

BESPOKE SURVEYS

ROKU Vol 6

1000+ US Consumers Balanced to Census



CHECK BREAKDOWN: ROKU

TREND CHECKS

BUILT IN STREAMING OS

The share of respondents who use smart TV's with built-in streaming operating systems is tracking roughly in-line with historical highs.

DEDICATED STREAMING DEVICES

Roku has the top spot when it comes to dedicated streaming devices that people use. Amazon Fire Stick ranks as a close second, while Apple TV continues to command 3rd place in our trackers.

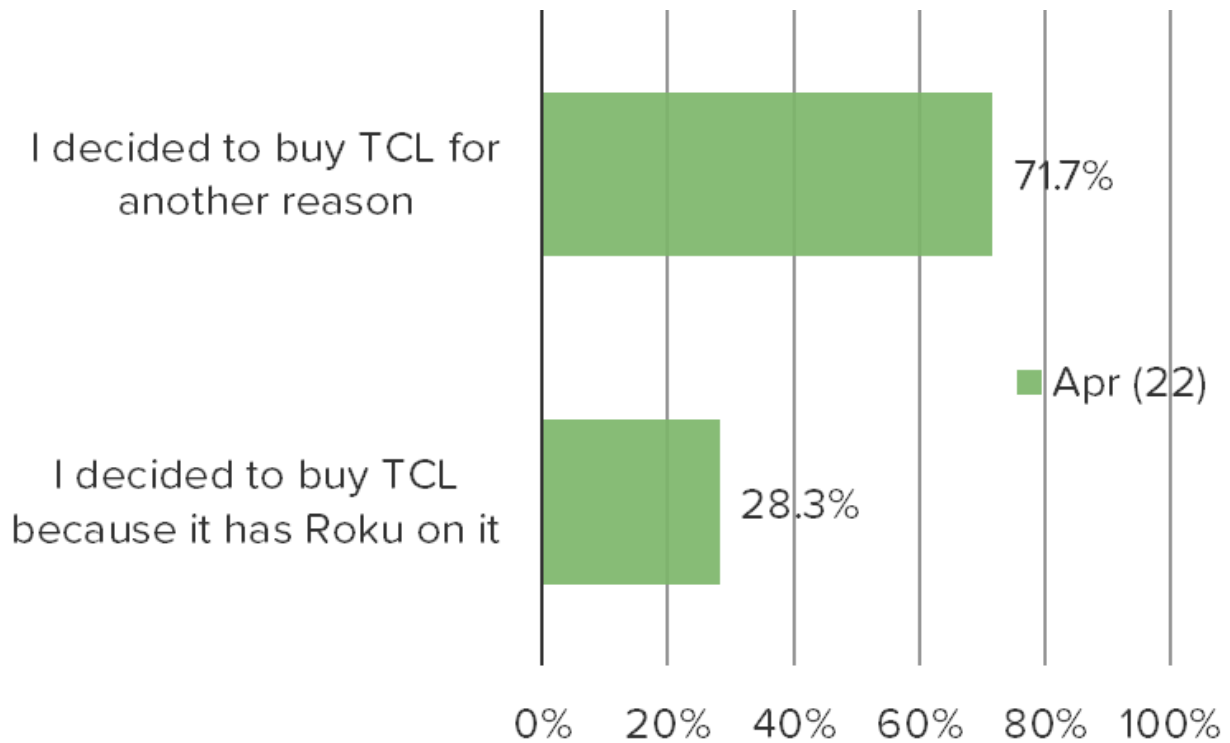
PURCHASE INTENTIONS

Purchase intentions for smart TV's are holding roughly flat for the next 12-18 months. Brand and price continue to be more important factors for consumers than the software platform (but the importance of the software has increased over time). Roku has consistently been the top choice of consumers for smart TV software and has gained in this regard over time.

NEW QUESTIONS

THINKING ABOUT YOUR TCL TV, WHICH OF THE FOLLOWING DESCRIBES YOU...

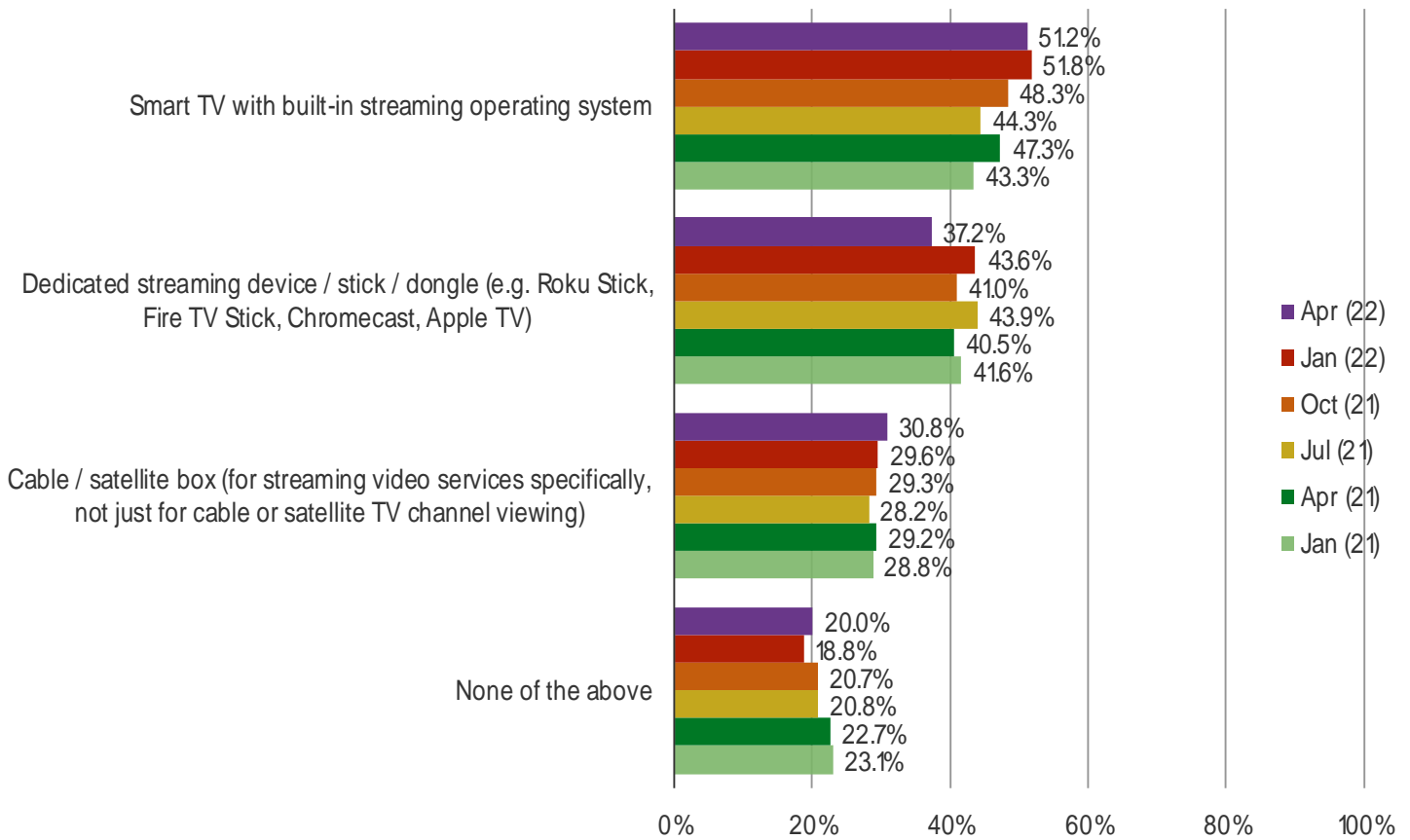
Posed to all respondents who have a TCL TV.



ROKU

WHAT HARDWARE DO YOU USE TO WATCH STREAMING VIDEO ON YOUR TV? (SELECT ALL THAT APPLY)

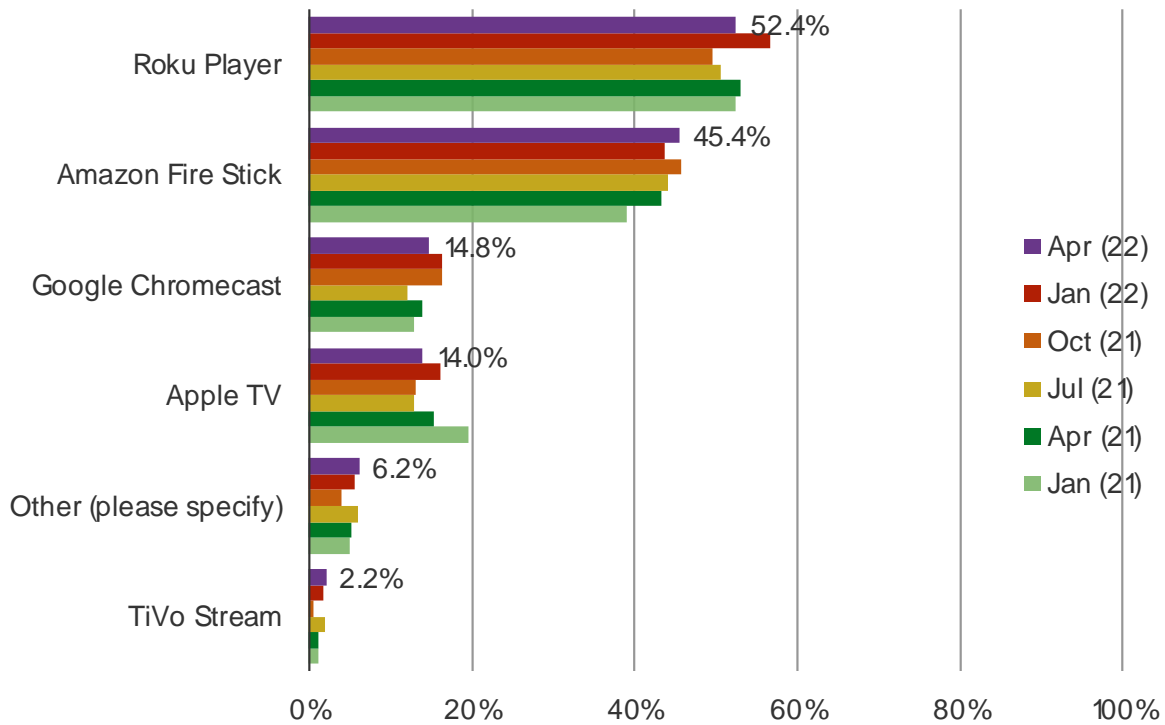
Posed to all respondents.



N = 999

WHICH OF THE FOLLOWING DEDICATED STREAMING DEVICES DO YOU USE? (SELECT ALL THAT YOU CURRENTLY USE)

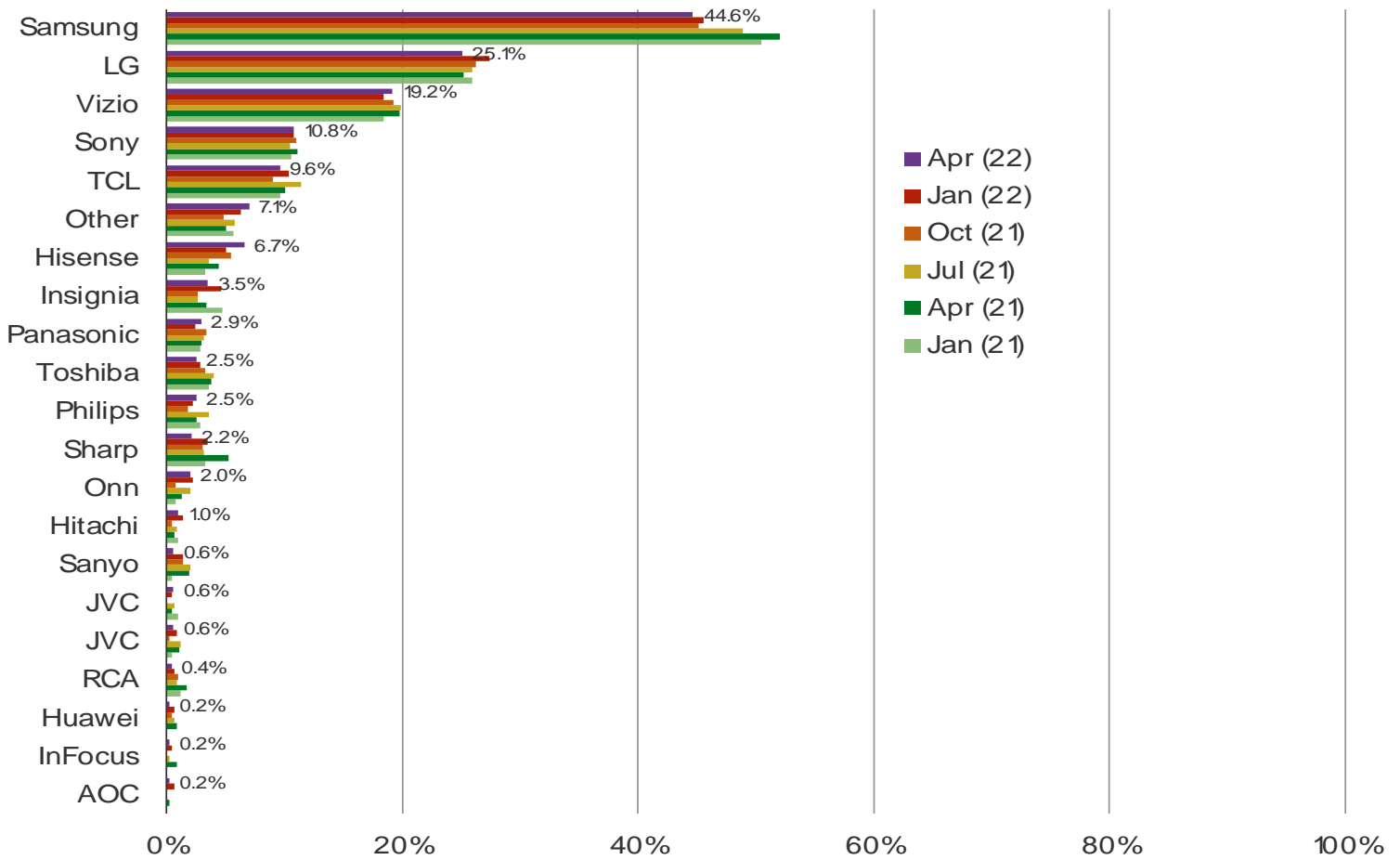
Posed to all respondents who use streaming devices.



N = 372

WHICH BRAND OF SMART TV DO YOU HAVE? (SELECT ALL THAT APPLY)

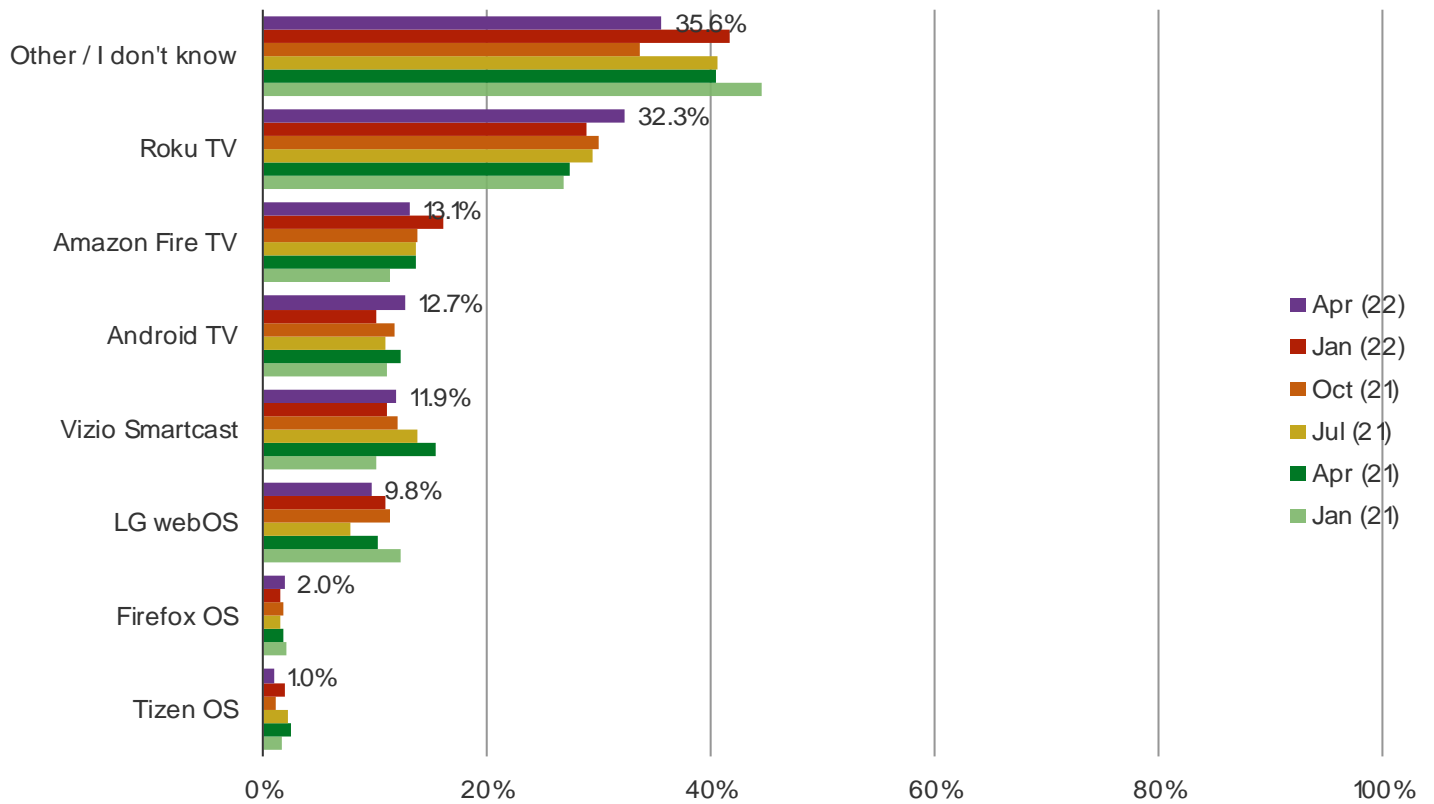
Posed to all respondents who own a smart TV.



N = 511

WHICH BUILT-IN OPERATING SYSTEM DOES YOUR SMART TV RUN? (SELECT ALL THAT APPLY ACROSS ALL THE TVS YOU OWN)

Posed to all respondents who own a smart TV.



N = 511

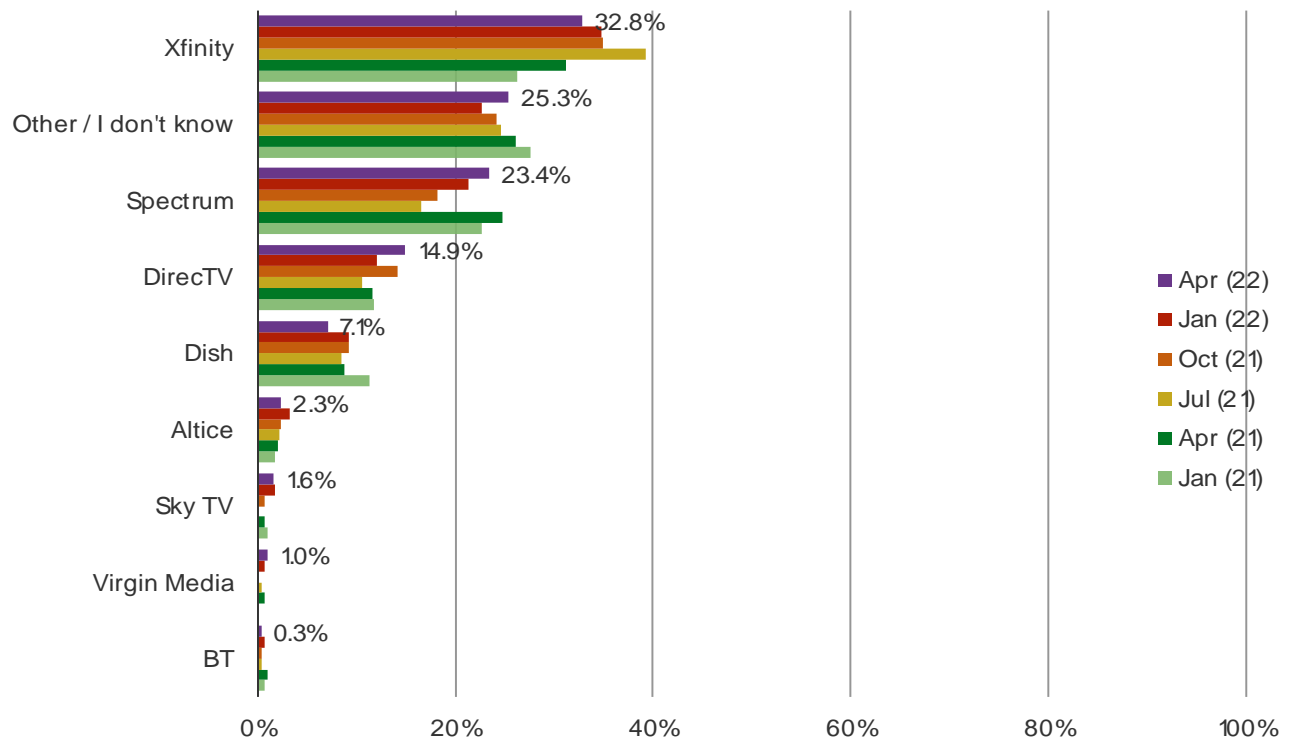
Streaming Video Players

Audience: 1,000 US Consumers

Date: April 2022

WHAT TYPE OF CABLE/SATELLITE SET TOP BOX DO YOU USE TO WATCH STREAMING VIDEO? (SELECT ALL THAT APPLY)

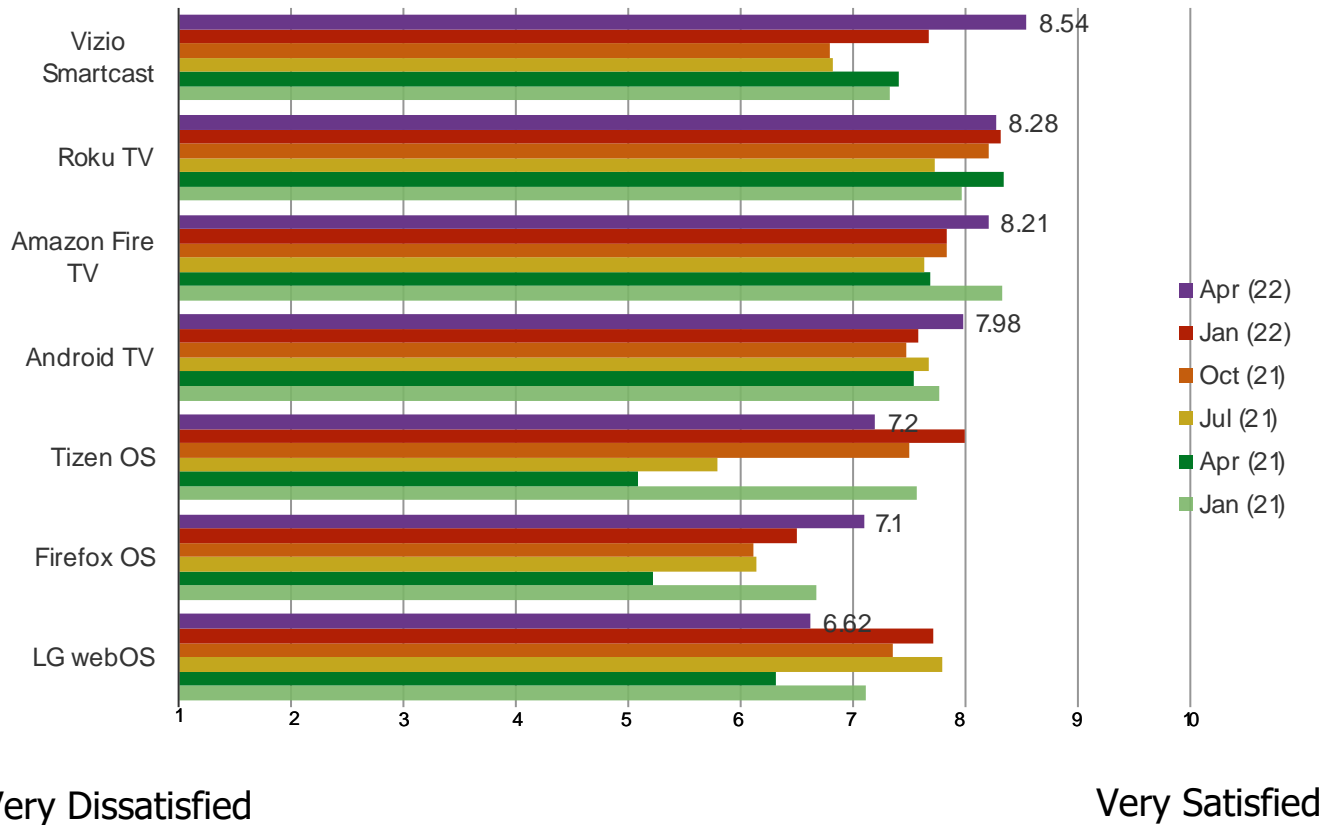
Posed to all respondents who use streaming devices.



N = 308

ON A SCALE FROM 1-10, HOW SATISFIED ARE YOU WITH THE SOFTWARE INTERFACE ON YOUR SMART TV?

Posed to all respondents who own a smart TV and use each of the following.



	N=
Roku TV	165
Android TV	65
Amazon Fire TV	67
Tizen OS	5
Vizio Smartcast	61
Firefox OS	10
LG webOS	50

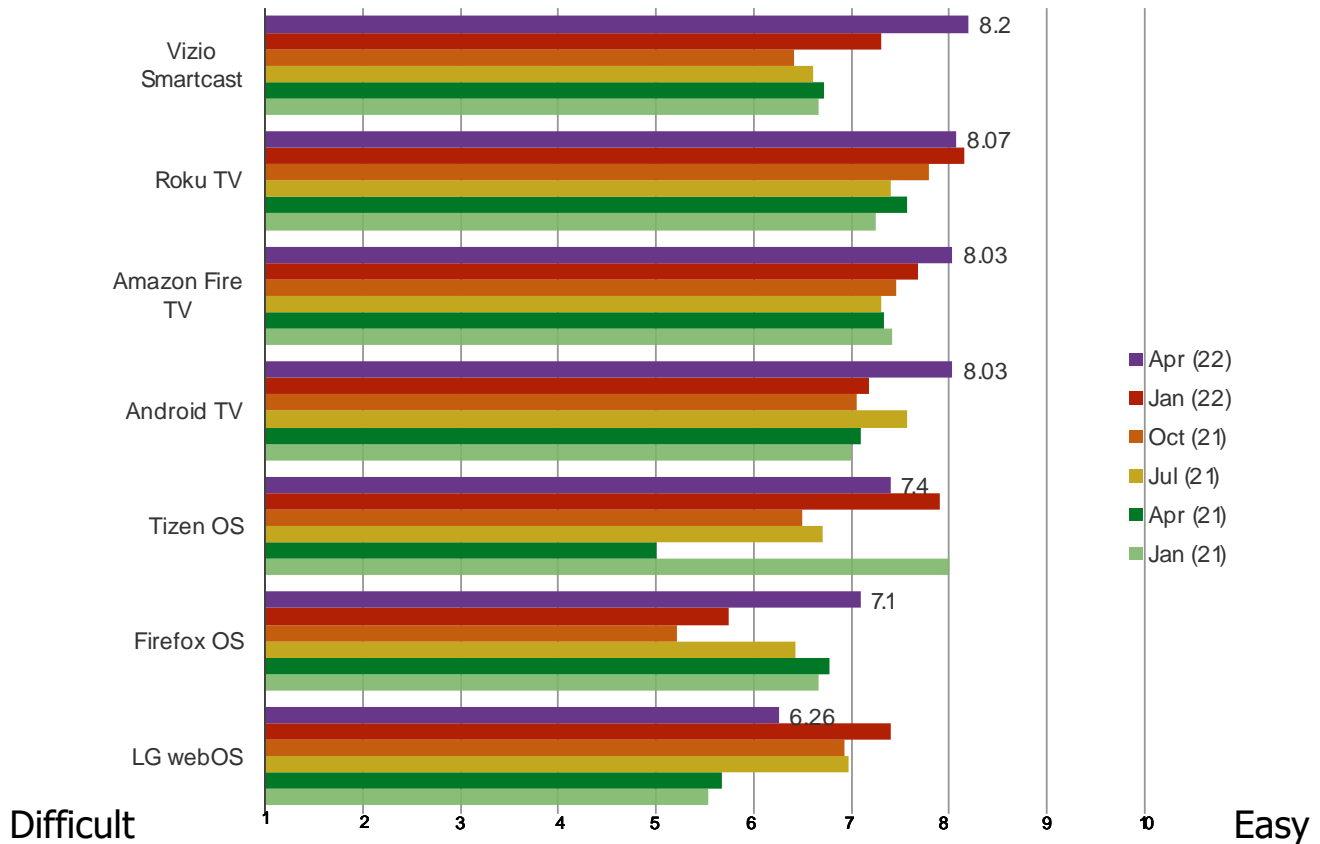
Streaming Video Players

Audience: 1,000 US Consumers

Date: April 2022

ON A SCALE OF 1-10 (10 BEING EASIEST, 1 BEING DIFFICULT) HOW EASY OR DIFFICULT IS IT TO OPERATE THE SOFTWARE INTERFACE ON YOUR SMART TV?

Posed to all respondents who own a smart TV and use each of the following.



	N=
Roku TV	165
Android TV	65
Amazon Fire TV	67
Tizen OS	5
Vizio Smartcast	61
Firefox OS	10
LG webOS	50

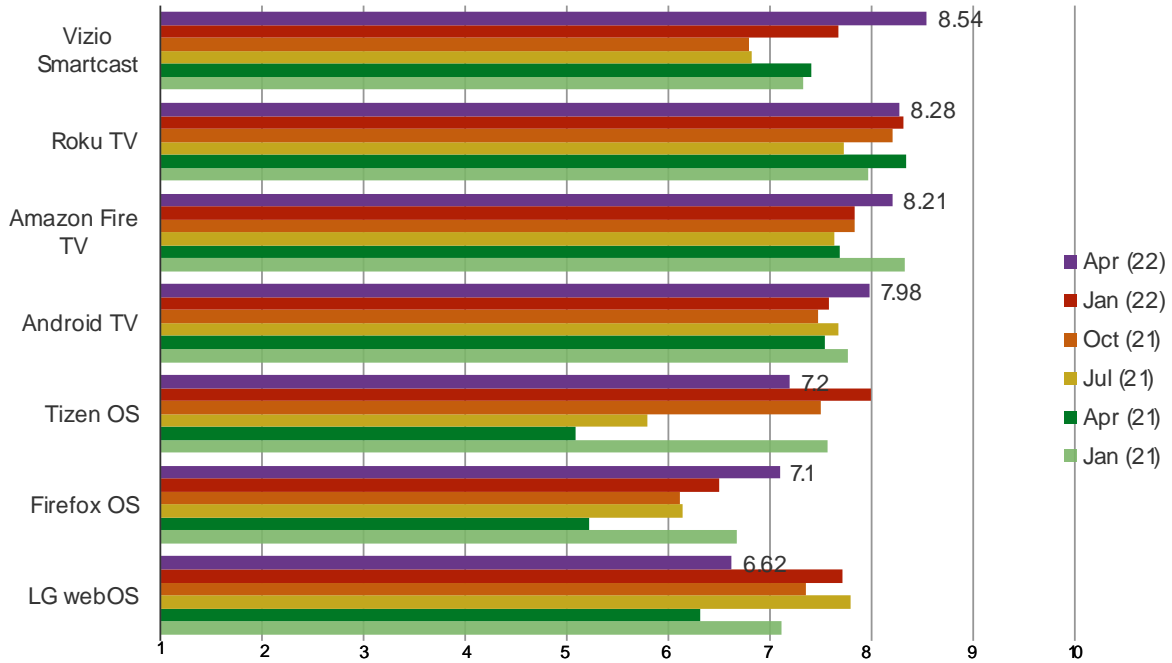
Streaming Video Players

Audience: 1,000 US Consumers

Date: April 2022

ON A SCALE FROM 1-10, HOW SATISFIED ARE YOU WITH THE SOFTWARE INTERFACE ON YOUR STREAMING DEVICE?

Posed to all respondents who use streaming devices.



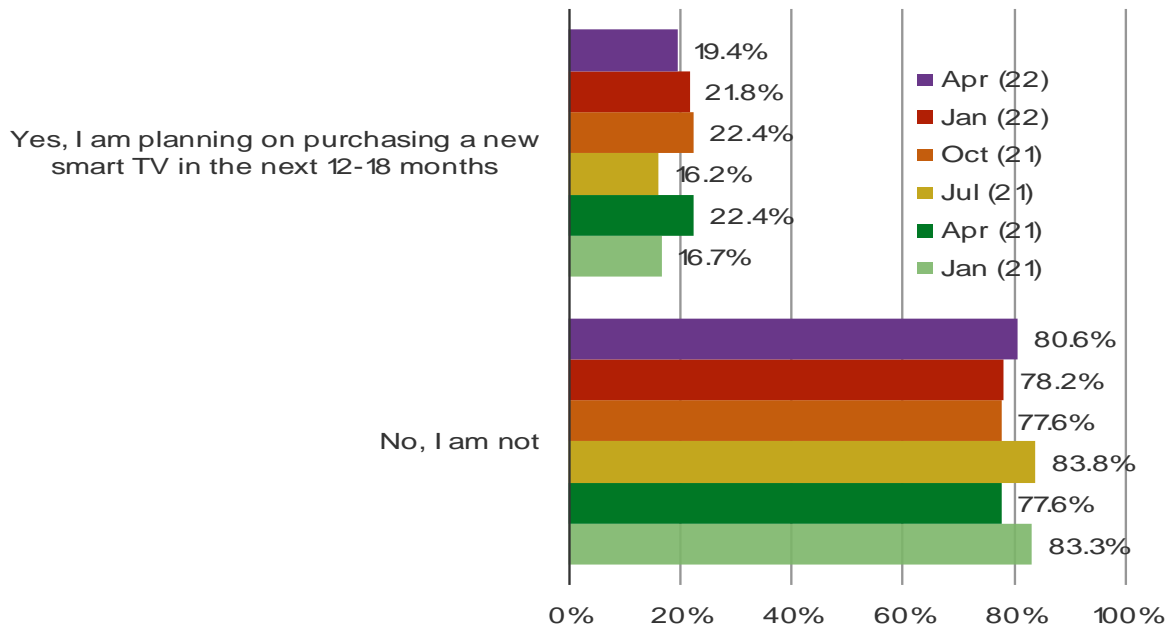
Very Dissatisfied

Very Satisfied

	N=
Roku TV	165
Android TV	65
Amazon Fire TV	67
Tizen OS	5
Vizio Smartcast	61
Firefox OS	10
LG webOS	50

ARE YOU PLANNING ON PURCHASING A NEW SMART TV IN THE NEXT 12-18 MONTHS?

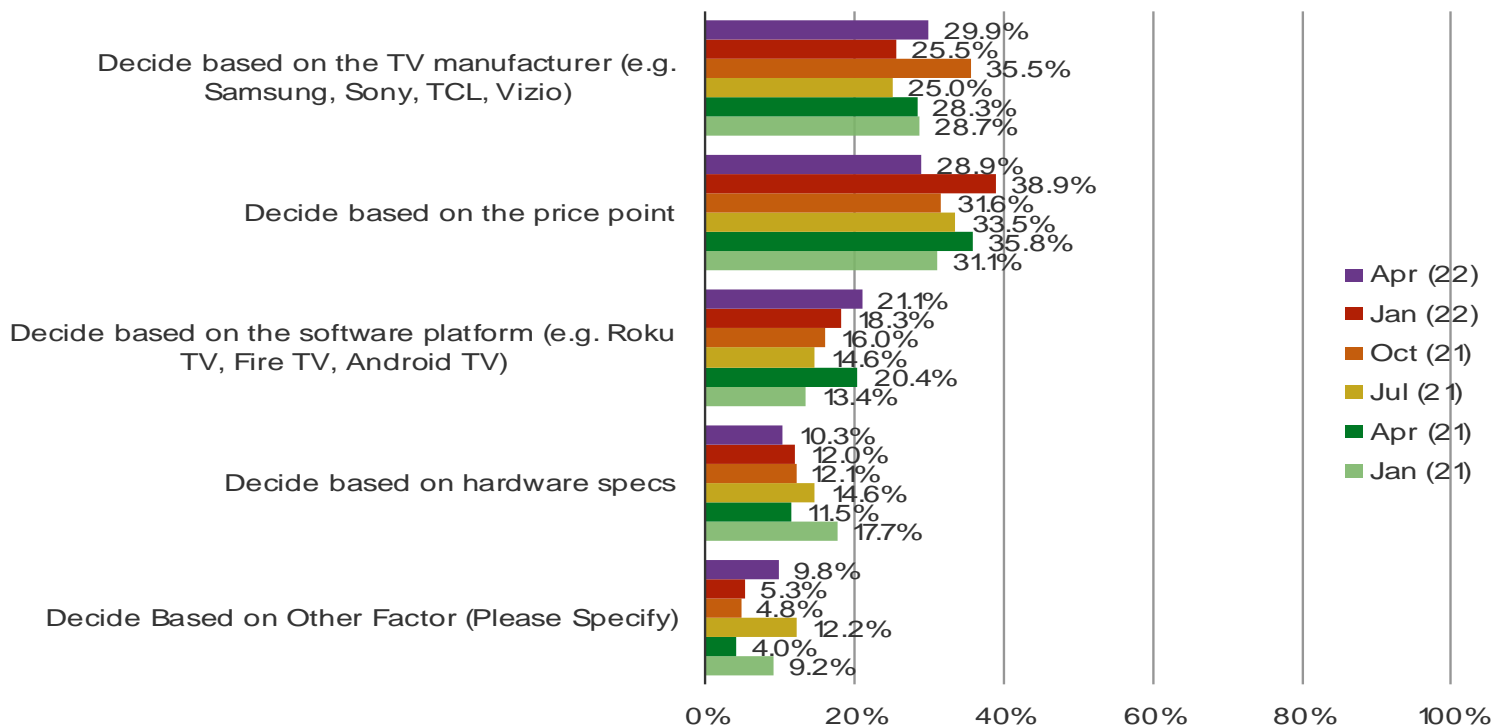
Posed to all respondents.



N = 999

WHAT IS THE PRIMARY FACTOR THAT WILL DETERMINE WHICH TV YOU BUY?

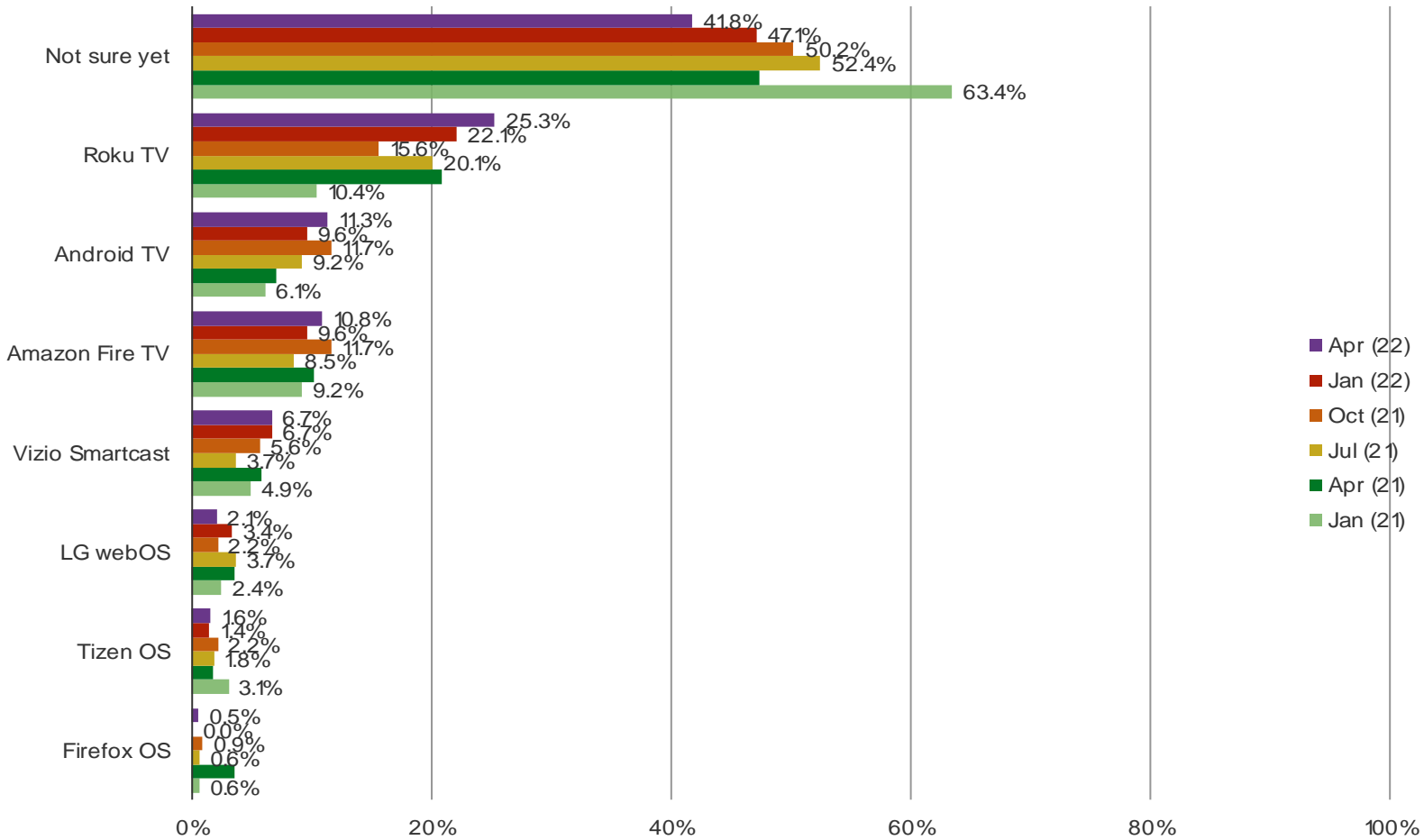
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 194

WHICH SOFTWARE PLATFORM ARE YOU PLANNING TO GET?

Posed to all respondents who have plans to purchase a smart TV.



N = 194

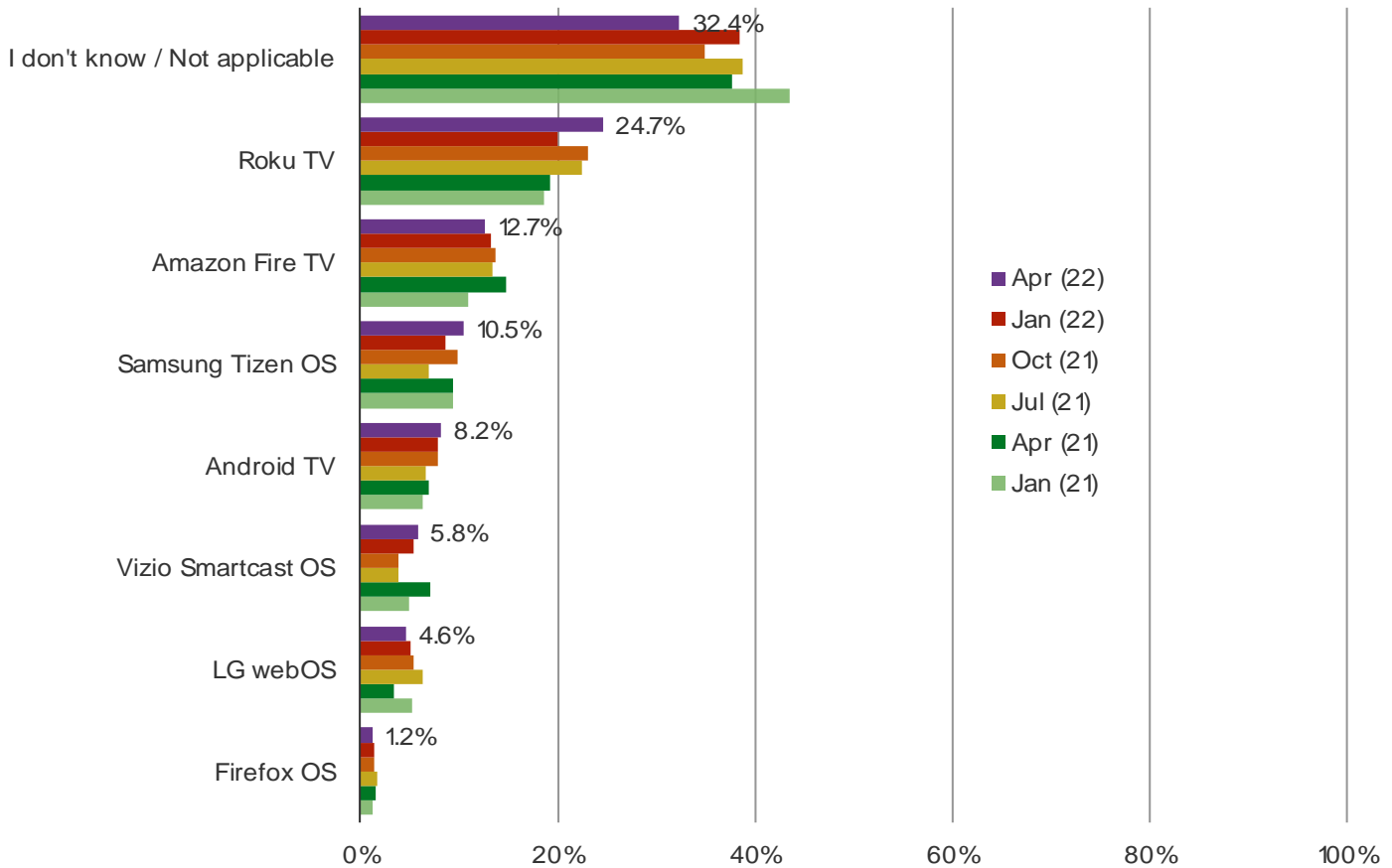
Streaming Video Players

Audience: 1,000 US Consumers

Date: April 2022

IF YOU HAD TO PICK ONE OF THE FOLLOWING SMART TV SOFTWARE PLATFORMS, WHICH WOULD YOU CHOOSE?

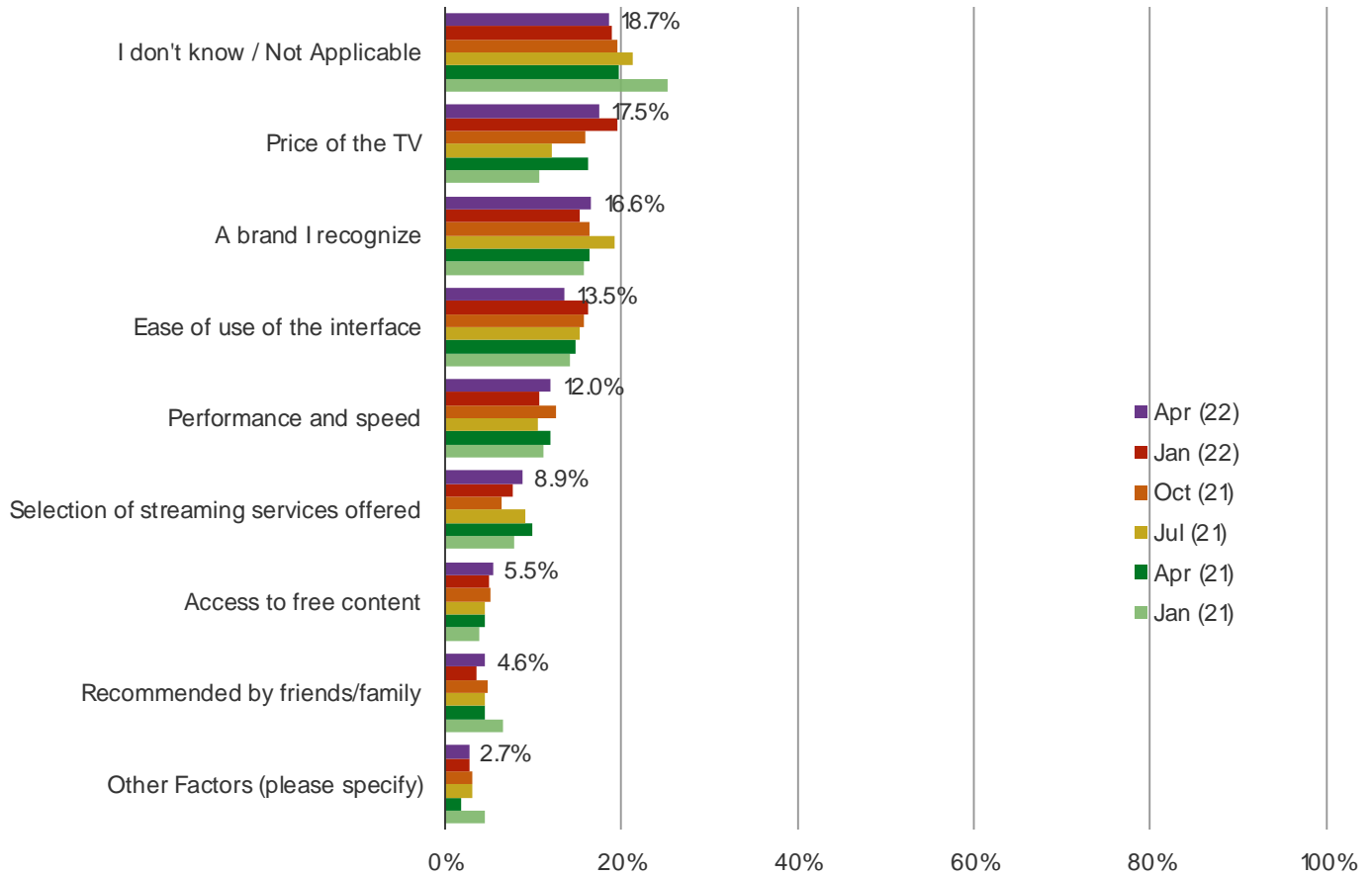
Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 584

THINKING ABOUT THE QUESTION ABOVE (CHART ON PRIOR PAGE), WHICH OF THE FOLLOWING FACTORS MOST DETERMINED YOUR PREFERENCE?

Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 584