



## 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?

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

<i>Just one channel</i> .....	2%
<i>Between one and five channels</i> .....	24%
<i>Between five and ten channels</i> .....	41%
<i>Between ten and twenty channels</i> .....	16%
<i>More than twenty channels</i> .....	15%
<i>Not sure</i> .....	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?

<i>Strongly agree</i> .....	72%
<i>Somewhat agree</i> .....	17%
<i>Somewhat disagree</i> .....	5%
<i>Strongly disagree</i> .....	1%
<i>Not sure</i> .....	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.

<i>Strongly agree</i> .....	21%
<i>Somewhat agree</i> .....	26%
<i>Somewhat disagree</i> .....	24%
<i>Strongly disagree</i> .....	14%
<i>Not sure</i> .....	15%

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

<i>Barack Obama</i> .....	46%
<i>Mitt Romney</i> .....	43%
<i>Someone else / Don't remember</i> .....	11%

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

<i>Very liberal</i> .....	13%
<i>Somewhat liberal</i> .....	18%
<i>Moderate</i> .....	28%
<i>Somewhat conservative</i> .....	23%
<i>Very conservative</i> .....	18%

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

<i>Woman</i> .....	53%
<i>Man</i> .....	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
<b>Cable Companies Favorability</b>				
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
<b>Satellite TV Companies Favorability</b>				
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
<b>Streaming TV Services Favorability</b>				
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
<b>TV With Antenna Favorability</b>				
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
<b>Congress Favorability</b>				
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
<b>Cockroaches Favorability</b>				
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
<b>Main Way Watch TV</b>				
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
<b>Cable/Satellite Cost Per Month</b>				
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
<b>Considered Cutting Cord Yes/No</b>				
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
<b>Main Reason for Keeping Cable/Satellite</b>				
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
<b>How Many TV Channels in One Week</b>				
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
<b>Free TV Important Today Agree/Disagree</b>				
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
<b>Hundreds of Channels Good for Society Agree/Disagree</b>				
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
<b>Cable Companies Favorability</b>				
Favorable	32%	38%	27%	28%
Unfavorable	50%	44%	57%	54%
Not sure	18%	19%	16%	18%

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

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





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

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

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

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Main Way Watch TV</b>				
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
<b>Cable/Satellite Cost Per Month</b>				
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
<b>Considered Cutting Cord Yes/No</b>				
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
<b>Main Reason for Keeping Cable/Satellite</b>				
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
<b>How Many TV Channels in One Week</b>				
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
<b>Free TV Important Today Agree/Disagree</b>				
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
<b>Hundreds of Channels Good for Society Agree/Disagree</b>				
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%

