Daily Survey: Subtitles

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   June 29 - July 5, 2023
Margin of Error   ±3.9%

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1. How often do you watch TV?

Several times a day	42%
Once a day	22%
A few times a week	18%
Once a week	3%
A few times a month	4%
Seldom	11%
Never	0%

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2. Do you have a cable subscription?

Yes	40%
No	60%

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3. Do you currently use any streaming video services?

Yes	76%
No	24%

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4. Which TV genres do you enjoy? Select all that apply.

Comedy	70%
Drama	57%
Action	60%
Science fiction	43%
Fantasy	34%
Crime	53%
Documentary	55%
Reality	31%
Foreign	12%
None of the above	3%

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5. When you're watching TV at home, how often do you do so with the volume off?

Always	2%
Most of the time	4%
Sometimes	18%
Rarely	28%
Never	48%
Not asked - Doesn't watch TV	0%

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6. When watching TV in a language you know, do you generally prefer to have . . . ?

Subtitles on 38%
Subtitles off 53%
Not sure 8%
Not asked - Doesn't watch TV 0%

7. When watching TV in a language you know, how often do you do so with the subtitles on?

Always 13%
Most of the time 17%
Sometimes 15%
Rarely 21%
Never 34%
Not asked - Doesn't watch TV 0%

8. Which of the following are reasons you ever use subtitles when watching TV in a language you know? Select all that apply.

Hearing difficulties 19%
Learning a new language 7%
Enhanced comprehension 27%
Sound sensitivity 10%
Helps to understand accents 26%
In a noisy environment 22%
To avoid disturbing others 14%
Appreciation of dialogue 13%
Preference of fellow viewers 9%
To enable multitasking 10%
Other reason 3%
Not asked — Never uses subtitles 34%
Not asked - Doesn't watch TV 0%

9. Which of the following are reasons you ever do NOT use subtitles when watching TV in a language you know? Select all that apply.

They are distracting 38%
They are unnecessary 33%
Preference for listening 22%
They move too fast or too slow 17%
They are inconvenient to turn on 8%
They don't match the words spoken 18%
They don't match the pace of the dialogue 24%
They clutter the screen 32%
Preferences of fellow viewers 8%
Other reason 4%
Not asked — Always uses subtitles 13%
Not asked - Doesn't watch TV 0%

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10. When watching TV in a language you don't know, do you generally prefer . . . ?

Reading subtitles 41%

Listening to dubbed audio, meaning the original dialogue is replaced with a new recording in a language you know 17%

I only watch TV in languages I know 38%

Not asked - Doesn't watch TV 0%

Don't know 4%

11. Do you ever feel like you have a hard time choosing what to watch on TV because you are overwhelmed by the number of options?

Yes 42%

No 58%

Not asked - Doesn't watch TV 0%

12. Which do you currently enjoy watching more?

TV shows 43%

Movies 37%

Neither 9%

Not sure 11%

13. Given the current way content is consumed, do you think the categories of "TV" and "movies" will remain distinct, or do you think the two genres will eventually merge?

TV and movies will remain distinct 52%

TV and movies will merge 21%

Not sure 27%

14. Generally speaking, how satisfied are you with personalized show recommendations that streaming services make for you?

Asked of people who use any streaming video services

Very satisfied 17%

Somewhat satisfied 48%

Somewhat dissatisfied 15%

Very dissatisfied 7%

Not sure 13%

15. Generally speaking, how satisfied are you with the interface design and usability of streaming services you use?

Asked of people who use any streaming video services

Very satisfied 27%

Somewhat satisfied 51%

Somewhat dissatisfied 9%

Very dissatisfied 4%

Not sure 9%

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16. Have you heard that some streaming platforms are offering the option to speed up or slow down shows to a faster or slower than normal pace?

Yes 26%
No 74%
Not asked - Doesn't watch TV 0%

17. Have you ever watched TV at a faster than normal speed (e.g., 1.5x)?

Yes 10%
No, but I might be interested in trying 21%
No, and I would not be interested in trying 59%
Not sure 10%
Not asked - Doesn't watch TV 0%

18. Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

	More likely	Less likely	No difference	Not sure	Not asked - Doesn't watch TV
Be created for niche audiences	55%	11%	13%	21%	0%
Contain original ideas	25%	43%	19%	13%	0%
Feature diverse stories and casts	66%	9%	13%	12%	0%
Contain offensive content	59%	16%	13%	12%	0%
Contain nudity or violence	66%	9%	15%	10%	0%
Be produced in foreign countries	48%	9%	21%	22%	0%
Contain foreign languages	50%	10%	22%	18%	0%
Contain morally complex characters	54%	14%	17%	15%	0%

19. Which of the following attributes do you look for in TV programs? Select all that apply.

Created for niche audiences 12%
Contains original ideas 58%
Features diverse stories and casts 34%
Contains offensive content 11%
Contains nudity or violence 15%
Is produced in foreign countries 7%
Contains foreign languages 7%
Contains morally complex characters 30%
None of the above 27%
Not asked - Doesn't watch TV 0%

20. How much have you heard about a recent strike among Hollywood movie and television writers who belong to the Writers Guild of America labor union?

A lot 19%
A little 51%
Nothing at all 30%

21. Some Hollywood movie and television writers who belong to the Writers Guild of America labor union went on strike after failed negotiations over their pay with Hollywood studios. Do you support or oppose the writers going on strike?

Strongly support 27%
Somewhat support 25%
Somewhat oppose 9%
Strongly oppose 8%
Not sure 31%

22. How concerned are you about the possibility that the writers' strike will affect the release of TV shows?

Very concerned 11%
Somewhat concerned 21%
Not very concerned 23%
Not at all concerned 30%
Not sure 15%

23. Do you think that TV shows and movies produced today include...?

Too many sex scenes 41%
About the right number of sex scenes 20%
Too few sex scenes 8%
Not sure 28%
Prefer not to say 3%

24. How often do you think that sex scenes in TV shows and movies are important for moving the story forward?

Always 3%
Usually 7%
Sometimes 36%
Rarely 30%
Never 13%
Not sure 11%

25. Do you think that sex scenes in TV shows and movies generally are . . . ?

Very realistic 8%
Somewhat realistic 29%
Not very realistic 29%
Not at all realistic 17%
Not sure 18%

26. Do you think that married actors who film sex scenes are disrespecting their spouses?

Yes 29%
No 46%
Not sure 24%

27. How many languages can you fluently speak?

One	80%
Two	17%
Three	2%
Four or more	1%

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1. Frequency of Watching TV
How often do you watch TV?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Several times a day	42%	40%	44%	29%	40%	44%	55%	42%	61%	33%	23%
Once a day	22%	20%	24%	20%	22%	21%	25%	24%	13%	24%	21%
A few times a week	18%	19%	17%	26%	19%	18%	9%	18%	10%	23%	25%
Once a week	3%	3%	3%	4%	6%	2%	2%	3%	3%	3%	4%
A few times a month	4%	5%	2%	7%	4%	2%	1%	3%	1%	10%	7%
Seldom	11%	13%	9%	13%	10%	13%	7%	11%	12%	8%	19%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	99%	99%	101%	100%	99%	101%	100%	101%	99%
Unweighted N	(999)	(432)	(567)	(192)	(219)	(369)	(219)	(652)	(132)	(163)	(52)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Several times a day	42%	46%	34%	49%	46%	42%	47%	42%	37%	39%	44%	45%	38%
Once a day	22%	20%	21%	26%	24%	26%	17%	27%	26%	19%	29%	17%	26%
A few times a week	18%	18%	22%	13%	15%	16%	15%	17%	19%	22%	13%	18%	19%
Once a week	3%	3%	5%	2%	3%	4%	3%	2%	6%	4%	2%	4%	3%
A few times a month	4%	5%	4%	2%	4%	2%	5%	3%	3%	3%	3%	4%	3%
Seldom	11%	9%	15%	8%	9%	10%	14%	9%	8%	13%	9%	11%	11%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	101%	101%	100%	101%	100%	101%	100%	99%	100%	100%	99%	100%
Unweighted N	(999)	(343)	(370)	(286)	(383)	(349)	(409)	(297)	(182)	(180)	(231)	(359)	(229)

2. Has Cable Subscription
Do you have a cable subscription?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	40%	40%	29%	37%	40%	54%	41%	48%	33%	27%
No	60%	60%	60%	71%	63%	60%	46%	59%	52%	67%	73%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(431)	(568)	(192)	(219)	(369)	(219)	(653)	(132)	(162)	(52)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	40%	47%	31%	44%	47%	45%	31%	50%	52%	54%	40%	34%	40%
No	60%	53%	69%	56%	53%	55%	69%	50%	48%	46%	60%	66%	60%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(342)	(370)	(287)	(382)	(350)	(408)	(298)	(182)	(180)	(231)	(358)	(230)

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3. Uses Streaming

Do you currently use any streaming video services?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	76%	78%	74%	86%	88%	74%	56%	76%	78%	81%	68%
No	24%	22%	26%	14%	12%	26%	44%	24%	22%	19%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(430)	(567)	(192)	(219)	(368)	(218)	(651)	(131)	(163)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	76%	80%	74%	75%	81%	73%	70%	79%	91%	76%	74%	78%	76%
No	24%	20%	26%	25%	19%	27%	30%	21%	9%	24%	26%	22%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(342)	(369)	(286)	(382)	(348)	(407)	(298)	(181)	(180)	(231)	(356)	(230)

4. TV Show Genres Enjoyed
Which TV genres do you enjoy? Select all that apply.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Comedy	70%	69%	71%	72%	75%	71%	63%	71%	66%	72%	66%
Drama	57%	46%	68%	52%	57%	58%	63%	57%	66%	54%	49%
Action	60%	70%	52%	62%	62%	64%	53%	60%	68%	57%	59%
Science fiction	43%	50%	36%	42%	46%	46%	36%	43%	44%	35%	52%
Fantasy	34%	36%	32%	44%	42%	31%	20%	32%	38%	35%	49%
Crime	53%	43%	61%	48%	47%	58%	55%	54%	56%	40%	51%
Documentary	55%	56%	53%	35%	57%	63%	58%	58%	49%	44%	54%
Reality	31%	23%	38%	35%	36%	29%	25%	27%	50%	32%	34%
Foreign	12%	12%	13%	15%	16%	11%	9%	10%	14%	17%	22%
None of the above	3%	2%	4%	1%	3%	2%	6%	3%	3%	2%	6%
Unweighted N	(1,000)	(432)	(568)	(192)	(219)	(370)	(219)	(653)	(132)	(163)	(52)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Comedy	70%	72%	71%	67%	74%	64%	73%	68%	73%	69%	71%	67%	75%
Drama	57%	64%	51%	59%	64%	56%	53%	61%	71%	59%	48%	59%	63%
Action	60%	59%	60%	63%	56%	62%	65%	55%	63%	58%	60%	64%	57%
Science fiction	43%	46%	41%	41%	47%	38%	47%	43%	46%	38%	45%	44%	42%
Fantasy	34%	44%	30%	28%	39%	27%	36%	35%	38%	35%	33%	32%	38%
Crime	53%	50%	48%	62%	50%	59%	49%	55%	56%	49%	55%	53%	52%
Documentary	55%	50%	57%	57%	57%	57%	53%	58%	59%	46%	54%	55%	60%
Reality	31%	28%	30%	35%	29%	27%	32%	31%	30%	33%	25%	32%	34%
Foreign	12%	17%	11%	9%	19%	8%	10%	13%	19%	16%	9%	11%	16%
None of the above	3%	1%	3%	4%	2%	5%	3%	2%	1%	5%	2%	2%	3%

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,000)	(343)	(370)	(287)	(383)	(350)	(409)	(298)	(182)	(180)	(231)	(359)	(230)

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5. Frequency of Watching TV With No Sound
When you're watching TV at home, how often do you do so with the volume off?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	2%	2%	2%	4%	4%	1%	0%	1%	7%	4%	0%
Most of the time	4%	4%	4%	5%	6%	3%	3%	5%	5%	3%	2%
Sometimes	18%	17%	19%	19%	20%	17%	16%	17%	21%	22%	13%
Rarely	28%	26%	30%	26%	23%	32%	28%	28%	27%	18%	43%
Never	48%	51%	45%	46%	47%	46%	53%	49%	40%	53%	42%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(998)	(431)	(567)	(192)	(218)	(369)	(219)	(652)	(131)	(163)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	2%	2%	2%	2%	3%	1%	2%	1%	3%	4%	3%	1%	2%
Most of the time	4%	7%	2%	3%	6%	3%	3%	9%	1%	8%	2%	3%	5%
Sometimes	18%	20%	20%	13%	17%	19%	19%	15%	20%	21%	14%	19%	17%
Rarely	28%	28%	25%	33%	28%	30%	28%	27%	29%	25%	31%	26%	29%
Never	48%	43%	51%	49%	47%	48%	48%	48%	46%	43%	49%	50%	46%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	99%	101%	99%	99%	99%
Unweighted N	(998)	(342)	(369)	(287)	(382)	(350)	(407)	(298)	(182)	(180)	(231)	(357)	(230)

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6. Watching TV With Subtitles in Native Language
When watching TV in a language you know, do you generally prefer to have ... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Subtitles on	38%	36%	41%	63%	37%	29%	30%	33%	40%	54%	58%
Subtitles off	53%	57%	50%	27%	55%	63%	61%	60%	48%	35%	30%
Not sure	8%	8%	9%	9%	9%	8%	9%	7%	13%	11%	12%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	99%	101%	100%	99%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(998)	(431)	(567)	(191)	(219)	(370)	(218)	(653)	(131)	(162)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Subtitles on	38%	45%	37%	31%	45%	31%	32%	41%	44%	42%	29%	36%	48%
Subtitles off	53%	46%	53%	62%	48%	63%	57%	55%	50%	50%	60%	56%	44%
Not sure	8%	9%	10%	7%	7%	6%	11%	4%	6%	8%	11%	7%	9%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(998)	(341)	(370)	(287)	(381)	(350)	(409)	(297)	(181)	(180)	(231)	(358)	(229)

7. Frequency of Watching TV with Subtitles
When watching TV in a language you know, how often do you do so with the subtitles on?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	13%	13%	14%	23%	16%	8%	8%	11%	11%	22%	18%
Most of the time	17%	17%	16%	28%	19%	10%	12%	14%	19%	19%	29%
Sometimes	15%	13%	17%	18%	15%	15%	14%	14%	16%	24%	14%
Rarely	21%	20%	21%	18%	23%	19%	23%	21%	21%	15%	22%
Never	34%	38%	31%	12%	27%	48%	43%	39%	33%	20%	16%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	101%	99%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,000)	(432)	(568)	(192)	(219)	(370)	(219)	(653)	(132)	(163)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	13%	12%	16%	10%	14%	11%	11%	14%	15%	13%	9%	13%	18%
Most of the time	17%	26%	14%	9%	21%	11%	15%	19%	19%	20%	18%	13%	19%
Sometimes	15%	16%	14%	16%	18%	14%	16%	13%	14%	18%	11%	15%	18%
Rarely	21%	18%	26%	15%	21%	20%	23%	17%	23%	19%	17%	23%	21%
Never	34%	27%	30%	49%	26%	44%	35%	36%	30%	30%	45%	36%	24%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	99%	100%	99%	100%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,000)	(343)	(370)	(287)	(383)	(350)	(409)	(298)	(182)	(180)	(231)	(359)	(230)

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8. Reasons for Using Subtitles
Which of the following are reasons you ever use subtitles when watching TV in a language you know? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Hearing difficulties	19%	18%	21%	25%	17%	12%	27%	20%	10%	27%	21%
Learning a new language	7%	8%	5%	14%	11%	2%	1%	6%	9%	9%	4%
Enhanced comprehension	27%	26%	27%	36%	36%	19%	20%	25%	23%	37%	32%
Sound sensitivity	10%	10%	11%	19%	11%	8%	6%	10%	11%	14%	7%
Helps to understand accents	26%	23%	29%	41%	30%	20%	18%	23%	27%	34%	39%
In a noisy environment	22%	19%	24%	36%	26%	14%	15%	22%	21%	23%	21%
To avoid disturbing others	14%	14%	14%	16%	18%	13%	10%	14%	15%	18%	12%
Appreciation of dialogue	13%	13%	12%	19%	18%	9%	7%	11%	15%	22%	11%
Preference of fellow viewers	9%	8%	10%	18%	9%	8%	2%	8%	10%	11%	14%
To enable multitasking	10%	9%	11%	20%	14%	5%	5%	10%	13%	10%	6%
Other reason	3%	3%	2%	2%	2%	4%	3%	3%	5%	1%	5%
Not asked — Never uses subtitles	34%	38%	31%	12%	27%	48%	43%	39%	33%	20%	16%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(1,000)	(432)	(568)	(192)	(219)	(370)	(219)	(653)	(132)	(163)	(52)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Hearing difficulties	19%	21%	19%	18%	20%	20%	18%	20%	21%	23%	14%	17%	26%
Learning a new language	7%	10%	6%	4%	6%	4%	7%	8%	7%	15%	5%	5%	5%
Enhanced comprehension	27%	28%	30%	20%	32%	24%	23%	29%	27%	23%	24%	27%	31%
Sound sensitivity	10%	16%	9%	5%	16%	7%	9%	11%	15%	10%	11%	10%	12%
Helps to understand accents	26%	30%	30%	17%	33%	21%	23%	27%	33%	29%	19%	22%	39%
In a noisy environment	22%	25%	26%	13%	25%	17%	22%	21%	24%	24%	18%	21%	26%
To avoid disturbing others	14%	16%	17%	8%	17%	10%	17%	11%	13%	10%	10%	18%	15%
Appreciation of dialogue	13%	15%	16%	6%	17%	9%	12%	12%	15%	13%	10%	13%	16%
Preference of fellow viewers	9%	13%	9%	5%	14%	6%	8%	9%	15%	8%	7%	9%	13%
To enable multitasking	10%	14%	11%	5%	14%	5%	12%	8%	12%	16%	7%	9%	11%
Other reason	3%	3%	3%	3%	4%	2%	4%	1%	3%	1%	3%	3%	3%
Not asked — Never uses subtitles	34%	27%	30%	49%	26%	44%	35%	36%	30%	30%	45%	36%	24%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(1,000)	(343)	(370)	(287)	(383)	(350)	(409)	(298)	(182)	(180)	(231)	(359)	(230)

9. Reasons for Not Using Subtitles
Which of the following are reasons you ever do NOT use subtitles when watching TV in a language you know? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
They are distracting	38%	37%	39%	24%	30%	49%	44%	42%	38%	25%	27%
They are unnecessary	33%	34%	31%	17%	26%	42%	41%	37%	34%	17%	16%
Preference for listening	22%	23%	22%	12%	25%	27%	22%	24%	23%	16%	16%
They move too fast or too slow	17%	20%	15%	19%	13%	17%	20%	15%	27%	20%	13%
They are inconvenient to turn on	8%	9%	8%	12%	7%	8%	6%	9%	9%	8%	6%
They don't match the words spoken	18%	18%	18%	19%	19%	16%	17%	17%	18%	25%	15%
They don't match the pace of the dialogue	24%	26%	21%	23%	28%	25%	18%	24%	26%	24%	17%
They clutter the screen	32%	33%	32%	25%	27%	37%	38%	36%	24%	26%	26%
Preferences of fellow viewers	8%	6%	10%	10%	12%	5%	4%	8%	6%	9%	8%
Other reason	4%	3%	5%	5%	3%	3%	4%	3%	2%	2%	12%
Not asked — Always uses subtitles	13%	13%	14%	23%	16%	8%	8%	11%	11%	22%	18%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(1,000)	(432)	(568)	(192)	(219)	(370)	(219)	(653)	(132)	(163)	(52)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
They are distracting	38%	35%	37%	43%	37%	44%	40%	39%	37%	36%	41%	38%	37%
They are unnecessary	33%	27%	30%	43%	27%	40%	34%	32%	35%	22%	35%	36%	32%
Preference for listening	22%	17%	25%	25%	23%	26%	21%	22%	27%	25%	20%	23%	21%
They move too fast or too slow	17%	22%	18%	12%	20%	13%	19%	16%	14%	21%	18%	17%	15%
They are inconvenient to turn on	8%	8%	7%	10%	7%	9%	9%	8%	8%	8%	10%	10%	5%
They don't match the words spoken	18%	18%	22%	12%	18%	14%	23%	15%	11%	11%	19%	19%	18%
They don't match the pace of the dialogue	24%	28%	26%	15%	28%	19%	27%	23%	19%	28%	23%	25%	19%
They clutter the screen	32%	32%	30%	36%	34%	38%	30%	39%	36%	29%	34%	32%	34%
Preferences of fellow viewers	8%	9%	7%	8%	8%	6%	6%	8%	11%	10%	7%	7%	7%
Other reason	4%	5%	3%	3%	3%	3%	3%	4%	3%	2%	3%	3%	7%
Not asked — Always uses subtitles	13%	12%	16%	10%	14%	11%	11%	14%	15%	13%	9%	13%	18%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(1,000)	(343)	(370)	(287)	(383)	(350)	(409)	(298)	(182)	(180)	(231)	(359)	(230)

10. Watching TV in Foreign Language With Subtitles or Dubbed
When watching TV in a language you don't know, do you generally prefer . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Reading subtitles	41%	38%	44%	58%	42%	36%	32%	37%	45%	49%	64%
Listening to dubbed audio, meaning the original dialogue is replaced with a new recording in a language you know	17%	22%	12%	15%	21%	16%	15%	17%	15%	23%	5%
I only watch TV in languages I know	38%	37%	39%	21%	30%	45%	52%	44%	29%	24%	22%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	3%	5%	7%	6%	3%	1%	2%	11%	3%	9%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,000)	(432)	(568)	(192)	(219)	(370)	(219)	(653)	(132)	(163)	(52)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Reading subtitles	41%	48%	43%	30%	51%	32%	36%	43%	54%	47%	35%	38%	48%
Listening to dubbed audio, meaning the original dialogue is replaced with a new recording in a language you know	17%	20%	15%	15%	19%	19%	15%	21%	20%	15%	17%	20%	14%
I only watch TV in languages I know	38%	28%	36%	52%	26%	46%	45%	33%	25%	36%	44%	37%	34%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	4%	5%	3%	4%	3%	4%	3%	1%	3%	4%	5%	4%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,000)	(343)	(370)	(287)	(383)	(350)	(409)	(298)	(182)	(180)	(231)	(359)	(230)

11. Content Choice Overload

Do you ever feel like you have a hard time choosing what to watch on TV because you are overwhelmed by the number of options?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	38%	45%	64%	47%	31%	29%	39%	38%	51%	56%
No	58%	62%	55%	36%	53%	69%	71%	61%	62%	49%	44%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(432)	(568)	(192)	(219)	(370)	(219)	(653)	(132)	(163)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	42%	50%	38%	36%	48%	31%	39%	46%	43%	44%	37%	42%	44%
No	58%	50%	62%	64%	52%	69%	61%	54%	57%	56%	63%	58%	56%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(343)	(370)	(287)	(383)	(350)	(409)	(298)	(182)	(180)	(231)	(359)	(230)

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12. Like TV or Movies More
Which do you currently enjoy watching more?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
TV shows	43%	38%	48%	44%	44%	44%	41%	44%	48%	40%	34%
Movies	37%	40%	34%	40%	40%	35%	34%	36%	37%	45%	39%
Neither	9%	10%	8%	5%	5%	9%	17%	11%	6%	4%	7%
Not sure	11%	11%	10%	12%	10%	11%	9%	10%	8%	11%	21%
Totals	100%	99%	100%	101%	99%	99%	101%	101%	99%	100%	101%
Unweighted N	(999)	(431)	(568)	(192)	(219)	(369)	(219)	(652)	(132)	(163)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
TV shows	43%	45%	42%	43%	48%	41%	41%	47%	49%	47%	45%	42%	41%
Movies	37%	37%	35%	40%	34%	38%	38%	35%	38%	35%	34%	40%	38%
Neither	9%	7%	10%	9%	7%	11%	10%	11%	5%	5%	10%	9%	10%
Not sure	11%	10%	13%	9%	12%	10%	11%	7%	8%	13%	11%	9%	11%
Totals	100%	99%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(343)	(369)	(287)	(382)	(350)	(409)	(298)	(181)	(180)	(230)	(359)	(230)

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13. Will TV and Movies Merge
Given the current way content is consumed, do you think the categories of "TV" and "movies" will remain distinct, or do you think the two genres will eventually merge?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
TV and movies will remain distinct	52%	54%	50%	50%	53%	56%	46%	53%	41%	61%	47%
TV and movies will merge	21%	20%	22%	29%	23%	15%	21%	18%	29%	23%	33%
Not sure	27%	26%	28%	21%	24%	29%	33%	29%	31%	16%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(998)	(431)	(567)	(192)	(219)	(370)	(217)	(651)	(132)	(163)	(52)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
TV and movies will remain distinct	52%	53%	51%	51%	55%	50%	46%	55%	62%	51%	50%	54%	50%
TV and movies will merge	21%	24%	21%	18%	22%	21%	25%	23%	18%	23%	19%	20%	24%
Not sure	27%	23%	27%	31%	22%	29%	29%	22%	20%	26%	31%	26%	26%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(341)	(370)	(287)	(381)	(350)	(408)	(298)	(182)	(180)	(231)	(358)	(229)

14. Satisfaction With TV Suggestions
Generally speaking, how satisfied are you with personalized show recommendations that streaming services make for you?

Asked of people who use any streaming video services

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	17%	18%	16%	23%	21%	13%	8%	14%	31%	20%	9%
Somewhat satisfied	48%	43%	53%	54%	48%	47%	41%	47%	39%	54%	63%
Somewhat dissatisfied	15%	18%	13%	13%	11%	19%	21%	17%	9%	11%	21%
Very dissatisfied	7%	10%	4%	3%	8%	8%	8%	8%	4%	7%	2%
Not sure	13%	11%	15%	8%	12%	13%	23%	14%	16%	8%	6%
Totals	100%	100%	101%	101%	100%	100%	101%	100%	99%	100%	101%
Unweighted N	(763)	(327)	(436)	(158)	(195)	(284)	(126)	(493)	(103)	(131)	(36)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very satisfied	17%	18%	15%	16%	16%	12%	18%	18%	16%	24%	13%	17%	13%
Somewhat satisfied	48%	49%	45%	50%	47%	46%	46%	48%	50%	45%	50%	46%	51%
Somewhat dissatisfied	15%	19%	15%	12%	19%	17%	16%	17%	17%	12%	16%	16%	17%
Very dissatisfied	7%	3%	10%	7%	4%	9%	6%	8%	6%	7%	7%	8%	6%
Not sure	13%	10%	15%	15%	13%	16%	14%	9%	11%	12%	14%	13%	14%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(763)	(267)	(283)	(213)	(310)	(257)	(292)	(231)	(166)	(134)	(172)	(279)	(178)

15. Satisfaction With Streaming Interface
Generally speaking, how satisfied are you with the interface design and usability of streaming services you use?

Asked of people who use any streaming video services

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	27%	25%	28%	26%	34%	24%	19%	26%	42%	28%	6%
Somewhat satisfied	51%	50%	52%	54%	45%	54%	53%	52%	39%	49%	70%
Somewhat dissatisfied	9%	11%	7%	7%	5%	13%	12%	10%	1%	10%	13%
Very dissatisfied	4%	6%	2%	2%	5%	4%	6%	4%	2%	7%	1%
Not sure	9%	8%	10%	11%	11%	5%	9%	8%	16%	5%	9%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(760)	(325)	(435)	(157)	(194)	(284)	(125)	(491)	(102)	(131)	(36)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very satisfied	27%	26%	25%	30%	23%	27%	31%	29%	20%	35%	20%	30%	21%
Somewhat satisfied	51%	54%	48%	52%	54%	54%	46%	54%	56%	37%	55%	52%	58%
Somewhat dissatisfied	9%	11%	9%	7%	12%	11%	8%	11%	10%	8%	12%	8%	10%
Very dissatisfied	4%	2%	7%	3%	4%	2%	5%	2%	4%	6%	5%	3%	4%
Not sure	9%	7%	10%	8%	8%	7%	10%	3%	9%	15%	8%	8%	7%
Totals	100%	100%	99%	100%	101%	101%	100%	99%	99%	101%	100%	101%	100%
Unweighted N	(760)	(266)	(281)	(213)	(309)	(256)	(290)	(231)	(165)	(133)	(172)	(277)	(178)

16. Speed Watching Option

Have you heard that some streaming platforms are offering the option to speed up or slow down shows to a faster or slower than normal pace?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	30%	22%	44%	36%	17%	12%	23%	31%	28%	46%
No	74%	70%	78%	56%	64%	83%	88%	77%	69%	72%	54%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(431)	(566)	(192)	(216)	(370)	(219)	(651)	(132)	(162)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	26%	32%	26%	18%	31%	21%	22%	30%	40%	35%	18%	24%	30%
No	74%	68%	74%	82%	69%	79%	78%	70%	60%	65%	82%	76%	70%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(341)	(369)	(287)	(381)	(350)	(408)	(298)	(181)	(178)	(231)	(358)	(230)

17. Speed Watching

Have you ever watched TV at a faster than normal speed (e.g., 1.5x)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	10%	10%	9%	18%	10%	8%	4%	8%	10%	14%	14%
No, but I might be interested in trying	21%	23%	19%	27%	26%	16%	17%	21%	21%	23%	25%
No, and I would not be interested in trying	59%	59%	59%	47%	54%	63%	70%	60%	55%	58%	57%
Not sure	10%	8%	12%	9%	10%	13%	8%	11%	14%	6%	4%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	99%	101%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(996)	(432)	(564)	(191)	(217)	(370)	(218)	(651)	(131)	(162)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	10%	14%	9%	5%	16%	5%	7%	14%	13%	13%	7%	9%	11%
No, but I might be interested in trying	21%	19%	25%	19%	21%	20%	20%	22%	24%	17%	17%	22%	26%
No, and I would not be interested in trying	59%	60%	55%	64%	54%	65%	62%	57%	55%	57%	69%	57%	54%
Not sure	10%	7%	11%	13%	9%	10%	11%	8%	7%	14%	7%	11%	9%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	99%	101%	100%	99%	100%
Unweighted N	(996)	(341)	(369)	(286)	(382)	(349)	(409)	(297)	(180)	(177)	(231)	(359)	(229)

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18A. Changes in Type of Content Produced — Be created for niche audiences
Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	55%	56%	54%	39%	50%	61%	64%	61%	45%	35%	44%
Less likely	11%	13%	9%	20%	14%	8%	4%	9%	11%	18%	14%
No difference	13%	13%	13%	15%	17%	12%	8%	10%	15%	25%	13%
Not sure	21%	18%	25%	26%	19%	19%	24%	19%	29%	23%	29%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(989)	(428)	(561)	(191)	(217)	(365)	(216)	(644)	(132)	(161)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More likely	55%	54%	47%	65%	57%	67%	46%	63%	70%	51%	56%	57%	52%
Less likely	11%	14%	12%	7%	11%	7%	10%	13%	10%	19%	7%	10%	11%
No difference	13%	11%	16%	11%	12%	11%	17%	10%	11%	12%	11%	14%	14%
Not sure	21%	21%	25%	17%	19%	16%	27%	15%	9%	18%	26%	19%	22%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	99%	101%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(989)	(342)	(364)	(283)	(382)	(343)	(405)	(295)	(179)	(175)	(230)	(355)	(229)

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18B. Changes in Type of Content Produced — Contain original ideas
Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	25%	20%	29%	27%	31%	23%	17%	23%	33%	29%	18%
Less likely	43%	51%	35%	41%	39%	46%	44%	48%	29%	32%	39%
No difference	19%	17%	21%	15%	18%	18%	26%	18%	23%	28%	12%
Not sure	13%	12%	15%	16%	11%	13%	14%	12%	15%	10%	31%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	99%	99%	100%	101%	101%	100%	99%	100%
Unweighted N	(990)	(430)	(560)	(191)	(217)	(367)	(215)	(648)	(129)	(162)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More likely	25%	30%	23%	21%	29%	17%	24%	29%	27%	34%	20%	24%	23%
Less likely	43%	34%	44%	52%	35%	60%	37%	44%	54%	36%	48%	43%	43%
No difference	19%	25%	16%	16%	25%	15%	23%	18%	15%	20%	15%	21%	19%
Not sure	13%	11%	17%	11%	11%	7%	17%	8%	4%	10%	18%	12%	15%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	99%	101%	99%	100%	100%	101%	100%	100%
Unweighted N	(990)	(338)	(367)	(285)	(378)	(349)	(406)	(294)	(181)	(177)	(230)	(357)	(226)

18C. Changes in Type of Content Produced — Feature diverse stories and casts
Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	66%	64%	68%	61%	64%	69%	69%	69%	67%	58%	51%
Less likely	9%	12%	6%	10%	10%	7%	9%	8%	7%	14%	9%
No difference	13%	13%	13%	15%	10%	16%	10%	12%	11%	18%	13%
Not sure	12%	11%	13%	13%	17%	9%	12%	11%	16%	9%	27%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	99%	101%	101%	100%	100%	101%	99%	100%
Unweighted N	(992)	(429)	(563)	(191)	(218)	(367)	(216)	(647)	(131)	(162)	(52)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More likely	66%	73%	59%	69%	77%	68%	60%	75%	79%	68%	61%	71%	62%
Less likely	9%	6%	10%	10%	5%	10%	9%	8%	7%	6%	12%	9%	7%
No difference	13%	14%	14%	11%	10%	12%	14%	10%	10%	12%	14%	11%	15%
Not sure	12%	8%	17%	10%	8%	9%	17%	6%	4%	14%	13%	9%	16%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	101%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(992)	(340)	(368)	(284)	(382)	(345)	(407)	(295)	(180)	(177)	(228)	(358)	(229)

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18D. Changes in Type of Content Produced — Contain offensive content
Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	59%	56%	62%	47%	47%	65%	74%	62%	54%	48%	57%
Less likely	16%	18%	14%	29%	20%	13%	4%	13%	19%	32%	12%
No difference	13%	16%	10%	9%	15%	15%	12%	14%	13%	7%	12%
Not sure	12%	9%	14%	15%	17%	7%	10%	10%	14%	13%	19%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(988)	(428)	(560)	(189)	(216)	(366)	(217)	(644)	(131)	(161)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More likely	59%	54%	53%	73%	53%	75%	53%	66%	64%	48%	62%	62%	58%
Less likely	16%	18%	20%	8%	17%	10%	19%	14%	14%	25%	14%	13%	16%
No difference	13%	16%	13%	10%	19%	10%	13%	11%	17%	12%	12%	17%	9%
Not sure	12%	13%	13%	9%	11%	6%	15%	8%	5%	14%	11%	8%	17%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	101%	99%	100%	100%	101%	100%	99%	100%	99%	99%	100%	100%
Unweighted N	(988)	(340)	(365)	(283)	(382)	(346)	(405)	(295)	(180)	(176)	(230)	(356)	(226)

18E. Changes in Type of Content Produced — Contain nudity or violence
Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	66%	63%	68%	58%	60%	69%	77%	68%	61%	60%	65%
Less likely	9%	10%	8%	12%	9%	8%	6%	8%	11%	14%	6%
No difference	15%	16%	13%	15%	17%	16%	11%	15%	14%	20%	8%
Not sure	10%	10%	11%	15%	15%	7%	6%	9%	14%	6%	21%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(988)	(428)	(560)	(191)	(217)	(365)	(215)	(643)	(132)	(162)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More likely	66%	63%	60%	78%	61%	76%	64%	70%	68%	57%	67%	70%	66%
Less likely	9%	11%	10%	5%	11%	6%	10%	6%	13%	13%	9%	6%	11%
No difference	15%	18%	16%	10%	21%	12%	15%	15%	14%	18%	15%	16%	10%
Not sure	10%	9%	14%	7%	7%	6%	11%	9%	5%	12%	9%	8%	14%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(988)	(337)	(366)	(285)	(378)	(347)	(404)	(295)	(180)	(178)	(227)	(358)	(225)

18F. Changes in Type of Content Produced — Be produced in foreign countries
Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	48%	49%	48%	58%	44%	47%	47%	49%	42%	50%	51%
Less likely	9%	12%	6%	11%	9%	8%	5%	7%	11%	18%	4%
No difference	21%	22%	20%	14%	25%	20%	27%	21%	27%	18%	16%
Not sure	22%	17%	26%	17%	22%	25%	21%	23%	19%	14%	29%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(984)	(426)	(558)	(190)	(218)	(365)	(211)	(641)	(130)	(161)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More likely	48%	56%	42%	48%	55%	47%	43%	55%	58%	47%	49%	47%	51%
Less likely	9%	7%	10%	8%	7%	8%	11%	8%	8%	10%	7%	10%	7%
No difference	21%	21%	23%	19%	22%	20%	23%	20%	20%	23%	20%	23%	18%
Not sure	22%	16%	25%	25%	16%	25%	24%	17%	15%	20%	24%	20%	24%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(984)	(337)	(363)	(284)	(377)	(346)	(403)	(294)	(181)	(175)	(228)	(356)	(225)

18G. Changes in Type of Content Produced — Contain foreign languages
Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	50%	48%	51%	58%	55%	46%	43%	52%	35%	53%	53%
Less likely	10%	14%	7%	11%	12%	10%	10%	10%	10%	14%	12%
No difference	22%	21%	22%	15%	16%	25%	29%	22%	34%	17%	8%
Not sure	18%	17%	20%	16%	18%	20%	18%	17%	21%	16%	28%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	101%	101%	100%	101%	100%	100%	101%
Unweighted N	(993)	(431)	(562)	(191)	(217)	(368)	(217)	(648)	(132)	(161)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More likely	50%	53%	47%	49%	55%	48%	46%	56%	58%	50%	49%	49%	52%
Less likely	10%	13%	11%	7%	9%	7%	11%	11%	9%	12%	10%	10%	10%
No difference	22%	20%	22%	23%	22%	25%	23%	20%	22%	23%	21%	23%	19%
Not sure	18%	14%	20%	21%	15%	20%	19%	13%	11%	15%	20%	18%	19%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(343)	(365)	(285)	(382)	(347)	(406)	(297)	(181)	(176)	(229)	(358)	(230)

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18H. Changes in Type of Content Produced — Contain morally complex characters
Compared to 15 years ago, do you think TV shows produced today are more or less likely to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	54%	50%	58%	52%	51%	50%	68%	56%	53%	50%	47%
Less likely	14%	18%	11%	14%	19%	16%	7%	14%	12%	19%	16%
No difference	17%	18%	15%	17%	15%	21%	12%	17%	19%	15%	13%
Not sure	15%	14%	16%	18%	16%	13%	13%	13%	17%	16%	23%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	101%	100%	99%
Unweighted N	(985)	(431)	(554)	(190)	(217)	(366)	(212)	(643)	(131)	(160)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
More likely	54%	57%	50%	58%	62%	57%	50%	61%	61%	45%	51%	56%	61%
Less likely	14%	11%	15%	17%	10%	19%	13%	15%	17%	15%	14%	16%	11%
No difference	17%	19%	17%	13%	16%	13%	21%	12%	16%	21%	23%	15%	11%
Not sure	15%	12%	18%	12%	12%	11%	17%	12%	6%	18%	11%	14%	17%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	99%	99%	101%	100%
Unweighted N	(985)	(339)	(365)	(281)	(379)	(343)	(400)	(296)	(180)	(176)	(226)	(357)	(226)

19. Preferences for TV Attributes
Which of the following attributes do you look for in TV programs? Select all that apply.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Created for niche audiences	12%	15%	9%	20%	17%	7%	5%	9%	17%	19%	13%
Contains original ideas	58%	57%	59%	59%	57%	60%	58%	59%	52%	59%	62%
Features diverse stories and casts	34%	32%	36%	34%	37%	33%	33%	33%	44%	34%	32%
Contains offensive content	11%	16%	7%	16%	14%	11%	4%	10%	18%	12%	6%
Contains nudity or violence	15%	21%	9%	14%	22%	14%	7%	14%	24%	15%	1%
Is produced in foreign countries	7%	8%	6%	11%	8%	4%	4%	5%	10%	12%	8%
Contains foreign languages	7%	7%	7%	16%	8%	4%	2%	6%	11%	12%	5%
Contains morally complex characters	30%	30%	31%	38%	37%	22%	28%	29%	31%	34%	34%
None of the above	27%	25%	29%	23%	26%	27%	34%	28%	28%	23%	28%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(1,000)	(432)	(568)	(192)	(219)	(370)	(219)	(653)	(132)	(163)	(52)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Created for niche audiences	12%	15%	13%	6%	15%	6%	13%	13%	11%	11%	5%	16%	13%
Contains original ideas	58%	61%	56%	60%	64%	60%	58%	64%	64%	59%	57%	58%	60%
Features diverse stories and casts	34%	47%	32%	23%	49%	22%	35%	39%	33%	35%	33%	33%	36%
Contains offensive content	11%	13%	13%	8%	12%	8%	15%	11%	10%	10%	9%	14%	10%
Contains nudity or violence	15%	17%	15%	11%	13%	10%	18%	14%	13%	18%	14%	15%	11%
Is produced in foreign countries	7%	8%	7%	5%	8%	3%	7%	6%	6%	10%	3%	5%	10%
Contains foreign languages	7%	13%	5%	3%	11%	3%	5%	10%	9%	11%	5%	4%	11%
Contains morally complex characters	30%	35%	31%	24%	36%	24%	29%	33%	36%	36%	24%	29%	35%
None of the above	27%	18%	32%	32%	19%	32%	27%	21%	21%	23%	30%	28%	26%
Not asked - Doesn't watch TV	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unweighted N	(1,000)	(343)	(370)	(287)	(383)	(350)	(409)	(298)	(182)	(180)	(231)	(359)	(230)

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20. Heard About Hollywood Writers Strike

How much have you heard about a recent strike among Hollywood movie and television writers who belong to the Writers Guild of America labor union?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	19%	21%	17%	23%	21%	16%	17%	18%	22%	22%	19%
A little	51%	50%	53%	36%	46%	58%	63%	56%	43%	38%	50%
Nothing at all	30%	30%	29%	41%	34%	26%	20%	26%	35%	40%	31%
Totals	100%	101%	99%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(431)	(567)	(192)	(217)	(370)	(219)	(652)	(132)	(162)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A lot	19%	31%	15%	10%	31%	13%	14%	27%	21%	25%	14%	17%	22%
A little	51%	51%	44%	62%	53%	63%	50%	50%	60%	53%	54%	50%	50%
Nothing at all	30%	18%	41%	28%	15%	24%	36%	23%	19%	22%	31%	33%	28%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(998)	(342)	(369)	(287)	(382)	(350)	(408)	(298)	(182)	(178)	(231)	(359)	(230)

21. Hollywood Writers Strike
Some Hollywood movie and television writers who belong to the Writers Guild of America labor union went on strike after failed negotiations over their pay with Hollywood studios. Do you support or oppose the writers going on strike?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	27%	27%	28%	28%	30%	26%	24%	26%	31%	28%	31%
Somewhat support	25%	23%	28%	29%	26%	20%	28%	23%	25%	30%	39%
Somewhat oppose	9%	10%	7%	9%	3%	11%	10%	9%	6%	5%	11%
Strongly oppose	8%	11%	4%	6%	6%	10%	7%	9%	4%	7%	3%
Not sure	31%	30%	33%	27%	35%	32%	31%	33%	34%	31%	15%
Totals	100%	101%	100%	99%	100%	99%	100%	100%	100%	101%	99%
Unweighted N	(996)	(431)	(565)	(192)	(218)	(368)	(218)	(652)	(131)	(162)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly support	27%	49%	22%	8%	48%	10%	25%	32%	29%	31%	24%	25%	31%
Somewhat support	25%	26%	28%	21%	25%	26%	26%	24%	26%	20%	29%	25%	26%
Somewhat oppose	9%	4%	9%	13%	6%	12%	8%	9%	13%	8%	7%	9%	10%
Strongly oppose	8%	3%	7%	15%	4%	15%	5%	11%	9%	11%	9%	7%	5%
Not sure	31%	17%	35%	43%	17%	37%	36%	25%	23%	31%	31%	34%	28%
Totals	100%	99%	101%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(996)	(342)	(367)	(287)	(383)	(349)	(407)	(298)	(182)	(179)	(230)	(358)	(229)

22. Concern About Hollywood Writers Strike
How concerned are you about the possibility that the writers' strike will affect the release of TV shows?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very concerned	11%	9%	12%	10%	14%	9%	11%	9%	21%	9%	8%
Somewhat concerned	21%	17%	25%	25%	18%	21%	22%	21%	24%	24%	20%
Not very concerned	23%	22%	24%	27%	22%	20%	24%	23%	13%	29%	29%
Not at all concerned	30%	36%	24%	17%	26%	39%	34%	34%	22%	22%	26%
Not sure	15%	14%	16%	22%	20%	11%	9%	14%	21%	16%	17%
Totals	100%	98%	101%	101%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(996)	(431)	(565)	(192)	(217)	(369)	(218)	(651)	(131)	(162)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very concerned	11%	18%	5%	9%	16%	5%	8%	15%	12%	15%	5%	12%	11%
Somewhat concerned	21%	28%	18%	18%	27%	15%	24%	21%	21%	26%	20%	20%	21%
Not very concerned	23%	24%	23%	22%	28%	24%	20%	27%	28%	23%	25%	20%	25%
Not at all concerned	30%	18%	35%	38%	20%	47%	27%	31%	31%	21%	38%	34%	23%
Not sure	15%	12%	20%	12%	10%	9%	21%	6%	8%	15%	12%	14%	19%
Totals	100%	100%	101%	99%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(996)	(341)	(368)	(287)	(381)	(350)	(407)	(297)	(182)	(178)	(230)	(358)	(230)

23. Frequency of Sex Scenes in TV and Movies
Do you think that TV shows and movies produced today include...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too many sex scenes	41%	33%	48%	31%	34%	45%	51%	43%	36%	37%	33%
About the right number of sex scenes	20%	23%	17%	18%	20%	18%	24%	18%	26%	20%	23%
Too few sex scenes	8%	11%	4%	10%	10%	9%	3%	8%	12%	10%	0%
Not sure	28%	29%	27%	36%	30%	26%	21%	28%	23%	29%	37%
Prefer not to say	3%	3%	4%	5%	7%	2%	1%	3%	4%	4%	7%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(999)	(431)	(568)	(192)	(219)	(370)	(218)	(652)	(132)	(163)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Too many sex scenes	41%	30%	37%	59%	33%	59%	41%	40%	42%	35%	40%	45%	38%
About the right number of sex scenes	20%	28%	17%	15%	28%	13%	19%	22%	26%	19%	16%	21%	23%
Too few sex scenes	8%	11%	7%	5%	10%	3%	7%	10%	8%	15%	8%	6%	5%
Not sure	28%	28%	34%	20%	27%	21%	30%	27%	21%	26%	32%	25%	31%
Prefer not to say	3%	3%	5%	2%	3%	3%	4%	1%	3%	6%	4%	3%	3%
Totals	100%	100%	100%	101%	101%	99%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(999)	(343)	(370)	(286)	(383)	(349)	(409)	(298)	(181)	(180)	(230)	(359)	(230)

24. Necessity of Sex Scenes in TV and Movies
How often do you think that sex scenes in TV shows and movies are important for moving the story forward?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	3%	5%	1%	3%	4%	3%	1%	2%	6%	3%	0%
Usually	7%	8%	6%	5%	10%	5%	7%	7%	7%	10%	0%
Sometimes	36%	36%	37%	37%	39%	36%	32%	37%	39%	30%	37%
Rarely	30%	26%	34%	27%	21%	36%	36%	33%	24%	27%	27%
Never	13%	14%	13%	14%	11%	12%	17%	13%	12%	17%	15%
Not sure	11%	12%	9%	14%	15%	8%	7%	9%	12%	12%	21%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(999)	(431)	(568)	(192)	(218)	(370)	(219)	(652)	(132)	(163)	(52)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	3%	2%	3%	4%	3%	2%	2%	4%	2%	4%	2%	3%	1%
Usually	7%	11%	4%	5%	9%	4%	6%	9%	10%	6%	5%	6%	10%
Sometimes	36%	43%	35%	29%	42%	28%	34%	35%	49%	38%	38%	35%	35%
Rarely	30%	30%	27%	35%	31%	39%	30%	34%	30%	29%	30%	31%	32%
Never	13%	8%	15%	19%	8%	20%	13%	14%	6%	9%	15%	16%	12%
Not sure	11%	6%	17%	8%	8%	7%	15%	5%	4%	14%	10%	10%	10%
Totals	100%	100%	101%	100%	101%	100%	100%	101%	101%	100%	100%	101%	100%
Unweighted N	(999)	(342)	(370)	(287)	(382)	(350)	(408)	(298)	(182)	(179)	(231)	(359)	(230)

25. Realism of Sex Scenes in TV and Movies
Do you think that sex scenes in TV shows and movies generally are . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very realistic	8%	6%	10%	8%	8%	8%	9%	7%	12%	12%	5%
Somewhat realistic	29%	27%	30%	25%	33%	28%	28%	29%	32%	30%	15%
Not very realistic	29%	31%	27%	33%	23%	31%	28%	32%	19%	22%	32%
Not at all realistic	17%	20%	13%	14%	18%	18%	15%	16%	15%	20%	16%
Not sure	18%	16%	19%	20%	18%	15%	19%	15%	23%	16%	33%
Totals	101%	100%	99%	100%	100%	100%	99%	99%	101%	100%	101%
Unweighted N	(996)	(431)	(565)	(192)	(216)	(369)	(219)	(652)	(131)	(161)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very realistic	8%	10%	7%	9%	8%	7%	10%	10%	4%	8%	6%	9%	10%
Somewhat realistic	29%	32%	24%	32%	28%	28%	28%	29%	36%	37%	32%	24%	27%
Not very realistic	29%	34%	26%	27%	37%	28%	22%	34%	39%	25%	31%	28%	31%
Not at all realistic	17%	9%	22%	17%	11%	24%	19%	16%	12%	15%	16%	20%	12%
Not sure	18%	15%	21%	16%	15%	13%	21%	12%	9%	16%	15%	19%	20%
Totals	101%	100%	100%	101%	99%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(996)	(342)	(367)	(287)	(382)	(348)	(407)	(297)	(182)	(178)	(231)	(358)	(229)

26. Are Sex Scenes Disrespectful

Do you think that married actors who film sex scenes are disrespecting their spouses?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	29%	30%	29%	35%	30%	28%	25%	27%	36%	36%	27%
No	46%	47%	45%	38%	45%	48%	52%	49%	43%	38%	44%
Not sure	24%	23%	26%	27%	24%	24%	22%	24%	21%	25%	28%
Totals	99%	100%	100%	100%	99%	100%	99%	100%	100%	99%	99%
Unweighted N	(997)	(432)	(565)	(192)	(217)	(369)	(219)	(652)	(131)	(162)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	29%	22%	30%	38%	21%	41%	29%	30%	28%	32%	25%	32%	27%
No	46%	58%	42%	37%	59%	40%	42%	53%	52%	45%	48%	44%	49%
Not sure	24%	20%	28%	25%	20%	20%	29%	16%	20%	23%	27%	24%	24%
Totals	99%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(997)	(342)	(368)	(287)	(382)	(349)	(408)	(298)	(181)	(178)	(231)	(358)	(230)

27. Languages Fluent In
How many languages can you fluently speak?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
One	80%	78%	82%	66%	72%	87%	93%	89%	81%	44%	58%
Two	17%	18%	16%	30%	24%	12%	6%	10%	11%	51%	37%
Three	2%	3%	1%	2%	4%	1%	0%	1%	5%	4%	5%
Four or more	1%	1%	1%	2%	1%	0%	1%	0%	3%	1%	0%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(432)	(565)	(192)	(218)	(368)	(219)	(652)	(131)	(162)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
One	80%	83%	73%	88%	80%	82%	81%	83%	74%	80%	85%	80%	76%
Two	17%	17%	23%	9%	17%	15%	17%	14%	24%	16%	12%	18%	21%
Three	2%	0%	3%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%
Four or more	1%	0%	1%	1%	0%	1%	0%	0%	1%	2%	1%	1%	0%
Totals	100%	100%	100%	100%	99%	100%	99%	99%	100%	100%	100%	101%	99%
Unweighted N	(997)	(341)	(370)	(286)	(381)	(349)	(407)	(297)	(182)	(179)	(231)	(358)	(229)

Daily Survey: Subtitles
June 29 - July 5, 2023 - 1000 US Adult Citizens

YouGov

Interviewing Dates	June 29 - July 5, 2023
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.084 to 6.51, with a mean of one and a standard deviation of 0.747.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.