

**BESPOKE MARKET INTELLIGENCE**

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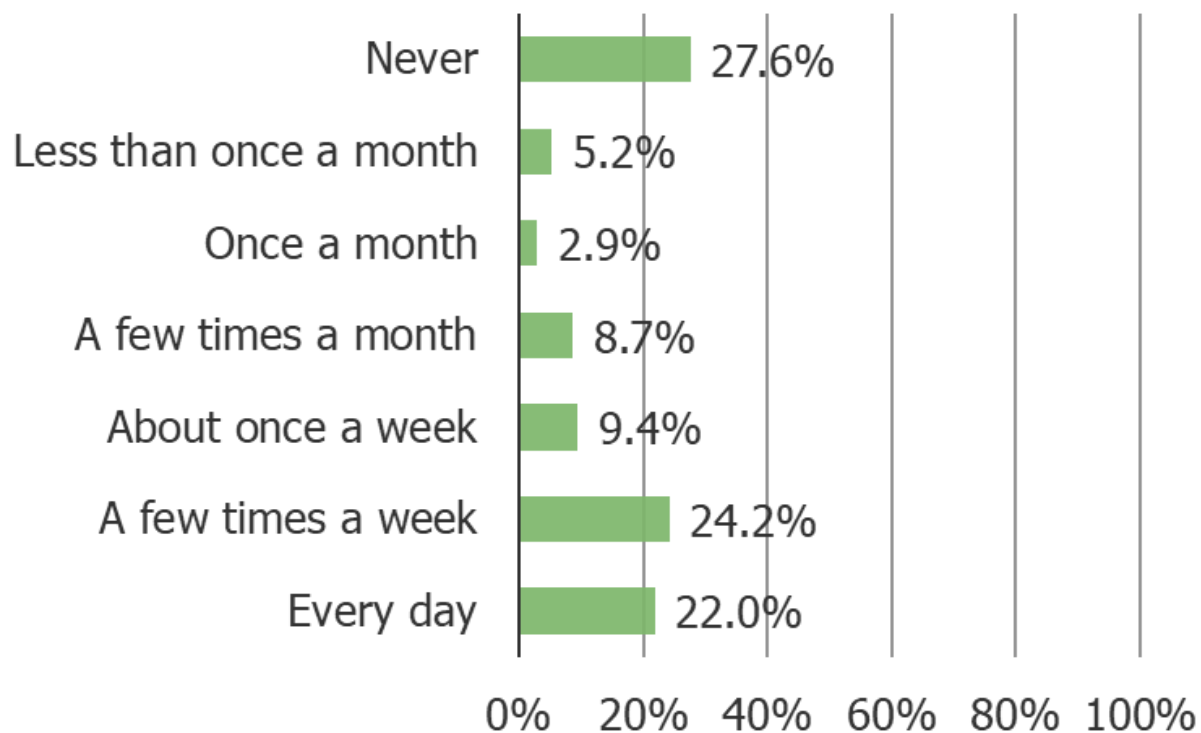
**NFLX Account Sharing  
\$2.99 Surcharge Survey**

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**May 2022**

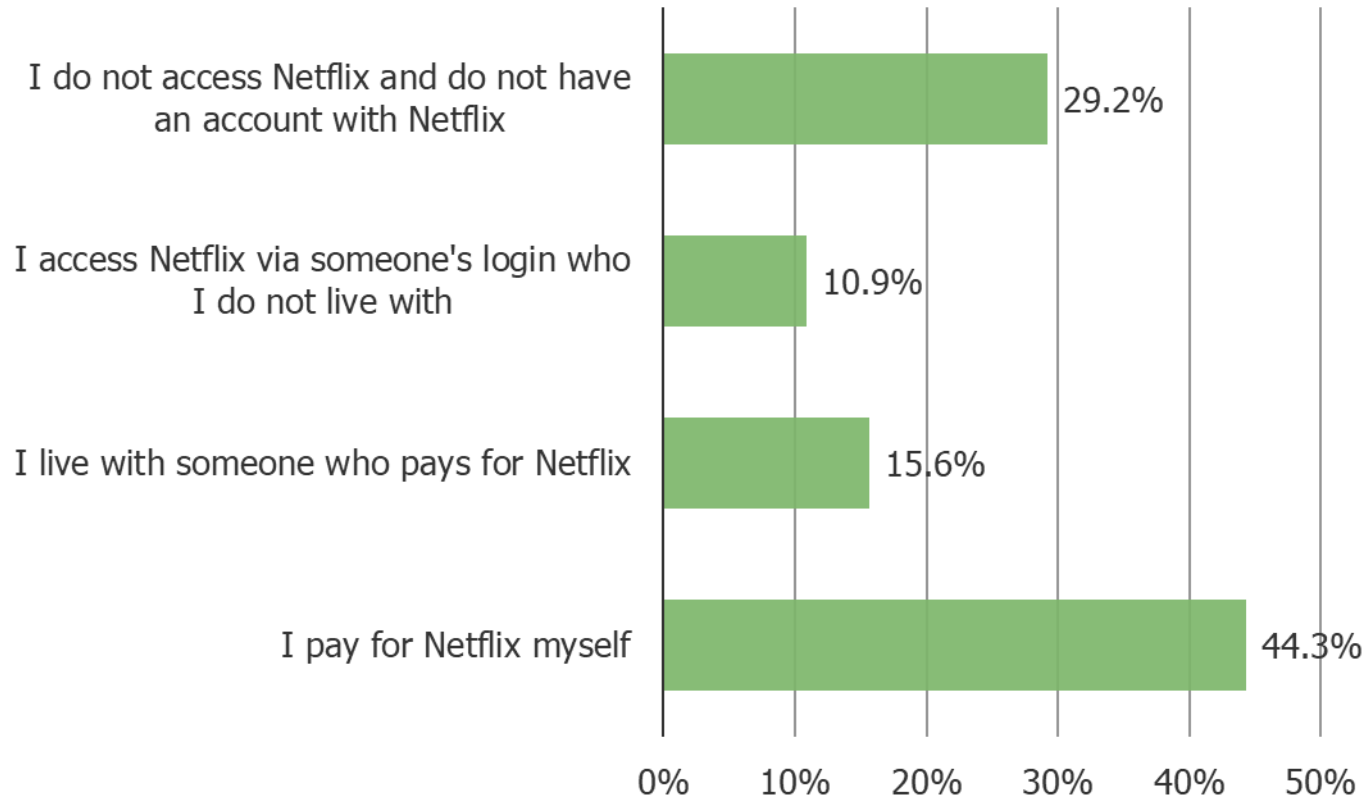
### How often do you watch Netflix?

Posed to all respondents (N = 1,260)



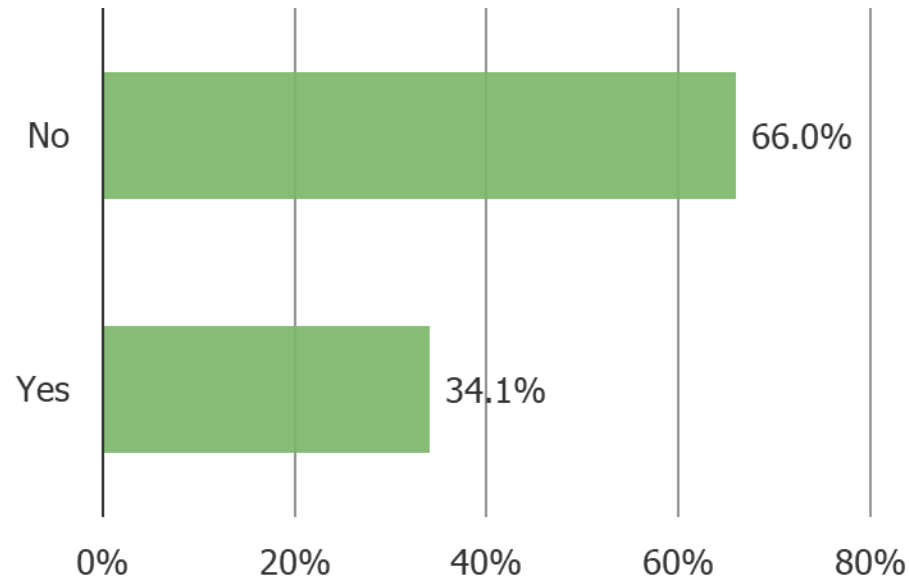
### Which of the following best describes your usage of Netflix?

Posed to all respondents (N = 1,260)



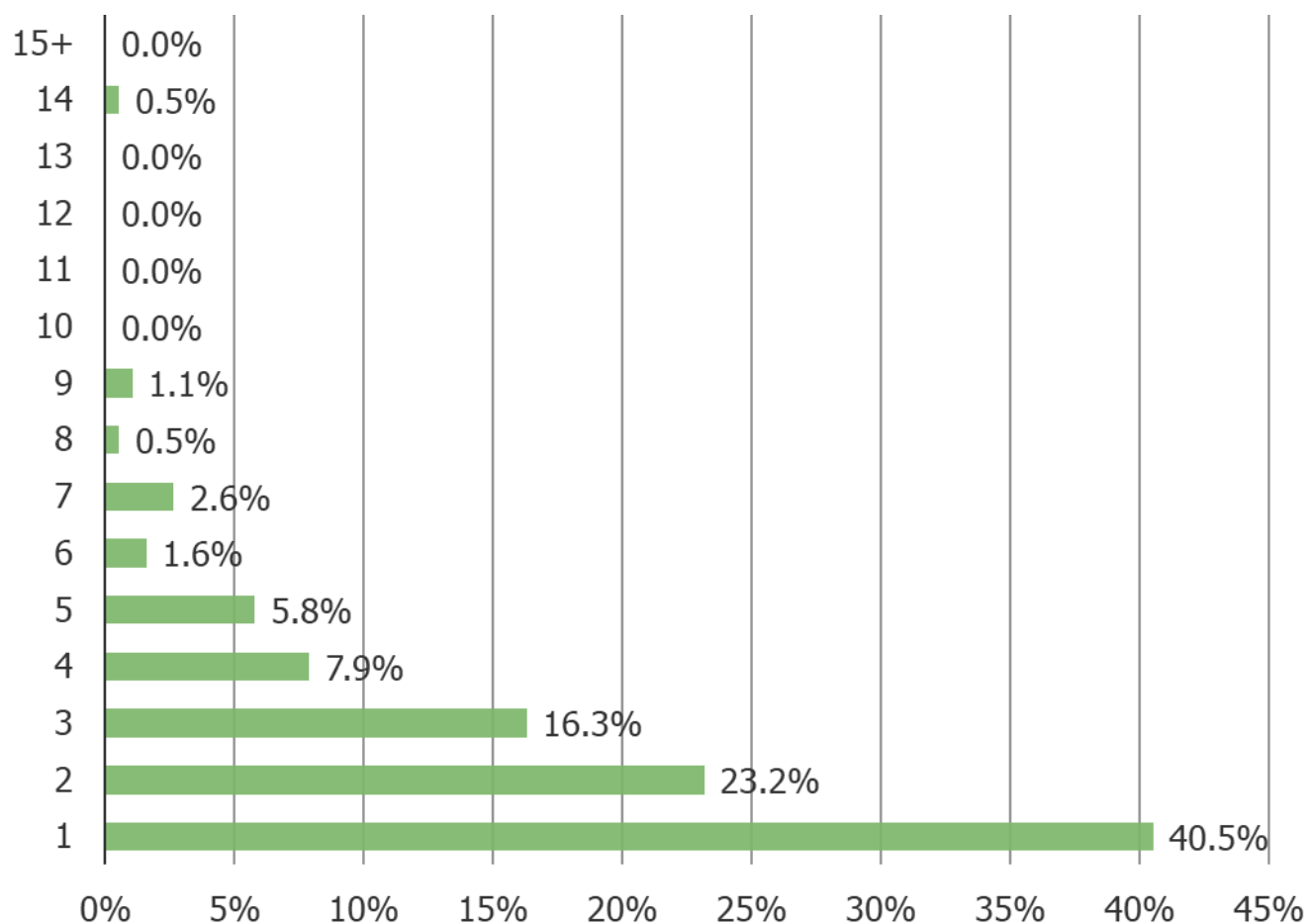
### Do you let anyone living outside of your household use your Netflix account?

Posed Netflix users who pay for their subscription themselves (N = 558).



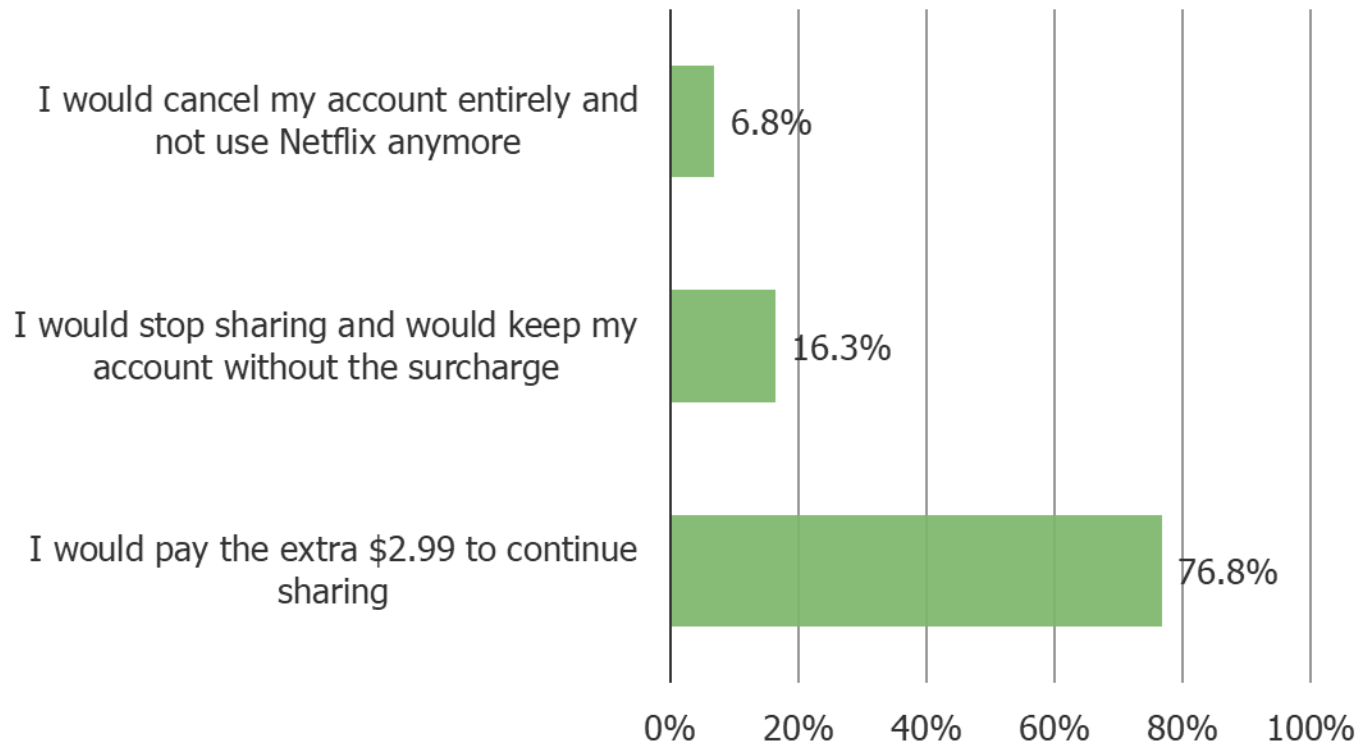
### How many people who live outside of your household do you let use your Netflix account?

Posed Netflix users who pay for their subscription themselves AND let someone living outside of their household use their Netflix account (N = 190).



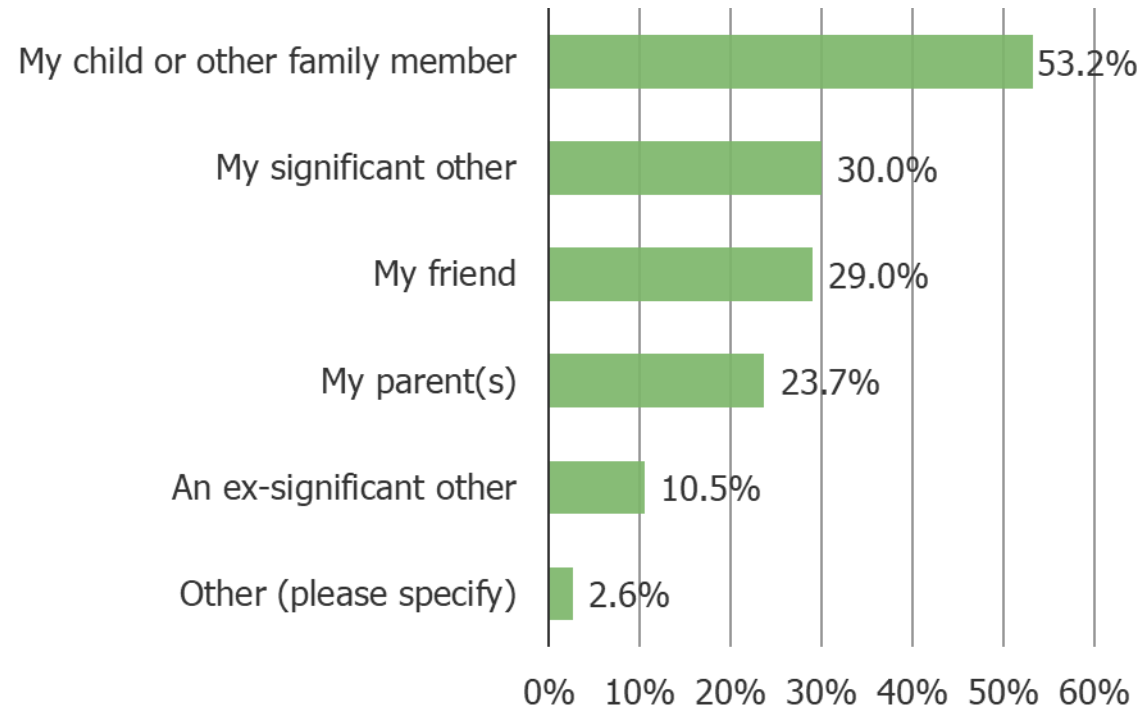
### What would you do if Netflix did not allow you to share your account with others and gave you the option to pay a \$2.99 surcharge in order to keep sharing?

Posed Netflix users who pay for their subscription themselves AND let someone living outside of their household use their Netflix account (N = 190).



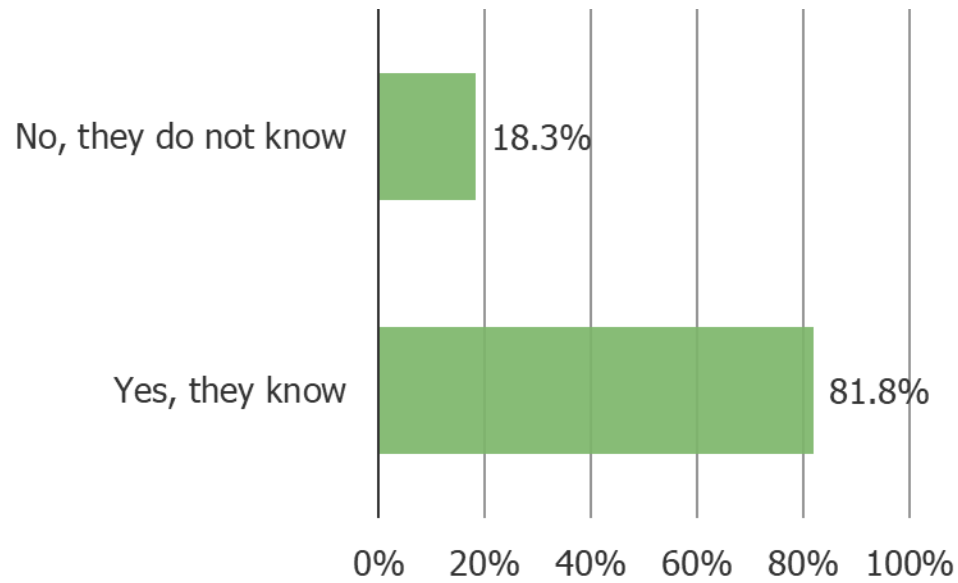
### What is your relation to the person/people who access your Netflix account? (Select ALL that apply if you share with more than one person)

Posed Netflix users who pay for their subscription themselves AND let someone living outside of their household use their Netflix account (N = 190).



### Does the person whose Netflix account you access know that you are accessing their account?

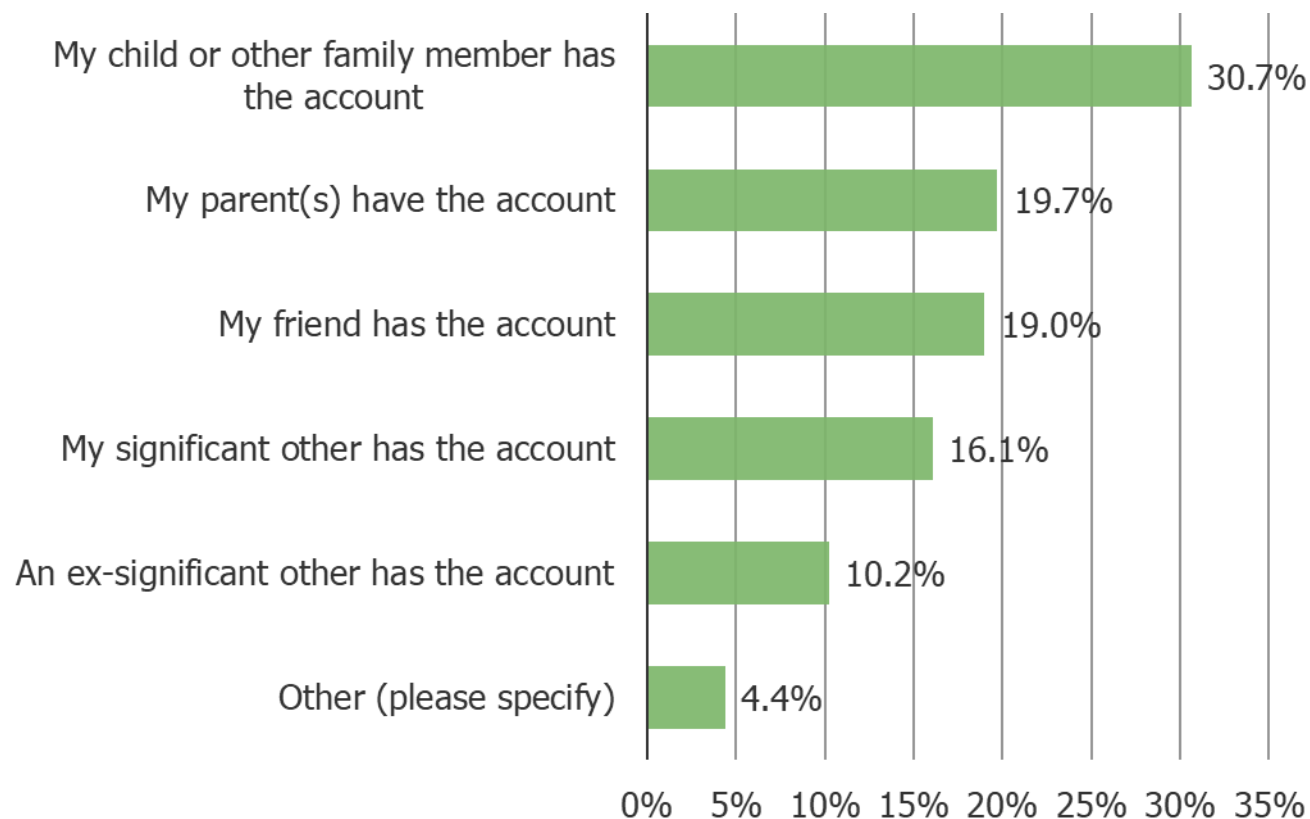
Posed respondents who access Netflix via someone else's login who they do not live with (N = 137)





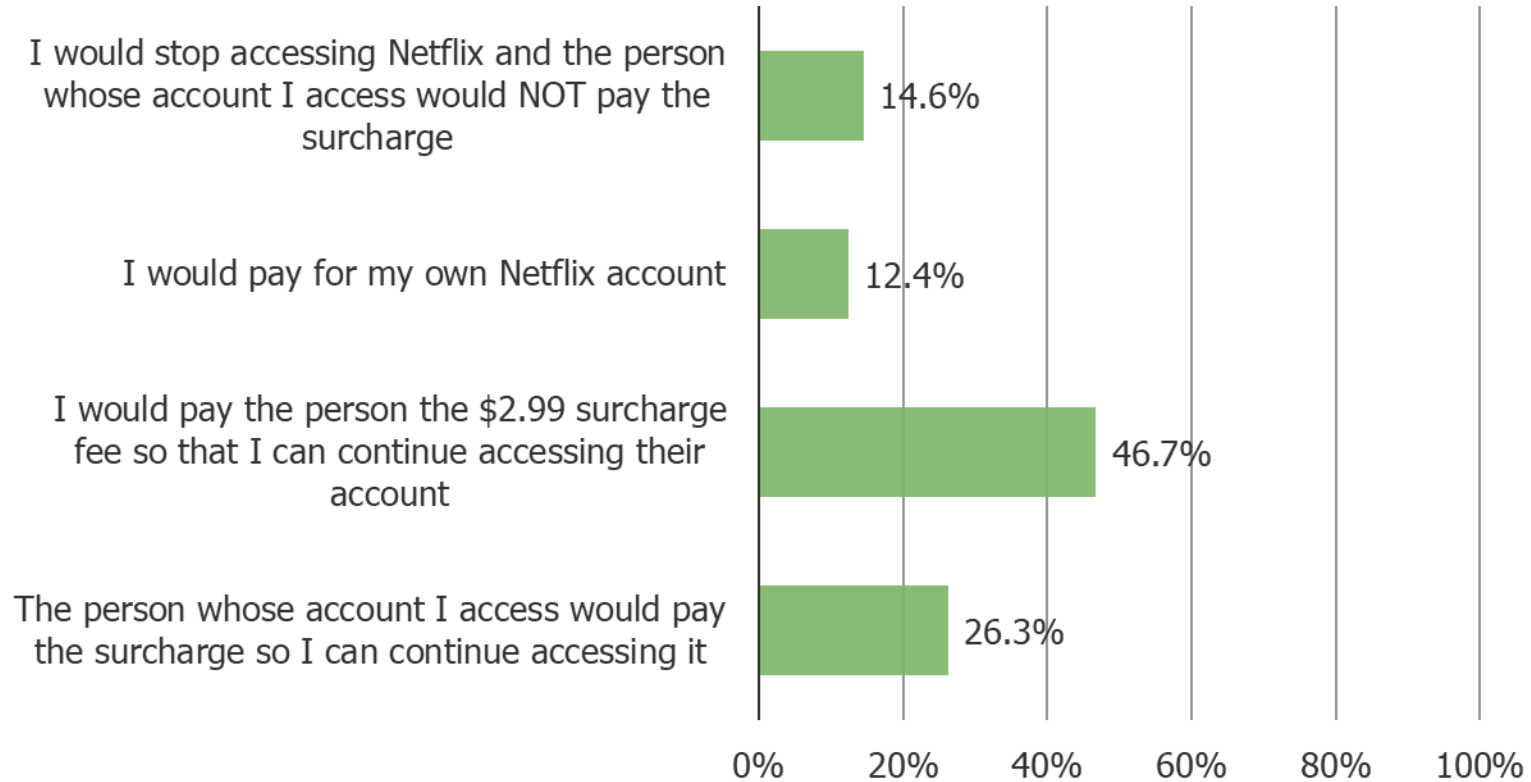
### What is your relation to the person whose Netflix account you access?

Posed respondents who access Netflix via someone else's login who they do not live with (N = 137)



### If Netflix requested the person whose account you access to pay a \$2.99 surcharge in order for you to continue accessing their account, what would be most likely to happen?

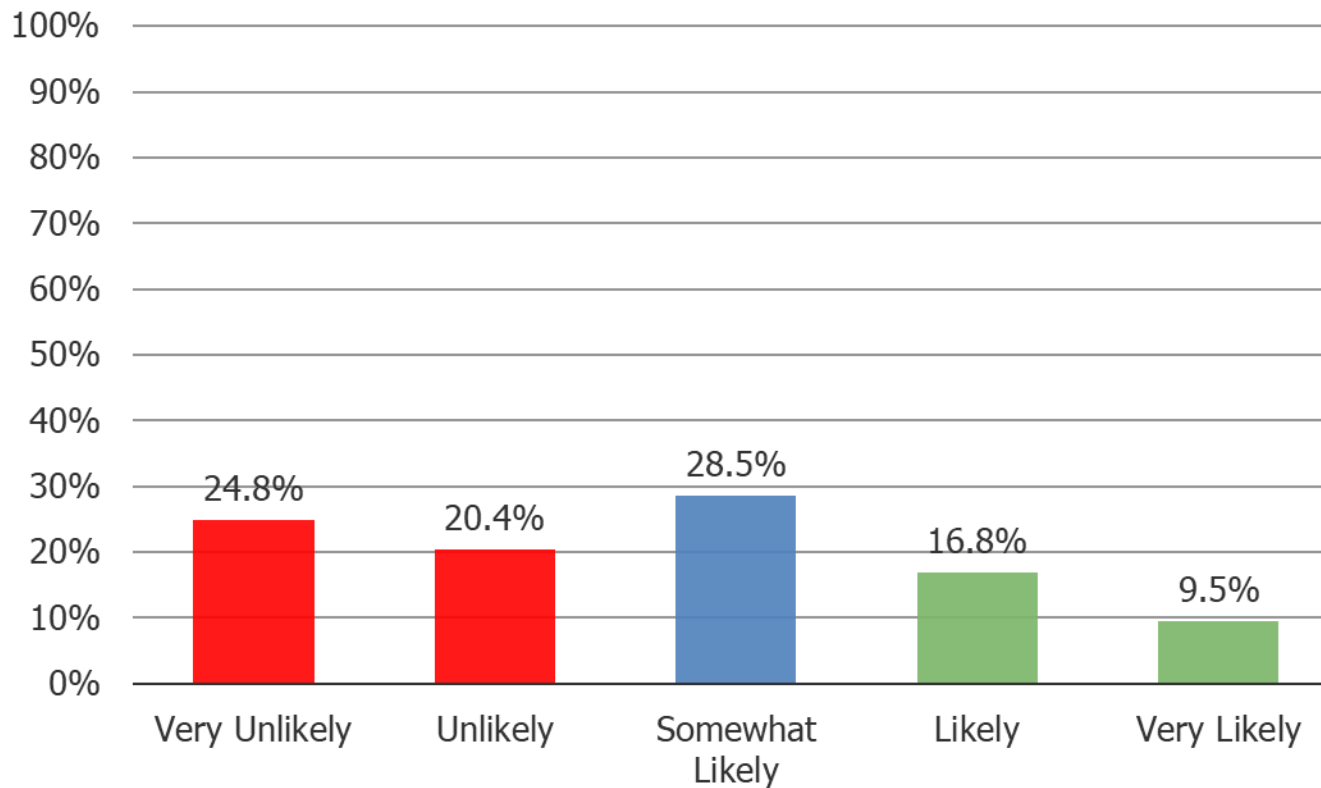
Posed respondents who access Netflix via someone else's login who they do not live with (N = 137)



## Bespoke | NFLX Account Sharing Surcharge Survey

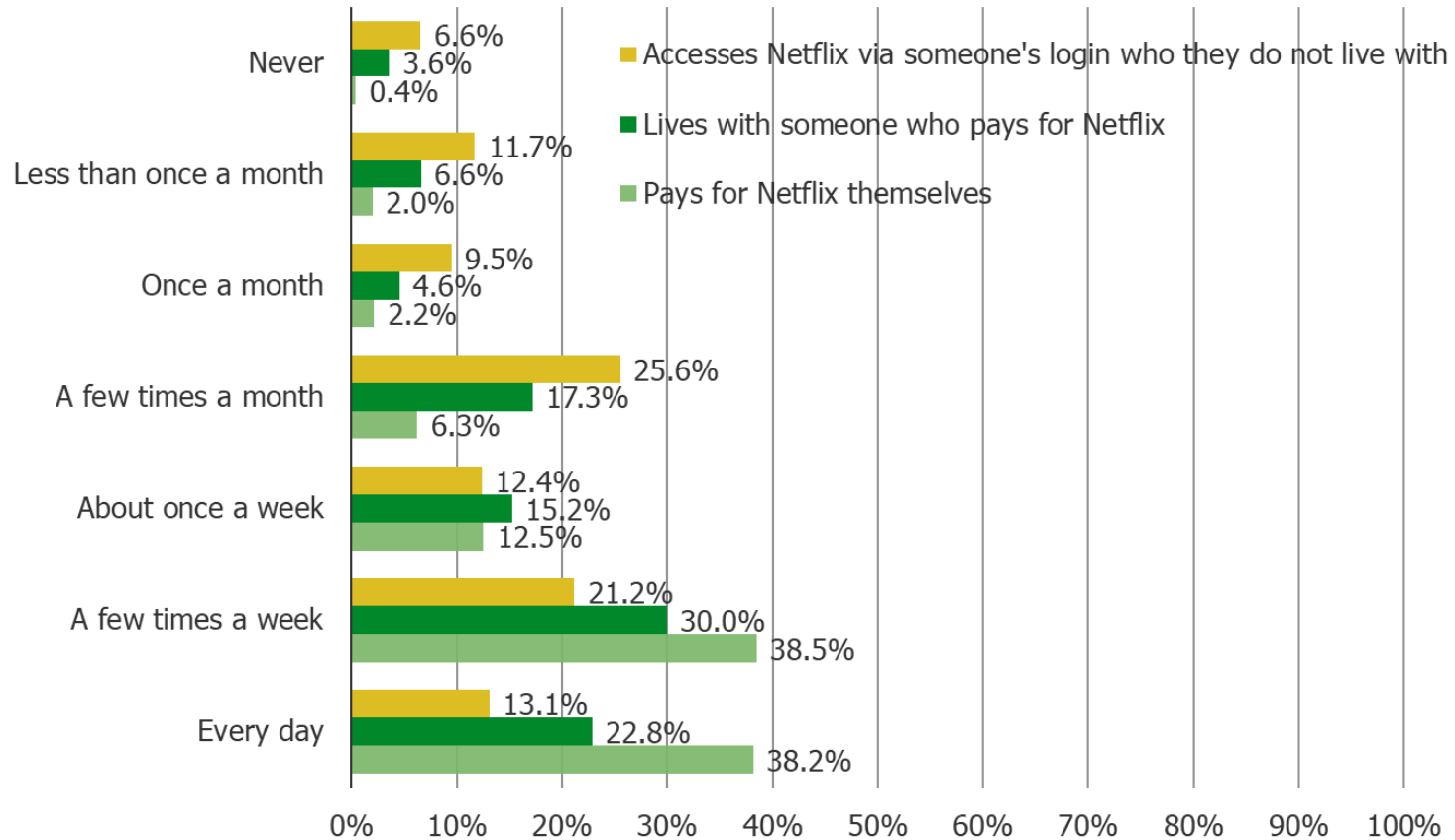
**If you were not able to access someone else's account, how likely would you be to sign up for your own Netflix account for \$15.49 per month?**

Posed respondents who access Netflix via someone else's login who they do not live with (N = 137)



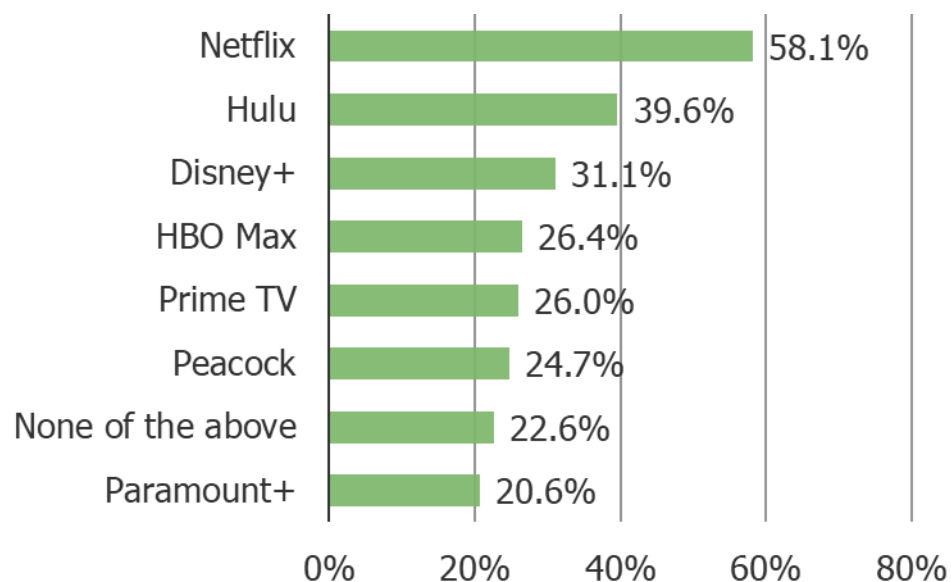
## How often do you watch Netflix?

Posed Netflix users, cross-tabbed by how they access Netflix.



### Does your household currently subscribe to any of the following streaming platforms? Select ALL that apply)

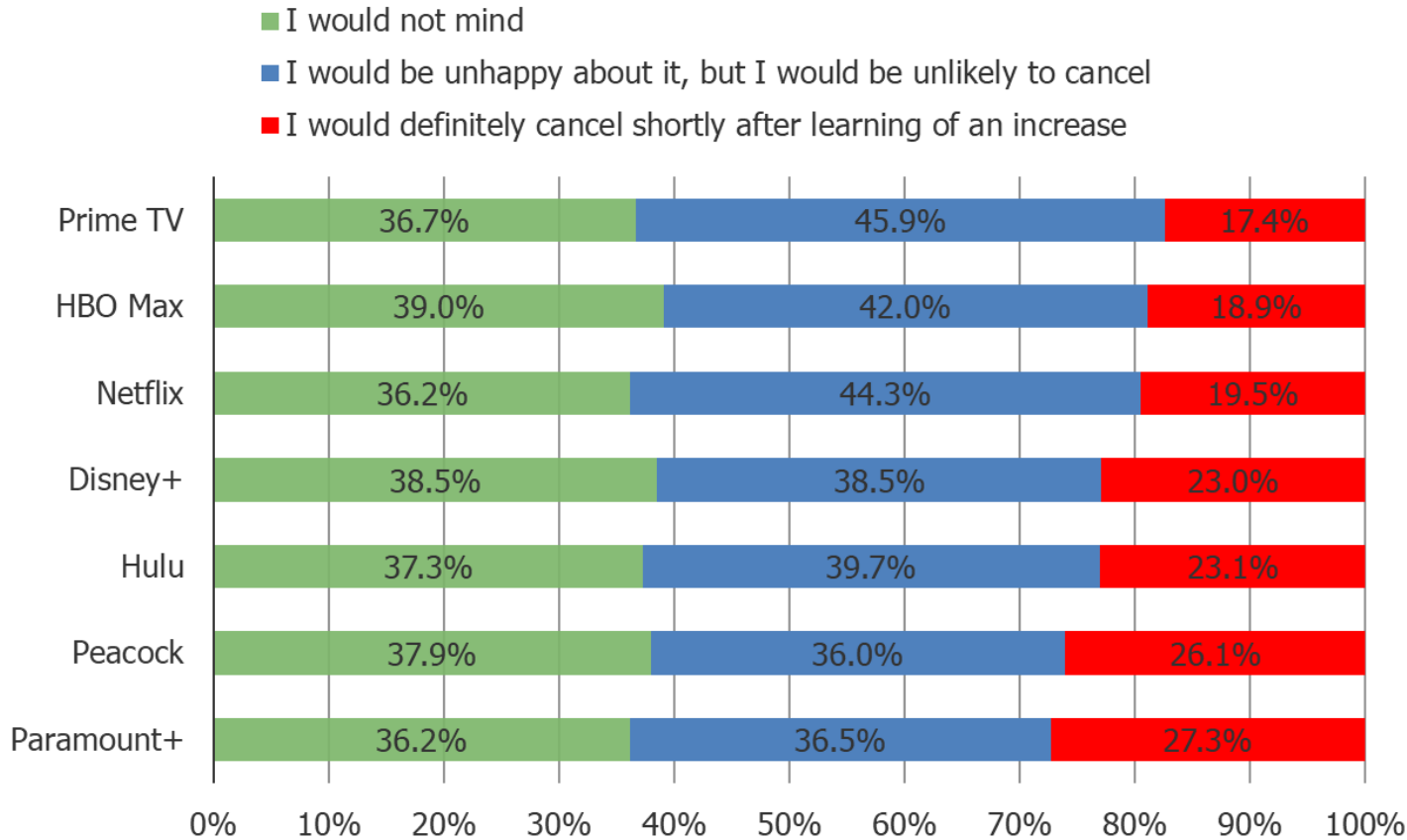
Posed to all respondents (N = 1,260)



## Bespoke | NFLX Account Sharing Surcharge Survey

### If you learned that the price of your plan was increasing by \$1-\$2 per month, what would your reaction be?

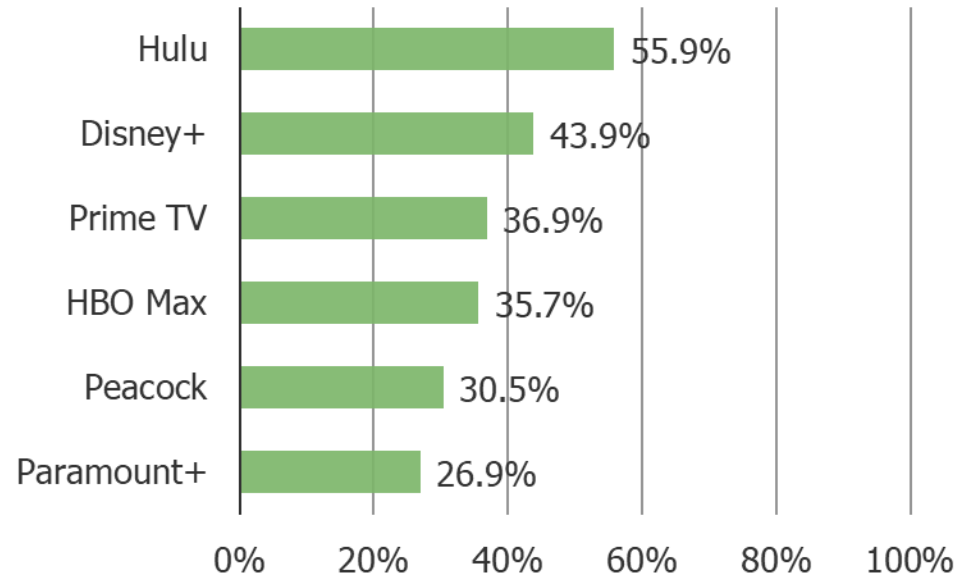
Posed to respondents who said their household currently subscribes to each of the following platforms.



	N =
Netflix	732
Hulu	499
Disney+	392
HBO Max	333
Prime TV	327
Peacock	311
Paramount+	260

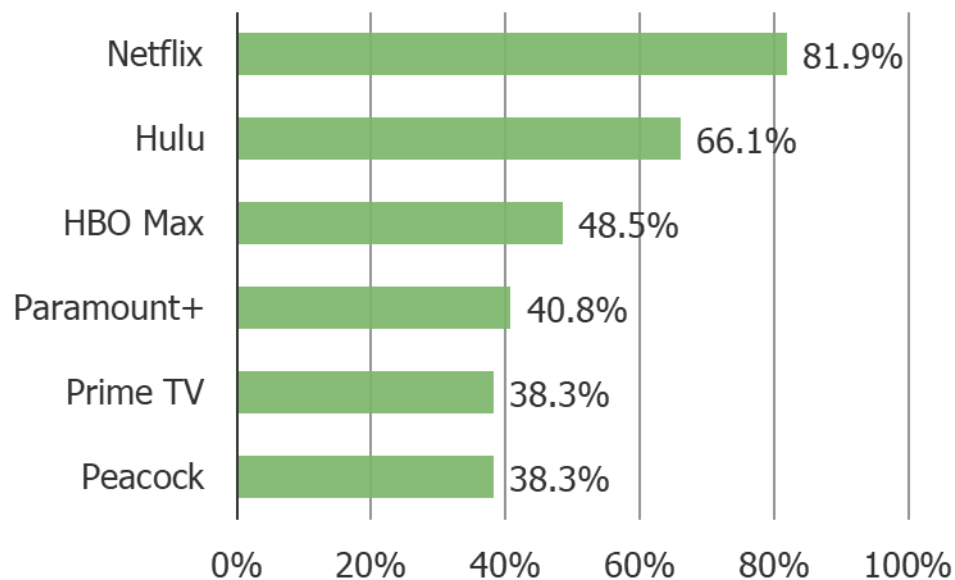
### Household Has Subscription With **Netflix**: ALSO Has Subscription With...

Posed respondents who said their house has a subscription with Netflix (N = 732)



### Household Has Subscription With **Disney+**: ALSO Has Subscription With...

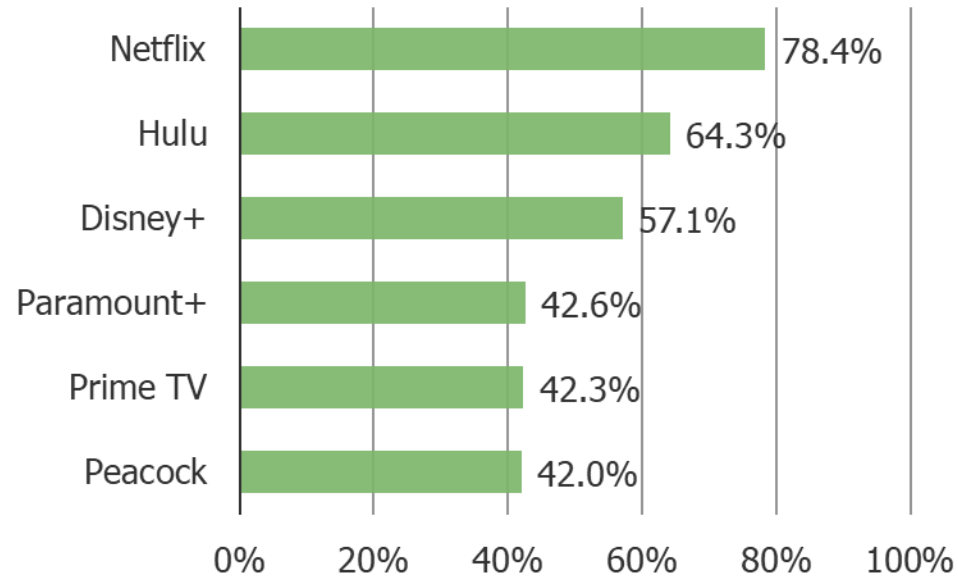
Posed respondents who said their house has a subscription with Disney+ (N = 392)





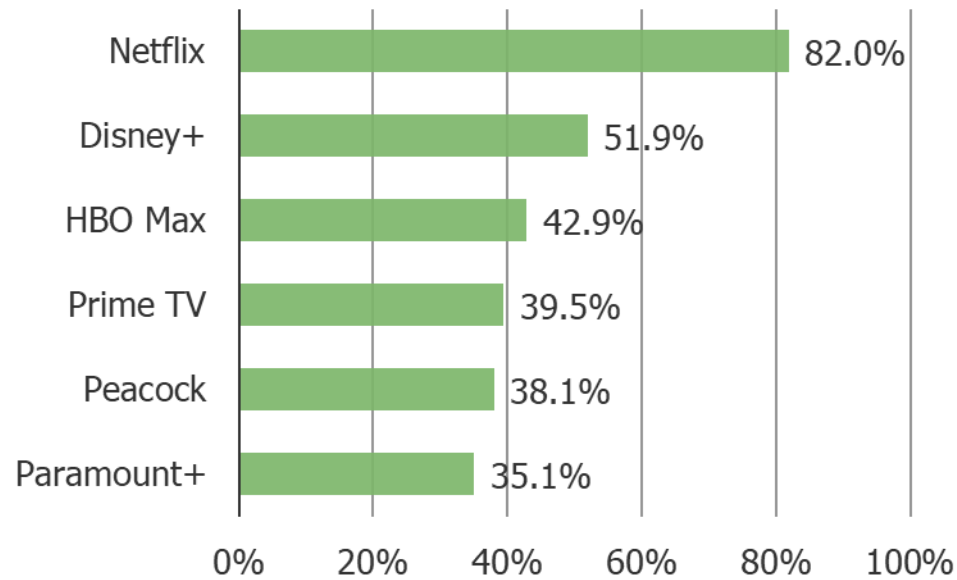
### Household Has Subscription With **HBO Max**: ALSO Has Subscription With...

Posed respondents who said their house has a subscription with HBO Max (N = 333)



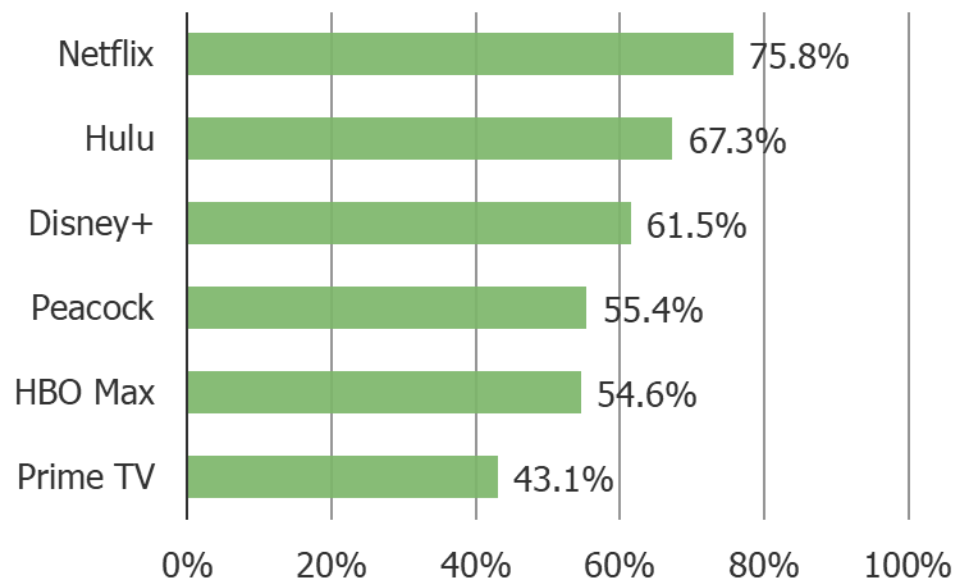
### Household Has Subscription With **Hulu**: ALSO Has Subscription With...

Posed respondents who said their house has a subscription with Hulu (N = 499)



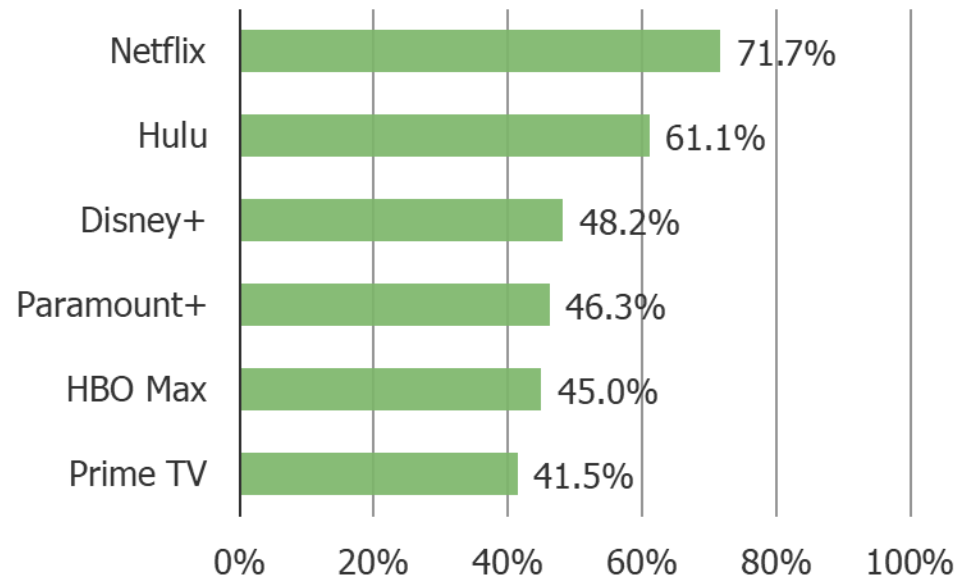
### Household Has Subscription With **Paramount+**: ALSO Has Subscription With...

Posed respondents who said their house has a subscription with Paramount+ (N = 260)



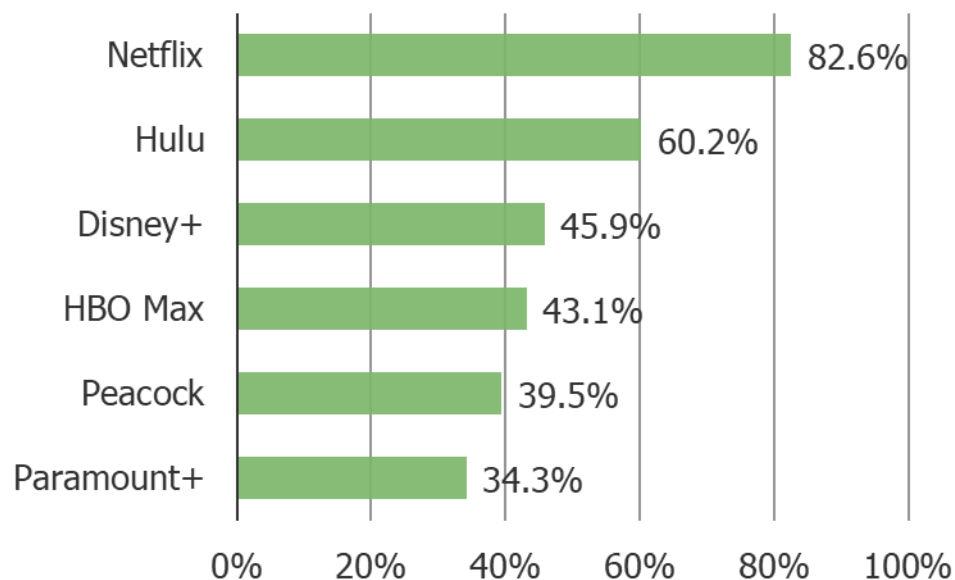
### Household Has Subscription With **Peacock**: ALSO Has Subscription With...

Posed respondents who said their house has a subscription with Peacock (N = 311)



### Household Has Subscription With Prime TV: ALSO Has Subscription With...

Posed respondents who said their house has a subscription with Prime TV (N = 327)



**Of the list of streaming video platforms that we showed respondents, the average respondent said their household has subscriptions with **2.27 platforms**.**

Posed to all respondents (N = 1260)