

**BESPOKE MARKET INTELLIGENCE**

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# **Netflix Basic With Ads Deep Dive**

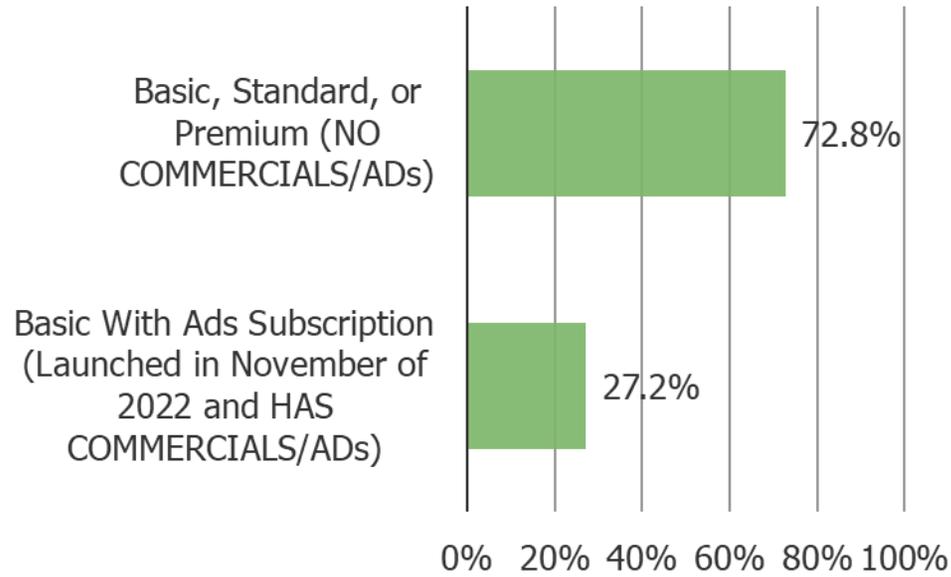
**January 2023**

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**N of 5,587 Netflix Subscribers in the US**

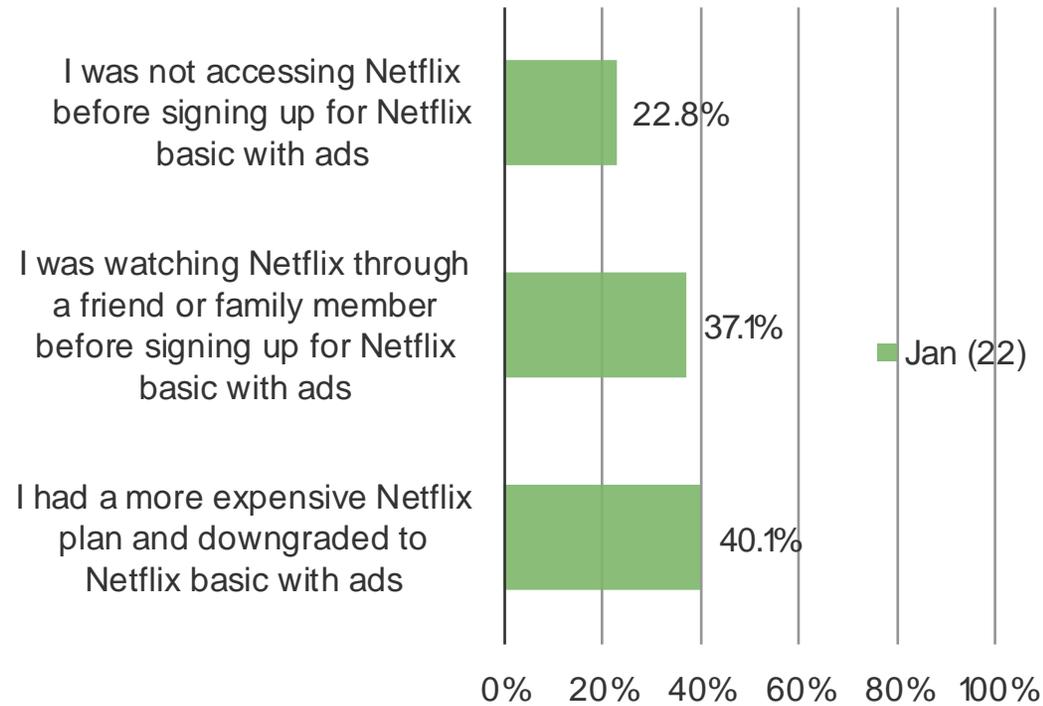
## Thinking about your account with Netflix, which of the following best describes you?

Posed to all respondents who are Netflix subscribers. (N=5587)



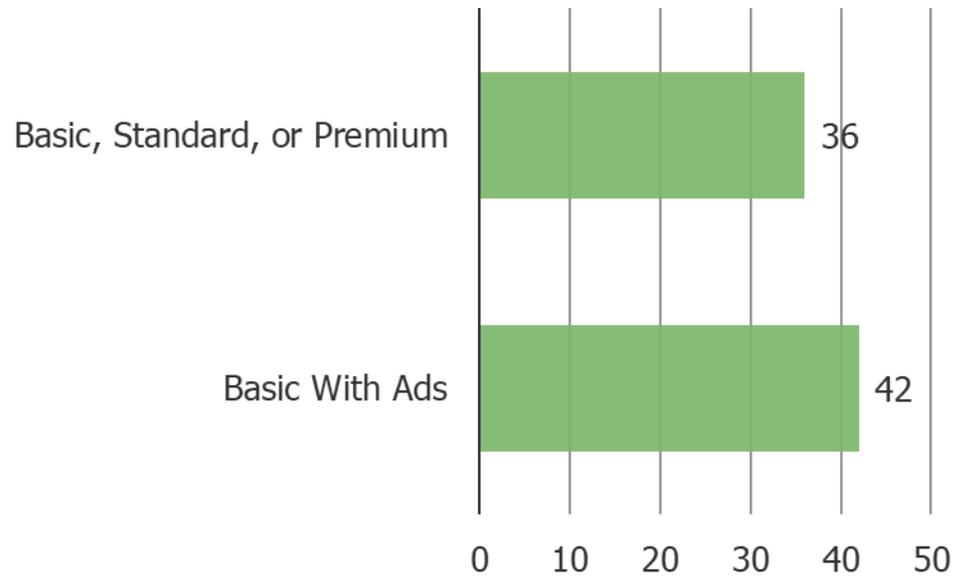
### Before you signed up for the Netflix basic plan with commercials, which of the following best describes you?

Posed to all respondents who indicated that they have the Netflix Basic with Ads subscription. (N=1515)



### How likely is it that you would recommend your Netflix subscription tier to a friend or colleague?

Posed to all respondents who are Netflix subscribers, cross-tabbed by plan they are on.

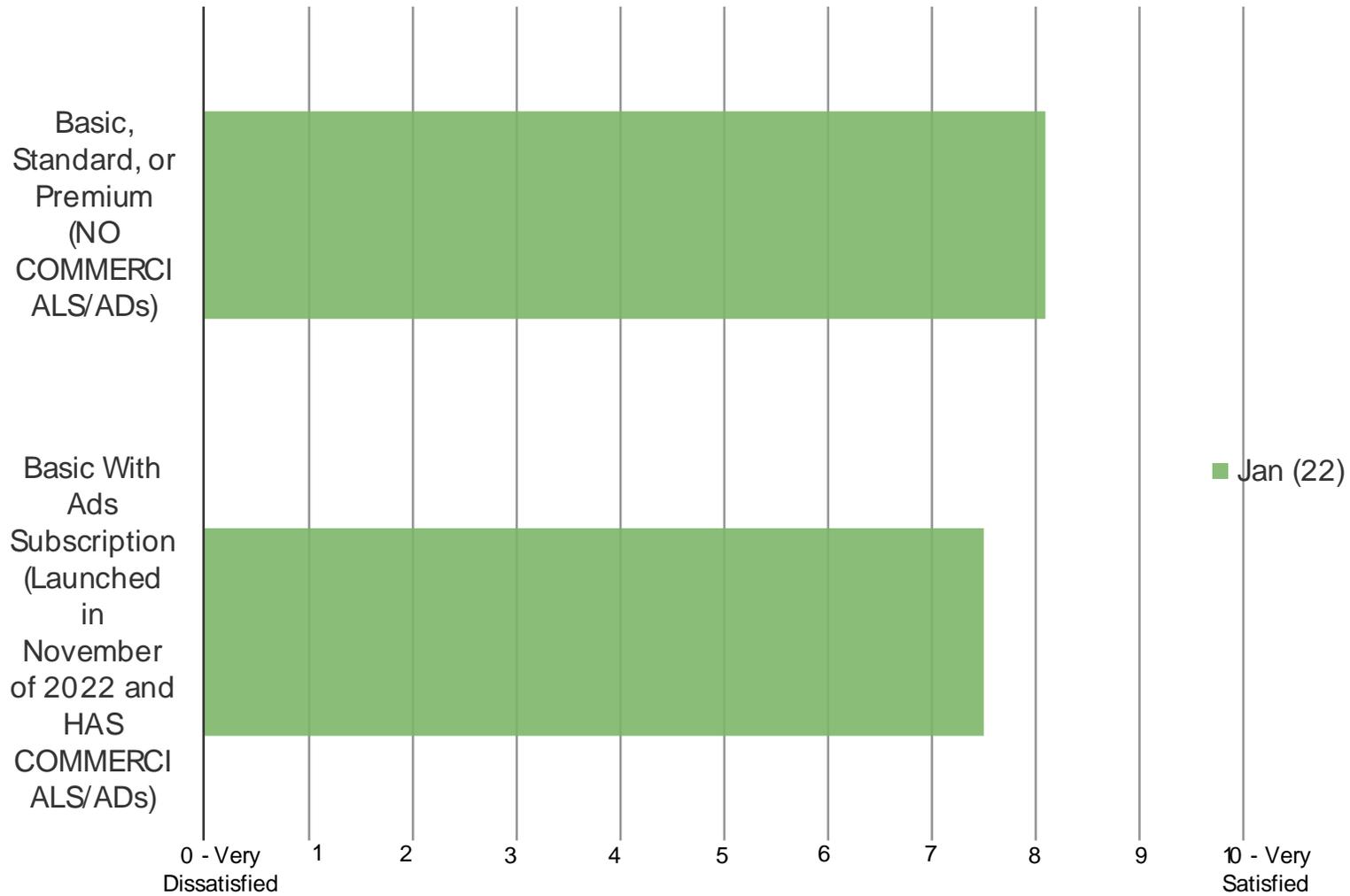


N = 3715 (Netflix Basic, Standard, or Premium)

N = 1519 (Netflix Basic With Ads)

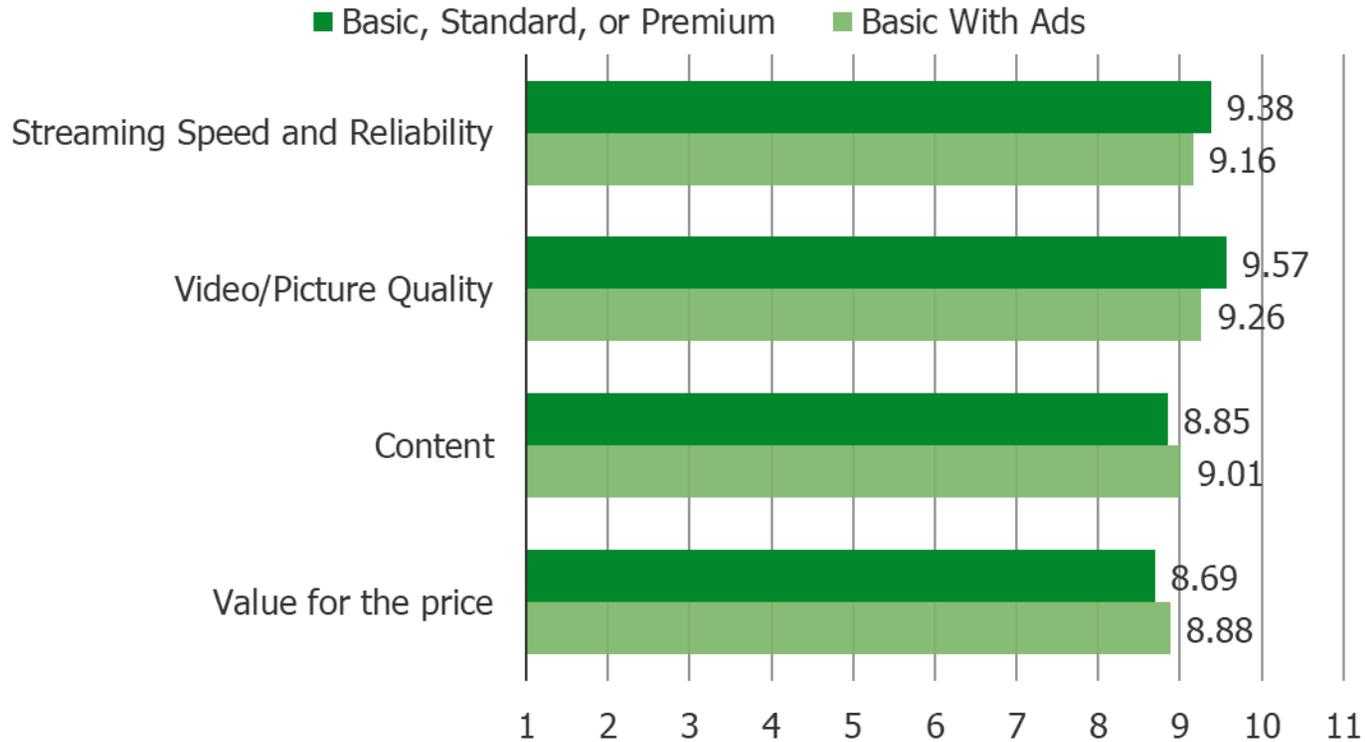
## How satisfied are you with your Netflix experience in your current plan?

Posed to all respondents who are Netflix subscribers. (N=5585)



## How would you rate your Netflix experience when it comes to the following?

Posed to all respondents who are Netflix subscribers. (N=5585)



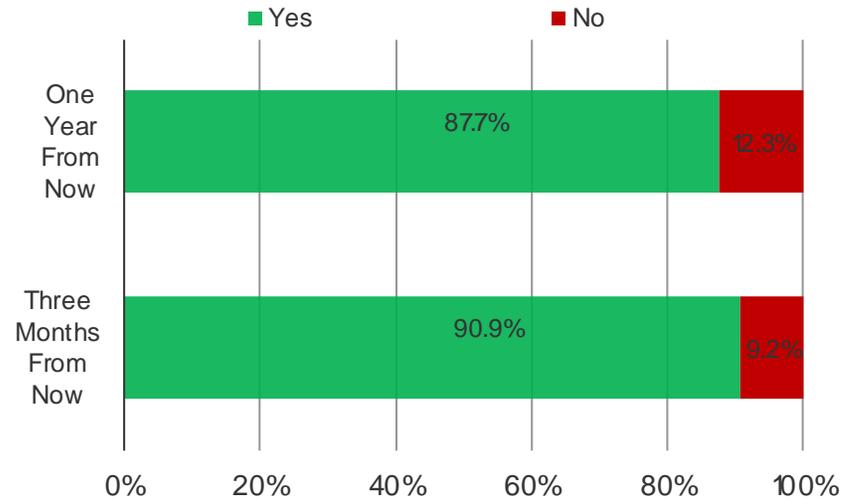
Scale: 1 = Very Bad, 11 = Very Good

N = 3715 (Netflix Basic, Standard, or Premium)

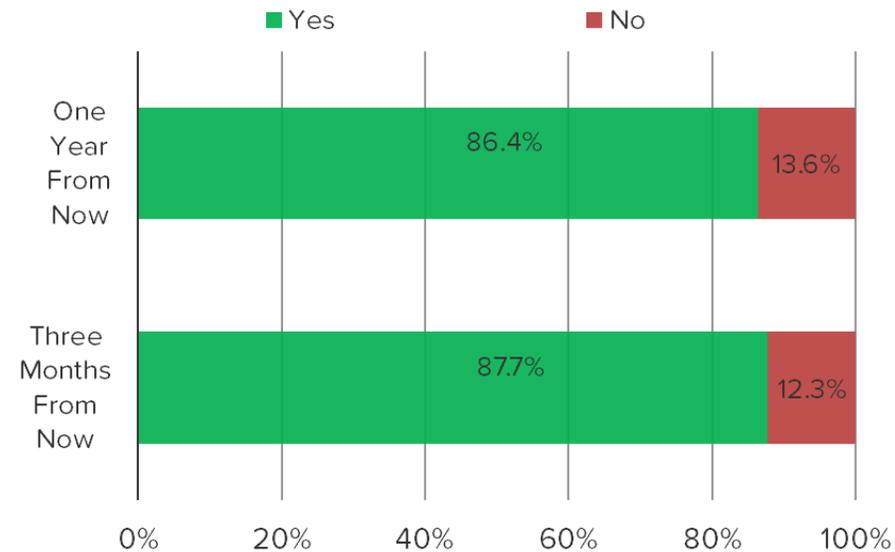
N = 1519 (Netflix Basic With Ads)

## Do you think you will still be a Netflix subscriber...

Posed to all respondents who are Netflix subscribers. (N=5585)

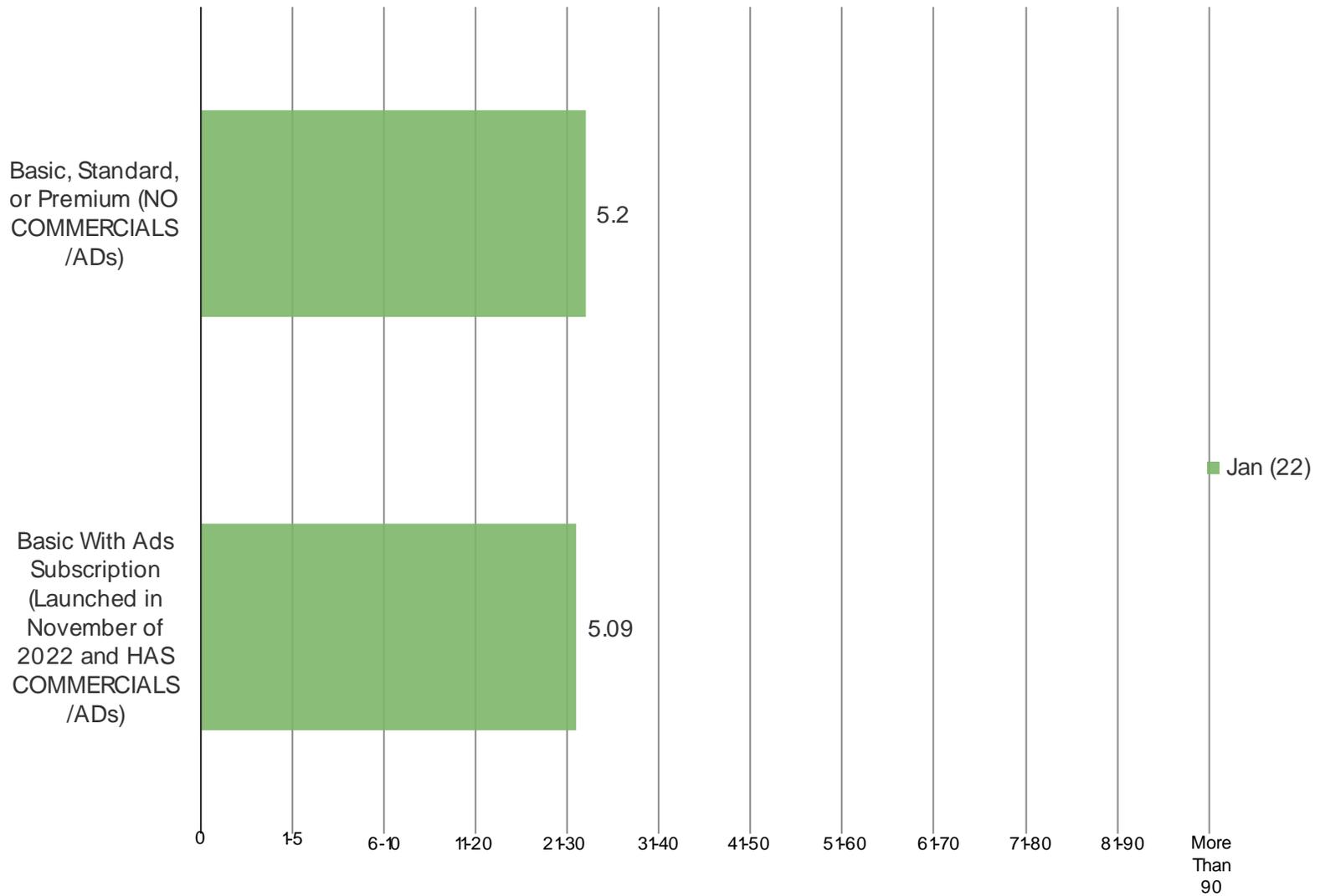


Posed to all respondents who are Netflix Basic with Ads subscribers. (N=1519)



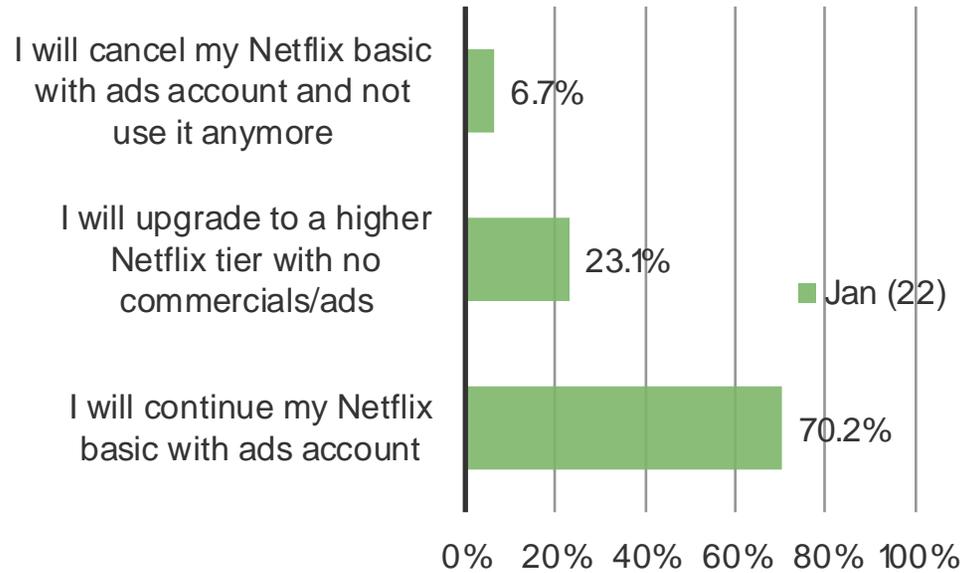
## How many hours of Netflix would you estimate you watch per month?

Posed to all respondents who are Netflix subscribers. (N=5553)



## Looking forward to one year from now, what do you think is most likely to happen?

Posed to all respondents who indicated that they have the Netflix Basic with Ads subscription. (N=1515)



What do you like most/least so far about the Netflix basic with ads experience?

Posed to all respondents who indicated that they have the Netflix Basic with Ads subscription. (N=1515)

MOST

