

**Bespoke Market Intelligence**

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# **Internet & Streaming Subscriptions**

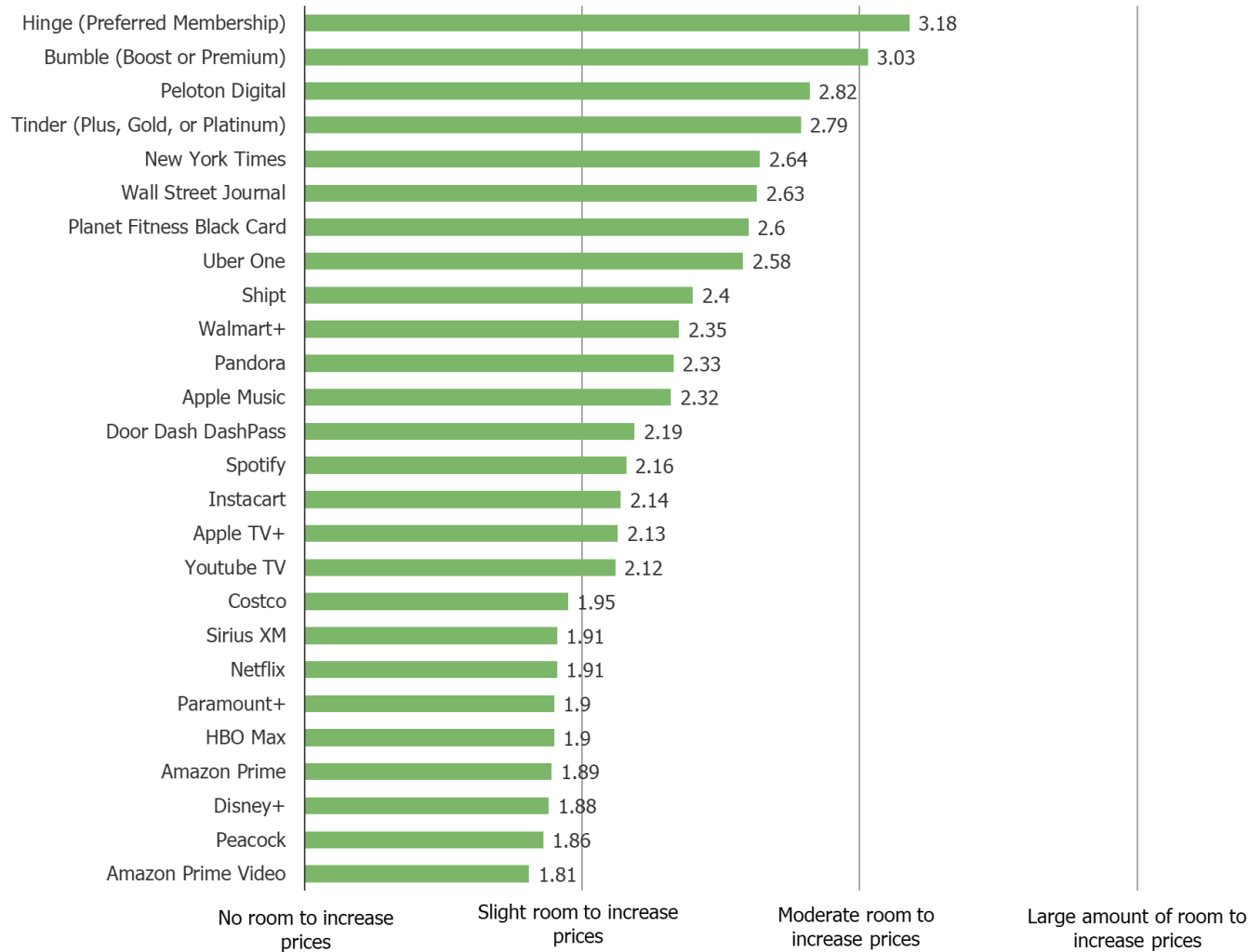
**Pricing Power | Stickiness | Satisfaction**

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**March 2022**

## Pricing Power | How much can the following increase prices for their service without causing you to stop paying for it?

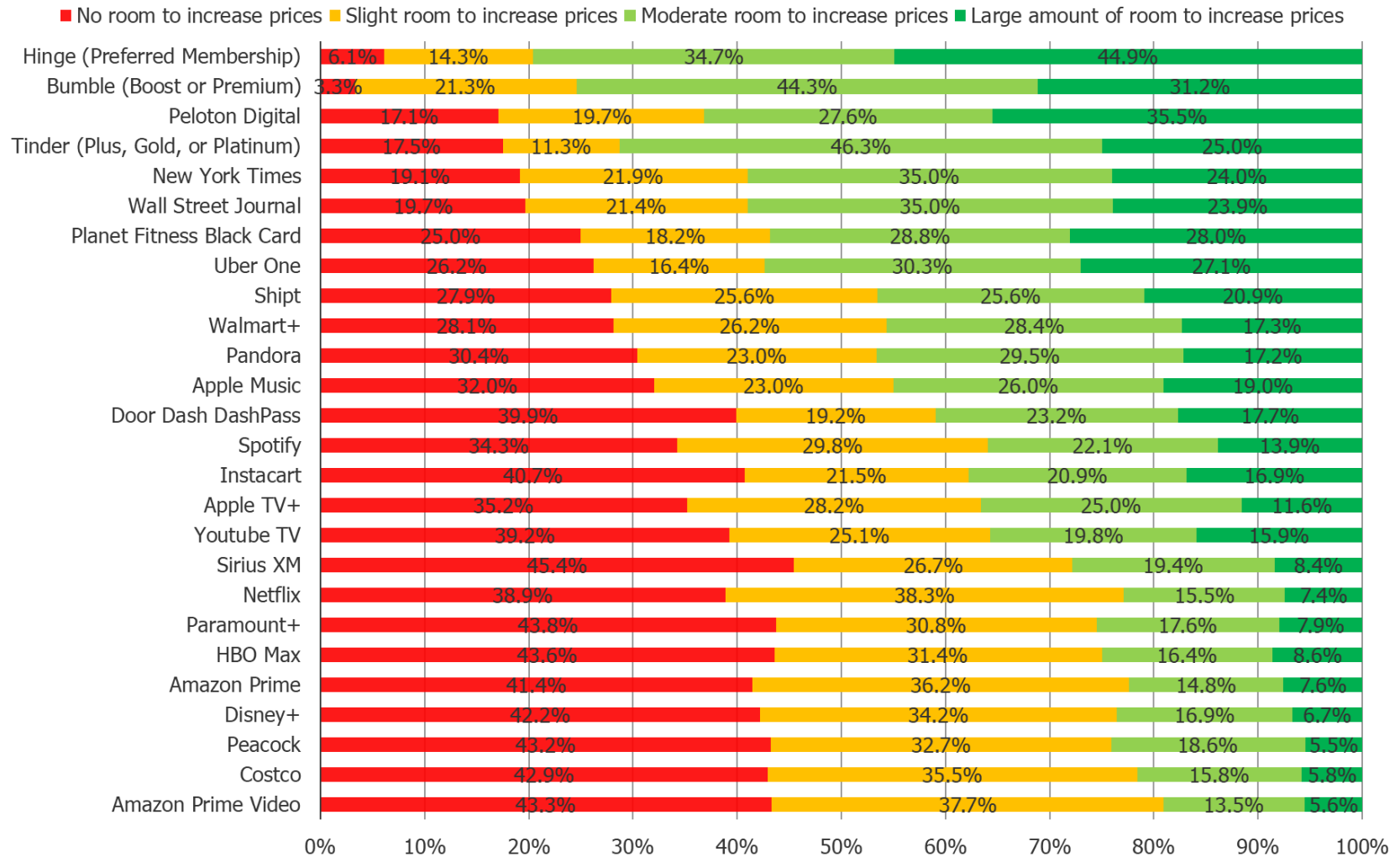
Posed to respondents who said they are currently paying for subscriptions with each of the following.



	N =
Amazon Prime Video	1081
Costco	361
Peacock	419
Disney+	734
Amazon Prime	1180
HBO Max	592
Paramount+	416
Netflix	1430
Sirius XM	273
Youtube TV	283
Apple TV+	216
Instacart	172
Spotify	534
Door Dash DashPass	198
Apple Music	331
Pandora	309
Walmart+	359
Shipt	43
Uber One	122
Planet Fitness Black Card	132
Wall Street Journal	117
New York Times	183
Tinder (Plus, Gold, or Platinum)	80
Peloton Digital	76
Bumble (Boost or Premium)	61
Hinge (Preferred Membership)	49

## Pricing Power Breakdowns | How much can the following increase prices for their service without causing you to stop paying for it?

Posed to respondents who said they are currently paying for subscriptions with each of the following.



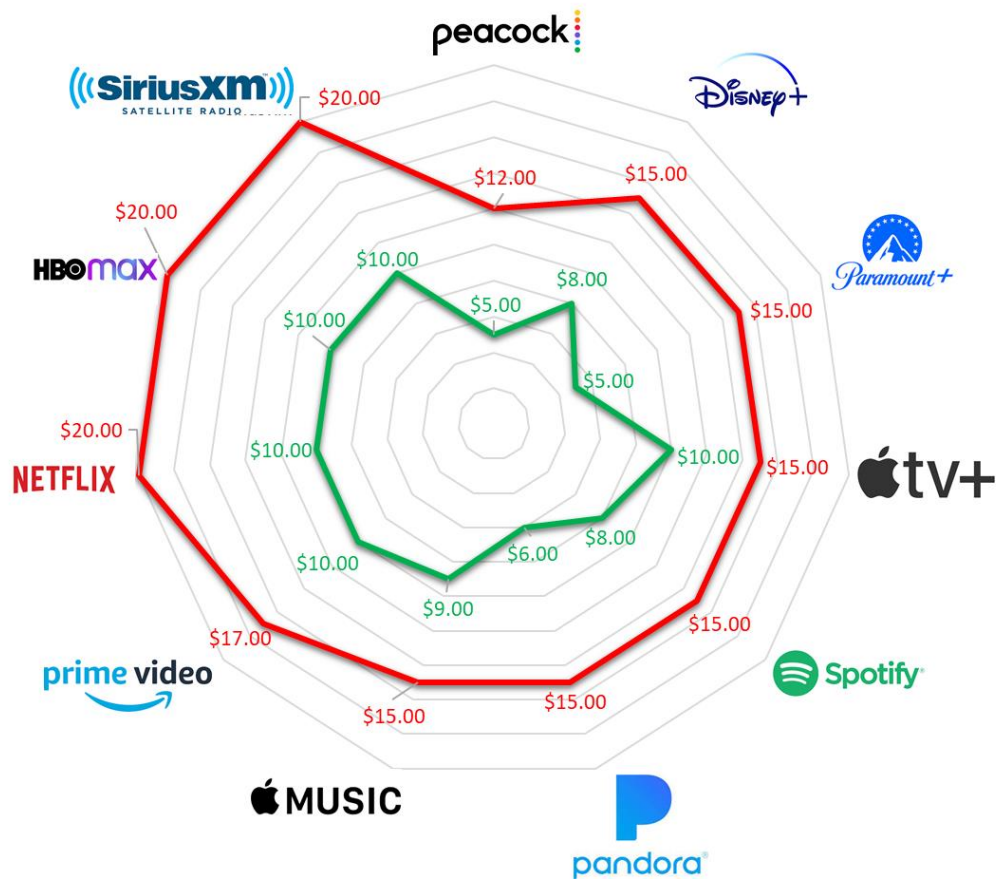
# Internet Subscriptions | Consumer Survey

## Fill-Ins | What Price Subscribers Would Consider It To Be:

- a) A Bargain
- b) So expensive that they would decide to cancel

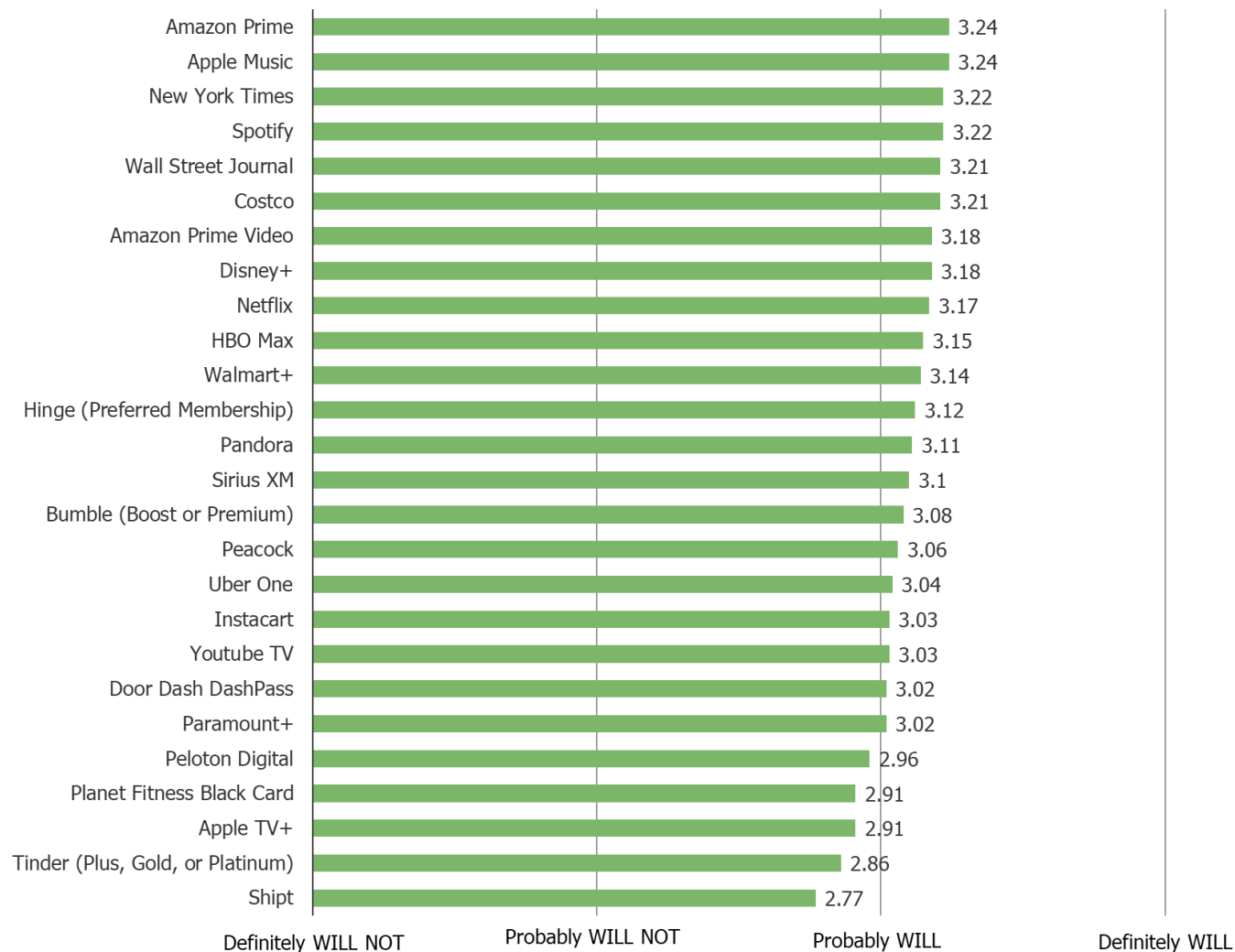
Posed to respondents who said they are currently paying for subscriptions with each of the following.

— Median Price Considered a Bargain      — Median Price That Would Cause Cancellation



## Stickiness | How likely are you to still be paying for the following one year from now?

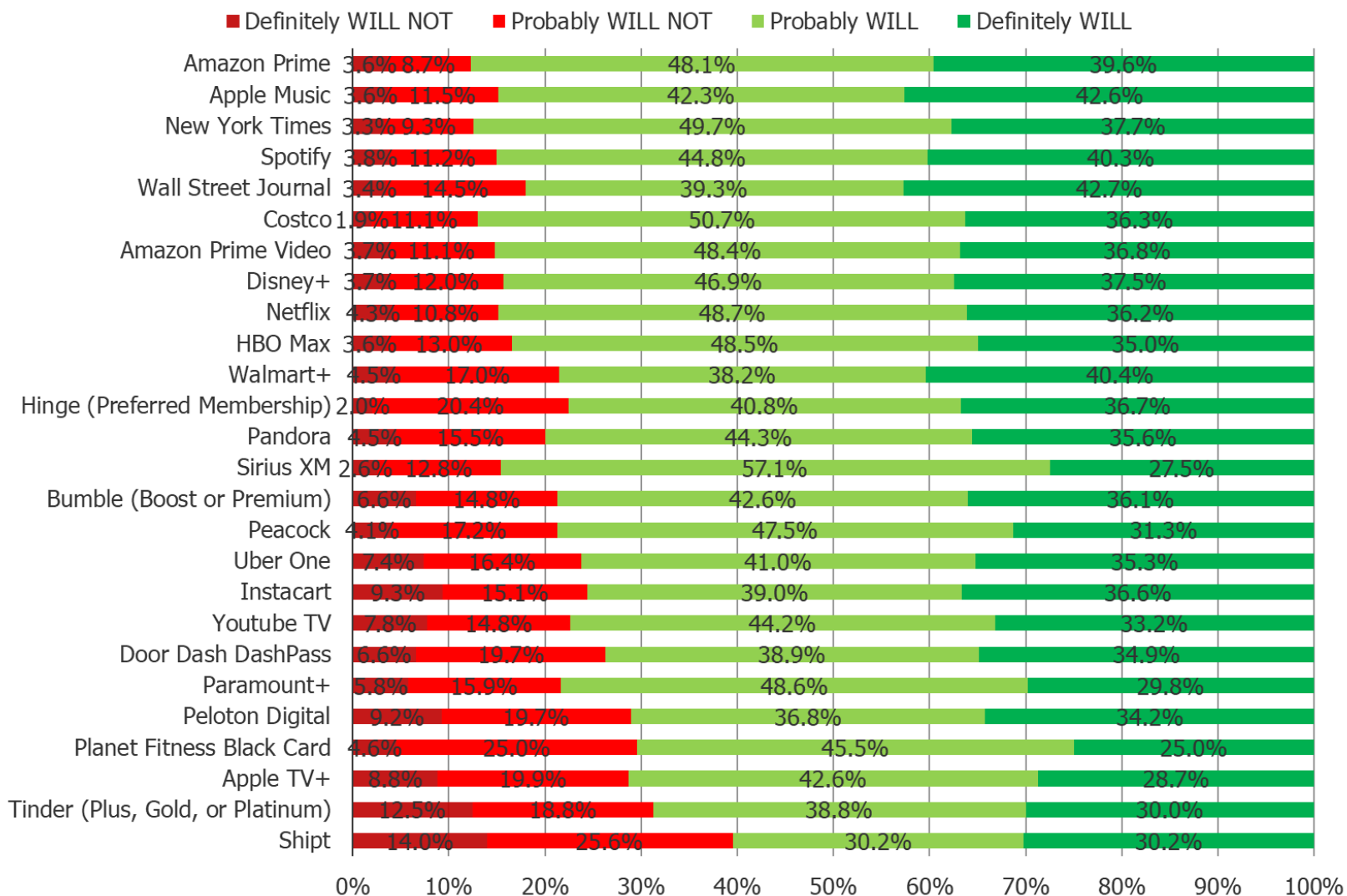
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## Stickiness Breakdowns | How likely are you to still be paying for the following one year from now?

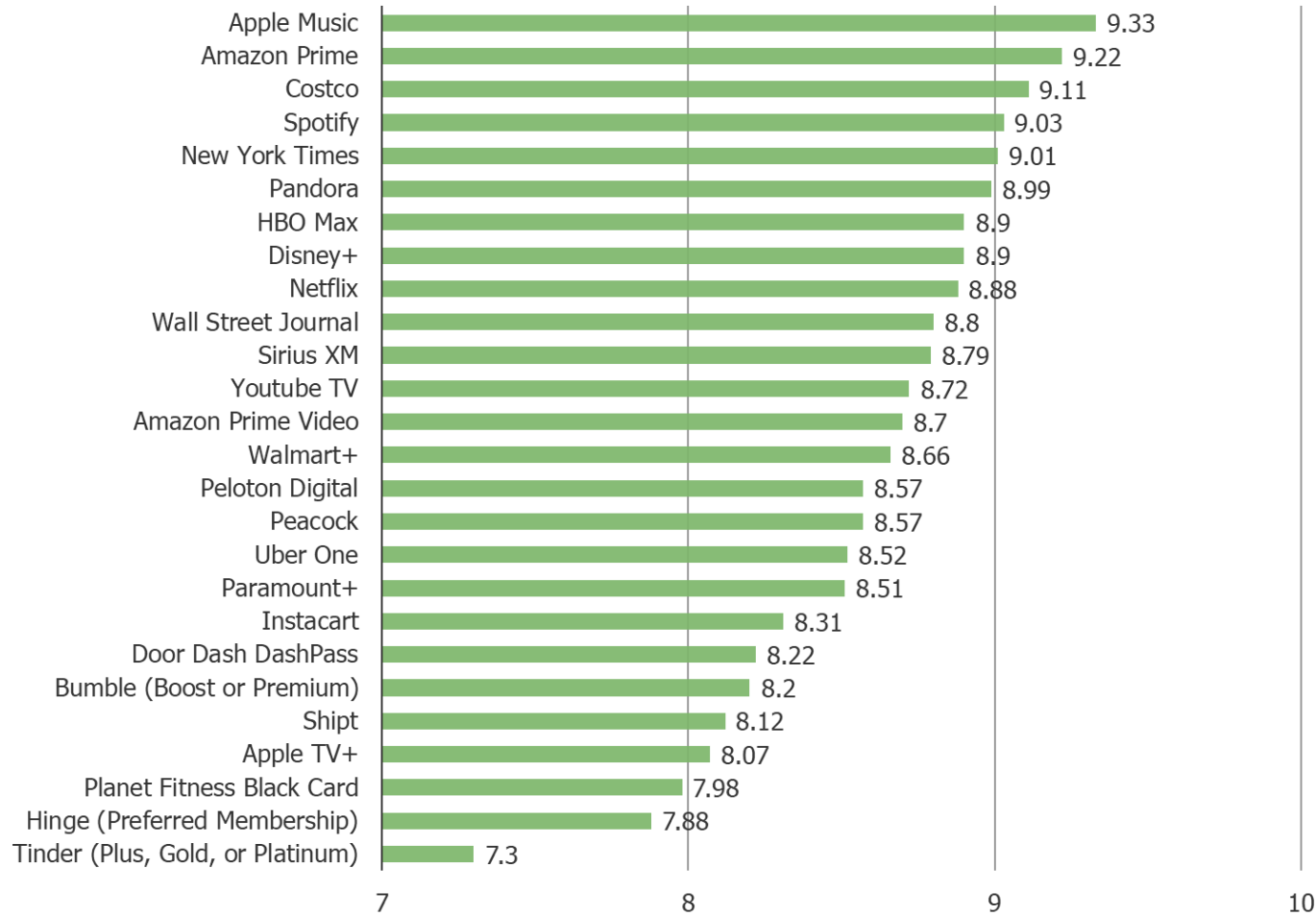
Posed to respondents who said they are currently paying for subscriptions with each of the following.



# Internet Subscriptions | Consumer Survey

## CSAT | How satisfied are you with your subscription to the following:

Posed to respondents who said they are currently paying for subscriptions with each of the following.



	N =
Amazon Prime Video	1081
Costco	361
Peacock	419
Disney+	734
Amazon Prime	1180
HBO Max	592
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Bumble (Boost or Premium)	61
Hinge (Preferred Membership)	49

11 points scale (1 = Very Dissatisfied and 11 = Very Satisfied)

## CSAT Breakdowns | How satisfied are you with your subscription to the following:

Posed to respondents who said they are currently paying for subscriptions with each of the following.

	0 - Very Dissatisfied	1	2	3	4	5	6	7	8	9	10 - Very Satisfied	N =	Weighted Average
Apple Music	0.6%	0.6%	0.3%	0.6%	2.1%	4.5%	7.9%	12.7%	15.1%	14.2%	41.4%	331	9.33
Amazon Prime	0.3%	0.3%	1.4%	1.4%	2.6%	5.6%	5.3%	11.3%	18.6%	16.2%	37.1%	1180	9.22
Costco	0.0%	0.6%	0.8%	1.9%	3.1%	5.8%	5.3%	13.3%	17.7%	20.2%	31.3%	361	9.11
Spotify	0.8%	0.4%	2.3%	1.5%	3.4%	6.6%	5.8%	10.3%	16.3%	18.2%	34.6%	534	9.03
New York Times	0.6%	1.1%	0.6%	2.7%	4.4%	4.9%	6.0%	13.7%	12.6%	19.1%	34.4%	183	9.01
Pandora	0.3%	1.6%	1.6%	3.2%	2.9%	5.2%	6.8%	11.0%	14.6%	15.2%	37.5%	309	8.99
Disney+	1.1%	0.8%	1.0%	2.5%	2.9%	8.2%	5.3%	14.6%	14.9%	14.2%	34.7%	734	8.9
HBO Max	1.0%	0.5%	1.7%	2.4%	3.6%	7.4%	6.8%	11.3%	15.5%	15.2%	34.6%	592	8.9
Netflix	1.5%	0.6%	1.5%	2.9%	3.2%	6.6%	6.0%	11.8%	17.7%	12.9%	35.5%	1430	8.88
Wall Street Journal	0.9%	0.9%	3.4%	3.4%	2.6%	7.7%	3.4%	9.4%	17.1%	22.2%	29.1%	117	8.8
Sirius XM	0.4%	0.4%	1.1%	3.7%	5.1%	4.8%	4.0%	16.9%	21.3%	16.1%	26.4%	273	8.79
Youtube TV	2.5%	0.7%	1.1%	3.5%	3.9%	7.8%	6.4%	11.3%	15.2%	12.0%	35.7%	283	8.72
Amazon Prime Video	1.0%	0.7%	1.9%	1.5%	3.4%	9.3%	7.9%	15.2%	15.7%	13.9%	29.7%	1081	8.7
Walmart+	1.7%	0.3%	3.3%	2.2%	2.8%	8.4%	8.9%	11.1%	14.5%	15.9%	30.9%	359	8.66
Peacock	1.4%	1.0%	1.9%	2.9%	2.2%	8.6%	11.9%	13.1%	15.5%	10.5%	31.0%	419	8.57
Peloton Digital	2.6%	0.0%	4.0%	2.6%	7.9%	9.2%	5.3%	2.6%	13.2%	18.4%	34.2%	76	8.57
Uber One	0.0%	3.3%	4.9%	2.5%	1.6%	4.1%	11.5%	13.9%	13.1%	17.2%	27.9%	122	8.52
Paramount+	1.0%	1.0%	1.4%	2.6%	4.8%	9.9%	8.4%	15.4%	14.9%	12.5%	28.1%	416	8.51
Instacart	2.9%	1.7%	4.1%	2.3%	4.7%	9.9%	4.7%	11.6%	14.5%	15.7%	27.9%	172	8.31
Door Dash DashPass	3.5%	2.0%	1.0%	5.6%	5.6%	9.1%	7.1%	11.1%	13.6%	9.6%	31.8%	198	8.22
Bumble (Boost or Premium)	0.0%	0.0%	6.6%	9.8%	3.3%	3.3%	9.8%	11.5%	18.0%	13.1%	24.6%	61	8.2
Shipt	0.0%	4.7%	4.7%	2.3%	11.6%	4.7%	11.6%	0.0%	16.3%	20.9%	23.3%	43	8.12
Apple TV+	1.4%	2.3%	3.2%	4.2%	6.0%	10.2%	7.9%	12.5%	16.7%	13.9%	21.8%	216	8.07
Planet Fitness Black Card	2.3%	1.5%	5.3%	4.6%	6.8%	7.6%	9.9%	11.4%	12.9%	12.9%	25.0%	132	7.98
Hinge (Preferred Members)	4.1%	0.0%	2.0%	12.2%	4.1%	14.3%	4.1%	8.2%	8.2%	16.3%	26.5%	49	7.88
Tinder (Plus, Gold, or Platir)	2.5%	6.3%	7.5%	11.3%	5.0%	5.0%	8.8%	7.5%	10.0%	17.5%	18.8%	80	7.3



## Internet Subscriptions | Consumer Survey

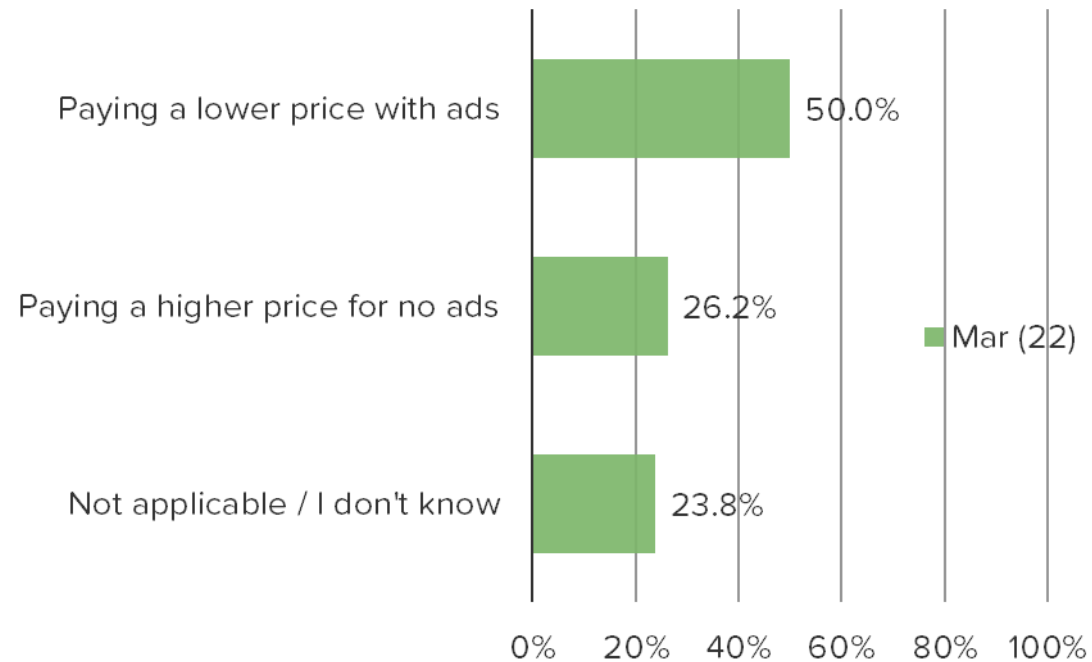
### How much money do you have these days for spending on discretionary items (ie, non-essentials)?

Posed to paying subscribers of each of the following.

Respondents Subscribe To:	A Great Deal	A Lot	A Moderate Amount	A Little	None at all	Weighted Average
Bumble Boost or Premium	50.8%	24.6%	19.7%	4.9%	0.0%	4.21
Hinge Preferred	51.0%	24.5%	20.4%	2.0%	2.0%	4.20
Peloton Digital	44.7%	26.3%	19.7%	9.2%	0.0%	4.07
Shipt	39.5%	32.6%	18.6%	7.0%	2.3%	4.00
Tinder Plus, Gold, or Platinum	38.8%	26.3%	27.5%	6.3%	1.3%	3.95
Wall Street Journal	38.5%	26.5%	25.6%	7.7%	1.7%	3.92
Uber One	36.9%	18.9%	32.8%	9.0%	2.5%	3.79
New York Times	33.9%	19.7%	33.3%	12.0%	1.1%	3.73
Planet Fitness Black Card	34.9%	17.4%	28.8%	15.2%	3.8%	3.64
Pandora	28.8%	17.5%	28.5%	20.4%	4.9%	3.45
Apple TV+	25.0%	19.4%	32.4%	19.0%	4.2%	3.42
DoorDash DashPass	29.8%	16.7%	25.3%	22.2%	6.1%	3.42
Instacart	26.7%	19.2%	27.3%	22.7%	4.1%	3.42
Apple Music	23.3%	22.1%	32.0%	16.6%	6.0%	3.40
Walmart+	24.2%	16.7%	30.9%	23.7%	4.5%	3.33
Youtube TV	22.6%	17.3%	33.6%	20.5%	6.0%	3.30
Spotify	21.0%	17.2%	32.0%	23.8%	6.0%	3.23
Sirius XM	17.6%	12.5%	37.0%	27.8%	5.1%	3.10
HBO Max	17.1%	11.5%	34.8%	29.4%	7.3%	3.02
Paramount+	15.9%	10.3%	32.2%	33.7%	7.9%	2.93
Disney+	13.8%	10.9%	34.9%	33.1%	7.4%	2.91
Peacock	14.8%	10.3%	33.7%	32.9%	8.4%	2.90
Costco	10.3%	10.0%	40.2%	34.1%	5.5%	2.85
Netflix	11.7%	10.8%	34.6%	34.8%	8.2%	2.83
Amazon Prime	11.7%	10.0%	34.8%	35.6%	7.9%	2.82
Amazon Prime Video	10.6%	9.7%	35.6%	35.8%	8.2%	2.79

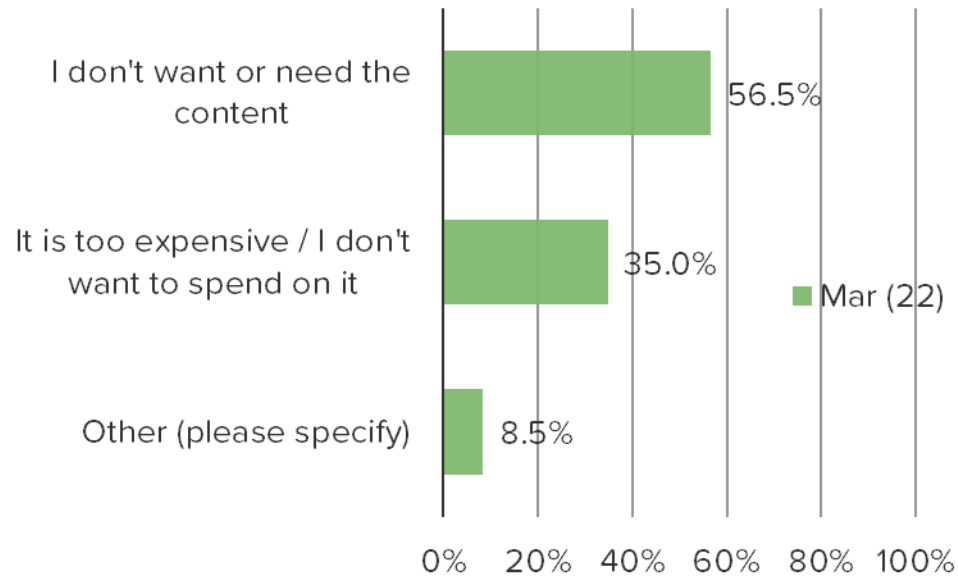
### When it comes to streaming video platforms, which do you prefer in general?

Posed to all respondents. (N=2579)



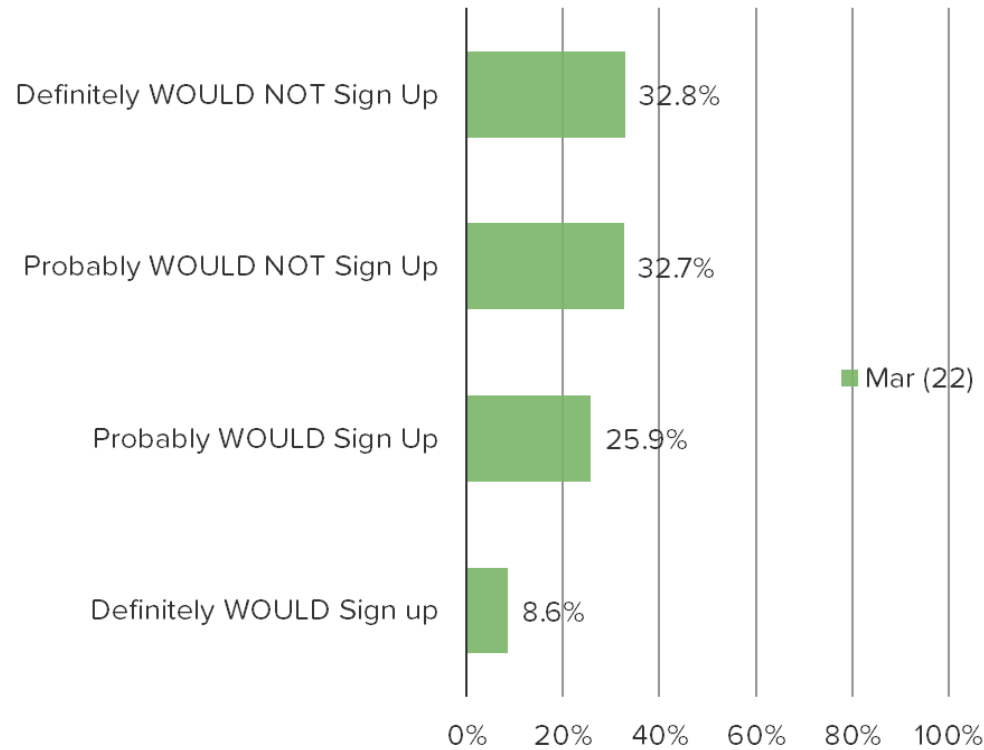
### You mentioned earlier that you do not currently subscribe to Disney+. Why are you currently not signed up for Disney+?

Posed to all respondents who are not Disney+ subscribers. (N=1820)



### How likely would you be to sign up for Disney+ if they offered an ad supported subscription at a cheaper monthly price?

Posed to all respondents who are not paying Disney+ subscribers. (N=1818)



Focusing on respondents who said they are NOT Disney+ subscribers because it is too expensive or because they don't want to pay for it (N = 613).

Definitely WOULD Sign Up: 14.7%

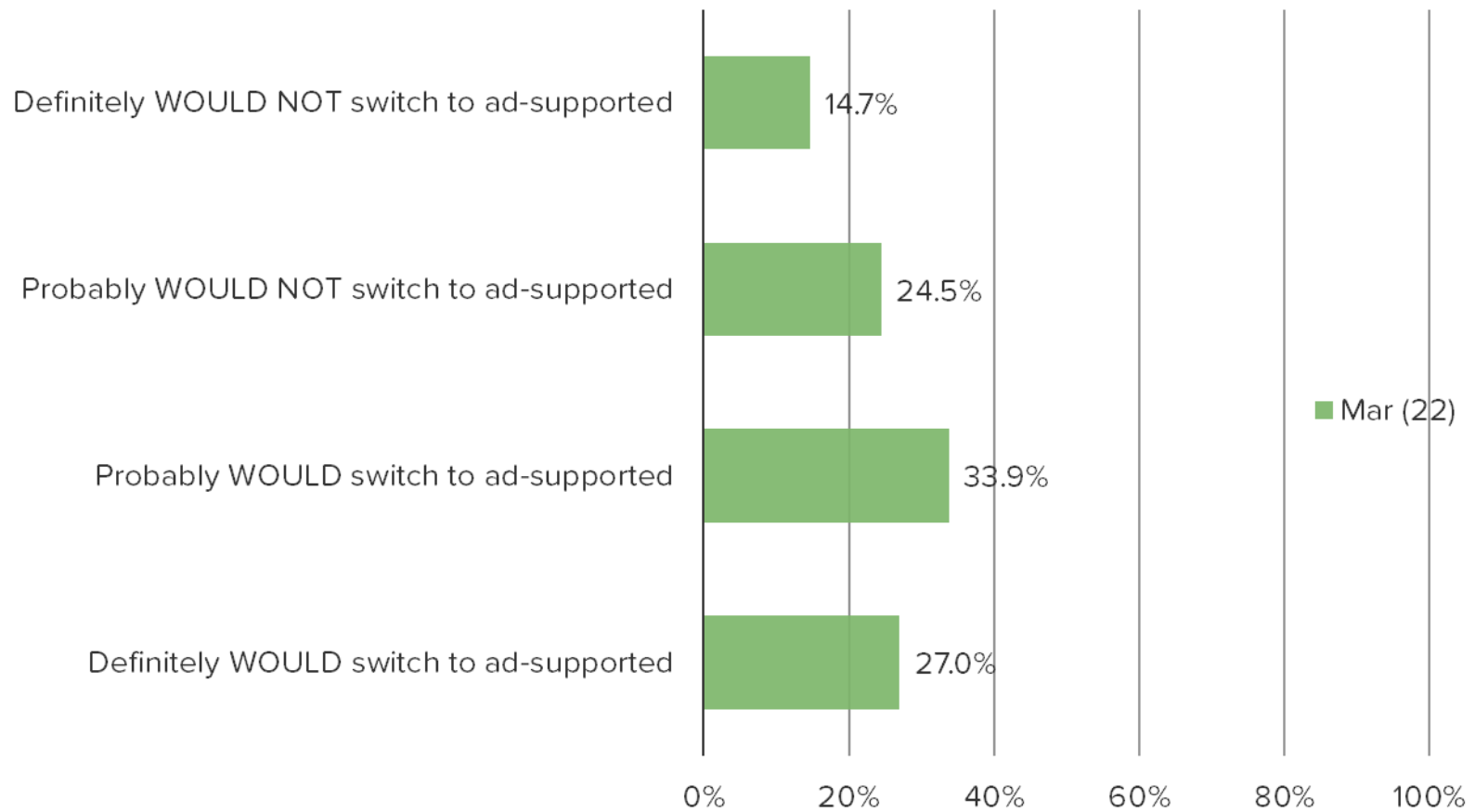
Probably WOULD Sign Up: 39.6%

Probably WOULD NOT Sign Up: 30.2%

Definitely WOULD NOT Sign Up: 15.5%

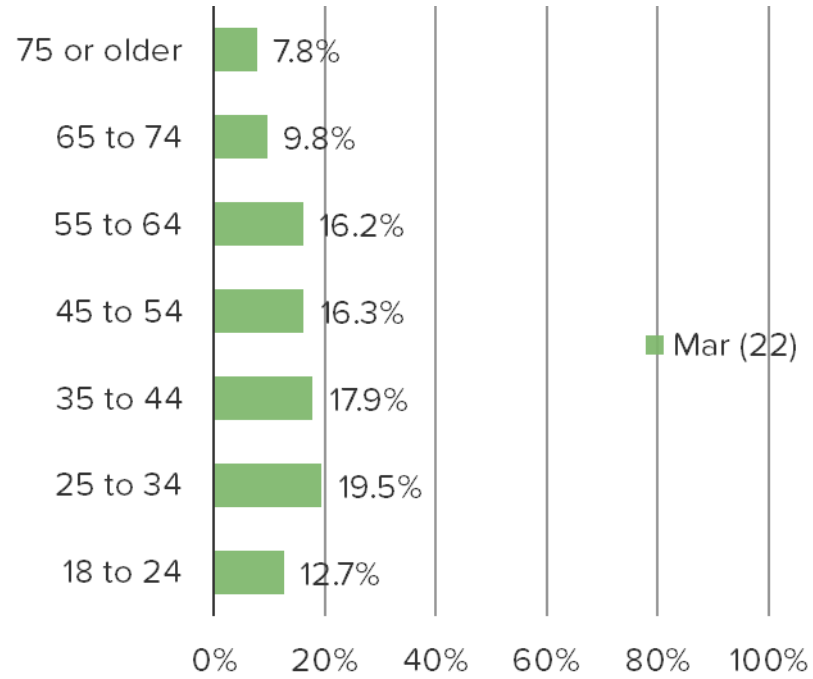
### If Disney+ offers an ad-supported subscription at a cheaper price, how likely would you be to switch to it?

Posed to all respondents who are paying Disney+ subscribers. (N=756)



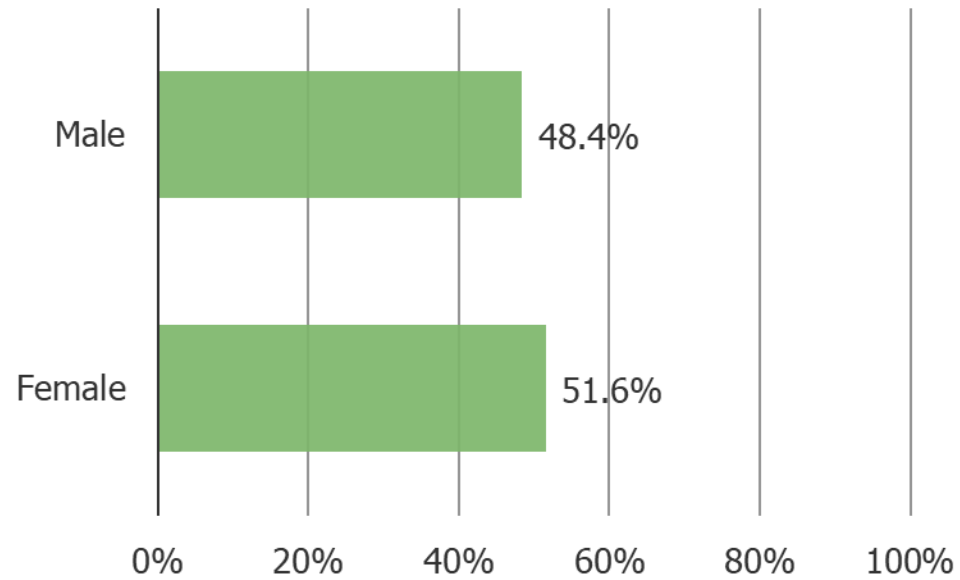
## What is your age?

Posed to all respondents. (N=5409)



### What is your gender?

Posed to all respondents. (N=5409)



### What is approximate average household income?

Posed to all respondents. (N=5409)

