



Cord Cutting

Fieldwork Dates: 21st - 22nd October 2019

**Conducted by YouGov
On behalf of YouGov RealTime**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1220 adults. Fieldwork was undertaken between 21st - 22nd October 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov RealTime

Cord Cutting

US_nat_int Sample: 21st - 22nd October 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

PRC_Q1. Do you consider yourself a "cord cutter", (i.e., an individual or household that does not use a cable or satellite provider and instead uses streaming services)?

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Yes, I do	35%	39%	31%	44%	50%	40%	23%	7%	100%	**	32%	35%	35%	38%	35%
		B		F.G*	E.F.G	F.G	G	*	**	**					
No, I don't	57%	55%	59%	40%	36%	54%	73%	89%	-	-	62%	59%	58%	50%	60%
			*			D	C.D.E	C.D.E.F*	**	**	M	M			Q
Don't know	8%	6%	9%	16%	14%	7%	3%	3%	-	-	7%	5%	7%	12%	5%
			A	F.G*	E.F.G			*	**	**					J.K.L

PRC_Q2. How many, if any, entertainment subscription services (e.g., Netflix, Spotify, Tidal, Amazon Prime, etc.) do you currently pay for?

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
1	23%	20%	26%	6%	21%	20%	28%	28%	-	-	20%	24%	24%	22%	24%
			A	*	C	C	C.D.E	C*	**	**					
2	20%	21%	20%	25%	22%	22%	19%	10%	-	-	21%	24%	20%	16%	22%
			G*	G	G	G		*	**	**		M			P
3	13%	14%	12%	17%	12%	18%	12%	5%	-	-	11%	13%	13%	15%	14%
			G*		D.F.G			*	**	**					
4	5%	6%	4%	7%	7%	7%	2%	-	-	-	7%	5%	4%	5%	6%
			G*	F.G	F.G	F.G		*	**	**					
5	3%	3%	2%	3%	5%	2%	1%	1%	-	-	2%	2%	3%	4%	2%
			*	F				*	**	**					
6	2%	3%	1%	11%	2%	1%	1%	-	-	-	2%	1%	1%	2%	1%
		B	D.E.F.G*					*	**	**					
7	1%	2%	1%	5%	3%	1%	0%	-	-	-	1%	1%	2%	2%	1%
			F.G*	F				*	**	**					
8	1%	1%	0%	-	1%	1%	0%	-	-	-	1%	0%	0%	0%	1%
			*					*	**	**					
9	1%	1%	1%	-	2%	1%	-	-	-	-	0%	1%	0%	1%	0%
			*	F				*	**	**					
10 or more	1%	1%	1%	-	2%	1%	0%	-	-	-	0%	0%	1%	2%	0%
			*					*	**	**					
Don't know	3%	3%	4%	9%	6%	2%	2%	-	-	-	3%	2%	4%	4%	2%
			E.F.G*	E.F.G				*	**	**					
Not applicable - I don't subscribe to any subscription services	28%	26%	29%	16%	18%	24%	34%	55%	100%	-	32%	26%	27%	28%	28%
			*				C.D.E	C.D.E.F*	**	**					
Net: 1-3 services	56%	55%	58%	49%	55%	61%	58%	44%	-	-	52%	62%	58%	53%	60%
			*			G	G	*	**	**		J			P
Net: 4-6 services	9%	11%	7%	21%	14%	10%	4%	1%	-	-	11%	7%	8%	11%	8%
		B	E.F.G*	F.G	F.G	F.G		*	**	**					
Net: 7-9 services	3%	4%	2%	5%	5%	3%	0%	-	-	-	3%	3%	2%	3%	2%
			F.G*	F.G	F			*	**	**					
Net: 10+ services	1%	1%	1%	-	2%	1%	0%	-	-	-	0%	0%	1%	2%	0%
			*					*	**	**					

PRC_Q3. Thinking of entertainment subscription services...Which ONE, if any, of the following comes closest to your views?

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785

I'd like to subscribe to more entertainment subscription services	15%	17%	13%	13%	25%	17%	7%	4%	-	-	16%	14%	15%	15%	14%
		B		*	E.F.G	F.G		*	**	**					
I'm content with the number of entertainment subscription services I currently have	43%	41%	45%	50%	38%	46%	45%	39%	-	-	39%	45%	45%	40%	45%
				*		D		*	**	**					P
I'd like to subscribe to fewer entertainment subscription services	12%	14%	10%	11%	14%	13%	11%	5%	-	-	14%	14%	9%	12%	11%
		B		*	G	G		*	**	**					
Don't know	11%	10%	11%	17%	12%	10%	10%	7%	100%	-	9%	7%	11%	13%	9%
			*	*				*	**	**				K	
Not applicable - I don't subscribe to any subscription services and will not in the future	20%	18%	21%	9%	11%	15%	27%	45%	-	-	23%	19%	19%	19%	21%
			*				C.D.E	C.D.E.F*	**	**					

PRC_Q4. How likely or unlikely are you to subscribe to more entertainment subscription services within the next 12 months, excluding those which you already have a monthly subscription for?

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very likely	11%	12%	9%	12%	20%	13%	3%	-	-	-	9%	10%	12%	11%	10%
				F.G*	E.F.G	F.G		*	**	**					
Somewhat likely	15%	17%	14%	22%	21%	20%	9%	3%	-	-	14%	17%	14%	17%	14%
				F.G*	F.G	F.G		*	**	**					
Somewhat unlikely	15%	15%	15%	15%	17%	19%	12%	7%	-	-	15%	12%	15%	16%	15%
				*	F.G	F.G		*	**	**					
Very unlikely	32%	31%	32%	30%	21%	27%	43%	38%	100%	-	32%	37%	30%	30%	35%
				*			D.E	D*	**	**				O.P	
Don't know	8%	7%	8%	12%	11%	6%	6%	7%	-	-	6%	5%	10%	7%	6%
			*	E.F				*	**	**			K		
Not applicable - I don't subscribe to any subscription services and will not in the future	20%	18%	21%	9%	11%	15%	27%	45%	-	-	23%	19%	19%	19%	21%
			*				C.D.E	C.D.E.F*	**	**					

How satisfied, if at all, are you with the quality of content on each of the following streaming entertainment platforms? Please select one option on each row.

PRC_Q5_1. Netflix

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very satisfied	35%	33%	37%	38%	43%	43%	27%	13%	-	-	34%	33%	38%	34%	35%
				G*	F.G	F.G	G	*	**	**					
Somewhat satisfied	22%	24%	20%	31%	27%	22%	18%	17%	-	-	20%	24%	21%	24%	23%
				F*	F			*	**	**					
Not very satisfied	5%	7%	3%	10%	7%	4%	4%	3%	-	-	7%	4%	5%	5%	5%
		B		*				*	**	**					
Not at all satisfied	3%	5%	2%	3%	5%	2%	3%	3%	-	-	3%	4%	3%	3%	3%
		B		*				*	**	**					
Don't know	3%	4%	3%	7%	5%	2%	3%	1%	100%	-	4%	2%	3%	5%	2%
			*	E				*	**	**					
Not applicable - I don't have this service	31%	27%	35%	11%	14%	26%	46%	64%	-	-	32%	33%	31%	29%	33%
			A	*		C.D	C.D.E	C.D.E.F*	**	**					

PRC_Q5_2. Amazon Prime

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very satisfied	28%	27%	29%	22%	29%	34%	25%	25%	-	-	25%	30%	28%	29%	29%
				*		F		*	**	**					
Somewhat satisfied	21%	22%	19%	25%	24%	24%	18%	7%	-	-	20%	20%	20%	22%	23%
				G*	G	G	G	*	**	**				O.P	
Not very satisfied	6%	7%	5%	8%	8%	5%	5%	-	-	-	6%	5%	7%	4%	5%
				G*	G	G	G	*	**	**					
Not at all satisfied	3%	3%	3%	7%	4%	3%	2%	1%	-	-	3%	3%	3%	3%	3%
			*	*				*	**	**					
Don't know	4%	6%	3%	7%	8%	3%	3%	1%	-	-	6%	4%	3%	6%	4%
		B		*	E.F.G			*	**	**					
Not applicable - I don't have this service	38%	35%	41%	31%	27%	31%	48%	66%	100%	-	40%	40%	38%	35%	36%
			*				D.E	C.D.E.F*	**	**					

PRC_Q5_3. Hulu

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very satisfied	19%	19%	19%	26%	26%	23%	12%	4%	-	-	18%	22%	19%	15%	18%
				F.G*	F.G	F.G	G	*	**	**					
Somewhat satisfied	15%	17%	13%	18%	22%	17%	10%	5%	-	-	13%	16%	14%	18%	15%
				G*	F.G	F.G		*	**	**					
Not very satisfied	5%	6%	3%	5%	8%	4%	3%	-	-	-	7%	2%	5%	5%	3%
				G*	F.G			*	**	**	K				
Not at all satisfied	3%	3%	2%	3%	4%	3%	2%	1%	-	-	2%	2%	3%	3%	2%
				*				*	**	**					
Don't know	5%	5%	4%	10%	6%	4%	4%	4%	-	-	5%	4%	4%	7%	3%
				*				*	**	**					
Not applicable - I don't have this service	54%	50%	58%	38%	35%	50%	69%	86%	100%	-	56%	54%	55%	53%	58%
			A	*		D	C.D.E	C.D.E.F*	**	**					O.P

PRC_Q5_4. Spotify

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very satisfied	16%	16%	16%	54%	31%	11%	6%	1%	-	-	15%	15%	16%	18%	15%
				D.E.F.G*	E.F.G	F.G		*	**	**					
Somewhat satisfied	11%	13%	8%	13%	18%	13%	5%	1%	-	-	11%	10%	10%	13%	9%
				F.G*	F.G	F.G		*	**	**					
Not very satisfied	3%	4%	2%	8%	5%	3%	1%	1%	-	-	4%	1%	3%	3%	3%
				F*	F			*	**	**					
Not at all satisfied	2%	2%	1%	7%	2%	1%	1%	1%	-	-	1%	1%	2%	1%	1%
				E.F*				*	**	**					
Don't know	5%	6%	4%	3%	8%	5%	4%	1%	-	-	6%	5%	5%	4%	4%
				*	F.G			*	**	**					
Not applicable - I don't have this service	64%	59%	69%	15%	36%	68%	84%	94%	100%	-	63%	68%	64%	60%	68%
			A	*	C	C.D	C.D.E	C.D.E.F*	**	**					O.P.Q

PRC_Q5_5. Pandora

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very satisfied	16%	19%	14%	6%	22%	20%	12%	6%	-	-	15%	17%	18%	15%	14%
		B		*	C.F.G	C.F.G		*	**	**					
Somewhat satisfied	13%	15%	11%	19%	14%	16%	10%	10%	-	-	10%	10%	14%	16%	12%
		B		*	F	F		*	**	**				K	
Not very satisfied	4%	5%	3%	6%	7%	2%	2%	1%	-	-	4%	4%	3%	5%	3%
				*	E.F			*	**	**					
Not at all satisfied	3%	4%	2%	12%	6%	3%	1%	1%	-	-	5%	2%	3%	3%	2%
		B		E.F.G*	F	F		*	**	**					
Don't know	5%	5%	5%	10%	7%	6%	3%	-	100%	-	8%	4%	5%	4%	4%
				F.G*	F.G	F.G		*	**	**					
Not applicable - I don't have this service	59%	52%	65%	46%	44%	53%	73%	82%	-	-	58%	63%	57%	57%	64%
			A	*		D	C.D.E	C.D.E*	**	**					O.P

PRC_Q5_6. Tidal

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very satisfied	4%	5%	3%	-	8%	5%	0%	-	-	-	3%	3%	4%	4%	4%
		B		*	F.G	F		*	**	**					
Somewhat satisfied	3%	4%	2%	6%	7%	3%	1%	-	-	-	5%	4%	2%	4%	2%
		B		F.G*	E.F.G			*	**	**	L	L		L	
Not very satisfied	2%	3%	2%	5%	5%	2%	0%	-	-	-	4%	0%	3%	2%	2%
				F*	E.F.G	F		*	**	**	K		K		
Not at all satisfied	1%	2%	1%	3%	3%	1%	1%	-	-	-	1%	1%	2%	1%	1%
				*	E.F			*	**	**					
Don't know	6%	8%	5%	15%	9%	7%	4%	1%	-	-	8%	4%	7%	7%	5%
		B		F.G*	F.G			*	**	**					
Not applicable - I don't have this service	83%	78%	88%	72%	68%	83%	94%	99%	100%	-	79%	87%	83%	81%	87%
			A	*		D	C.D.E	C.D.E*	**	**		J			O.P.Q

PRC_Q5_7. YouTube

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very satisfied	32%	33%	31%	46%	44%	22%	22%	9%	-	-	33%	27%	34%	32%	25%
				F.G*	E.F.G			*	**	**			K		
Somewhat satisfied	22%	28%	17%	31%	21%	28%	20%	15%	-	-	22%	26%	19%	25%	22%
		B		G*		D.F.G		*	**	**		L			

Not very satisfied	4%	4%	3%	5%	5%	3%	4%	1%	-	-	6%	2%	3%	4%	3%
				*				*	**	**	K				
Not at all satisfied	2%	3%	1%	8%	4%	1%	1%	-	-	-	1%	2%	3%	2%	2%
		B		E.F.G*	E.F			*	**	**					
Don't know	5%	4%	7%	5%	6%	4%	5%	8%	-	-	4%	4%	6%	6%	5%
		A		*				*	**	**					
Not applicable - I don't have this service	35%	28%	41%	5%	20%	29%	48%	68%	-	-	33%	39%	35%	31%	42%
		A		*	C	C.D	C.D.E	C.D.E.F*	**	**					O.P.Q

PRC_Q6. How likely, if at all, are you to subscribe to an entertainment subscription service to watch a specific show or series?

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Very likely	15%	17%	12%	15%	24%	18%	18%	7%	-	-	13%	14%	16%	14%	13%
		B		G*	F.G	F.G	G	*	**	**					
Somewhat likely	23%	23%	24%	29%	28%	28%	19%	5%	-	-	23%	26%	22%	24%	22%
				G*	F.G	F.G	G	*	**	**					
Not very likely	21%	22%	21%	30%	21%	20%	22%	25%	-	-	20%	20%	22%	24%	24%
				*				*	**	**					O.P
Not at all likely	22%	22%	21%	12%	15%	18%	30%	32%	-	-	24%	20%	24%	18%	23%
				*			C.D.E	C.D.E*	**	**					
Not applicable - I don't subscribe to any subscription services	19%	16%	22%	14%	13%	16%	23%	38%	100%	-	20%	20%	17%	21%	18%
			A	*			D.E	C.D.E.F*	**	**					

PRC_Q7. Thinking of your household budget, what is the maximum amount in total you're willing to spend on entertainment subscriptions each month?

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
\$0 (i.e., I'm not willing to spend any on entertainment subscriptions each month)	23%	19%	27%	14%	14%	16%	32%	53%	100%	-	26%	24%	23%	22%	24%
			A	*			C.D.E	C.D.E.F*	**	**					
\$1 to \$5	5%	4%	6%	7%	5%	4%	5%	4%	-	-	9%	5%	3%	5%	5%
				*			*	*	**	**	L				
\$6 to \$10	12%	11%	13%	8%	14%	12%	11%	10%	-	-	13%	13%	12%	10%	11%
				*			*	*	**	**					
\$11 to \$15	10%	9%	10%	13%	12%	9%	8%	5%	-	-	11%	8%	9%	10%	9%
				*	F		*	*	**	**					
\$16 to \$20	10%	11%	10%	17%	12%	11%	10%	3%	-	-	10%	9%	11%	10%	10%
				G*	G	G	G	*	**	**					
\$21 to \$25	8%	9%	7%	14%	9%	6%	8%	4%	-	-	5%	9%	10%	6%	8%
				G*			*	*	**	**					
\$26 to \$30	7%	8%	6%	7%	8%	8%	7%	3%	-	-	4%	7%	10%	5%	7%
				*			*	*	**	**			J.M		
\$31 to \$35	3%	4%	3%	3%	3%	5%	2%	1%	-	-	4%	3%	3%	2%	3%
				*			*	*	**	**					
\$36 to \$40	4%	5%	3%	3%	5%	7%	2%	2%	-	-	2%	5%	3%	6%	4%
				*	F	F	*	*	**	**				J	
\$41 to \$45	2%	2%	1%	4%	2%	1%	2%	-	-	-	0%	1%	2%	2%	1%
				*			*	*	**	**					
\$46 to \$50	6%	7%	4%	6%	6%	7%	5%	1%	-	-	6%	4%	4%	9%	7%
				*		G	*	*	**	**				L	
\$51 to \$55	2%	2%	2%	5%	2%	2%	1%	3%	-	-	2%	1%	2%	1%	1%
				*			*	*	**	**					
\$56 to \$60	2%	2%	1%	-	1%	3%	1%	2%	-	-	4%	2%	1%	1%	2%
				*			*	*	**	**	L.M				
\$61 to \$65	1%	0%	1%	-	1%	1%	0%	-	-	-	-	1%	0%	1%	0%
				*			*	*	**	**					
\$66 to \$70	1%	2%	1%	-	1%	2%	1%	-	-	-	1%	2%	1%	1%	1%
				*			*	*	**	**					
\$71 or more	5%	6%	5%	-	5%	7%	5%	10%	-	-	3%	5%	4%	9%	7%
				*			*	*	**	**				J.L	Q
Net: \$0	23%	19%	27%	14%	14%	16%	32%	53%	100%	-	26%	24%	23%	22%	24%
			A	*			C.D.E	C.D.E.F*	**	**					
Net: \$1 to \$20	37%	35%	39%	44%	44%	36%	34%	21%	-	-	43%	35%	36%	35%	35%
				G*	E.F.G	G	G	*	**	**					
Net: \$21 to \$40	22%	25%	19%	27%	25%	26%	19%	10%	-	-	15%	24%	26%	19%	22%
		B		G*	G	F.G	*	*	**	**	J	J.M			

Net: \$41 to \$60	10%	13%	8%	15%	11%	13%	9%	6%	-	-	12%	8%	9%	13%	11%
		B		*				*	**	**					
Net: \$61 to \$70	2%	2%	1%	-	2%	3%	1%	-	-	-	1%	3%	1%	2%	1%
				*				*	**	**					
Net: \$71 or more	5%	6%	5%	-	5%	7%	5%	10%	-	-	3%	5%	4%	9%	7%
				*				*	**	**				J.L	Q

PRC_Q8N. How much, if at all, would you say you spend a month on entertainment subscriptions? If you are unsure, please provide your best estimate. Please type your answer in whole numbers in the box below.

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Don't subscribe to any	28%	26%	29%	16%	18%	24%	34%	55%	100%	-	32%	26%	27%	28%	28%
				*			C.D.E	C.D.E.F*	**	**					
\$1 to \$20	36%	34%	39%	45%	44%	31%	35%	28%	-	-	37%	39%	36%	34%	37%
				*	E.F.G			*	**	**					
\$21 to \$40	18%	20%	16%	20%	19%	27%	14%	6%	-	-	11%	21%	20%	18%	19%
				G*	G	D.F.G	G	*	**	**		J	J	J	
\$41 to \$60	7%	7%	7%	7%	7%	9%	7%	1%	-	-	8%	5%	8%	7%	7%
				*	G	G	G	*	**	**					
\$61 to \$80	3%	3%	3%	-	3%	3%	3%	1%	-	-	2%	2%	2%	5%	3%
				*				*	**	**				L	
\$81 to \$100	3%	4%	2%	2%	5%	2%	2%	3%	-	-	3%	1%	3%	4%	2%
				*	F			*	**	**					
\$101 to 120	0%	1%	0%	-	0%	1%	0%	2%	-	-	0%	-	0%	1%	1%
				*				D.F*	**	**					
\$121 to \$150	2%	2%	1%	5%	2%	1%	2%	-	-	-	-	3%	2%	1%	1%
				*				*	**	**		J	J		
\$151 to \$200	3%	3%	2%	6%	2%	3%	3%	4%	-	-	6%	3%	2%	2%	3%
				*				*	**	**	L.M				
Mean	36.68	40.25	33.17	43.27	34.85	37.96	35.67	44.45	-	-	41.25	35.94	34.55	37.53	36.06
		B		*				*	**	**					
Median	20	25	20	20	20	25	20	17	-	-	20	20	22	25	20

PRC_Q9. In your opinion, which, if any, of the following entertainment subscriptions are "must-have" services? Please select up to three options.

Unweighted Base: All US Adults	1220	590	630	40	370	322	408	79	1	-	266	243	437	274	808
Base: All US Adults	1220	594	626	42	376	298	412	90	1	-	217	256	459	288	785
Spotify	11%	11%	10%	44%	21%	6%	3%	-	-	-	9%	9%	10%	13%	10%
				D.E.F.G*	E.F.G	G		*	**	**					
Tidal	1%	1%	0%	-	2%	1%	0%	-	-	-	0%	0%	1%	1%	0%
				*				*	**	**					
Pandora	8%	9%	6%	9%	10%	7%	8%	2%	-	-	8%	6%	9%	7%	4%
				*	G			*	**	**					
Netflix	42%	41%	43%	51%	53%	47%	33%	15%	-	-	40%	38%	42%	47%	40%
				F.G*	F.G	F.G	G	*	**	**					
Hulu	17%	17%	17%	22%	20%	23%	12%	5%	-	-	14%	18%	19%	15%	16%
				G*	F.G	F.G		*	**	**					
YouTube	20%	23%	17%	44%	26%	21%	15%	9%	-	-	20%	17%	20%	22%	15%
		B		D.E.F.G*	F.G	F.G		*	**	**					
Amazon Prime	24%	23%	25%	20%	24%	28%	23%	22%	-	-	24%	26%	22%	27%	26%
				*				*	**	**					P
Other	4%	5%	3%	7%	5%	4%	3%	1%	-	-	4%	4%	4%	2%	3%
				*				*	**	**					
Don't know	4%	4%	5%	-	4%	4%	5%	4%	-	-	5%	2%	6%	3%	4%
				*				*	**	**			K		
Not applicable - I don't think any of these are "must-have" services	35%	33%	37%	9%	20%	32%	47%	64%	100%	-	36%	39%	34%	31%	39%
				*		C.D	C.D.E	C.D.E.F*	**	**					O.P
				*				*	**	**					

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, Means, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum E

Race			Education				Marital Status											
Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
30%	33%	47% N.O.P	33%	33%	42% R.S	37%	33%	41% **	43% AC*	33% **	34% AC	38% AC	37% AC*	20% *	33% **	33% **	44% **	46% AH.AI.AJ.AK
58% Q	52%	41%	57%	58%	52%	61%	62% X.Z.AA	43% **	46% *	51% **	59% X.AA	52%	58% *	76% V.X.Z.AA.AB*	56% **	37% **	15% **	48%
12% N	15% N	12% N	10% T.U	8% U	5%	3%	5%	16% **	11% V*	16% **	6% V	10% V	5% *	4% *	11% **	31% **	41% **	6%

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
23%	19%	25%	22%	21%	26%	28%	23%	- **	27% *	13% **	23% **	23%	33% V.Z.AC*	17% *	22% **	- **	18% **	24%
22% P	13%	14%	15%	23% R	24% R	29% R	23% X.Z	6% **	11% *	16% **	20% X	23% X	17% *	13% *	18% **	19% **	4% **	24% AH.AI.AK
10%	12%	15%	9%	16% R	15% R	18% R	14% AA	36% **	19% AA*	27% **	16% V.AA	8%	14% *	11% *	5% **	12% **	10% **	14%
3%	5%	2%	4%	4%	7% S	6%	6%	9% **	6% *	8% **	6%	4%	3% *	2% *	- **	- **	- **	8% AH.AJ
3%	2%	8% N.P	3%	2%	2%	3%	2%	12% **	3% *	- **	3%	2%	1% *	6% *	16% **	12% **	- **	4% AJ
4% N	3% N	2%	2%	2%	0%	2%	1%	13% **	3% *	- **	1% V	2%	- *	3% *	- **	14% **	5% **	2%
1% N	3% N	3%	2%	1%	1%	1%	1%	6% **	4% V.AA*	- **	2% V	1%	1% *	- **	7% **	12% **	4% **	2% AH
1%	1%	-	1%	0%	1%	1%	1%	- **	1% *	- **	1%	0%	- *	1% *	- **	- **	- **	1% **
2% N	1%	-	0%	0%	2% R.S	2%	1%	- **	1% *	- **	1%	1%	1% *	- **	- **	- **	- **	2% AH.AI
2%	2%	2%	1%	1%	0%	-	1%	- **	1% *	- **	1%	-	2% AA*	2% AA*	- **	- **	5% **	2% AI.AJ
5% N	8% N	3%	4% U	4% U	2%	-	3%	- **	2% *	7% **	3%	4%	4% *	- **	- **	21% **	4% **	2%
25%	31%	26%	38% S.T.U	25% U	20% U	11%	25%	18% **	21% *	29% **	25%	31%	23% *	47% V.X.Z.AA.AB*	33% **	10% **	50% **	15%
55%	44%	54%	45% R	60% R	64% R	75% R.S	60% AC	41% **	58% AC*	57% **	59% AC	54%	64% AC*	40% *	44% **	31% **	32% **	62% AK
9%	10%	11%	9%	8%	9%	11%	9%	34% **	12% AB*	8% **	10%	8%	4% *	10% *	16% **	27% **	5% **	14% AH.AI.AJ
4%	5% N	3%	3%	2%	4% S	3%	2%	6% **	6% *	- **	3%	3%	2% *	1% *	7% **	12% **	4% **	5% AH.AI
2%	2%	2%	1%	1%	0%	-	1%	- **	1% *	- **	1%	-	2% AA*	2% AA*	- **	- **	5% **	2% AI.AJ

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282

23%	13%	15%	16%	14%	16%	15%	14%	16%	9%	-	13%	24%	10%	2%	21%	30%	18%	25%
N.P							AC	**	*	**	AC	V.X.Z.AB.AC	*	*	**	**	**	AH.AI.AJ.AK
37%	36%	48%	36%	48%	44%	52%	44%	49%	41%	67%	44%	38%	54%	47%	39%	38%	14%	44%
				R	R	R		**	*	**	AA		AA*	*	**	**	**	
14%	14%	10%	8%	11%	18%	16%	13%	13%	20%	13%	14%	10%	9%	6%	10%	-	19%	12%
					R.S	R		**	AA.AB.AC*	**			*	*	**	**	**	
8%	18%	12%	12%	10%	9%	9%	11%	10%	15%	7%	11%	10%	8%	14%	9%	33%	4%	8%
	N.O							**	*	**			*	*	**	**	**	
18%	20%	15%	27%	17%	14%	8%	19%	12%	15%	14%	18%	19%	19%	31%	21%	-	45%	11%
			S.T.U	U				**	*	**			*	V.X.Z.AA*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
15%	10%	9%	13%	8%	11%	12%	13%	4%	4%	10%	11%	13%	6%	6%	7%	19%	9%	25%
			S				X.Z.AB	**	*	**	X	X	*	*	**	**	**	AH.AI.AJ.AK
17%	21%	16%	14%	17%	16%	17%	12%	19%	18%	14%	13%	23%	15%	3%	20%	32%	9%	16%
	N							**	AC*	**	AC	V.Z.AC	AC*	*	**	**	**	AI
11%	17%	16%	10%	17%	17%	24%	15%	48%	25%	13%	17%	13%	16%	12%	8%	-	-	18%
				R	R	R		**	V.Z.AA*	**	V		*	*	**	**	**	
26%	18%	39%	28%	32%	38%	34%	36%	7%	28%	39%	35%	23%	34%	41%	33%	23%	33%	22%
		O.P			R		AA	**	*	**	AA		AA*	AA*	**	**	**	
13%	14%	4%	8%	9%	5%	6%	6%	10%	10%	10%	7%	9%	10%	6%	11%	25%	4%	8%
	N.Q			T				**	*	**			*	*	**	**	**	AI
18%	20%	15%	27%	17%	14%	8%	19%	12%	15%	14%	18%	19%	19%	31%	21%	-	45%	11%
			S.T.U	U				**	*	**			*	V.X.Z.AA*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
39%	37%	32%	34%	36%	37%	34%	35%	30%	38%	39%	35%	39%	35%	22%	20%	10%	32%	49%
								**	*	**		AC	*	*	**	**	**	AH.AI.AJ.AK
19%	22%	23%	16%	24%	27%	31%	24%	51%	23%	28%	24%	20%	16%	18%	23%	55%	14%	25%
				R	R	R		**	*	**			*	*	**	**	**	AH.AI
3%	5%	9%	4%	4%	9%	5%	4%	-	10%	4%	5%	5%	4%	9%	-	-	4%	4%
					R.S			**	V.Z*	**			*	*	**	**	**	
2%	5%	6%	3%	4%	2%	3%	2%	6%	4%	6%	3%	4%	4%	-	-	-	21%	4%
								**	*	**			*	*	**	**	**	
6%	5%	6%	5%	3%	2%	1%	2%	-	6%	7%	3%	4%	4%	4%	-	26%	8%	2%
	N							**	*	**	V		*	*	**	**	**	
31%	27%	25%	37%	30%	24%	27%	33%	13%	20%	16%	30%	29%	38%	46%	57%	10%	22%	16%
			S.T.U				X.Z	**	*	**	X		X*	X.Z.AA*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
32%	25%	21%	25%	28%	30%	38%	31%	25%	20%	24%	29%	27%	33%	24%	15%	10%	15%	39%
						R.S	X.Z	**	*	**	X		X*	*	**	**	**	AH.AI.AJ.AK
13%	15%	22%	14%	20%	26%	36%	22%	40%	28%	11%	23%	19%	14%	19%	9%	23%	13%	23%
				R	R	R.S.T		**	AB*	**	AB		*	*	**	**	**	
8%	8%	5%	5%	7%	6%	4%	5%	-	7%	7%	5%	7%	7%	2%	7%	11%	15%	7%
								**	*	**			*	*	**	**	**	
1%	3%	7%	2%	5%	2%	2%	2%	17%	10%	4%	3%	2%	5%	1%	4%	-	6%	2%
		N.O						**	V.Z.AA*	**	V		*	*	**	**	**	
5%	7%	6%	6%	5%	3%	1%	3%	-	8%	10%	4%	4%	2%	4%	10%	24%	13%	3%
		U						**	*	**			*	*	**	**	**	
41%	43%	39%	48%	35%	33%	18%	36%	18%	28%	44%	35%	41%	39%	50%	55%	32%	38%	25%
			S.T.U	U	U			**	*	**		X	*	V.X.Z*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
27%	16%	16%	17%	21%	19%	18%	19%	18%	14%	24%	18%	23%	15%	10%	6%	22%	10%	29%
N.P.Q								**	*	**		AC	*	*	**	**	**	AH.AI.AJ.AK
13%	17%	16%	12%	16%	17%	20%	14%	22%	23%	13%	15%	14%	16%	13%	4%	33%	28%	20%
						R		**	V.Z.AA*	**			*	*	**	**	**	AH.AI
4%	8%	8%	5%	4%	5%	4%	4%	11%	4%	4%	5%	4%	3%	3%	17%	12%	13%	5%
	N	N						**	*	**			*	*	**	**	**	
1%	4%	4%	3%	3%	2%	-	2%	18%	5%	6%	3%	1%	3%	-	12%	-	19%	2%
			U					**	V.AA*	**	V		*	*	**	**	**	
10%	10%	5%	6%	5%	3%	2%	4%	13%	8%	10%	5%	4%	6%	4%	4%	11%	4%	3%
N	N							**	*	**	V		*	*	**	**	**	
44%	46%	52%	56%	50%	55%	56%	57%	18%	45%	43%	54%	54%	56%	69%	57%	21%	25%	40%
			X.Z					**	*	**			*	X.Z.AA*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
20%	16%	19%	13%	19%	18%	17%	12%	7%	15%	22%	13%	28%	8%	7%	6%	10%	18%	21%
				R				**	*	**		V.X.Z.AB.AC	*	*	**	**	**	AH.AI
11%	15%	18%	10%	11%	8%	16%	8%	47%	19%	20%	11%	9%	11%	8%	5%	33%	19%	15%
	N	N				T		**	V.Z.AA*	**	V		*	*	**	**	**	AH.AI
2%	4%	3%	3%	3%	2%	2%	2%	9%	3%	8%	2%	2%	3%	2%	10%	26%	13%	3%
								**	*	**	V		*	*	**	**	**	
2%	2%	2%	2%	2%	1%	-	1%	7%	3%	6%	1%	1%	1%	-	19%	-	10%	2%
								**	V*	**	V		*	*	**	**	**	
9%	6%	7%	5%	7%	4%	2%	5%	-	10%	6%	5%	5%	3%	2%	4%	22%	9%	6%
N				U				**	V.Z.AB*	**			*	*	**	**	**	
57%	56%	51%	67%	58%	67%	64%	72%	31%	49%	38%	67%	55%	74%	82%	57%	10%	31%	53%
			S		S		X.Z.AA	**	*	**	X.AA		X.AA*	X.Z.AA*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
23%	22%	13%	19%	14%	17%	12%	18%	19%	16%	17%	18%	15%	18%	6%	20%	22%	9%	26%
N	N					AC		**	*	**		AC	*	*	**	**	**	AH.AI.AJ
14%	17%	10%	11%	15%	11%	16%	12%	20%	21%	2%	13%	12%	14%	11%	15%	34%	10%	17%
								**	V.Z.AA*	**			*	*	**	**	**	AH.AI
6%	4%	6%	3%	4%	4%	5%	3%	-	4%	3%	3%	4%	5%	1%	-	12%	19%	5%
								**	*	**			*	*	**	**	**	AI
6%	5%	4%	4%	4%	1%	1%	2%	18%	4%	10%	3%	4%	2%	-	13%	-	19%	2%
N			T	T				**	*	**	V	V	*	*	**	**	**	
5%	9%	6%	6%	6%	4%	1%	4%	6%	9%	8%	5%	6%	3%	4%	13%	14%	8%	7%
	N		U	U				**	V*	**	V		*	*	**	**	**	
46%	44%	61%	57%	57%	63%	65%	62%	37%	45%	60%	59%	58%	58%	77%	39%	18%	35%	43%
		O.P					X.Z	**	*	**	X	X	*	V.X.Z.AA.AB*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
6%	4%	3%	4%	3%	3%	7%	5%	6%	1%	-	4%	4%	-	2%	-	-	5%	11%
						S.T	AB	**	*	**	AB	AB	*	*	**	**	**	AH.AI.AJ
7%	6%	4%	4%	2%	4%	4%	3%	21%	3%	-	3%	4%	6%	2%	7%	-	-	6%
N	N							**	*	**			*	*	**	**	**	AH.AI
3%	3%	5%	3%	2%	1%	3%	2%	10%	2%	6%	2%	2%	1%	-	10%	24%	15%	4%
								**	*	**			*	*	**	**	**	AH.AI
1%	5%	-	2%	2%	1%	-	1%	6%	4%	6%	1%	1%	-	3%	4%	-	9%	2%
	N.Q							**	V*	**	V		*	V*	**	**	**	
10%	10%	8%	7%	7%	5%	2%	5%	13%	5%	13%	5%	8%	4%	2%	16%	25%	23%	6%
N	N		U	U				**	*	**			*	*	**	**	**	
74%	73%	80%	80%	84%	87%	84%	85%	44%	85%	75%	83%	81%	89%	92%	63%	51%	48%	71%
				R				**	*	**			*	*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
44%	47%	38%	36%	33%	25%	27%	28%	51%	32%	49%	30%	42%	23%	16%	33%	43%	27%	45%
N	N	N	T	T				**	AC*	**	V.AC	V.Z.AB.AC	*	*	**	**	**	AH.AI.AJ
26%	17%	27%	19%	21%	26%	34%	21%	25%	27%	27%	22%	23%	21%	18%	21%	20%	33%	21%
		P			R	R.S		**	*	**			*	*	**	**	**	

3%	5%	5%	4%	4%	4%	3%	3%	11%	8%	3%	4%	3%	6%	2%	5%	-	9%	3%
								**	V.Z.AA*	**	V		*	*	**	**	**	
3%	2%	2%	3%	3%	1%	-	1%	6%	3%	4%	1%	3%	2%	4%	7%	26%	-	1%
								**	*	**	V	V	*	*	**	**	**	
7%	7%	5%	4%	7%	6%	3%	4%	-	4%	7%	4%	5%	10%	8%	11%	11%	9%	6%
								**	*	**	**	**	V.Z*	*	**	**	**	
19%	23%	23%	35%	33%	39%	33%	44%	7%	25%	10%	39%	24%	37%	53%	23%	-	22%	23%
							X.Z.AA	**	*	**	X.AA		AA*	X.Z.AA*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
25%	13%	16%	14%	13%	15%	21%	16%	33%	9%	3%	15%	18%	11%	3%	10%	10%	5%	30%
N.P							AC	**	*	**	AC	AC	*	*	**	**	**	AH.AI.AJ.AK
23%	30%	22%	22%	25%	23%	24%	20%	38%	29%	30%	22%	28%	24%	16%	16%	44%	12%	23%
	N							**	*	**	V	V.Z	*	*	**	**	**	
15%	14%	23%	16%	22%	32%	26%	23%	17%	29%	25%	24%	16%	21%	21%	51%	21%	-	22%
					R	R.S	R	**	AA*	**	AA		*	*	**	**	**	
19%	17%	24%	22%	22%	21%	20%	22%	6%	18%	22%	21%	19%	26%	36%	19%	-	28%	16%
								**	*	**	**		*	V.X.Z.AA*	**	**	**	
19%	25%	14%	27%	18%	9%	10%	18%	7%	16%	20%	18%	19%	17%	24%	5%	25%	55%	9%
	Q		S.T.U	T.U				**	*	**			*	*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
23%	23%	23%	30%	22%	16%	15%	22%	13%	22%	21%	22%	22%	26%	45%	25%	-	36%	13%
			S.T.U					**	*	**	*	*	V.X.Z.AA.AB*	**	**	**	**	
5%	5%	7%	5%	5%	5%	4%	4%	-	5%	6%	4%	7%	5%	6%	10%	-	-	3%
								**	*	**	**	V.Z	*	*	**	**	**	
14%	11%	21%	11%	15%	11%	9%	9%	-	10%	24%	10%	17%	14%	11%	-	20%	17%	10%
		N.P						**	*	**	**	V.Z	*	*	**	**	**	
7%	12%	10%	9%	9%	12%	10%	8%	12%	13%	16%	9%	11%	8%	5%	-	27%	22%	10%
								**	*	**	**	*	*	*	**	**	**	
12%	13%	9%	8%	11%	14%	10%	9%	27%	8%	9%	9%	11%	14%	17%	20%	11%	-	8%
					R			**	*	**	**	*	*	*	**	**	**	
6%	8%	12%	8%	7%	9%	9%	9%	-	8%	10%	8%	8%	7%	5%	16%	-	4%	10%
								**	*	**	**	*	*	*	**	**	**	
8%	7%	6%	6%	9%	7%	9%	8%	18%	9%	3%	8%	6%	10%	7%	-	19%	6%	9%
								**	*	**	**	*	*	*	**	**	**	
2%	3%	4%	3%	2%	3%	4%	4%	11%	2%	-	3%	2%	4%	-	10%	11%	-	5%
								**	*	**	**	*	*	*	**	**	**	
4%	5%	1%	4%	4%	5%	2%	5%	-	2%	7%	5%	4%	3%	-	-	-	-	7%
								**	*	**	**	*	*	*	**	**	**	AH.AI.AJ
1%	4%	-	2%	1%	0%	3%	2%	-	5%	-	3%	-	1%	-	-	-	-	3%
	N					S.T	AA	**	AA*	**	AA		*	*	**	**	**	AH.AI.AJ
5%	3%	3%	4%	5%	7%	10%	8%	13%	4%	4%	7%	5%	1%	-	7%	12%	-	9%
						R.S	AB.AC	**	*	**	AB.AC		*	*	**	**	**	AJ
2%	2%	2%	1%	1%	3%	3%	2%	-	1%	-	2%	2%	2%	4%	-	-	-	3%
								**	*	**	**	*	*	*	**	**	**	
2%	-	1%	2%	2%	1%	3%	2%	-	3%	-	2%	2%	1%	1%	-	-	-	2%
								**	*	**	**	*	*	*	**	**	**	
2%	1%	-	0%	1%	1%	-	1%	-	-	-	1%	1%	-	-	-	-	-	0%
	N							**	*	**	**	*	*	*	**	**	**	
2%	2%	-	1%	2%	1%	2%	1%	-	2%	-	1%	1%	-	2%	7%	-	5%	2%
								**	*	**	**	*	*	*	**	**	**	
4%	4%	1%	6%	4%	5%	9%	7%	7%	5%	-	7%	3%	7%	-	5%	-	10%	7%
							AA.AC	**	*	**	AA.AC		*	*	**	**	**	
23%	23%	23%	30%	22%	16%	15%	22%	13%	22%	21%	22%	22%	26%	45%	25%	-	36%	13%
			S.T.U					**	*	**	**	*	*	V.X.Z.AA.AB*	**	**	**	
38%	40%	47%	34%	40%	42%	32%	30%	39%	36%	56%	32%	45%	40%	37%	30%	57%	40%	32%
		N			R			**	*	**	V	V.Z	*	*	**	**	**	
20%	23%	23%	21%	22%	24%	24%	25%	29%	21%	20%	24%	20%	23%	12%	26%	30%	9%	30%
							AC	**	*	**	AC		*	*	**	**	**	AH.AI.AJ.AK

10%	9%	6%	10%	8%	11%	19%	14%	13%	14%	4%	13%	8%	4%	4%	7%	12%	-	16%
4%	2%	-	1%	2%	2%	2%	R.S.T	AA.AB	**	AB*	**	AA.AB	*	*	**	**	**	AH.AI.AJ
N.Q																		2%
4%	4%	1%	6%	4%	5%	9%	7%	7%	5%	-	7%	3%	7%	-	5%	-	10%	7%
							AA.AC	**	*	**	AA.AC		*	*	**	**	**	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297	
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282	
25%	31%	26%	38%	25%	20%	11%	25%	18%	21%	29%	25%	31%	23%	47%	33%	10%	50%	15%	
			S.T.U	U	U			**	*	**			*	V.X.Z.AA.AB*	**	**	**		
33%	37%	40%	32%	39%	40%	42%	34%	51%	48%	26%	36%	40%	42%	29%	17%	11%	21%	40%	
			R	R	R	R		**	V.Z.AC*	**	V		*	*	**	**	**		
18%	15%	18%	14%	20%	23%	20%	20%	13%	16%	24%	19%	17%	18%	14%	13%	43%	4%	22%	
			R	R	R			**	*	**			*	*	**	**	**	AH.AI	
12%	5%	3%	5%	7%	10%	10%	10%	13%	3%	7%	9%	6%	3%	4%	14%	10%	5%	11%	
P.Q			R	R	R		X.AB	**	*	**	X		*	*	**	**	**	AJ.AK	
2%	3%	1%	3%	2%	2%	3%	3%	-	2%	4%	3%	1%	2%	2%	-	-	14%	4%	
								**	*	**			*	*	**	**	**		
4%	5%	7%	3%	3%	2%	3%	2%	4%	5%	4%	3%	2%	5%	-	7%	12%	6%	3%	
	N	N						**	*	**			*	*	**	**	**		
0%	-	1%	1%	0%	-	-	1%	-	-	-	1%	-	-	-	-	-	-	1%	
								**	*	**			*	*	**	**	**	AJ	
4%	2%	-	2%	1%	1%	4%	2%	-	3%	-	2%	2%	2%	-	11%	-	-	2%	
						S		**	*	**			*	*	**	**	**		
2%	3%	3%	3%	2%	2%	7%	3%	-	2%	7%	3%	2%	5%	4%	4%	14%	-	2%	
						R.S.T		**	*	**			*	*	**	**	**		
39.62	37.45	35.80	38.70	33.35	33.07	45.19	39.22	22.39	33.45	49.61	38.38	30.01	37.27	35.45	64.46	68.70	42.33	36.51	
*	*	*				S.T	AA	**	*	**	AA		*	**	**	**	**	**	
29	20	20	20	20	22	25	25	9	18	30	25	20	20	20	50	40	39	24	

152	152	108	452	399	236	133	548	15	93	29	685	328	106	56	17	9	19	297
145	190	100	493	379	221	128	543	16	90	27	676	328	109	59	17	9	22	282
10%	11%	18%	9%	13%	11%	11%	7%	7%	12%	26%	8%	19%	5%	3%	13%	20%	4%	12%
		N		R				**	*	**		V.Z.AB.AC	*	*	**	**	**	AH.AI
2%	2%	2%	1%	1%	1%	-	0%	25%	1%	-	1%	1%	-	2%	-	-	-	1%
N		N						**	*	**	V		*	*	**	**	**	
20%	14%	6%	11%	7%	4%	3%	7%	-	15%	4%	8%	6%	11%	4%	17%	38%	6%	11%
N.Q		N	T.U					**	V.Z.AA.AC*	**			*	*	**	**	**	AJ
45%	47%	44%	38%	43%	48%	45%	40%	35%	47%	51%	41%	48%	39%	31%	36%	65%	24%	52%
			R		R			**	*	**		V.Z.AC	*	*	**	**	**	AH.AI.AJ.AK
23%	17%	15%	16%	19%	15%	16%	16%	31%	17%	25%	17%	19%	14%	12%	23%	24%	-	24%
								**	*	**			*	*	**	**	**	AH.AI.AJ
29%	26%	35%	23%	18%	16%	19%	16%	26%	29%	35%	19%	26%	12%	18%	19%	22%	13%	28%
N	N	N	T					**	V.Z.AB*	**	V	V.Z.AB	*	*	**	**	**	AH.AI.AJ
22%	17%	24%	19%	24%	29%	39%	28%	47%	19%	13%	27%	21%	25%	20%	9%	10%	19%	36%
					R	R.S	AA	**	*	**			*	*	**	**	**	AH.AI.AJ.AK
7%	4%	4%	4%	3%	5%	4%	2%	-	8%	4%	3%	5%	3%	2%	12%	14%	15%	2%
N								**	V.Z*	**		V	*	*	**	**	**	
5%	4%	5%	6%	3%	3%	2%	4%	-	1%	7%	3%	5%	5%	3%	4%	-	21%	2%
			S					**	*	**			*	*	**	**	**	
25%	28%	30%	36%	36%	32%	33%	39%	18%	24%	21%	36%	27%	37%	51%	32%	21%	55%	25%
							X.Z.AA	**	*	**	X.AA		*	X.Z.AA*	**	**	**	
								**	*	**			*	*	**	**	**	

base: All US Adults: 30 (**). Small Base: All US Adults: 100 (*)

Parent or guardian of any children				Income				Type of Area Lived in			
18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	Other
AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
27%	35%	37%	24%	38%	32%	40%	24%	43%	32%	31%	15%
	AH	AH	*	AO		AM.AO		AQ.AR			**
68%	60%	55%	40%	52%	63%	57%	58%	48%	62%	61%	28%
AG.AI.AJ.AK	AG.AK		*	AL				AP	AP	AP	**
5%	6%	8%	36%	10%	5%	3%	17%	9%	6%	7%	57%
			AG.AH.AI.AJ*	AM.AN			AL.AM.AN				**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
27%	25%	22%	10%	24%	24%	23%	21%	21%	24%	27%	-
AK	AK		*								**
17%	20%	21%	7%	17%	25%	23%	15%	20%	22%	15%	15%
	AH.AK	AK	*		AL.AO	AL.AO		AR			**
12%	13%	14%	13%	9%	15%	19%	9%	14%	13%	12%	13%
			*		AL	AL.AO					**
4%	6%	4%	6%	3%	5%	10%	1%	8%	4%	3%	-
	AH		*		AO	AL.AM.AO		AQ.AR			**
2%	3%	2%	5%	3%	3%	4%	1%	3%	3%	2%	6%
	AH		*		AO						**
2%	1%	2%	2%	2%	1%	2%	-	1%	1%	3%	-
			*								**
0%	1%	2%	8%	2%	1%	1%	1%	1%	1%	2%	14%
	AH		AG.AH.AI.AJ*								**
0%	1%	0%	3%	0%	1%	0%	0%	1%	0%	-	-
	AH		AH.AJ*								**
-	1%	1%	-	1%	0%	2%	-	1%	1%	0%	-
	AH		*								**
1%	1%	0%	2%	2%	0%	0%	1%	1%	1%	0%	8%
			*								**
2%	2%	4%	18%	5%	1%	1%	9%	6%	2%	2%	7%
		AH.AI	AG.AH.AI.AJ*	AM.AN			AM.AN	AQ.AR			**
34%	27%	29%	25%	33%	25%	14%	42%	23%	29%	33%	37%
AG.AI	AG	AG	*	AM.AN	AN		AM.AN			AP	**
56%	58%	57%	30%	50%	63%	65%	45%	55%	58%	55%	27%
AK	AK	AK	*		AL.AO	AL.AO					**
7%	10%	7%	14%	7%	8%	17%	1%	11%	8%	8%	6%
	AH		*	AO	AO	AL.AM.AO					**
0%	2%	2%	11%	3%	2%	3%	1%	3%	2%	3%	14%
	AH	AH	AH.AI.AJ*								**
1%	1%	0%	2%	2%	0%	0%	1%	1%	1%	0%	8%
			*								**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14

7%	15%	16%	8%	18%	15%	15%	7%	19%	12%	15%	7%
	AH	AH	*	AO	AO	AO		AQ			**
48%	46%	40%	32%	38%	45%	51%	34%	41%	45%	41%	22%
AJ	AJ		*		AO	AL.AO					**
10%	11%	13%	13%	9%	13%	15%	10%	12%	12%	10%	13%
			*		AL	AL					**
10%	9%	11%	32%	12%	9%	7%	18%	12%	9%	11%	28%
			AG.AH.AI.AJ*				AM.AN				**
25%	19%	21%	15%	23%	18%	11%	31%	16%	21%	22%	30%
AG.AI	AG	AG	*	AN	AN		AM.AN		AP		**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
4%	13%	9%	8%	13%	8%	13%	6%	17%	7%	10%	15%
	AH.AJ	AH	*	AM.AO		AM.AO		AQ.AR			**
11%	13%	19%	14%	18%	15%	14%	10%	20%	15%	9%	-
		AH.AI	*	AO				AR	AR		**
13%	15%	15%	12%	12%	19%	18%	7%	13%	15%	18%	14%
			*		AL.AO	AL.AO					**
42%	34%	30%	22%	24%	33%	38%	37%	27%	34%	32%	35%
AG.AI.AJ.AK	AG	AG	*		AL	AL	AL	AP			**
5%	6%	8%	29%	9%	7%	6%	9%	8%	7%	9%	7%
			AG.AH.AI.AJ*								**
25%	19%	21%	15%	23%	18%	11%	31%	16%	21%	22%	30%
AG.AI	AG	AG	*	AN	AN		AM.AN		AP		**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
30%	38%	33%	21%	32%	36%	43%	28%	42%	33%	29%	36%
	AH.AK		*			AL.AO		AQ.AR			**
18%	21%	23%	28%	19%	22%	27%	22%	22%	24%	17%	22%
	AH		*			AL			AR		**
4%	4%	6%	10%	3%	8%	4%	5%	5%	5%	5%	13%
	AI	AI*			AL.AN						**
2%	3%	3%	4%	3%	3%	3%	4%	3%	3%	5%	-
			*								**
2%	2%	4%	15%	6%	1%	2%	4%	4%	3%	3%	8%
		AI	AG.AH.AI.AJ*	AM.AN							**
44%	33%	30%	22%	37%	30%	21%	37%	23%	33%	40%	22%
AG.AI.AJ.AK	AG	AG	*	AM.AN	AN	AN	AN	AP	AP	AP.AQ	**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
24%	31%	26%	16%	23%	30%	36%	23%	33%	27%	24%	20%
	AH		*		AL	AL.AO		AR			**
20%	21%	19%	22%	17%	20%	29%	17%	22%	21%	17%	29%
			*			AL.AM.AO					**
4%	5%	6%	8%	7%	5%	5%	6%	6%	6%	4%	22%
			*								**
2%	2%	4%	4%	3%	3%	3%	3%	2%	3%	6%	-
			*							AP.AQ	**
3%	3%	5%	21%	7%	3%	1%	8%	5%	4%	5%	8%
			AG.AH.AI.AJ*	AM.AN			AM.AN				**
46%	37%	40%	28%	44%	39%	26%	43%	33%	39%	44%	22%
AG.AI.AK	AG	AG	*	AN	AN	AN	AN	AP	AP	AP	**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
15%	21%	18%	6%	19%	19%	21%	14%	23%	16%	19%	22%
	AH,AK		*					AQ			**
11%	15%	16%	15%	13%	16%	20%	11%	19%	15%	12%	6%
	AH		*			AL,AO		AR			**
3%	4%	5%	10%	5%	5%	4%	3%	5%	4%	4%	20%
			AH*								**
2%	2%	3%	9%	2%	3%	2%	4%	3%	2%	4%	15%
			AG,AH,AI,AJ*								**
6%	5%	3%	22%	7%	3%	3%	6%	5%	5%	5%	8%
	AI		AG,AH,AI,AJ*	AM,AN							**
64%	55%	55%	38%	53%	54%	51%	62%	46%	59%	56%	29%
AG,AI,AJ,AK	AG,AK	AG,AK	*				AN		AP	AP	**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
6%	12%	21%	9%	15%	16%	19%	14%	24%	14%	11%	-
	AH	AH,AI	*					AQ,AR			**
6%	9%	11%	18%	10%	11%	11%	10%	15%	9%	7%	23%
	AH	AH	AH*					AQ,AR			**
1%	2%	3%	13%	3%	3%	4%	2%	3%	2%	3%	15%
			AG,AH,AI,AJ*								**
0%	1%	2%	5%	2%	1%	1%	3%	2%	1%	3%	7%
	AH	AH	AH,AI*					AQ			**
4%	4%	5%	16%	6%	4%	3%	8%	4%	5%	5%	13%
			AG,AH,AI,AJ*	AN			AM,AN				**
82%	71%	58%	39%	64%	65%	62%	64%	52%	69%	71%	43%
AG,AI,AJ,AK	AG,AJ,AK	AK	*					AP	AP	AP	**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
15%	20%	12%	14%	17%	16%	17%	13%	22%	13%	16%	8%
	AH,AJ		*					AQ			**
9%	12%	13%	21%	10%	16%	14%	10%	16%	12%	10%	14%
	AH		AH*					AL			**
2%	3%	4%	13%	4%	3%	4%	4%	4%	4%	2%	30%
			AG,AH,AI,AJ*								**
1%	2%	5%	7%	3%	3%	3%	3%	3%	3%	4%	5%
		AH,AI	AH,AI*								**
4%	5%	4%	15%	7%	4%	3%	6%	6%	4%	5%	8%
			AH,AI,AJ*	AN							**
69%	58%	62%	30%	58%	57%	59%	64%	50%	64%	62%	35%
AG,AI,AJ,AK	AG,AK	AG,AK	*					AP	AP	AP	**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
1%	5%	2%	2%	4%	3%	6%	1%	9%	1%	2%	-
	AH,AJ		*			AM,AO		AQ,AR			**
1%	3%	3%	6%	5%	3%	2%	1%	4%	3%	3%	-
	AH		AH*	AO							**
1%	2%	2%	8%	2%	2%	3%	2%	3%	2%	2%	22%
	AH		AH,AI*								**
1%	1%	1%	4%	2%	0%	1%	3%	2%	1%	0%	23%
			AH*	AM			AM				**
4%	5%	7%	23%	10%	4%	3%	7%	7%	6%	8%	-
			AG,AH,AI,AJ*	AM,AN							**
92%	83%	84%	57%	77%	87%	83%	86%	76%	86%	85%	56%
AG,AI,AJ,AK	AG,AK	AG,AK	*		AL	AL	AL		AP	AP	**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
23%	32%	32%	29%	36%	32%	30%	26%	43%	27%	27%	20%
	AH	AH	*	AO				AQ,AR			**
18%	19%	25%	25%	19%	25%	24%	20%	21%	24%	19%	35%
		AH,AI	*								**

3%	3%	4%	7%	4%	4%	4%	3%	3%	4%	5%	15%
			*								**
1%	1%	3%	9%	3%	2%	2%	1%	1%	2%	3%	8%
			AG,AH,AI,AJ*								**
6%	6%	4%	13%	5%	5%	4%	9%	5%	6%	4%	8%
			AJ*				AN				**
48%	38%	32%	18%	33%	33%	37%	40%	26%	37%	43%	15%
AG,AI,AJ,AK	AG,AJ,AK	AG	*					AP	AP		**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
7%	17%	13%	10%	17%	12%	18%	9%	22%	10%	13%	7%
	AH	AH	*	AO		AM,AO		AQ,AR			**
19%	20%	27%	21%	24%	25%	25%	16%	25%	24%	20%	21%
		AH,AI	*		AO	AO					**
24%	23%	20%	10%	15%	26%	27%	18%	20%	23%	21%	14%
AK			*		AL,AO	AL,AO					**
28%	23%	20%	18%	19%	22%	22%	27%	18%	23%	24%	13%
AG,AI,AJ	AG		*				AL				**
21%	17%	20%	41%	25%	16%	8%	30%	15%	20%	23%	45%
AG,AI	AG	AG	AG,AH,AI,AJ*	AM,AN	AN		AM,AN			AP	**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
27%	22%	25%	29%	27%	22%	12%	39%	20%	25%	25%	7%
AG,AI	AG	AG	AG*	AN	AN		AL,AM,AN				**
5%	4%	6%	2%	6%	5%	4%	4%	5%	5%	4%	14%
			*								**
12%	11%	13%	12%	12%	14%	8%	16%	13%	12%	12%	-
			*		AN		AN				**
7%	9%	10%	20%	12%	7%	8%	12%	9%	11%	6%	44%
	AH		AH,AI,AJ*	AM			AM		AR		**
11%	9%	12%	8%	14%	8%	10%	7%	11%	11%	8%	15%
			*	AM,AO							**
6%	8%	8%	7%	7%	10%	9%	5%	6%	7%	12%	14%
			*		AO					AP,AQ	**
5%	7%	8%	7%	6%	8%	9%	2%	8%	7%	8%	-
	AH		*		AO	AO					**
3%	4%	2%	-	2%	4%	4%	2%	4%	2%	3%	-
			*								**
3%	5%	4%	-	3%	4%	6%	2%	6%	3%	5%	-
			*			AL,AO		AQ			**
1%	2%	1%	5%	2%	1%	2%	1%	1%	1%	3%	-
	AH		AH,AJ*							AP	**
7%	7%	4%	3%	3%	7%	10%	2%	6%	5%	6%	-
	AJ		*		AL,AO	AL,AO					**
2%	2%	1%	-	1%	1%	3%	1%	2%	2%	0%	-
			*			AM					**
1%	1%	2%	-	1%	1%	3%	3%	1%	2%	2%	-
			*			AL,AM	AL				**
1%	0%	1%	-	1%	1%	1%	-	1%	0%	0%	-
			*								**
1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	5%
			*								**
6%	6%	4%	4%	3%	6%	8%	5%	6%	6%	4%	-
			*		AL	AL					**
27%	22%	25%	29%	27%	22%	12%	39%	20%	25%	25%	7%
AG,AI	AG	AG	AG*	AN	AN		AL,AM,AN				**
35%	34%	40%	42%	44%	34%	30%	38%	37%	38%	30%	73%
		AG,AI	*	AM,AN					AR		**
18%	23%	22%	14%	18%	27%	28%	11%	24%	19%	28%	14%
	AH		*		AL,AO	AL,AO				AQ	**

11%	13%	7%	9%	6%	10%	19%	7%	10%	10%	11%	-
AJ	AJ		*			AL.AM.AO					**
1%	2%	2%	3%	1%	1%	3%	1%	2%	1%	1%	5%
			*								**
6%	6%	4%	4%	3%	6%	8%	5%	6%	6%	4%	-
			*		AL	AL					**

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
34%	27%	29%	25%	33%	25%	14%	42%	23%	29%	33%	37%
AG.AI	AG	AG	*	AM.AN	AN		AM.AN			AP	**
34%	36%	36%	42%	37%	39%	33%	35%	37%	38%	31%	29%
			*						AR		**
15%	18%	19%	13%	16%	18%	27%	10%	20%	17%	19%	14%
	AH		*		AO	AL.AM.AO					**
7%	9%	6%	-	5%	7%	10%	6%	8%	7%	7%	-
			*			AL					**
2%	3%	2%	3%	2%	4%	3%	1%	4%	2%	2%	-
			*								**
1%	2%	3%	7%	3%	2%	4%	3%	3%	3%	3%	5%
		AH	AH.AI*								**
1%	1%	-	-	-	1%	1%	-	1%	0%	0%	-
AJ	AJ		*		AL						**
1%	1%	2%	7%	2%	1%	3%	1%	1%	2%	2%	7%
			AH.AI.AJ*								**
4%	3%	2%	4%	2%	3%	4%	2%	3%	2%	4%	8%
			*								**
37.46	37.54	34.94	44.58	31.61	36.53	44.24	32.42	36.43	34.51	41.71	59.66
			**			AL.AO	*				**
20	21	20	16	20	20	28	19	23	20	25	24

389	640	537	43	401	358	301	160	376	596	236	12
391	631	543	46	419	355	285	160	378	593	235	14
4%	7%	14%	11%	10%	9%	13%	10%	13%	10%	8%	7%
	AH	AH.AI	*					AR			**
1%	1%	1%	-	1%	1%	0%	1%	1%	0%	2%	8%
			*								**
9%	10%	5%	7%	6%	10%	7%	7%	10%	7%	5%	-
AJ	AJ		*								**
35%	42%	43%	33%	38%	43%	51%	34%	50%	40%	37%	7%
	AH	AH	*			AL.AO		AQ.AR			**
15%	19%	15%	12%	20%	17%	16%	12%	20%	15%	19%	7%
	AH		*	AO							**
14%	20%	20%	20%	24%	19%	19%	13%	26%	19%	15%	8%
	AH	AH	*	AO				AQ.AR			**
22%	28%	21%	10%	19%	26%	35%	17%	25%	25%	22%	6%
	AH.AJ.AK		*		AL.AO	AL.AM.AO					**
2%	2%	5%	5%	4%	5%	3%	2%	4%	2%	7%	5%
		AG.AH.AI	*							AQ	**
4%	3%	5%	17%	5%	4%	2%	7%	7%	2%	5%	7%
AG	AG	AG	AG.AH.AI.AJ*			AN		AQ			**
45%	36%	34%	27%	34%	33%	31%	47%	24%	39%	40%	52%
AG.AI.AJ.AK	AG	AG	*				AL.AM.AN		AP	AP	**
			*								**