

## National Tracking Poll

Project: 200766  
 N Size: 2200 Adults  
 Margin of Error: ± 2%  
 July 17-19, 2020

### Topline Report

Question	Response	Frequency	Percentage
CNS1	<i>And specifically, how many streaming services do you currently subscribe to?</i>		
	0	564	26%
	1-2	888	40%
	3-4	579	26%
	5-6	129	6%
	7-8	21	1%
	9-10	9	0%
	More than 10	11	0%
CNS2	<i>Which of the following statements is closest to your opinion even if none is exactly right?</i>		
	There are too many streaming services available	1001	45%
	There is exactly the right amount of streaming services available	995	45%
	There are not enough streaming services available	204	9%
CNS3	<i>Which of the following statements is closest to your opinion even if none is exactly right? (N=958)</i>		
	There are too many entertainment options available to watch on cable	271	28%
	There is the right amount of entertainment options available to watch on cable	494	52%
	There are not enough entertainment options available to watch on cable	193	20%
CNS4	<i>Which of the following statements is closest to your opinion even if none is exactly right? (N=1,362)</i>		
	There are too many entertainment options available to watch on streaming	372	27%
	There is the right amount of entertainment options available to watch on streaming	789	58%
	There are not enough entertainment options available to watch on streaming	201	15%

Question	Response	Frequency	Percentage
CNS5_1 <i>Do you agree or disagree with the following statements? The number of streaming services available is overwhelming</i>	Strongly agree	371	17%
	Somewhat agree	626	28%
	Somewhat disagree	448	20%
	Strongly disagree	370	17%
	Don't know / No opinion	385	17%
CNS5_2 <i>Do you agree or disagree with the following statements? The number of things to watch on streaming services is overwhelming</i>	Strongly agree	311	14%
	Somewhat agree	609	28%
	Somewhat disagree	478	22%
	Strongly disagree	411	19%
	Don't know / No opinion	390	18%
CNS5_3 <i>Do you agree or disagree with the following statements? The number of movies on streaming services is overwhelming</i>	Strongly agree	264	12%
	Somewhat agree	565	26%
	Somewhat disagree	530	24%
	Strongly disagree	440	20%
	Don't know / No opinion	400	18%
CNS5_4 <i>Do you agree or disagree with the following statements? The number of TV shows on streaming services is overwhelming</i>	Strongly agree	286	13%
	Somewhat agree	590	27%
	Somewhat disagree	511	23%
	Strongly disagree	420	19%
	Don't know / No opinion	393	18%
CNS5_5 <i>Do you agree or disagree with the following statements? I have a hard time picking what streaming service to watch</i>	Strongly agree	227	10%
	Somewhat agree	556	25%
	Somewhat disagree	500	23%
	Strongly disagree	476	22%
	Don't know / No opinion	441	20%

Question	Response	Frequency	Percentage
CNS5_6 <i>Do you agree or disagree with the following statements? I have a hard time deciding what to watch on streaming services</i>	Strongly agree	295	13%
	Somewhat agree	639	29%
	Somewhat disagree	433	20%
	Strongly disagree	409	19%
	Don't know / No opinion	423	19%
	<hr/>		
CNS5_7 <i>Do you agree or disagree with the following statements? I have a hard time deciding what movies to watch on streaming services</i>	Strongly agree	274	12%
	Somewhat agree	689	31%
	Somewhat disagree	429	20%
	Strongly disagree	384	17%
	Don't know / No opinion	423	19%
	<hr/>		
CNS5_8 <i>Do you agree or disagree with the following statements? I have a hard time deciding what TV shows to watch on streaming services</i>	Strongly agree	269	12%
	Somewhat agree	660	30%
	Somewhat disagree	453	21%
	Strongly disagree	392	18%
	Don't know / No opinion	426	19%
	<hr/>		
CNS6_1 <i>How likely are you to use the following features if a streaming service were to offer them? A feature that would randomly select a movie or TV show for you to watch</i>	Very likely	228	10%
	Somewhat likely	465	21%
	Somewhat unlikely	458	21%
	Very unlikely	684	31%
	Don't know / No opinion	365	17%
	<hr/>		
CNS6_2 <i>How likely are you to use the following features if a streaming service were to offer them? A feature that would highlight the 10 most popular TV shows or movies and allow you to pick one to watch</i>	Very likely	419	19%
	Somewhat likely	775	35%
	Somewhat unlikely	331	15%
	Very unlikely	296	13%
	Don't know / No opinion	379	17%

Question	Response	Frequency	Percentage
CNS6_3	<i>How likely are you to use the following features if a streaming service were to offer them? A feature that would group similar types of content together</i>		
	Very likely	558	25%
	Somewhat likely	893	41%
	Somewhat unlikely	192	9%
	Very unlikely	203	9%
	Don't know / No opinion	354	16%
CNS6_4	<i>How likely are you to use the following features if a streaming service were to offer them? A feature that would group content targeted to you based on your viewing history</i>		
	Very likely	517	23%
	Somewhat likely	853	39%
	Somewhat unlikely	229	10%
	Very unlikely	230	10%
	Don't know / No opinion	371	17%
CNSdem1_1	<i>Do you, or anyone in your household, subscribe to the following? Cable television</i>		
	I (or someone in my household) currently subscribe	958	44%
	I (or someone in my household) subscribed in the past, but not now	770	35%
	I (or someone in my household) have never subscribed	472	21%
CNSdem1_2	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	I (or someone in my household) currently subscribe	435	20%
	I (or someone in my household) subscribed in the past, but not now	610	28%
	I (or someone in my household) have never subscribed	1155	52%
CNSdem1_3	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	I (or someone in my household) currently subscribe	1362	62%
	I (or someone in my household) subscribed in the past, but not now	202	9%
	I (or someone in my household) have never subscribed	636	29%

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
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	265	12%
	Millennials: 1981-1996	564	26%
	GenXers: 1965-1980	546	25%
	Baby Boomers: 1946-1964	729	33%
	N	2104	
xpid3	PID: Dem (no lean)	802	36%
	PID: Ind (no lean)	677	31%
	PID: Rep (no lean)	721	33%
	N	2200	
xpidGender	PID/Gender: Dem Men	378	17%
	PID/Gender: Dem Women	425	19%
	PID/Gender: Ind Men	313	14%
	PID/Gender: Ind Women	364	17%
	PID/Gender: Rep Men	371	17%
	PID/Gender: Rep Women	350	16%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	637	29%
	Ideo: Moderate (4)	621	28%
	Ideo: Conservative (5-7)	720	33%
	N	1978	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1142	52%
	Income: 50k-100k	682	31%
	Income: 100k+	376	17%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1064	48%
	All Non-Christian	110	5%
	Atheist	105	5%
	Agnostic/Nothing in particular	555	25%
	Something Else	365	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	125	6%
xdemEvang	Evangelical	545	25%
	Non-Evangelical	853	39%
	N	1398	
xdemUsr	Community: Urban	534	24%
	Community: Suburban	1052	48%
	Community: Rural	614	28%
	N	2200	
xdemEmploy	Employ: Private Sector	681	31%
	Employ: Government	150	7%
	Employ: Self-Employed	179	8%
	Employ: Homemaker	139	6%
	Employ: Retired	483	22%
	Employ: Unemployed	294	13%
	Employ: Other	143	6%
	N	2069	
xdemMilHH1	Military HH: Yes	340	15%
	Military HH: No	1860	85%
	N	2200	
xnrl	RD/WT: Right Direction	583	27%
	RD/WT: Wrong Track	1617	73%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	870	40%
	Trump Job Disapprove	1219	55%
	N	2089	
Trump_Approve2	Trump Job Strongly Approve	494	22%
	Trump Job Somewhat Approve	376	17%
	Trump Job Somewhat Disapprove	242	11%
	Trump Job Strongly Disapprove	976	44%
	N	2089	
Trump_Fav	Favorable of Trump	850	39%
	Unfavorable of Trump	1233	56%
	N	2083	
Trump_Fav_FULL	Very Favorable of Trump	508	23%
	Somewhat Favorable of Trump	342	16%
	Somewhat Unfavorable of Trump	205	9%
	Very Unfavorable of Trump	1028	47%
	N	2083	
xnr3	#1 Issue: Economy	698	32%
	#1 Issue: Security	277	13%
	#1 Issue: Health Care	439	20%
	#1 Issue: Medicare / Social Security	301	14%
	#1 Issue: Women's Issues	114	5%
	#1 Issue: Education	139	6%
	#1 Issue: Energy	91	4%
	#1 Issue: Other	141	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	727	33%
	2018 House Vote: Republican	673	31%
	2018 House Vote: Someone else	77	3%
	N	1477	
xsubVote16O	2016 Vote: Hillary Clinton	687	31%
	2016 Vote: Donald Trump	715	33%
	2016 Vote: Other	130	6%
	2016 Vote: Didn't Vote	665	30%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1276	58%
	Voted in 2014: No	924	42%
	N	2200	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	775	35%
	2012 Vote: Mitt Romney	554	25%
	2012 Vote: Other	80	4%
	2012 Vote: Didn't Vote	788	36%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
CNSxdem1	Cable subscribers	958	44%
CNSxdem2	Satellite subscribers	435	20%
CNSxdem3	Streaming subscribers	1362	62%
CNSxdem4	Subscribes to 1-2 streaming services	888	40%
	Subscribes to 3-4 streaming services	579	26%
	Subscribes to 5+ streaming services	169	8%
	N	1636	

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





**MORNING CONSULT**