

Key Stats:

48.7%

Of those who say they are unlimited data Verizon wireless customers, 48.7% said they probably or definitely sign up for Disney+ when it is offered to them for free starting on November 12th.

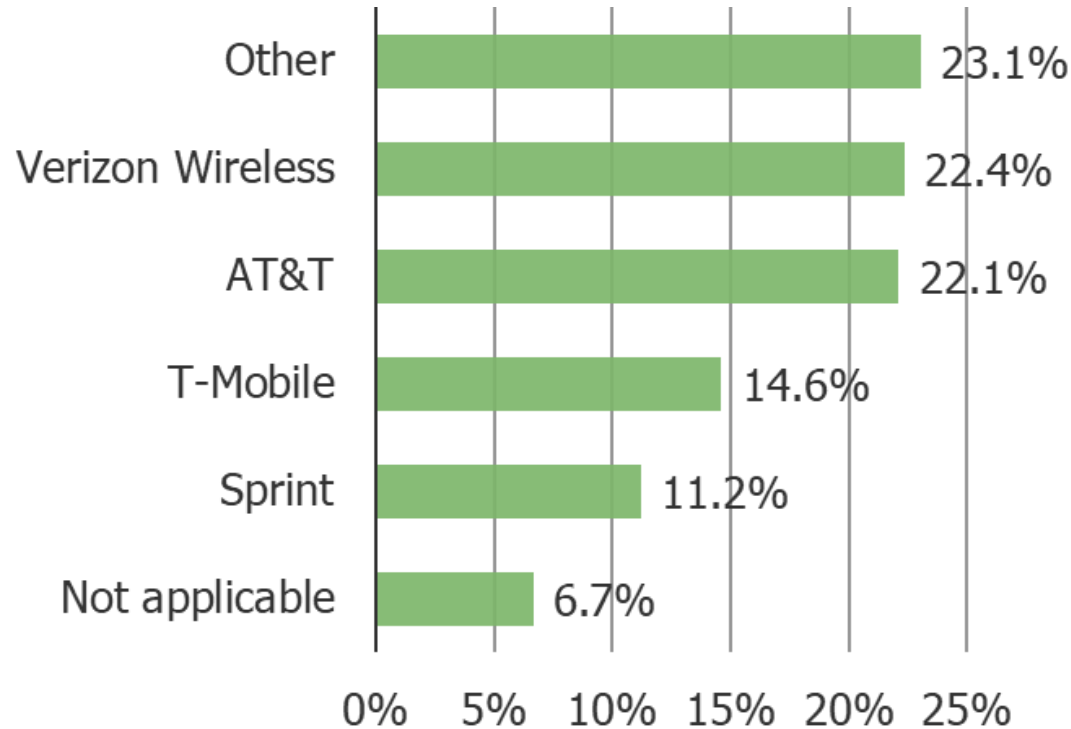
➤ *40.2% of those who said they probably or definitely sign up will do so as soon as it launches with an additional 38.0% saying they will sign up within the first three months of it launching.*

➤ *Of those who said they probably or definitely sign up, 60.9% said they probably would have signed up for Disney+ anyway if it was not being offered for free to them.*

➤ *The majority of those who are getting access for free and are likely to sign up don't think it will impact their relationship with Netflix (77.5%). 14.1% said they might cancel Netflix and 8.5% said they definitely will cancel.*

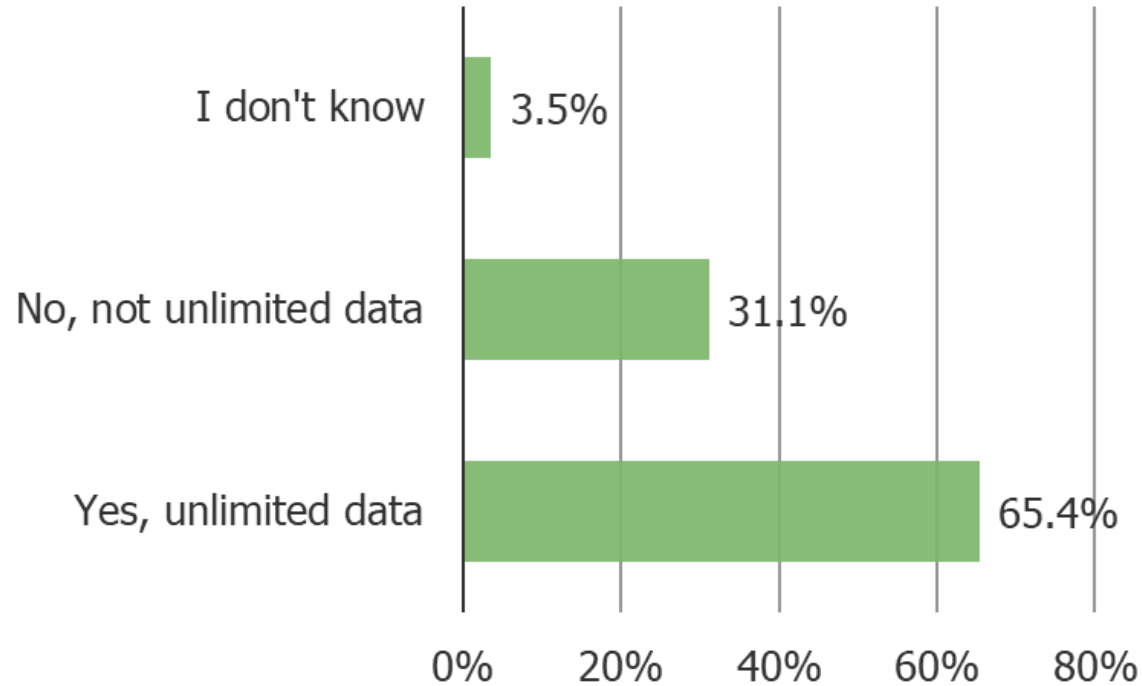
Which of the following do you use for your wireless service? (service provider for smartphone, tablet, etc)

Posed to all respondents



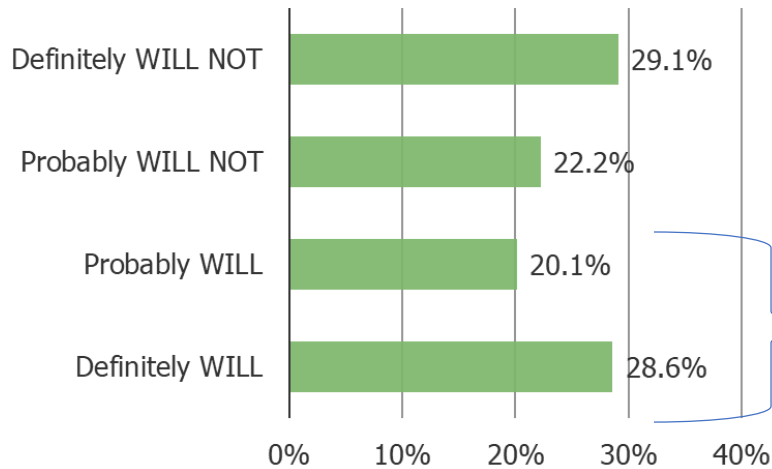
Are you currently on the unlimited data plan with Verizon wireless?

Posed to respondents who said they are Verizon wireless customers.



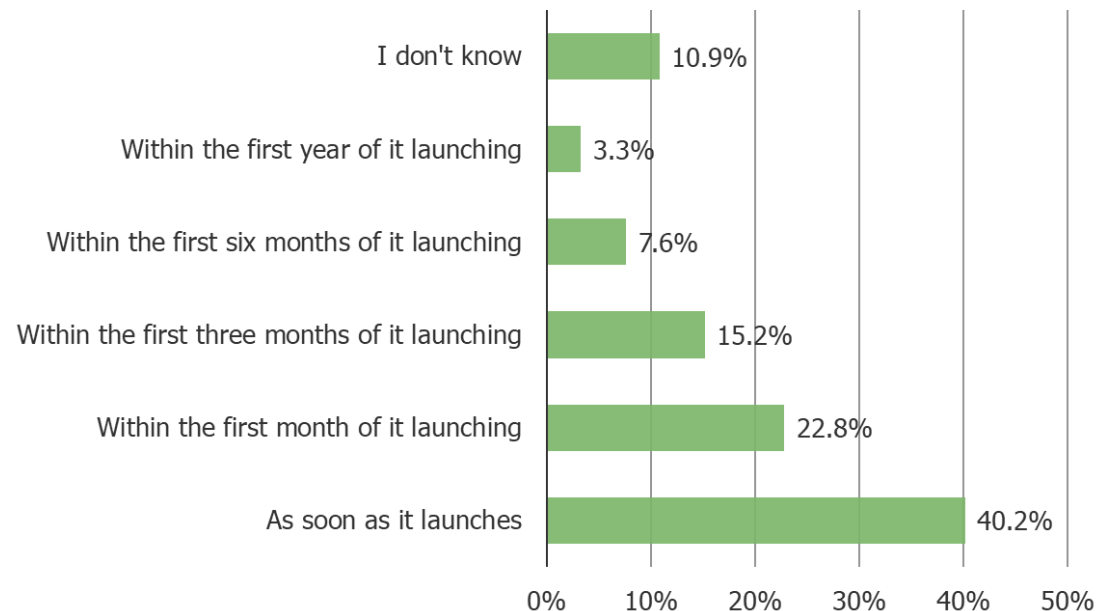
Verizon wireless customers are being offered 1 free year subscription to the soon to be launched Disney+ streaming video service. How likely are you to create a Disney+ account to get access to your free year of Disney+?

Posed to all respondents



N = 189

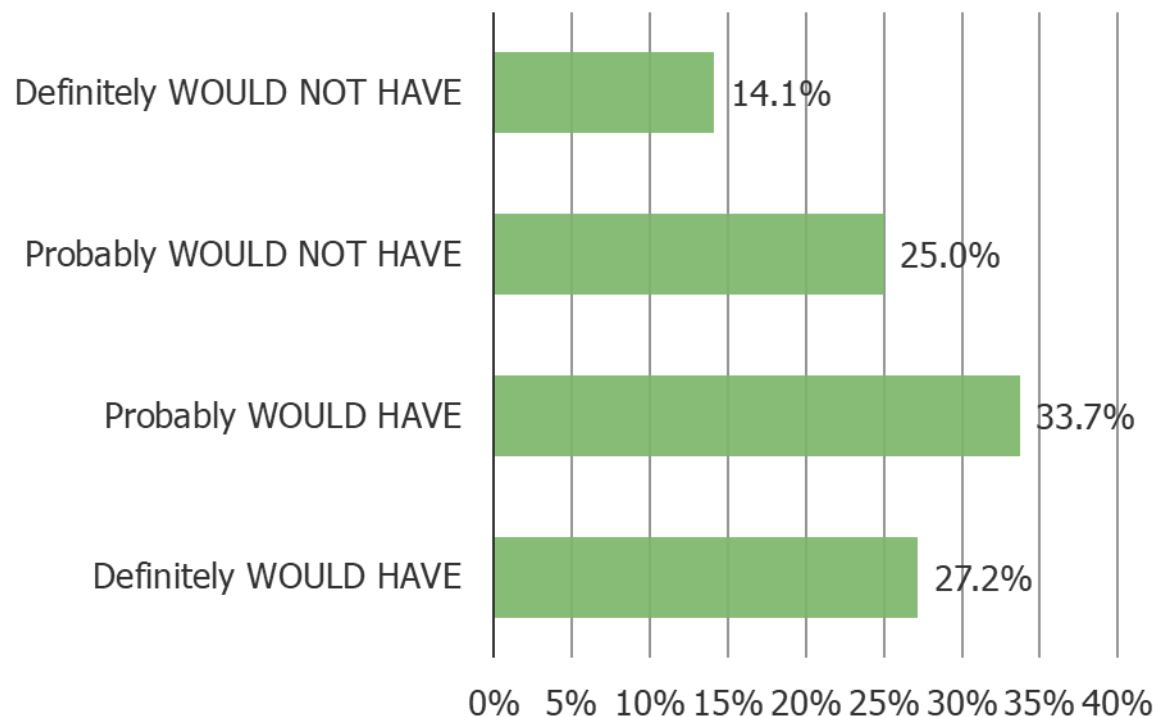
When do you anticipate that you will create your account? (Disney+ launches on November 12, 2019)



N = 92

How likely would you have been to sign up for Disney+ if it was not being offered to you for free for the first year?

Posed to Verizon wireless unlimited data customers who said they probably or definitely will sign up for Disney+.

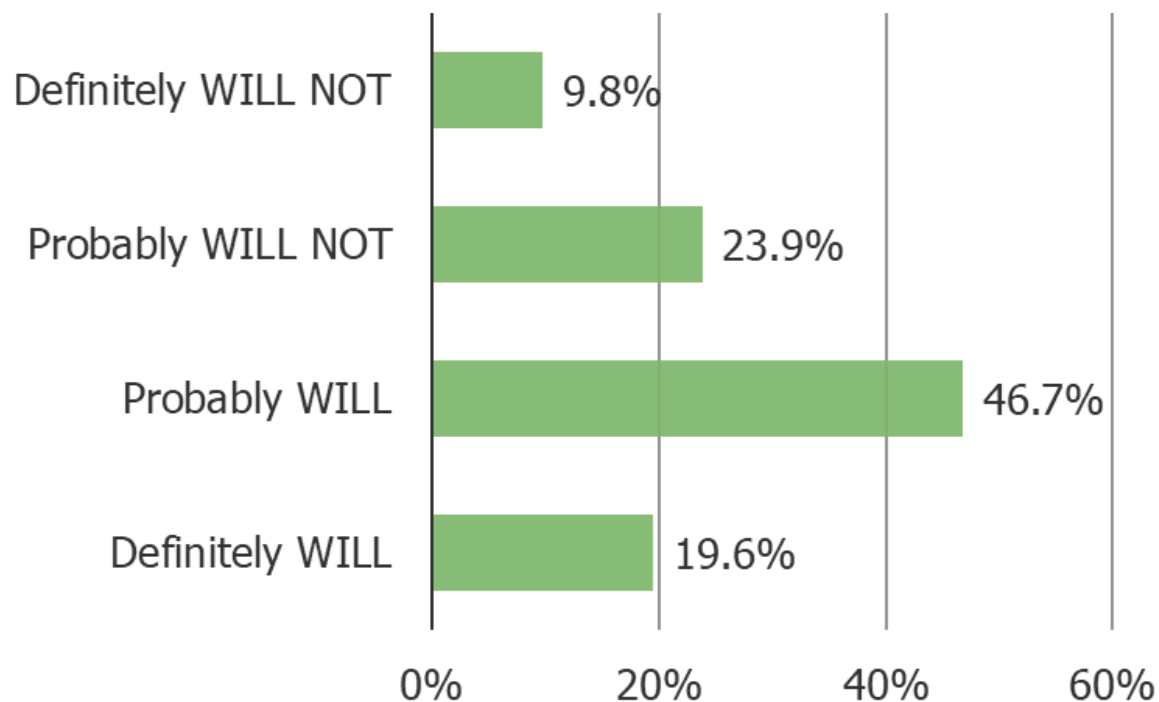


n = 92

N = 92

After the first year, how likely are you to continue paying for Disney+? (\$6.99 per month or \$69.99 per year)

Posed to Verizon wireless unlimited data customers who said they probably or definitely will sign up for Disney+.

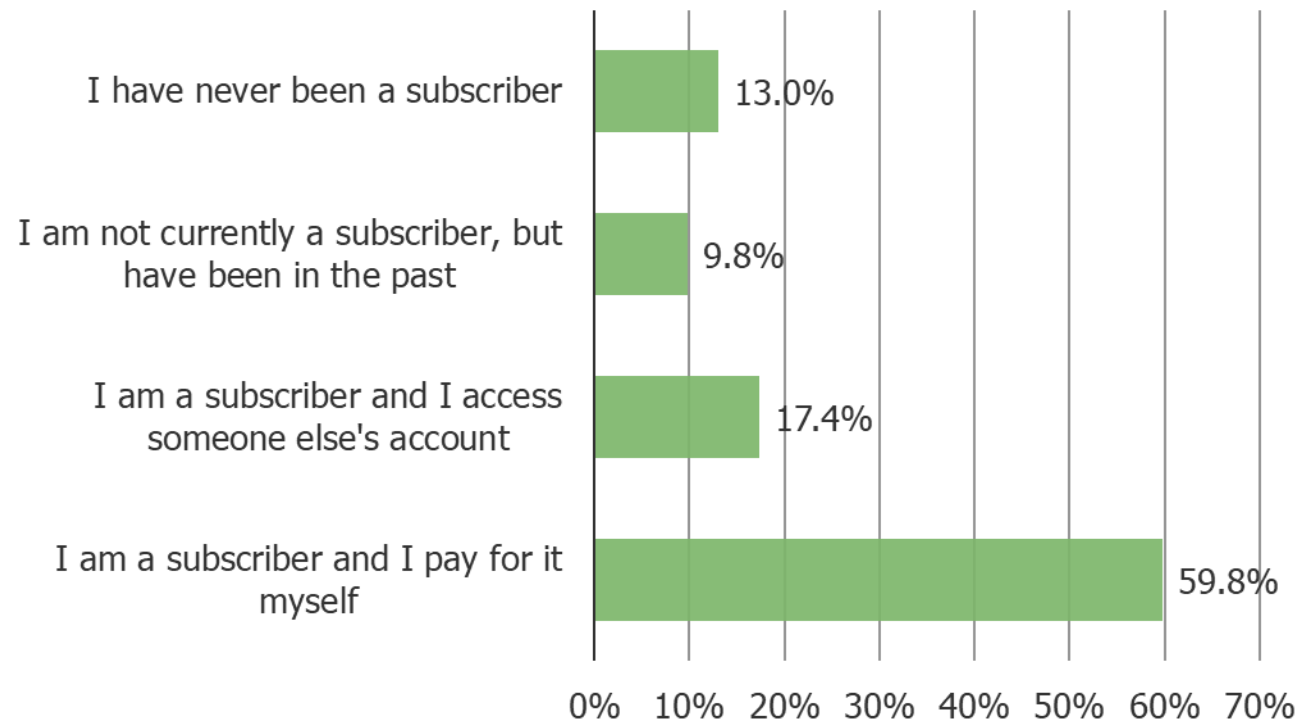


n = 92

N = 92

Are you currently a Netflix subscriber?

Posed to Verizon wireless unlimited data customers who said they probably or definitely will sign up for Disney+.

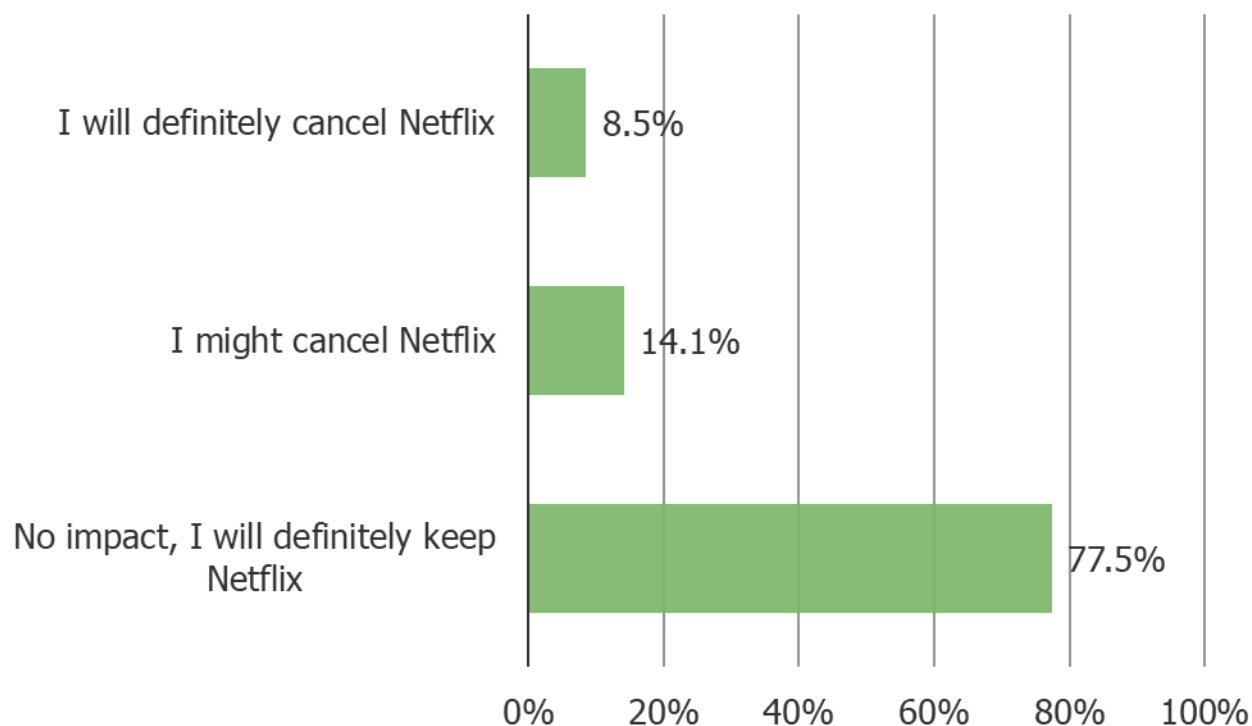


n = 92

N = 92

Would getting Disney+ free for a year impact your relationship with Netflix at all?

Posed to Verizon wireless unlimited data customers who said they probably or definitely will sign up for Disney+ who are currently subscribers via their own account or accessing someone else's.

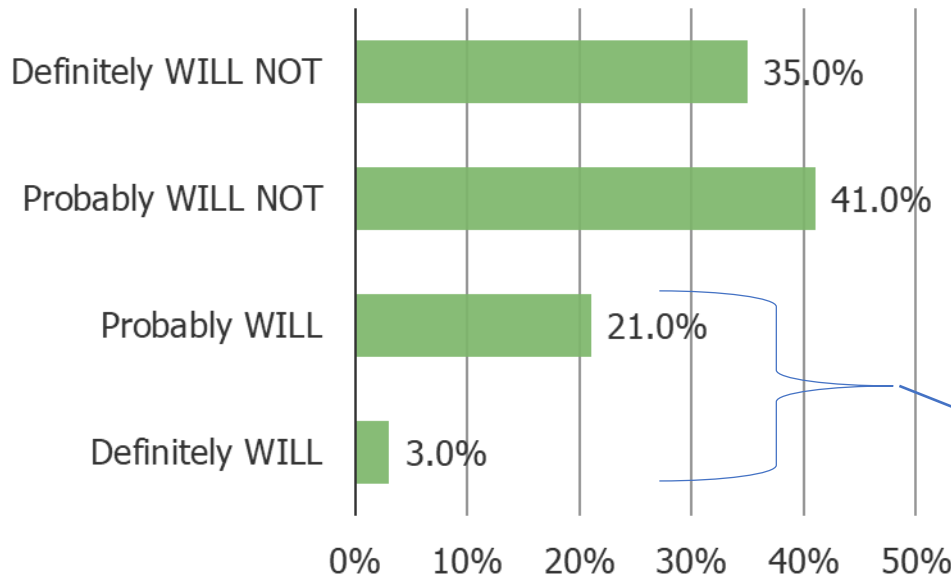


n = 71

N = 92

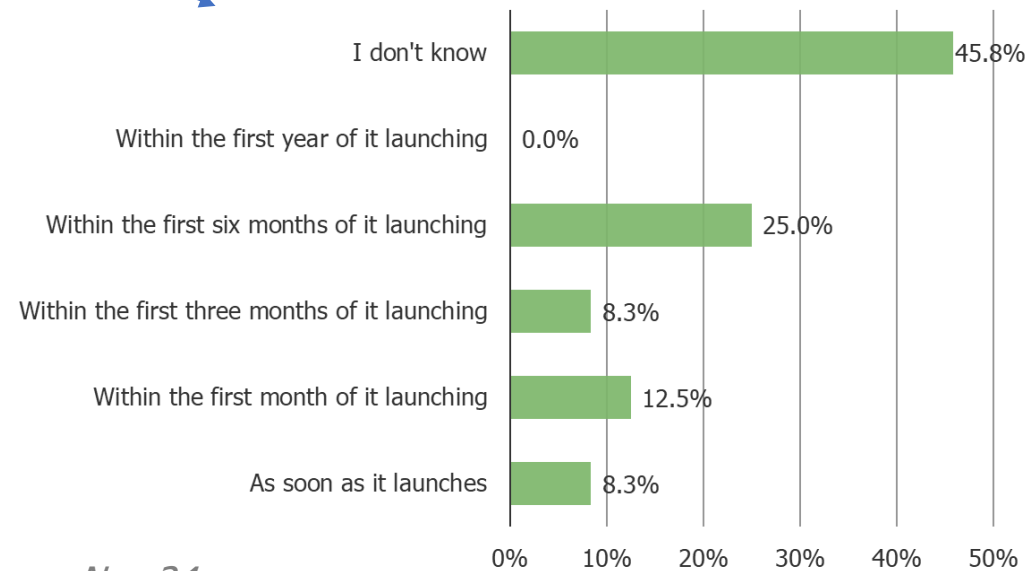
Verizon will be giving unlimited data plan wireless customers access to Disney+ free for one year. How likely are you to upgrade to an unlimited plan in order to get access to Disney+?

Posed to all respondents



N = 100

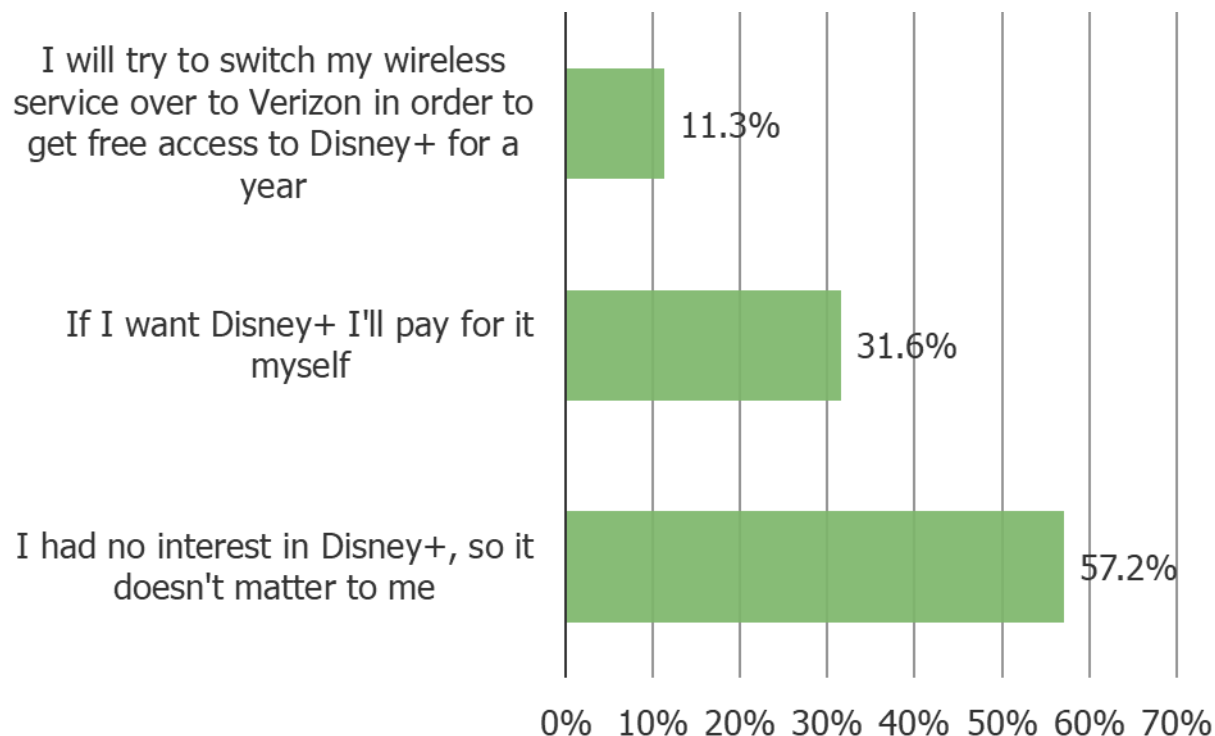
When do you anticipate that you will create your account? (Disney+ launches on November 12, 2019)



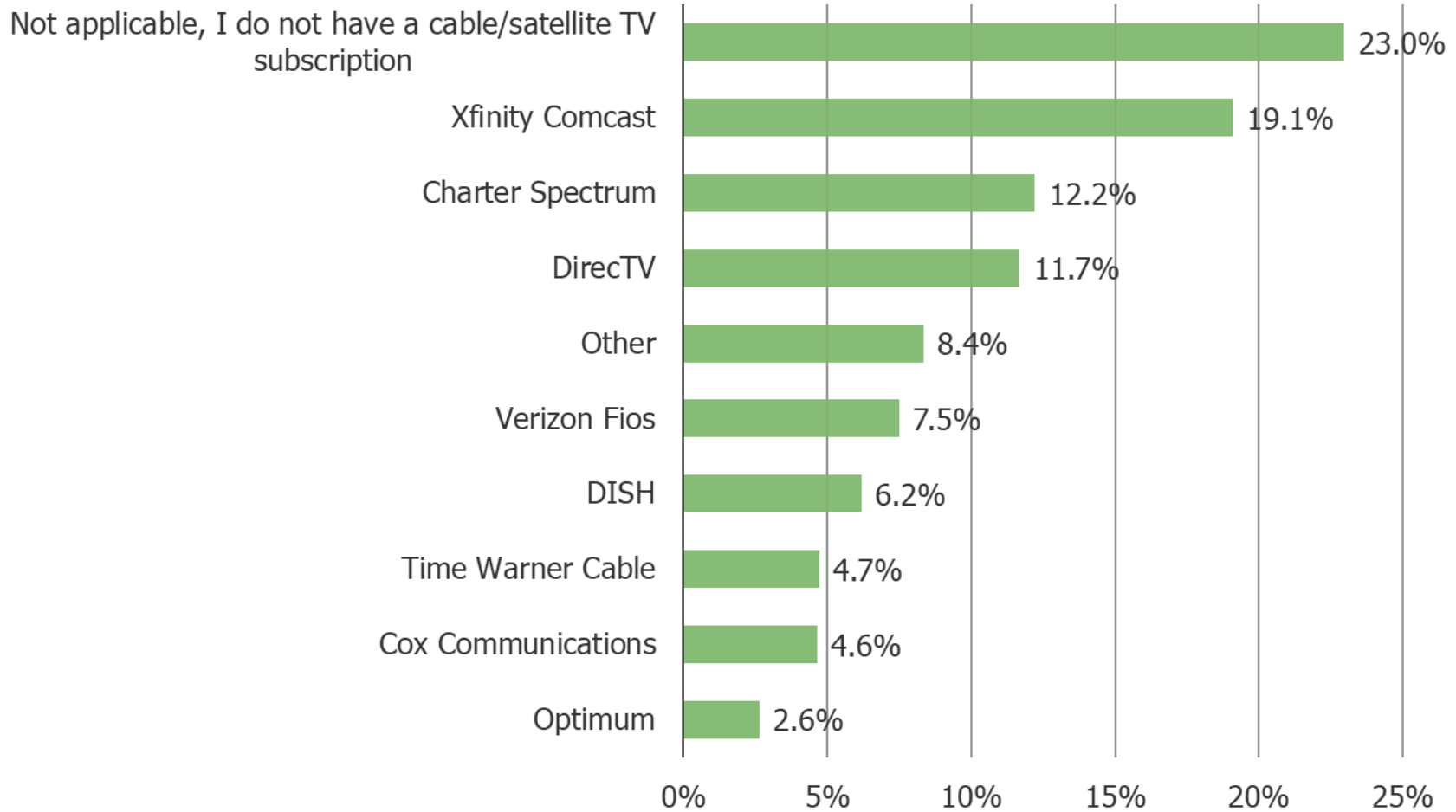
N = 24

Verizon wireless customers will be getting free access to Disney+ for one year when it launches on November 12, 2019. Which of the following best describes your response:

Posed to respondents WHO DO NOT use Verizon wireless service.



N = 1,004

Which of the following do you use for cable/satellite TV service?*Posed to all respondents*

How likely are you to switch over to Verizon Fios in order to get free access to Disney+ for one year?

Posed to respondents who do not currently use Verizon Fios.

