67)	8% (17)	12% (24)	40% (80)	7% (15)	203
PID/Gender: Rep Women	44% (83)	15% (28)	10% (19)	20% (37)	11% (21)	188
Ideo: Liberal (1-3)	34% (116)	17% (58)	14% (47)	29% (97)	6% (22)	339
Ideo: Moderate (4)	36% (124)	12% (41)	17% (59)	28% (95)	7% (25)	344
Ideo: Conservative (5-7)	33% (140)	14% (60)	12% (50)	33% (138)	8% (32)	420
Educ: < College	37% (303)	13% (104)	12% (98)	27% (221)	11% (89)	815
Educ: Bachelors degree	29% (74)	19% (48)	13% (34)	34% (85)	4% (10)	251
Educ: Post-grad	33% (50)	13% (20)	18% (28)	33% (50)	3% (5)	152

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Table STV13: As you may know, channels that broadcast live sporting events are more expensive for TV providers to carry than non-sports channels. S&P Global Market Intelligence reports that sports programming costs subscribers an average of \$20.82 per month and accounts for more than 24% of TV providers' revenue per customer. Cable and satellite packages generally include at least some sports programming regardless of whether individual subscribers intend to watch any of it. If it were an option, how likely would your household be to give up all live sports to save 25% your cable or satellite television subscription?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	35% (426)	14% (172)	13% (160)	29% (356)	9% (104)	1218
Income: Under 50k	43% (249)	14% (83)	10% (60)	23% (135)	9% (53)	579
Income: 50k-100k	29% (129)	15% (66)	16% (72)	32% (145)	8% (37)	448
Income: 100k+	26% (49)	12% (23)	15% (29)	40% (76)	7% (14)	191
Ethnicity: White	35% (352)	14% (136)	13% (132)	30% (303)	8% (76)	999
Ethnicity: Hispanic	44% (79)	12% (22)	14% (25)	21% (38)	9% (16)	181
Ethnicity: Afr. Am.	36% (46)	16% (20)	8% (10)	28% (35)	13% (17)	128
Ethnicity: Other	32% (29)	17% (15)	20% (18)	19% (17)	13% (11)	91
All Christian	35% (222)	16% (100)	13% (86)	29% (188)	7% (48)	643
All Non-Christian	31% (16)	17% (9)	15% (8)	31% (16)	4% (2)	52
Atheist	37% (23)	15% (9)	15% (9)	27% (17)	6% (4)	62
Agnostic/Nothing in particular	36% (165)	12% (53)	12% (57)	29% (135)	11% (51)	461
Religious Non-Protestant/Catholic	34% (20)	18% (11)	14% (8)	30% (18)	4% (2)	58
Evangelical	36% (115)	14% (44)	11% (34)	30% (97)	10% (31)	321
Non-Evangelical	34% (166)	14% (69)	15% (71)	30% (145)	8% (37)	488
Community: Urban	44% (127)	13% (37)	10% (30)	25% (72)	7% (21)	287
Community: Suburban	31% (190)	16% (102)	15% (92)	30% (186)	8% (53)	623
Community: Rural	35% (109)	11% (33)	12% (38)	32% (98)	10% (31)	308
Employ: Private Sector	31% (114)	15% (56)	14% (51)	36% (132)	4% (16)	369
Employ: Government	24% (15)	8% (5)	20% (12)	39% (24)	8% (5)	61
Employ: Self-Employed	33% (34)	17% (17)	14% (15)	23% (24)	13% (13)	103
Employ: Homemaker	44% (29)	14% (9)	15% (10)	8% (5)	19% (12)	66
Employ: Retired	37% (119)	14% (45)	13% (42)	30% (97)	6% (20)	323
Employ: Unemployed	29% (39)	14% (18)	11% (14)	34% (45)	12% (16)	133
Employ: Other	49% (47)	11% (11)	4% (4)	19% (19)	17% (16)	96
Military HH: Yes	37% (83)	10% (23)	16% (36)	30% (67)	7% (15)	224
Military HH: No	35% (343)	15% (149)	12% (124)	29% (289)	9% (89)	995

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Table STV13: As you may know, channels that broadcast live sporting events are more expensive for TV providers to carry than non-sports channels. S&P Global Market Intelligence reports that sports programming costs subscribers an average of \$20.82 per month and accounts for more than 24% of TV providers' revenue per customer. Cable and satellite packages generally include at least some sports programming regardless of whether individual subscribers intend to watch any of it. If it were an option, how likely would your household be to give up all live sports to save 25% your cable or satellite television subscription?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	35% (426)	14% (172)	13% (160)	29% (356)	9% (104)	1218
RD/WT: Right Direction	37% (163)	15% (67)	10% (45)	29% (127)	9% (38)	440
RD/WT: Wrong Track	34% (263)	13% (105)	15% (115)	29% (229)	9% (67)	779
Trump Job Approve	37% (196)	14% (75)	11% (59)	30% (159)	9% (46)	535
Trump Job Disapprove	34% (222)	15% (94)	15% (96)	29% (189)	7% (44)	645
Trump Job Strongly Approve	39% (108)	10% (28)	12% (35)	28% (79)	10% (28)	277
Trump Job Somewhat Approve	34% (88)	18% (47)	9% (24)	31% (80)	7% (18)	258
Trump Job Somewhat Disapprove	30% (42)	16% (22)	19% (26)	29% (40)	7% (9)	139
Trump Job Strongly Disapprove	36% (180)	14% (72)	14% (70)	29% (149)	7% (35)	505
Favorable of Trump	35% (185)	14% (73)	12% (61)	30% (154)	9% (48)	522
Unfavorable of Trump	34% (215)	15% (95)	14% (93)	31% (196)	6% (40)	639
Very Favorable of Trump	35% (105)	12% (36)	13% (39)	29% (85)	10% (31)	295
Somewhat Favorable of Trump	35% (80)	16% (37)	10% (22)	31% (69)	8% (18)	227
Somewhat Unfavorable of Trump	25% (33)	15% (19)	17% (22)	37% (48)	6% (8)	129
Very Unfavorable of Trump	36% (182)	15% (76)	14% (70)	29% (148)	6% (33)	510
#1 Issue: Economy	30% (133)	15% (64)	14% (60)	34% (151)	7% (31)	439
#1 Issue: Security	38% (49)	14% (18)	6% (8)	30% (38)	12% (16)	128
#1 Issue: Health Care	34% (83)	14% (34)	15% (35)	30% (73)	7% (16)	241
#1 Issue: Medicare / Social Security	45% (88)	11% (21)	13% (25)	22% (42)	9% (18)	194
#1 Issue: Women's Issues	38% (20)	16% (8)	15% (8)	12% (6)	19% (10)	54
#1 Issue: Education	41% (25)	18% (11)	9% (6)	22% (14)	9% (6)	62
#1 Issue: Other	23% (14)	18% (11)	12% (8)	37% (23)	9% (6)	62
2018 House Vote: Democrat	33% (151)	15% (67)	14% (65)	32% (146)	6% (26)	455
2018 House Vote: Republican	33% (129)	14% (55)	12% (45)	33% (127)	8% (30)	386
2016 Vote: Hillary Clinton	34% (136)	15% (60)	14% (58)	32% (130)	5% (21)	404
2016 Vote: Donald Trump	33% (141)	15% (61)	12% (51)	31% (130)	9% (38)	421
2016 Vote: Other	32% (24)	8% (6)	19% (14)	37% (28)	3% (2)	74
2016 Vote: Didn't Vote	39% (125)	14% (44)	12% (37)	22% (69)	14% (43)	318

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Table STV13: As you may know, channels that broadcast live sporting events are more expensive for TV providers to carry than non-sports channels. S&P Global Market Intelligence reports that sports programming costs subscribers an average of \$20.82 per month and accounts for more than 24% of TV providers' revenue per customer. Cable and satellite packages generally include at least some sports programming regardless of whether individual subscribers intend to watch any of it. If it were an option, how likely would your household be to give up all live sports to save 25% your cable or satellite television subscription?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	35% (426)	14% (172)	13% (160)	29% (356)	9% (104)	1218
Voted in 2014: Yes	34% (261)	14% (111)	14% (106)	32% (250)	6% (49)	776
Voted in 2014: No	37% (165)	14% (61)	12% (55)	24% (106)	12% (55)	442
2012 Vote: Barack Obama	35% (175)	15% (76)	14% (69)	30% (149)	5% (26)	494
2012 Vote: Mitt Romney	32% (94)	15% (43)	12% (34)	33% (99)	9% (26)	297
2012 Vote: Didn't Vote	38% (144)	13% (50)	13% (48)	25% (94)	12% (47)	383
4-Region: Northeast	37% (96)	16% (41)	11% (28)	30% (78)	6% (16)	259
4-Region: Midwest	37% (96)	14% (35)	15% (38)	26% (68)	9% (22)	259
4-Region: South	33% (152)	14% (64)	13% (57)	30% (135)	10% (47)	455
4-Region: West	33% (82)	13% (32)	15% (37)	31% (75)	8% (19)	245
Frequent sports watching households	19% (144)	14% (106)	17% (130)	42% (324)	8% (62)	767
Current cable or satellite subscribers	35% (426)	14% (172)	13% (160)	29% (356)	9% (104)	1218
Current vMVPD subscribers	35% (145)	18% (74)	13% (56)	26% (108)	8% (35)	418
Former vMVPD subscribers	32% (30)	14% (13)	20% (19)	24% (23)	10% (10)	95
Sports fans	24% (222)	15% (140)	17% (151)	36% (329)	8% (75)	917
Avid sports fans	10% (37)	8% (29)	17% (64)	57% (218)	9% (36)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table STVdem1: Do you consider yourself an avid sports fan, casual sports fan or not a sports fan at all?

Demographic	Avid sports fan		Casual sports fan		Not a sports fan at all		Total N
Adults	25%	(556)	43%	(953)	31%	(692)	2200
Gender: Male	38%	(406)	41%	(436)	21%	(219)	1062
Gender: Female	13%	(149)	45%	(516)	42%	(473)	1138
Age: 18-34	24%	(157)	40%	(264)	36%	(234)	655
Age: 35-44	29%	(105)	41%	(146)	30%	(107)	358
Age: 45-64	25%	(186)	45%	(335)	31%	(230)	751
Age: 65+	25%	(107)	48%	(208)	28%	(121)	436
GenZers: 1997-2012	17%	(53)	47%	(145)	35%	(107)	306
Millennials: 1981-1996	30%	(159)	37%	(196)	33%	(173)	528
GenXers: 1965-1980	26%	(135)	44%	(233)	30%	(157)	525
Baby Boomers: 1946-1964	25%	(180)	44%	(324)	31%	(228)	732
PID: Dem (no lean)	25%	(211)	46%	(383)	29%	(242)	835
PID: Ind (no lean)	25%	(169)	43%	(292)	33%	(226)	688
PID: Rep (no lean)	26%	(176)	41%	(277)	33%	(224)	677
PID/Gender: Dem Men	38%	(147)	41%	(160)	20%	(79)	385
PID/Gender: Dem Women	14%	(64)	50%	(223)	36%	(163)	450
PID/Gender: Ind Men	40%	(134)	39%	(132)	21%	(71)	338
PID/Gender: Ind Women	10%	(35)	46%	(161)	44%	(155)	350
PID/Gender: Rep Men	37%	(125)	43%	(144)	20%	(69)	339
PID/Gender: Rep Women	15%	(50)	39%	(133)	46%	(154)	338
Ideo: Liberal (1-3)	26%	(168)	43%	(278)	30%	(193)	639
Ideo: Moderate (4)	24%	(139)	48%	(284)	28%	(164)	587
Ideo: Conservative (5-7)	28%	(204)	41%	(295)	31%	(229)	728
Educ: < College	23%	(346)	42%	(638)	35%	(529)	1512
Educ: Bachelors degree	30%	(134)	44%	(193)	26%	(116)	444
Educ: Post-grad	31%	(75)	50%	(121)	19%	(47)	244
Income: Under 50k	20%	(237)	41%	(487)	39%	(453)	1177
Income: 50k-100k	30%	(218)	46%	(336)	24%	(178)	732
Income: 100k+	35%	(101)	45%	(130)	21%	(61)	291
Ethnicity: White	25%	(431)	43%	(736)	32%	(555)	1722
Ethnicity: Hispanic	26%	(90)	40%	(140)	34%	(119)	349
Ethnicity: Afr. Am.	31%	(86)	42%	(115)	27%	(73)	274
Ethnicity: Other	19%	(38)	50%	(102)	31%	(64)	204

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Table STVdem1: Do you consider yourself an avid sports fan, casual sports fan or not a sports fan at all?

Demographic	Avid sports fan		Casual sports fan		Not a sports fan at all		Total N
Adults	25%	(556)	43%	(953)	31%	(692)	2200
All Christian	27%	(284)	45%	(469)	28%	(290)	1042
All Non-Christian	25%	(23)	46%	(42)	29%	(27)	92
Atheist	22%	(25)	44%	(49)	34%	(38)	113
Agnostic/Nothing in particular	23%	(223)	41%	(393)	35%	(337)	953
Religious Non-Protestant/Catholic	22%	(26)	44%	(51)	33%	(38)	114
Evangelical	27%	(162)	43%	(253)	30%	(179)	593
Non-Evangelical	27%	(218)	44%	(350)	29%	(227)	795
Community: Urban	24%	(133)	42%	(231)	34%	(186)	550
Community: Suburban	27%	(292)	44%	(482)	29%	(321)	1096
Community: Rural	24%	(130)	43%	(240)	33%	(185)	555
Employ: Private Sector	33%	(206)	41%	(256)	27%	(169)	631
Employ: Government	31%	(35)	43%	(49)	26%	(30)	115
Employ: Self-Employed	31%	(56)	48%	(86)	21%	(37)	179
Employ: Homemaker	11%	(15)	37%	(51)	53%	(73)	138
Employ: Retired	25%	(124)	47%	(228)	28%	(138)	489
Employ: Unemployed	21%	(64)	45%	(137)	34%	(101)	301
Employ: Other	19%	(34)	36%	(65)	45%	(81)	179
Military HH: Yes	25%	(83)	43%	(147)	32%	(108)	339
Military HH: No	25%	(472)	43%	(805)	31%	(584)	1861
RD/WT: Right Direction	28%	(214)	41%	(306)	31%	(231)	751
RD/WT: Wrong Track	24%	(342)	45%	(647)	32%	(460)	1449
Trump Job Approve	28%	(256)	39%	(362)	33%	(303)	921
Trump Job Disapprove	24%	(282)	47%	(553)	29%	(341)	1176
Trump Job Strongly Approve	30%	(143)	39%	(187)	30%	(144)	474
Trump Job Somewhat Approve	25%	(113)	39%	(175)	36%	(159)	447
Trump Job Somewhat Disapprove	21%	(59)	50%	(140)	29%	(81)	280
Trump Job Strongly Disapprove	25%	(223)	46%	(413)	29%	(260)	896
Favorable of Trump	27%	(240)	40%	(362)	33%	(300)	903
Unfavorable of Trump	25%	(297)	47%	(546)	28%	(329)	1173

Continued on next page

Table STVdem1: Do you consider yourself an avid sports fan, casual sports fan or not a sports fan at all?

Demographic	Avid sports fan		Casual sports fan		Not a sports fan at all		Total N
Adults	25%	(556)	43%	(953)	31%	(692)	2200
Very Favorable of Trump	29%	(149)	41%	(208)	30%	(151)	508
Somewhat Favorable of Trump	23%	(92)	39%	(154)	38%	(149)	395
Somewhat Unfavorable of Trump	31%	(71)	50%	(116)	20%	(46)	233
Very Unfavorable of Trump	24%	(226)	46%	(430)	30%	(283)	940
#1 Issue: Economy	31%	(243)	42%	(332)	28%	(218)	793
#1 Issue: Security	26%	(62)	38%	(90)	36%	(84)	236
#1 Issue: Health Care	21%	(84)	49%	(195)	29%	(116)	395
#1 Issue: Medicare / Social Security	24%	(75)	43%	(138)	33%	(105)	318
#1 Issue: Women's Issues	25%	(29)	41%	(48)	34%	(41)	117
#1 Issue: Education	15%	(18)	50%	(61)	35%	(43)	122
#1 Issue: Energy	19%	(18)	40%	(38)	41%	(39)	96
#1 Issue: Other	21%	(26)	41%	(51)	38%	(47)	123
2018 House Vote: Democrat	27%	(199)	47%	(343)	26%	(186)	727
2018 House Vote: Republican	30%	(200)	40%	(262)	30%	(195)	658
2018 House Vote: Someone else	16%	(11)	48%	(33)	36%	(25)	69
2016 Vote: Hillary Clinton	27%	(179)	46%	(302)	26%	(172)	653
2016 Vote: Donald Trump	31%	(206)	41%	(274)	29%	(196)	675
2016 Vote: Other	24%	(34)	41%	(58)	35%	(49)	141
2016 Vote: Didn't Vote	19%	(136)	44%	(318)	38%	(274)	729
Voted in 2014: Yes	30%	(371)	43%	(541)	27%	(336)	1248
Voted in 2014: No	19%	(185)	43%	(412)	37%	(355)	952
2012 Vote: Barack Obama	27%	(222)	45%	(362)	28%	(226)	810
2012 Vote: Mitt Romney	30%	(139)	44%	(200)	26%	(120)	460
2012 Vote: Other	34%	(29)	35%	(30)	32%	(28)	87
2012 Vote: Didn't Vote	20%	(165)	43%	(360)	38%	(316)	841
4-Region: Northeast	26%	(102)	44%	(173)	30%	(119)	394
4-Region: Midwest	25%	(115)	49%	(226)	26%	(121)	462
4-Region: South	26%	(215)	43%	(350)	31%	(259)	824
4-Region: West	24%	(124)	39%	(203)	37%	(193)	520
Frequent sports watching households	44%	(526)	46%	(548)	10%	(115)	1189
Current cable or satellite subscribers	32%	(385)	44%	(533)	25%	(301)	1218
Cord-Cutters	24%	(101)	46%	(199)	30%	(128)	427

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Table STVdem1: *Do you consider yourself an avid sports fan, casual sports fan or not a sports fan at all?*

Demographic	Avid sports fan		Casual sports fan		Not a sports fan at all		Total N
Adults	25%	(556)	43%	(953)	31%	(692)	2200
Recent cord-cutters	22%	(33)	54%	(79)	24%	(36)	147
Current vMVPD subscribers	31%	(222)	45%	(329)	24%	(172)	723
Former vMVPD subscribers	27%	(74)	45%	(125)	28%	(77)	277
Sports fans	37%	(556)	63%	(953)	—	(0)	1508
Avid sports fans	100%	(556)	—	(0)	—	(0)	556

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	306	14%
	Millennials: 1981-1996	528	24%
	GenXers: 1965-1980	525	24%
	Baby Boomers: 1946-1964	732	33%
	N	2091	
xpid3	PID: Dem (no lean)	835	38%
	PID: Ind (no lean)	688	31%
	PID: Rep (no lean)	677	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	385	18%
	PID/Gender: Dem Women	450	20%
	PID/Gender: Ind Men	338	15%
	PID/Gender: Ind Women	350	16%
	PID/Gender: Rep Men	339	15%
	PID/Gender: Rep Women	338	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	639	29%
	Ideo: Moderate (4)	587	27%
	Ideo: Conservative (5-7)	728	33%
	N	1954	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1177	54%
	Income: 50k-100k	732	33%
	Income: 100k+	291	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1042	47%
	All Non-Christian	92	4%
	Atheist	113	5%
	Agnostic/Nothing in particular	953	43%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	114	5%
xdemEvang	Evangelical	593	27%
	Non-Evangelical	795	36%
	N	1388	
xdemUsr	Community: Urban	550	25%
	Community: Suburban	1096	50%
	Community: Rural	555	25%
	N	2200	
xdemEmploy	Employ: Private Sector	631	29%
	Employ: Government	115	5%
	Employ: Self-Employed	179	8%
	Employ: Homemaker	138	6%
	Employ: Retired	489	22%
	Employ: Unemployed	301	14%
	Employ: Other	179	8%
	N	2033	
xdemMilHH1	Military HH: Yes	339	15%
	Military HH: No	1861	85%
	N	2200	
xnrl	RD/WT: Right Direction	751	34%
	RD/WT: Wrong Track	1449	66%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	921	42%
	Trump Job Disapprove	1176	53%
	N	2097	
Trump_Approve2	Trump Job Strongly Approve	474	22%
	Trump Job Somewhat Approve	447	20%
	Trump Job Somewhat Disapprove	280	13%
	Trump Job Strongly Disapprove	896	41%
	N	2097	
Trump_Fav	Favorable of Trump	903	41%
	Unfavorable of Trump	1173	53%
	N	2075	
Trump_Fav_FULL	Very Favorable of Trump	508	23%
	Somewhat Favorable of Trump	395	18%
	Somewhat Unfavorable of Trump	233	11%
	Very Unfavorable of Trump	940	43%
	N	2075	
xnr3	#1 Issue: Economy	793	36%
	#1 Issue: Security	236	11%
	#1 Issue: Health Care	395	18%
	#1 Issue: Medicare / Social Security	318	14%
	#1 Issue: Women's Issues	117	5%
	#1 Issue: Education	122	6%
	#1 Issue: Energy	96	4%
	#1 Issue: Other	123	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	727	33%
	2018 House Vote: Republican	658	30%
	2018 House Vote: Someone else	69	3%
	N	1454	
xsubVote16O	2016 Vote: Hillary Clinton	653	30%
	2016 Vote: Donald Trump	675	31%
	2016 Vote: Other	141	6%
	2016 Vote: Didn't Vote	729	33%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1248	57%
	Voted in 2014: No	952	43%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	810	37%
	2012 Vote: Mitt Romney	460	21%
	2012 Vote: Other	87	4%
	2012 Vote: Didn't Vote	841	38%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
STVdem2	Frequent sports watching households	1189	54%
STVdem3	Current cable or satellite subscribers	1218	55%
STVdem4	Cord-Cutters	427	19%
STVdem5	Recent cord-cutters	147	7%
STVdem6	Current vMVPD subscribers	723	33%
	Former vMVPD subscribers	277	13%
	N	1000	
STVdem7	Sports fans	1508	69%
STVdem8	Avid sports fans	556	25%

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

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

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