



National Survey Results

Q1 Do you have a favorable or unfavorable opinion of cable TV companies?

Favorable..... 32%
Unfavorable 50%
Not sure 18%

Q2 Do you have a favorable or unfavorable opinion of satellite TV companies?

Favorable..... 33%
Unfavorable 38%
Not sure 29%

Q3 Do you have a favorable or unfavorable opinion of streaming TV services?

Favorable..... 52%
Unfavorable 16%
Not sure 32%

Q4 Do you have a favorable or unfavorable opinion of over-the-air broadcast TV using an antenna?

Favorable..... 44%
Unfavorable 30%
Not sure 26%

Q5 Do you have a favorable or unfavorable opinion of Congress?

Favorable..... 15%
Unfavorable 72%
Not sure 13%

Q6 Do you have a favorable or unfavorable opinion of cockroaches?

Favorable..... 4%
Unfavorable 91%
Not sure 5%

Q7 Of the following list of choices, which is the main way you watch TV programming at home: cable TV service such as Time Warner Cable or Comcast, a satellite TV service such as Direct TV or Dish, an over-the-air antenna, streaming services such as Netflix or Hulu, or something else?

Cable TV service 51%
Satellite TV service 29%
Over-the-air antenna..... 7%
Streaming service 10%
Something else 2%
Not sure 0%

Q8 (Among those who said Cable or Satellite) How much would you say you pay per month for your cable or satellite TV service: less than \$50 per month, between \$50 and \$100 per month, between \$100 and \$200 per month, or more than \$200 per month?

Less than \$50 per month 9%
Between \$50 and \$100 per month 41%
Between \$100 and \$200 per month 41%
More than \$200 per month..... 7%
Not sure 3%

Q9 (Among those who said Cable or Satellite) Have you considered getting rid of your cable TV or satellite TV service, sometimes called “cutting the cord”, or not?

Have considered getting rid of your cable TV or satellite TV service 54%
Have not considered getting rid of your cable TV or satellite TV service..... 46%





Q10 (Among those who have considered it) What would you say is the main reason you have not gotten rid of your cable TV or satellite TV service: you want access to hundreds of channels, you're concerned about not being able to easily watch live sports and other live programming, you think it's too hard or not possible to replace, it's already bundled with your internet or phone service, you don't mind paying for it, it's just what you're used to, or some other reason?

- Want access to hundreds of channels* 13%
- Concerned about not being able to easily watch live sports and other live programming*. 19%
- It's too hard or not possible to replace* 8%
- It's already bundled with your internet or phone service* 40%
- You don't mind paying for it*..... 2%
- It's just what you're used to*..... 6%
- Some other reason* 7%
- Not sure* 3%

Q11 Thinking about all the TV shows that you watch, how many different channels of TV would you say you watch in a given week: just one channel, between one and five channels, between five and ten channels, between ten and twenty channels, or more than twenty channels?

- Just one channel*..... 2%
- Between one and five channels* 24%
- Between five and ten channels*..... 41%
- Between ten and twenty channels* 16%
- More than twenty channels*..... 15%
- Not sure* 1%

Q12 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Having access to free, over-the-air television content is an important option for everyone to have in today's society?

- Strongly agree* 72%
- Somewhat agree*..... 17%
- Somewhat disagree* 5%
- Strongly disagree*..... 1%
- Not sure* 5%

Q13 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Having access to hundreds of TV channels is good for society.

- Strongly agree* 21%
- Somewhat agree*..... 26%
- Somewhat disagree* 24%
- Strongly disagree*..... 14%
- Not sure* 15%

Q14 In the last presidential election, did you vote for Barack Obama or Mitt Romney?

- Barack Obama*..... 46%
- Mitt Romney*..... 43%
- Someone else / Don't remember* 11%

Q15 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

- Very liberal*..... 13%
- Somewhat liberal* 18%
- Moderate*..... 28%
- Somewhat conservative*..... 23%
- Very conservative* 18%

Q16 If you are a woman, press 1. If a man, press 2.

- Woman* 53%
- Man*..... 47%



Q17 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 42%
Republican 34%
Independent / Other 24%

Q18 If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

Hispanic 10%
White 72%
African American 12%
Other 6%

Q19 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29 13%
30 to 45 25%
46 to 65 39%
Older than 65 23%

Q20 Mode

Phone 80%
Internet 20%



	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cable Companies Favorability				
Favorable	32%	36%	23%	47%
Unfavorable	50%	46%	61%	33%
Not sure	18%	19%	16%	19%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Satellite TV Companies Favorability				
Favorable	33%	27%	35%	55%
Unfavorable	38%	38%	42%	24%
Not sure	29%	35%	22%	21%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Streaming TV Services Favorability				
Favorable	52%	58%	44%	51%
Unfavorable	16%	12%	23%	8%
Not sure	32%	30%	33%	40%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
TV With Antenna Favorability				
Favorable	44%	42%	50%	32%
Unfavorable	30%	29%	29%	40%
Not sure	26%	29%	21%	28%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Congress Favorability				
Favorable	15%	16%	12%	21%
Unfavorable	72%	72%	78%	51%
Not sure	13%	12%	11%	28%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cockroaches Favorability				
Favorable	4%	3%	5%	6%
Unfavorable	91%	92%	92%	82%
Not sure	5%	6%	3%	12%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Main Way Watch TV				
Cable TV service	51%	54%	40%	75%
Satellite TV service	29%	26%	36%	23%
Over-the-air antenna	7%	6%	11%	-
Streaming service	10%	13%	10%	1%
Something else	2%	1%	3%	1%
Not sure	0%	0%	-	-

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Cable/Satellite Cost Per Month				
Less than \$50 per month	9%	8%	9%	13%
Between \$50 and \$100 per month	41%	37%	45%	44%
Between \$100 and \$200 per month	41%	42%	42%	34%
More than \$200 per month	7%	9%	4%	4%
Not sure	3%	4%	-	5%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Considered Cutting Cord Yes/No				
Have considered getting rid of your cable TV or satellite TV service	54%	51%	49%	78%
Have not considered getting rid of your cable TV or satellite TV service	46%	49%	51%	22%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Main Reason for Keeping Cable/Satellite				
Want access to hundreds of channels	13%	14%	17%	3%
Concerned about not being able to easily watch live sports and other live programming	19%	15%	25%	23%
It's too hard or not possible to replace	8%	7%	14%	3%
It's already bundled with your internet or phone service	40%	48%	28%	33%
You don't mind paying for it	2%	4%	0%	-
It's just what you're used to	6%	4%	8%	10%
Some other reason	7%	5%	7%	16%
Not sure	3%	3%	-	12%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
How Many TV Channels in One Week				
Just one channel	2%	1%	3%	6%
Between one and five channels	24%	23%	30%	9%
Between five and ten channels	41%	41%	39%	51%
Between ten and twenty channels	16%	17%	15%	13%
More than twenty channels	15%	17%	13%	11%
Not sure	1%	0%	1%	10%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Free TV Important Today Agree/Disagree				
Strongly agree	72%	77%	73%	39%
Somewhat agree	17%	14%	16%	39%
Somewhat disagree	5%	4%	6%	10%
Strongly disagree	1%	0%	2%	-
Not sure	5%	5%	3%	12%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
Hundreds of Channels Good for Society Agree/Disagree				
Strongly agree	21%	20%	24%	13%
Somewhat agree	26%	33%	22%	10%
Somewhat disagree	24%	22%	27%	27%
Strongly disagree	14%	13%	18%	6%
Not sure	15%	13%	9%	45%

	Base	Party		
		Democrat	Republican	Independent / Other
Cable Companies Favorability				
Favorable	32%	38%	27%	28%
Unfavorable	50%	44%	57%	54%
Not sure	18%	19%	16%	18%

	Base	Party		
		Democrat	Republican	Independent / Other
Satellite TV Companies Favorability				
Favorable	33%	27%	39%	35%
Unfavorable	38%	36%	39%	42%
Not sure	29%	37%	22%	23%

	Base	Party		
		Democrat	Republican	Independent / Other
Streaming TV Services Favorability				
Favorable	52%	57%	45%	54%
Unfavorable	16%	11%	21%	18%
Not sure	32%	33%	34%	28%





	Base	Party		
		Democrat	Republican	Independent / Other
TV With Antenna Favorability				
Favorable	44%	38%	44%	56%
Unfavorable	30%	34%	32%	19%
Not sure	26%	28%	24%	25%

	Base	Party		
		Democrat	Republican	Independent / Other
Congress Favorability				
Favorable	15%	14%	14%	18%
Unfavorable	72%	71%	74%	72%
Not sure	13%	15%	12%	10%

	Base	Party		
		Democrat	Republican	Independent / Other
Cockroaches Favorability				
Favorable	4%	3%	6%	2%
Unfavorable	91%	91%	92%	90%
Not sure	5%	6%	2%	8%

	Base	Party		
		Democrat	Republican	Independent / Other
Main Way Watch TV				
Cable TV service	51%	57%	38%	55%
Satellite TV service	29%	26%	42%	22%
Over-the-air antenna	7%	4%	7%	12%
Streaming service	10%	11%	10%	10%
Something else	2%	2%	2%	1%
Not sure	0%	0%	-	-

	Base	Party		
		Democrat	Republican	Independent / Other
Cable/Satellite Cost Per Month				
Less than \$50 per month	9%	10%	6%	12%
Between \$50 and \$100 per month	41%	33%	53%	41%
Between \$100 and \$200 per month	41%	43%	36%	44%
More than \$200 per month	7%	10%	4%	2%
Not sure	3%	4%	0%	2%

	Base	Party		
		Democrat	Republican	Independent / Other
Considered Cutting Cord Yes/No				
Have considered getting rid of your cable TV or satellite TV service	54%	54%	47%	62%
Have not considered getting rid of your cable TV or satellite TV service	46%	46%	53%	38%





	Base	Party		
		Democrat	Republican	Independent / Other
Main Reason for Keeping Cable/Satellite				
Want access to hundreds of channels	13%	14%	12%	13%
Concerned about not being able to easily watch live sports and other live programming	19%	20%	25%	14%
It's too hard or not possible to replace	8%	6%	8%	13%
It's already bundled with your internet or phone service	40%	47%	33%	33%
You don't mind paying for it	2%	2%	-	5%
It's just what you're used to	6%	3%	15%	5%
Some other reason	7%	5%	7%	11%
Not sure	3%	3%	1%	6%

	Base	Party		
		Democrat	Republican	Independent / Other
How Many TV Channels in One Week				
Just one channel	2%	-	5%	3%
Between one and five channels	24%	22%	24%	28%
Between five and ten channels	41%	43%	47%	33%
Between ten and twenty channels	16%	18%	13%	15%
More than twenty channels	15%	16%	10%	17%
Not sure	1%	1%	-	4%

	Base	Party		
		Democrat	Republican	Independent / Other
Free TV Important Today Agree/Disagree				
Strongly agree	72%	71%	76%	69%
Somewhat agree	17%	20%	12%	16%
Somewhat disagree	5%	6%	7%	3%
Strongly disagree	1%	0%	1%	2%
Not sure	5%	3%	4%	10%

	Base	Party		
		Democrat	Republican	Independent / Other
Hundreds of Channels Good for Society Agree/Disagree				
Strongly agree	21%	20%	23%	21%
Somewhat agree	26%	28%	18%	31%
Somewhat disagree	24%	25%	29%	19%
Strongly disagree	14%	12%	22%	9%
Not sure	15%	15%	9%	19%

