

National Tracking Poll

Project: 200795
 N Size: 2200 Adults
 Margin of Error: ± 2%
 July 23-26, 2020

Topline Report

Question	Response	Frequency	Percentage
HR1_1 <i>How much have you seen, read or heard about the following new streaming services? Peacock</i>	A lot	237	11%
	Some	559	25%
	Not much	396	18%
	Nothing at all	1009	46%
HR1_2 <i>How much have you seen, read or heard about the following new streaming services? HBO MAX</i>	A lot	333	15%
	Some	665	30%
	Not much	538	24%
	Nothing at all	664	30%
HR1_3 <i>How much have you seen, read or heard about the following new streaming services? Quibi</i>	A lot	106	5%
	Some	443	20%
	Not much	441	20%
	Nothing at all	1211	55%
HR2_1 <i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? Netflix</i>	I currently subscribe	1134	52%
	I currently share a password on this account	235	11%
	I have subscribed in the past, but not now	222	10%
	I have heard of this, but have never subscribed	534	24%
	I have never heard of this	76	3%
HR2_2 <i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? Amazon Prime Video</i>	I currently subscribe	915	42%
	I currently share a password on this account	126	6%
	I have subscribed in the past, but not now	195	9%
	I have heard of this, but have never subscribed	807	37%
	I have never heard of this	157	7%

Question	Response	Frequency	Percentage
HR2_3	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? Hulu</i>		
	I currently subscribe	669	30%
	I currently share a password on this account	129	6%
	I have subscribed in the past, but not now	299	14%
	I have heard of this, but have never subscribed	987	45%
	I have never heard of this	115	5%
HR2_4	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? HBO MAX</i>		
	I currently subscribe	209	9%
	I currently share a password on this account	56	3%
	I have subscribed in the past, but not now	212	10%
	I have heard of this, but have never subscribed	1449	66%
	I have never heard of this	274	12%
HR2_5	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? Disney+</i>		
	I currently subscribe	588	27%
	I currently share a password on this account	125	6%
	I have subscribed in the past, but not now	174	8%
	I have heard of this, but have never subscribed	1186	54%
	I have never heard of this	127	6%
HR2_6	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? Apple TV+</i>		
	I currently subscribe	187	9%
	I currently share a password on this account	35	2%
	I have subscribed in the past, but not now	100	5%
	I have heard of this, but have never subscribed	1589	72%
	I have never heard of this	289	13%
HR2_7	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? Quibi</i>		
	I currently subscribe	32	1%
	I currently share a password on this account	20	1%
	I have subscribed in the past, but not now	62	3%
	I have heard of this, but have never subscribed	1121	51%
	I have never heard of this	965	44%

Question	Response	Frequency	Percentage
HR2_8	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? Peacock</i>		
	I currently subscribe	173	8%
	I currently share a password on this account	31	1%
	I have subscribed in the past, but not now	39	2%
	I have heard of this, but have never subscribed	1146	52%
	I have never heard of this	812	37%
HR2_9	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? CBS All Access</i>		
	I currently subscribe	144	7%
	I currently share a password on this account	27	1%
	I have subscribed in the past, but not now	211	10%
	I have heard of this, but have never subscribed	1386	63%
	I have never heard of this	432	20%
HR2_10	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? ESPN+</i>		
	I currently subscribe	152	7%
	I currently share a password on this account	47	2%
	I have subscribed in the past, but not now	141	6%
	I have heard of this, but have never subscribed	1526	69%
	I have never heard of this	335	15%
HR2_11	<i>And specifically, which option best describes your familiarity with each of the following TV and movie streaming subscription services? Showtime</i>		
	I currently subscribe	229	10%
	I currently share a password on this account	26	1%
	I have subscribed in the past, but not now	450	20%
	I have heard of this, but have never subscribed	1288	59%
	I have never heard of this	208	9%
HR3_1	<i>And how interested would you be in a subscription to the following streaming services based on the content they have available? Netflix, including new and original TV shows and movies (N=832)</i>		
	Very interested	79	10%
	Somewhat interested	225	27%
	Not very interested	131	16%
	Not interested at all	289	35%
	Don't know / No opinion	107	13%

Question	Response	Frequency	Percentage
HR3_2 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? Amazon Prime Video, including new and original TV shows and movies (N=1,159)</i>	Very interested	92	8%
	Somewhat interested	263	23%
	Not very interested	208	18%
	Not interested at all	418	36%
	Don't know / No opinion	179	15%
	HR3_3 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? Hulu, including new and original TV shows and movies (N=1,401)</i>	Very interested	110
Somewhat interested		357	25%
Not very interested		262	19%
Not interested at all		491	35%
Don't know / No opinion		182	13%
HR3_4 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? HBO MAX, including new and original TV shows and movies from Warner Brothers, Turner and HBO (N=1,935)</i>		Very interested	149
	Somewhat interested	453	23%
	Not very interested	333	17%
	Not interested at all	752	39%
	Don't know / No opinion	248	13%
	HR3_5 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? Disney+, including new and original TV shows and movies from Disney, Marvel, Star Wars and The Simpsons (N=1,487)</i>	Very interested	159
Somewhat interested		321	22%
Not very interested		264	18%
Not interested at all		566	38%
Don't know / No opinion		176	12%
HR3_6 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? Apple TV+, including new and original TV shows and movies from Apple (N=1,978)</i>		Very interested	96
	Somewhat interested	353	18%
	Not very interested	398	20%
	Not interested at all	838	42%
	Don't know / No opinion	293	15%

Question	Response	Frequency	Percentage
HR3_7 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? Quibi, including new and original TV shows and movies aired in 7-10 minute episodes (N=2,148)</i>	Very interested	64	3%
	Somewhat interested	272	13%
	Not very interested	403	19%
	Not interested at all	962	45%
	Don't know / No opinion	447	21%
	HR3_8 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? Peacock, including new and original NBC TV shows and movies (N=1,996)</i>	Very interested	107
Somewhat interested	389	19%	
Not very interested	398	20%	
Not interested at all	712	36%	
Don't know / No opinion	390	20%	
HR3_9 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? CBS All Access, including new and original CBS TV shows (N=2,029)</i>	Very interested	88	4%
	Somewhat interested	430	21%
	Not very interested	438	22%
	Not interested at all	789	39%
	Don't know / No opinion	284	14%
	HR3_10 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? ESPN+, including live-sports and exclusive on-demand videos (N=2,001)</i>	Very interested	75
Somewhat interested		289	14%
Not very interested		325	16%
Not interested at all		1057	53%
Don't know / No opinion		255	13%
HR3_11 <i>And how interested would you be in a subscription to the following streaming services based on the content they have available? Showtime, including original Showtime TV shows and movies (N=1,945)</i>		Very interested	115
	Somewhat interested	440	23%
	Not very interested	416	21%
	Not interested at all	701	36%
	Don't know / No opinion	273	14%

Question	Response	Frequency	Percentage
HR4	<i>Have you subscribed to a TV or movie streaming service since January 1, 2020?</i>		
	Yes, I have subscribed to multiple new streaming services	359	16%
	Yes, I have subscribed to one new streaming service	515	23%
	No, I have not subscribed to any new streaming services	1326	60%
HR5	<i>And was the coronavirus outbreak a major or minor reason you subscribed to a new TV or movie streaming service, or not a reason at all? (N=874)</i>		
	Major reason	198	23%
	Minor reason	236	27%
	Not a reason at all	440	50%
HR6_1	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Discounted membership to other streaming services</i>		
	Much more likely to purchase	539	24%
	Somewhat more likely to purchase	702	32%
	Not very likely to purchase	238	11%
	Not at all likely to purchase	383	17%
	Don't know / No opinion	339	15%
HR6_2	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Multiple membership options for different prices</i>		
	Much more likely to purchase	448	20%
	Somewhat more likely to purchase	725	33%
	Not very likely to purchase	285	13%
	Not at all likely to purchase	394	18%
	Don't know / No opinion	348	16%
HR6_3	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Ad-free membership options</i>		
	Much more likely to purchase	599	27%
	Somewhat more likely to purchase	648	29%
	Not very likely to purchase	246	11%
	Not at all likely to purchase	377	17%
	Don't know / No opinion	329	15%
HR6_4	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Discounted membership options that include ads</i>		
	Much more likely to purchase	347	16%
	Somewhat more likely to purchase	591	27%
	Not very likely to purchase	419	19%
	Not at all likely to purchase	487	22%
	Don't know / No opinion	357	16%

Question	Response	Frequency	Percentage
HR6_5	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Rare or hard to find content</i>		
	Much more likely to purchase	480	22%
	Somewhat more likely to purchase	637	29%
	Not very likely to purchase	276	13%
	Not at all likely to purchase	417	19%
	Don't know / No opinion	391	18%
HR6_6	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? New content added on a daily basis</i>		
	Much more likely to purchase	496	23%
	Somewhat more likely to purchase	636	29%
	Not very likely to purchase	294	13%
	Not at all likely to purchase	391	18%
	Don't know / No opinion	383	17%
HR6_7	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? New content added on a weekly basis</i>		
	Much more likely to purchase	437	20%
	Somewhat more likely to purchase	734	33%
	Not very likely to purchase	293	13%
	Not at all likely to purchase	378	17%
	Don't know / No opinion	359	16%
HR6_8	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? New content added on a monthly basis</i>		
	Much more likely to purchase	416	19%
	Somewhat more likely to purchase	719	33%
	Not very likely to purchase	322	15%
	Not at all likely to purchase	386	18%
	Don't know / No opinion	357	16%
HR6_9	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? The option to bundle different streaming services under one account</i>		
	Much more likely to purchase	579	26%
	Somewhat more likely to purchase	637	29%
	Not very likely to purchase	253	12%
	Not at all likely to purchase	386	18%
	Don't know / No opinion	344	16%

Question	Response	Frequency	Percentage
HR6_10	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Content your friends and family recommend</i>		
	Much more likely to purchase	368	17%
	Somewhat more likely to purchase	700	32%
	Not very likely to purchase	312	14%
	Not at all likely to purchase	402	18%
	Don't know / No opinion	418	19%
HR6_11	<i>Would you be more or less likely to purchase a subscription to a streaming service if it included the following features? Critically acclaimed content</i>		
	Much more likely to purchase	354	16%
	Somewhat more likely to purchase	661	30%
	Not very likely to purchase	325	15%
	Not at all likely to purchase	397	18%
	Don't know / No opinion	463	21%
HR7_1	<i>Now on another topic...As you may know, some amusement parks in the U.S. have fully reopened after closing due to the COVID-19 pandemic (coronavirus). Based on what you know, how interested would you be in going to an amusement park during the following times? During the summer of 2020 (July, August)</i>		
	Very interested	147	7%
	Somewhat interested	212	10%
	Not very interested	316	14%
	Not interested at all	1389	63%
	Don't know / No opinion	136	6%
HR7_2	<i>Now on another topic...As you may know, some amusement parks in the U.S. have fully reopened after closing due to the COVID-19 pandemic (coronavirus). Based on what you know, how interested would you be in going to an amusement park during the following times? During the fall of 2020 (September, October, November)</i>		
	Very interested	151	7%
	Somewhat interested	301	14%
	Not very interested	332	15%
	Not interested at all	1262	57%
	Don't know / No opinion	154	7%
HR7_3	<i>Now on another topic...As you may know, some amusement parks in the U.S. have fully reopened after closing due to the COVID-19 pandemic (coronavirus). Based on what you know, how interested would you be in going to an amusement park during the following times? During the winter of 2020-21 (December, January, February)</i>		
	Very interested	173	8%
	Somewhat interested	336	15%
	Not very interested	319	15%
	Not interested at all	1198	54%
	Don't know / No opinion	174	8%

Question	Response	Frequency	Percentage
HR7_4	<i>Now on another topic...As you may know, some amusement parks in the U.S. have fully reopened after closing due to the COVID-19 pandemic (coronavirus). Based on what you know, how interested would you be in going to an amusement park during the following times? During the spring of 2021 (March, April, May)</i>		
	Very interested	263	12%
	Somewhat interested	577	26%
	Not very interested	275	12%
	Not interested at all	863	39%
	Don't know / No opinion	223	10%
HR7_5	<i>Now on another topic...As you may know, some amusement parks in the U.S. have fully reopened after closing due to the COVID-19 pandemic (coronavirus). Based on what you know, how interested would you be in going to an amusement park during the following times? During the summer of 2021 (June, July, August)</i>		
	Very interested	395	18%
	Somewhat interested	601	27%
	Not very interested	226	10%
	Not interested at all	736	33%
	Don't know / No opinion	242	11%
HR8_1	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Walt Disney World Resort</i>		
	Very interested	227	10%
	Somewhat interested	286	13%
	Not very interested	227	10%
	Not interested at all	1296	59%
	Don't know / No opinion	165	7%
HR8_2	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Disneyland</i>		
	Very interested	227	10%
	Somewhat interested	247	11%
	Not very interested	248	11%
	Not interested at all	1311	60%
	Don't know / No opinion	168	8%
HR8_3	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Six Flags Frontier City</i>		
	Very interested	150	7%
	Somewhat interested	192	9%
	Not very interested	254	12%
	Not interested at all	1398	64%
	Don't know / No opinion	206	9%

Question	Response	Frequency	Percentage
HR8_4	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Coney Island</i>		
	Very interested	121	5%
	Somewhat interested	211	10%
	Not very interested	233	11%
	Not interested at all	1403	64%
	Don't know / No opinion	233	11%
HR8_5	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Hersheypark</i>		
	Very interested	129	6%
	Somewhat interested	244	11%
	Not very interested	254	12%
	Not interested at all	1319	60%
	Don't know / No opinion	254	12%
HR8_6	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Universal Orlando Resort</i>		
	Very interested	197	9%
	Somewhat interested	276	13%
	Not very interested	251	11%
	Not interested at all	1315	60%
	Don't know / No opinion	160	7%
HR8_7	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Legoland Florida</i>		
	Very interested	117	5%
	Somewhat interested	211	10%
	Not very interested	250	11%
	Not interested at all	1414	64%
	Don't know / No opinion	209	10%
HR8_8	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Cedar Point</i>		
	Very interested	109	5%
	Somewhat interested	181	8%
	Not very interested	242	11%
	Not interested at all	1344	61%
	Don't know / No opinion	324	15%

Question	Response	Frequency	Percentage
HR8_9	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Dollywood</i>		
	Very interested	121	5%
	Somewhat interested	208	9%
	Not very interested	247	11%
	Not interested at all	1385	63%
	Don't know / No opinion	239	11%
HR8_10	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? SeaWorld Orlando</i>		
	Very interested	180	8%
	Somewhat interested	228	10%
	Not very interested	268	12%
	Not interested at all	1358	62%
	Don't know / No opinion	165	7%
HR8_11	<i>And specifically, how interested would you be in going to the following amusement parks during the summer of 2020 (July, August)? Universal Studios Hollywood</i>		
	Very interested	218	10%
	Somewhat interested	261	12%
	Not very interested	264	12%
	Not interested at all	1295	59%
	Don't know / No opinion	163	7%
HR9_1	<i>If an amusement park instituted the following policies, would you be more or less likely to go? Requiring everyone in the park wear a face mask</i>		
	Much more likely to go	402	18%
	Somewhat more likely to go	430	20%
	Neither more nor less likely to go	740	34%
	Somewhat less likely to go	105	5%
	Much less likely to go	286	13%
	Don't know / No opinion	237	11%
HR9_2	<i>If an amusement park instituted the following policies, would you be more or less likely to go? Mandatory temperature screenings before entrance into the park</i>		
	Much more likely to go	362	16%
	Somewhat more likely to go	448	20%
	Neither more nor less likely to go	844	38%
	Somewhat less likely to go	89	4%
	Much less likely to go	217	10%
	Don't know / No opinion	240	11%

Question	Response	Frequency	Percentage
HR9_3	<i>If an amusement park instituted the following policies, would you be more or less likely to go? Limiting the number of people allowed in the park</i>		
	Much more likely to go	403	18%
	Somewhat more likely to go	512	23%
	Neither more nor less likely to go	766	35%
	Somewhat less likely to go	86	4%
	Much less likely to go	189	9%
	Don't know / No opinion	245	11%
HR9_4	<i>If an amusement park instituted the following policies, would you be more or less likely to go? Adding sanitation stations throughout the park, including hand sanitizer dispensers</i>		
	Much more likely to go	391	18%
	Somewhat more likely to go	507	23%
	Neither more nor less likely to go	849	39%
	Somewhat less likely to go	54	2%
	Much less likely to go	163	7%
	Don't know / No opinion	235	11%
HR9_5	<i>If an amusement park instituted the following policies, would you be more or less likely to go? Selling only pre-packaged food</i>		
	Much more likely to go	212	10%
	Somewhat more likely to go	340	15%
	Neither more nor less likely to go	980	45%
	Somewhat less likely to go	142	6%
	Much less likely to go	227	10%
	Don't know / No opinion	300	14%
HR9_6	<i>If an amusement park instituted the following policies, would you be more or less likely to go? Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands</i>		
	Much more likely to go	274	12%
	Somewhat more likely to go	417	19%
	Neither more nor less likely to go	893	41%
	Somewhat less likely to go	109	5%
	Much less likely to go	238	11%
	Don't know / No opinion	269	12%

Question	Response	Frequency	Percentage
HR9_7	<i>If an amusement park instituted the following policies, would you be more or less likely to go? Posting signs encouraging social distancing throughout the park</i>		
	Much more likely to go	272	12%
	Somewhat more likely to go	405	18%
	Neither more nor less likely to go	987	45%
	Somewhat less likely to go	80	4%
	Much less likely to go	199	9%
	Don't know / No opinion	257	12%
HR9_8	<i>If an amusement park instituted the following policies, would you be more or less likely to go? Enforcing social distancing in lines for rides</i>		
	Much more likely to go	368	17%
	Somewhat more likely to go	460	21%
	Neither more nor less likely to go	835	38%
	Somewhat less likely to go	82	4%
	Much less likely to go	213	10%
	Don't know / No opinion	242	11%
HR10_1	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Walt Disney World Resort</i>		
	Much more likely to go	263	12%
	Somewhat more likely to go	326	15%
	Neither more nor less likely to go	935	43%
	Somewhat less likely to go	92	4%
	Much less likely to go	314	14%
	Don't know / No opinion	270	12%

Question	Response	Frequency	Percentage
HR10_2	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Disneyland</i>		
	Much more likely to go	259	12%
	Somewhat more likely to go	328	15%
	Neither more nor less likely to go	934	42%
	Somewhat less likely to go	93	4%
	Much less likely to go	312	14%
	Don't know / No opinion	274	12%
HR10_3	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Six Flags Frontier City</i>		
	Much more likely to go	166	8%
	Somewhat more likely to go	255	12%
	Neither more nor less likely to go	988	45%
	Somewhat less likely to go	97	4%
	Much less likely to go	326	15%
	Don't know / No opinion	368	17%
HR10_4	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Coney Island</i>		
	Much more likely to go	142	6%
	Somewhat more likely to go	209	9%
	Neither more nor less likely to go	1025	47%
	Somewhat less likely to go	101	5%
	Much less likely to go	333	15%
	Don't know / No opinion	391	18%

Question	Response	Frequency	Percentage
HR10_5	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Hersheypark</i>		
	Much more likely to go	168	8%
	Somewhat more likely to go	249	11%
	Neither more nor less likely to go	1000	45%
	Somewhat less likely to go	105	5%
	Much less likely to go	319	15%
	Don't know / No opinion	359	16%
HR10_6	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Universal Orlando Resort</i>		
	Much more likely to go	230	10%
	Somewhat more likely to go	306	14%
	Neither more nor less likely to go	951	43%
	Somewhat less likely to go	91	4%
	Much less likely to go	311	14%
	Don't know / No opinion	310	14%
HR10_7	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Legoland Florida</i>		
	Much more likely to go	147	7%
	Somewhat more likely to go	228	10%
	Neither more nor less likely to go	1013	46%
	Somewhat less likely to go	113	5%
	Much less likely to go	343	16%
	Don't know / No opinion	357	16%

Question	Response	Frequency	Percentage
HR10_8	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Cedar Point</i>		
	Much more likely to go	145	7%
	Somewhat more likely to go	208	9%
	Neither more nor less likely to go	995	45%
	Somewhat less likely to go	104	5%
	Much less likely to go	324	15%
	Don't know / No opinion	425	19%
HR10_9	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Dollywood</i>		
	Much more likely to go	145	7%
	Somewhat more likely to go	243	11%
	Neither more nor less likely to go	987	45%
	Somewhat less likely to go	122	6%
	Much less likely to go	328	15%
	Don't know / No opinion	375	17%
HR10_10	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides SeaWorld Orlando</i>		
	Much more likely to go	189	9%
	Somewhat more likely to go	274	12%
	Neither more nor less likely to go	992	45%
	Somewhat less likely to go	121	5%
	Much less likely to go	318	14%
	Don't know / No opinion	306	14%

Question	Response	Frequency	Percentage
HR10_11	<i>And if the following amusement parks instituted the policies below, would you be more or less likely to go? Requiring everyone in the park wear a face mask Mandatory temperature screenings before entrance into the park Limiting the number of people allowed in the park Adding sanitation stations throughout the park, including hand sanitizer dispensers Selling only pre-packaged food Requiring all food be pre-ordered and assigning pickup times to avoid crowding at food stands Posting signs encouraging social distancing throughout the park Enforcing social distancing in lines for rides Universal Studios Hollywood</i>		
	Much more likely to go	248	11%
	Somewhat more likely to go	309	14%
	Neither more nor less likely to go	932	42%
	Somewhat less likely to go	103	5%
	Much less likely to go	304	14%
	Don't know / No opinion	305	14%
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Watch TV: Every day	1122	51%
	Watch TV: Several times per week	526	24%
	Watch TV: About once per week	140	6%
	Watch TV: Several times per month	116	5%
	Watch TV: About once per month	65	3%
	Watch TV: Less often than once per month	81	4%
	Watch TV: Never	151	7%
HRdem1_2	<i>How often do you watch or stream the following? Movies</i>		
	Watch Movies: Every day	425	19%
	Watch Movies: Several times per week	607	28%
	Watch Movies: About once per week	358	16%
	Watch Movies: Several times per month	239	11%
	Watch Movies: About once per month	216	10%
	Watch Movies: Less often than once per month	182	8%
	Watch Movies: Never	173	8%
HRdem1_3	<i>How often do you watch or stream the following? Sporting events</i>		
	Watch Sporting Events: Every day	115	5%
	Watch Sporting Events: Several times per week	273	12%
	Watch Sporting Events: About once per week	214	10%
	Watch Sporting Events: Several times per month	169	8%
	Watch Sporting Events: About once per month	168	8%
	Watch Sporting Events: Less often than once per month	395	18%
	Watch Sporting Events: Never	867	39%

Question	Response	Frequency	Percentage
HRdem2_1	<i>Do you, or anyone in your household, subscribe to the following? Cable television</i>		
	Cable TV: Currently subscribe	963	44%
	Cable TV: Subscribed in past	755	34%
	Cable TV: Never subscribed	482	22%
HRdem2_2	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	Satellite TV: Currently subscribe	490	22%
	Satellite TV: Subscribed in past	630	29%
	Satellite TV: Never subscribed	1080	49%
HRdem2_3	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	Streaming Services: Currently subscribe	1367	62%
	Streaming Services: Subscribed in past	225	10%
	Streaming Services: Never subscribed	608	28%
HRdem3_1	<i>In general, what kind of fan do you consider yourself of the following? Film</i>		
	Film: An avid fan	666	30%
	Film: A casual fan	1219	55%
	Film: Not a fan	315	14%
HRdem3_2	<i>In general, what kind of fan do you consider yourself of the following? Television</i>		
	Television: An avid fan	940	43%
	Television: A casual fan	1082	49%
	Television: Not a fan	178	8%
HRdem3_3	<i>In general, what kind of fan do you consider yourself of the following? Music</i>		
	Music: An avid fan	1042	47%
	Music: A casual fan	1025	47%
	Music: Not a fan	133	6%
HRdem3_4	<i>In general, what kind of fan do you consider yourself of the following? Fashion</i>		
	Fashion: An avid fan	294	13%
	Fashion: A casual fan	925	42%
	Fashion: Not a fan	981	45%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	298	14%
	Millennials: 1981-1996	549	25%
	GenXers: 1965-1980	515	23%
	Baby Boomers: 1946-1964	745	34%
	N	2107	
xpid3	PID: Dem (no lean)	787	36%
	PID: Ind (no lean)	772	35%
	PID: Rep (no lean)	641	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	379	17%
	PID/Gender: Dem Women	408	19%
	PID/Gender: Ind Men	353	16%
	PID/Gender: Ind Women	420	19%
	PID/Gender: Rep Men	330	15%
	PID/Gender: Rep Women	311	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	661	30%
	Ideo: Moderate (4)	554	25%
	Ideo: Conservative (5-7)	724	33%
	N	1939	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1182	54%
	Income: 50k-100k	666	30%
	Income: 100k+	352	16%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1006	46%
	All Non-Christian	99	4%
	Atheist	105	5%
	Agnostic/Nothing in particular	575	26%
	Something Else	416	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	129	6%
xdemEvang	Evangelical	587	27%
	Non-Evangelical	790	36%
	N	1378	
xdemUsr	Community: Urban	560	25%
	Community: Suburban	1041	47%
	Community: Rural	598	27%
	N	2200	
xdemEmploy	Employ: Private Sector	634	29%
	Employ: Government	124	6%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	151	7%
	Employ: Retired	513	23%
	Employ: Unemployed	282	13%
	Employ: Other	163	7%
	N	2072	
xdemMilHH1	Military HH: Yes	303	14%
	Military HH: No	1897	86%
	N	2200	
xnrl	RD/WT: Right Direction	532	24%
	RD/WT: Wrong Track	1668	76%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	801	36%
	Trump Job Disapprove	1311	60%
	N	2112	
Trump_Approve2	Trump Job Strongly Approve	441	20%
	Trump Job Somewhat Approve	360	16%
	Trump Job Somewhat Disapprove	297	13%
	Trump Job Strongly Disapprove	1014	46%
	N	2112	
Trump_Fav	Favorable of Trump	837	38%
	Unfavorable of Trump	1269	58%
	N	2105	
Trump_Fav_FULL	Very Favorable of Trump	481	22%
	Somewhat Favorable of Trump	356	16%
	Somewhat Unfavorable of Trump	218	10%
	Very Unfavorable of Trump	1051	48%
	N	2105	
xnr3	#1 Issue: Economy	746	34%
	#1 Issue: Security	275	12%
	#1 Issue: Health Care	413	19%
	#1 Issue: Medicare / Social Security	275	13%
	#1 Issue: Women's Issues	108	5%
	#1 Issue: Education	137	6%
	#1 Issue: Energy	89	4%
	#1 Issue: Other	157	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	740	34%
	2018 House Vote: Republican	632	29%
	2018 House Vote: Someone else	79	4%
	N	1450	
xsubVote16O	2016 Vote: Hillary Clinton	651	30%
	2016 Vote: Donald Trump	682	31%
	2016 Vote: Other	137	6%
	2016 Vote: Didn't Vote	727	33%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1259	57%
	Voted in 2014: No	941	43%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	817	37%
	2012 Vote: Mitt Romney	524	24%
	2012 Vote: Other	65	3%
	2012 Vote: Didn't Vote	791	36%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
HRdem1_1	Watch TV: Every day	1122	51%
	Watch TV: Several times per week	526	24%
	Watch TV: About once per week	140	6%
	Watch TV: Several times per month	116	5%
	Watch TV: About once per month	65	3%
	Watch TV: Less often than once per month	81	4%
	Watch TV: Never	151	7%
N	2200		
HRdem1_2	Watch Movies: Every day	425	19%
	Watch Movies: Several times per week	607	28%
	Watch Movies: About once per week	358	16%
	Watch Movies: Several times per month	239	11%
	Watch Movies: About once per month	216	10%
	Watch Movies: Less often than once per month	182	8%
	Watch Movies: Never	173	8%
N	2200		
HRdem1_3	Watch Sporting Events: Every day	115	5%
	Watch Sporting Events: Several times per week	273	12%
	Watch Sporting Events: About once per week	214	10%
	Watch Sporting Events: Several times per month	169	8%
	Watch Sporting Events: About once per month	168	8%
	Watch Sporting Events: Less often than once per month	395	18%
	Watch Sporting Events: Never	867	39%
N	2200		
HRdem2_1	Cable TV: Currently subscribe	963	44%
	Cable TV: Subscribed in past	755	34%
	Cable TV: Never subscribed	482	22%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_2	Satellite TV: Currently subscribe	490	22%
	Satellite TV: Subscribed in past	630	29%
	Satellite TV: Never subscribed	1080	49%
	<i>N</i>	2200	
HRdem2_3	Streaming Services: Currently subscribe	1367	62%
	Streaming Services: Subscribed in past	225	10%
	Streaming Services: Never subscribed	608	28%
	<i>N</i>	2200	
HRdem3_1	Film: An avid fan	666	30%
	Film: A casual fan	1219	55%
	Film: Not a fan	315	14%
	<i>N</i>	2200	
HRdem3_2	Television: An avid fan	940	43%
	Television: A casual fan	1082	49%
	Television: Not a fan	178	8%
	<i>N</i>	2200	
HRdem3_3	Music: An avid fan	1042	47%
	Music: A casual fan	1025	47%
	Music: Not a fan	133	6%
	<i>N</i>	2200	
HRdem3_4	Fashion: An avid fan	294	13%
	Fashion: A casual fan	925	42%
	Fashion: Not a fan	981	45%
	<i>N</i>	2200	
HRdem4	Parent	962	44%
HRdem5	Not a Parent	1238	56%
HRdem6	Interested AP Summer 2020	359	16%
HRdem7	Not Interested AP Summer 2020	1705	77%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

