

BESPOKE SURVEYS

ROKU Vol 7

1000+ US Consumers Balanced to Census



CHECK BREAKDOWN: ROKU

TREND CHECKS

BUILT IN STREAMING OS

The share of respondents who utilize smart TV's with built-in streaming operating systems has increased over our time series but has been holding relatively flat as of late.

DEDICATED STREAMING DEVICES

Roku remains in the top spot when it comes to dedicated streaming devices that people use and its lead increased slightly in this most recent wave (Amazon Fire Stick is still in second place).

PURCHASE INTENTIONS

Purchase intentions for smart TV's increased slightly and are just slightly off series highs. Price and brand continue to be more important factors than the software platform.

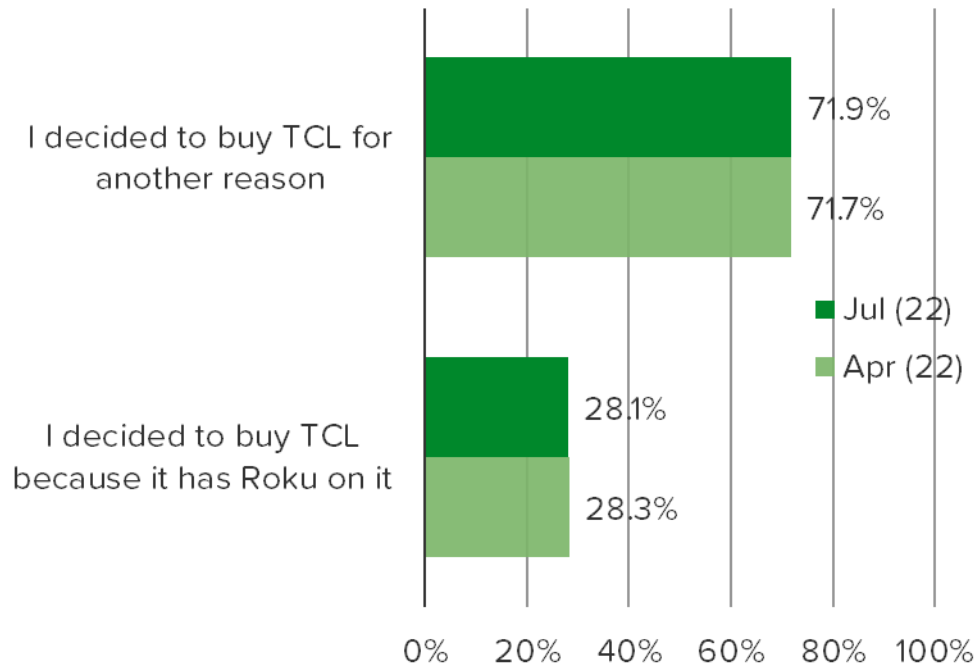
ROKU COLOR

Feedback on Roku from consumers was positive / improved relative to prior waves.

ROKU

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

Posed to all respondents who have a TCL TV.



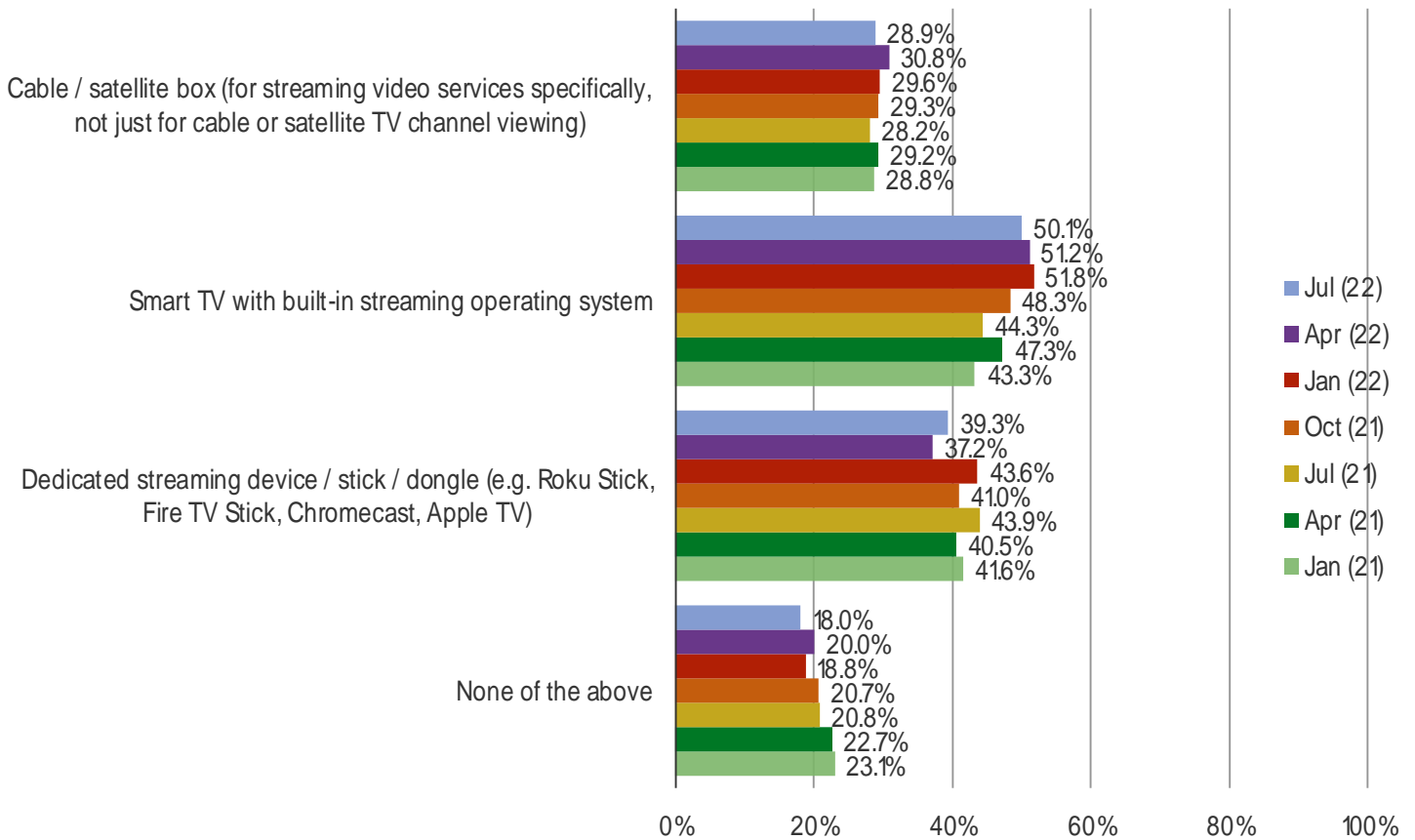
Streaming Video Players

Audience: 1,000 US Consumers

Date: July 2022

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

Posed to all respondents.



N = 999

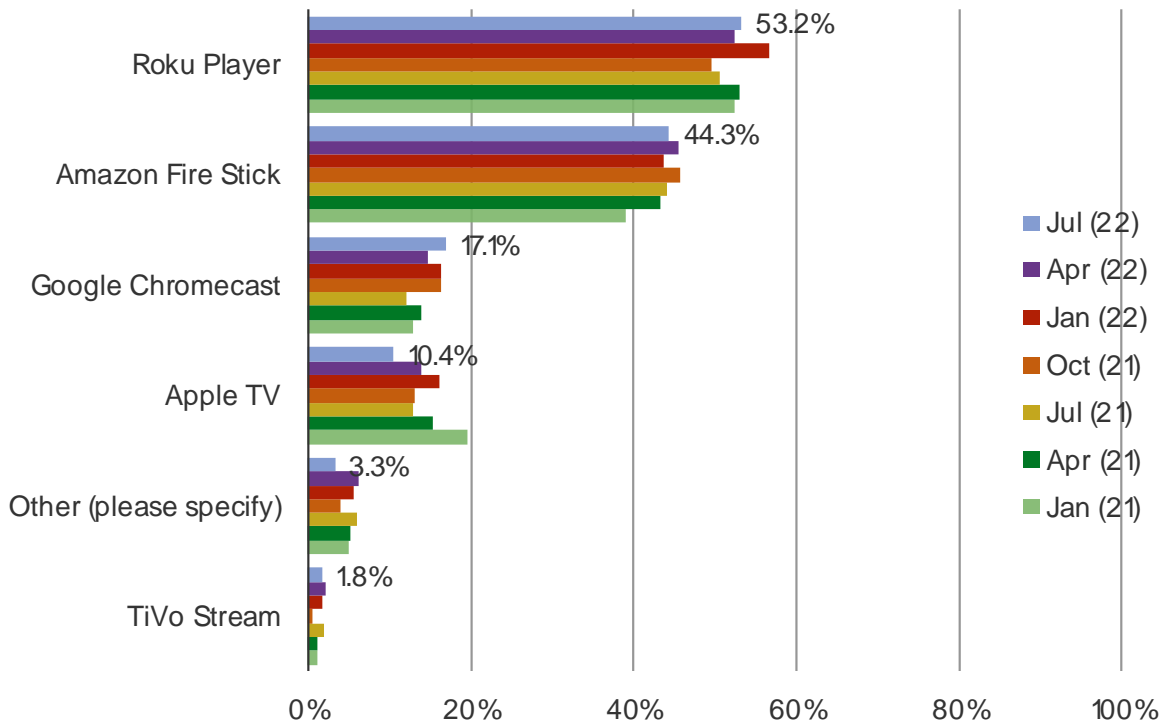
Streaming Video Players

Audience: 1,000 US Consumers

Date: July 2022

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

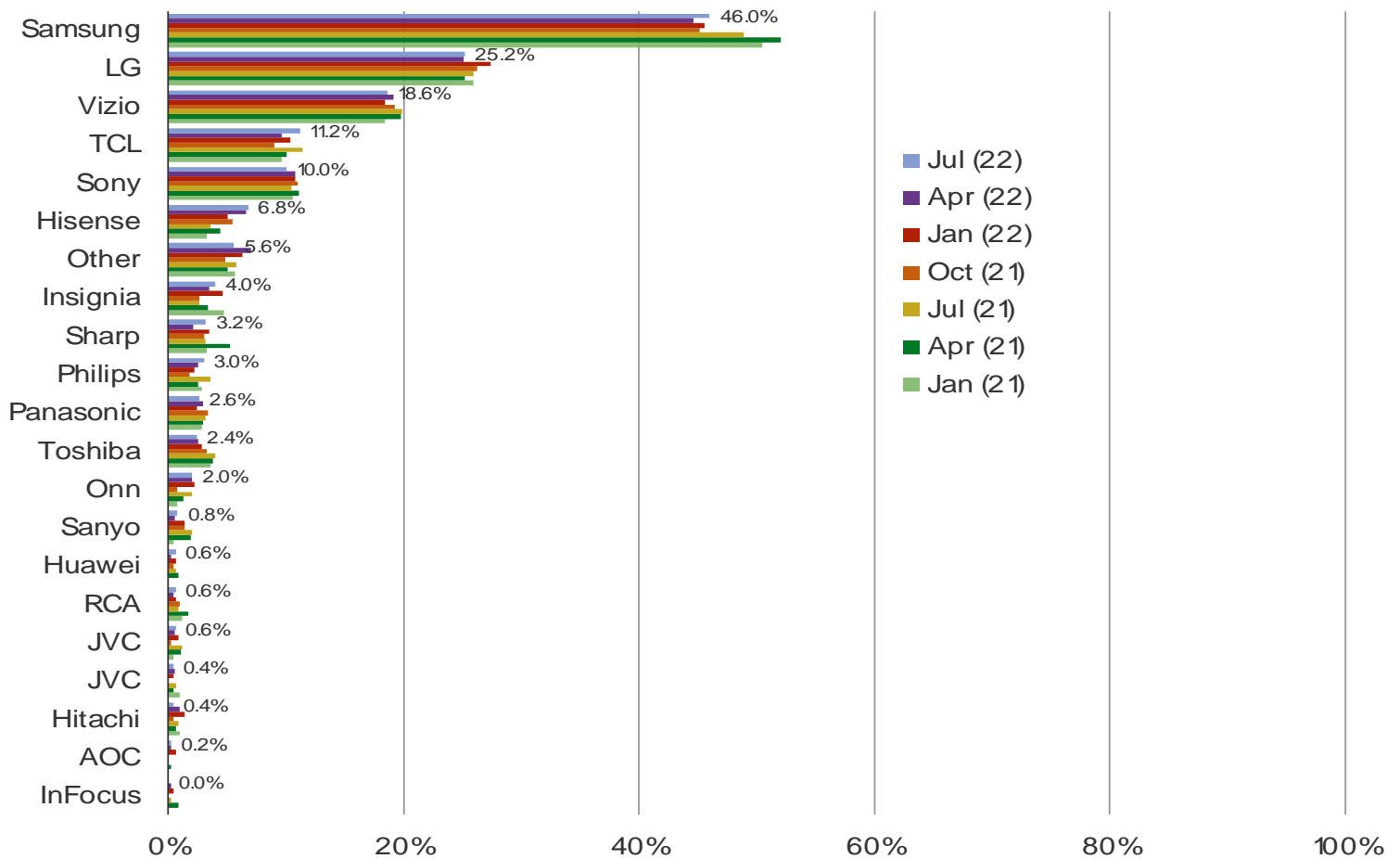
Posed to all respondents who use streaming devices.



N =393

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

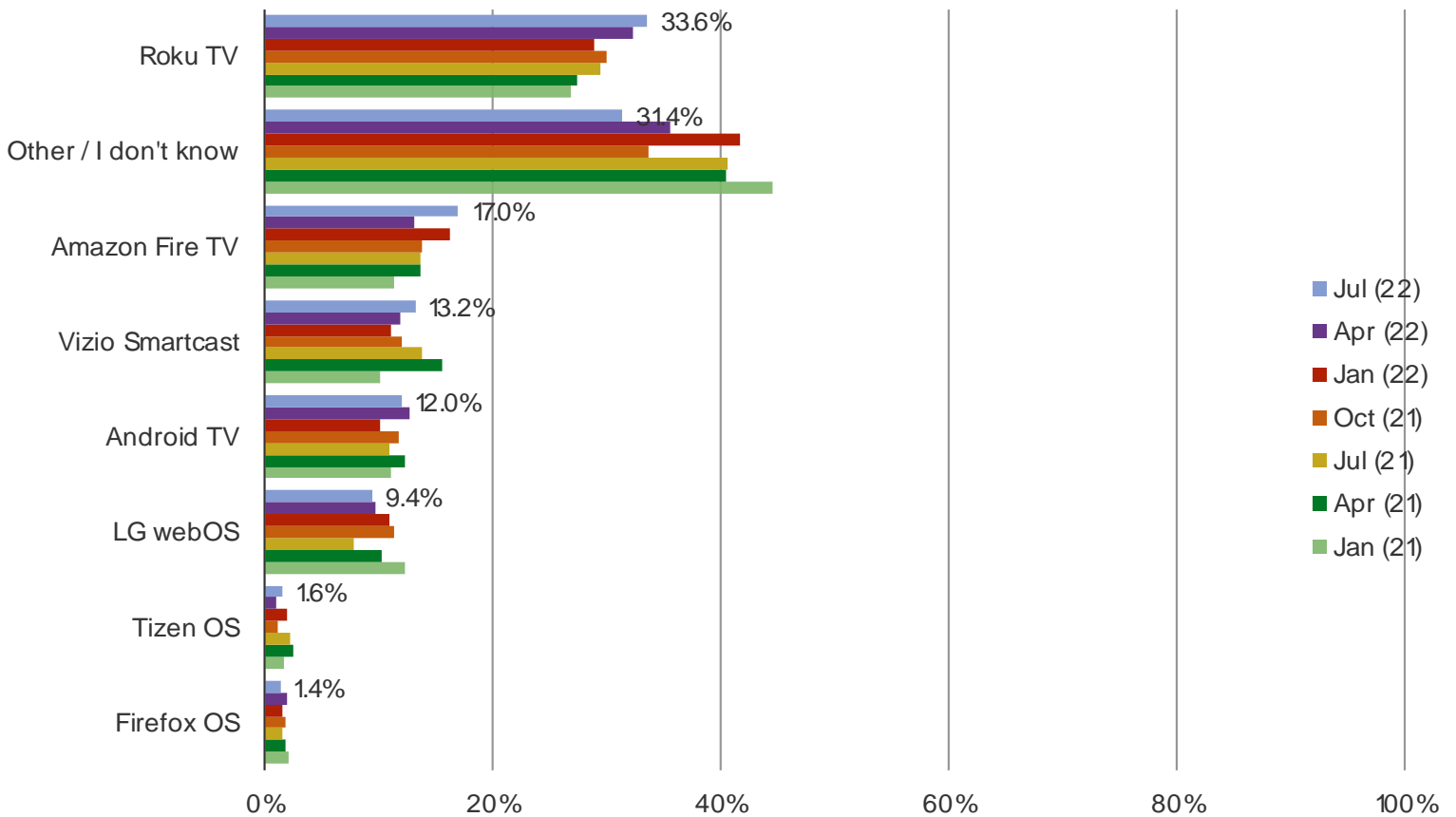
Posed to all respondents who own a smart TV.



N = 500

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 = 500

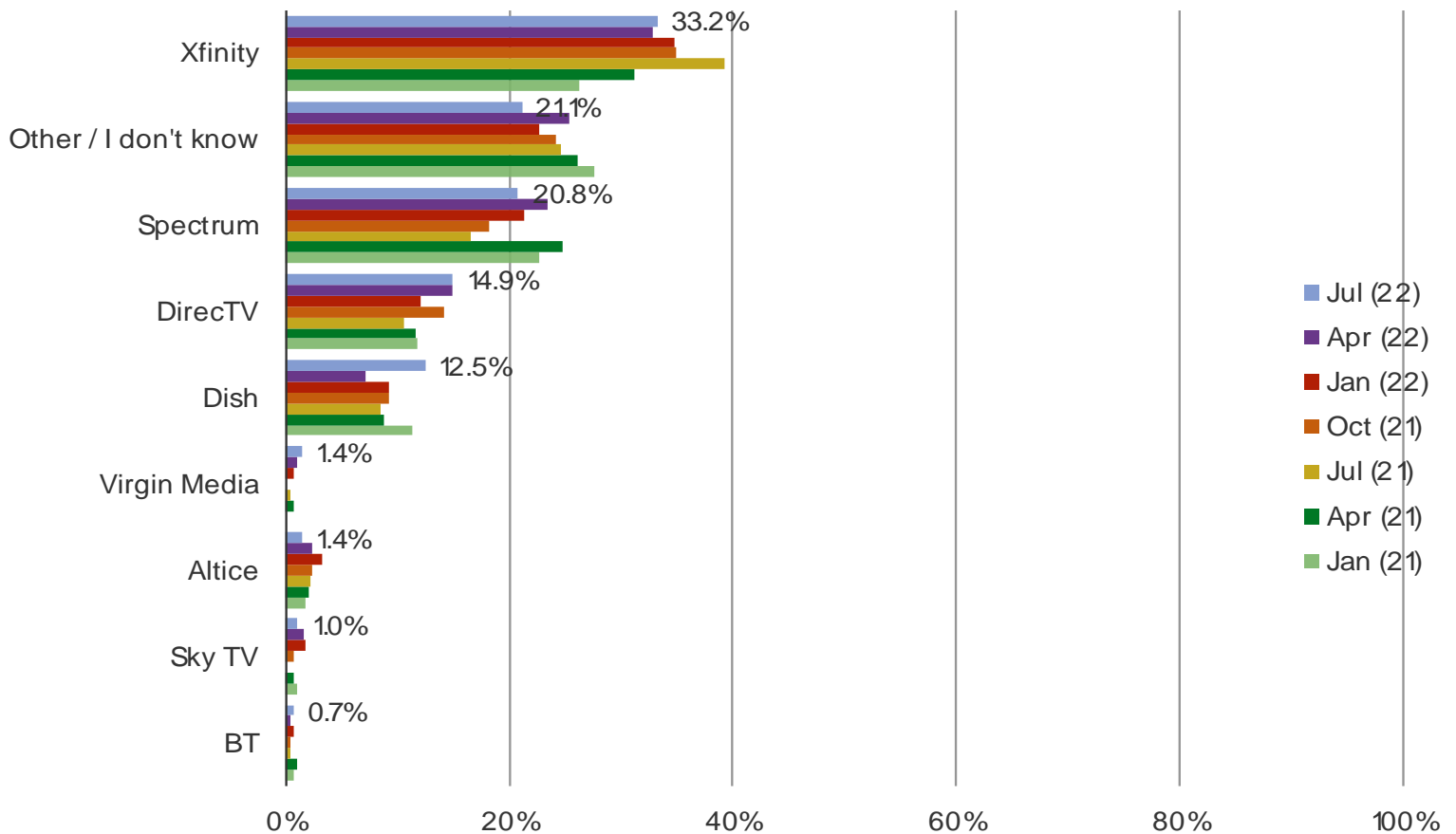
Streaming Video Players

Audience: 1,000 US Consumers

Date: July 2022

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

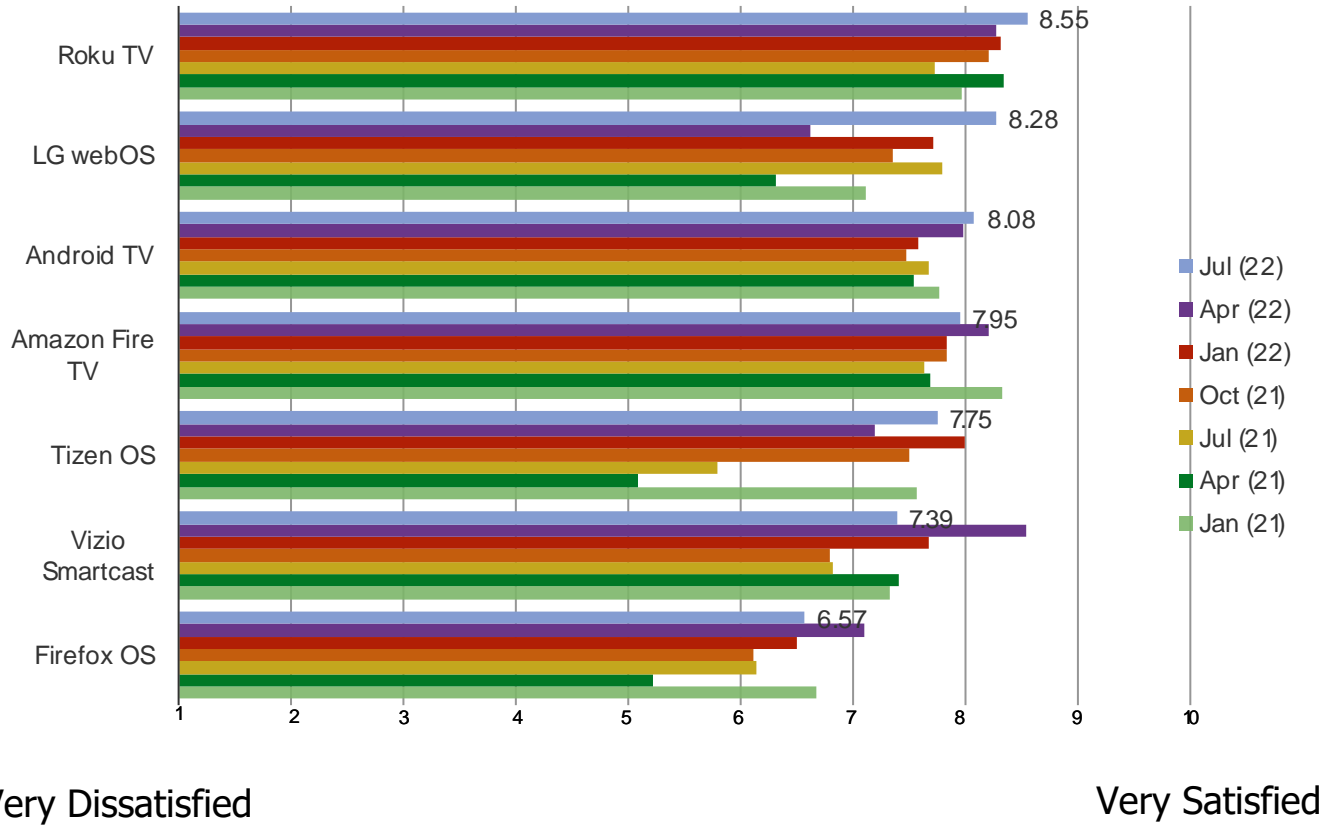
Posed to all respondents who use streaming devices.



N = 289

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	168
Android TV	60
Amazon Fire TV	85
Tizen OS	8
Vizio Smartcast	66
Firefox OS	7
LG webOS	47

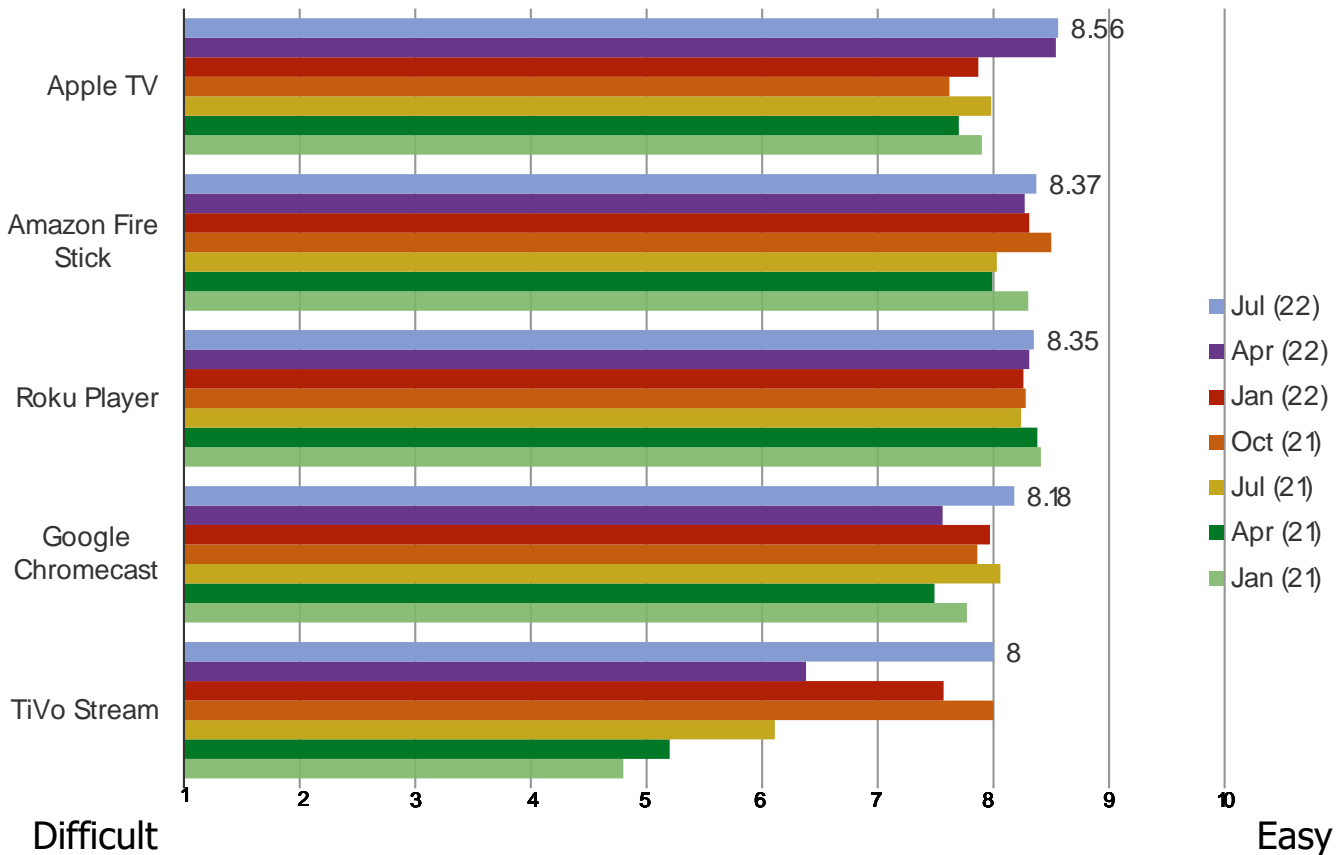
Streaming Video Players

Audience: 1,000 US Consumers

Date: July 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?

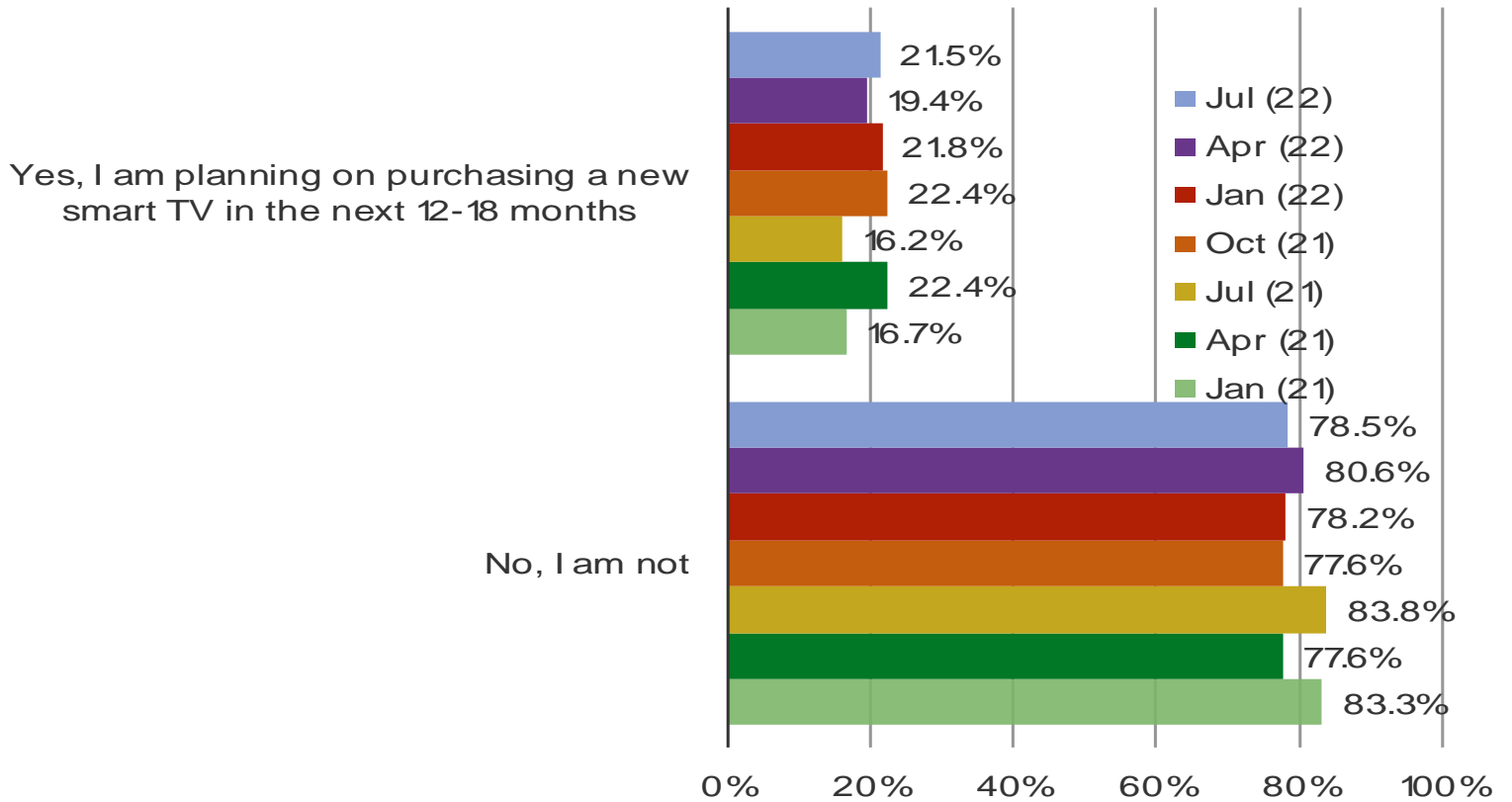
Posed to all respondents who own a smart TV and use each of the following.



	N=
Apple TV	41
Roku Player	209
Amazon Fire Stick	174
Google Chromecast	67
TiVo Stream	7

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

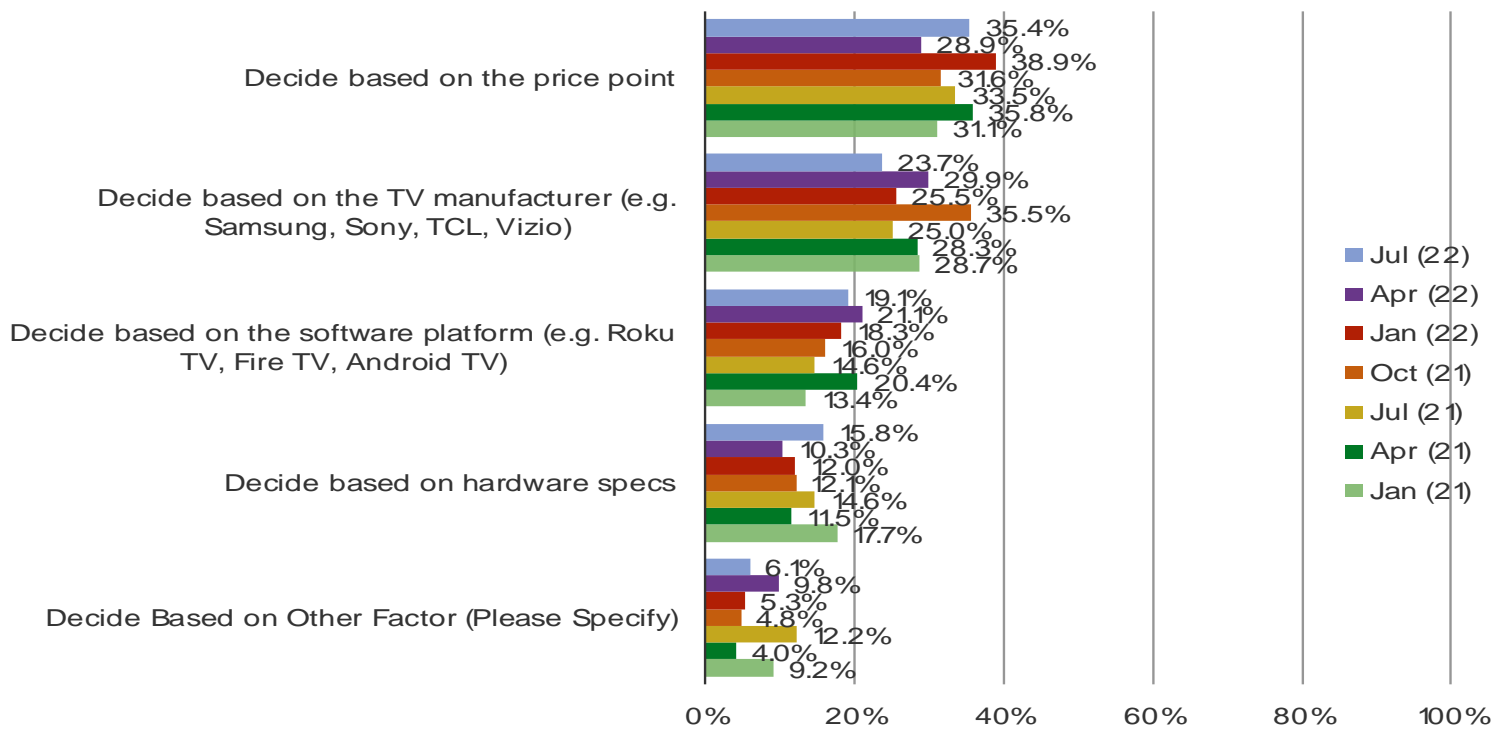
Posed to all respondents.



N = 999

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

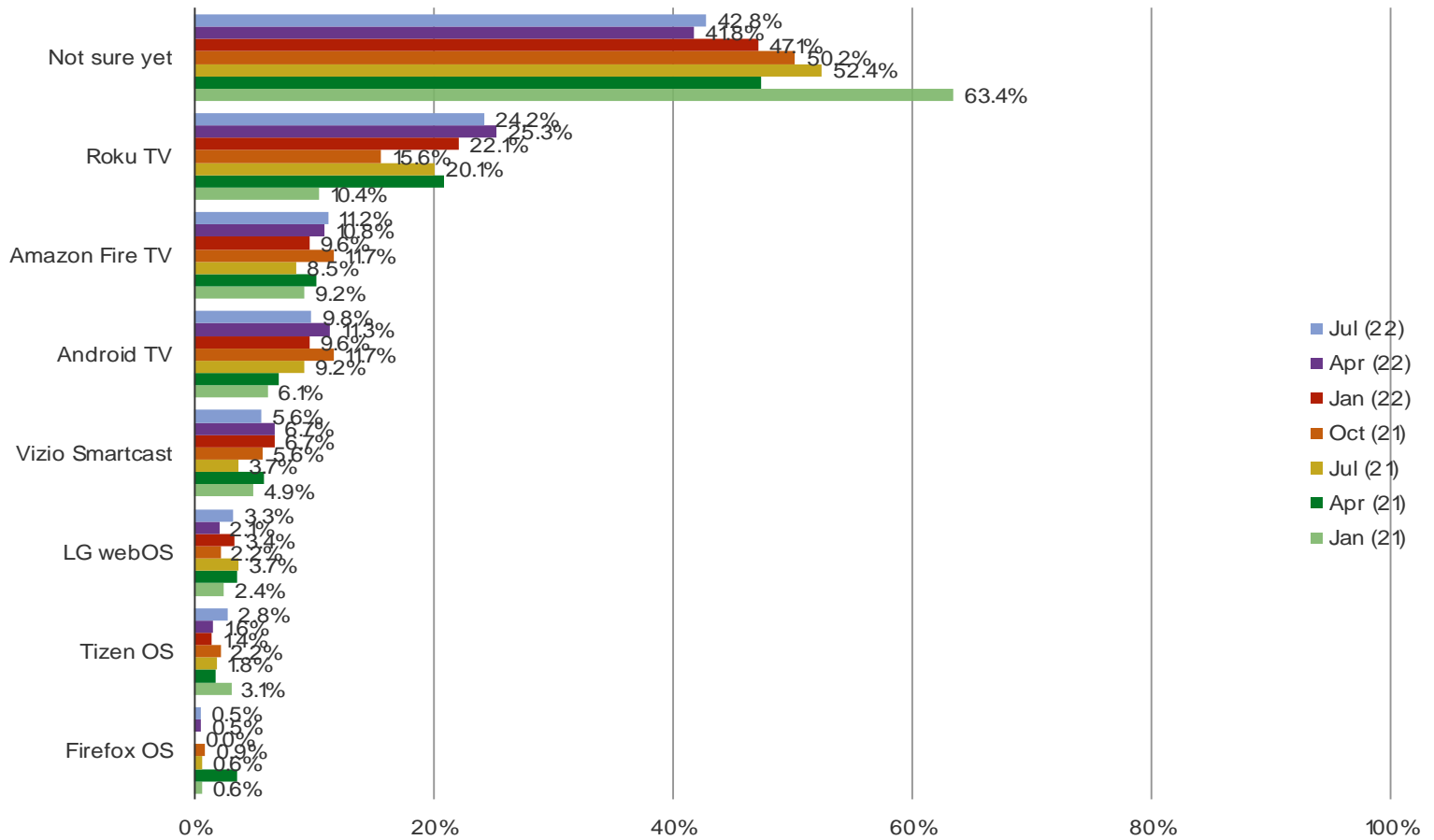
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 215

WHICH SOFTWARE PLATFORM ARE YOU PLANNING TO GET?

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



N = 215

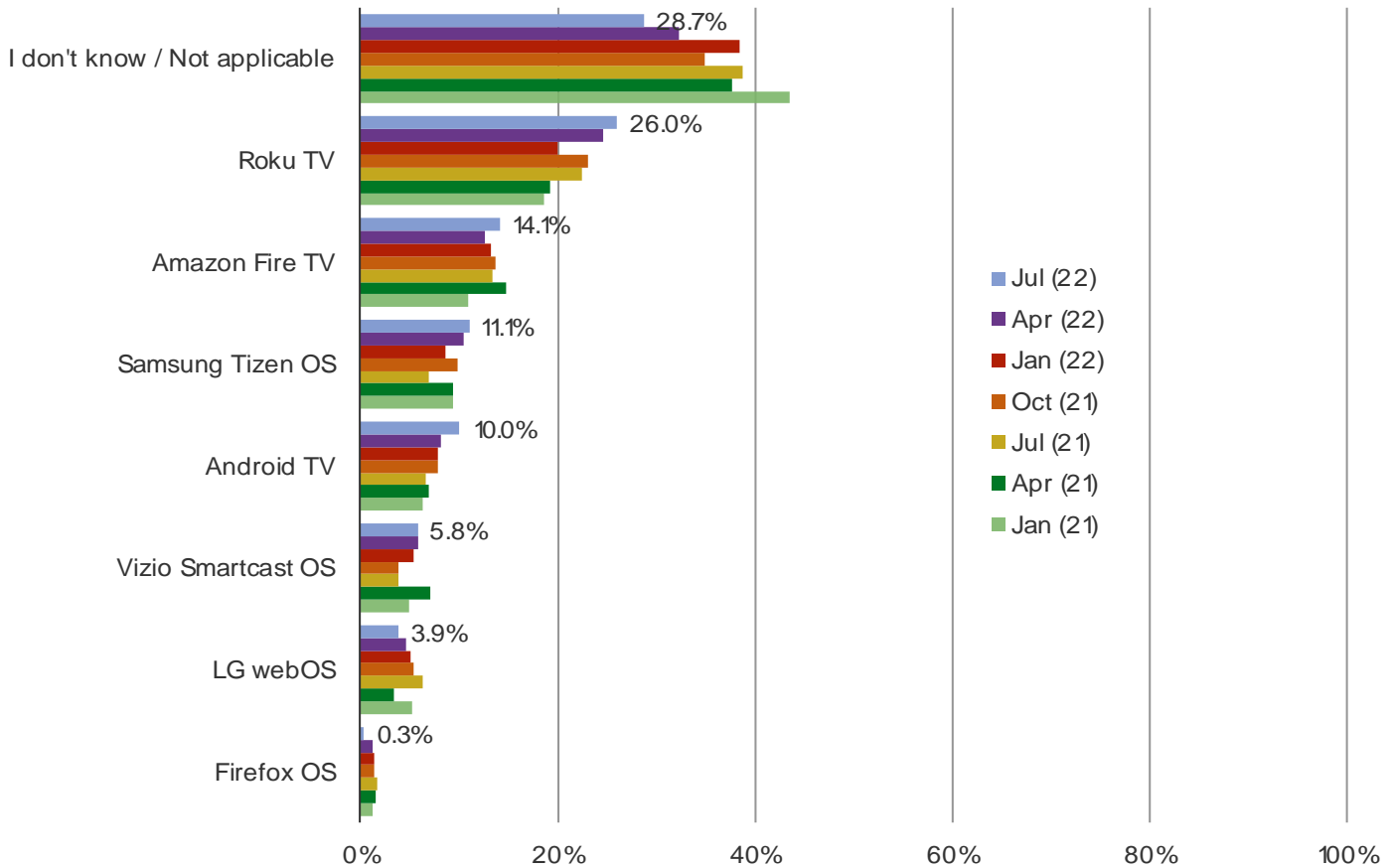
Streaming Video Players

Audience: 1,000 US Consumers

Date: July 2022

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

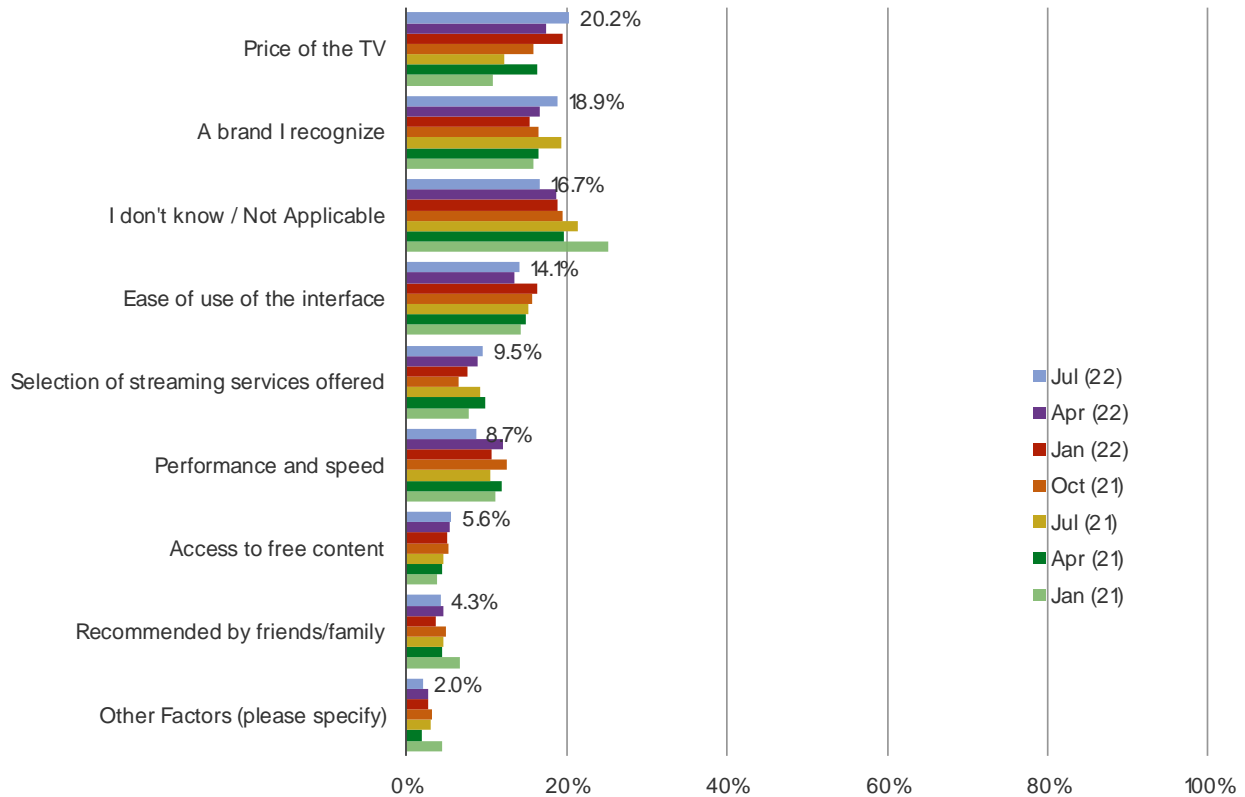
Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 588

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 = 588

Cross-Tabbed Data (Combining Current With Prior Waves to Achieve Larger N's)

	Respondents Who Would Select Each of the Following TV Software Platforms						
	Roku TV	Android TV	Amazon Fire TV	Samsung Tizen	Vizio Smartcast	Firefox OS	LG webOS
	Why						
Selection of streaming services offered	11.9%	6.1%	13.9%	8.5%	9.9%	14.3%	5.0%
Access to free content	7.6%	4.2%	6.4%	3.9%	3.6%	5.4%	5.0%
Ease of use of the interface	23.8%	19.7%	19.6%	10.0%	17.9%	16.1%	11.8%
Performance and speed	8.5%	19.1%	12.0%	20.7%	15.7%	16.1%	17.3%
A brand I recognize	19.6%	23.0%	22.8%	32.0%	22.9%	25.0%	28.6%
Recommended by friends/family	5.0%	3.9%	6.9%	4.6%	4.0%	7.1%	5.9%
Price of the TV	17.8%	16.7%	13.5%	12.9%	22.0%	14.3%	18.6%
I don't know / Not Applicable	3.1%	3.3%	2.5%	3.2%	0.9%	1.8%	2.7%
Other Factors (please specify)	2.7%	3.9%	2.2%	4.2%	3.1%	0.0%	5.0%
N Size	974	330	591	410	223	56	220