

Bespoke Market Intelligence

NFLX Account Sharing Data

March 2022

Overall Thoughts:

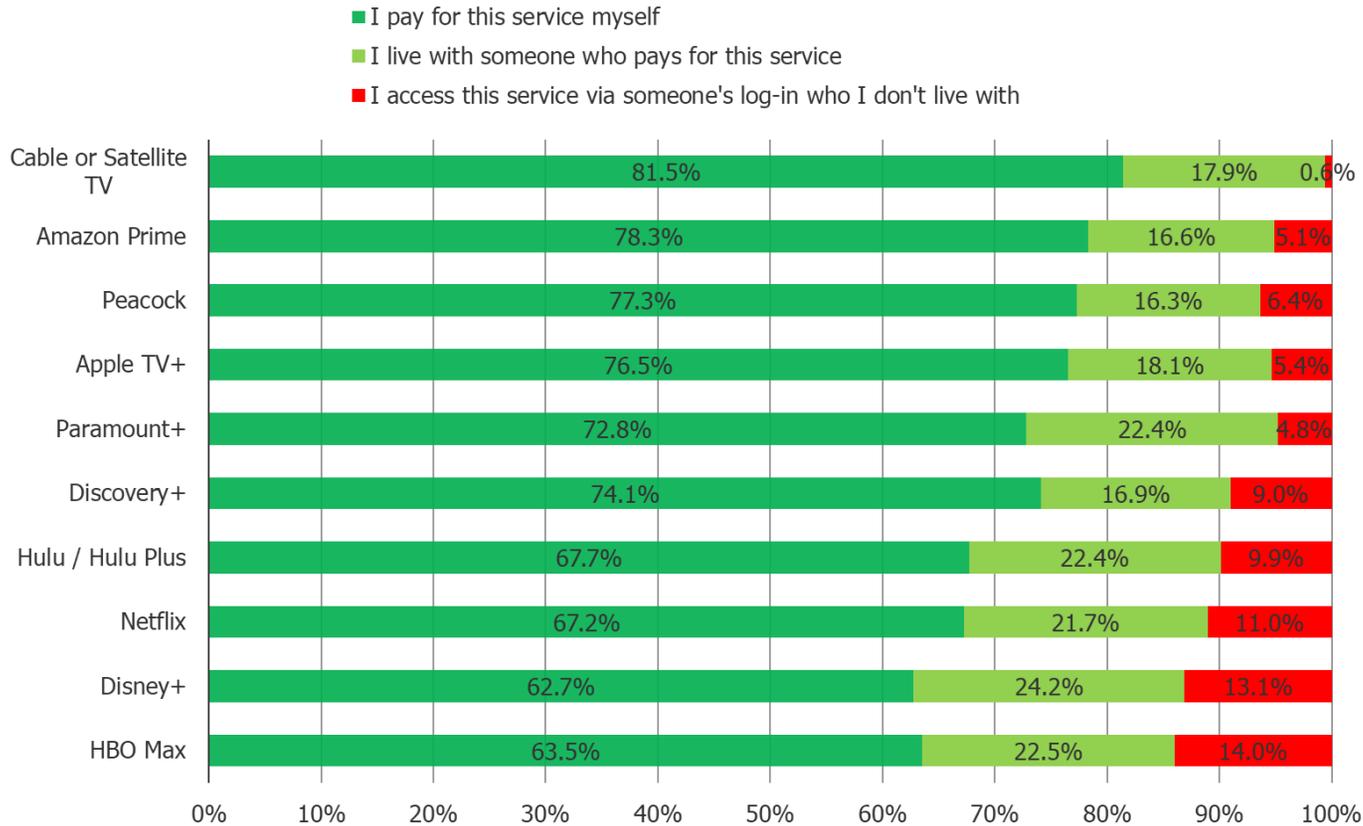
- **Netflix users who access someone else's account from outside their household are:**
 - **A) More likely to be younger and lower income.**
 - **B) Watch Netflix often.**
 - **C) Are less likely to be cable TV subs.**
 - **D) Show some willingness as a group to pay if account sharing was cracked down upon.**

Takeaway: Respondents accessing someone's Netflix account who they don't live with are younger and have lower incomes.

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Which of the following best describes your usage of the following?

Posed to respondents who said they use each of the following to watch video content at home.

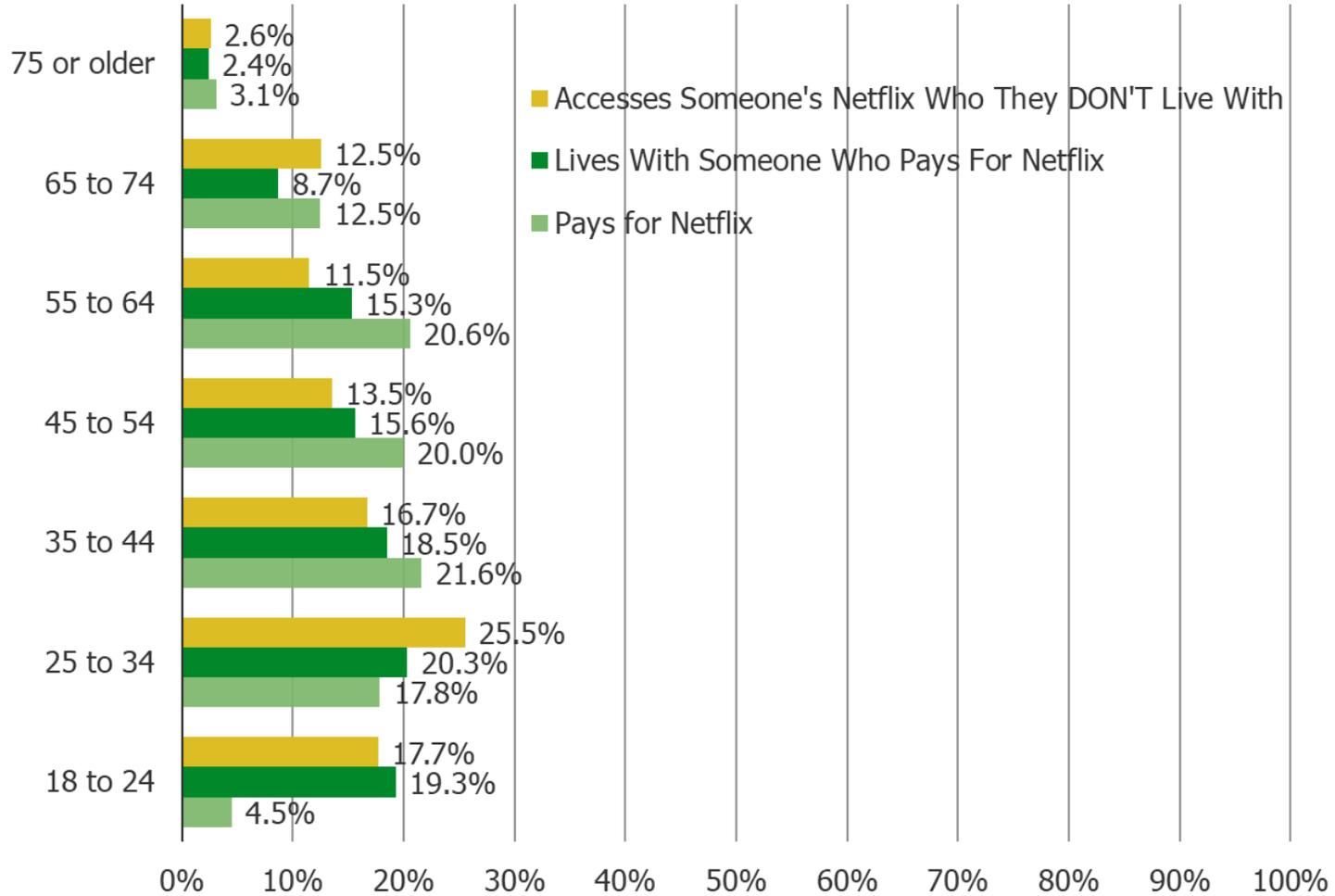


	N =
Netflix	1743
Amazon Prime	1491
Hulu / Hulu Plus	1001
Cable or Satellite TV	960
Disney+	901
HBO Max	707
Peacock	533
Paramount+	375
Apple TV+	298
Discovery+	255

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What is your age?

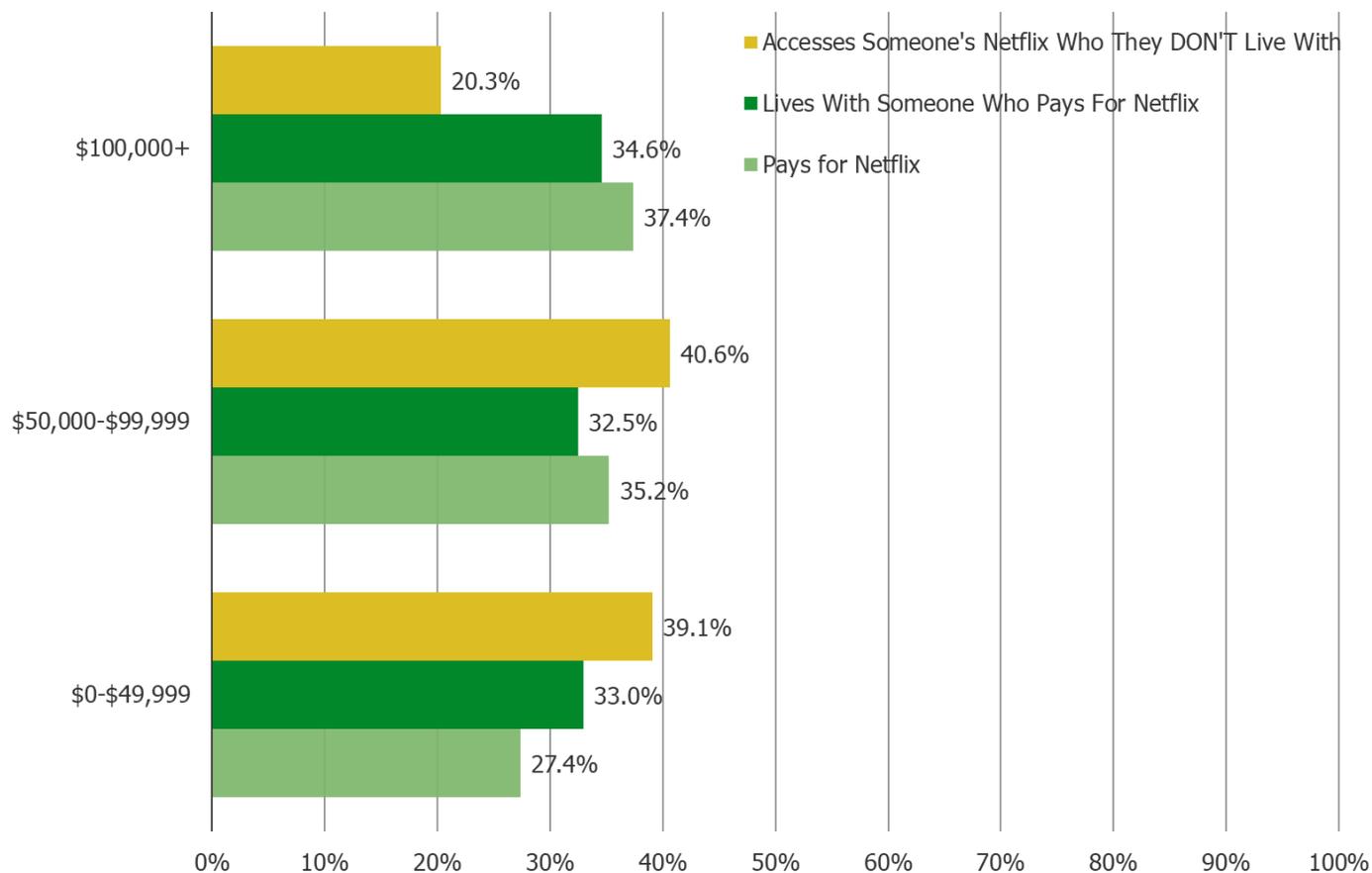
Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.



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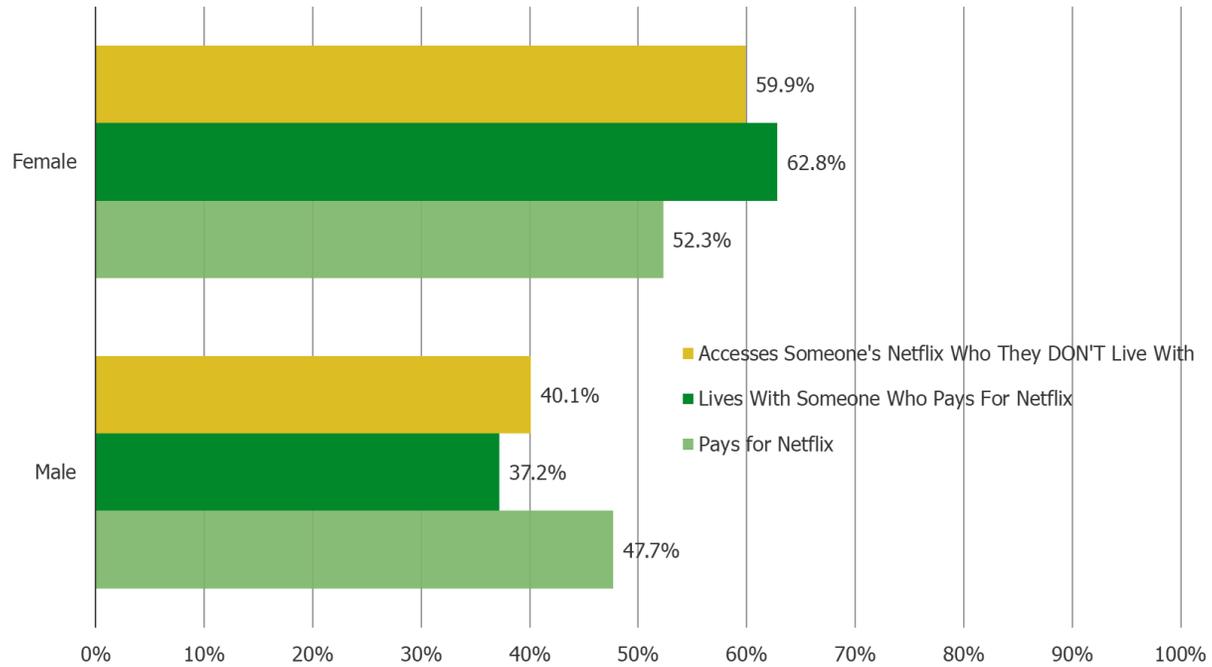
What is your income?

Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.



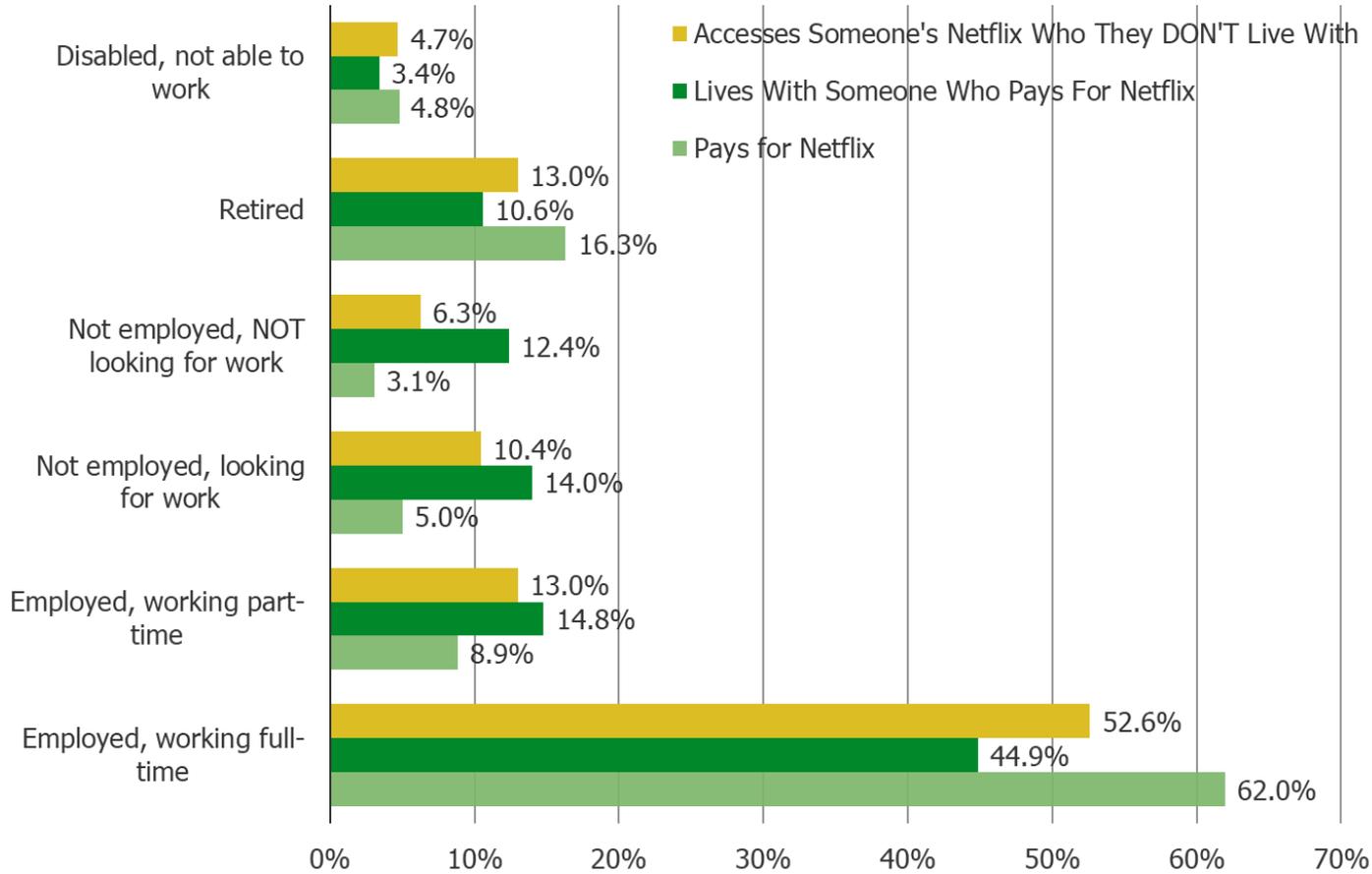
What is your gender?

Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.



What is your employment status?

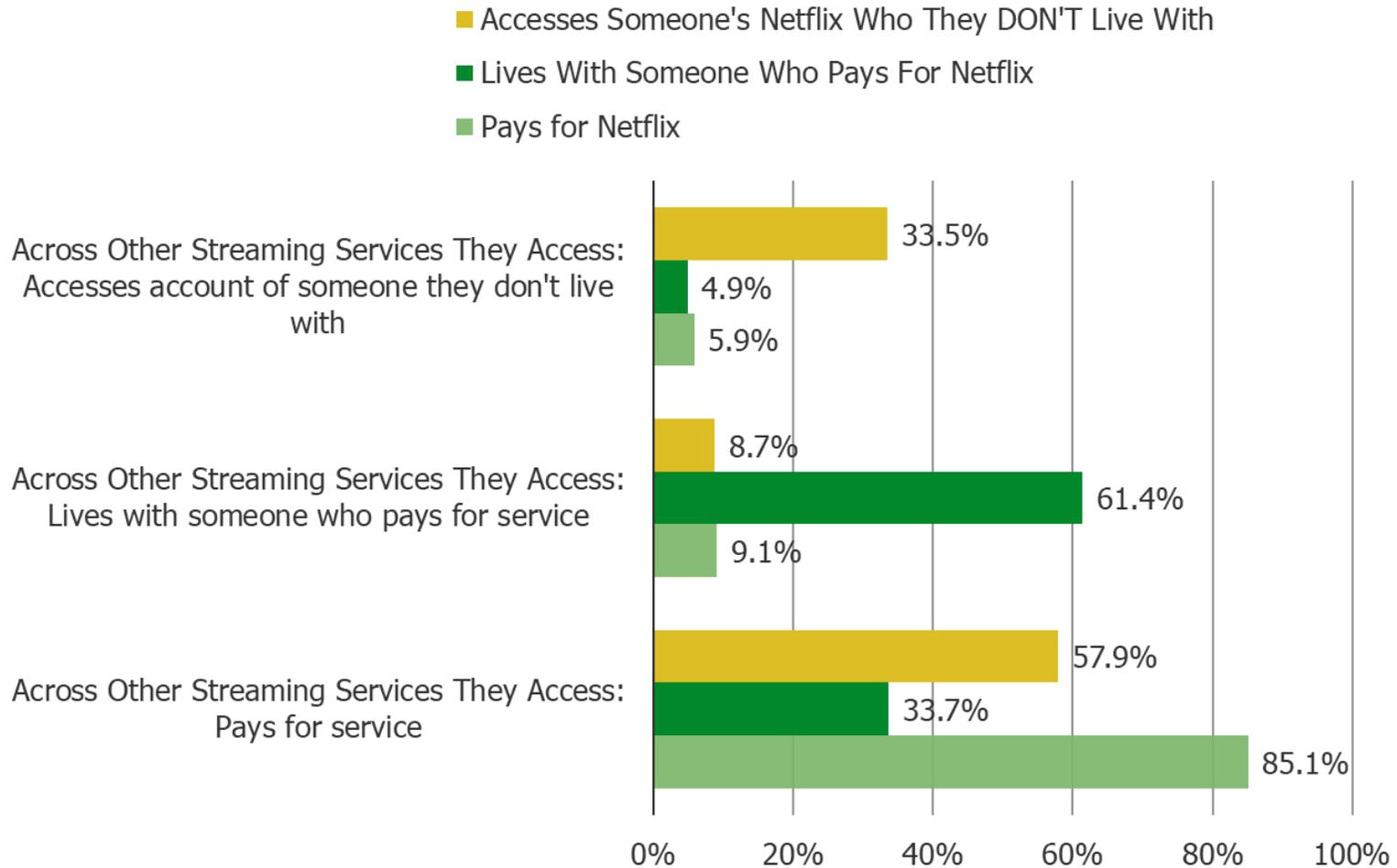
Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.



Takeaway: Respondents accessing someone's Netflix account who they don't live with are more likely to be doing the same with other platforms.

Across other streaming video platforms they watch, what do their relationships look like?

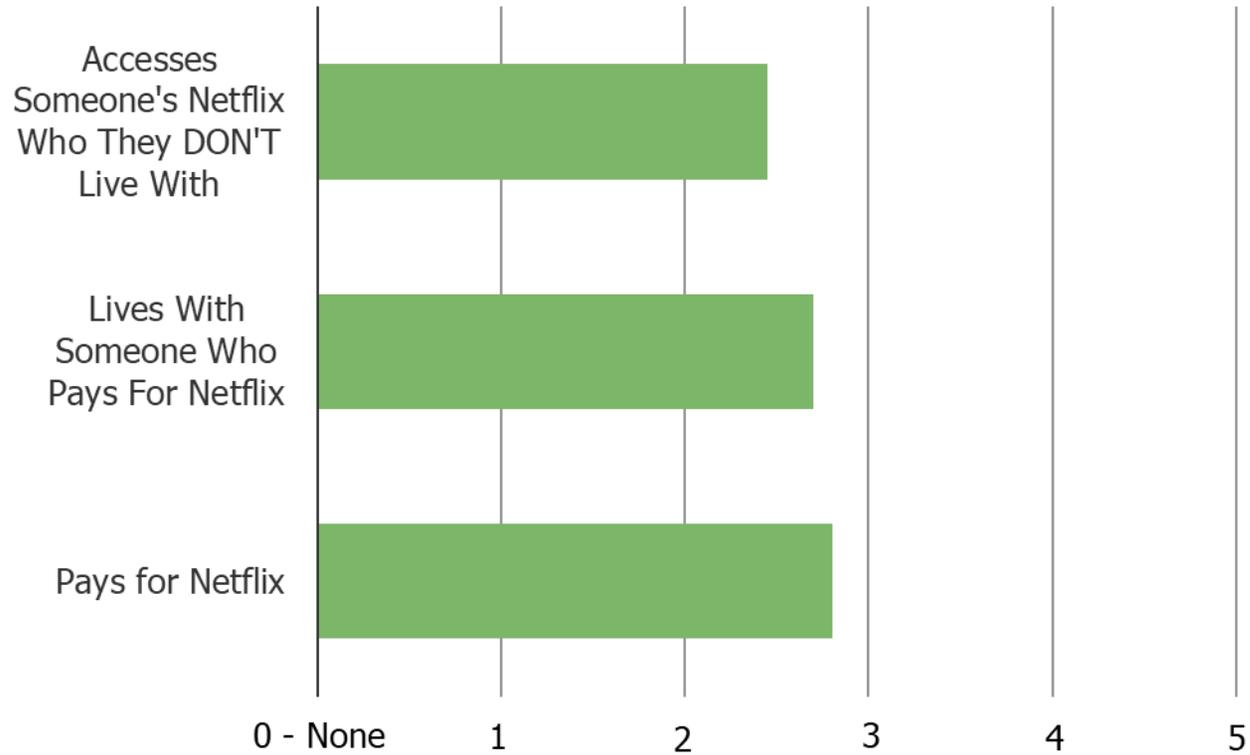
Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.



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How many streaming video services do you think is the right number to be paying for at the same time?

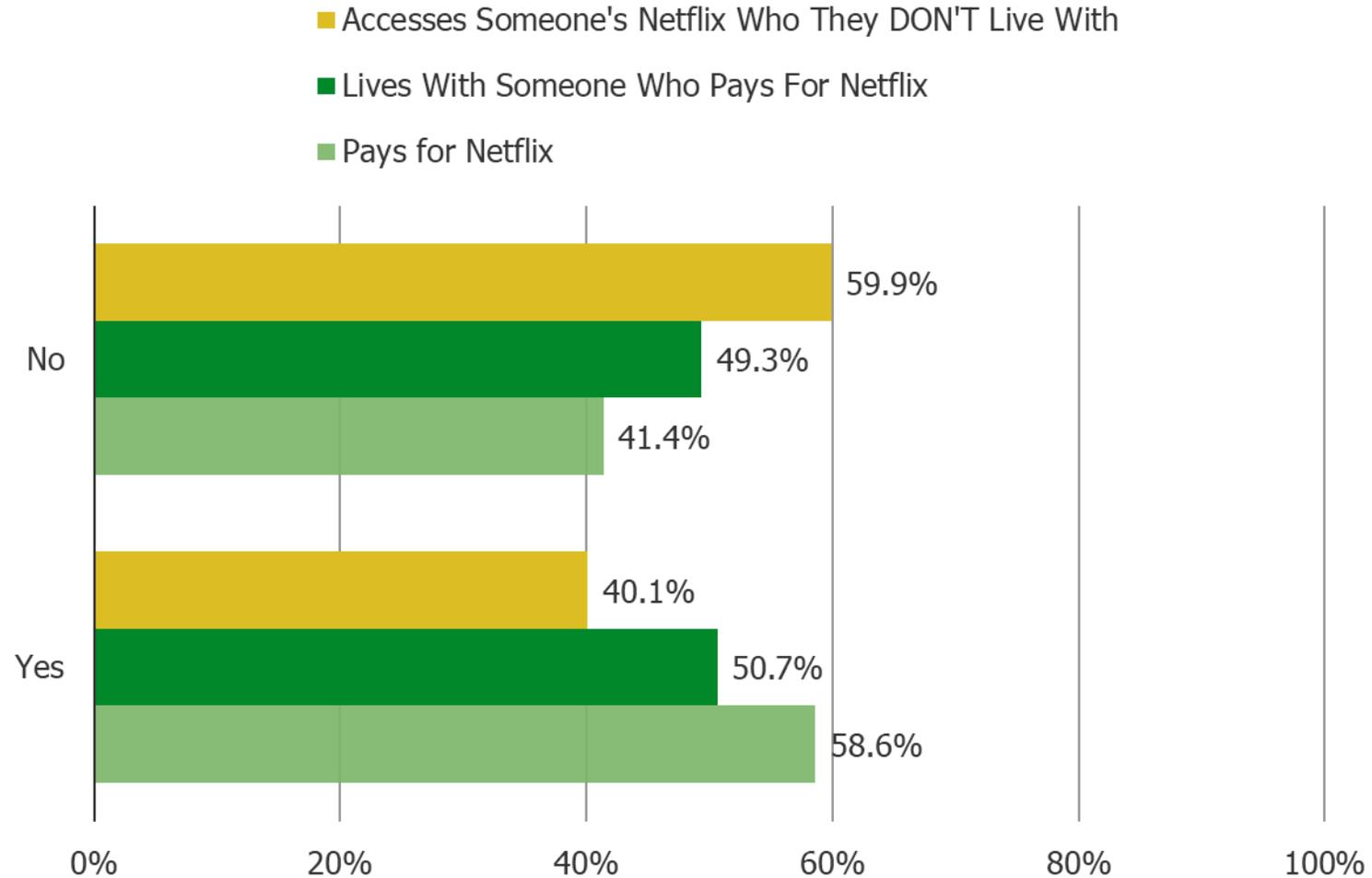
Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.



Takeaway: Respondents accessing someone's Netflix account who they don't live with are less likely to be cable tv subscribers and are actively engaged with consuming Netflix content (less engaged than paying subscribers, but they do watch Netflix often).

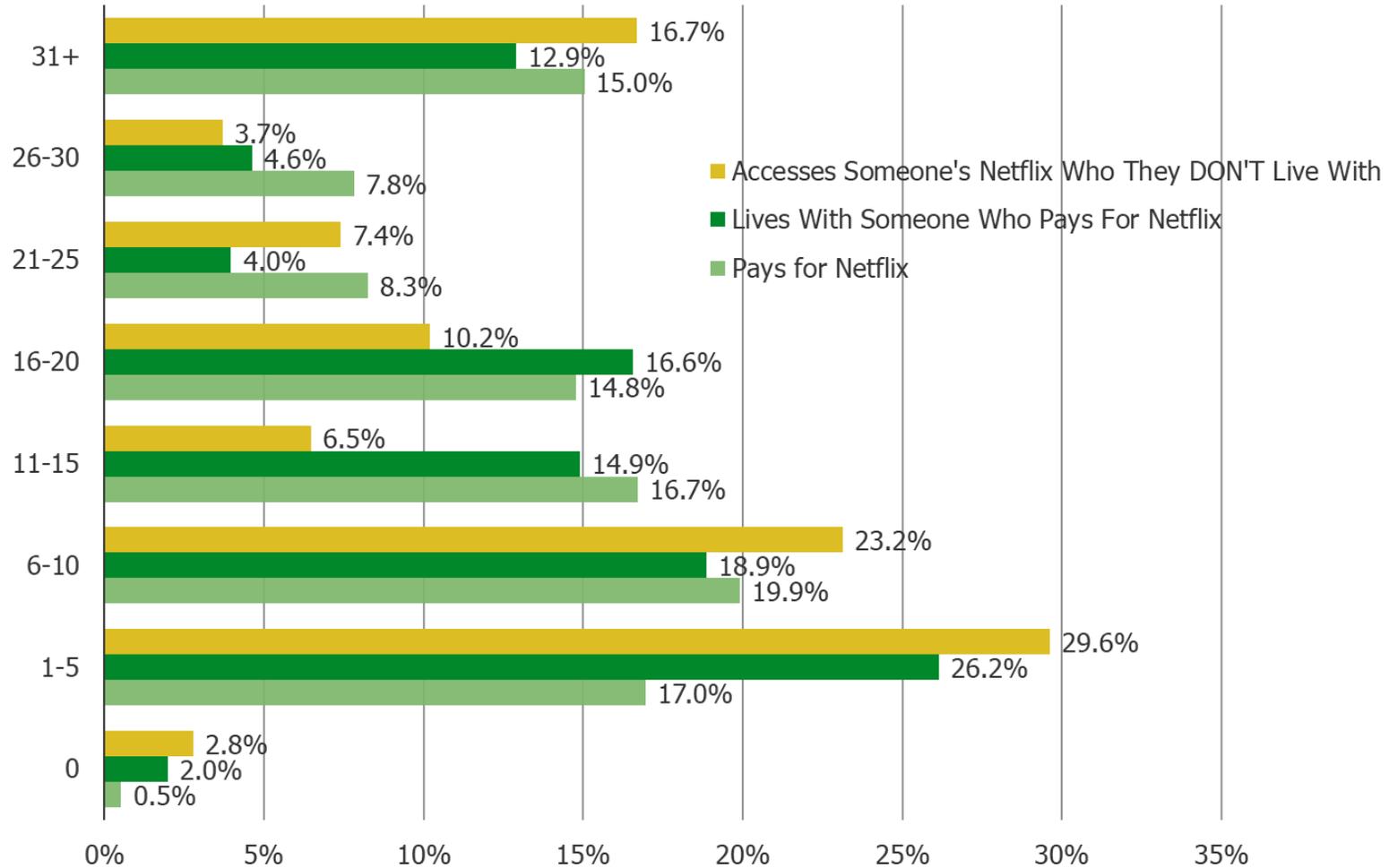
Do you currently subscribe to cable satellite or telco TV?

Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.



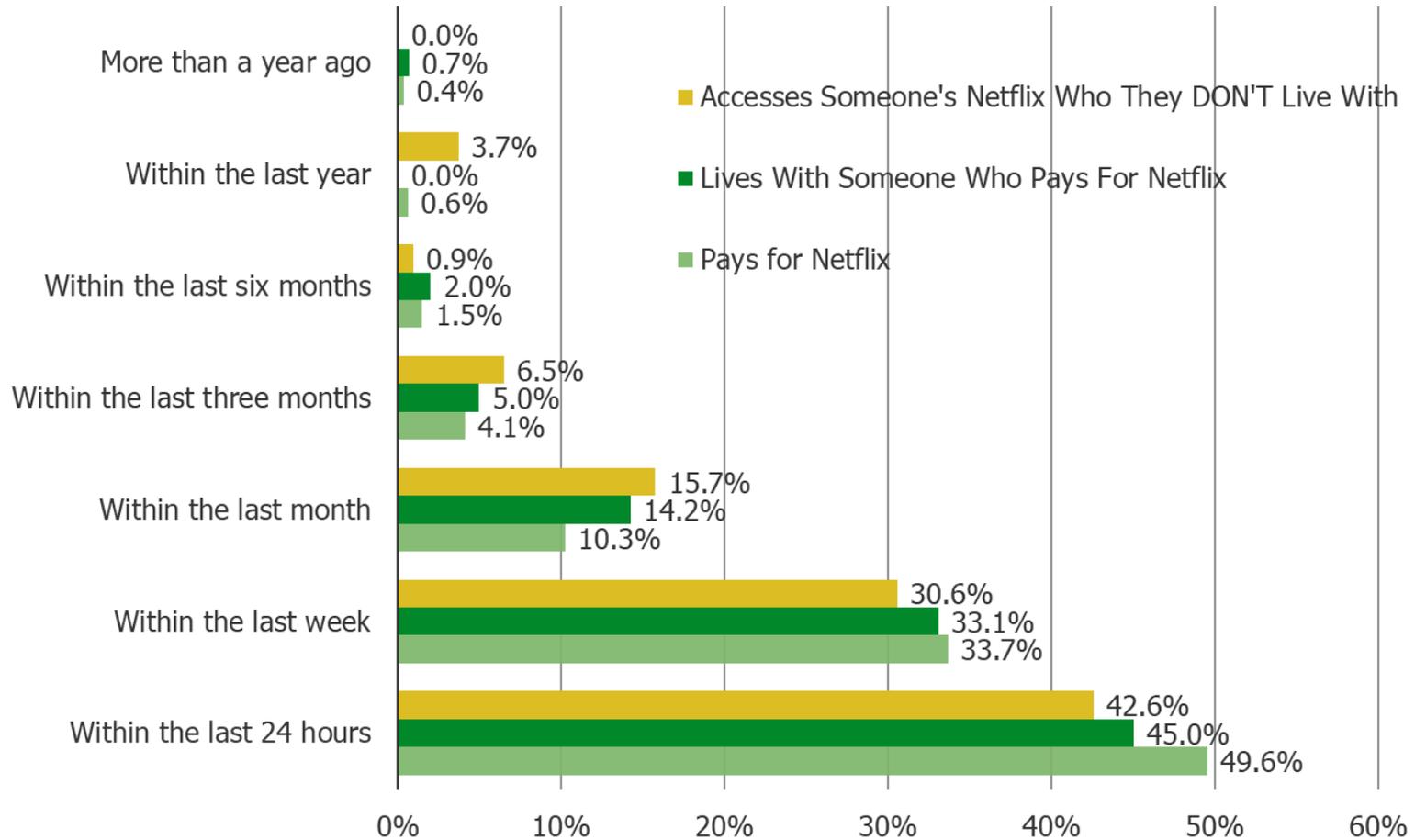
In an average month, how many hours of Netflix do you watch?

Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.



When is the last time you watched something on Netflix?

Posed to those who watch Netflix at home, cross-tabbed by their relationship with Netflix.

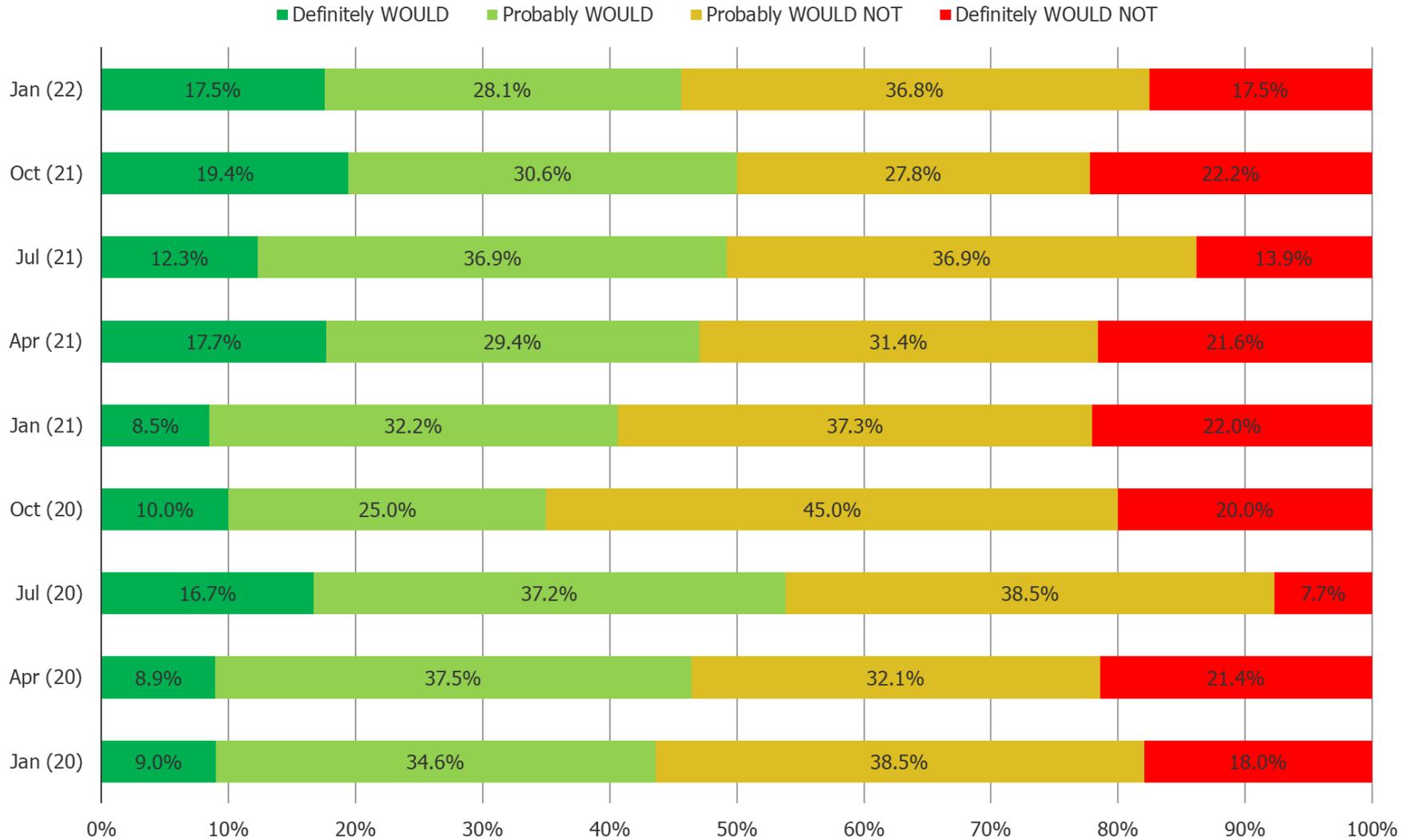


Takeaway: Nearly half of Netflix users who access someone's account who doesn't live in their household report that they would probably or definitely sign up if they lost access.

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If Netflix cracked down on account sharing, how likely would you be to pay to subscribe yourself:

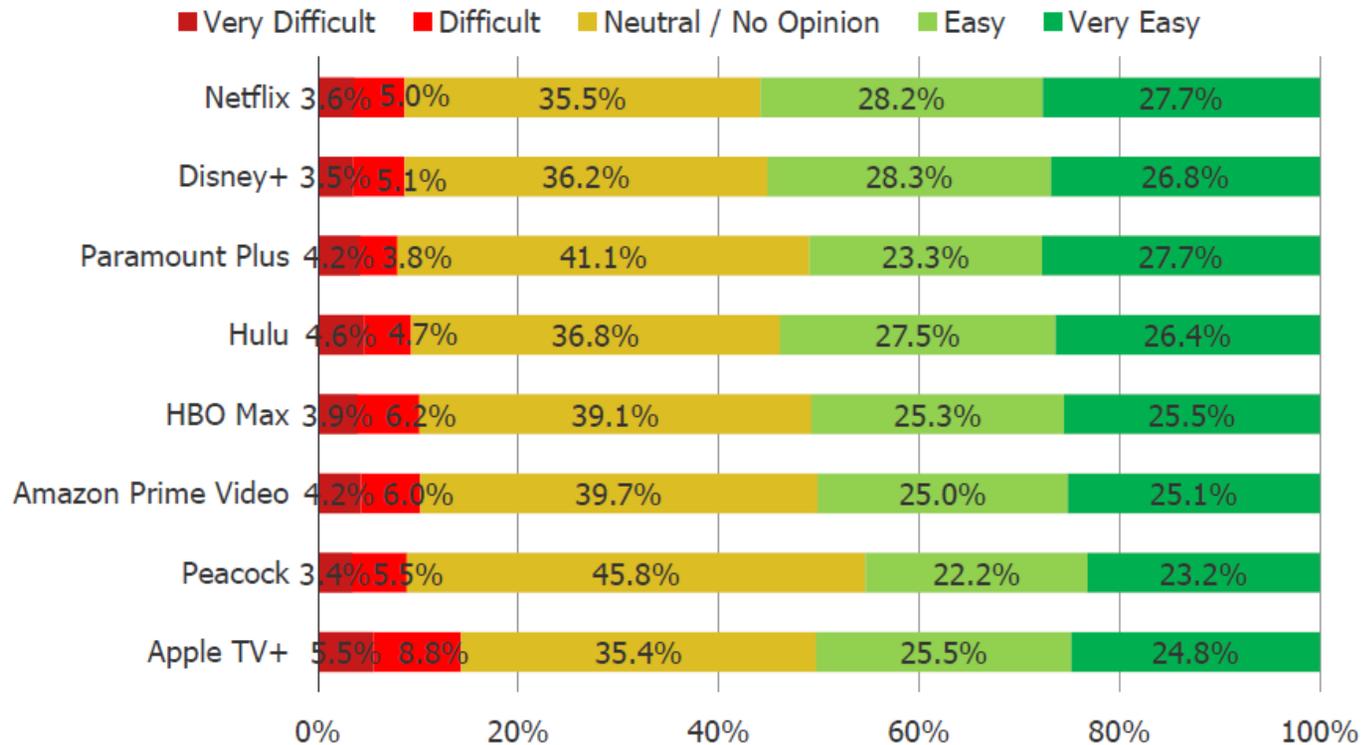
Posed to respondents who said they subscribe to Netflix and accesses it from a friend or family member's login who does not live in their household.



March 2021 Survey (Deep Dive on Account Sharing and Potential Crackdowns)

In your estimation, how easy or difficult is it to share log-ins for the following...

Posed to respondents who said they have watched each of the following.

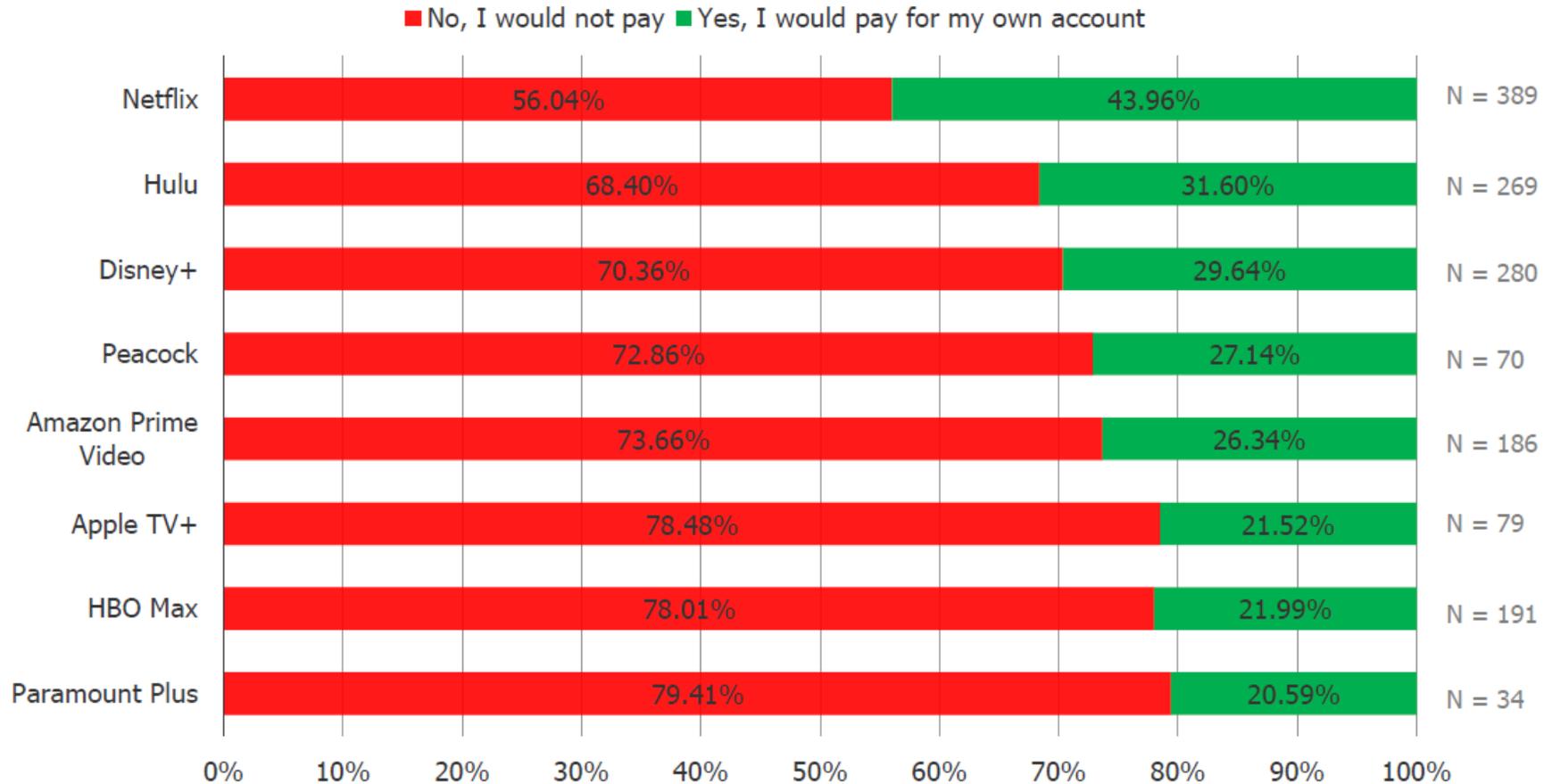


	N =
Netflix	3733
Amazon Prime Video	2806
Hulu	2518
Disney+	2200
HBO Max	1515
Peacock	1086
Apple TV+	905
Paramount Plus	477

N = 7,461

If this platform cracked down on account sharing, would you pay yourself to have access to it with your own account?

Posed to respondents who said they currently access someone else's account who DOES NOT live in their household.



(Selection of Quotes) Why would you decide to....

Posed to respondents who access Netflix via someone's account who lives outside of their household.

Pay for Netflix

"Because I could not access it otherwise"

"Because I don't have cable"

"Because there are enough good shows on there to watch that it's well worth the cost"

"Great shows and movies as long as the price stays the same"

"I have too much time invested in TV shows to stop now"

"I like it. Would want to have access to it"

"I like the selection and the ability to choose random videos I might not have seen or have access to"

"I love the apps service and it's not much to get an account yourself if you wanted to"

"It would be nice to have just in case I wanted to watch a show that Amazon Prime did not have"

"It's where I watch the most of my programming these days"

"Netflix is too valuable for me to lose. My aunt uses my HBO Max account and I use her Netflix account so we share together"

"They have dramas I'd like to watch"

"To continue to use the services"

"To finish the series that I am watching"

"Lots of options to watch"

"Love the movies"

"Like the programming"

"Like the choices"

(Selection of Quotes) Why would you decide to....

Posed to respondents who access Netflix via someone's account who lives outside of their household.

Stop Accessing Netflix

"They provide less value than they cost"

"Because I cannot afford any other expenses"

"Because I don't watch enough TV to pay \$15 to watch a show or movie here and there"

"Cost isn't within my budget"

"Don't access it very much"

"Don't have the money now"

"Don't need another bill"

"I didn't like the selection"

"I don't need the extra expense but I will use it for a while if it is free from someone else"

"I don't think Netflix is worth \$13.99 per month"

"I don't want to pay for it myself"

"I don't have internet in my house"

"I don't have much extra money for things I don't need"

"I have Hulu and Amazon I would miss a lot of Netflix or I would find another account to pay toward"

"I have other streaming services"

"In these times, I'm unable to afford it"

"I supports trash and exploits children"

"Netflix allowed sharing of access. We are not using a log in improperly. We share the costs. If we had to pay on our own we might choose a different streaming service"

"Not enough good content"

"Original content has dropped in quality, but I also simply couldn't afford it on top of other things"

"There are plenty of movies on other channels"

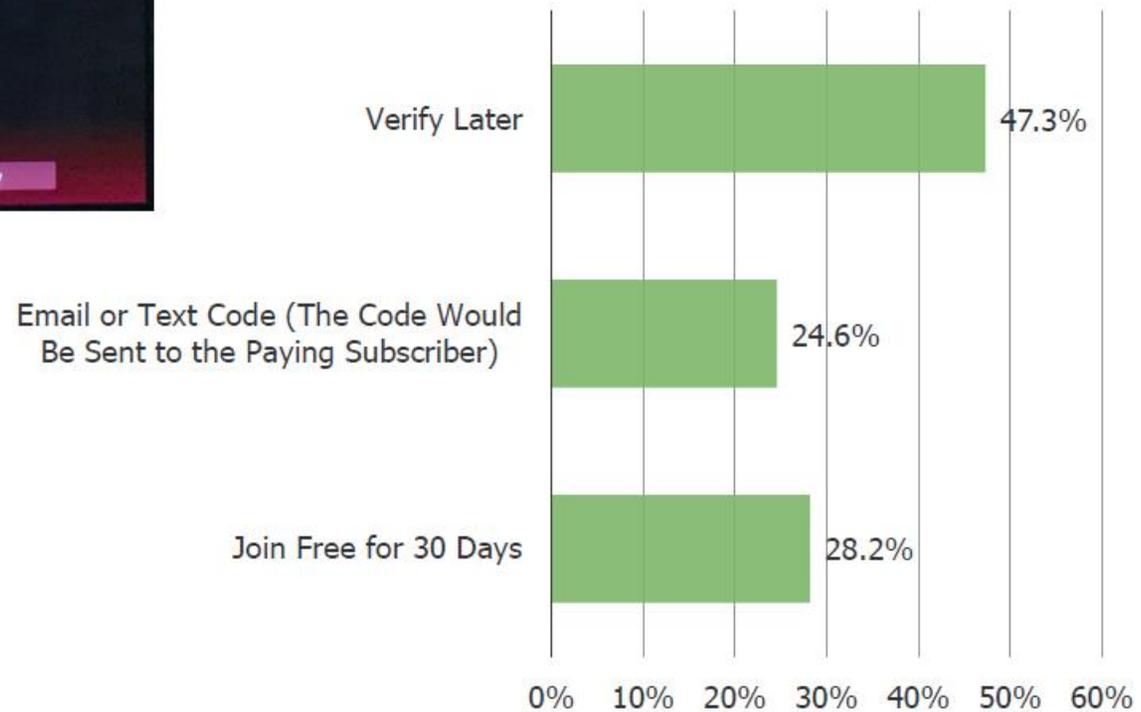
"They're a junk company with junk products. And I don't support their woke mentality"

"Too expensive"

"Too much money. I am already considering dropping my Hulu and Prime accounts. Plenty of free options available now"

Now imagine you tried to access Netflix and saw this screen instead, which would you be most likely to select?

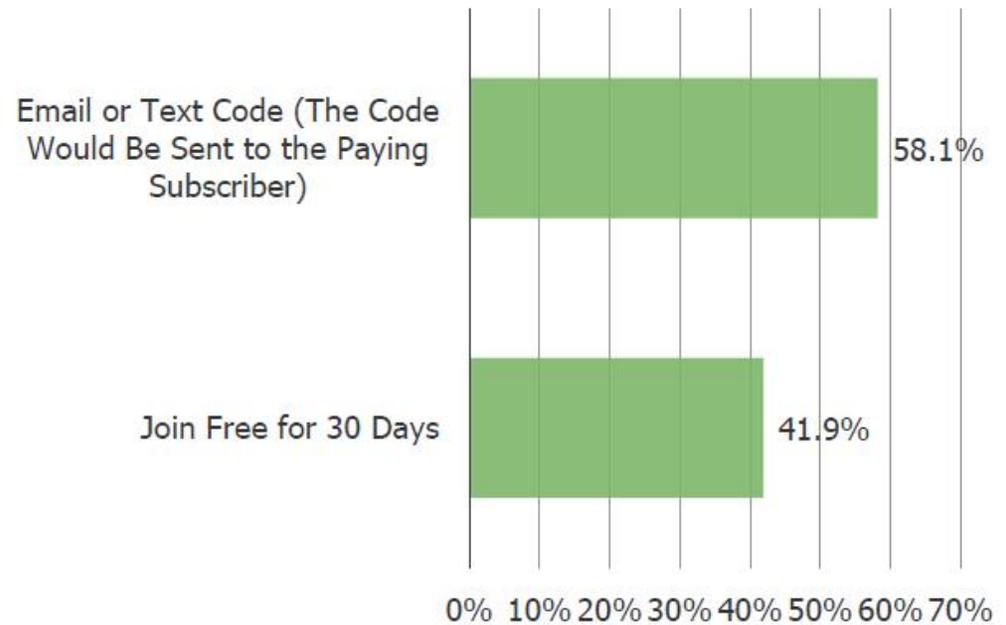
Posed to respondents who access Netflix via someone's account who lives outside of their household.



N = 388

Now imagine you would not be allowed to select verify later any longer, which would you choose?

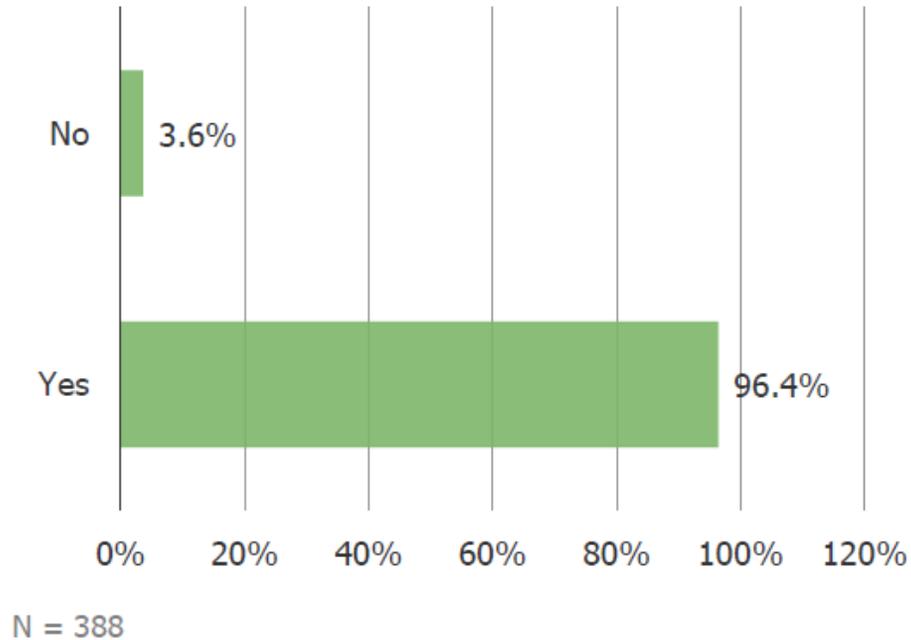
Posed to respondents who access Netflix via someone's account who lives outside of their household.



N = 388

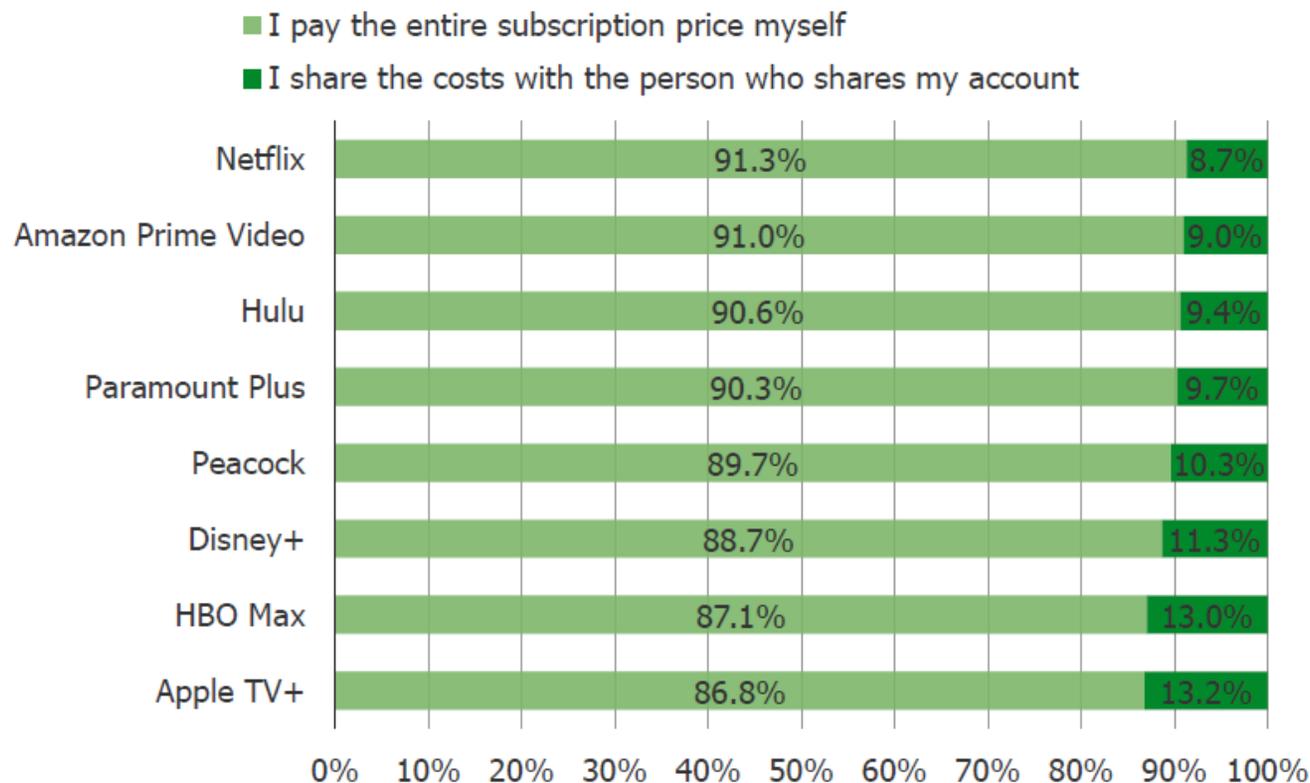
Does the person you are sharing an account with know you are using their login?

Posed to respondents who are sharing someone's password who DOES NOT live with them.



Do you pay for the account fully on your own, or do you split the costs with the person you share with?

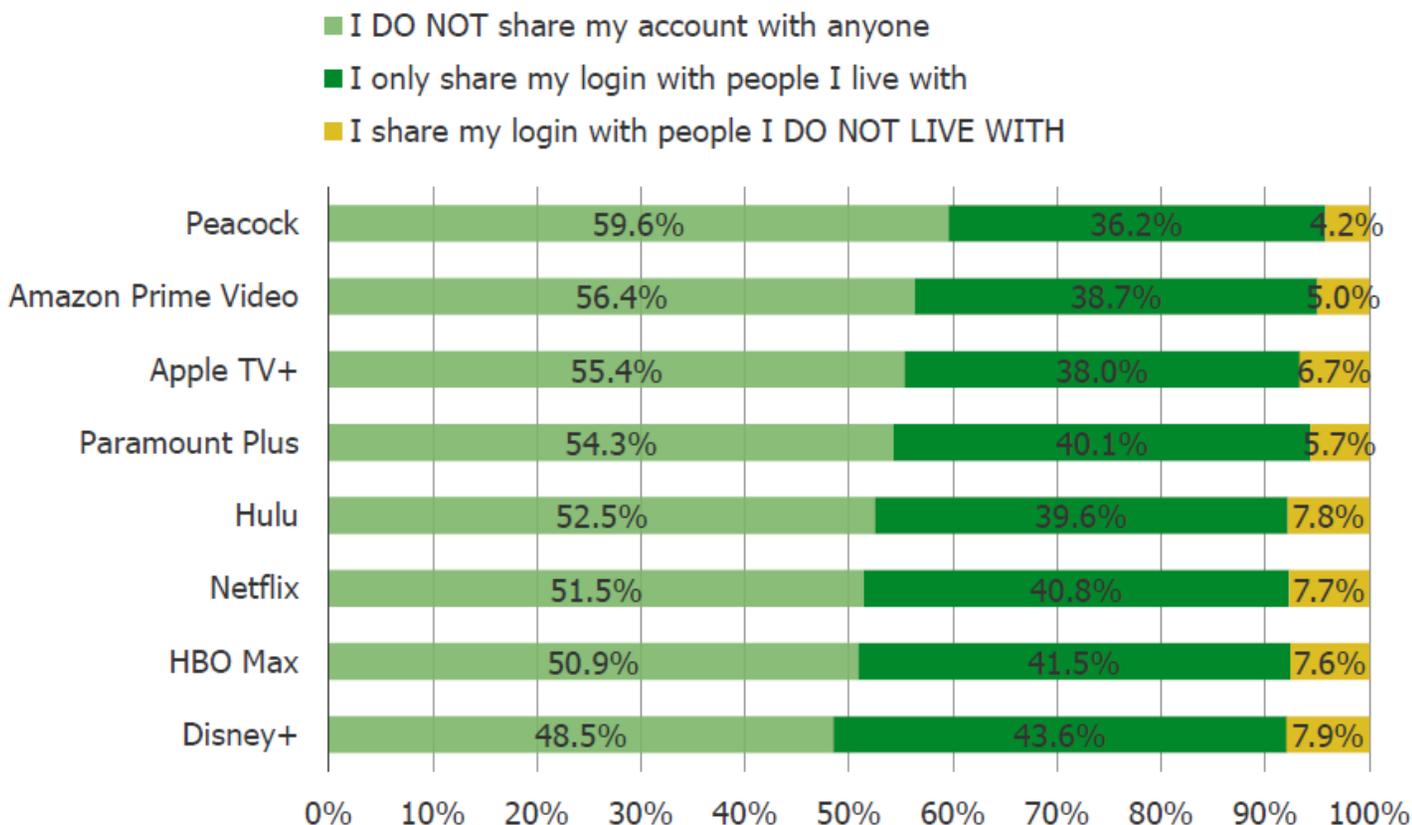
Posed to respondents who said they pay for an account themselves to access the following.



	N =
Netflix	2561
Amazon Prime Video	2156
Hulu	1721
Disney+	1412
HBO Max	1004
Peacock	851
Apple TV+	661
Paramount Plus	372

Do you share your log-in for the following with anyone else?

Posed to respondents who pay for the account or access the account of someone who lives with them IN THEIR HOUSEHOLD.

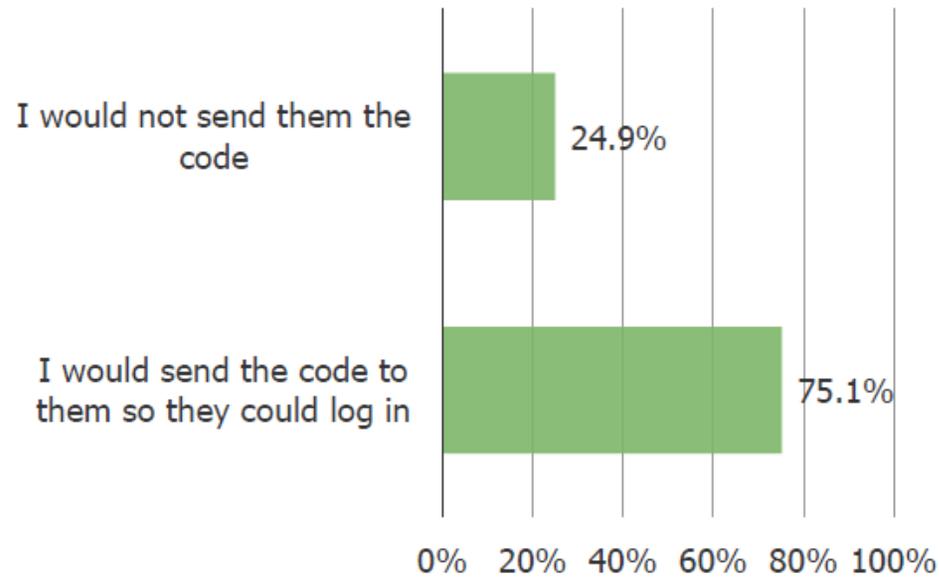


	N =
Netflix	2561
Amazon Prime Video	2156
Hulu	1721
Disney+	1412
HBO Max	1004
Peacock	851
Apple TV+	661
Paramount Plus	372

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If someone you share your log-in with who lives outside of your household asks you to send them the code from an account verification email or text they generated to get sent to you, what would you do?

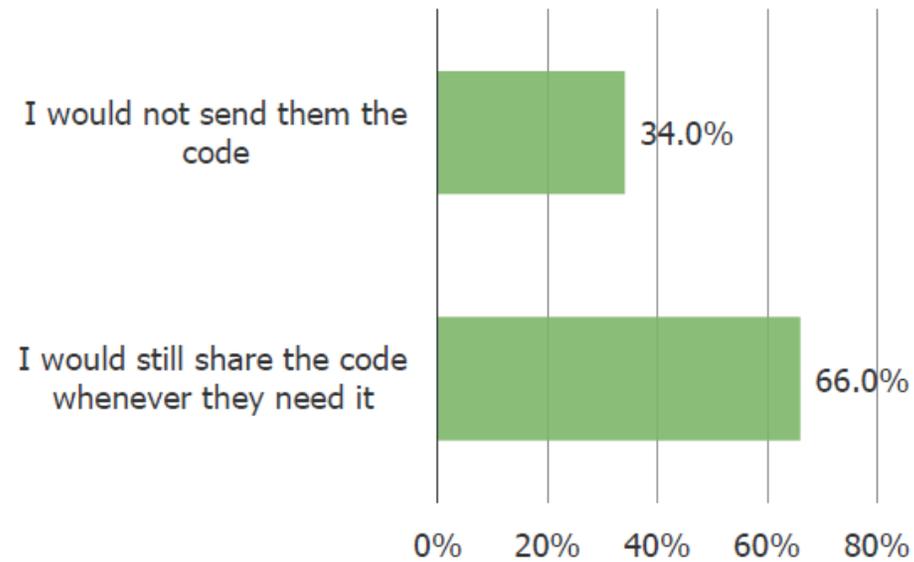
Posed to respondents who pay a Netflix account themselves and share their access with someone OUTSIDE their household.



N = 197

What if sending them a verification code to a person who shares your account outside of your household made it so that you would have to verify your account the next time you tried to log-in yourself?

Posed to respondents who pay a Netflix account themselves and share their access with someone OUTSIDE their household.



N = 197