

**Bespoke Market Intelligence**

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# **Netflix Survey**

**May 2022**

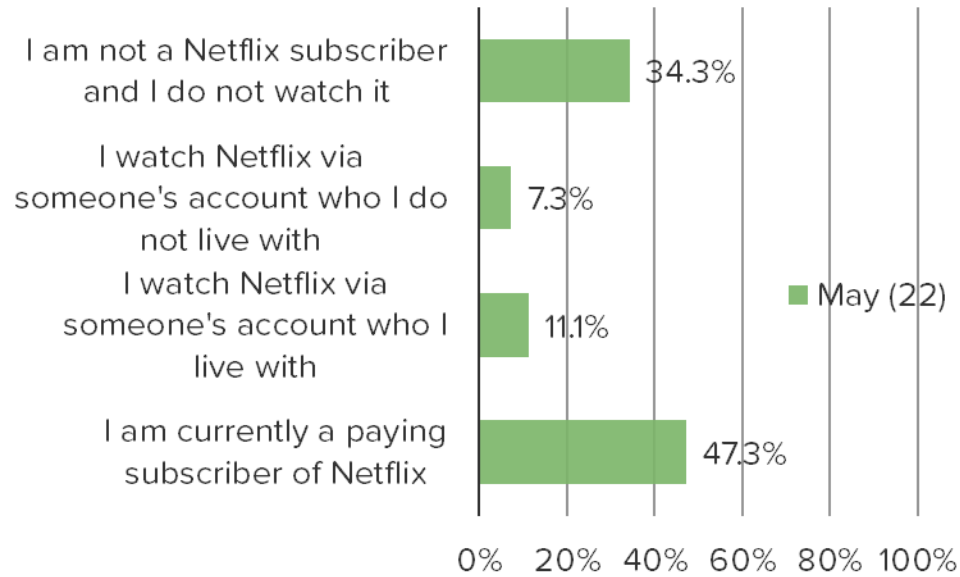
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## Relationship with Netflix

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## Which of the following best describes your experience with Netflix?

Posed to all respondents. (N=9949)



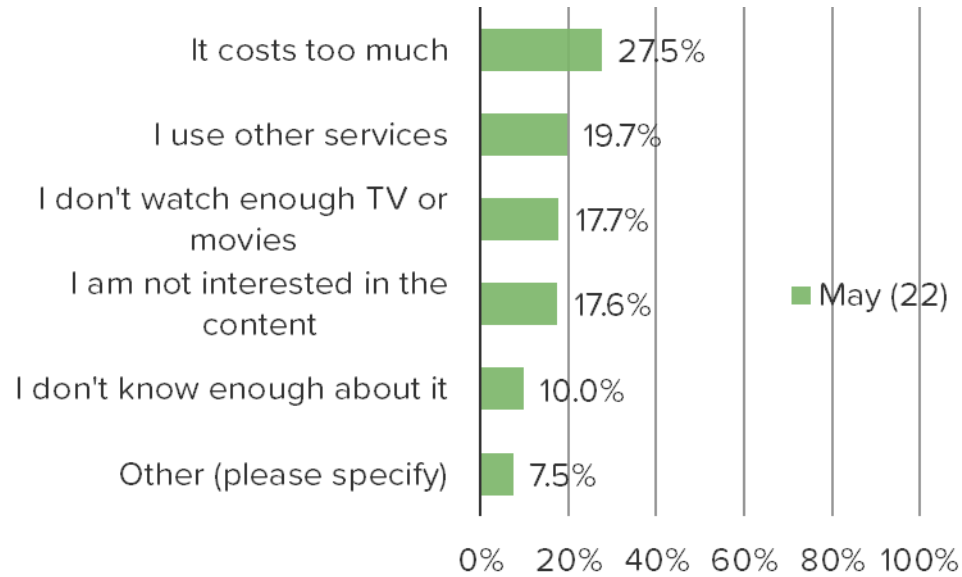
## Non-Subscribers

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- Why they aren't subscribers
- How likely they are to sign up for standard \$15.49 per month plan
- How likely they would be to sign up for a cheaper ad-supported tier
- Demand incrementality analysis
- Price point expectations for an ad-supported tier
- Likelihood of signing up to an ad-supported tier at suggested price points

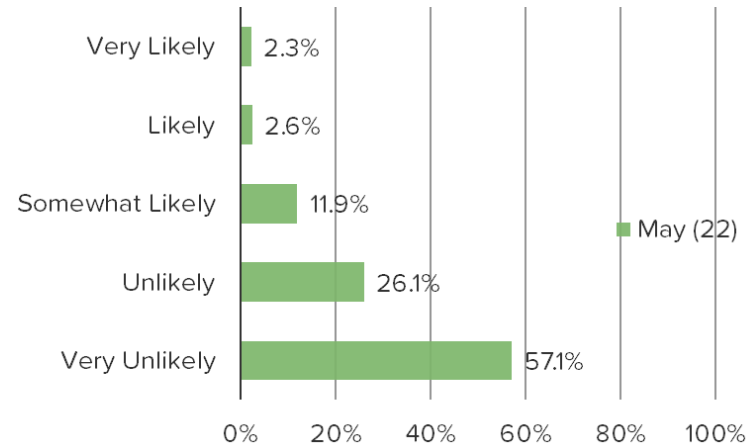
### What is the primary reason for why you are not a Netflix subscriber?

Posed to all respondents who are not Netflix subscribers and never watch it. (N=3414)

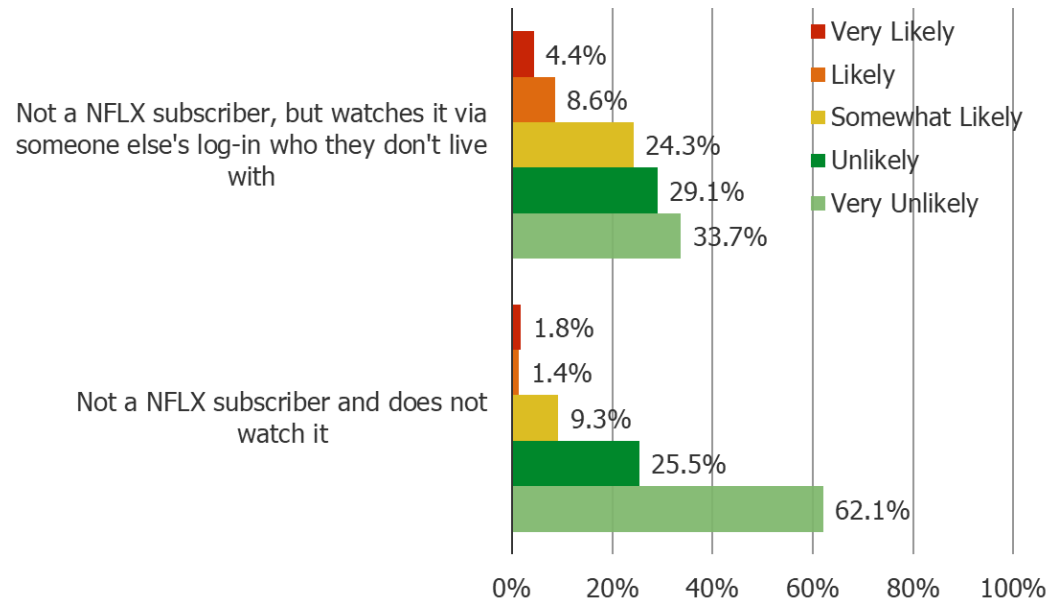


## Netflix currently costs \$15.49 per month for its standard plan. How likely are you to sign up Netflix this year?

Posed to all respondents who are not Netflix subscribers. (N=4140)

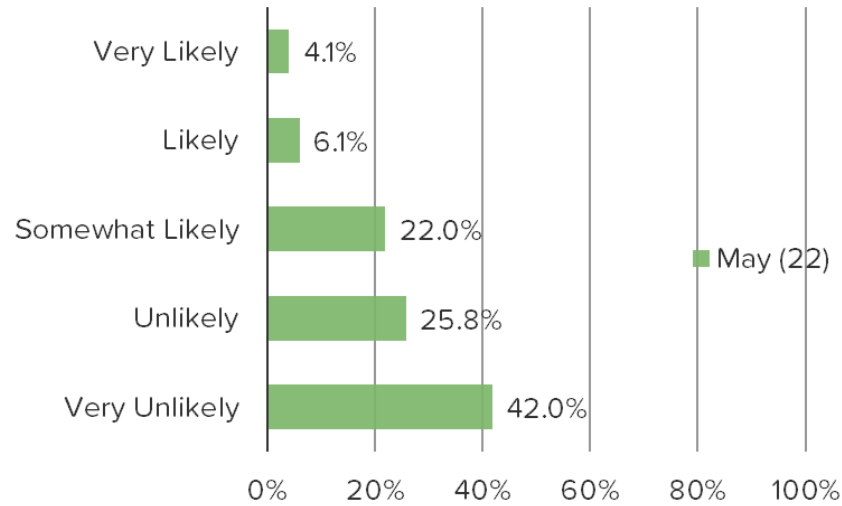


Cross-tabbing the above data by whether Non-NFLX subscribers watch NFLX or not via someone else's login.

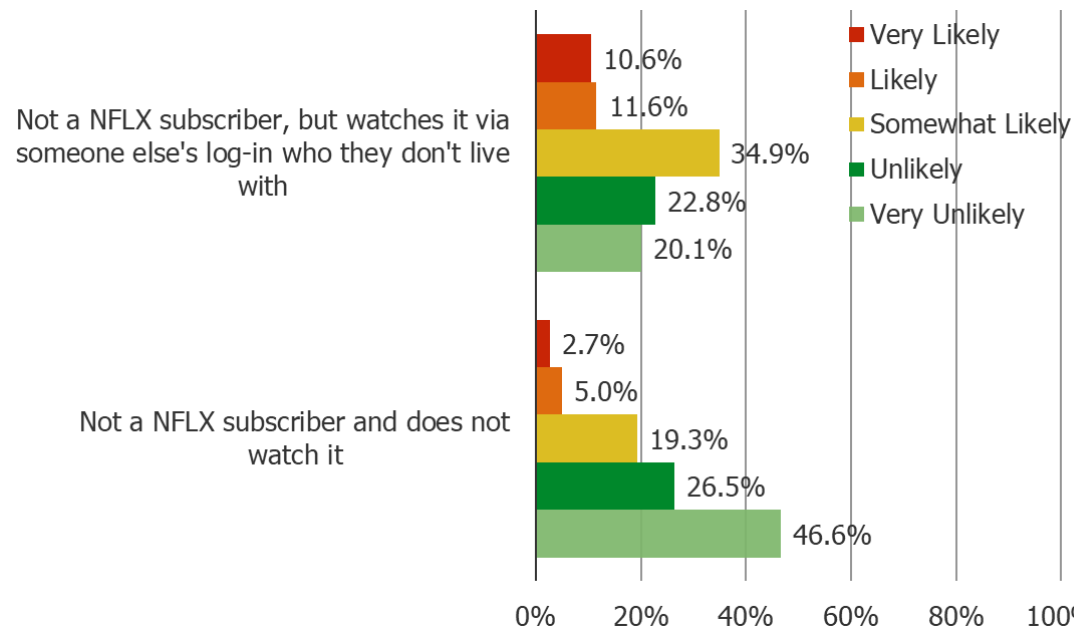


## If Netflix offered a less expensive ad-supported subscription (with commercials) how likely would you be to sign up for it?

Posed to all respondents who are not Netflix subscribers. (N=4140)

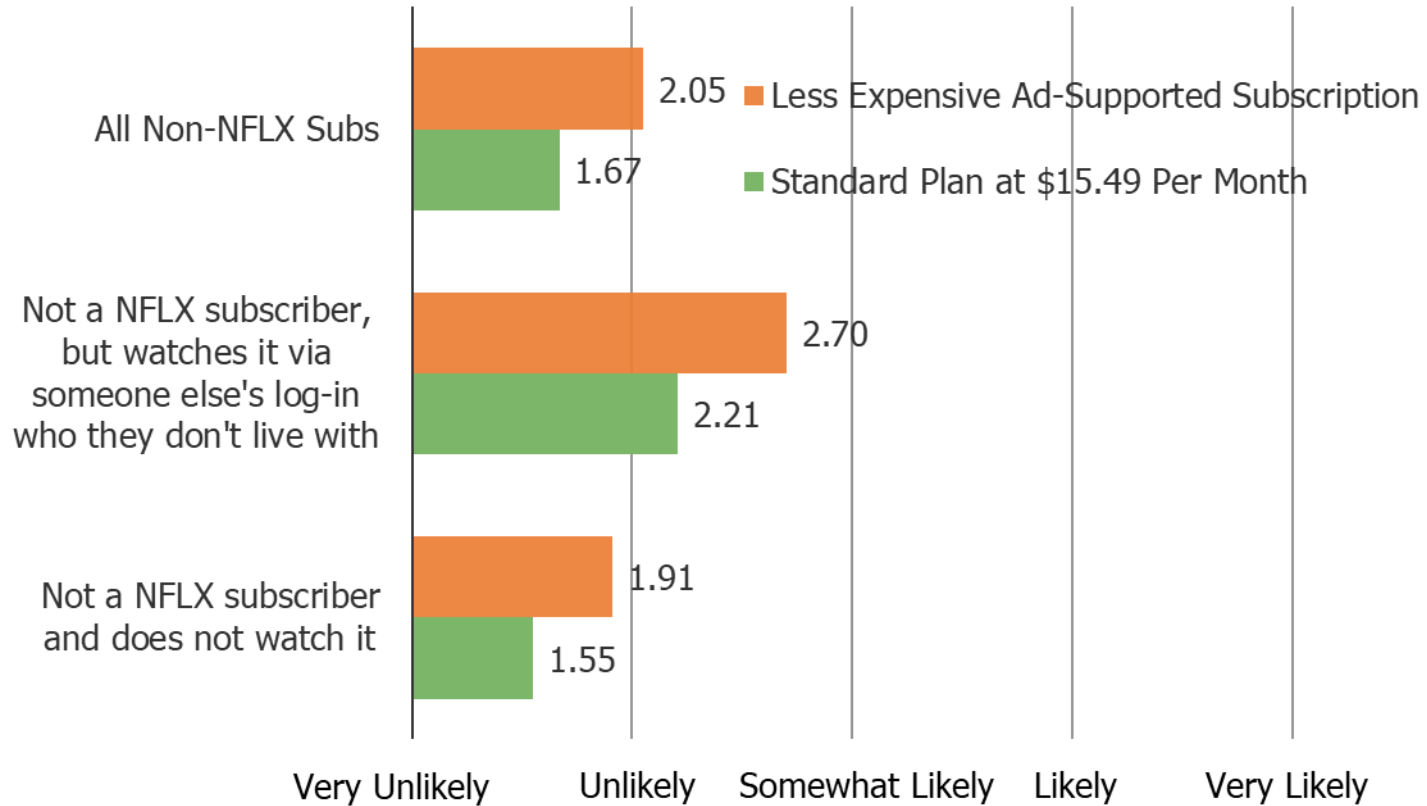


Cross-tabbing the above data by whether Non-NFLX subscribers watch NFLX or not via someone else's login.



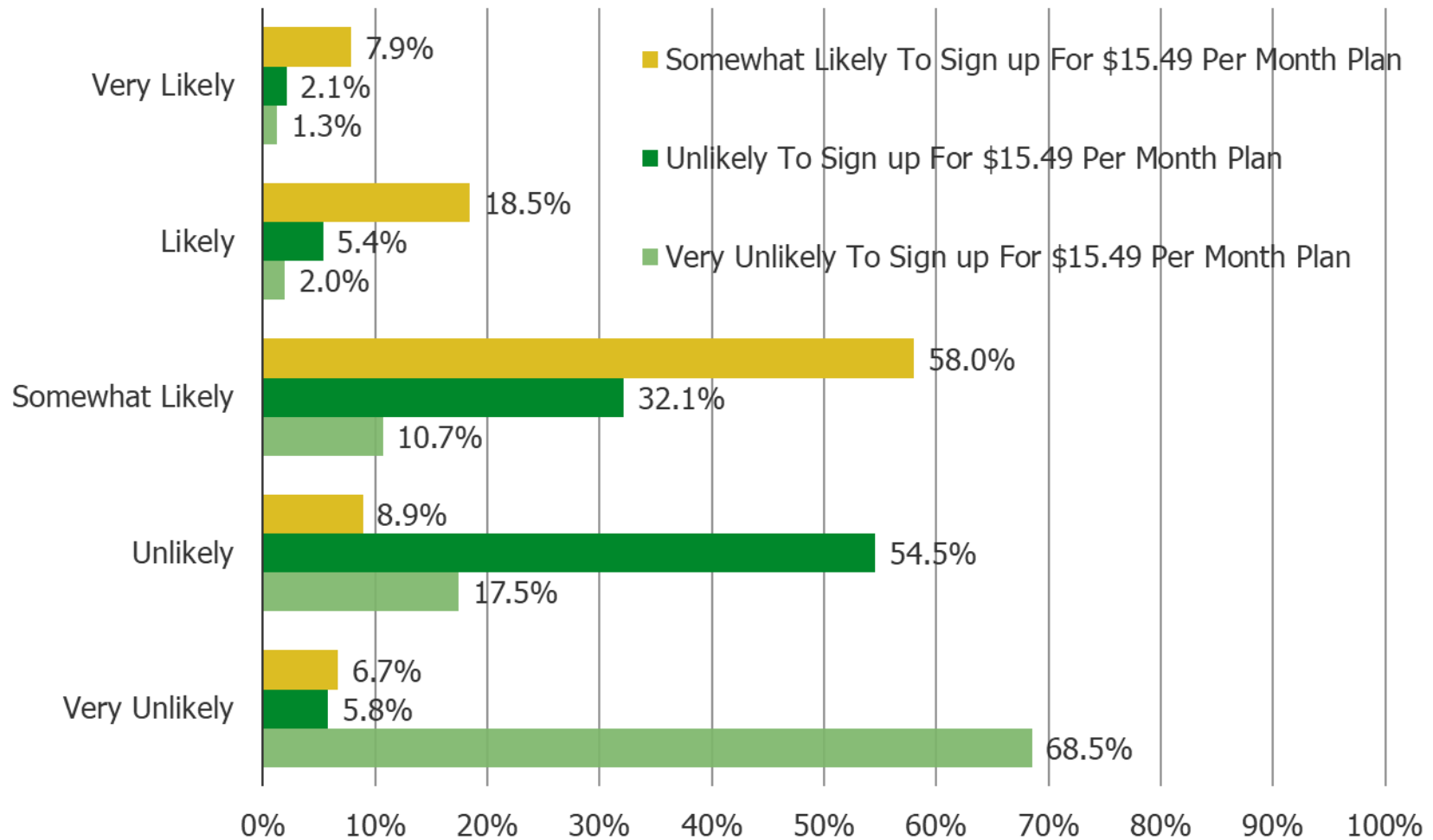
## Likelihood of signing up for Netflix | Standard Plan at \$15.49 Per Month vs. Less Expensive Ad-Supported Subscription

Posed to all respondents who are not Netflix subscribers, with cross-tabs based on whether they watch NFLX or not via someone else's login who they do not live with. (N=4140)





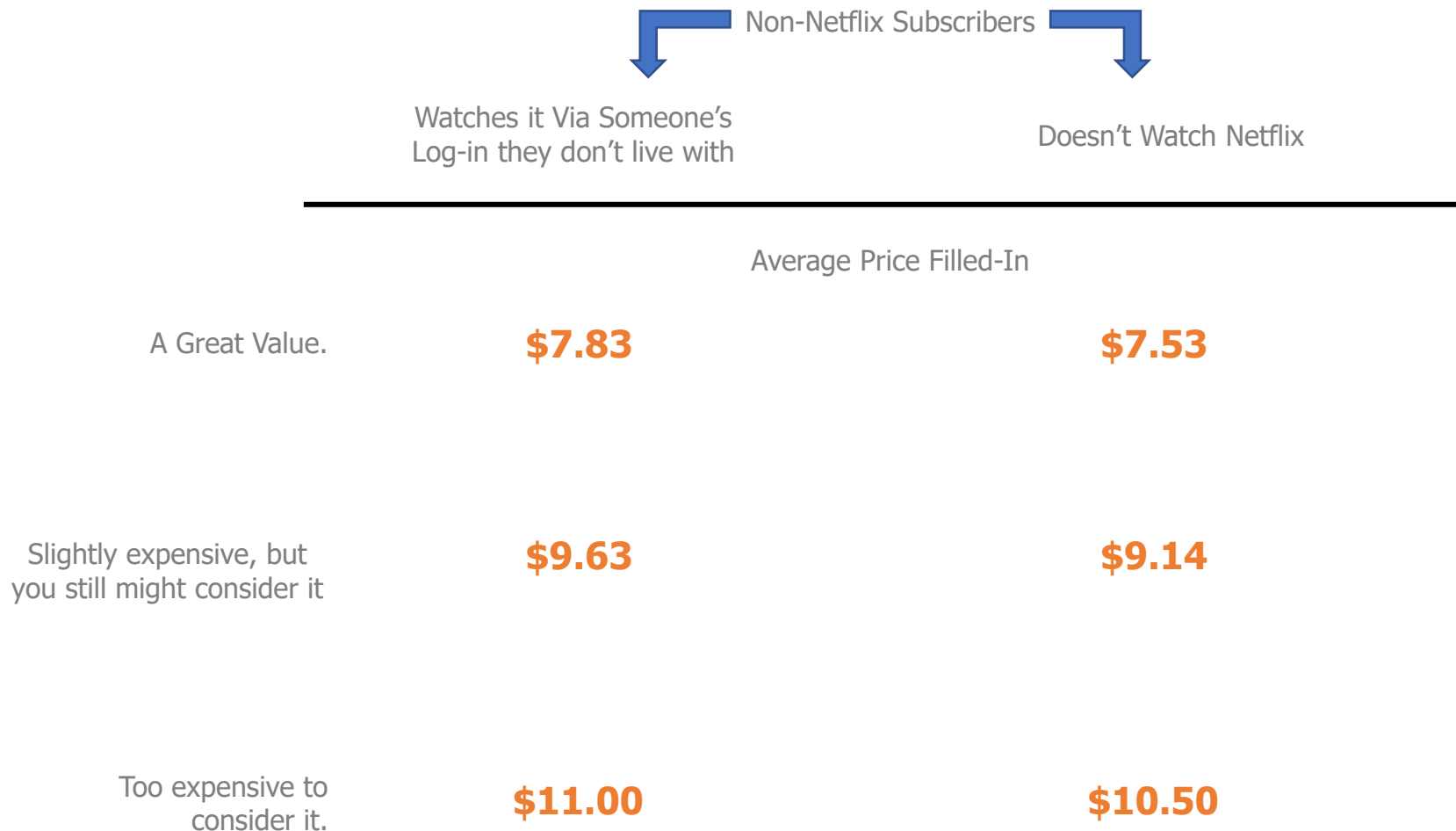
**Incremental Demand Cross-Tabs:** Isolating Non NFLX Subs Who Are Very Unlikely, Unlikely, or Somewhat Likely to pay \$15.49 per month for Netflix <> Showing how likely they would be to sign up for a lower priced ad-supported tier.



## Netflix | Custom Survey

Netflix's standard plan currently costs \$15.49 per month. If Netflix were to launch a cheaper ad-supported plan, what price would you think would be...

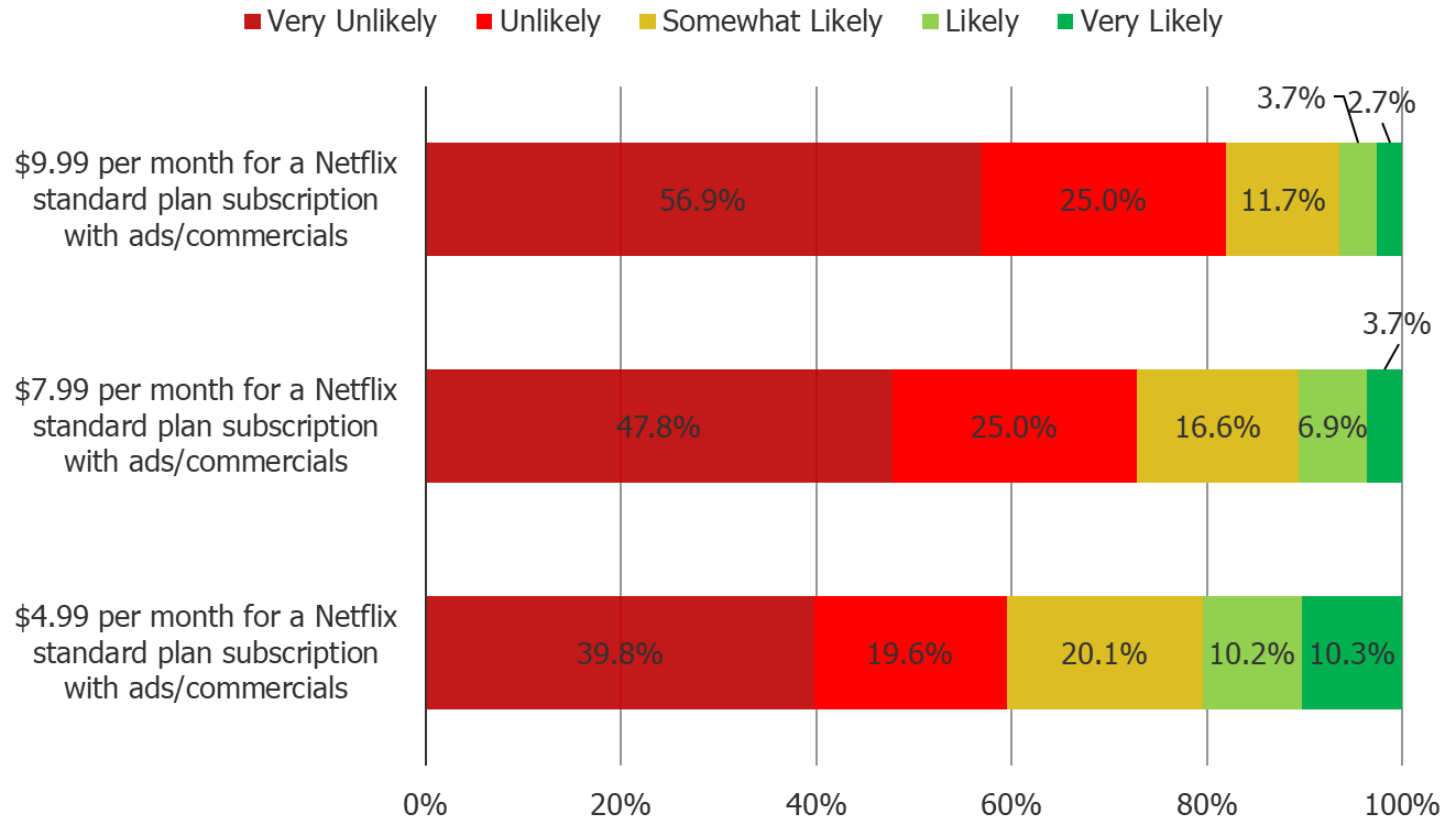
Posed to all respondents. (N=7056)



\*Fill-ins were capped at \$15.49: ie, respondents who filled in a value above \$15.49 were removed from analysis.

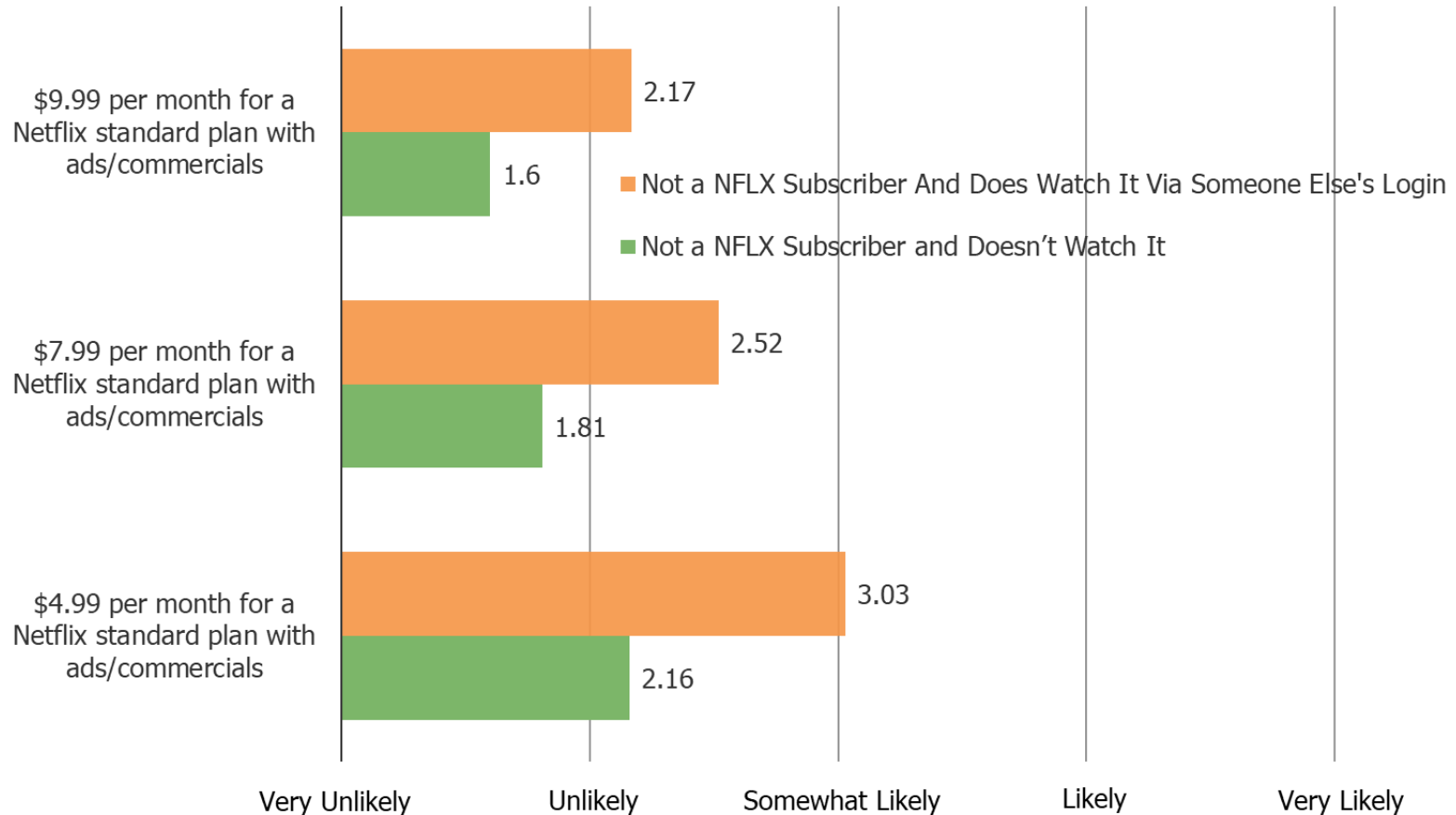
## Imagine Netflix launched an ad-supported subscription tier today in which you can subscribe to Netflix (with commercials/ads), how likely would you be to sign up for it this year at the following prices?

Posed to all respondents who are not Netflix subscribers. (N=4140)



Imagine Netflix launched an ad-supported subscription tier today in which you can subscribe to Netflix (with commercials/ads), how likely would you be to sign up for it this year at the following prices?

Posed to all respondents who are not Netflix subscribers. (N=4140)



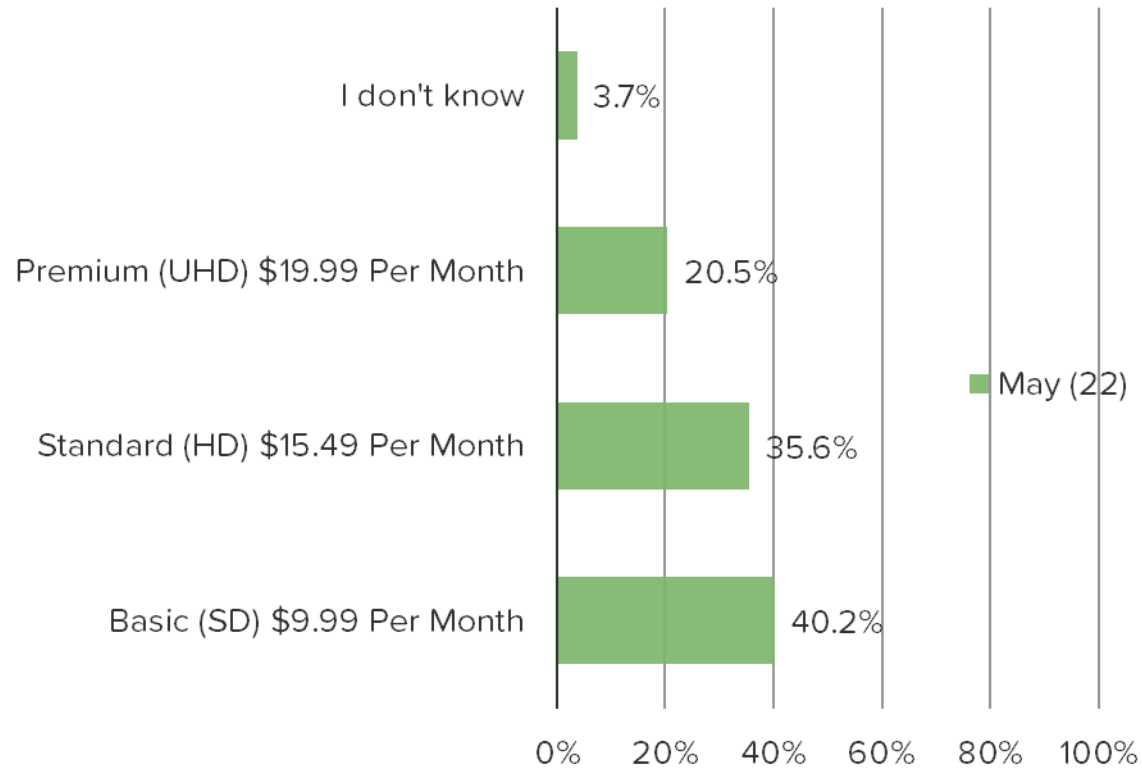
## Netflix Subscribers

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- ❑ **Assessing how likely they would be to downgrade to an ad-supported tier.**

## Which Netflix plan do you currently subscribe to?

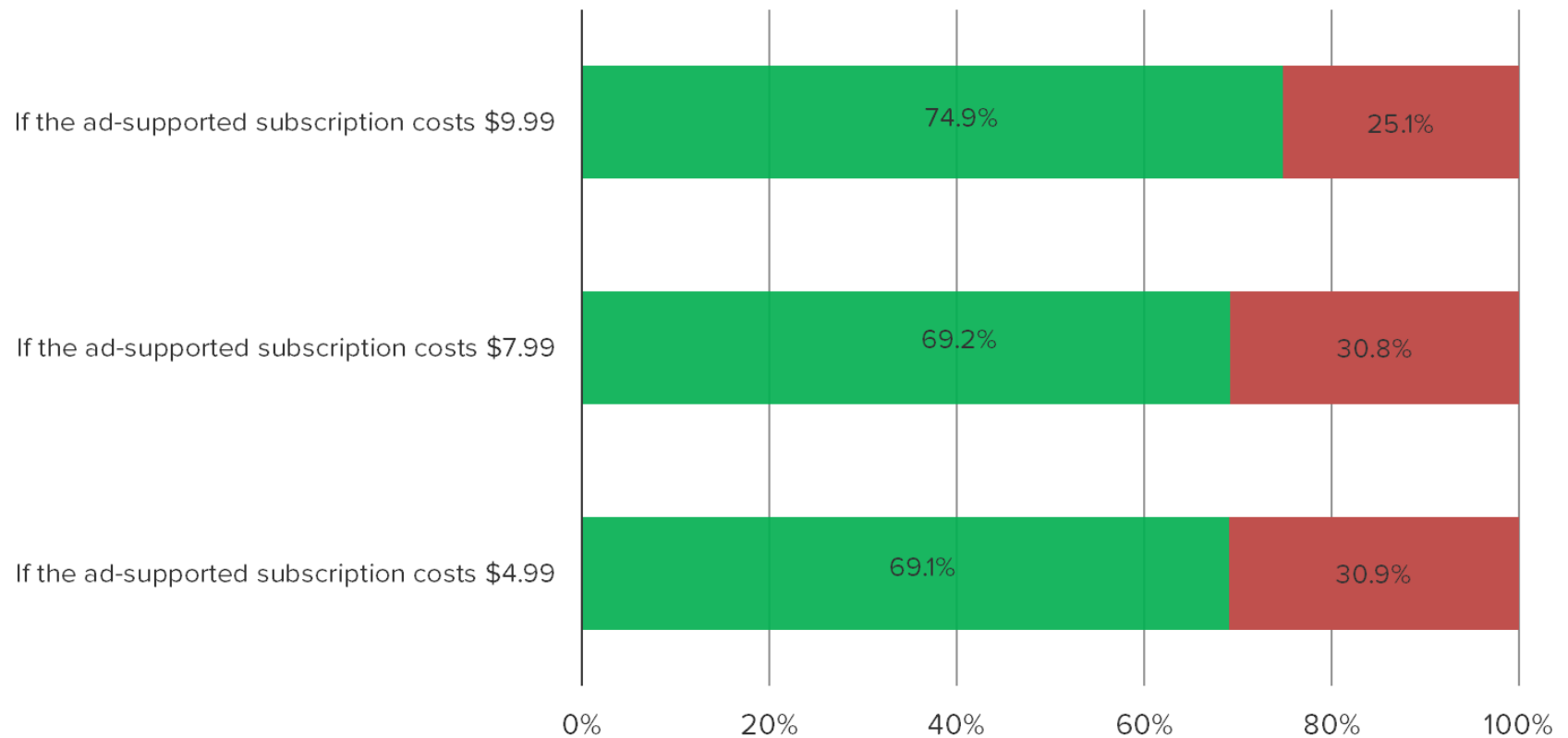
Posed to all respondents who are Netflix subscribers. (N=4702)



### If Netflix announced that they were launching an ad-supported tier, how likely would you be to downgrade to pay a lower price in exchange for watching ads/commercials within your Netflix experience?

Posed to all respondents who are paying Netflix subscribers. (N=4701)

■ I would KEEP my current subscription ■ I would DOWNGRADE to a cheaper ad-supported subscription with commercials



## If Netflix announced that they were launching an ad-supported tier, how likely would you be to downgrade to pay a lower price in exchange for watching ads/commercials within your Netflix experience?

Posed to all respondents who are paying Netflix subscribers. (N=4701)

### If the ad-supported subscription costs \$4.99

	I would KEEP my current subscription	I would DOWNGRADE to a cheaper ad-supported subscription with commercials	N Size
Current Subscription: Basic (SD) \$9.99 Per Month	67.8%	32.2%	1888
Current Subscription: Standard (HD) \$15.49 Per Month	66.4%	33.6%	1674
Current Subscription: Premium (UHD) \$19.99 Per Month	76.3%	23.7%	954
Total	69.0%	31.0%	4690

### If the ad-supported subscription costs \$7.99

	I would KEEP my current subscription	I would DOWNGRADE to a cheaper ad-supported subscription with commercials	N Size
Current Subscription: Basic (SD) \$9.99 Per Month	69.8%	30.2%	1888
Current Subscription: Standard (HD) \$15.49 Per Month	66.7%	33.3%	1674
Current Subscription: Premium (UHD) \$19.99 Per Month	74.2%	25.8%	954
Total	69.3%	30.8%	4690

### If the ad-supported subscription costs \$9.99

	I would KEEP my current subscription	I would DOWNGRADE to a cheaper ad-supported subscription with commercials	N Size
Current Subscription: Basic (SD) \$9.99 Per Month	76.2%	23.8%	1888
Current Subscription: Standard (HD) \$15.49 Per Month	74.1%	25.9%	1674
Current Subscription: Premium (UHD) \$19.99 Per Month	75.2%	24.8%	954
Total	74.9%	25.1%	4690



## Isolating Respondents Who Watch Netflix via someone's login who they don't live with

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- What would they do if Netflix restricted account sharing?

### If Netflix instituted a \$2.99 surcharge on the person's account who you access to watch Netflix, what would you be most likely to do if the following were your options?

Posed to all respondents who access Netflix via someone's account who they do not live with. (N=726)

