

YouGov

Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIR_q1. Which, if any, of the following genres of reality TV shows do you typically watch? Please select all that apply.

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
Documentaries / docu-series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)	22%	18%	26%	32%	23%	12%	25%	20%	22%	21%	20%	26%	26%	23%
Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)	27%	20%	34%	31%	25%	25%	29%	27%	27%	25%	27%	34%	24%	18%
Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)	17%	10%	24%	24%	17%	11%	19%	17%	18%	15%	16%	18%	23%	13%
Dating (e.g., The Bachelor / Bachelorette, etc.)	9%	8%	11%	16%	9%	4%	8%	7%	11%	10%	8%	11%	13%	7%
Hidden camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)	17%	17%	17%	22%	18%	12%	22%	17%	16%	13%	17%	23%	14%	15%
Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)	18%	17%	18%	25%	22%	8%	18%	18%	18%	17%	17%	15%	23%	16%
Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)	13%	14%	13%	22%	12%	7%	16%	9%	15%	13%	12%	21%	16%	13%
Cooking (e.g., MasterChef, Chopped, etc.)	35%	29%	41%	43%	41%	22%	33%	31%	36%	39%	32%	35%	48%	34%
Other	17%	16%	18%	14%	19%	18%	23%	16%	17%	14%	19%	11%	17%	14%
Don't know	2%	3%	2%	4%	1%	1%	2%	2%	2%	3%	2%	2%	5%	2%
Not applicable - I do not typically watch reality TV	27%	34%	20%	18%	23%	39%	21%	29%	27%	30%	28%	27%	20%	31%

ZIR_q2. And if you could, which ONE, if any, of the following genres of reality TV show would you MOST like to appear on?

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
Documentaries / docu-series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)	8%	7%	8%	12%	9%	3%	10%	7%	9%	4%	5%	13%	14%	7%
Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)	7%	7%	7%	9%	5%	8%	8%	6%	6%	10%	7%	6%	6%	11%
Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)	10%	3%	16%	11%	11%	6%	11%	9%	11%	6%	10%	7%	9%	11%
Dating (e.g., The Bachelor / Bachelorette, etc.)	2%	2%	1%	2%	2%	0%	1%	-	2%	3%	1%	-	4%	3%
Hidden camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)	5%	6%	4%	5%	4%	6%	6%	6%	5%	4%	5%	8%	3%	6%
Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)	7%	8%	6%	10%	8%	3%	7%	8%	7%	6%	6%	4%	13%	7%
Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)	6%	8%	5%	7%	7%	6%	6%	6%	6%	9%	7%	7%	4%	2%
Cooking (e.g., MasterChef, Chopped, etc.)	11%	10%	11%	12%	13%	7%	12%	7%	9%	14%	10%	11%	12%	14%
Other	3%	4%	3%	3%	4%	4%	6%	3%	1%	4%	3%	4%	5%	4%
Don't know	6%	7%	5%	7%	4%	6%	5%	5%	6%	7%	5%	7%	8%	7%
Not applicable - I would not want to appear on any genre of reality TV show	35%	36%	35%	22%	33%	50%	27%	42%	38%	34%	39%	34%	23%	29%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIR_q1. Which, if any, of the following genres of reality TV shows do you typically watch? Please select all that apply.

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
Documentaries / docu-series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)	22%	19%	23%	24%	27%	19%	35%	14%	12%	30%	25%
Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)	27%	26%	30%	28%	23%	27%	4%	26%	34%	26%	37%
Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)	17%	17%	15%	21%	17%	17%	18%	12%	8%	21%	17%
Dating (e.g., The Bachelor / Bachelorette, etc.)	9%	8%	11%	11%	9%	8%	3%	8%	10%	13%	4%
Hidden camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)	17%	19%	19%	14%	9%	17%	27%	11%	14%	18%	19%
Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)	18%	20%	20%	13%	10%	16%	10%	10%	20%	24%	17%
Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)	13%	12%	15%	12%	19%	12%	27%	9%	4%	16%	16%
Cooking (e.g., MasterChef, Chopped, etc.)	35%	37%	34%	36%	29%	35%	25%	27%	23%	41%	25%
Other	17%	18%	17%	14%	20%	17%	40%	17%	20%	16%	13%
Don't know	2%	3%	2%	2%	-	2%	-	2%	-	3%	7%
Not applicable - I do not typically watch reality TV	27%	24%	27%	31%	33%	28%	26%	34%	29%	23%	26%

ZIR_q2. And if you could, which ONE, if any, of the following genres of reality TV show would you MOST like to appear on?

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
Documentaries / docu-series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)	8%	8%	7%	7%	10%	5%	14%	5%	-	13%	13%
Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)	7%	6%	9%	7%	10%	7%	4%	7%	18%	8%	3%
Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)	10%	9%	9%	10%	11%	10%	18%	11%	4%	9%	5%
Dating (e.g., The Bachelor / Bachelorette, etc.)	2%	2%	1%	2%	1%	2%	-	1%	2%	1%	-
Hidden camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)	5%	6%	6%	4%	3%	6%	8%	3%	4%	4%	10%
Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)	7%	9%	6%	5%	7%	6%	5%	6%	17%	9%	7%
Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)	6%	5%	7%	8%	7%	6%	-	8%	-	7%	12%
Cooking (e.g., MasterChef, Chopped, etc.)	11%	9%	12%	15%	4%	13%	3%	6%	6%	11%	3%
Other	3%	4%	2%	5%	1%	3%	3%	9%	-	2%	4%
Don't know	6%	7%	7%	3%	3%	4%	7%	6%	8%	7%	13%
Not applicable - I would not want to appear on any genre of reality TV show	35%	36%	34%	33%	43%	38%	37%	38%	41%	30%	31%

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US_nat Sample: 20th - 21st September 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIR_q1. Which, if any, of the following genres of reality TV shows do you typically watch? Please select all that apply.

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
Documentaries / docu-series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)	22%	31%	18%	22%	23%	24%	16%
Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)	27%	33%	25%	29%	27%	24%	27%
Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)	17%	24%	14%	17%	18%	20%	13%
Dating (e.g., The Bachelor / Bachelorette, etc.)	9%	13%	7%	9%	13%	8%	4%
Hidden camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)	17%	24%	14%	20%	17%	12%	14%
Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)	18%	23%	15%	21%	18%	15%	11%
Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)	13%	19%	11%	12%	17%	16%	5%
Cooking (e.g., MasterChef, Chopped, etc.)	35%	41%	32%	35%	38%	35%	26%
Other	17%	17%	18%	18%	15%	20%	19%
Don't know	2%	1%	3%	2%	2%	1%	6%
Not applicable - I do not typically watch reality TV	27%	19%	31%	25%	23%	31%	36%

ZIR_q2. And if you could, which ONE, if any, of the following genres of reality TV show would you MOST like to appear on?

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
Documentaries / docu-series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)	8%	15%	4%	8%	9%	4%	8%
Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)	7%	6%	8%	7%	7%	10%	6%
Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)	10%	14%	8%	11%	8%	13%	7%
Dating (e.g., The Bachelor / Bachelorette, etc.)	2%	2%	2%	1%	3%	2%	-
Hidden camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)	5%	7%	4%	6%	6%	3%	5%
Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)	7%	8%	7%	9%	8%	5%	4%
Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)	6%	7%	6%	5%	9%	7%	3%
Cooking (e.g., MasterChef, Chopped, etc.)	11%	10%	11%	10%	12%	11%	8%
Other	3%	2%	4%	3%	3%	5%	3%
Don't know	6%	5%	6%	9%	4%	1%	5%
Not applicable - I would not want to appear on any genre of reality TV show	35%	24%	41%	31%	32%	40%	51%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

ZIR_q1. Which, if any, of the following genres of reality TV shows do you typically watch? Please select all that apply.

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
Documentaries / docu-series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)	22%	23%	26%	24%	29%	28%	30%	31%	34%	37%	34%	61%	34%	19%	11%
Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)	27%	30%	31%	34%	31%	34%	39%	36%	33%	45%	36%	27%	16%	21%	17%
Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)	17%	18%	19%	21%	22%	24%	31%	23%	24%	41%	29%	28%	10%	6%	10%
Dating (e.g., The Bachelor / Bachelorette, etc.)	9%	10%	13%	9%	13%	21%	14%	21%	14%	45%	16%	40%	5%	8%	5%
Hidden camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)	17%	17%	19%	22%	24%	25%	22%	29%	21%	45%	25%	28%	15%	17%	14%
Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)	18%	19%	23%	14%	25%	31%	26%	35%	24%	57%	26%	28%	31%	7%	12%
Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)	13%	14%	16%	17%	18%	19%	16%	25%	20%	38%	21%	28%	8%	14%	9%
Cooking (e.g., MasterChef, Chopped, etc.)	35%	37%	40%	37%	44%	42%	47%	44%	45%	57%	43%	28%	41%	17%	25%
Other	17%	17%	16%	18%	17%	19%	17%	20%	14%	11%	16%	27%	20%	37%	20%
Don't know	2%	2%	2%	1%	2%	1%	2%	-	2%	-	1%	-	-	18%	6%
Not applicable - I do not typically watch reality TV	27%	25%	23%	26%	17%	19%	18%	20%	17%	-	14%	39%	23%	7%	40%

ZIR_q2. And if you could, which ONE, if any, of the following genres of reality TV show would you MOST like to appear on?

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
Documentaries / docu-series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)	8%	9%	10%	8%	12%	14%	8%	17%	13%	15%	17%	-	5%	-	2%
Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)	7%	8%	7%	11%	7%	11%	5%	13%	8%	8%	11%	26%	3%	9%	4%
Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)	10%	11%	11%	12%	12%	8%	18%	12%	14%	10%	16%	33%	9%	-	2%
Dating (e.g., The Bachelor / Bachelorette, etc.)	2%	2%	3%	1%	3%	8%	1%	2%	2%	17%	3%	-	-	-	-
Hidden camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)	5%	5%	4%	4%	7%	3%	3%	6%	5%	6%	5%	-	11%	4%	6%
Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)	7%	7%	9%	6%	8%	9%	6%	10%	9%	9%	11%	12%	8%	4%	5%
Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)	6%	6%	6%	7%	5%	7%	6%	3%	8%	7%	7%	10%	6%	4%	5%
Cooking (e.g., MasterChef, Chopped, etc.)	11%	11%	12%	9%	13%	10%	12%	7%	12%	10%	9%	-	14%	10%	9%
Other	3%	3%	4%	4%	3%	3%	3%	6%	3%	5%	3%	-	7%	28%	6%
Don't know	6%	6%	4%	4%	6%	5%	4%	1%	5%	2%	2%	-	6%	24%	5%
Not applicable - I would not want to appear on any genre of reality TV show	35%	32%	30%	35%	25%	22%	32%	23%	22%	11%	17%	19%	31%	18%	56%

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US_nat Sample: 20th - 21st September 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIR_q2a_1. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Documentaries / docu-Series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
It is all scripted	32%	35%	28%	30%	32%	32%	33%	29%	32%	31%	34%	19%	27%	44%
Mostly scripted, but some is real	22%	21%	22%	26%	21%	18%	24%	23%	19%	22%	22%	20%	25%	16%
It is half scripted, and half real	15%	14%	16%	20%	16%	10%	20%	15%	12%	15%	14%	17%	22%	8%
Mostly real, but some is scripted	10%	7%	12%	9%	12%	8%	6%	9%	12%	10%	7%	18%	14%	13%
Not at all scripted	3%	3%	4%	2%	5%	3%	4%	3%	4%	3%	3%	8%	2%	4%
Don't know	19%	20%	17%	12%	15%	28%	13%	22%	20%	18%	21%	18%	10%	15%

ZIR_q2a_2. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
It is all scripted	14%	16%	13%	17%	9%	17%	12%	14%	15%	15%	14%	16%	12%	18%
Mostly scripted, but some is real	17%	16%	18%	16%	20%	15%	20%	15%	17%	16%	17%	11%	21%	13%
It is half scripted, and half real	18%	21%	16%	21%	19%	15%	18%	20%	18%	18%	17%	16%	24%	21%
Mostly real, but some is scripted	22%	19%	24%	23%	24%	18%	24%	21%	21%	21%	21%	21%	25%	25%
Not at all scripted	10%	8%	13%	10%	11%	11%	13%	8%	10%	11%	10%	18%	5%	8%
Don't know	18%	19%	17%	13%	16%	25%	12%	22%	19%	19%	20%	19%	13%	14%

ZIR_q2a_3. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
It is all scripted	18%	20%	15%	17%	17%	19%	16%	15%	20%	17%	19%	11%	13%	25%
Mostly scripted, but some is real	20%	22%	18%	20%	21%	19%	22%	22%	17%	21%	22%	11%	17%	20%
It is half scripted, and half real	22%	21%	24%	26%	24%	17%	24%	22%	21%	23%	20%	21%	31%	25%
Mostly real, but some is scripted	13%	9%	17%	16%	15%	9%	13%	12%	13%	15%	12%	16%	18%	13%
Not at all scripted	5%	4%	7%	6%	7%	4%	8%	5%	6%	4%	3%	15%	7%	4%
Don't know	21%	23%	19%	15%	17%	31%	17%	25%	23%	21%	23%	27%	13%	14%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIR_q2a_1. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Documentaries / docu-Series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
It is all scripted	32%	30%	30%	37%	35%	33%	22%	26%	39%	31%	32%
Mostly scripted, but some is real	22%	19%	23%	25%	25%	22%	18%	19%	16%	24%	18%
It is half scripted, and half real	15%	16%	16%	14%	10%	12%	4%	18%	17%	20%	12%
Mostly real, but some is scripted	10%	12%	9%	7%	5%	9%	34%	10%	4%	9%	12%
Not at all scripted	3%	4%	4%	1%	4%	3%	11%	3%	10%	2%	7%
Don't know	19%	19%	18%	17%	22%	20%	12%	25%	15%	14%	19%

ZIR_q2a_2. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
It is all scripted	14%	16%	10%	16%	17%	14%	15%	13%	10%	17%	12%
Mostly scripted, but some is real	17%	15%	18%	19%	19%	18%	35%	12%	22%	16%	7%
It is half scripted, and half real	18%	18%	19%	20%	17%	17%	12%	18%	23%	20%	22%
Mostly real, but some is scripted	22%	20%	24%	19%	22%	20%	19%	22%	17%	24%	25%
Not at all scripted	10%	11%	11%	10%	7%	11%	8%	13%	12%	8%	15%
Don't know	18%	20%	17%	17%	19%	20%	12%	23%	16%	15%	19%

ZIR_q2a_3. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
It is all scripted	18%	19%	14%	20%	22%	19%	11%	13%	13%	18%	14%
Mostly scripted, but some is real	20%	14%	27%	22%	22%	20%	29%	18%	16%	21%	17%
It is half scripted, and half real	22%	21%	23%	24%	21%	20%	25%	22%	21%	25%	24%
Mostly real, but some is scripted	13%	14%	13%	14%	11%	12%	15%	14%	22%	13%	19%
Not at all scripted	5%	8%	6%	1%	2%	7%	4%	5%	3%	4%	3%
Don't know	21%	24%	19%	20%	22%	22%	16%	29%	25%	18%	22%

YouGov Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIR_q2a_1. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc. To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Documentaries / docu-Series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
It is all scripted	32%	31%	32%	26%	34%	36%	37%
Mostly scripted, but some is real	22%	28%	19%	21%	23%	25%	17%
It is half scripted, and half real	15%	15%	15%	17%	15%	11%	13%
Mostly real, but some is scripted	10%	12%	9%	11%	9%	9%	8%
Not at all scripted	3%	4%	3%	6%	3%	2%	-
Don't know	19%	11%	22%	19%	16%	17%	26%

ZIR_q2a_2. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc. To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
It is all scripted	14%	13%	15%	18%	11%	14%	13%
Mostly scripted, but some is real	17%	22%	15%	15%	18%	19%	16%
It is half scripted, and half real	18%	21%	17%	17%	20%	21%	14%
Mostly real, but some is scripted	22%	21%	22%	21%	21%	22%	23%
Not at all scripted	10%	12%	10%	12%	12%	7%	9%
Don't know	18%	12%	21%	18%	17%	16%	25%

ZIR_q2a_3. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc. To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
It is all scripted	18%	15%	19%	17%	16%	20%	20%
Mostly scripted, but some is real	20%	23%	19%	19%	22%	24%	14%
It is half scripted, and half real	22%	24%	22%	21%	25%	22%	18%
Mostly real, but some is scripted	13%	17%	12%	14%	14%	11%	13%
Not at all scripted	5%	8%	4%	8%	4%	2%	7%
Don't know	21%	13%	25%	22%	18%	21%	29%

YouGov

Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

ZIR_q2a_1. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Documentaries / docu-Series (e.g., The Real World, Keeping up with the Kardashians, The Hills, etc.)

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
It is all scripted	32%	29%	28%	37%	29%	24%	29%	33%	28%	22%	22%	37%	34%	15%	41%
Mostly scripted, but some is real	22%	23%	25%	27%	25%	25%	28%	29%	30%	17%	32%	22%	17%	14%	12%
It is half scripted, and half real	15%	16%	19%	11%	17%	19%	18%	14%	19%	20%	20%	32%	27%	35%	10%
Mostly real, but some is scripted	10%	11%	10%	7%	12%	22%	9%	11%	9%	35%	12%	-	10%	-	4%
Not at all scripted	3%	4%	3%	3%	4%	6%	3%	5%	3%	3%	4%	10%	2%	4%	2%
Don't know	19%	17%	15%	15%	13%	5%	13%	8%	11%	4%	11%	-	11%	32%	31%

ZIR_q2a_2. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Competition / elimination (e.g., Dancing with the Stars, America's Got Talent, etc.)

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
It is all scripted	14%	14%	14%	15%	14%	16%	11%	16%	13%	10%	12%	12%	21%	10%	15%
Mostly scripted, but some is real	17%	17%	16%	19%	19%	18%	15%	20%	18%	13%	13%	16%	12%	7%	16%
It is half scripted, and half real	18%	19%	20%	20%	21%	21%	19%	24%	22%	36%	25%	40%	20%	18%	15%
Mostly real, but some is scripted	22%	23%	24%	23%	24%	28%	28%	19%	26%	16%	27%	22%	31%	28%	14%
Not at all scripted	10%	11%	9%	10%	9%	12%	13%	11%	11%	18%	14%	-	9%	4%	9%
Don't know	18%	17%	16%	13%	13%	7%	14%	10%	10%	6%	9%	10%	8%	32%	29%

ZIR_q2a_3. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Makeover / renovation (e.g., Extreme Makeover, What Not to Wear, etc.)

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
It is all scripted	18%	16%	17%	19%	15%	13%	14%	26%	13%	5%	11%	28%	26%	7%	25%
Mostly scripted, but some is real	20%	21%	20%	26%	22%	27%	22%	17%	23%	21%	20%	42%	19%	20%	15%
It is half scripted, and half real	22%	23%	23%	27%	22%	25%	26%	26%	26%	24%	28%	-	11%	34%	16%
Mostly real, but some is scripted	13%	14%	17%	9%	18%	17%	18%	15%	19%	39%	19%	10%	22%	7%	7%
Not at all scripted	5%	6%	6%	3%	9%	5%	4%	4%	5%	4%	6%	-	10%	-	5%
Don't know	21%	20%	18%	17%	16%	13%	17%	12%	14%	6%	15%	20%	13%	32%	33%

YouGov

Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIR_q2a_4. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Dating (e.g., The Bachelor / Bachelorette, etc.)

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
It is all scripted	32%	34%	31%	33%	32%	32%	29%	30%	36%	31%	34%	28%	28%	34%
Mostly scripted, but some is real	26%	26%	26%	27%	28%	23%	30%	25%	24%	26%	27%	20%	26%	24%
It is half scripted, and half real	15%	13%	17%	18%	18%	12%	21%	16%	15%	11%	14%	18%	23%	11%
Mostly real, but some is scripted	6%	5%	7%	8%	4%	5%	7%	4%	4%	9%	4%	8%	8%	13%
Not at all scripted	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%	1%	7%	1%	3%
Don't know	19%	20%	17%	11%	17%	28%	11%	22%	19%	22%	20%	19%	14%	15%

ZIR_q2a_5. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Hidden Camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
It is all scripted	13%	14%	12%	12%	11%	14%	12%	11%	15%	11%	12%	13%	11%	15%
Mostly scripted, but some is real	13%	14%	13%	14%	13%	13%	19%	12%	11%	14%	15%	12%	9%	10%
It is half scripted, and half real	19%	20%	19%	26%	16%	17%	18%	25%	18%	19%	20%	22%	17%	18%
Mostly real, but some is scripted	22%	22%	23%	25%	27%	17%	23%	22%	22%	23%	21%	16%	28%	35%
Not at all scripted	12%	11%	14%	10%	16%	11%	14%	8%	14%	11%	11%	16%	16%	9%
Don't know	20%	20%	20%	14%	18%	27%	14%	22%	21%	22%	21%	20%	18%	13%

ZIR_q2a_6. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
It is all scripted	33%	37%	29%	30%	36%	32%	32%	32%	33%	34%	34%	22%	32%	34%
Mostly scripted, but some is real	20%	19%	20%	23%	17%	18%	23%	21%	20%	14%	19%	22%	23%	17%
It is half scripted, and half real	11%	10%	11%	13%	11%	8%	9%	11%	10%	12%	10%	8%	12%	16%
Mostly real, but some is scripted	9%	7%	11%	12%	10%	5%	11%	6%	7%	12%	7%	10%	10%	15%
Not at all scripted	4%	3%	5%	5%	4%	3%	5%	4%	5%	2%	4%	8%	4%	1%
Don't know	24%	23%	25%	16%	23%	34%	21%	26%	26%	25%	26%	31%	17%	17%

YouGov Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIR_q2a_4. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Dating (e.g., The Bachelor / Bachelorette, etc.)

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
It is all scripted	32%	34%	27%	36%	34%	32%	24%	27%	27%	36%	29%
Mostly scripted, but some is real	26%	21%	31%	29%	26%	27%	31%	25%	37%	23%	30%
It is half scripted, and half real	15%	17%	16%	12%	13%	13%	30%	18%	13%	17%	21%
Mostly real, but some is scripted	6%	6%	7%	5%	2%	6%	4%	4%	14%	6%	3%
Not at all scripted	2%	3%	2%	0%	2%	2%	-	2%	-	3%	-
Don't know	19%	19%	18%	17%	23%	21%	12%	24%	10%	15%	16%

ZIR_q2a_5. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Hidden Camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
It is all scripted	13%	14%	9%	14%	14%	12%	14%	10%	12%	15%	13%
Mostly scripted, but some is real	13%	12%	12%	17%	14%	14%	7%	10%	12%	15%	9%
It is half scripted, and half real	19%	17%	22%	19%	21%	18%	15%	19%	17%	23%	15%
Mostly real, but some is scripted	22%	23%	22%	24%	17%	21%	52%	24%	31%	21%	29%
Not at all scripted	12%	13%	15%	8%	10%	13%	5%	10%	18%	11%	14%
Don't know	20%	20%	20%	18%	24%	22%	8%	27%	10%	15%	21%

ZIR_q2a_6. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
It is all scripted	33%	33%	29%	30%	47%	35%	45%	31%	16%	30%	31%
Mostly scripted, but some is real	20%	18%	20%	23%	17%	17%	25%	18%	23%	23%	18%
It is half scripted, and half real	11%	9%	14%	12%	5%	9%	3%	13%	17%	12%	10%
Mostly real, but some is scripted	9%	10%	10%	6%	4%	8%	4%	4%	9%	11%	10%
Not at all scripted	4%	5%	4%	4%	2%	4%	-	3%	10%	4%	4%
Don't know	24%	25%	23%	25%	25%	26%	23%	30%	26%	19%	26%

YouGov Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIR_q2a_4. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc. To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Dating (e.g., The Bachelor / Bachelorette, etc.)

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
It is all scripted	32%	30%	33%	32%	31%	37%	29%
Mostly scripted, but some is real	26%	31%	24%	25%	28%	26%	23%
It is half scripted, and half real	15%	21%	13%	18%	16%	11%	14%
Mostly real, but some is scripted	6%	4%	6%	5%	7%	5%	8%
Not at all scripted	2%	2%	2%	4%	2%	1%	-
Don't know	19%	11%	22%	17%	17%	19%	26%

ZIR_q2a_5. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc. To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Hidden Camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
It is all scripted	13%	12%	13%	15%	10%	12%	14%
Mostly scripted, but some is real	13%	15%	13%	12%	16%	14%	10%
It is half scripted, and half real	19%	18%	20%	17%	22%	19%	19%
Mostly real, but some is scripted	22%	28%	20%	21%	22%	25%	24%
Not at all scripted	12%	14%	12%	16%	10%	10%	7%
Don't know	20%	14%	22%	18%	19%	20%	26%

ZIR_q2a_6. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc. To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
It is all scripted	33%	35%	31%	30%	31%	36%	40%
Mostly scripted, but some is real	20%	20%	19%	18%	22%	22%	15%
It is half scripted, and half real	11%	14%	9%	13%	12%	8%	5%
Mostly real, but some is scripted	9%	10%	8%	11%	10%	5%	7%
Not at all scripted	4%	4%	4%	6%	4%	2%	1%
Don't know	24%	16%	28%	23%	22%	27%	32%

YouGov

Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

ZIR_q2a_4. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Dating (e.g., The Bachelor / Bachelorette, etc.)

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
It is all scripted	32%	31%	32%	32%	32%	28%	32%	38%	31%	26%	24%	29%	42%	15%	37%
Mostly scripted, but some is real	26%	26%	30%	33%	31%	44%	30%	31%	30%	30%	30%	39%	22%	7%	21%
It is half scripted, and half real	15%	17%	17%	14%	16%	17%	19%	17%	21%	31%	28%	22%	15%	43%	7%
Mostly real, but some is scripted	6%	6%	4%	4%	5%	1%	5%	3%	6%	8%	7%	-	8%	4%	3%
Not at all scripted	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	-	-	3%	-	2%
Don't know	19%	18%	16%	15%	14%	7%	13%	8%	10%	4%	8%	10%	10%	32%	30%

ZIR_q2a_5. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Hidden Camera / amateur content (e.g., Impractical Jokers, America's Funniest Home Videos, etc.)

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
It is all scripted	13%	12%	14%	12%	11%	14%	12%	19%	12%	12%	13%	12%	20%	4%	17%
Mostly scripted, but some is real	13%	12%	12%	13%	13%	15%	12%	19%	14%	18%	14%	16%	7%	7%	12%
It is half scripted, and half real	19%	21%	20%	21%	19%	27%	19%	17%	23%	30%	26%	10%	18%	15%	15%
Mostly real, but some is scripted	22%	23%	24%	22%	24%	26%	25%	28%	27%	23%	27%	33%	25%	35%	16%
Not at all scripted	12%	13%	13%	14%	17%	10%	17%	10%	11%	10%	9%	19%	18%	4%	10%
Don't know	20%	19%	17%	18%	16%	8%	16%	7%	13%	6%	12%	10%	12%	36%	30%

ZIR_q2a_6. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Supernatural (e.g., Ghost Hunters, Paranormal State, etc.)

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
It is all scripted	33%	31%	32%	35%	31%	29%	31%	41%	30%	19%	33%	20%	34%	28%	32%
Mostly scripted, but some is real	20%	21%	23%	21%	24%	26%	23%	18%	27%	31%	25%	70%	25%	-	18%
It is half scripted, and half real	11%	11%	12%	11%	13%	15%	11%	15%	14%	22%	14%	-	21%	15%	8%
Mostly real, but some is scripted	9%	10%	11%	5%	9%	17%	9%	8%	9%	21%	10%	-	9%	10%	4%
Not at all scripted	4%	4%	3%	5%	5%	5%	5%	6%	4%	3%	4%	-	-	15%	4%
Don't know	24%	24%	19%	22%	18%	8%	21%	11%	17%	4%	14%	10%	11%	32%	34%

YouGov

Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIR_q2a_7. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
It is all scripted	22%	26%	19%	22%	23%	21%	26%	22%	22%	19%	24%	16%	17%	22%
Mostly scripted, but some is real	20%	20%	20%	21%	22%	18%	18%	19%	22%	20%	21%	17%	19%	21%
It is half scripted, and half real	14%	14%	15%	18%	14%	12%	13%	12%	15%	17%	12%	11%	22%	21%
Mostly real, but some is scripted	13%	11%	15%	18%	12%	10%	17%	12%	10%	17%	11%	17%	17%	16%
Not at all scripted	7%	5%	8%	4%	10%	6%	10%	5%	7%	3%	4%	19%	8%	3%
Don't know	23%	24%	23%	17%	19%	33%	16%	29%	24%	24%	26%	20%	17%	17%

ZIR_q2a_8. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Cooking (e.g., MasterChef, Chopped, etc.)

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
It is all scripted	14%	17%	11%	13%	15%	14%	14%	11%	15%	14%	15%	10%	10%	16%
Mostly scripted, but some is real	17%	18%	15%	18%	16%	15%	19%	20%	13%	17%	17%	16%	17%	13%
It is half scripted, and half real	18%	18%	18%	18%	21%	16%	19%	16%	21%	16%	17%	14%	24%	22%
Mostly real, but some is scripted	20%	15%	25%	25%	19%	17%	19%	23%	19%	21%	21%	18%	17%	21%
Not at all scripted	11%	8%	13%	10%	11%	11%	13%	8%	10%	12%	8%	20%	13%	13%
Don't know	20%	23%	18%	16%	18%	27%	16%	22%	23%	20%	21%	22%	18%	16%

ZIR_q3. Do you think that there are currently too many, too few or the right amount of reality TV shows on TV?

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
Too many	71%	74%	68%	57%	76%	80%	72%	73%	71%	70%	74%	56%	72%	65%
The right amount	17%	13%	21%	26%	16%	10%	18%	13%	19%	17%	15%	29%	19%	13%
Too few	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	3%	0%	2%
Don't know	11%	11%	10%	16%	7%	9%	8%	14%	9%	13%	10%	12%	9%	20%

ZIR_q4. To what extent do you believe reality TV shows have either a positive or negative influence on society?

Unweighted base	1101	497	604	302	350	449	237	234	387	243	791	123	103	84
Base: All US adults	1088	537	551	354	350	384	236	216	383	252	712	133	162	80
Very positive	5%	7%	3%	9%	5%	1%	7%	1%	5%	6%	3%	6%	12%	4%
Somewhat positive	8%	7%	8%	10%	8%	5%	10%	6%	9%	5%	7%	10%	11%	5%
Neither positive nor negative	23%	20%	27%	26%	20%	23%	29%	20%	24%	20%	23%	30%	20%	24%
Somewhat negative	30%	26%	34%	27%	31%	32%	26%	34%	29%	32%	34%	23%	22%	23%
Very negative	26%	31%	20%	19%	29%	29%	22%	30%	23%	28%	25%	22%	26%	37%
Don't know	9%	9%	8%	9%	7%	11%	6%	9%	10%	9%	9%	10%	8%	8%
Net: Positive	12%	14%	11%	19%	13%	6%	17%	7%	14%	11%	10%	16%	24%	9%
Net: Negative	56%	57%	54%	46%	60%	61%	48%	64%	52%	60%	59%	45%	48%	60%

YouGov Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIR_q2a_7. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
It is all scripted	22%	20%	21%	25%	31%	24%	22%	17%	12%	23%	15%
Mostly scripted, but some is real	20%	18%	23%	23%	18%	17%	44%	22%	22%	21%	28%
It is half scripted, and half real	14%	13%	15%	16%	14%	15%	5%	13%	17%	15%	16%
Mostly real, but some is scripted	13%	15%	14%	10%	11%	11%	4%	14%	13%	17%	15%
Not at all scripted	7%	9%	5%	4%	3%	7%	6%	9%	12%	4%	5%
Don't know	23%	25%	22%	22%	23%	25%	20%	25%	23%	20%	20%

ZIR_q2a_8. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Cooking (e.g., MasterChef, Chopped, etc.)

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
It is all scripted	14%	14%	12%	15%	19%	14%	12%	11%	17%	15%	11%
Mostly scripted, but some is real	17%	17%	15%	16%	23%	15%	31%	22%	14%	17%	15%
It is half scripted, and half real	18%	19%	18%	20%	14%	18%	25%	14%	23%	19%	18%
Mostly real, but some is scripted	20%	16%	24%	23%	19%	21%	3%	17%	17%	22%	21%
Not at all scripted	11%	12%	13%	6%	5%	11%	18%	13%	6%	10%	12%
Don't know	20%	22%	19%	20%	19%	22%	11%	23%	22%	17%	22%

ZIR_q3. Do you think that there are currently too many, too few or the right amount of reality TV shows on TV?

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
Too many	71%	67%	72%	77%	76%	73%	65%	82%	56%	66%	67%
The right amount	17%	19%	15%	18%	14%	17%	17%	7%	21%	21%	12%
Too few	1%	3%	1%	0%	-	1%	3%	2%	2%	1%	3%
Don't know	11%	12%	12%	5%	9%	9%	15%	8%	22%	11%	19%

ZIR_q4. To what extent do you believe reality TV shows have either a positive or negative influence on society?

Unweighted base	1101	403	379	202	117	559	22	124	46	296	54
Base: All US adults	1088	455	345	187	101	530	23	119	39	326	51
Very positive	5%	6%	3%	4%	7%	6%	4%	1%	2%	5%	3%
Somewhat positive	8%	10%	6%	7%	2%	7%	18%	5%	8%	10%	3%
Neither positive nor negative	23%	29%	20%	20%	16%	23%	22%	19%	33%	24%	21%
Somewhat negative	30%	22%	34%	33%	46%	31%	42%	35%	26%	26%	31%
Very negative	26%	21%	28%	32%	24%	25%	7%	30%	18%	26%	28%
Don't know	9%	12%	9%	4%	5%	7%	6%	11%	12%	9%	13%
Net: Positive	12%	16%	10%	10%	9%	13%	22%	6%	11%	15%	6%
Net: Negative	56%	43%	62%	65%	70%	56%	49%	65%	44%	52%	59%

YouGov Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIR_q2a_7. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
It is all scripted	22%	22%	22%	20%	20%	29%	23%
Mostly scripted, but some is real	20%	22%	20%	19%	22%	24%	16%
It is half scripted, and half real	14%	18%	13%	15%	18%	11%	11%
Mostly real, but some is scripted	13%	11%	14%	16%	10%	11%	15%
Not at all scripted	7%	8%	6%	9%	6%	3%	6%
Don't know	23%	18%	25%	21%	24%	22%	29%

ZIR_q2a_8. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Cooking (e.g., MasterChef, Chopped, etc.)

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
It is all scripted	14%	14%	14%	14%	13%	16%	13%
Mostly scripted, but some is real	17%	16%	17%	16%	18%	18%	12%
It is half scripted, and half real	18%	20%	18%	18%	18%	20%	17%
Mostly real, but some is scripted	20%	21%	20%	19%	21%	21%	21%
Not at all scripted	11%	12%	10%	14%	11%	6%	6%
Don't know	20%	17%	22%	19%	18%	19%	31%

ZIR_q3. Do you think that there are currently too many, too few or the right amount of reality TV shows on TV?

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
Too many	71%	65%	74%	65%	71%	79%	77%
The right amount	17%	23%	14%	20%	18%	15%	7%
Too few	1%	1%	2%	2%	1%	-	2%
Don't know	11%	11%	10%	12%	10%	6%	15%

ZIR_q4. To what extent do you believe reality TV shows have either a positive or negative influence on society?

Unweighted base	1101	326	775	405	333	219	144
Base: All US adults	1088	336	751	415	332	201	140
Very positive	5%	9%	3%	4%	6%	4%	7%
Somewhat positive	8%	10%	6%	9%	9%	5%	2%
Neither positive nor negative	23%	25%	23%	29%	21%	21%	17%
Somewhat negative	30%	32%	29%	26%	32%	37%	27%
Very negative	26%	18%	29%	22%	26%	30%	30%
Don't know	9%	6%	10%	11%	7%	2%	16%
Net: Positive	12%	19%	10%	13%	15%	10%	10%
Net: Negative	56%	50%	58%	48%	58%	67%	57%

YouGov

Reality TV

US_nat Sample: 20th - 21st September 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

ZIR_q2a_7. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Travel / aspirational (e.g., Lifestyles of the Rich and Famous, MTV Cribs, etc.)

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
It is all scripted	22%	21%	21%	27%	20%	20%	20%	32%	20%	15%	16%	10%	30%	7%	24%
Mostly scripted, but some is real	20%	20%	21%	20%	22%	20%	22%	24%	23%	22%	21%	50%	23%	17%	19%
It is half scripted, and half real	14%	16%	16%	17%	18%	25%	17%	18%	15%	42%	19%	19%	7%	7%	10%
Mostly real, but some is scripted	13%	14%	16%	13%	15%	12%	19%	14%	19%	12%	18%	10%	23%	28%	6%
Not at all scripted	7%	7%	6%	4%	8%	6%	4%	2%	8%	3%	9%	-	6%	8%	5%
Don't know	23%	22%	20%	19%	18%	16%	18%	10%	15%	6%	17%	10%	11%	32%	36%

ZIR_q2a_8. For the following question by 'scripted' we mean that the people on the show are told what to say, footage edited to look either good or bad, footage edited to create drama, etc.To what extent do you believe each of the following genres of reality shows are scripted? Please select one option on each row.

- Cooking (e.g., MasterChef, Chopped, etc.)

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
It is all scripted	14%	13%	13%	17%	11%	18%	11%	20%	14%	12%	14%	12%	15%	4%	17%
Mostly scripted, but some is real	17%	18%	16%	18%	17%	16%	15%	11%	18%	23%	18%	49%	26%	21%	9%
It is half scripted, and half real	18%	18%	20%	21%	21%	25%	20%	26%	20%	30%	17%	29%	29%	11%	18%
Mostly real, but some is scripted	20%	21%	22%	17%	22%	25%	27%	26%	25%	19%	26%	-	13%	18%	16%
Not at all scripted	11%	11%	12%	11%	12%	11%	11%	7%	10%	8%	11%	-	8%	15%	6%
Don't know	20%	19%	18%	16%	17%	5%	16%	10%	14%	7%	14%	10%	9%	32%	34%

ZIR_q3. Do you think that there are currently too many, too few or the right amount of reality TV shows on TV?

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
Too many	71%	71%	68%	77%	68%	70%	70%	82%	64%	50%	62%	72%	80%	22%	71%
The right amount	17%	18%	20%	15%	20%	15%	20%	9%	24%	36%	26%	28%	13%	11%	11%
Too few	1%	1%	2%	1%	3%	1%	1%	-	2%	-	1%	-	-	4%	1%
Don't know	11%	10%	11%	7%	9%	13%	9%	9%	9%	15%	11%	-	7%	64%	17%

ZIR_q4. To what extent do you believe reality TV shows have either a positive or negative influence on society?

Unweighted base	1101	899	426	288	358	85	280	73	314	27	186	8	52	18	159
Base: All US adults	1088	896	445	267	381	94	258	75	347	35	207	8	53	23	149
Very positive	5%	5%	7%	6%	10%	12%	4%	11%	8%	31%	10%	28%	8%	-	3%
Somewhat positive	8%	8%	9%	5%	10%	9%	8%	4%	9%	-	9%	10%	3%	-	5%
Neither positive nor negative	23%	24%	24%	21%	23%	31%	24%	20%	26%	39%	28%	12%	19%	33%	22%
Somewhat negative	30%	31%	29%	33%	28%	29%	31%	28%	31%	14%	27%	20%	24%	7%	22%
Very negative	26%	24%	25%	31%	24%	17%	24%	31%	20%	7%	20%	29%	41%	35%	31%
Don't know	9%	7%	6%	4%	6%	4%	9%	6%	6%	10%	5%	-	5%	24%	17%
Net: Positive	12%	14%	15%	10%	20%	21%	12%	16%	16%	31%	20%	39%	11%	-	8%
Net: Negative	56%	55%	54%	64%	52%	45%	55%	59%	51%	21%	47%	49%	65%	43%	53%