

BESPOKE SURVEYS

NFLX

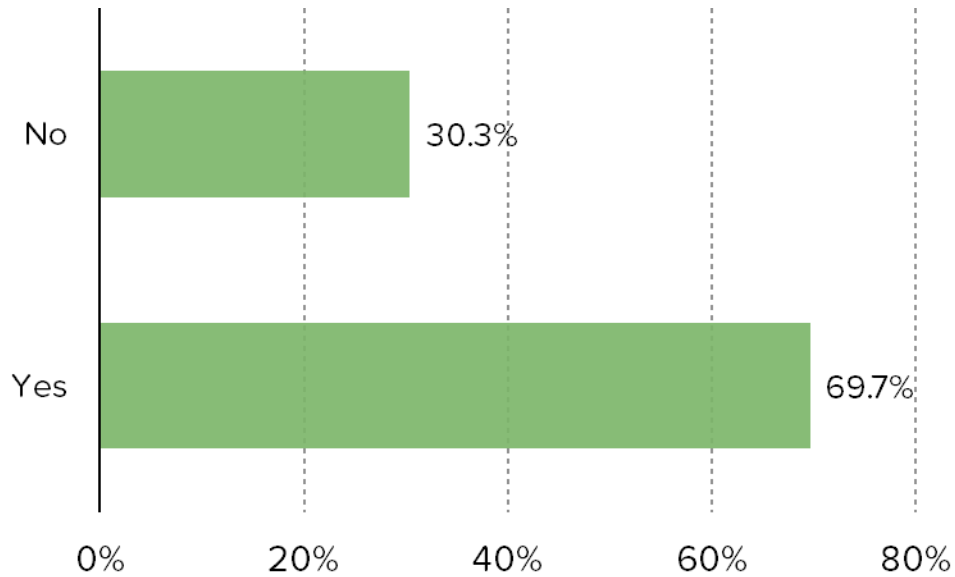
PRICE INCREASES | QUICK RESPONSE SURVEY

JANUARY 2019

AWARENESS OF PRICE INCREASE ANNOUNCEMENT

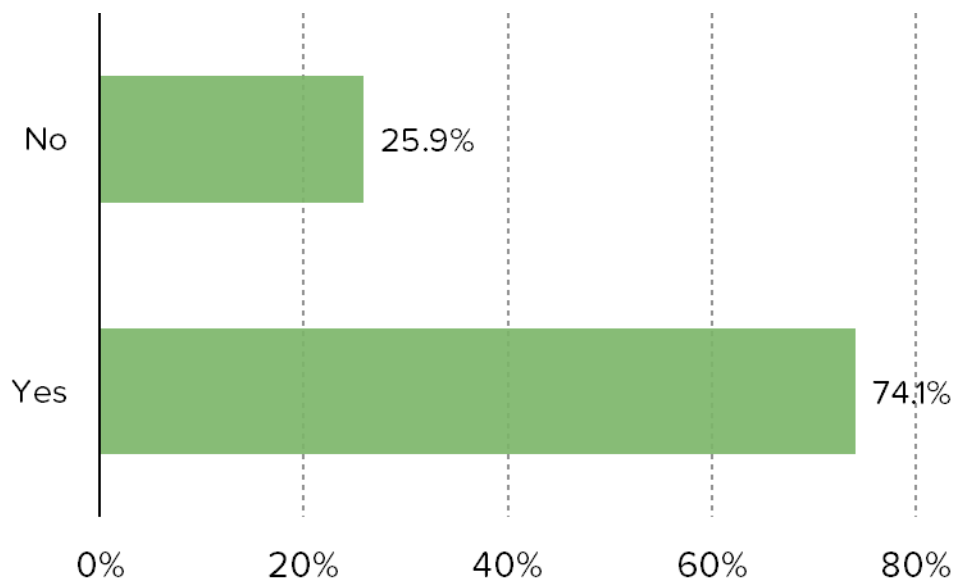
DID YOU KNOW THAT NETFLIX JUST ANNOUNCED A NEW PRICE INCREASE THAT WILL RAISE THE COST OF THE \$11 PLAN TO \$13 PER MONTH, THE \$8 PLAN TO \$9 PER MONTH, AND THE \$14 PLAN TO \$16 PER MONTH?

Posed to Netflix subscribers (n = 800)



ISOLATING ONLY NETFLIX SUBSCRIPTIONS WHO ARE THE INDIVIDUALS WHO ACTUALLY MAKE THE PAYMENTS FOR THE ACCOUNT THEY USE

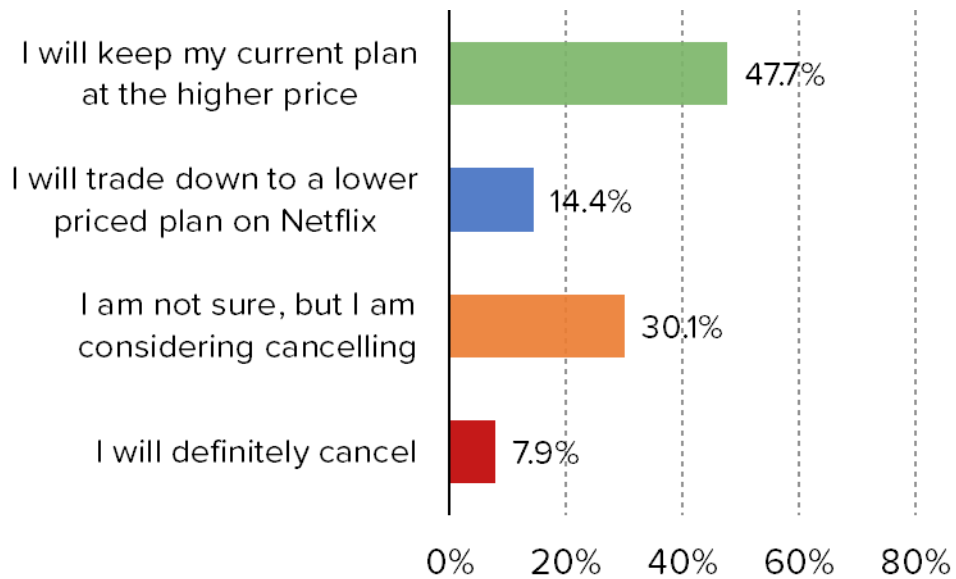
Posed to Netflix subscribers who make the payments (n = 575)



INITIAL REACTION TO THE INCREASE

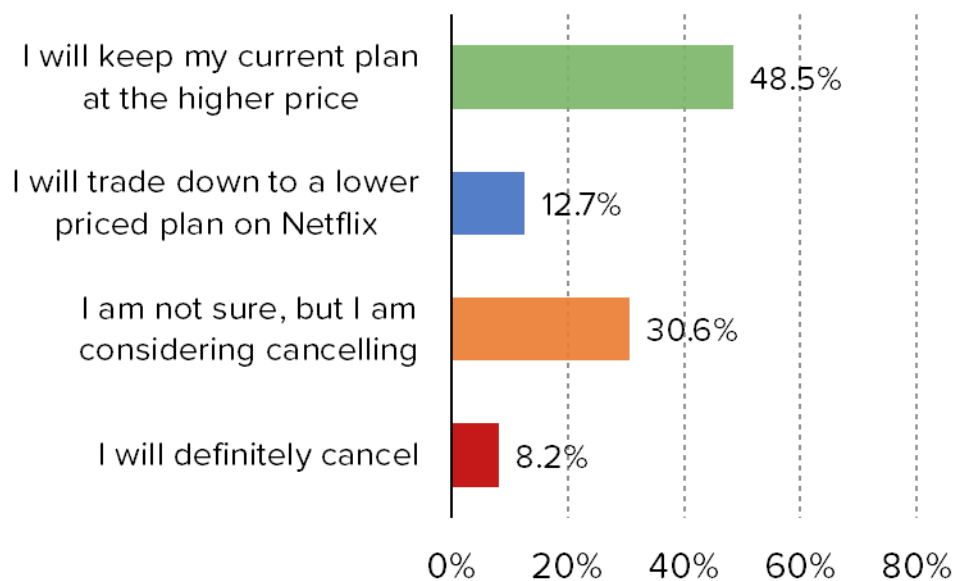
WHAT WILL YOU DO WHEN THE PRICE INCREASE HITS YOUR ACCOUNT IN THE NEXT FEW MONTHS?

Posed to Netflix subscribers (n = 800)



ISOLATING ONLY NETFLIX SUBSCRIPTIONS WHO ARE THE INDIVIDUALS WHO ACTUALLY MAKE THE PAYMENTS FOR THE ACCOUNT THEY USE

Posed to Netflix subscribers who make the payments (n = 575)

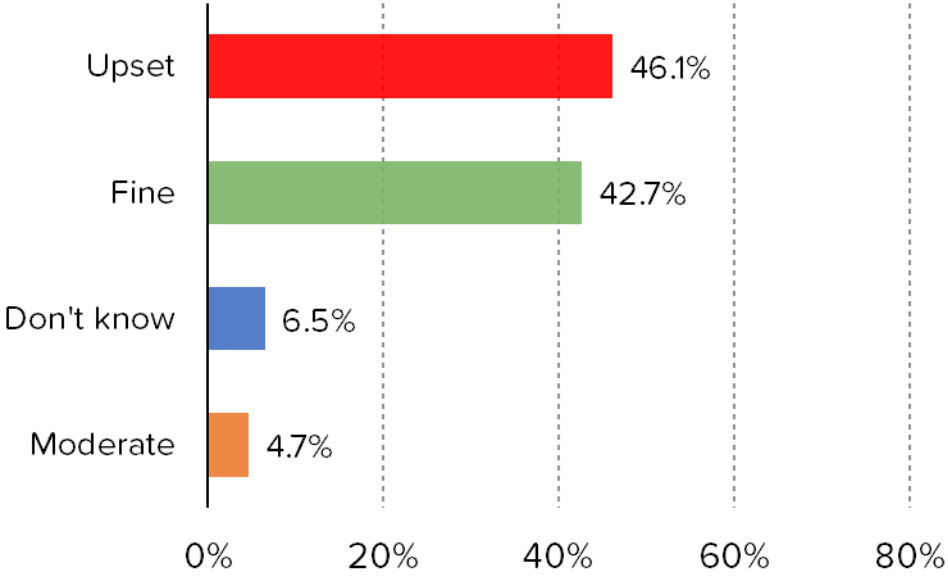


WHAT IS YOUR OPINION OF THE PRICE INCREASE? (FILL-IN)

Posed to Netflix subscribers (n = 800)



We went through all of the responses and categorized each as upset, fine with the increase, didn't know, or offered a moderate/mixed response.

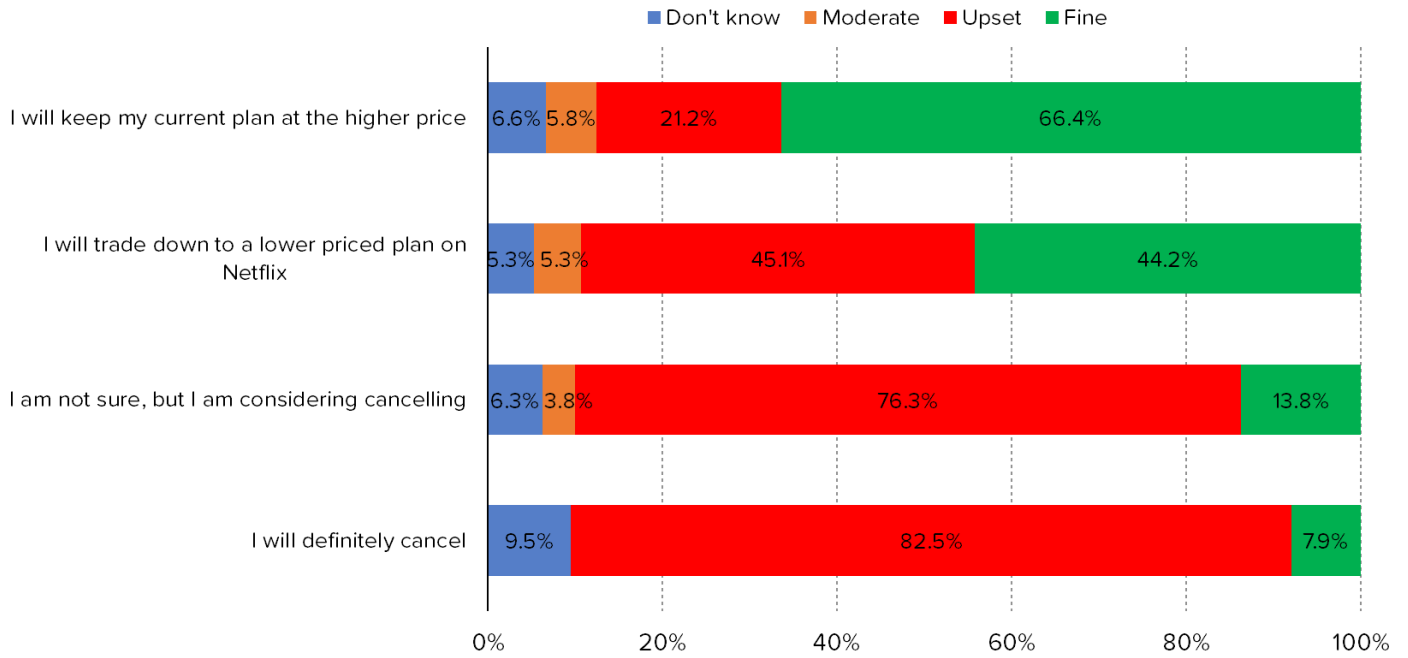


CROSS TAB | FILL-IN ANALYSIS BASED FILTERED BY WHAT THEY SAID THEY WOULD DO WHEN PRICE INCREASES HITS

Posed to Netflix subscribers (n = 800)

WHAT WILL YOU DO WHEN PRICE INCREASES HIT

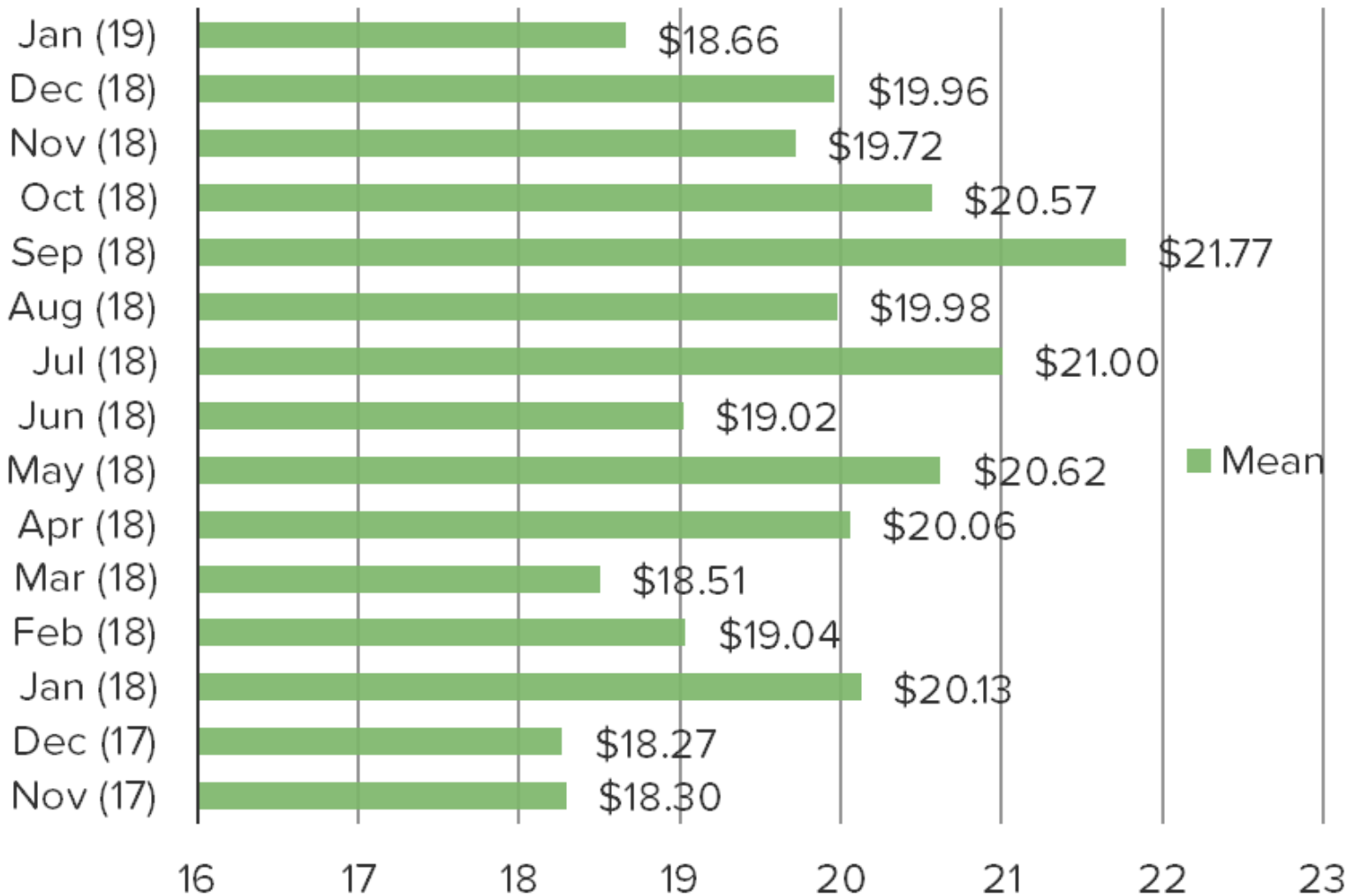
FILL-IN RESPONSE ANALYSIS



PRICE SENSITIVITY

AT WHAT MONTHLY PRICE POINT WOULD YOU DECIDE TO CANCEL YOUR NETFLIX SUBSCRIPTION? (IF THEY CONTINUE TO INCREASE, WHAT PRICE TRIGGERS CANCELLATION?)

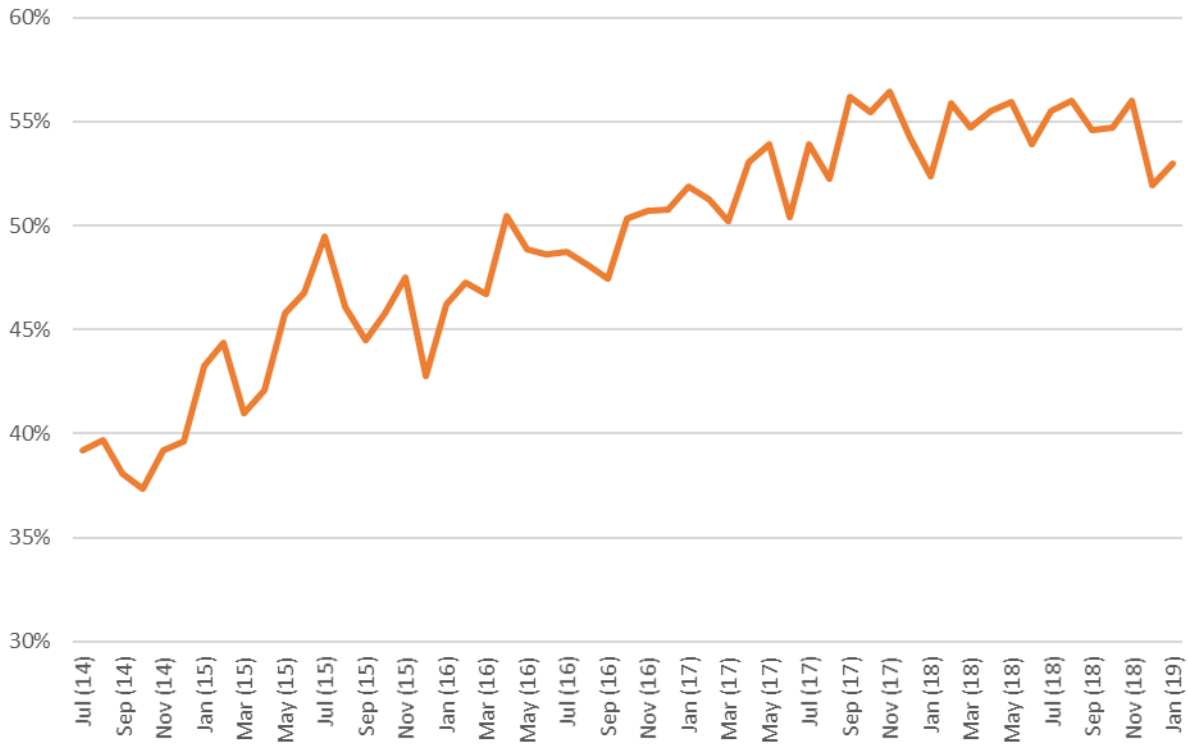
Posed to Netflix subscribers who pay the actual bill for their Netflix account (n = 575)



SUBSCRIBER TRACKERS

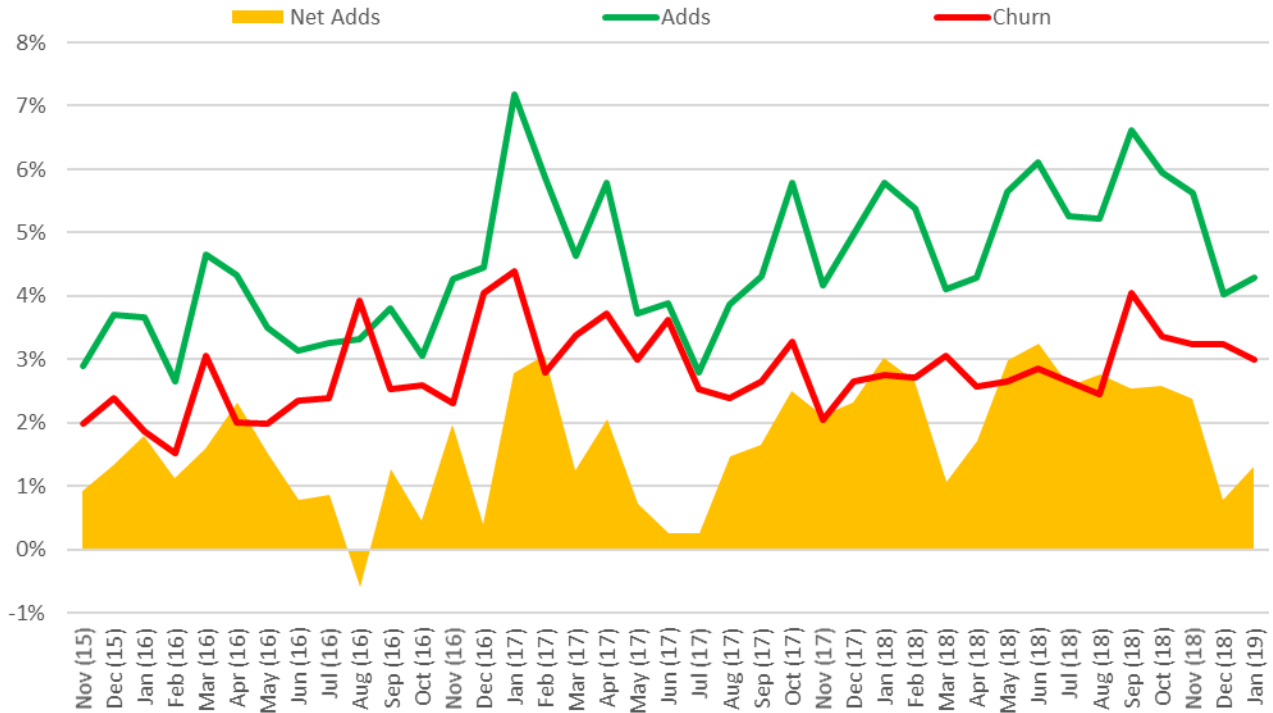
PERCENTAGE OF CONSUMERS WHO HAVE AN ACCOUNT WITH NETFLIX

Posed to all respondents (1,511)



NET ADDS (PERCENTAGE OF ALL RESPONDENTS WHO SIGNED UP IN THE PAST THREE MONTHS MINUS PERCENTAGE OF ALL RESPONDENTS WHO CANCELLED DURING THE PAST THREE MONTHS)

Posed to all respondents (1,511)

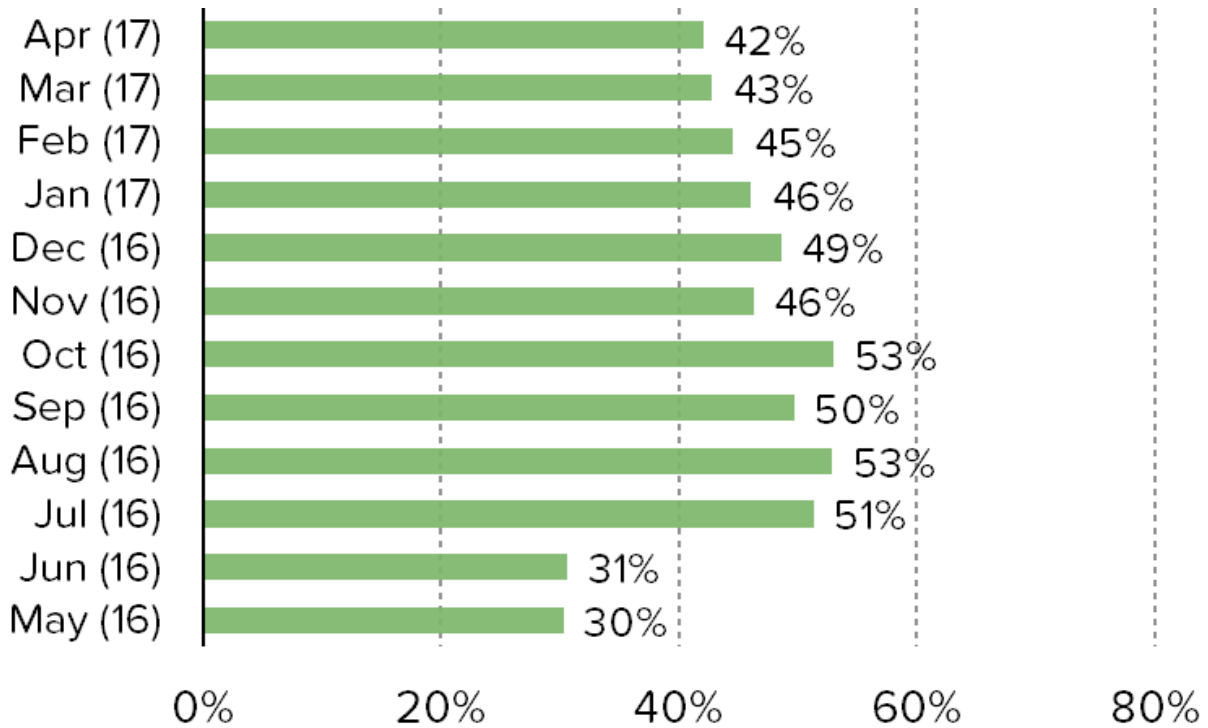


HISTORICAL READINGS FOR COMPARISON

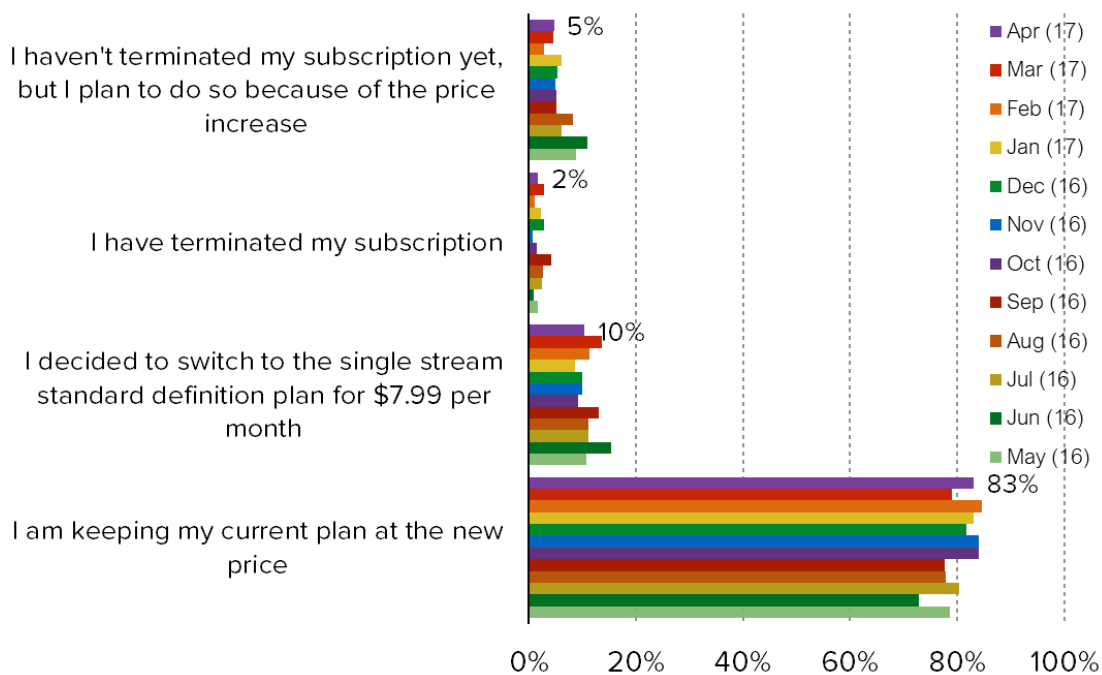
PLEASE NOTE THAT THESE AREN'T LIKE FOR LIKE COMPARISONS SINCE THESE QUESTIONS WERE POSED TO NETFLIX SUBSCRIBERS AFTER AND WHILE THE \$9.99 PRICE INCREASES ROLLED OUT.

HAVE YOU RECEIVED AN EMAIL FROM NETFLIX OR A NOTIFICATION WHILE ACTUALLY USING NETFLIX THAT YOUR SUBSCRIPTION PRICING IS INCREASING TO \$9.99 PER MONTH?

Posed to Netflix Subscribers



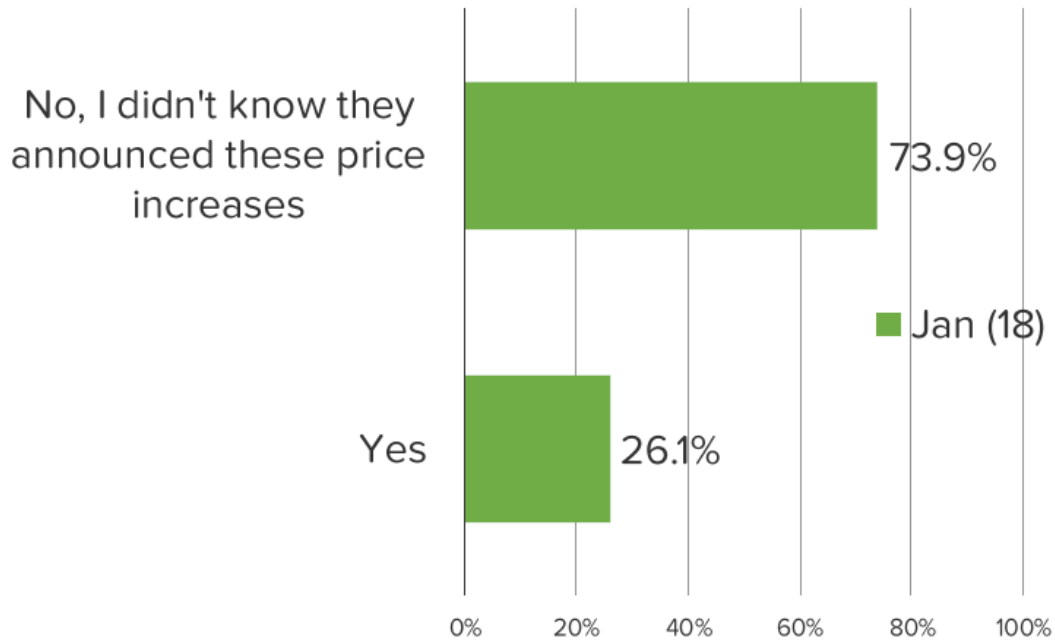
What did you do in response to getting this message?



THIS IS ANOTHER HISTORICAL READING FOR COMPARISON FROM WHEN THEY INCREASED PRICES TO \$10.99. KEEP IN MIND, THIS ISN'T A LIKE FOR LIKE COMPARISON BECAUSE THE QUESTION WAS ONLY POSED TO PEOPLE WHO WERE PAYING THE LOWER PRICES.

FROM JANUARY 2018 | AWARE OF PRICE INCREASES TO \$10.99 PER MONTH FOR STANDARD SERVICE AND \$13.99 FOR PREMIUM SERVICE

Posed to respondents who are paying old subscription prices (not \$10.99 or \$13.99)



What are you most likely to do when the price increase goes into effect?

Posed to respondents who are paying old subscription prices (not \$10.99 or \$13.99)

