

CORDWHAT_432. Which of the following best describes your current circumstances with regards to your current cable or satellite subscription? Please select one.

I am a...
Table: 1

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
Which of the following best describes your current circumstances with regards to your current cable or satellite subscription? Please select one.	Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	997 100%	1018 100%	827 100%	1188 100%	279 100%	1736 100%	373 100%	1642 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%
	Cord Lover – I have maintained or added to my current level of cable/satellite service subscription for the past 6 months	2059	1885	174	675	616	594	1291	640	651	539	752	179	1112	270	1021	1291	-	-	-	-	124	285	788	94	217	1074
		63%	64%	55%	62%	67%	64%	64%	64%	64%	65%	63%	64%	64%	72%	62%	100%	-	-	-	-	78%	71%	62%	51%	66%	64%
					B	BC	B							N		PQRS		*			UVW	VW	W				
	Cord Shaver – I have cut back my current level of cable/satellite service subscription for the past 6 months	903	786	117	316	231	239	547	290	257	206	341	80	467	80	467	-	547	-	-	-	30	93	356	68	87	460
		28%	27%	37%	29%	25%	26%	27%	29%	25%	25%	29%	29%	27%	21%	28%	-	100%	-	-	-	19%	23%	28%	37%	26%	27%
				CDE	D				H			I			M		OQRS		*				TU	TUV			
	Cord Cutter – I have cancelled my cable/satellite service subscription within the past 6 months	74	68	6	22	20	26	42	17	25	24	18	6	36	6	36	-	-	42	-	42	3	8	27	4	9	33
		2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	-	-	100%	-	24%	2%	2%	2%	2%	3%	2%
										J									OPRS*		OPR						
	Cord Never – I have a not had a cable/satellite service subscription within the past 6 months	221	200	21	76	59	65	135	50	85	58	77	14	121	17	118	-	-	-	135	135	2	17	96	20	18	117
		7%	7%	7%	7%	6%	7%	7%	5%	8%	7%	6%	5%	7%	5%	7%	-	-	-	100%	76%	1%	4%	8%	11%	5%	7%
								G		FG					M			*	OPQS	OPQ		T	TU	TU			

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

CORDCUTTYPE_432. Earlier you said you don't subscribe to cable, satellite, or fiber optic TV service. Does your household have any of the following? Please select all that apply.

Table: 2

Earlier you said you don't subscribe to cable, satellite, or fiber optic TV service. Does your household have any of the following? Please select	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
Base	295	268	27	98	79	91	177	67	110	82	95	20	157	23	154	-	-	42	135	177	5	25	123	24	27	150
Broadcast TV channels	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Streaming/downloading TV services via the Internet	143	137	6	37	46	54	83	34	49	36	47	7	76	16	67	-	-	16	67	83	1	15	62	5	9	74
None of the above	48%	51%	**	38%	58%	59%	47%	51%	45%	44%	49%	35%	48%	70%	44%	-	-	38%	50%	47%	20%	60%	50%	21%	33%	49%
	139	128	11	55	31	42	86	30	56	66	20	15	71	17	69	-	-	21	65	86	2	14	58	12	9	77
	47%	48%	41%	56%	39%	46%	49%	45%	51%	80%	21%	75%	45%	74%	45%	-	-	50%	48%	49%	40%	56%	47%	50%	33%	51%
	71	58	13	22	21	15	43	18	25	8	35	1	42	1	42	-	-	15	28	43	3	3	28	9	11	32
	24%	22%	48%	22%	27%	16%	24%	27%	23%	10%	37%	5%	27%	4%	27%	-	-	36%	21%	24%	60%	12%	23%	38%	41%	21%

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

CORDADD_432.Online. Have you added, maintained or cancelled subscriptions for any of the following paid online streaming services in the past 6 months? Added subscription Summary Table: 3

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
Netflix Streaming		295	259	36	143	81	35	224	105	119	188	36	72	152	78	146	149	51	12	12	24	37	49	115	23	52	172
		9%	9%	11%	13%	9%	4%	11%	11%	12%	23%	3%	26%	9%	21%	9%	12%	9%	29%	9%	14%	23%	12%	9%	12%	16%	10%
Amazon Prime		176	164	12	89	43	32	132	72	60	90	42	56	76	101	31	104	23	1	4	5	31	28	60	13	33	99
		5%	6%	4%	8%	5%	3%	7%	7%	6%	11%	4%	20%	4%	27%	2%	8%	4%	2%	3%	3%	19%	7%	5%	7%	10%	6%
Hulu Plus		158	142	16	88	29	25	117	70	47	84	33	85	32	54	63	76	31	6	4	10	30	28	45	14	29	88
		5%	5%	5%	8%	3%	3%	6%	7%	5%	10%	3%	30%	2%	14%	4%	6%	6%	14%	3%	6%	19%	7%	4%	8%	9%	5%
Redbox Instant		137	123	14	78	31	14	109	58	51	82	27	65	44	60	49	81	26	2	-	2	26	20	46	17	28	81
		4%	4%	4%	7%	3%	2%	5%	6%	5%	10%	2%	23%	3%	16%	3%	6%	5%	5%	-	1%	16%	5%	4%	9%	8%	5%
Aereo		75	70	5	48	17	5	65	41	24	46	19	44	21	37	28	46	18	1	-	1	22	10	23	10	16	49
		2%	2%	2%	4%	2%	1%	3%	4%	2%	6%	2%	16%	1%	10%	2%	4%	3%	2%	-	1%	14%	2%	2%	5%	5%	3%

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

CORDADD_432.Online. Have you added, maintained or cancelled subscriptions for any of the following paid online streaming services in the past 6 months? Maintained subscription Summary Table: 4

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non- Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non- Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non- Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18- 49	TV Influencer 18- 49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18- 49	Non- Hispanic 18- 49
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Netflix Streaming		923	816	107	418	235	163	653	335	318	603	50	156	497	179	474	421	171	14	47	61	55	150	392	56	127	526
		28%	28%	34%	38%	25%	18%	32%	34%	31%	73%	4%	56%	29%	48%	29%	33%	31%	33%	35%	34%	35%	37%	31%	30%	38%	31%
				DE	DE	E					J		L		N			*					VW			Y	
Amazon Prime		416	380	36	200	101	79	301	158	143	187	114	95	206	245	56	211	74	4	12	16	36	68	173	24	61	240
		13%	13%	11%	18%	11%	9%	15%	16%	14%	23%	10%	34%	12%	66%	3%	16%	14%	10%	9%	9%	23%	17%	14%	13%	18%	14%
					BDE	E					J		L		N		RS		*			VW			Y		
Hulu Plus		272	246	26	144	58	44	202	109	93	149	53	162	40	85	117	142	49	2	9	11	21	51	115	15	48	154
		8%	8%	8%	13%	6%	5%	10%	11%	9%	18%	4%	58%	2%	23%	7%	11%	9%	5%	7%	6%	13%	13%	9%	8%	15%	9%
				E	BDE						J		L		N		S		*			V	V			Y	
Redbox Instant		156	138	18	94	29	15	123	77	46	81	42	53	70	50	73	89	32	1	1	2	26	25	63	9	31	92
		5%	5%	6%	9%	3%	2%	6%	8%	5%	10%	4%	19%	4%	13%	4%	7%	6%	2%	1%	1%	16%	6%	5%	5%	9%	5%
				DE	BDE	E		H	FH		J		L		N		RS	RS	*			UVW				Y	
Aereo		87	76	11	58	12	6	70	53	17	46	24	38	32	32	38	50	19	1	-	1	17	17	27	9	20	50
		3%	3%	3%	5%	1%	1%	3%	5%	2%	6%	2%	14%	2%	9%	2%	4%	3%	2%	-	1%	11%	4%	2%	5%	6%	3%
				DE	DE			H	FH		J		L		N		RS	RS	R*			UVW	V		V	Y	

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

CORDADD_432.Online. Have you added, maintained or cancelled subscriptions for any of the following paid online streaming services in the past 6 months? Cancelled subscription Summary Table: 5

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Hulu Plus		176	168	8	88	57	23	145	75	70	89	56	23	122	47	98	75	57	4	9	13	16	28	87	14	28	117
		5%	6%	3%	8%	6%	2%	7%	8%	7%	11%	5%	8%	7%	13%	6%	6%	10%	10%	7%	7%	10%	7%	7%	8%	8%	7%
Netflix Streaming		161	147	14	66	42	39	108	61	47	11	97	17	91	29	79	61	40	3	4	7	6	21	70	11	23	85
		5%	5%	4%	6%	5%	4%	5%	6%	5%	1%	8%	6%	5%	8%	5%	5%	7%	7%	3%	4%	4%	5%	6%	6%	7%	5%
Amazon Prime		138	125	13	68	38	19	106	52	54	52	54	19	87	15	91	60	38	5	3	8	10	17	68	11	20	86
		4%	4%	4%	6%	4%	2%	5%	5%	5%	6%	5%	7%	5%	4%	6%	5%	7%	12%	2%	5%	6%	4%	5%	6%	6%	5%
Redbox Instant		114	105	9	50	33	22	83	41	42	42	41	17	66	24	59	44	33	2	4	6	8	17	46	12	19	64
		4%	4%	3%	5%	4%	2%	4%	4%	4%	5%	3%	6%	4%	6%	4%	3%	6%	5%	3%	3%	5%	4%	4%	6%	6%	4%
Aereo		72	64	8	40	19	5	59	38	21	31	28	20	39	23	36	32	24	2	1	3	6	13	31	9	18	41
		2%	2%	3%	4%	2%	1%	3%	4%	2%	4%	2%	7%	2%	6%	2%	2%	4%	5%	1%	2%	4%	3%	2%	5%	5%	2%
				E	DE	E			H		J		L		N			OR	R*					V	Y		

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

CORDADD_432.Online. Have you added, maintained or cancelled subscriptions for any of the following paid online streaming services in the past 6 months? I don't have a subscription to this service Summary Table: 6

	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Aereo	3023	2729	294	943	878	908	1821	865	956	704	1117	177	1644	281	1540	1163	486	38	134	172	114	363	1186	158	277	1544
	93%	93%	92%	87%	95%	98%	90%	87%	94%	85%	94%	63%	95%	75%	94%	90%	89%	90%	99%	97%	72%	90%	94%	85%	84%	92%
Redbox Instant			C		C	BCD	G		FG		I		K		M		*	OPQ	OPQ		TW	TUW	T		X	
	2850	2573	277	867	833	873	1700	821	879	622	1078	144	1556	239	1461	1077	456	37	130	167	99	341	1112	148	253	1447
Hulu Plus	88%	88%	87%	80%	90%	94%	84%	82%	86%	75%	91%	52%	90%	64%	89%	83%	83%	88%	96%	94%	62%	85%	88%	80%	76%	86%
			C		C	BCD			G		I		K		M		*	OPQ	OP		T	TW	T		X	
Amazon Prime	2651	2383	268	769	782	832	1551	743	808	505	1046	9	1542	187	1364	998	410	30	113	143	92	296	1020	143	226	1325
	81%	81%	84%	71%	84%	90%	77%	75%	79%	61%	88%	3%	89%	50%	83%	77%	75%	71%	84%	81%	58%	73%	81%	77%	68%	79%
Netflix Streaming			C		C	BCD			G		I		K		M		*	OPQ			T	TU	T		X	
	2527	2270	257	732	744	794	1476	715	761	498	978	109	1367	12	1464	916	412	32	116	148	82	290	966	138	217	1259
	78%	77%	81%	67%	80%	86%	73%	72%	75%	60%	82%	39%	79%	3%	89%	71%	75%	76%	86%	84%	52%	72%	76%	74%	66%	75%
			C		C	BCD			I				K		M		O	*	OP	OP		T	TU	T		X
	1878	1717	161	462	568	687	1030	496	534	25	1005	34	996	87	943	660	285	13	72	85	61	183	690	96	129	901
	58%	58%	51%	42%	61%	74%	51%	50%	52%	3%	85%	12%	57%	23%	57%	51%	52%	31%	53%	48%	38%	45%	54%	52%	39%	54%
			C		BC	BCD					I		K		M	Q	Q	*	Q	Q		TU	T		X	

Statistics:
- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
Populate warnings:
- The column means test was not run. No suitable mean elements are available.

Filter: Age 18-49
Table: 7

		Base	Added subscription	Maintained subscription	Cancelled subscription	I don't have a subscription to this service
Have you added, maintained or cancelled subscriptions for any of the following paid online	Netflix	2015	224	653	108	1030
	Streaming	100%	11%	32%	5%	51%
	Hulu Plus	2015	117	202	145	1551
		100%	6%	10%	7%	77%
	Amazon	2015	132	301	106	1476
	Prime	100%	7%	15%	5%	73%
	Aereo	2015	65	70	59	1821
		100%	3%	3%	3%	90%
	Redbox	2015	109	123	83	1700
	Instant	100%	5%	6%	4%	84%

CORDADD3_432.Stream. Whether or not you're a subscriber, have you used any of the following services to stream or download TV shows in the past 6 months? Streamed or Downloaded past 6 months Summary
Table: 8

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
YouTube		2025	1788	237	827	550	411	1377	691	686	678	699	240	1137	313	1064	915	353	24	85	109	123	312	842	100	238	1139
		62%	61%	75%	76%	59%	44%	68%	69%	67%	82%	59%	86%	65%	84%	65%	71%	65%	57%	63%	62%	77%	77%	66%	54%	72%	68%
				DE	DE	E					J		L		N		PQRS		*			VW	VW	W			
Netflix Streaming		1272	1120	152	575	327	218	902	451	451	761	141	217	685	257	645	585	221	29	67	96	86	205	538	73	179	723
		39%	38%	48%	53%	35%	24%	45%	45%	44%	92%	12%	78%	39%	69%	39%	45%	40%	69%	50%	54%	54%	51%	42%	39%	54%	43%
				DE	DE	E					J		L		N		P		OPRS*	P	OP	VW	VW			Y	
TV network websites (e.g. NBC.com, CBS.com)		990	897	93	384	283	230	667	318	349	367	300	166	501	211	456	445	160	17	45	62	81	170	372	44	121	546
		30%	31%	29%	35%	31%	25%	33%	32%	34%	44%	25%	59%	29%	57%	28%	34%	29%	40%	33%	35%	51%	42%	29%	24%	37%	32%
						E					J		L		N		P		*			UVW	VW				
iTunes		900	770	130	406	214	150	620	311	309	366	254	167	453	208	412	443	143	12	22	34	66	148	362	44	126	494
		28%	26%	41%	37%	23%	16%	31%	31%	30%	44%	21%	60%	26%	56%	25%	34%	26%	29%	16%	19%	42%	37%	29%	24%	38%	29%
				DE	DE	E					J		L		N		PRS	RS	R*			VW	VW			Y	
Hulu Plus/Hulu.com		730	658	72	350	179	129	529	268	261	337	192	251	278	186	343	334	132	21	42	63	61	125	306	37	103	426
		22%	22%	23%	32%	19%	14%	26%	27%	26%	41%	16%	90%	16%	50%	21%	26%	24%	50%	31%	36%	38%	31%	24%	20%	31%	25%
				E	BDE	E					J		L		N				OPRS*	P	OP	UVW	VW			Y	
Amazon Prime/Amazon Instant Video		592	533	59	280	152	101	432	237	195	273	159	151	281	290	142	307	92	13	20	33	59	103	237	33	102	330
		18%	18%	19%	26%	16%	11%	21%	24%	19%	33%	13%	54%	16%	78%	9%	24%	17%	31%	15%	19%	37%	26%	19%	18%	31%	20%
				E	BDE	E			H		J		L		N		PR		PRS*			UVW	VW			Y	
Another <u>free</u> website/service not listed above		548	472	76	250	133	89	383	215	168	198	185	111	272	126	257	256	94	10	23	33	44	82	224	33	81	302
		17%	16%	24%	23%	14%	10%	19%	22%	17%	24%	16%	40%	16%	34%	16%	20%	17%	24%	17%	19%	28%	20%	18%	18%	24%	18%
				DE	DE	E		H	FH		J		L		N				*			UVW				Y	
Crackle		385	345	40	182	92	71	274	170	104	176	98	114	160	107	167	176	72	10	16	26	42	71	132	29	62	212
		12%	12%	13%	17%	10%	8%	14%	17%	10%	21%	8%	41%	9%	29%	10%	14%	13%	24%	12%	15%	26%	18%	10%	16%	19%	13%
				E	BDE	E		H	FH		J		L		N			OPR*				UVW	V		V	Y	
Redbox Instant		306	268	38	162	70	36	232	123	109	159	73	105	127	112	120	163	58	5	6	11	40	53	110	29	57	175
		9%	9%	12%	15%	8%	4%	12%	12%	11%	19%	6%	38%	7%	30%	7%	13%	11%	12%	4%	6%	25%	13%	9%	16%	17%	10%
				DE	DE	E					J		L		N		RS	RS	R*			UVW	V		V	Y	
Vudu		282	252	30	144	68	40	212	133	79	139	73	103	109	98	114	155	46	4	7	11	49	51	91	21	51	161
		9%	9%	9%	13%	7%	4%	11%	13%	8%	17%	6%	37%	6%	26%	7%	12%	8%	10%	5%	6%	31%	13%	7%	11%	15%	10%
				E	BDE	E		H	FH		J		L		N		PRS		*			UVW	V		V	Y	
Another <u>paid</u> website/service not listed above		233	206	27	119	53	34	172	114	58	111	61	90	82	89	83	122	41	6	3	9	37	32	79	24	50	122
		7%	7%	8%	11%	6%	4%	9%	11%	6%	13%	5%	32%	5%	24%	5%	9%	7%	14%	2%	5%	23%	8%	6%	13%	15%	7%
				DE	DE	E		H	FH		J		L		N		RS	R	RS*			UVW			UV	Y	
M-GO		186	169	17	104	40	25	144	97	47	92	52	87	57	83	61	108	31	4	1	5	38	27	56	23	41	103
		6%	6%	5%	10%	4%	3%	7%	10%	5%	11%	4%	31%	3%	22%	4%	8%	6%	10%	1%	3%	24%	7%	4%	12%	12%	6%
				E	BDE	E		H	FH		J		L		N		PRS	R	RS*			UVW	V		UV	Y	
Aereo		166	146	20	103	28	15	131	90	41	90	41	82	49	76	55	94	31	5	1	6	37	26	49	19	36	95
		5%	5%	6%	9%	3%	2%	7%	9%	4%	11%	3%	29%	3%	20%	3%	7%	6%	12%	1%	3%	23%	6%	4%	10%	11%	6%
				DE	BDE	E		H	FH		J		L		N		RS	R	RS*			UVW	V		V	Y	

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

CORDADD3_432.Stream. Whether or not you're a subscriber, have you used any of the following services to stream or download TV shows in the past 6 months? Streamed Summary Table: 9

	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
YouTube	1777	1557	220	740	472	345	1212	601	611	595	617	192	1020	272	940	804	309	20	79	99	100	278	748	86	200	1012
	55%	53%	69%	68%	51%	37%	60%	60%	60%	72%	52%	69%	59%	73%	57%	62%	56%	48%	59%	56%	63%	69%	59%	46%	60%	60%
Netflix Streaming	1272	1120	152	575	327	218	902	451	451	761	141	217	685	257	645	585	221	29	67	96	86	205	538	73	179	723
	39%	38%	48%	53%	35%	24%	45%	45%	44%	92%	12%	78%	39%	69%	39%	45%	40%	69%	50%	54%	54%	51%	42%	39%	54%	43%
TV network websites (e.g., NBC.com, Hulu, Plus/Hulu.com	990	897	93	384	283	230	667	318	349	367	300	166	501	211	456	445	160	17	45	62	81	170	372	44	121	546
	30%	31%	29%	35%	31%	25%	33%	32%	34%	44%	25%	59%	29%	57%	28%	34%	29%	40%	33%	35%	51%	42%	29%	24%	37%	32%
Amazon Prime/Amazon Instant Video	730	658	72	350	179	129	529	268	261	337	192	251	278	186	343	334	132	21	42	63	61	125	306	37	103	426
	22%	22%	23%	32%	19%	14%	26%	27%	26%	41%	16%	90%	16%	50%	21%	26%	24%	50%	31%	36%	38%	31%	24%	20%	31%	25%
iTunes	467	417	50	207	130	80	337	182	155	218	119	117	220	241	96	243	66	10	18	28	41	82	189	25	78	259
	14%	14%	16%	19%	14%	9%	17%	18%	15%	26%	10%	42%	13%	65%	6%	19%	12%	24%	13%	16%	26%	20%	15%	13%	24%	15%
Crackle	453	385	68	212	110	63	322	168	154	200	122	90	232	120	202	230	73	4	15	19	38	86	170	28	67	255
	14%	13%	21%	19%	12%	7%	16%	17%	15%	24%	10%	32%	13%	32%	12%	18%	13%	10%	11%	11%	24%	21%	13%	15%	20%	15%
Another <u>free</u> website/service not listed	442	375	67	198	105	72	303	158	145	153	150	74	229	94	209	199	74	10	20	30	32	65	181	25	64	239
	14%	13%	21%	18%	11%	8%	15%	16%	14%	19%	13%	27%	13%	25%	13%	15%	14%	24%	15%	17%	20%	16%	14%	13%	19%	14%
Redbox Instant	385	345	40	182	92	71	274	170	104	176	98	114	160	107	167	176	72	10	16	26	42	71	132	29	62	212
	12%	12%	13%	17%	10%	8%	14%	17%	10%	21%	8%	41%	9%	29%	10%	14%	13%	24%	12%	15%	26%	18%	10%	16%	19%	13%
Vudu	306	268	38	162	70	36	232	123	109	159	73	105	127	112	120	163	58	5	6	11	40	53	110	29	57	175
	9%	9%	12%	15%	8%	4%	12%	12%	11%	19%	6%	38%	7%	30%	7%	13%	11%	12%	4%	6%	25%	13%	9%	16%	17%	10%
M-GO	192	174	18	90	51	33	141	88	53	96	45	68	73	69	72	109	25	3	4	7	31	36	56	18	30	111
	6%	6%	6%	8%	6%	4%	7%	9%	5%	12%	4%	24%	4%	18%	4%	8%	5%	7%	3%	4%	19%	9%	4%	10%	9%	7%
Aereo	186	169	17	104	40	25	144	97	47	92	52	87	57	83	61	108	31	4	1	5	38	27	56	23	41	103
	6%	6%	5%	10%	4%	3%	7%	10%	5%	11%	4%	31%	3%	22%	4%	8%	6%	10%	1%	3%	24%	7%	4%	12%	12%	6%
Another <u>paid</u> website/service not listed	166	146	20	103	28	15	131	90	41	90	41	82	49	76	55	94	31	5	1	6	37	26	49	19	36	95
	5%	5%	6%	9%	3%	2%	7%	9%	4%	11%	3%	29%	3%	20%	3%	7%	6%	12%	1%	3%	23%	6%	4%	10%	11%	6%
	161	139	22	77	38	24	115	72	43	77	38	58	57	59	56	81	28	5	1	6	22	20	57	16	33	82
	5%	5%	7%	7%	4%	3%	6%	7%	4%	9%	3%	21%	3%	16%	3%	6%	5%	12%	1%	3%	14%	5%	4%	9%	10%	5%

Statistics:

- Column Proportions:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

CORDADD3_432.Stream. Whether or not you're a subscriber, have you used any of the following services to stream or download TV shows in the past 6 months? Downloaded Summary
Table: 10

CORDADD3_432.Stream. Whether or not you're a subscriber, have you used any of the following services to stream or download TV shows in the past 6 months? Didn't use in the past 6 months Summary
Table: 11

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
Aereo	3091	2793	298	986	898	909	1884	907	977	737	1147	197	1687	297	1587	1197	516	37	134	171	122	377	1218	167	295	1589	
	95%	95%	94%	91%	97%	98%	93%	91%	96%	89%	97%	71%	97%	80%	97%	93%	94%	88%	99%	97%	77%	94%	96%	90%	89%	94%	
M-GO	3071	2770	301	985	886	899	1871	900	971	735	1136	192	1679	290	1581	1183	516	38	134	172	121	376	1211	163	290	1581	
	94%	94%	95%	90%	96%	97%	93%	90%	95%	89%	96%	69%	97%	78%	96%	92%	94%	90%	99%	97%	76%	93%	96%	88%	88%	94%	
Another <u>paid</u> website/service not listed above	3024	2733	291	970	873	890	1843	883	960	716	1127	189	1654	284	1559	1169	506	36	132	168	122	371	1188	162	281	1562	
	93%	93%	92%	89%	94%	96%	91%	89%	94%	87%	95%	68%	95%	76%	95%	91%	93%	86%	98%	95%	77%	92%	94%	87%	85%	93%	
Vudu	2975	2687	288	945	858	884	1803	864	939	688	1115	176	1627	275	1528	1136	501	38	128	166	110	352	1176	165	280	1523	
	91%	91%	91%	87%	93%	96%	89%	87%	92%	83%	94%	63%	94%	74%	93%	88%	92%	90%	95%	94%	69%	87%	93%	89%	85%	90%	
Redbox Instant	2951	2671	280	927	856	888	1783	874	909	668	1115	174	1609	261	1522	1128	489	37	129	166	119	350	1157	157	274	1509	
	91%	91%	88%	85%	92%	96%	88%	88%	89%	81%	94%	62%	93%	70%	93%	87%	89%	88%	96%	94%	75%	87%	91%	84%	83%	90%	
Crackle	2872	2594	278	907	834	853	1741	827	914	651	1090	165	1576	266	1475	1115	475	32	119	151	117	332	1135	157	269	1472	
	88%	88%	87%	83%	90%	92%	86%	83%	90%	79%	92%	59%	91%	71%	90%	86%	87%	76%	88%	85%	74%	82%	90%	84%	81%	87%	
Another <u>free</u> website/service not listed above	2709	2467	242	839	793	835	1632	782	850	629	1003	168	1464	247	1385	1035	453	32	112	144	115	321	1043	153	250	1382	
	83%	84%	76%	77%	86%	90%	81%	78%	83%	76%	84%	60%	84%	66%	84%	80%	83%	76%	83%	81%	72%	80%	82%	82%	76%	82%	
Amazon Prime/Amazon Instant Video	2665	2406	259	809	774	823	1583	760	823	554	1029	128	1455	83	1500	984	455	29	115	144	100	300	1030	153	229	1354	
	82%	82%	81%	74%	84%	89%	79%	76%	81%	67%	87%	46%	84%	22%	91%	76%	83%	69%	85%	81%	63%	74%	81%	82%	69%	80%	
Hulu Plus/Hulu.com	2527	2281	246	739	747	795	1486	729	757	490	996	28	1458	187	1299	957	415	21	93	114	98	278	961	149	228	1258	
	78%	78%	77%	68%	81%	86%	74%	73%	74%	59%	84%	10%	84%	50%	79%	74%	76%	50%	69%	64%	62%	69%	76%	80%	69%	75%	
iTunes	2357	2169	188	683	712	774	1395	686	709	461	934	112	1283	165	1230	848	404	30	113	143	93	255	905	142	205	1190	
	72%	74%	59%	63%	77%	84%	69%	69%	70%	56%	79%	40%	74%	44%	75%	66%	74%	71%	84%	81%	58%	63%	71%	76%	62%	71%	
TV network websites (e.g., NBC.com, CBS.com)	2267	2042	225	705	643	694	1348	679	669	460	888	113	1235	162	1186	846	387	25	90	115	78	233	895	142	210	1138	
	70%	69%	71%	65%	69%	75%	67%	68%	66%	56%	75%	41%	71%	43%	72%	66%	71%	60%	67%	65%	49%	58%	71%	76%	63%	68%	
Netflix Streaming	1985	1819	166	514	599	706	1113	546	567	66	1047	62	1051	116	997	706	326	13	68	81	73	198	729	113	152	961	
	61%	62%	52%	47%	65%	76%	55%	55%	56%	8%	88%	22%	61%	31%	61%	55%	60%	31%	50%	46%	46%	49%	58%	61%	46%	57%	
YouTube	1232	1151	81	262	376	513	638	306	332	149	489	39	599	60	578	376	194	18	50	68	36	91	425	86	93	545	
	38%	39%	25%	24%	41%	56%	32%	31%	33%	18%	41%	14%	35%	16%	35%	29%	35%	43%	37%	38%	23%	23%	34%	46%	28%	32%	

Statistics:
- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
Populate warnings:
- The column means test was not run. No suitable mean elements are available.

Any_stream. Whether or not you're a subscriber, have you ever used any service to stream or download TV shows in the past 6 months?

Table: 12

	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber	Amazon Prime Non-Subscriber	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49	
Any Activity	Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	997 100%	1018 100%	827 100%	1188 100%	279 100%	1736 100%	373 100%	1642 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%
	Any Activity - NET	2449 75%	2184 74%	265 83%	942 87%	681 74%	561 61%	1623 81%	805 81%	818 80%	808 98%	815 69%	272 97%	1351 78%	359 96%	1264 77%	1070 83%	411 75%	37 88%	105 78%	142 80%	132 83%	362 90%	1002 79%	127 68%	282 85%	1341 80%
	Any Streaming	2344 72%	2086 71%	258 81%	920 84%	647 70%	519 56%	1567 78%	780 78%	787 77%	805 97%	762 64%	270 97%	1297 75%	356 95%	1211 74%	1032 80%	396 72%	37 88%	102 76%	139 79%	130 82%	355 88%	960 76%	122 66%	278 84%	1289 77%
	Any Downloading	911 28%	799 27%	112 35%	382 35%	233 25%	184 20%	615 31%	318 32%	297 29%	313 38%	302 25%	152 54%	463 27%	182 49%	433 26%	428 33%	152 28%	11 26%	24 18%	35 20%	64 40%	143 35%	367 29%	41 22%	119 36%	496 29%
	Never in the past 6 months	808 25%	755 26%	53 17%	147 13%	245 26%	363 39%	392 19%	192 19%	200 20%	19 2%	373 31%	7 3%	385 22%	14 4%	378 23%	221 17%	136 25%	5 12%	30 22%	35 20%	27 17%	41 10%	265 21%	59 32%	49 15%	343 20%

Statistics:

- Column Proportions:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

Filter: Age 18-49
Table: 13

		Base	Streamed	Downloaded	Didn't use in the past 6 months
Whether or not you're a subscriber, have you used any of the following services to stream or download TV shows in the past 6 months?	Netflix	2015	902	-	1113
	Streaming	100%	45%	-	55%
	Hulu	2015	529	-	1486
	Plus/Hulu.com	100%	26%	-	74%
	Amazon Prime/Amazon Instant Video	2015	337	151	1583
		100%	17%	7%	79%
	Aereo	2015	131	-	1884
		100%	7%	-	93%
	Redbox Instant	2015	232	-	1783
		100%	12%	-	88%
	Crackle	2015	274	-	1741
		100%	14%	-	86%
	YouTube	2015	1212	245	638
		100%	60%	12%	32%
	TV network websites (e.g., NBC.com, CBS.com)	2015	667	-	1348
		100%	33%	-	67%
	iTunes	2015	322	377	1395
		100%	16%	19%	69%
	Vudu	2015	141	90	1803
		100%	7%	4%	89%
	M-GO	2015	144	-	1871
		100%	7%	-	93%
	Another <u>free</u> website/service not listed above	2015	303	115	1632
		100%	15%	6%	81%
	Another <u>paid</u> website/service not listed above	2015	115	68	1843
		100%	6%	3%	91%

ALACARTE1_432. How interested would you be in the idea of à la carte cable, where instead of the current model of buying a bundle of set networks, you could pick and select the networks in your package?

I would be...
Table: 14

How interested would you be in the idea of à la carte cable, where instead of the current model of buying a																												
	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49		
Base	3257	2939	318	1089	926	924	2015	997	1018	827	1188	279	1736	373	1642	1291	547	42	135	177	159	403	1267	186	331	1684		
Not interested in à la carte cable	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Interested in à la carte cable	1486	1291	195	533	393	365	926	434	492	338	588	91	835	133	793	550	276	19	81	100	61	156	592	117	157	769		
	46%	44%	61%	49%	42%	40%	46%	44%	48%	41%	49%	33%	48%	36%	48%	43%	50%	45%	60%	56%	38%	39%	47%	63%	47%	46%		
			CDE	DE					G		I		K		M		O	*	OPQ	O			TU	TUV				
	1771	1648	123	556	533	559	1089	563	526	489	600	188	901	240	849	741	271	23	54	77	98	247	675	69	174	915		
	54%	56%	39%	51%	58%	60%	54%	56%	52%	59%	51%	67%	52%	64%	52%	57%	50%	55%	40%	44%	62%	61%	53%	37%	53%	54%		
			B	BC	BC			H		J		L		N		PRS	R	R*			VW	VW	W					

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

Tvwkday1.View. Which of the following time periods do you usually watch TV on weekdays (Monday through Friday) and weekends (Saturday and Sunday)? (Check all that apply)

WEEKDAYS

Table: 15

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18- 49	TV Influencer 18- 49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18- 49	Non- Hispanic 18- 49
		B	C	D	E	F	G	H			O	P	Q	R	S	T	U	V	W	X	Y
WEEKDAYS :	Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	997 100%	1018 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%
	6:00 am to 9:00 am (Morning)	872 27%	805 27%	67 21%	236 22%	292 32%	277 30%	528 26%	266 27%	262 26%	370 29%	125 23%	8 19%	25 19%	33 19%	66 42%	117 29%	307 24%	38 20%	96 29%	432 26%
	Daytime - NET	1554 48%	1395 47%	159 50%	504 46%	427 46%	464 50%	931 46%	421 42%	510 50%	626 48%	236 43%	14 33%	55 41%	69 39%	105 66%	219 54%	541 43%	66 35%	162 49%	769 46%
	9:00 am to 12:00 noon	704 22%	675 23%	29 9%	204 19%	226 24%	245 27%	430 21%	185 19%	245 24%	296 23%	103 19%	5 12%	26 19%	31 18%	60 38%	103 26%	237 19%	30 16%	74 22%	356 21%
	12:00 noon to 4:00 pm	805 25%	755 26%	50 16%	266 24%	237 26%	252 27%	503 25%	208 21%	295 29%	345 27%	116 21%	12 29%	30 22%	42 24%	59 37%	120 30%	291 23%	33 18%	83 25%	420 25%
	4:00 pm to 6:00 pm	1221 37%	1089 37%	132 42%	399 37%	324 35%	366 40%	723 36%	318 32%	405 40%	497 38%	177 32%	11 26%	38 28%	49 28%	81 51%	174 43%	419 33%	49 26%	120 36%	603 36%
	Evening - NET	2870 88%	2623 89%	247 78%	910 84%	849 92%	864 94%	1759 87%	843 85%	916 90%	1155 89%	455 83%	37 88%	112 83%	149 84%	133 84%	371 92%	1115 88%	140 75%	276 83%	1483 88%
	6:00 pm to 8:00 pm	2007 62%	1827 62%	180 57%	641 59%	589 64%	597 65%	1230 61%	584 59%	646 63%	849 66%	287 52%	21 50%	73 54%	94 53%	111 70%	284 70%	761 60%	74 40%	199 60%	1031 61%
	8:00 pm to 11:00 pm (Primetime)	2559 79%	2371 81%	188 59%	801 74%	782 84%	788 85%	1583 79%	753 76%	830 82%	1061 82%	397 73%	29 69%	96 71%	125 71%	121 76%	340 84%	998 79%	124 67%	241 73%	1342 80%
	11:00 pm to 1:00 am (Late Night)	910 28%	852 29%	58 18%	333 31%	276 30%	243 26%	609 30%	323 32%	286 28%	421 33%	150 27%	10 24%	28 21%	38 21%	73 46%	144 36%	347 27%	45 24%	106 32%	503 30%
	Overnight - NET	406 12%	375 13%	31 10%	160 15%	105 11%	110 12%	265 13%	148 15%	117 11%	185 14%	65 12%	5 12%	10 7%	15 8%	39 25%	59 15%	141 11%	26 14%	45 14%	220 13%
	1:00 am to 3:00 am	330 10%	309 11%	21 7%	137 13%	85 9%	87 9%	222 11%	126 13%	96 9%	154 12%	54 10%	4 10%	10 7%	14 8%	32 20%	50 12%	118 9%	22 12%	39 12%	183 11%
	3:00 am to 6:00 am	216 7%	192 7%	24 8%	80 7%	60 6%	52 6%	140 7%	78 8%	62 6%	98 8%	38 7%	2 5%	2 1%	4 2%	21 13%	29 7%	75 6%	15 8%	28 8%	112 7%
	Never	53 2%	40 1%	13 4%	25 2%	9 1%	6 1%	34 2%	24 2%	10 1%	11 1%	17 3%	2 5%	4 3%	6 3%	2 1%	1 *	19 1%	12 6%	6 2%	28 2%
					CDE	DE			H			O	O*	O	O			U	TUV		

Statistics:

- Column Proportions:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y

Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

Tvwkday1.View. Which of the following time periods do you usually watch TV on weekdays (Monday through Friday) and weekends (Saturday and Sunday)? (Check all that apply)

WEEKENDS

Table: 16

	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	997 100%	1018 100%	827 100%	1188 100%	279 100%	1736 100%	373 100%	1642 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%
6:00 am to 9:00 am (Morning)	614 19%	558 19%	56 18%	169 16%	182 20%	207 22%	351 17%	168 17%	183 18%	123 15%	228 19%	49 18%	302 17%	66 18%	285 17%	240 19%	90 16%	5 12%	16 12%	21 12%	44 28%	77 19%	205 16%	25 13%	60 18%	291 17%
Daytime - NET	1981 61%	1780 61%	201 63%	660 61%	565 61%	555 60%	1225 61%	593 59%	632 62%	503 61%	722 61%	180 65%	1045 60%	251 67%	974 59%	848 66%	293 54%	18 43%	66 49%	84 47%	110 69%	297 74%	740 58%	78 42%	213 64%	1012 60%
9:00 am to 12:00 noon	1061 33%	952 32%	109 34%	339 31%	321 35%	292 32%	660 33%	317 32%	343 34%	270 33%	390 33%	95 34%	565 33%	135 36%	525 32%	471 36%	152 28%	9 21%	28 21%	37 45%	71 40%	163 30%	384 23%	42 33%	108 33%	552 33%
12:00 noon to 4:00 pm	1344 41%	1216 41%	128 40%	440 40%	391 42%	385 42%	831 41%	417 42%	414 41%	333 40%	498 42%	115 41%	716 41%	163 44%	668 41%	591 46%	190 35%	11 26%	39 29%	50 28%	80 50%	213 53%	487 38%	51 27%	136 41%	695 41%
4:00 pm to 6:00 pm	1498 46%	1356 46%	142 45%	483 44%	433 47%	440 48%	916 45%	444 45%	472 46%	376 45%	540 45%	130 47%	786 45%	183 49%	733 45%	649 50%	217 40%	10 24%	40 30%	50 28%	91 57%	229 57%	545 43%	51 27%	165 50%	751 45%
Evening - NET	2755 85%	2500 85%	255 80%	850 78%	813 88%	837 91%	1663 83%	800 80%	863 85%	685 83%	978 82%	213 76%	1450 84%	297 80%	1366 83%	1090 84%	436 80%	35 83%	102 76%	137 77%	131 82%	344 85%	1051 83%	137 74%	275 83%	1388 82%
6:00 pm to 8:00 pm	1915 59%	1746 59%	169 53%	617 57%	554 60%	575 62%	1171 58%	571 57%	600 59%	479 58%	692 58%	155 56%	1016 59%	214 57%	957 58%	811 63%	274 50%	20 48%	66 49%	86 49%	106 67%	265 66%	725 57%	75 40%	198 60%	973 58%
8:00 pm to 11:00 pm (Primetime)	2528 78%	2299 78%	229 72%	761 70%	763 82%	775 84%	1524 76%	725 73%	799 78%	623 75%	901 76%	187 67%	1337 77%	269 72%	1255 76%	1013 78%	389 71%	32 76%	90 67%	122 69%	121 76%	328 81%	956 75%	119 64%	244 74%	1280 76%
11:00 pm to 1:00 am (Late Night)	1344 41%	1216 41%	128 40%	459 42%	401 43%	356 39%	860 43%	451 45%	409 40%	382 46%	478 40%	135 48%	725 42%	172 46%	688 42%	592 46%	213 39%	12 29%	43 32%	55 31%	91 57%	201 50%	511 40%	57 31%	153 46%	707 42%
Overnight - NET	676 21%	601 20%	75 24%	277 25%	172 19%	152 16%	449 22%	252 25%	197 19%	194 23%	255 21%	86 31%	363 21%	99 27%	350 21%	308 24%	119 22%	8 19%	14 10%	22 12%	55 35%	96 24%	260 21%	38 20%	77 23%	372 22%
1:00 am to 3:00 am	610 19%	543 18%	67 21%	251 23%	154 17%	138 15%	405 20%	228 23%	177 17%	171 21%	234 20%	74 27%	331 19%	89 24%	316 19%	279 22%	106 19%	6 14%	14 10%	20 11%	49 31%	85 21%	239 19%	32 17%	72 22%	333 20%
3:00 am to 6:00 am	294 9%	244 8%	50 16%	118 11%	65 7%	61 7%	183 9%	105 11%	78 8%	78 9%	105 9%	34 12%	149 9%	40 11%	143 9%	115 9%	64 12%	2 5%	2 1%	4 2%	24 15%	38 9%	101 8%	20 11%	31 9%	152 9%
Never	57 2%	49 2%	8 3%	28 3%	10 1%	11 1%	38 2%	21 2%	17 2%	6 1%	32 3%	4 1%	34 2%	3 1%	35 2%	16 1%	13 2%	2 5%	7 5%	9 5%	3 2%	2 *	20 2%	13 7%	7 2%	31 2%

Statistics:

- Column Proportions:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y

Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

Tvweek. How many **days in a typical week** do you watch TV between the hours of 8:00 pm and 11:00 pm EST/PST (7:00 pm to 10:00 pm CMT)?

Table: 17

	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
	3257	2939	318	1089	926	924	2015	997	1018	827	1188	279	1736	373	1642	1291	547	42	135	177	159	403	1267	186	331	1684
Base	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 day a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2 days a week	213	176	37	93	53	30	146	67	79	60	86	15	131	27	119	68	49	6	23	29	6	8	99	33	30	116
	7%	6%	12%	9%	6%	3%	7%	7%	8%	7%	7%	5%	8%	7%	7%	5%	9%	14%	17%	16%	4%	2%	8%	18%	9%	7%
3 days a week	282	227	55	126	63	38	189	102	87	83	106	29	160	37	152	95	69	8	17	25	7	21	134	27	25	164
	9%	8%	17%	12%	7%	4%	9%	10%	9%	10%	9%	10%	9%	10%	9%	7%	13%	19%	13%	14%	4%	5%	11%	15%	8%	10%
4 days a week	267	236	31	119	71	46	190	90	100	73	117	20	170	32	158	99	68	3	20	23	5	23	132	30	33	157
	8%	8%	10%	11%	8%	5%	9%	9%	10%	9%	10%	7%	10%	9%	10%	8%	12%	7%	15%	13%	3%	6%	10%	16%	10%	9%
5 days a week	415	370	45	174	116	80	290	138	152	126	164	44	246	55	235	205	62	3	20	23	14	50	206	20	47	243
	13%	13%	14%	16%	13%	9%	14%	14%	15%	15%	14%	16%	14%	15%	14%	16%	11%	7%	15%	13%	9%	12%	16%	11%	14%	14%
6 days a week	333	305	28	131	91	83	222	123	99	101	121	28	194	46	176	135	67	3	17	20	17	57	131	17	40	182
	10%	10%	9%	12%	10%	9%	11%	12%	10%	12%	10%	10%	11%	12%	11%	10%	12%	7%	13%	11%	11%	14%	10%	9%	12%	11%
7 days a week	1747	1625	122	446	532	647	978	477	501	384	594	143	835	176	802	689	232	19	38	57	110	244	565	59	156	822
	54%	55%	38%	41%	57%	70%	49%	48%	49%	46%	50%	51%	48%	47%	49%	53%	42%	45%	28%	32%	69%	61%	45%	32%	47%	49%
					BC	BCD										PRS	RS	R*			UVW	VW	W			

Statistics:

- Column Proportions:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y

Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

Tvhours1.View. On those evenings when you do watch television between the hours of 8:00 pm and 11:00 pm EST/PST (7:00 pm to 10:00 pm CMT), on average, how many hours per evening do you watch TV on weekdays and weekends?

WEEKDAYS
Table: 18

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18- 49	TV Influencer 18- 49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18- 49	Non- Hispanic 18- 49
			B	C	D	E	F	G	H	O	P	Q	R	S	T	U	V	W	X	Y	
WEEKDAYS :	Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	997 100%	1018 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%
	Less than an hour	360 11%	278 9%	82 26% CDE	156 14% DE	82 9% E	40 4% 	238 12% 	126 13% 	112 11% 	122 9% 	78 14% O	11 26% OP*	27 20% OP	38 21% OP	15 9% 	25 6% 	153 12% U	45 24% TUV	44 13% 	194 12%
		Less than 30 minutes	125 4%	91 3%	34 11% CDE	50 5% E	33 4% E	8 1% 	83 4% 	45 5% 	38 4% 	40 3% 	30 5% O	3 7% *	10 7% O	13 7% O	7 4% U	7 2% 	47 4% U	22 12% TUV	14 4%
	30 minutes to less than 1 hour	235 7%	187 6%	48 15% CDE	106 10% DE	49 5% E	32 3% 	155 8% 	81 8% 	74 7% 	82 6% 	48 9% O	8 19% OP*	17 13% O	25 14% OP	8 5% 	18 4% 	106 8% U	23 12% TUV	30 9% 	125 7%
		1-2 hours	953 29%	831 28%	122 38% DE	383 35% DE	255 28% E	193 21% 	638 32% 	326 33% 	312 31% 	378 29% 	187 34% O	15 36% *	58 43% OP	73 41% OP	29 18% 	85 21% 	453 36% TU	71 38% TU	99 30%
	1 hour to less than 1 1/2 hours	444 14%	374 13%	70 22% CDE	189 17% DE	102 11% 	83 9% 	291 14% 	154 15% 	137 13% 	159 12% 	99 18% O	7 17% *	26 19% O	33 19% O	6 4% T	31 8% 	213 17% TU	41 22% TUV	49 15% 	242 14%
		1 1/2 hours to less than 2 hours	509 16%	457 16%	52 16% E	194 18% E	153 17% E	110 12% 	347 17% 	172 17% 	175 17% 	219 17% 	88 16% *	8 19% OP	32 24% OP	40 23% OP	23 14% 	54 13% 	240 19% U	30 16% 	50 15%
	2-3 hours	1944 60%	1830 62%	114 36% B	550 51% BC	589 64% BCD	691 75% 	1139 57% 	545 55% 	594 58% G	791 61% PQRS	282 52% QRS	16 38% *	50 37% 	66 37% 	115 72% VW	293 73% VW	661 52% W	70 38% 	188 57% 	951 56%
		2 hours to less than 2 1/2 hours	684 21%	637 22%	47 15% BC	201 18% BC	215 23% BC	221 24% BC	416 21% 	198 20% 	218 21% 	278 22% Q	105 19% *	4 10% Q	29 21% Q	33 19% 	31 19% 	92 23% W	263 21% 	30 16% 	67 20%
	2 1/2 hours to 3 hours	1260 39%	1193 41%	67 21% B	349 32% BC	374 40% BCD	470 51% 	723 36% 	347 35% 	376 37% 	513 40% PRS	177 32% RS	12 29% R*	21 16% 	33 19% 	84 53% VW	201 50% VW	398 31% W	40 22% 	121 37% 	602 36%

- Statistics:
- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Populate warnings:
- The column means test was not run. No suitable mean elements are available.

Tvhours1.View. On those evenings when you do watch television between the hours of 8:00 pm and 11:00 pm EST/PST (7:00 pm to 10:00 pm CMT), on average, how many hours per evening do you watch TV on weekdays and weekends?

WEEKENDS
Table: 19

	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49		
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y				
WEEKENDS	Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	997 100%	1018 100%	827 100%	1188 100%	279 100%	1736 100%	373 100%	1642 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%	
	Less than an hour	264 8%	220 7%	44 14% CDE	113 10% DE	66 7% E	41 4%	179 9%	87 9%	92 9%	71 9%	108 9%	27 10%	152 9%	35 9%	144 9%	86 7%	63 12% O	7 17% O*	23 17% OP	30 17% OP	11 7%	17 4%	114 9% U	37 20% TUV	33 10% TU	146 9% Y	
	Less than 30 minutes	105 3%	86 3%	19 6%	43 4%	26 3%	17 2%	69 3%	36 4%	33 3%	28 3%	41 3%	11 4%	58 3%	16 4%	53 3%	29 2%	24 4%	4 10% O	12 9% OP	16 9% OP	8 5% U	7 2%	41 3% UV	13 7% Y	18 5% Y	51 3% Y	
	30 minutes to less than 1 hour	159 5%	134 5%	25 8% DE	70 6% DE	40 4% E	24 3%	110 5%	51 5%	59 6%	43 5%	67 6%	16 6%	94 5%	19 5%	91 6%	57 4%	39 7% O	3 7% *	11 8% O	14 8% O	3 2%	10 2%	73 6% TU	24 13% TUV	15 5% TU	95 6% Y	
	1-2 hours	716 22%	634 22%	82 26% E	292 27% DE	200 22% E	142 15%	492 24%	235 24%	257 25%	216 26%	276 23%	69 25%	423 24%	95 25%	397 24%	289 22%	137 25%	15 36% O*	51 38% OP	66 37% OP	21 13%	74 18%	338 27% TU	59 32% TU	68 21% TU	424 25% X	
	1 hour to less than 1 1/2 hours	289 9%	253 9%	36 11% DE	133 12% DE	72 8% E	48 5%	205 10%	94 9%	111 11%	90 11%	115 10%	24 9%	181 10%	42 11%	163 10%	122 9%	55 10%	4 10% *	24 18% OP	28 16% OP	6 4%	28 7%	147 12% TU	24 13% TU	26 8% TU	179 11% Y	
	1 1/2 hours to less than 2 hours	427 13%	381 13%	46 14% E	159 15% E	128 14% E	94 10%	287 14%	141 14%	146 14%	126 15%	161 14%	45 16%	242 14%	53 14%	234 14%	167 13%	82 15%	11 26% OP*	27 20% O	38 21% OP	15 9%	46 11%	191 15% TU	35 19% TU	42 13% TU	245 15% Y	
	2-3 hours	2277 70%	2085 71%	192 60% BC	684 63% BCD	660 71% BCD	741 80%	1344 67%	675 68%	669 66%	540 65%	804 68%	183 66%	1161 67%	243 65%	1101 67%	916 71%	347 63%	20 48% *	61 45% *	81 46% *	127 80% VW	312 77% VW	815 64% W	90 48% W	230 69% W	1114 66% Y	
	2 hours to less than 2 1/2 hours	592 18%	536 18%	56 18% E	215 20% E	169 18% E	152 16%	384 19%	201 20%	183 18%	168 20%	216 18%	51 18%	333 19%	74 20%	310 19%	257 20%	98 18%	5 12% *	24 18% *	29 16% *	25 20% *	81 20% *	249 16% W	29 33% W	62 51% W	322 19% Y	
	2 1/2 hours to 3 hours	1685 52%	1549 53%	136 43% BC	469 43% BCD	491 53% BCD	589 64%	960 48%	474 48%	486 48%	372 45% I	588 49%	132 47%	828 48%	169 45%	791 48%	659 51% PQRS	249 46% RS	15 36% *	37 27% *	52 29% VW	102 64% VW	231 57% VW	566 45% W	61 33% W	168 51% W	792 47% Y	

Statistics:
- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
Populate warnings:
- The column means test was not run. No suitable mean elements are available.

US01CAB. Which of the following do you have in your home? Please select all that apply.
Table: 20

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
Which of the following do you have in your home? Please select all that apply.	Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	997 100%	1018 100%	827 100%	1188 100%	279 100%	1736 100%	373 100%	1642 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%
	Basic (Non-Digital) Cable TV	738	627	111	305	164	158	469	231	238	202	267	69	400	78	391	296	173	-	-	-	33	92	291	53	90	379
		23%	21%	35%	28%	18%	17%	23%	23%	23%	24%	22%	25%	23%	21%	24%	23%	32%	-	-	-	21%	23%	23%	28%	27%	23%
	Digital Cable TV			CDE	DE												QRS	OQRS	*					TV	Y		
	(providing more channels	1338	1222	116	448	407	367	855	441	414	358	497	132	723	175	680	632	223	-	-	-	86	178	515	76	138	717
		41%	42%	36%	41%	44%	40%	42%	44%	41%	43%	42%	47%	42%	47%	41%	49%	41%	-	-	-	54%	44%	41%	41%	42%	43%
	Fiber Optic TV (e.g. Verizon, AT&T, U-verse)	835	769	66	264	BE 245	260	509	258	251	208	301	L 77	432	N 119	390	PQRS 377	QRS 132	*	-	-	UVW 53	114	309	33	90	419
		26%	26%	21%	24%	26%	28%	25%	26%	25%	25%	25%	28%	25%	32%	24%	29%	24%	-	-	-	33%	28%	24%	18%	27%	25%
					B	BC								N			PQRS	QRS	*			VW	W	W			
		339	310	29	133	88	89	221	126	95	98	123	47	174	58	163	142	79	-	-	-	22	43	135	21	42	179
		10%	11%	9%	12%	10%	10%	11%	13%	9%	12%	10%	17%	10%	16%	10%	11%	14%	-	-	-	14%	11%	11%	11%	13%	11%
					DE				H				L		N		QRS	OQRS	*								
	None of the above	295	268	27	98	79	91	177	67	110	82	95	20	157	23	154	-	-	42	135	177	5	25	123	24	27	150
		9%	9%	8%	9%	9%	10%	9%	7%	11%	10%	8%	7%	9%	6%	9%	-	-	100%	100%	100%	3%	6%	10%	13%	8%	9%
								G		FG					M				OP*	OP	OP			TU	TU		

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

Att1. Which of the following **best** describes you? (Please select the statement that best applies to you.)
Table: 21

		Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18- 49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18- 49	Non-Hispanic 18-49
		O	P	Q	R	S	T	U	V	W	X	Y
Which of the following best describes you? (Please select the statement that best applies to you.)	Base	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%
	TV Don't Care	94 7%	68 12%	4 10%	20 15%	24 14%	- -	- -	- -	186 100%	22 7%	164 10%
			O	*	O	O				TUV		X
	TV Passive	788 61%	356 65%	27 64%	96 71%	123 69%	- -	- -	1267 100%	- -	203 61%	1064 63%
				*	O	O			TUW			
	I only know a little about TV, and usually I'm pretty knowledgea ble about what's on	207 16%	147 27%	14 33%	48 36%	62 35%	- -	- -	416 33%	- -	73 22%	343 20%
			O	O*	OP	OP			TUW			
		581 45%	209 38%	13 31%	48 36%	61 34%	- -	- -	851 67%	- -	130 39%	721 43%
		PQRS		*					TUW			
	TV Influencer/Ex pert	409 32%	123 22%	11 26%	19 14%	30 17%	159 100%	403 100%	- -	- -	106 32%	456 27%
		PRS	R	R*			VW	VW			Y	
		285 22%	93 17%	8 19%	17 13%	25 14%	- -	403 100%	- -	- -	72 22%	331 20%
	TV influencer			*				TVW				
		124 10%	30 5%	3 7%	2 1%	5 3%	159 100%	- -	- -	- -	34 10%	125 7%
	TV expert	PRS	R	R*			UVW				Y	

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

Techown1. Do you or someone in your household own any of the following products or services? Please select all that apply.
Table: 22

	Total	Do you or someone in your household own any of the following products or services? Please select all that apply.																																																	
		P18-64		P13-17		P18-34		P35-49		P50-64		P18-49		M18-49		F18-49		Netflix Subscriber 18-49		Netflix Non-Subscriber 18-49		Hulu Plus Subscriber 18-49		Hulu Plus Non-Subscriber 18-49		Amazon Prime Subscriber 18-49		Amazon Prime Non-Subscriber 18-49		Cord Lover 18-49		Cord Shaver 18-49		Cord Cutter 18-49		Cord Never 18-49		Cord Cutter/Never 18-49		TV Exp 18-49		TV Influencer 18-49		TV Passive 18-49		TV Don't Care 18-49		Hispanic 18-49		Non-Hispanic 18-49	
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y																										
Base	3257	2939	318	1089	926	924	2015	997	1018	827	1188	279	1736	373	1642	1291	847	42	135	177	169	403	1267	186	331	1684																									
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%																									
DVD Player	2463	2236	217	757	732	747	1489	700	789	622	867	188	1301	288	1201	995	372	29	93	122	114	306	956	113	225	1264																									
	75%	76%	68%	70%	79%	81%	74%	70%	78%	75%	73%	67%	75%	77%	73%	77%	68%	69%	69%	69%	72%	76%	75%	61%	68%	75%																									
Windows PC laptop or desktop	2328	2120	208	711	693	716	1404	689	715	596	808	190	1214	276	1128	947	335	29	93	122	102	297	903	102	215	1189																									
	71%	72%	65%	65%	75%	77%	70%	69%	70%	69%	68%	70%	74%	69%	73%	61%	69%	69%	69%	64%	74%	71%	55%	65%	71%	68%																									
HDTV (High Definition TV)	2046	1882	164	638	613	631	1251	624	627	549	702	170	1081	269	982	873	301	17	60	77	113	272	782	84	210	1041																									
	63%	64%	52%	59%	66%	68%	62%	63%	62%	66%	59%	61%	62%	72%	60%	68%	55%	40%	44%	44%	71%	67%	62%	45%	63%	62%																									
Smartphone (like Blackberry, iPhone or Samsung)	1822	1643	179	699	655	389	1254	601	653	591	663	180	1074	273	981	855	305	23	71	94	98	270	800	86	212	1042																									
	56%	56%	56%	64%	60%	42%	62%	60%	64%	71%	56%	65%	62%	73%	60%	66%	56%	55%	53%	53%	62%	67%	63%	46%	64%	62%																									
Smartphone (like Blackberry, iPhone or Samsung)	1744	1517	227	668	610	339	1178	587	591	570	608	178	1000	256	922	803	285	19	71	90	91	276	736	75	191	987																									
	54%	52%	71%	61%	55%	37%	58%	59%	58%	69%	51%	64%	58%	69%	56%	62%	52%	45%	53%	51%	57%	68%	58%	40%	58%	59%																									
PayStation, Wi or Xbox360	1361	1236	125	416	438	382	854	441	413	380	474	122	732	208	646	653	189	7	5	12	88	208	504	54	126	728																									
	42%	42%	39%	38%	47%	41%	42%	44%	41%	46%	40%	44%	42%	56%	39%	51%	35%	17%	4%	7%	55%	52%	40%	29%	38%	43%																									
Tablet (like iPad, Galaxy or PlayBook)	1097	978	119	393	350	235	743	362	381	381	362	134	609	212	531	527	168	11	37	48	73	154	472	44	134	609																									
	34%	33%	37%	36%	38%	20%	37%	36%	37%	46%	36%	48%	35%	67%	22%	41%	31%	26%	27%	27%	46%	38%	37%	24%	40%	36%																									
MP3 player <=>with video capability<=> > (like an iPod Touch)	1076	924	152	405	318	201	723	357	366	360	363	125	598	181	542	510	167	12	34	46	71	156	451	45	126	597																									
	33%	31%	48%	37%	34%	22%	36%	36%	36%	44%	31%	45%	34%	49%	33%	40%	31%	29%	25%	26%	45%	39%	36%	24%	38%	35%																									
Blu-ray Player	1046	953	93	321	267	686	374	312	376	310	120	566	171	515	474	170	12	30	42	76	175	395	40	131	555																										
	32%	32%	29%	34%	35%	29%	34%	38%	31%	45%	26%	43%	33%	46%	31%	37%	31%	29%	22%	24%	48%	43%	31%	22%	40%	33%																									
Electronic Reader (like Kindle, Nook or e-Reader)	864	764	100	308	248	208	556	260	296	299	257	117	439	195	361	388	137	8	23	31	55	104	349	48	85	471																									
	27%	26%	31%	28%	27%	23%	28%	26%	29%	36%	22%	42%	25%	52%	22%	30%	25%	19%	17%	18%	35%	26%	28%	26%	26%	28%																									
Handheld gaming device (like DS, 3DS or PSP)	797	657	140	322	235	100	557	258	299	282	275	105	452	150	407	376	139	10	32	42	56	122	338	41	93	464																									
	24%	22%	44%	30%	25%	11%	28%	26%	29%	34%	23%	38%	26%	40%	25%	29%	25%	24%	24%	24%	35%	30%	27%	22%	28%	28%																									
Internet TV device (like Apple TV, Google TV or Roku)	590	520	70	236	166	118	402	205	197	236	166	110	292	128	274	251	111	14	20	40	50	93	225	34	77	325																									
	18%	16%	22%	22%	18%	13%	20%	21%	19%	29%	14%	39%	17%	34%	17%	19%	20%	33%	19%	23%	31%	23%	18%	16%	23%	19%																									
Internet-enabled / smart TV	463	415	44	148	140	120	295	168	127	167	128	71	224	84	201	205	72	12	18	38	11	162	24	62	233																										
	14%	14%	15%	14%	16%	13%	17%	17%	12%	20%	11%	25%	13%	20%	12%	16%	14%	9%	10%	24%	18%	13%	13%	19%	14%																										
Apple Mac laptop or desktop	401	358	43	184	88	86	272	126	146	172	100	55	217	84	188	173	74	11	14	25	27	60	173	12	45	227																									
	12%	12%	14%	17%	10%	9%	13%	13%	14%	21%	8%	20%	12%	23%	11%	13%	14%	26%	10%	14%	17%	15%	14%	6%	14%	13%																									
3D TV	256	231	25	100	75	50	181	122	59	107	74	61	120	71	110	136	38	3	4	7	37	44	85	15	41	140																									
	8%	8%	8%	10%	8%	6%	17%	12%	6%	13%	6%	22%	7%	19%	7%	11%	7%	7%	3%	4%	23%	11%	7%	8%	12%	8%																									
Basic mobile phone	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*																								
Wireless internet connection	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*																								
High speed / broadband internet connection	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*																								
MP3 player <=>without video capability<=> > (like an iPod Shuffle)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*																								
Satellite radio (like Sirius XM)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*																								
VOIP (making calls via the internet, like Skype)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*																								
None of the above	102	87	15	42	27	18	69	44	35	14	55	7	62	4	65	23	33	8	13	9	7	32	21	15	54																										
	3%	3%	5%	4%	3%	2%	3%	4%	2%	2%	5%	3%	4%	1%	4%	2%	6%	12%	6%	7%	6%	2%	3%	11%	5%	3%																									

Statistics:
- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
Populate warnings:
- The column means test was not run. No suitable mean elements are available.

Hdsub. You mentioned you or someone in your household owns an HDTV (high definition television set). Do you currently subscribe to HDTV service? (This is usually through your cable, satellite or fiber optic provider but can also be through an HD converter).

Table: 23

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
You mentioned you or someone in your household owns an HDTV (high definition television set). Do	Base	2046 100%	1882 100%	164 100%	638 100%	613 100%	631 100%	1251 100%	624 100%	627 100%	549 100%	702 100%	170 100%	1081 100%	269 100%	982 100%	873 100%	301 100%	17 100%	60 100%	77 100%	113 100%	272 100%	782 100%	84 100%	210 100%	1041 100%
	Yes	1373 67%	1290 69%	83 51%	420 66%	434 71%	436 69%	854 68%	451 72%	403 64%	394 72%	460 66%	128 75%	726 67%	209 78%	645 66%	671 77%	179 59%	1 6%	3 5%	4 5%	98 87%	201 74%	501 64%	54 64%	142 68%	712 68%
	No	537 26%	491 26%	46 28%	163 26%	153 25%	175 28%	316 25%	153 25%	163 26%	121 22%	195 28%	35 21%	281 26%	46 17%	270 27%	160 18%	90 30%	12 71%	54 90%	66 86%	14 12%	56 21%	221 28%	25 30%	51 24%	265 25%
	Don't Know	136 7%	101 5%	35 21%	55 9%	26 4%	20 3%	81 6%	20 3%	61 10%	34 6%	47 7%	7 4%	74 7%	14 5%	67 7%	42 5%	32 11%	4 24%	3 5%	7 9%	1 1%	15 6%	60 8%	5 6%	17 8%	64 6%
											I				M			O	**	OP*	OP*	T	TU	TU*			
											FG							O	**	*	*		T	T	T*		

Statistics:

- Column Proportions:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y

Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.

WEBTVSUB_393.YesNo. Are you currently a subscriber of the following services? Subscriber Summary
Table: 24

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non- Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non- Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non- Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18- 49	TV Influencer 18- 49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18- 49	Non- Hispanic 18- 49
		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
Any Premium Cable Subscriber		1680	1518	162	650	462	406	1112	609	503	521	591	199	913	265	847	821	291	-	-	-	119	261	639	93	213	899
		52%	52%	51%	60%	50%	44%	55%	61%	49%	63%	50%	71%	53%	71%	52%	64%	53%	-	-	-	75%	65%	50%	50%	64%	53%
Any Web Subscriber		1514	1360	154	661	403	296	1064	526	538	827	237	279	785	373	691	709	261	27	67	94	107	256	617	84	198	866
		46%	46%	48%	61%	44%	32%	53%	53%	53%	100%	20%	100%	45%	100%	42%	55%	48%	64%	50%	53%	67%	64%	49%	45%	60%	51%
HBO Subscriber		1339	1211	128	529	372	310	901	503	398	431	470	160	741	209	692	661	240	-	-	-	97	220	513	71	169	732
		41%	41%	40%	49%	40%	34%	45%	50%	39%	52%	40%	57%	43%	56%	42%	51%	44%	-	-	-	61%	55%	40%	38%	51%	43%
Netflix Streaming		1155	1016	139	526	301	189	827	405	422	827	-	219	608	244	583	539	206	24	58	82	88	184	487	68	160	667
		35%	35%	44%	48%	33%	20%	41%	41%	41%	100%	-	78%	35%	65%	36%	42%	38%	57%	43%	46%	55%	46%	38%	37%	48%	40%
Showtime Subscriber		1102	1003	99	420	316	267	736	380	356	358	378	144	592	184	552	552	184	-	-	-	92	183	406	55	154	582
		34%	34%	31%	39%	34%	29%	37%	38%	35%	43%	32%	52%	34%	49%	34%	43%	34%	-	-	-	58%	45%	32%	30%	47%	35%
Starz Subscriber		1016	917	99	381	293	243	674	354	320	318	356	132	542	177	497	513	161	-	-	-	88	173	364	49	138	536
		31%	31%	31%	35%	32%	26%	33%	36%	31%	38%	30%	47%	31%	47%	30%	40%	29%	-	-	-	55%	43%	29%	26%	42%	32%
Cinemax Subscriber		857	786	71	325	256	205	581	326	255	280	301	116	465	142	439	452	129	-	-	-	74	161	300	46	126	455
		26%	27%	22%	30%	28%	22%	29%	33%	25%	34%	25%	42%	27%	38%	27%	35%	24%	-	-	-	47%	40%	24%	25%	38%	27%
Amazon Prime		521	477	44	247	126	104	373	187	186	244	129	134	239	373	-	270	80	6	17	23	56	89	203	25	80	293
		16%	16%	14%	23%	14%	11%	19%	19%	18%	30%	11%	48%	14%	100%	-	21%	15%	14%	13%	13%	35%	22%	16%	13%	24%	17%
Xbox Live Gold		477	405	72	257	110	38	367	234	133	243	124	123	244	131	236	252	91	6	18	24	56	89	191	31	69	298
		15%	14%	23%	24%	12%	4%	18%	23%	13%	29%	10%	44%	14%	35%	14%	20%	17%	14%	13%	14%	35%	22%	15%	17%	21%	18%
HuluPlus		386	350	36	198	81	71	279	155	124	219	60	279	-	134	145	179	80	6	14	20	43	67	145	24	61	218
		12%	12%	11%	18%	9%	8%	14%	16%	12%	26%	5%	100%	-	36%	9%	14%	15%	14%	10%	11%	27%	17%	11%	13%	18%	13%
HBO Go		357	331	26	170	88	73	258	159	99	168	90	99	159	111	147	194	60	1	3	4	62	65	117	14	63	195
		11%	11%	8%	16%	10%	8%	13%	16%	10%	20%	8%	35%	9%	30%	9%	15%	11%	2%	2%	2%	39%	16%	9%	8%	19%	12%
Redbox Instant		242	216	26	133	55	28	188	95	93	135	53	92	96	95	93	137	42	5	4	9	39	31	96	22	54	134
		7%	7%	8%	12%	6%	3%	9%	10%	9%	16%	4%	33%	6%	25%	6%	11%	8%	12%	3%	5%	25%	8%	8%	12%	16%	8%
Showtime Anytime		228	214	14	109	57	48	166	82	84	111	55	70	96	83	83	129	36	1	-	1	39	39	71	17	43	123
		7%	7%	4%	10%	6%	5%	8%	8%	8%	13%	5%	25%	6%	22%	5%	10%	7%	2%	-	1%	25%	10%	6%	9%	13%	7%
Aereo		82	73	9	50	16	7	66	49	17	52	14	51	15	48	18	49	15	2	-	2	21	10	27	8	19	47
		3%	2%	3%	5%	2%	1%	3%	5%	2%	6%	1%	18%	1%	13%	1%	4%	3%	5%	-	1%	13%	2%	2%	4%	6%	3%

Statistics:
- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
Populate warnings:
- The column means test was not run. No suitable mean elements are available.

USHHI2. Please indicate your annual household income before taxes.
Table: 25

		Please indicate your annual household income before taxes.{pixel}																		
		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18- 49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18- 49	Non-Hispanic 18-49	
		B	C	D	E	F	O	P	Q	R	S	T	U	V	W	X	Y			
Please indicate your annual household income before taxes.{pixel}	Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%	
	Less than \$50K	1519 47%	1421 48%	98 31%	547 50%	415 45%	459 50%	962 48%	605 47%	252 46%	22 52%	83 61%	105 59%	75 47%	195 48%	596 47%	96 52%	151 46%	811 48%	
	\$50K to \$100K	896 28%	837 28%	59 19%	264 24%	293 32%	280 30%	557 28%	384 30%	143 26%	6 14%	24 18%	30 17%	51 32%	115 29%	362 29%	29 16%	102 31%	455 27%	
					B BD	BC B	BC BD		QRS QRS	*				W OP	W OP	W OP				
	\$100K+	382 12%	356 12%	26 8%	116 11%	131 14%	109 12%	247 12%	178 14%	58 11%	4 10%	7 5%	11 6%	22 14%	47 12%	148 12%	30 16%	47 14%	200 12%	
						BC B	B H	H PR	PR PR	RS RS	*						V			
	Prefer not to answer	460 14%	325 11%	135 42%	162 15%	87 9%	76 8%	249 12%	124 10%	94 17%	10 24%	21 16%	31 18%	11 7%	46 11%	161 13%	31 17%	31 9%	218 13%	
					CDE DE					O O	O* O*	O O	O O			T T	TU TU		X X	
	Mean Income	57241.2	56988.8	60846.5	55188.3	60515.0	55468.3	57718.9	60622.9	55159.6	51405.8	39933.8	42448.2	67330.6	55083.6	57000.0	59741.5	61741.2	56895.8	
						CE		H	PR	RS	*			UV						

Statistics:

- Column Proportions:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Age. Age
Table: 26

	What is your age?																											
	Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	M18-49	F18-49	Netflix Subscriber 18-49	Netflix Non-Subscriber 18-49	Hulu Plus Subscriber 18-49	Hulu Plus Non-Subscriber 18-49	Amazon Prime Subscriber 18-49	Amazon Prime Non-Subscriber 18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18-49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18-49	Non-Hispanic 18-49		
			B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y		
Base	3257 100%	2939 100%	318 100%	1089 100%	926 100%	924 100%	2015 100%	997 100%	1018 100%	827 100%	1188 100%	279 100%	1736 100%	373 100%	1642 100%	1291 100%	547 100%	42 100%	135 100%	177 100%	159 100%	403 100%	1267 100%	186 100%	331 100%	1684 100%		
13-17	318 10%	-	318 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
18-34	1089 33%	1089 37%	-	1089 100%	-	-	1089 54%	541 54%	548 54%	526 64%	563 47%	198 71%	891 51%	247 66%	842 51%	675 52%	316 58%	22 52%	76 56%	98 55%	99 62%	221 55%	662 52%	107 58%	193 58%	896 53%		
35-49	926 28%	926 32%	-	-	926 100%	-	926 46%	456 46%	470 46%	301 36%	625 53%	81 29%	845 49%	126 34%	800 49%	616 48%	231 42%	20 48%	59 44%	79 45%	60 38%	182 45%	605 48%	79 42%	138 42%	788 47%		
50-64	924 28%	924 31%	-	-	-	924 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Mean in years	38.1	40.5	15.5	26.2	42.3	55.7	33.6	33.5	33.6	31.6	34.9	30.9	34.0	31.3	34.1	34.0	32.5	34.4	33.4	33.6	32.3	33.6	33.8	32.7	32.6	33.7		
				B	BC	BCD				I		K		M	P		*					T	T			X		

Statistics:
- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

GENDER. What is your gender?
Table: 27

		Total	P18-64	P13-17	P18-34	P35-49	P50-64	P18-49	Cord Lover 18-49	Cord Shaver 18-49	Cord Cutter 18-49	Cord Never 18-49	Cord Cutter/Never 18-49	TV Expert 18- 49	TV Influencer 18-49	TV Passive 18-49	TV Don't Care 18-49	Hispanic 18- 49	Non-Hispanic 18-49	
			B	C	D	E	F		O	P	Q	R	S	T	U	V	W	X	Y	
What is your gender?	Base	3257	2939	318	1089	926	924	2015	1291	547	42	135	177	159	403	1267	186	331	1684	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
	Male	1592	1437	155	541	456	440	997	640	290	17	50	67	100	206	586	105	163	834	
		49%	49%	49%	50%	49%	48%	49%	50%	53%	40%	37%	38%	63%	51%	46%	56%	49%	50%	
	Female							H	RS	RS	*			UV	V		V			
			1665	1502	163	548	470	484	1018	651	257	25	85	110	59	197	681	81	168	850
		51%	51%	51%	50%	51%	52%	51%	50%	47%	60%	63%	62%	37%	49%	54%	44%	51%	50%	
								G			*	OP	OP		T	TUW				

Statistics:

- Column Proportions:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (10%): B/C/D/E, F/G/H, I/J, K/L, M/N, O/P/Q/R/S, T/U/V/W, X/Y
Minimum Base: 30 (**), Small Base: 100 (*)

Populate warnings:

- The column means test was not run. No suitable mean elements are available.