

Bespoke Survey Research

January 2024

Streaming Video Survey

Volume 43 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: NFLX, DIS, T, CMCSA.

KPIs and Key questions

- Consumer sentiment regarding Netflix is very positive, trailing only YouTube and Amazon, and ahead of a number of the other brands we ask about including Paramount+, Disney+, and Apple TV+.
- Consumers also feel more of a personal connection to Netflix relative other brands including Disney+, Roku, ESPN, and Peacock, to name a few.
- The share of respondents who let anyone outside of their household use their Netflix account continues to move lower with each wave we run.
- The percentage of respondents who are on the Netflix standard with ads plan continues to increase.
- Feedback from Netflix respondents about having to re-authenticate was roughly in-line with what we observed last wave. The majority who were asked to re-authenticate said it was their account and that they recovered the code and logged in (72.1%) or that they got the code from someone they lived with (15.3%). 6% contacted someone who they do not live with and got the code and 5.5% said they were not able to re-authenticate and just stopped accessing Netflix.
- The share of Netflix watchers who had trouble accessing the account of someone they don't live with (in the past month) increased for two consecutive waves since we started asking the question in July of 2023.
- Regarding AVOD – the amount consumers would be willing to pay for ad-supported services has been flat to up over time and they have revised higher the ad load that they would be willing to tolerate on such a plan.
- The two things of greatest importance to cable TV subs are sports and news. While sports are important across most age bands, cable news shows are far more important to older respondents.
- The share of Netflix subscribers considering cancelling at the moment declined sequentially. Those who are considering cancelling complain about price / say it is too expensive.
- For the streaming category broadly, there does appear to be increased caution around spending among consumers in general.
- Feedback continues to point to 2-3 offerings being the right number of streaming video app services to be paying for at the same time. Over time, this figure has moved higher, but been flatter of late.

NEW QUESTIONS

WHEN YOU SEE THIS COMPANY/BRAND NAME, WHAT EMOTION DO YOU FEEL FIRST?

Posed to respondents who are aware of the below.

Netflix

Amazon Prime



ESPN

YouTube



WHEN YOU SEE THIS COMPANY/BRAND NAME, WHAT EMOTION DO YOU FEEL FIRST?

Posed to respondents who are aware of the below.

YouTube TV

Discovery+



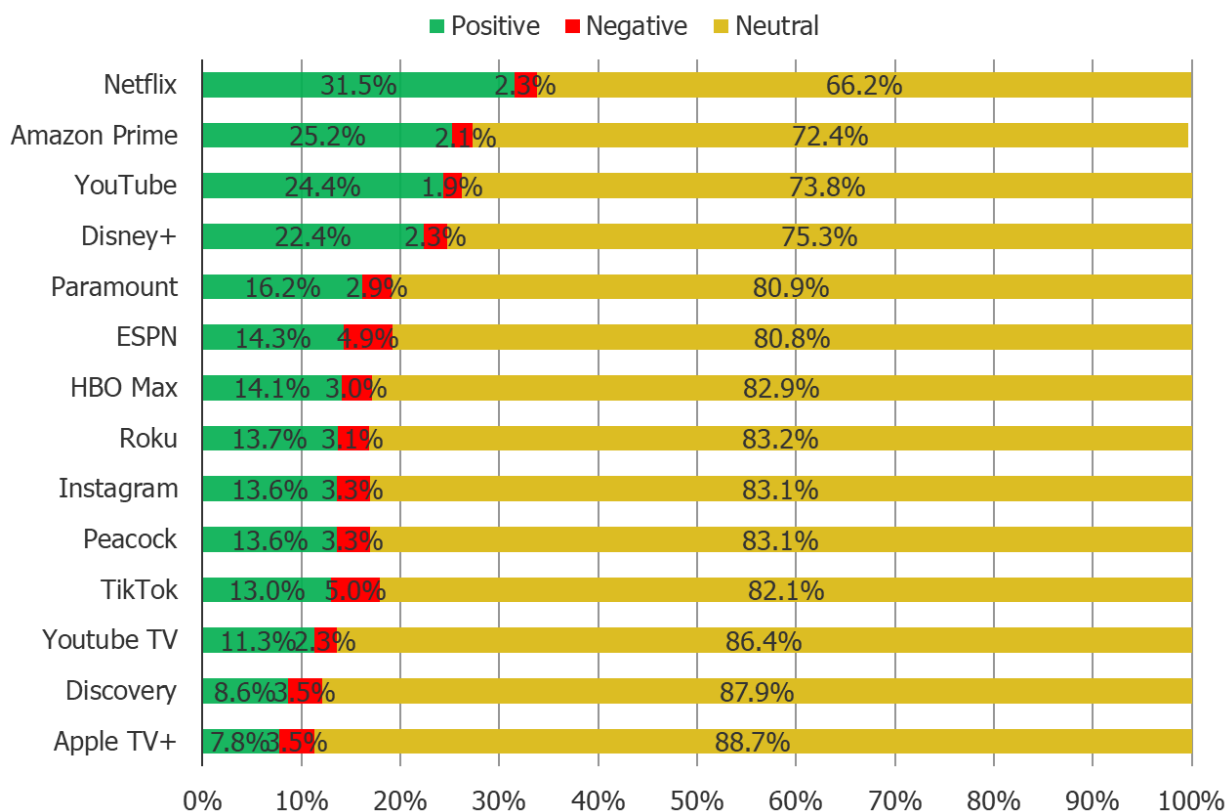
Paramount+

Roku



ANALYZING WORD CLOUDS FROM THE PRIOR PAGES: EMOTION ANALYSIS – POSITIVE VS. NEGATIVE VS. NEUTRAL

Posed to respondents who are aware of the below.



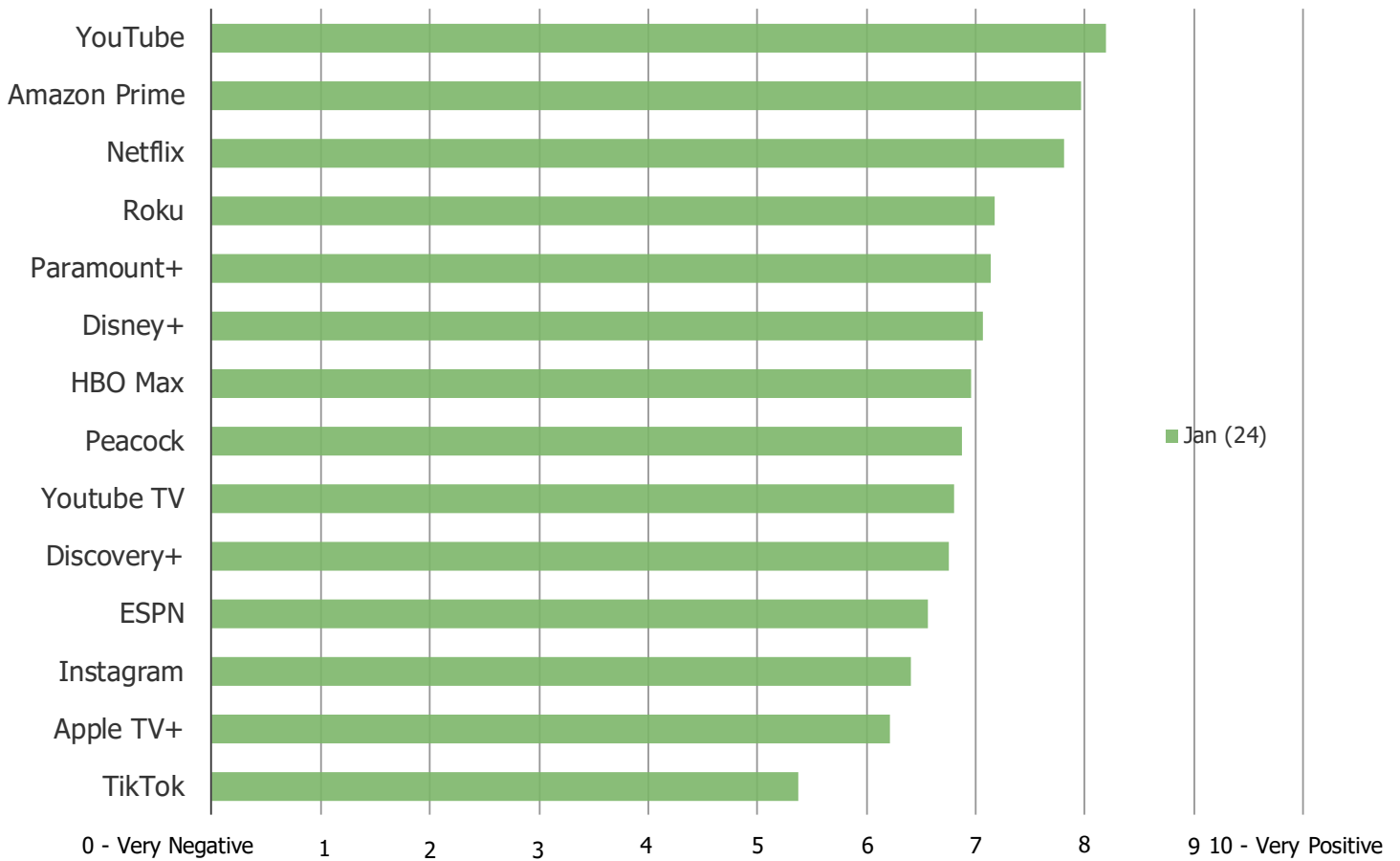
ANALYZING WORD CLOUDS FROM THE PRIOR PAGES: EMOTION ANALYSIS – DEEPER BREAKDOWNS

Posed to respondents who are aware of the below.

Company	Anger / Hostility	Contentment / Satisfaction	Enthusiasm / Excitement	Fear / Anxiety	Frustration / Irritation	Indifference / Apathy	Other	Sadness / Disappointm	Surprise / Shock
Netflix	0.1%	28.8%	4.5%	0.0%	0.4%	7.3%	58.2%	0.7%	0.0%
Amazon Prime	0.1%	22.9%	4.5%	0.2%	0.3%	8.2%	62.9%	0.8%	0.1%
ESPN	0.1%	9.7%	5.2%	0.0%	0.6%	9.3%	74.1%	0.9%	0.1%
YouTube	0.3%	21.7%	3.6%	0.0%	0.1%	5.2%	68.8%	0.1%	0.2%
Disney+	0.2%	20.0%	2.9%	0.0%	0.4%	5.9%	69.4%	1.1%	0.0%
Apple TV+	0.1%	7.4%	1.0%	0.1%	0.2%	13.3%	77.4%	0.5%	0.0%
HBO Max	0.1%	12.0%	3.0%	0.0%	0.4%	10.4%	72.8%	1.0%	0.2%
Peacock	0.0%	12.1%	2.3%	0.0%	0.1%	11.5%	73.3%	0.6%	0.0%
YouTube TV	0.1%	10.2%	1.5%	0.1%	0.5%	10.9%	76.4%	0.4%	0.0%
Discovery+	0.1%	7.9%	1.0%	0.1%	0.1%	10.6%	79.3%	0.8%	0.1%
Paramount+	0.0%	14.5%	2.4%	0.1%	0.2%	9.8%	72.2%	0.7%	0.1%
Roku	0.1%	12.7%	1.8%	0.0%	0.2%	10.8%	74.3%	0.2%	0.0%
TikTok	0.7%	11.9%	1.5%	0.1%	1.2%	5.5%	77.7%	1.1%	0.2%
Instagram	0.0%	13.0%	1.0%	0.1%	1.0%	9.2%	74.4%	1.2%	0.0%

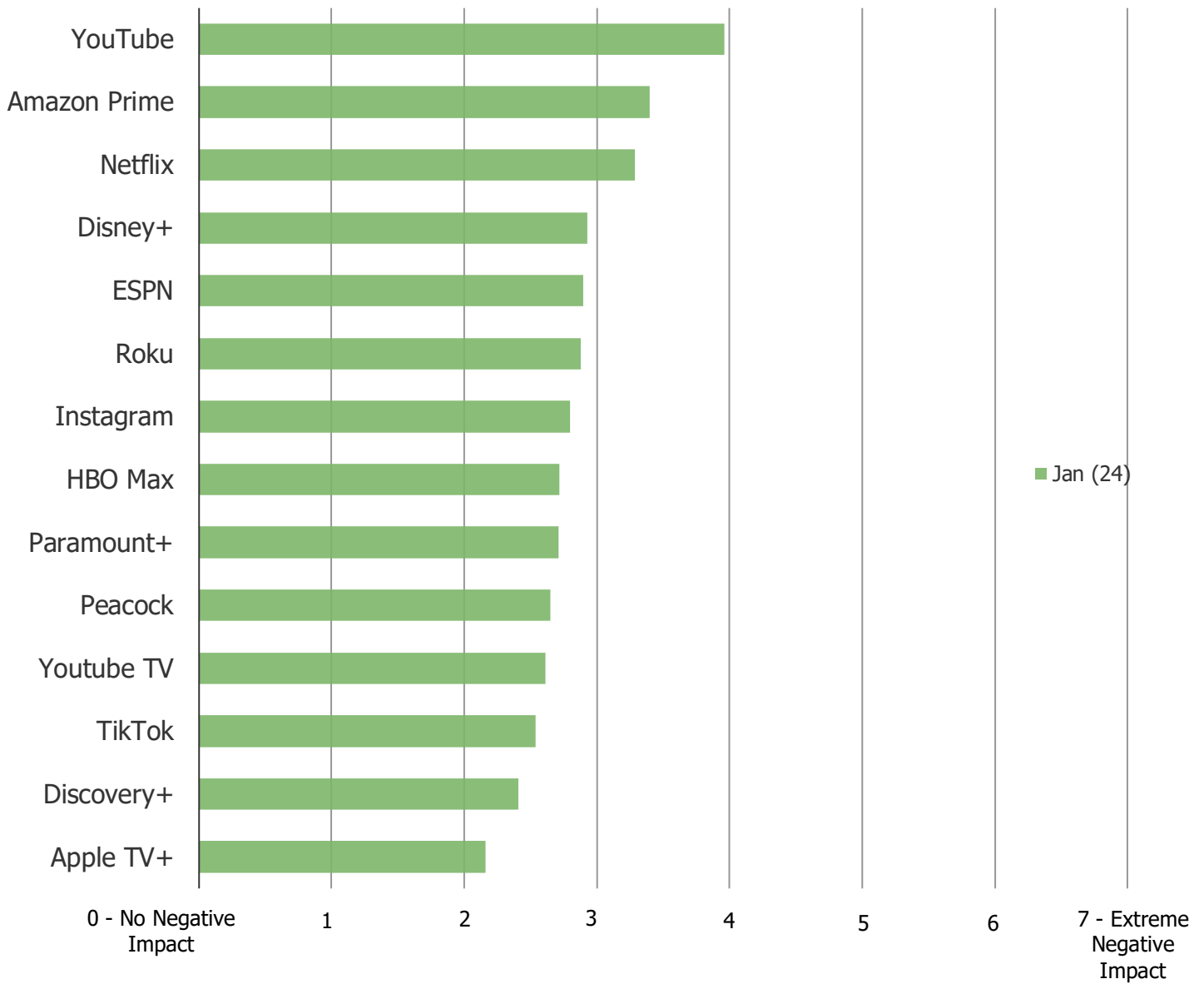
HOW DO YOU FEEL ABOUT THE FOLLOWING BRANDS?

Posed to respondents who are aware of each the below.



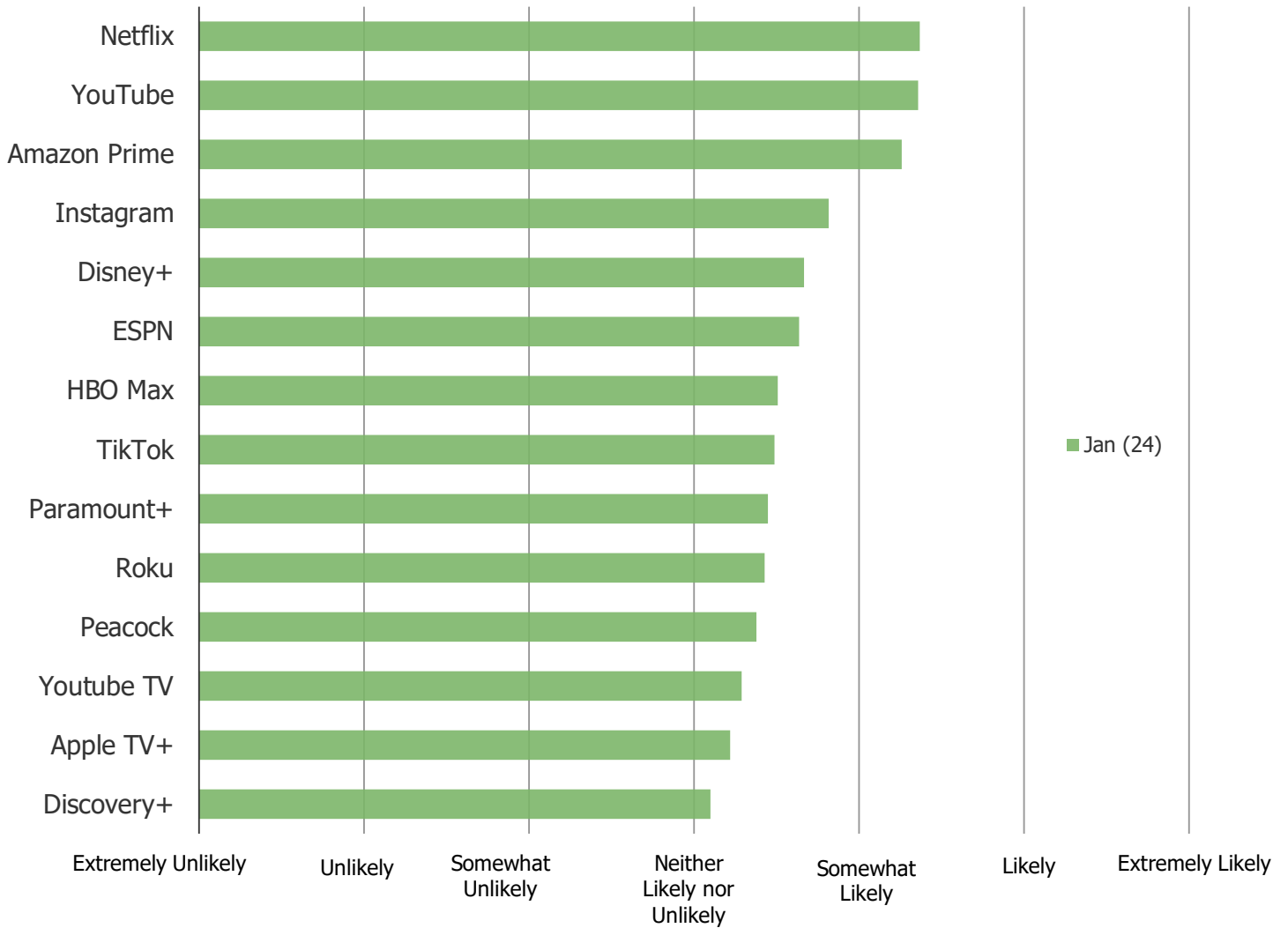
WHAT KIND OF AN IMPACT WOULD THERE BE ON YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE TODAY?

Posed to respondents who are aware of each the below.



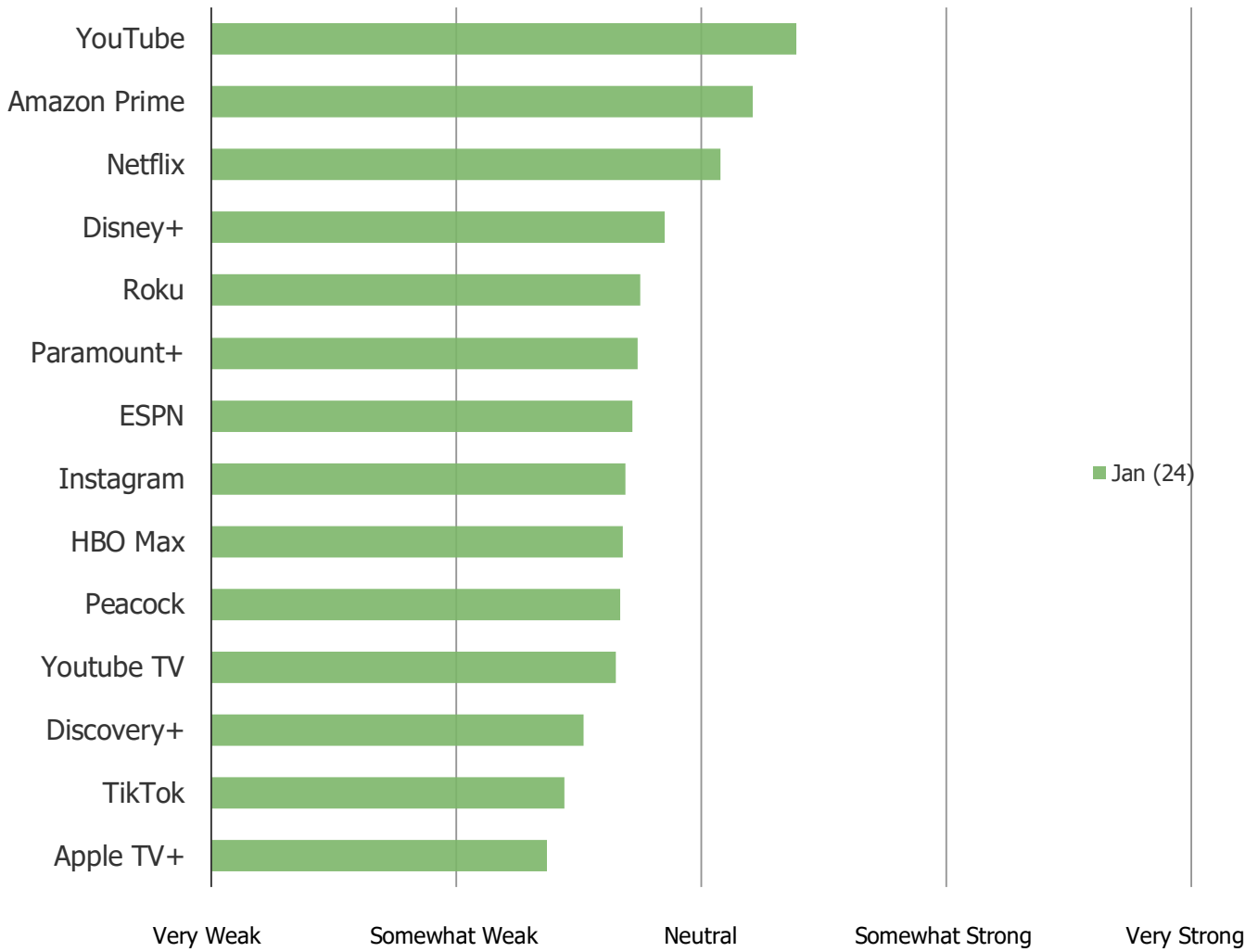
HOW LIKELY ARE YOUR FRIENDS/PEERS TO BE USERS OF THE FOLLOWING?

Posed to respondents who are aware of each the below.



HOW MUCH OF A PERSONAL CONNECTION DO YOU FEEL WITH THE FOLLOWING BRANDS/COMPANIES?

Posed to respondents who are aware of each the below.



OPTIONAL - IF YOU COULD GIVE THE CEO OF NETFLIX ANY ADVICE, WHAT WOULD IT BE?

Posed to Netflix subscribers.

1. **Price Increases** (168 mentions):

- Advice includes avoiding raising subscription prices and ensuring that any price increase is justified by superior content quality.
- Suggestions to lower prices and stop creating new rules related to pricing.
- Some respondents express a desire for the return of the DVD service or the addition of more recent movies as a justification for the cost.

2. **Account Sharing** (27 mentions):

- Respondents advise maintaining flexibility in account sharing, especially among family and friends.
- There's a sentiment that restricting account sharing or charging extra is counterproductive and could lead to subscriber loss.
- Balancing lower prices with the option to share accounts is a common theme.

3. **Commercials/Ads** (15 mentions):

- The predominant advice is to minimize or completely eliminate ads, as they detract from the viewing experience.
- Some responses suggest that the presence of ads might push viewers towards cheaper, ad-free alternatives.

4. **Content** (128 mentions):

- Suggestions revolve around improving or maintaining a wide range of high-quality content.
- Respondents advise adding new movies, bringing back popular older shows, and continuing to produce diverse original content.
- Emphasis on content that appeals to a broader audience, avoiding repetition, and focusing on viewer preferences.

5. **Competition** (1 mention):

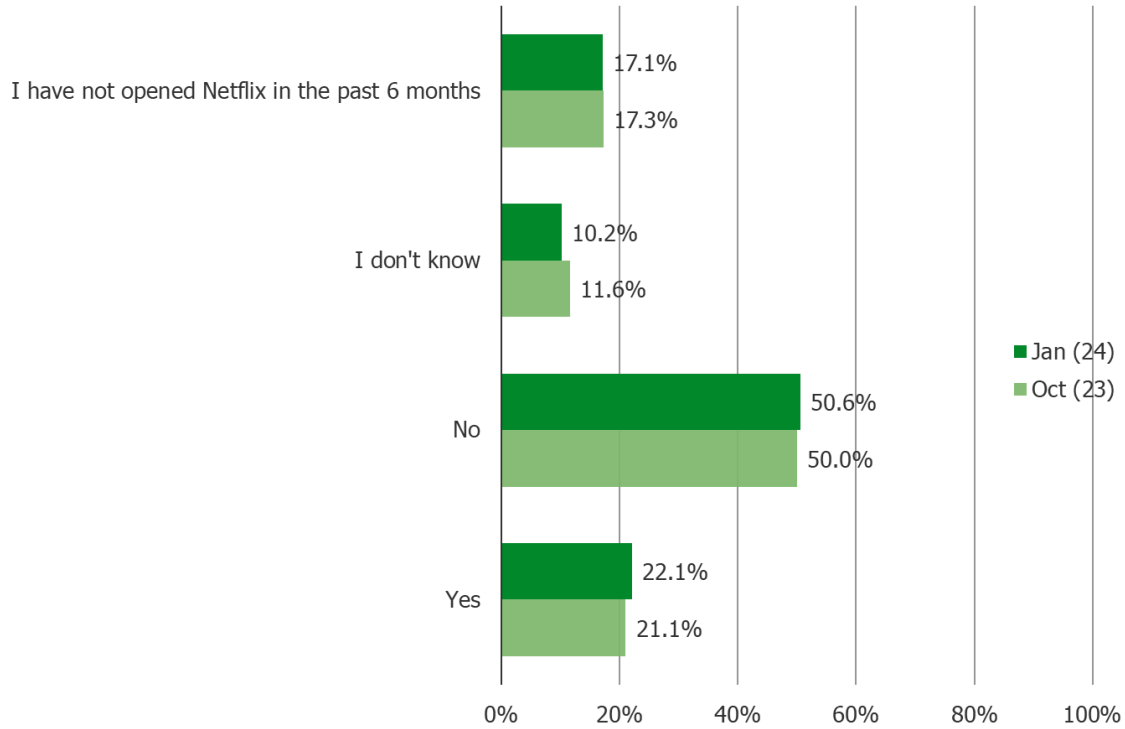
- The single response related to competition advises offering premium programming at competitive prices to differentiate Netflix in the crowded streaming market.

The additional themes that emerged across topics include Device Support (19 mentions), Family/Kids Content (10 mentions), Customer Service (5 mentions), International Content (3 mentions), and User Experience (1 mention). These themes suggest areas like improving device compatibility, catering to family audiences, enhancing customer support, expanding international content, and focusing on user interface and experience. [-]

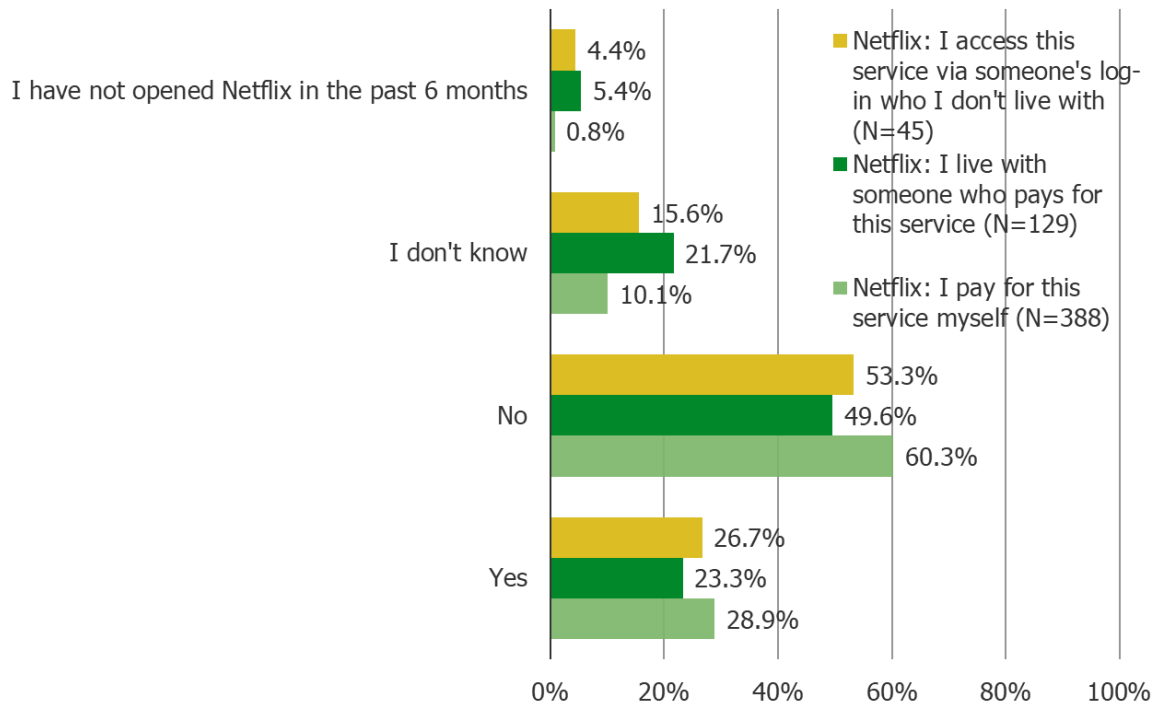
RE-AUTHENTICATING NETFLIX

HAVE YOU EVER BEEN FORCED TO ENTER A CODE TO RE-AUTHENTICATE IN THE NETFLIX APP ON ANY DEVICE YOU USE TO WATCH NETFLIX DURING THE PAST 6 MONTHS?(I.E., HAVE YOU BEEN FORCED TO RETRIEVE AND ENTER A CODE SENT TO THE EMAIL ADDRESS OR MOBILE NUMBER ASSOCIATED WITH THE NETFLIX ACCOUNT YOU ACCESS)

Posed to respondents who watch Netflix...

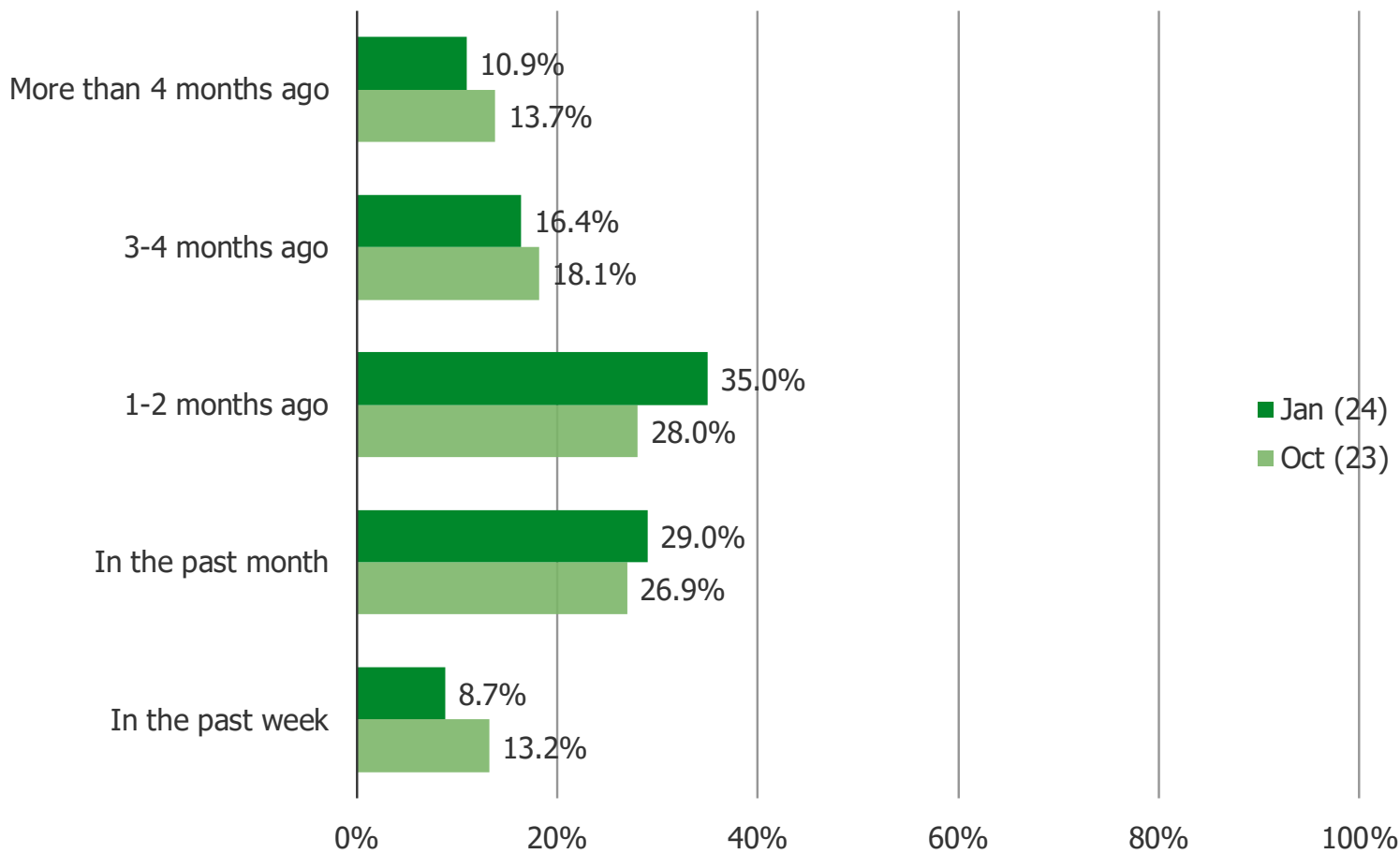


Posed to respondents who watch Netflix, cross-tabbed by how they access Netflix...



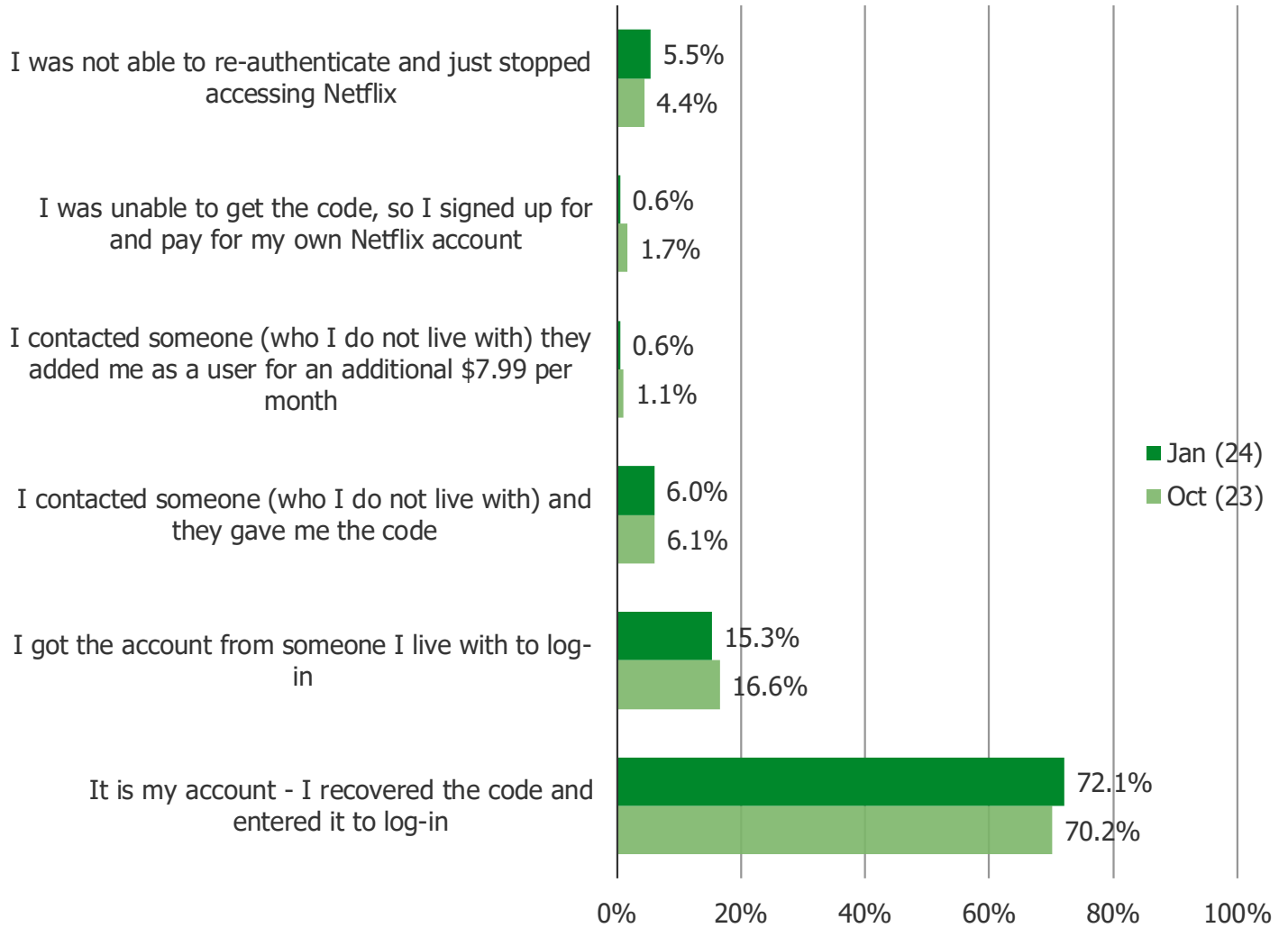
WHEN WERE YOU MOST RECENTLY FORCED TO RE-AUTHENTICATE TO GET INTO NETFLIX?

Posed to respondents who were asked to re-authenticate to access Netflix (N = 183).



WHEN ASKED TO RE-AUTHENTICATE TO GET INTO NETFLIX, WHAT DID YOU DO? PLEASE READ THE BELOW RESPONSES VERY CAREFULLY AND CHOOSE WHICH YOU DID.

Posed to all respondents who watch movies and/or TV shows through any medium including streaming video providers and were asked to re-authenticate (N = 183).



CABLE TV PERSONALITIES AND LIVE SPORTS/EVENTS

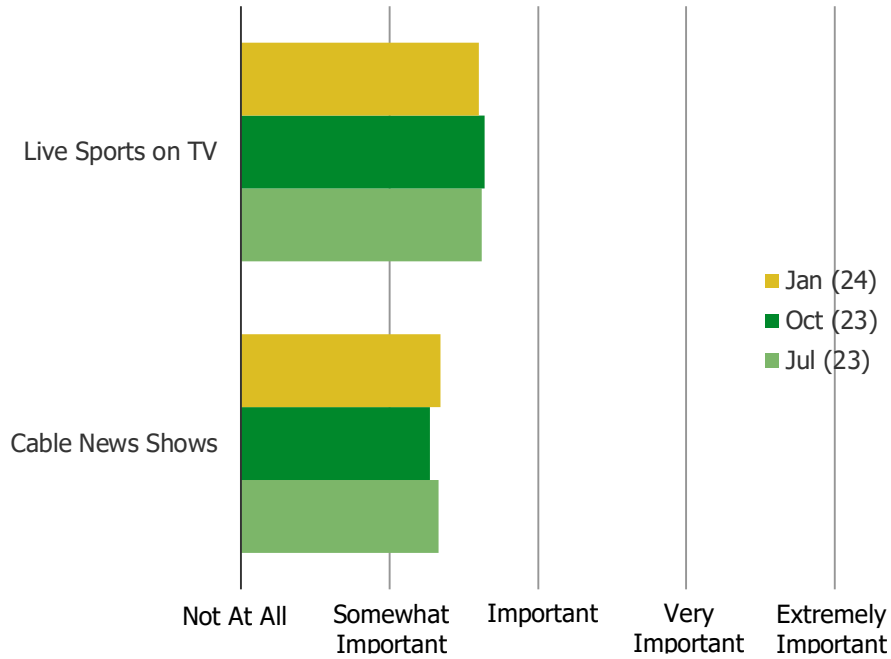
OF ALL THE THINGS YOU WATCH ON CABLE TV, WHICH IS MOST IMPORTANT TO YOU?

Posed to all respondents who watch cable TV at home (N = 450)

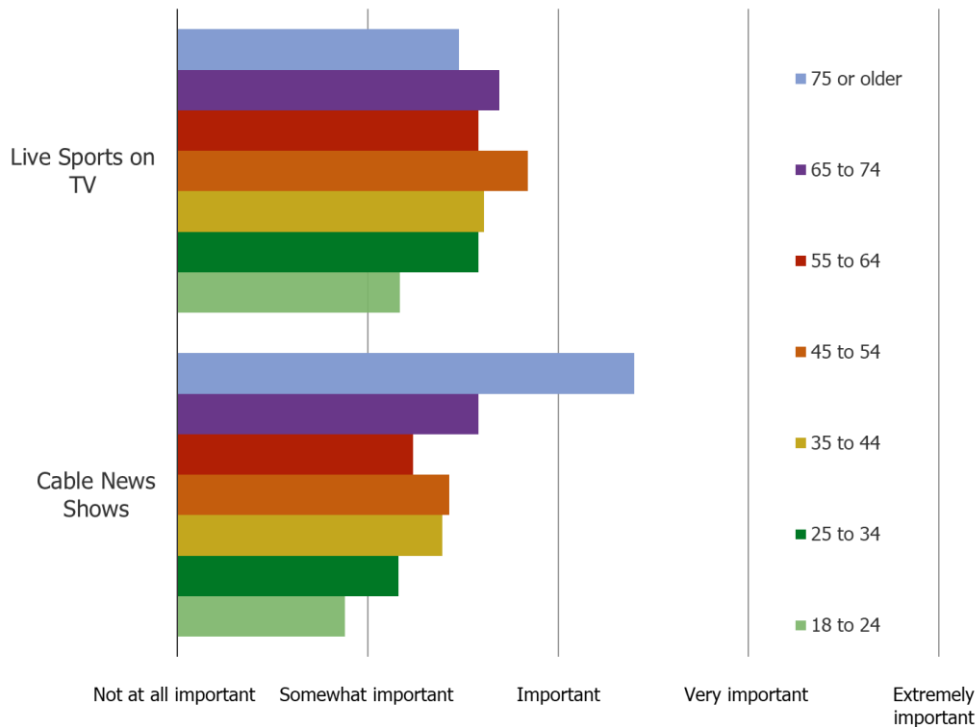


HOW IMPORTANT ARE THE FOLLOWING TO YOU...

Posed to all respondents.

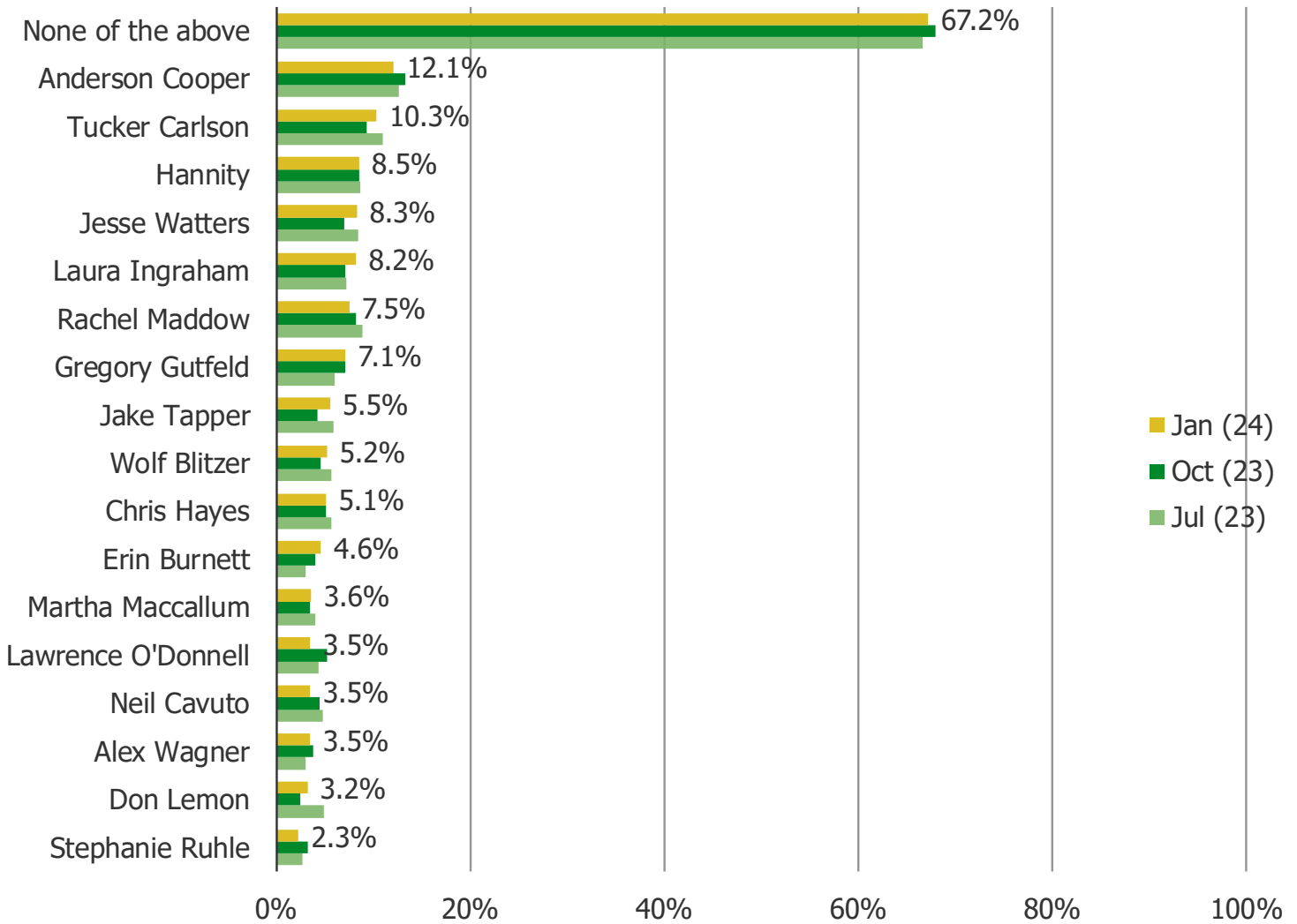


Cross-Tab (Weighted Averages)



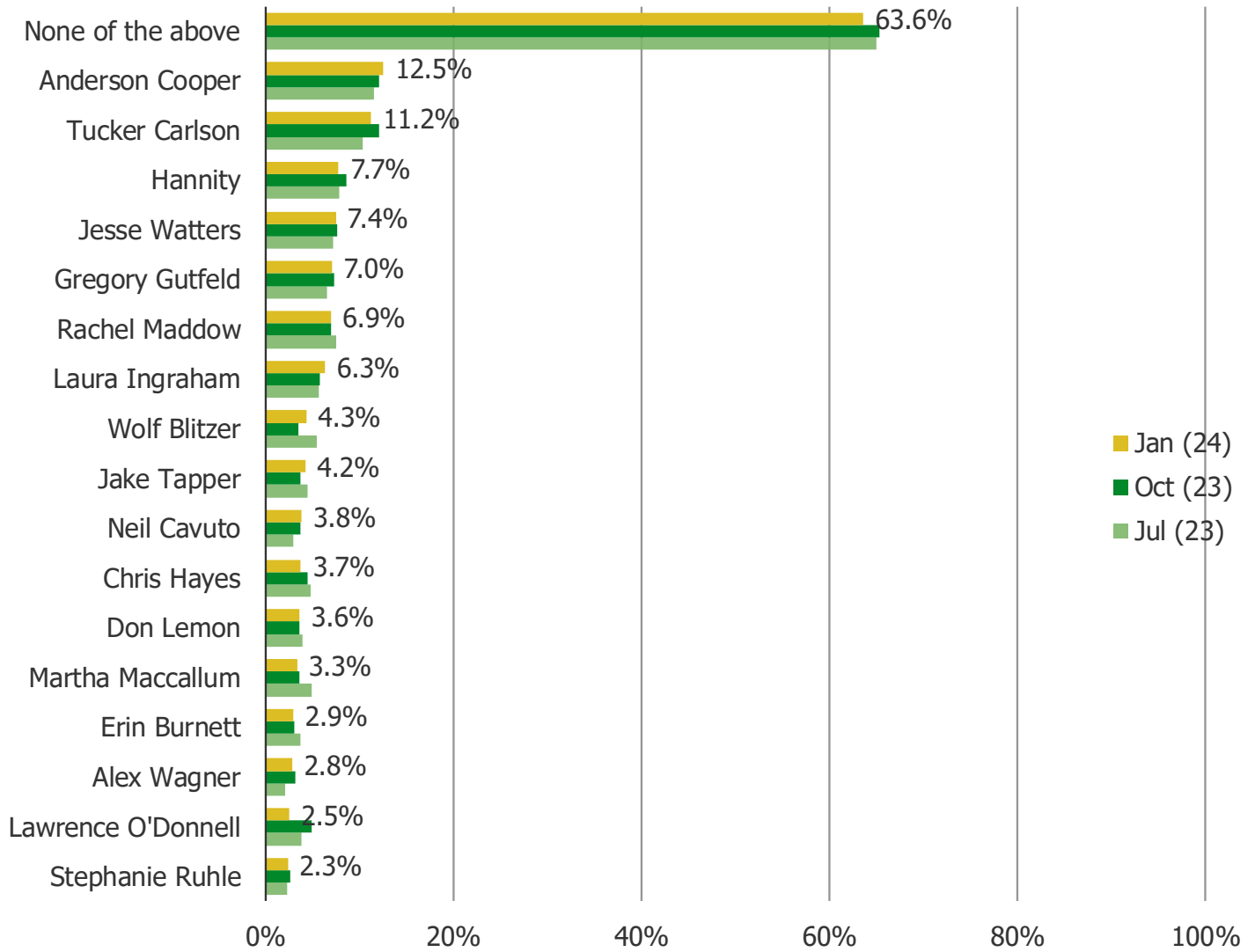
DO YOU WATCH ANY OF THE FOLLOWING REGULARLY? SELECT ALL THAT APPLY

Posed to all respondents.



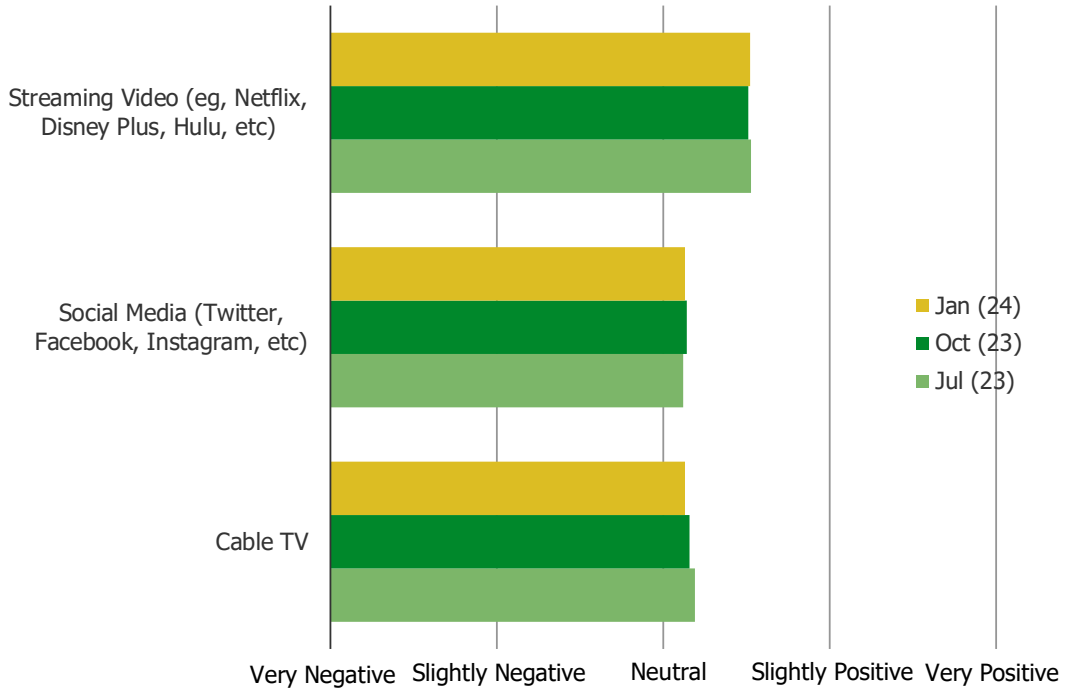
DO YOU CONSIDER YOURSELF A FAN OF ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.

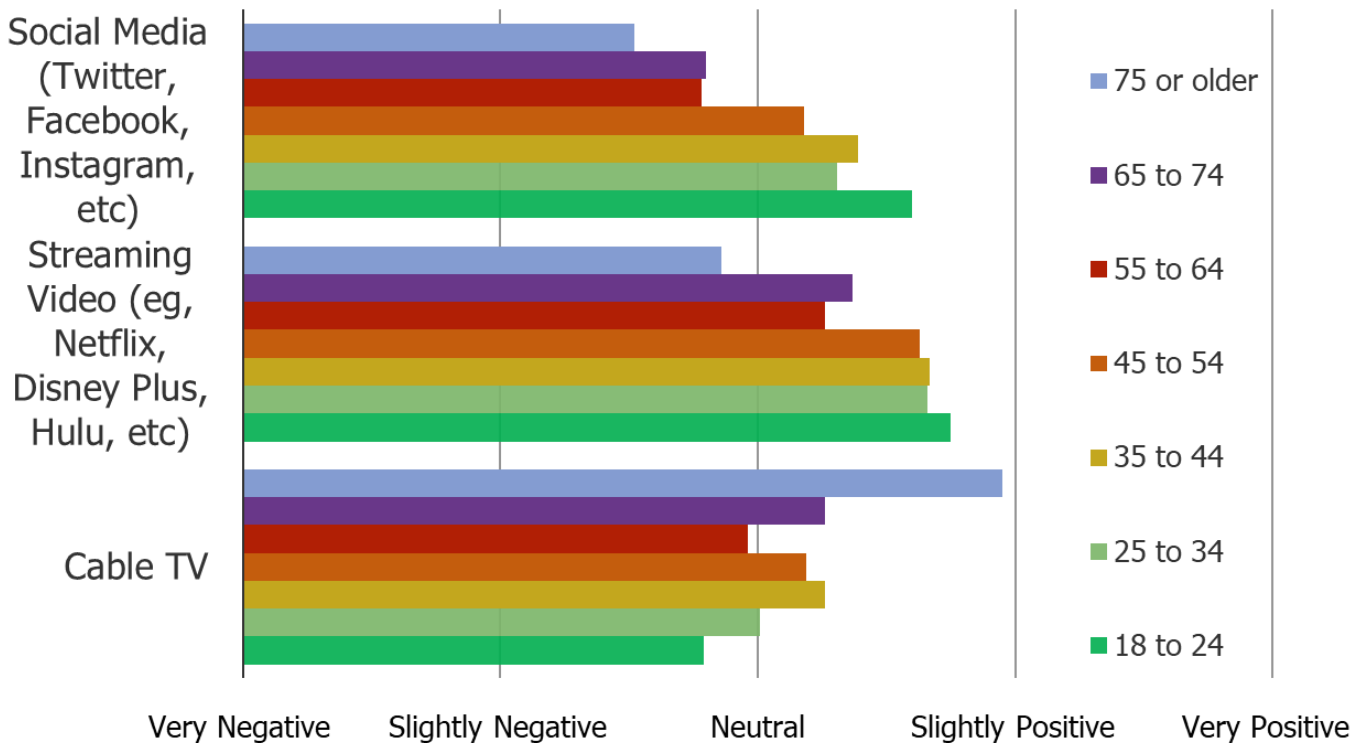


HOW DO YOU FEEL ABOUT WATCHING YOUR FAVORITE CABLE MEDIA PERSONALITIES ON THE FOLLOWING PLATFORMS?

Posed to all respondents.

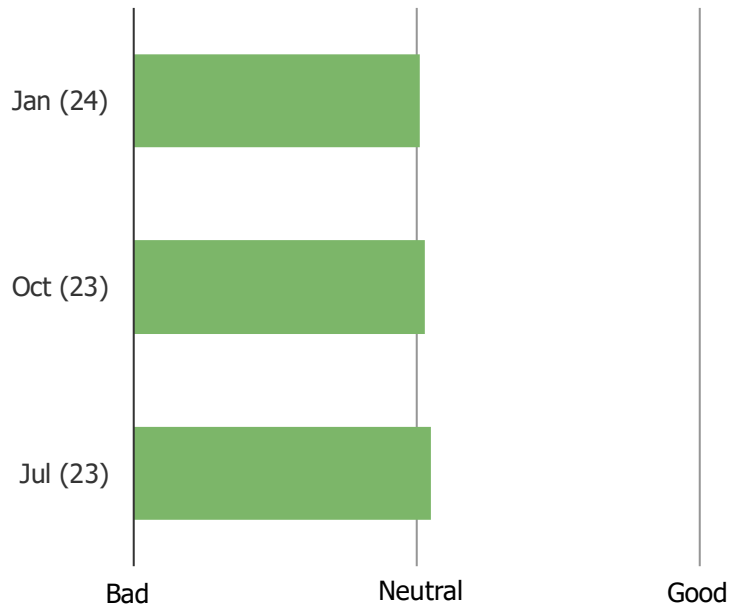


Cross-Tabs (Weighted Averages)

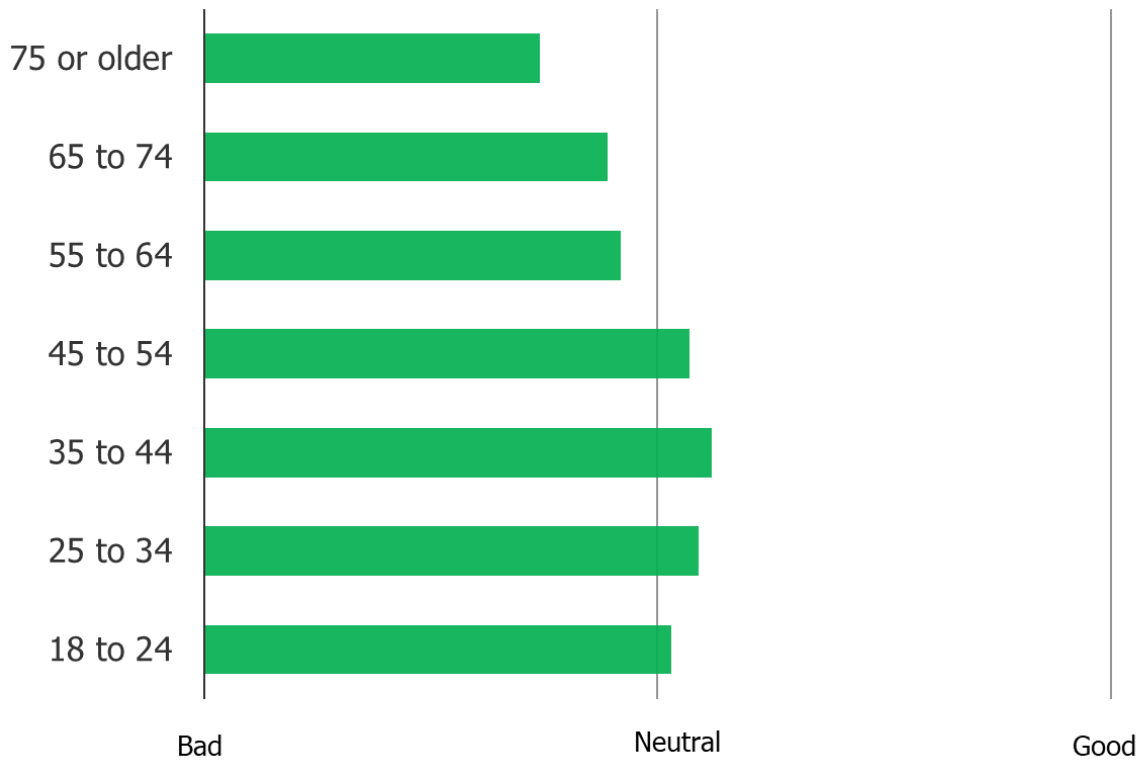


WOULD YOU CONSIDER IT A GOOD OR BAD THING IF YOUR FAVORITE CABLE NEWS PERSONALITY LEFT THE NETWORK AND SPOKE DIRECTLY TO THE AUDIENCE FROM THEIR OWN SOCIAL MEDIA PLATFORM (LIKE TWITTER)?

Posed to all respondents.



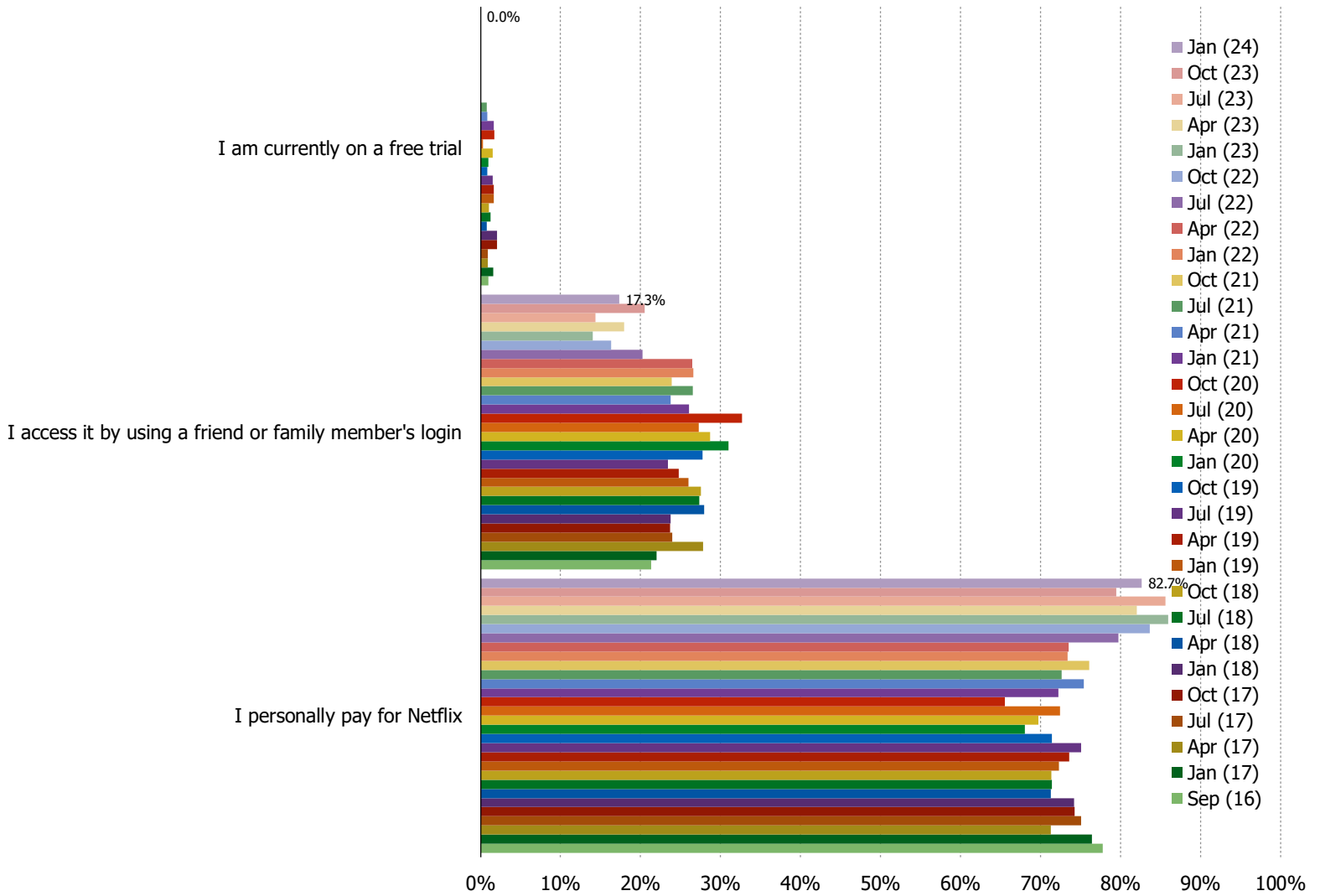
Cross-Tabs (Weighted Averages)



NFLX ACCOUNT SHARING

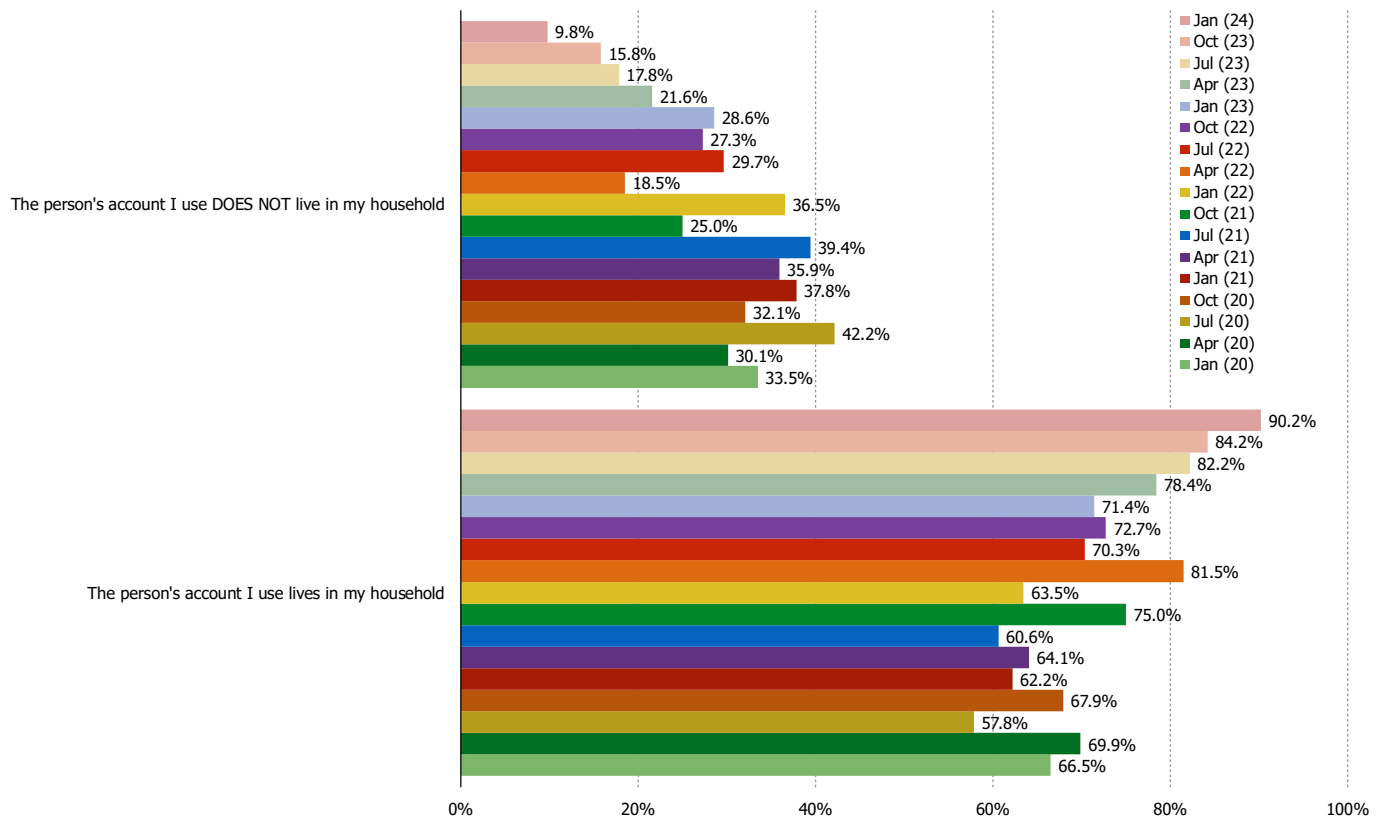
DO YOU SHARE A PASSWORD WITH SOMEONE WHO LIVES IN YOUR HOUSEHOLD, OR SOMEONE WHO DOES NOT LIVE IN YOUR HOUSEHOLD?

Posed to Netflix subscribers.



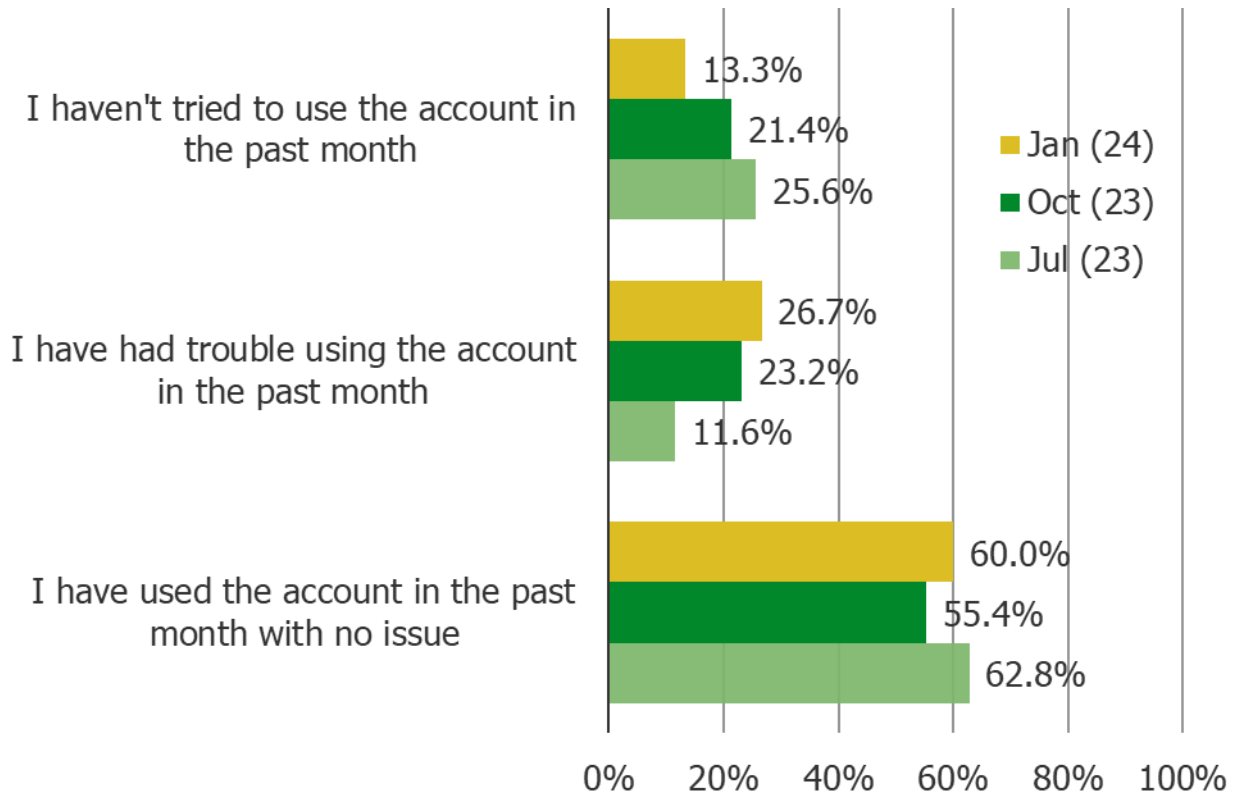
DO YOU SHARE A PASSWORD WITH SOMEONE WHO LIVES IN YOUR HOUSEHOLD, OR SOMEONE WHO DOES NOT LIVE IN YOUR HOUSEHOLD?

Posed to Netflix subscribers who access it by using a family or friend’s login (31% of subscribers).



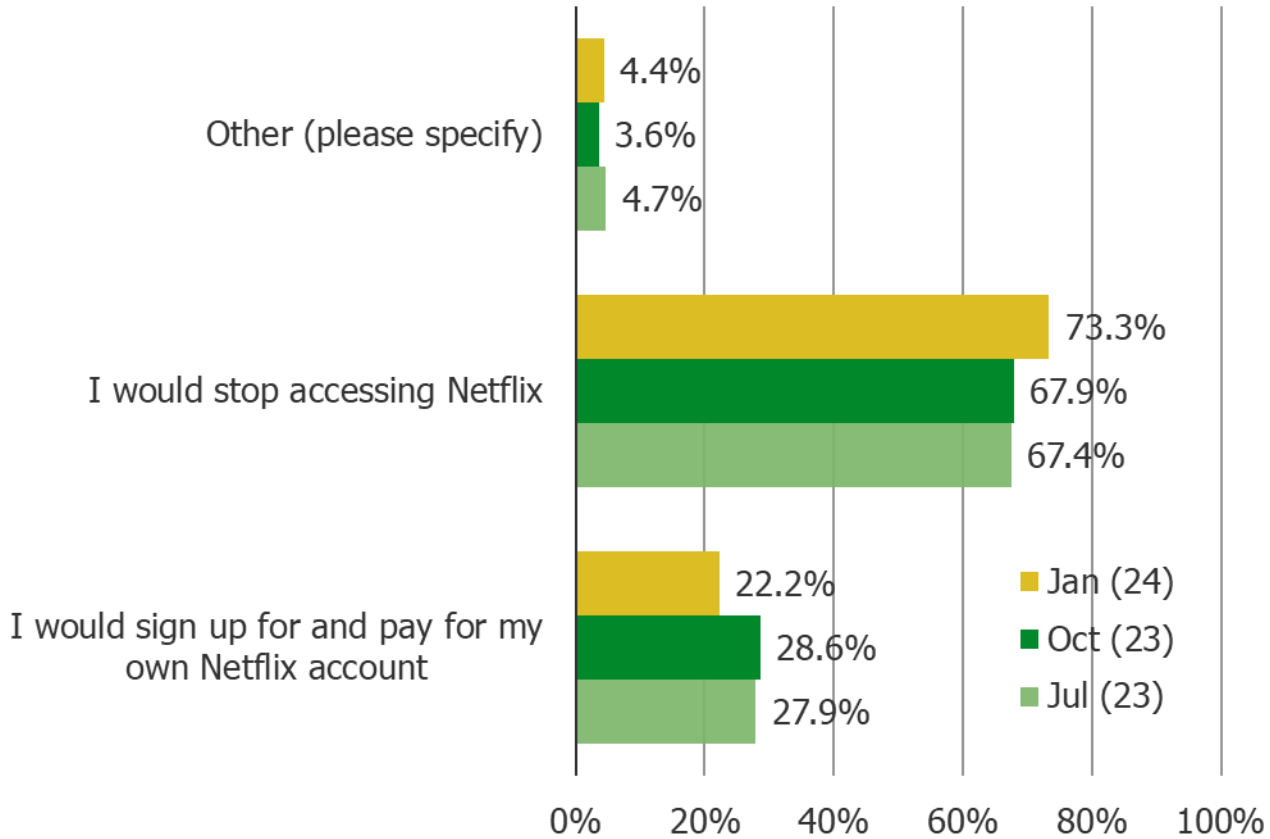
HAVE YOU HAD ANY TROUBLE ACCESSING THE PERSON'S NETFLIX ACCOUNT WHO YOU TYPICALLY USE?

Posed to respondents who said they access someone else's account who they do not live with (N = 45)



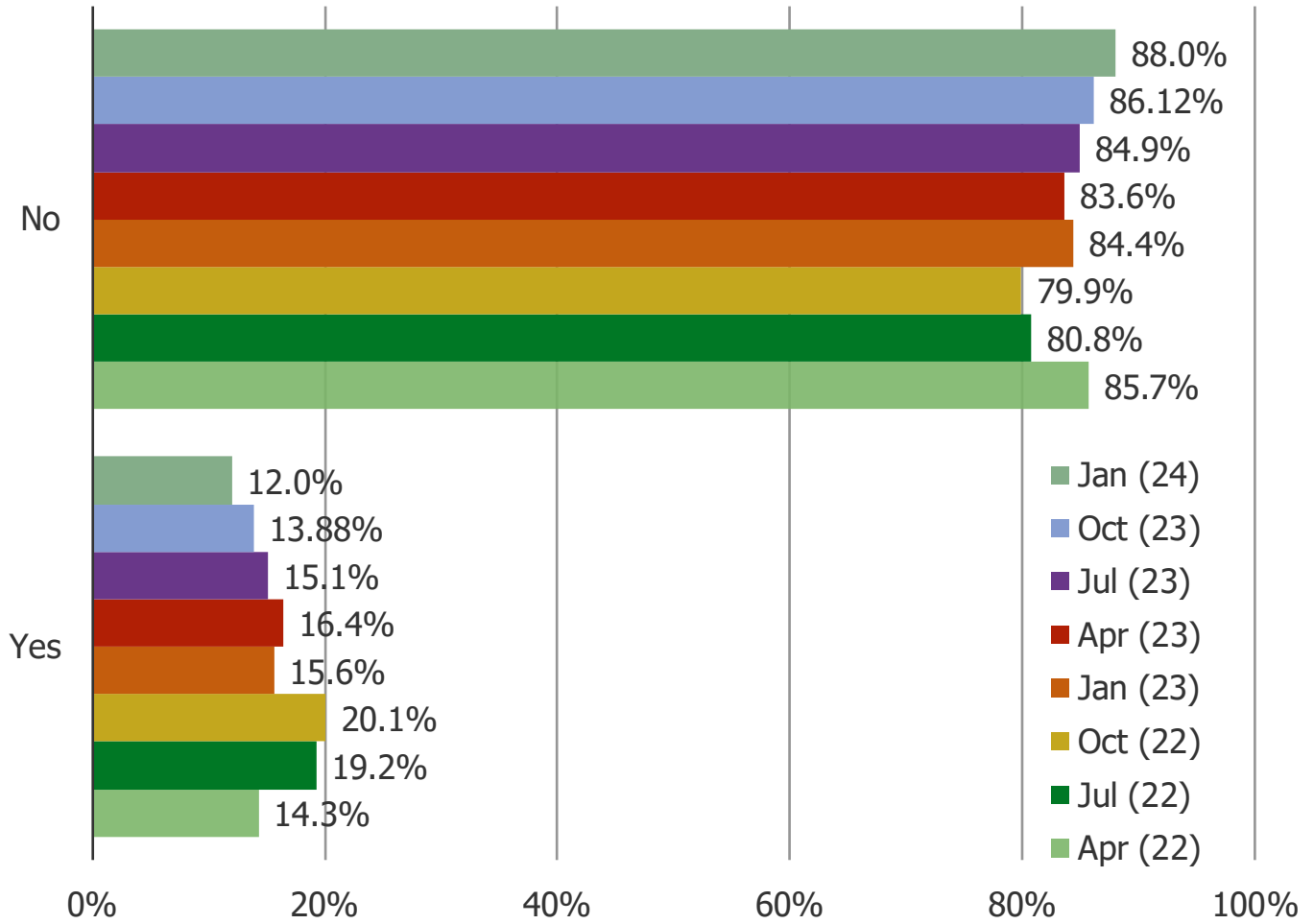
WHICH OF THE FOLLOWING WOULD YOU DO IF NETFLIX NO LONGER ALLOWED THE PERSON WHOSE ACCOUNT YOU ACCESS TO SHARE THEIR NETFLIX ACCOUNT WITH YOU FOR FREE

Posed to respondents who said they access someone else’s account who they do not live with (N = 45)



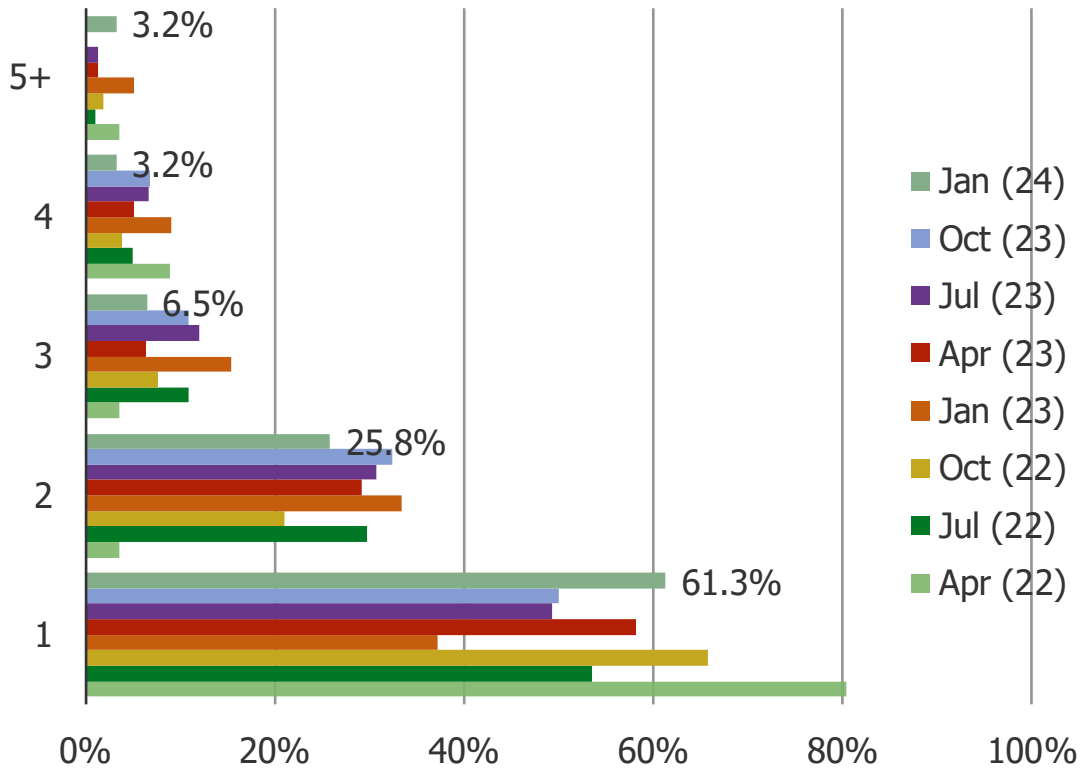
DO YOU LET ANYONE LIVING OUTSIDE OF YOUR HOUSEHOLD USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix or lives with someone who pays for Netflix (N=533).



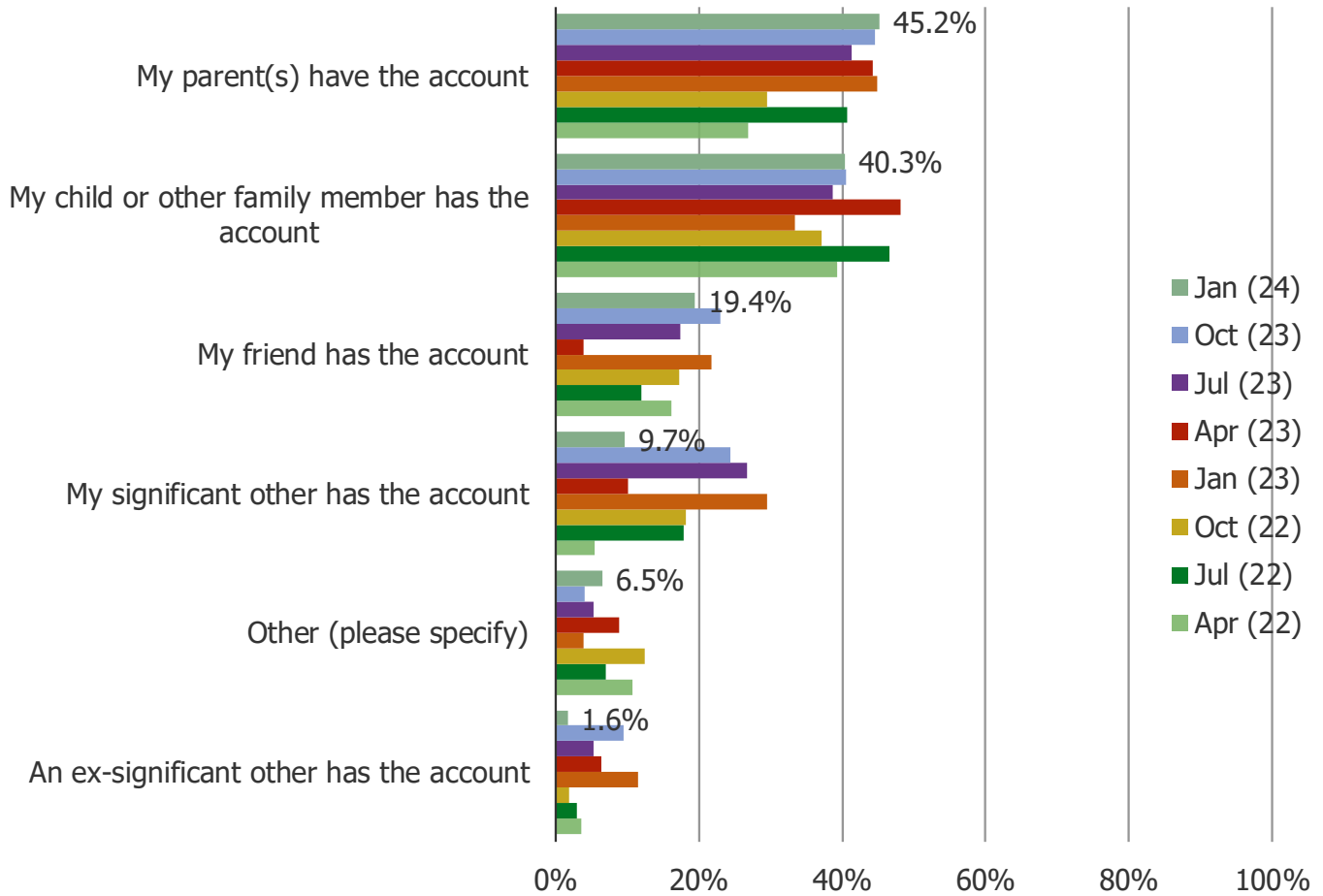
HOW MANY PEOPLE WHO LIVE OUTSIDE OF YOUR HOUSEHOLD DO YOU LET USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix and let people outside of their house use their log-in (N = 74)



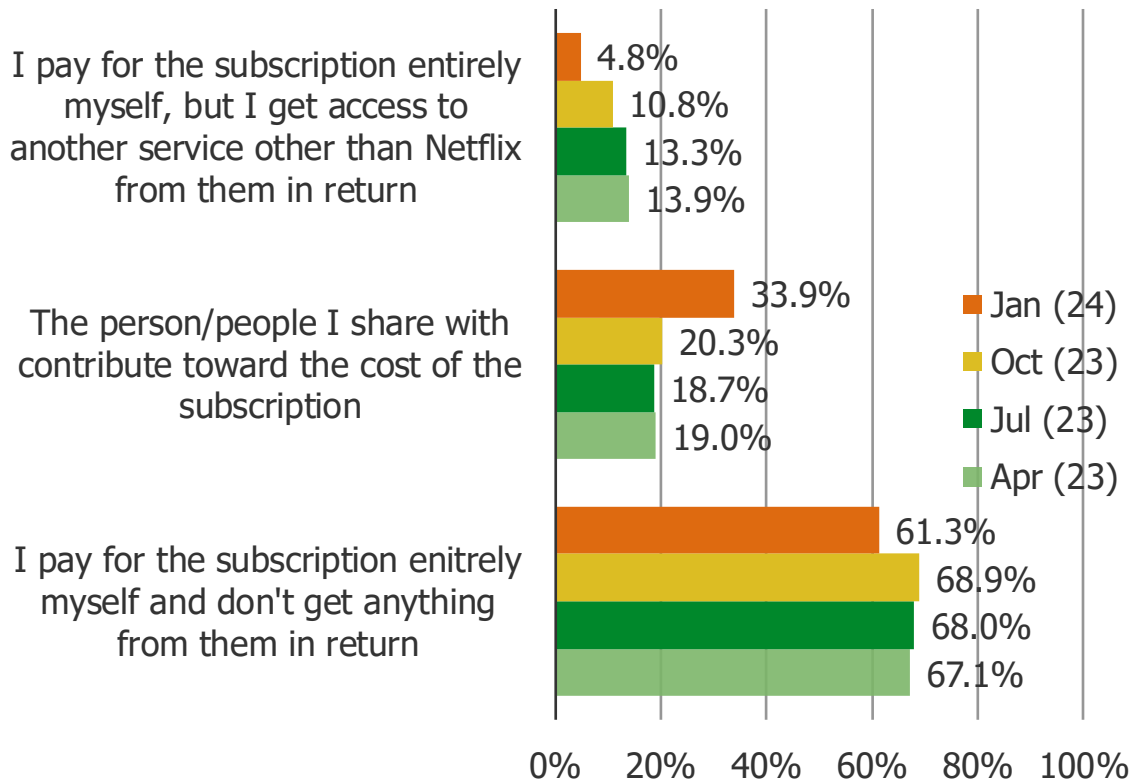
WHAT IS YOUR RELATION TO THE PERSON WHOSE NETFLIX ACCOUNT YOU ACCESS?

Posed to respondents who access someone’s Netflix account who they do not live with (N = 62).



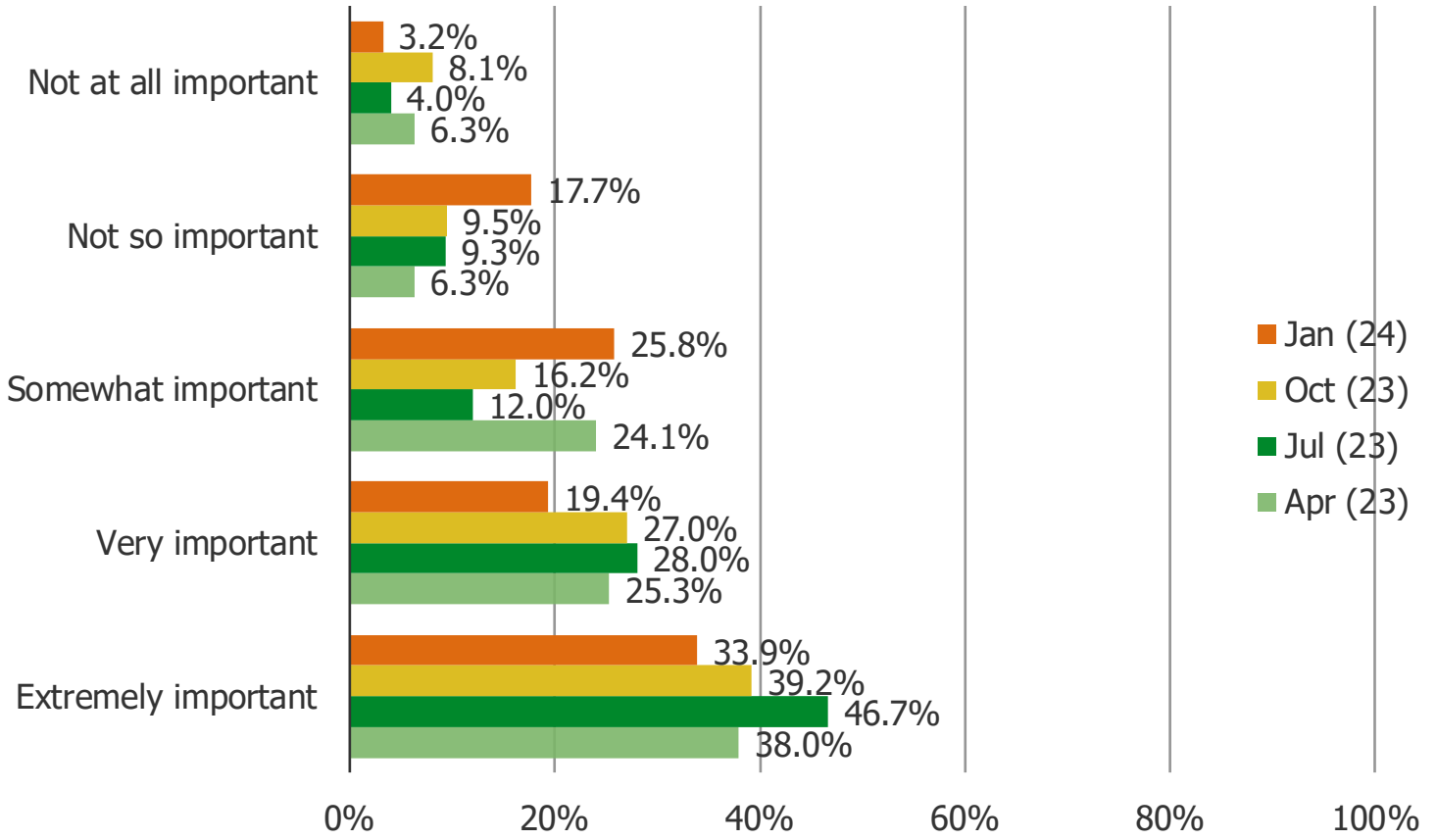
THINKING OF THE PERSON/PEOPLE YOU SHARE YOUR ACCOUNT WITH, WHO PAYS FOR THE SUBSCRIPTION?

Posed to Netflix subscribers who allow anyone outside their household to use their Netflix account. (N=62)



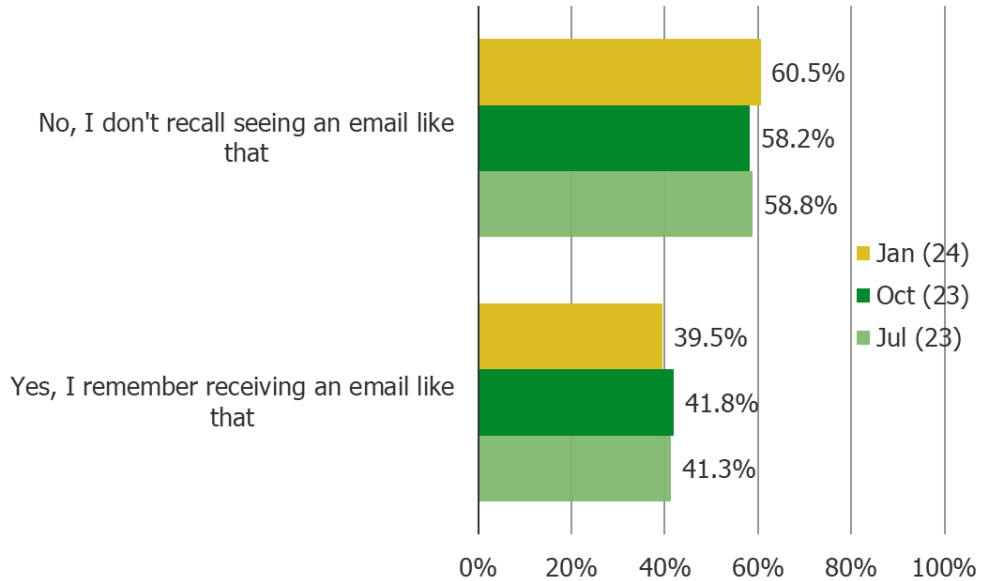
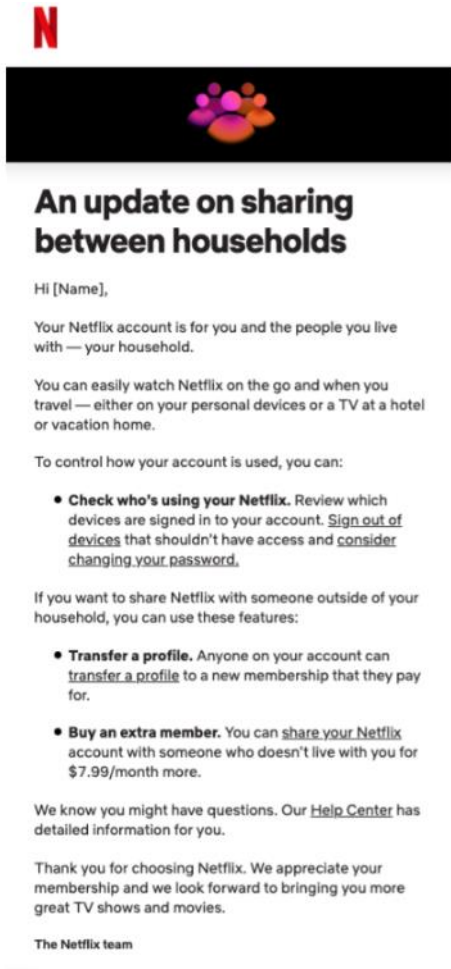
HOW IMPORTANT IS IT TO YOU TO BE ABLE TO SHARE YOUR NETFLIX ACCOUNT WITH PEOPLE WHO LIVE OUTSIDE OF YOUR HOME?

Posed to Netflix subscribers who allow anyone outside their household to use their Netflix account. (N=62)



HAVE YOU RECEIVED AN EMAIL LIKE THE ONE BELOW FROM NETFLIX IN THE PAST 1-2 MONTHS?

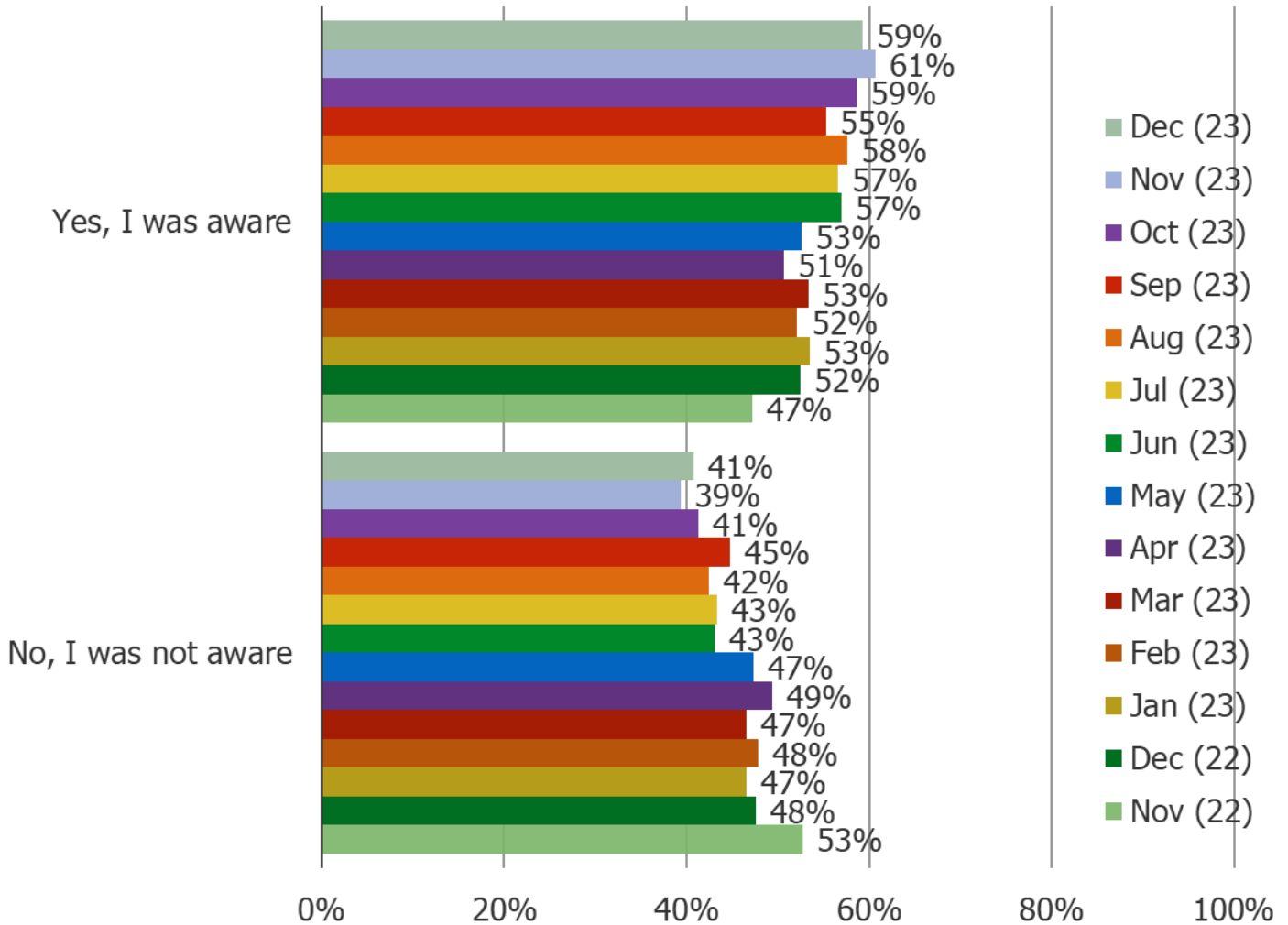
Posed to paying Netflix subscribers (N = 517)



STANDARD WITH ADS

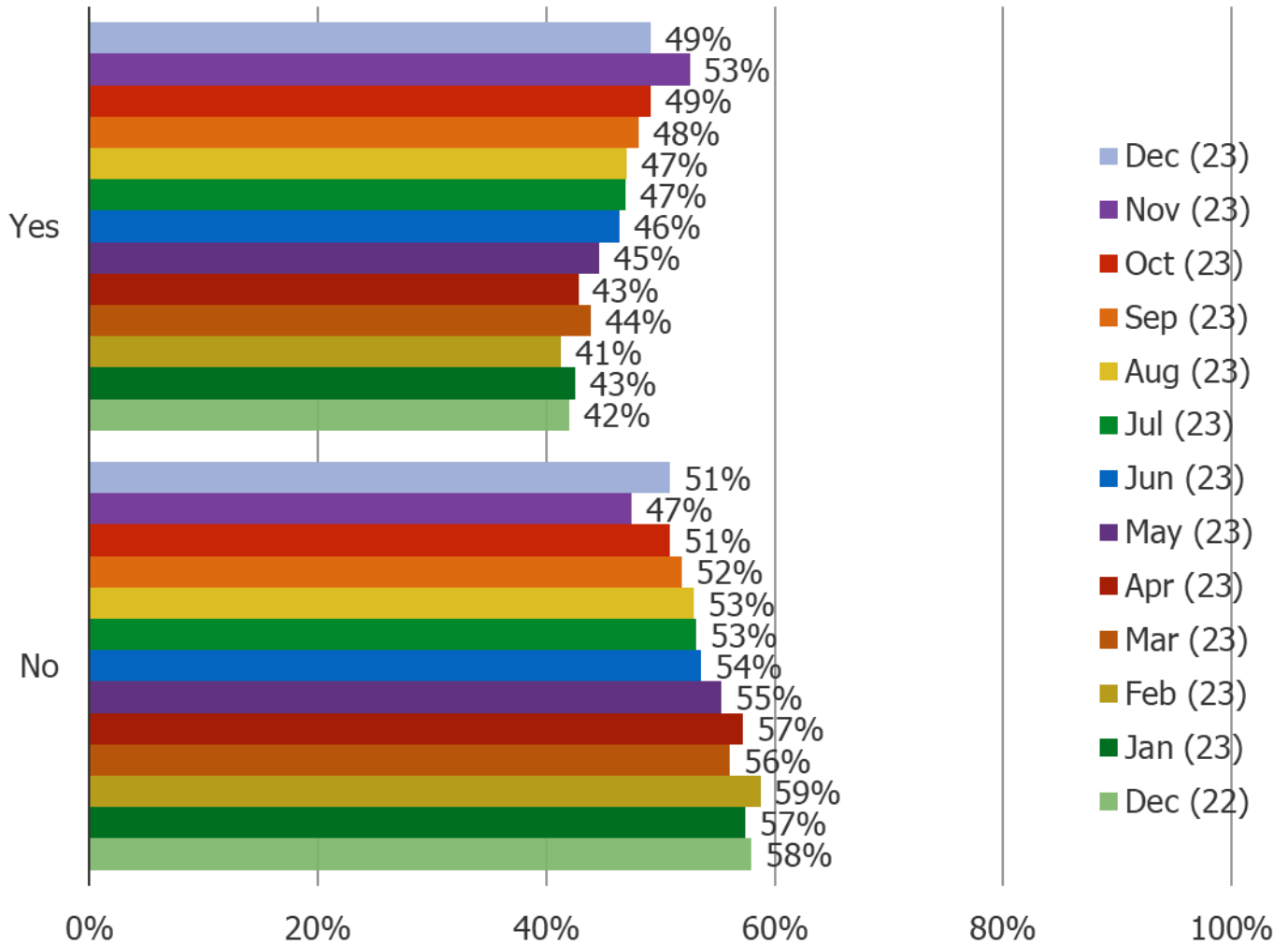
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT NETFLIX HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



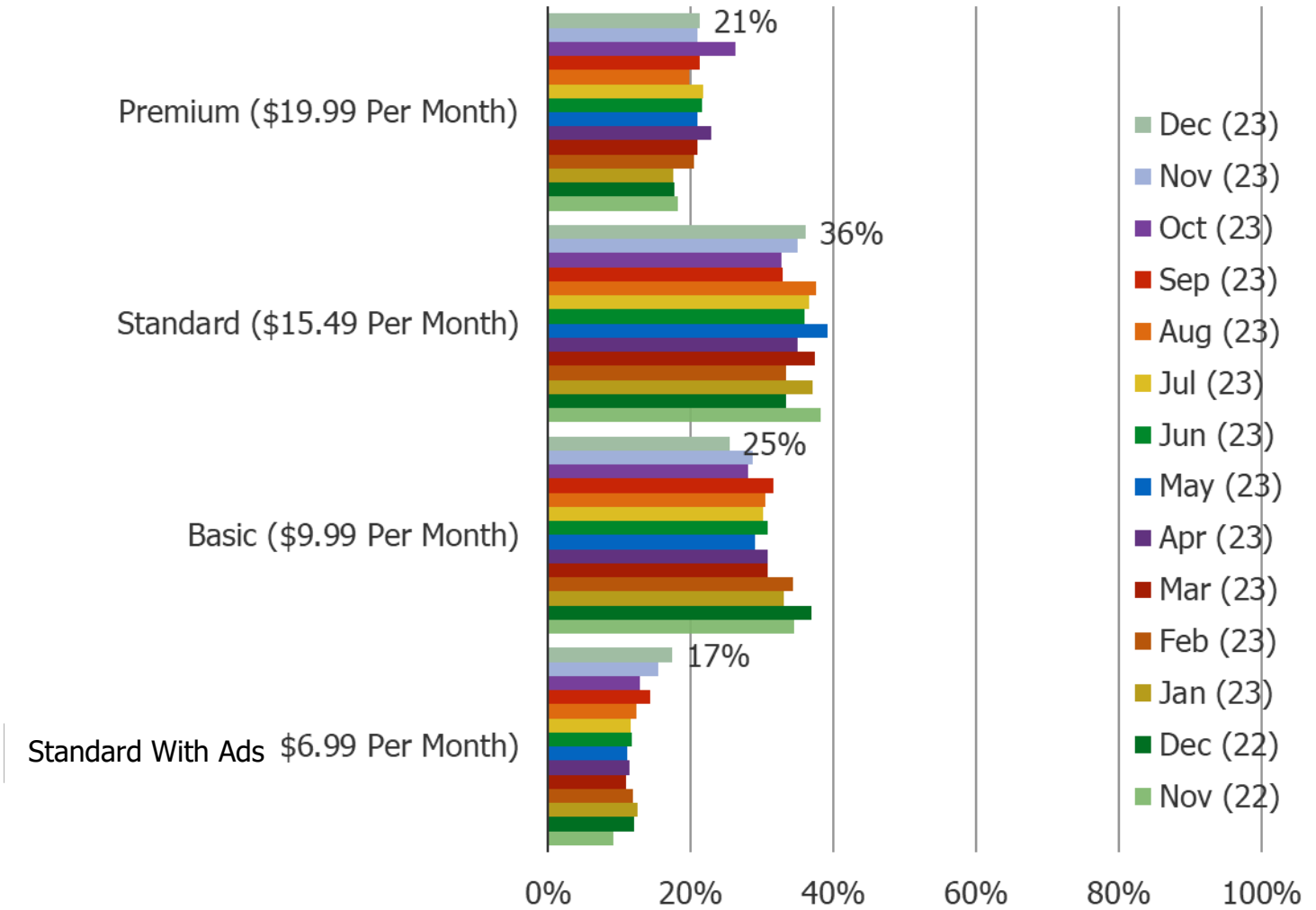
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT DISNEY+ HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



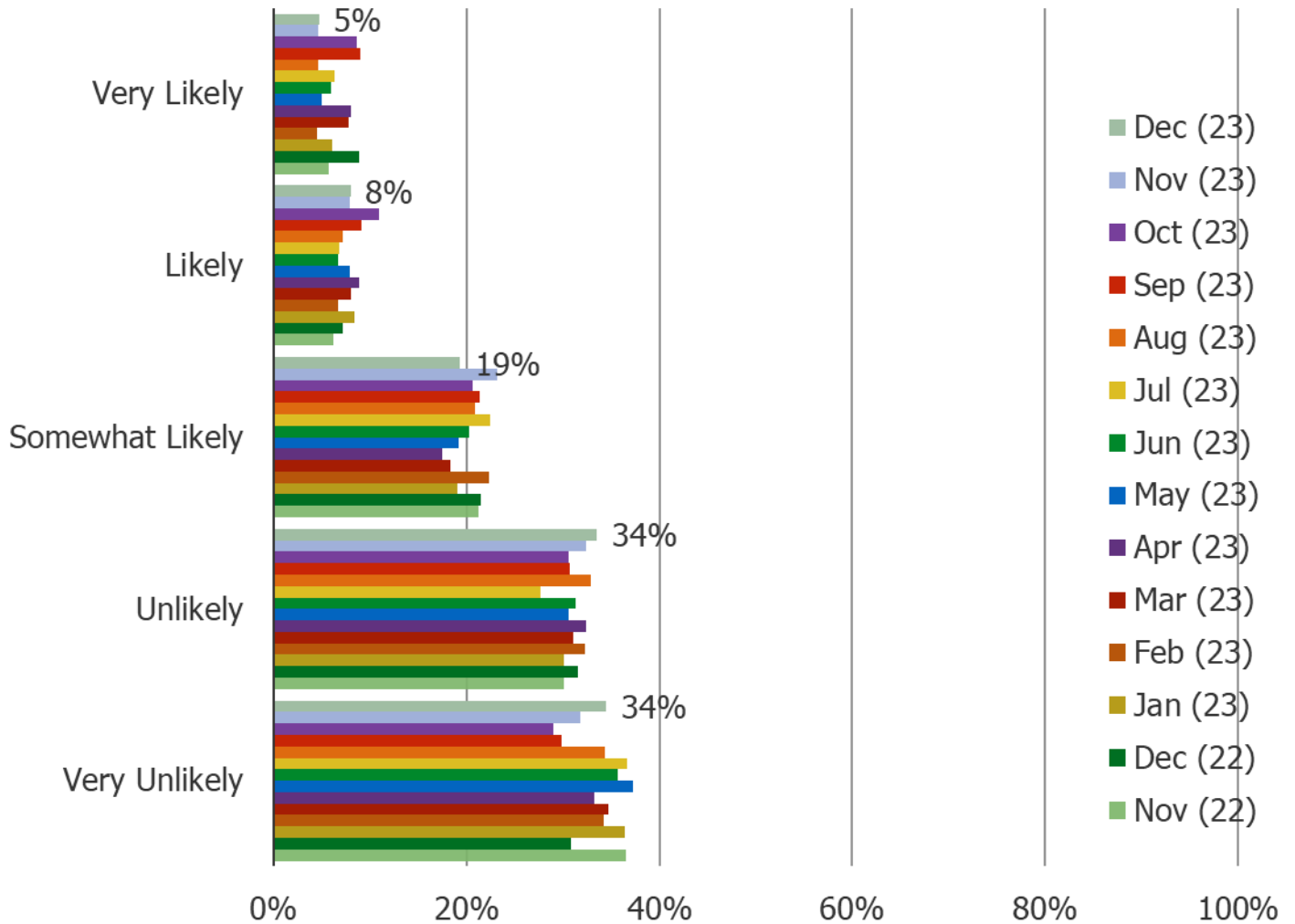
WHICH OF THE FOLLOWING MOST ACCURATELY DESCRIBES YOUR NETFLIX SUBSCRIPTION?

Posed to all respondents who have a Netflix subscription.



HOW LIKELY ARE YOU TO SWITCH YOUR NETFLIX SUBSCRIPTION TO STANDARD WITH ADS FOR \$6.99 PER MONTH IN THE NEXT MONTH?

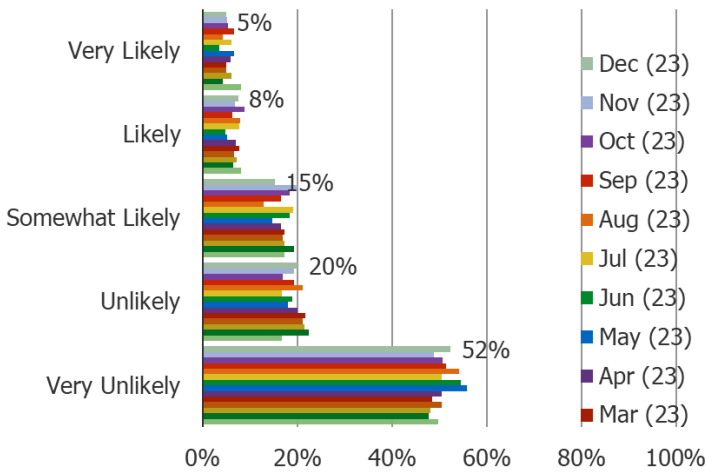
Posed to all respondents who are Netflix subscribers but are not on the ad supported plan.



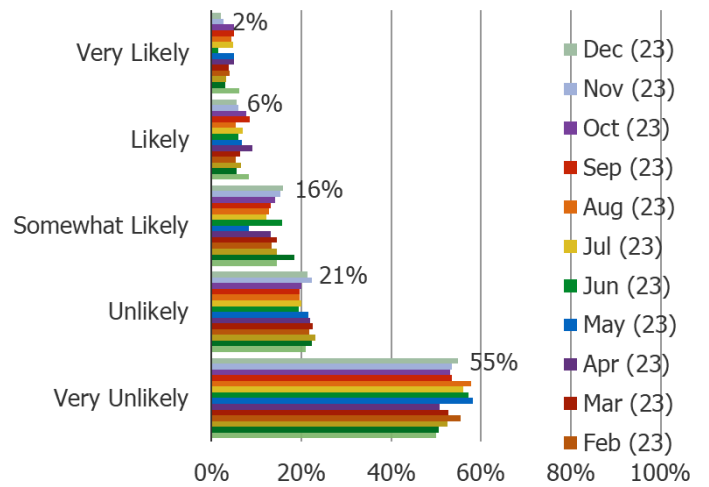
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING NETFLIX PLANS IN THE NEXT MONTH?

Posed to all respondents who are not currently Netflix subscribers.

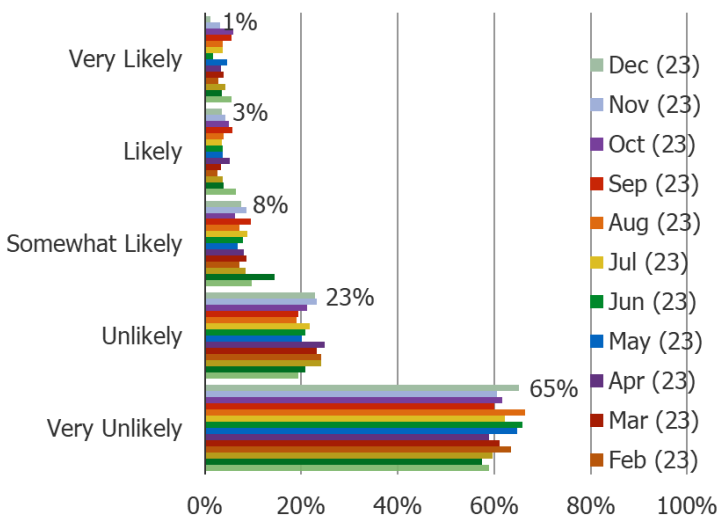
Standard with Ads



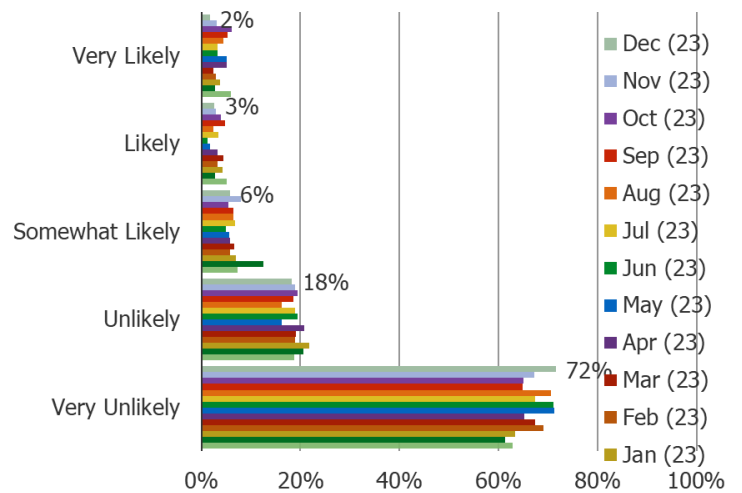
Basic



Standard



Premium



QUALITATIVE COLOR – NETFLIX STANDARD WITH ADS

Respondents who do not watch Netflix at home currently**Reasons For Signing Up:**

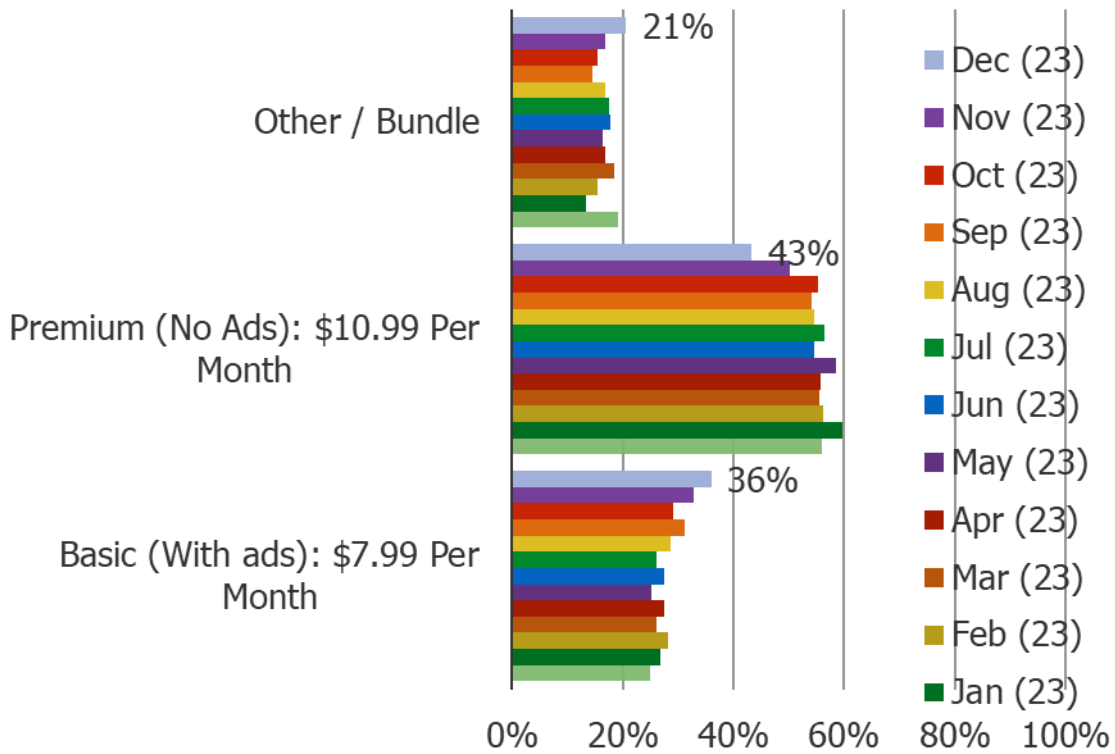
1. **Affordability:** Some users find the pricing with ads to be affordable and a good deal.
2. **Content Interest:** There are mentions of specific content or shows that attract users to the service.
3. **Comparative Value:** A few responses indicate that users see value in Netflix's offerings compared to other services, even with ads.

Reasons Against Signing Up:

1. **Pricing Concerns:** Several users express dissatisfaction with frequent price changes or perceive the service as too expensive, even with an ad-supported tier.
2. **Disinterest in Content:** Some users feel that the content available on Netflix is not interesting or appealing to them.
3. **Service Quality:** There are mentions of dissatisfaction with the service quality, which could include streaming issues, user interface, or customer service.
4. **Moral or Ethical Concerns:** A few responses indicate a dislike for the company due to perceived immoral content.
5. **Technology Aversion:** Some individuals express a general dislike or discomfort with technology, which impacts their decision.

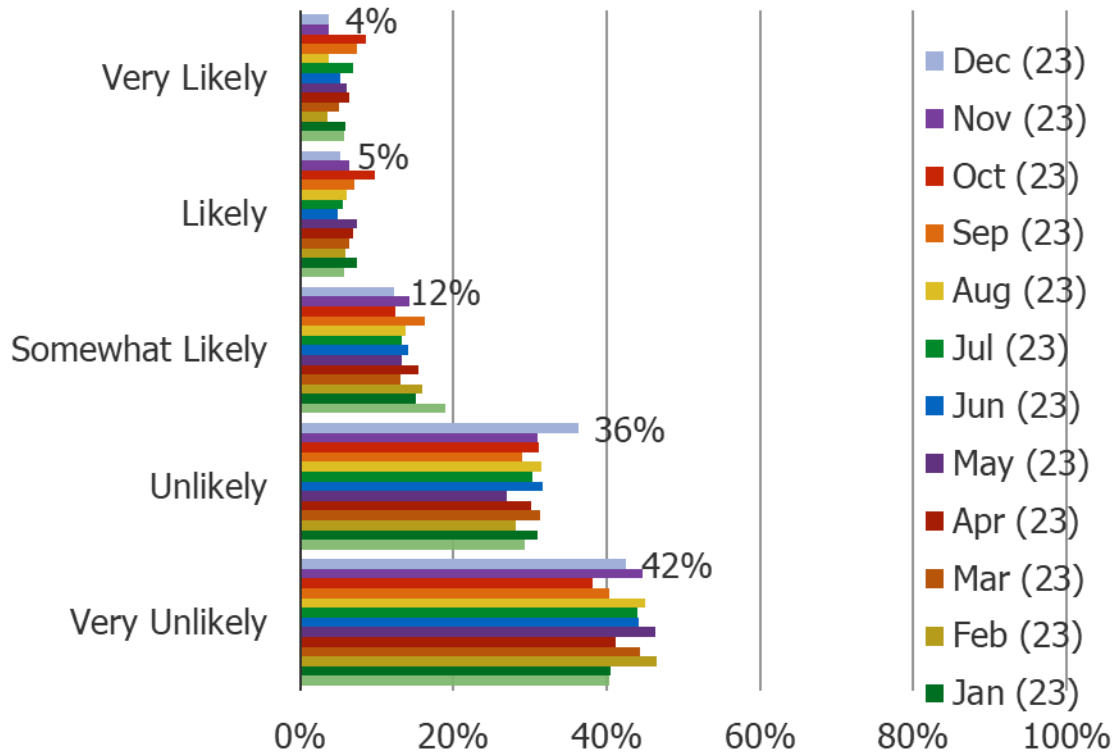
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DISNEY+ SUBSCRIPTION?

Posed to all respondents who are Disney+ subscribers.



HOW LIKELY ARE YOU TO SWITCH YOUR DISNEY+ SUBSCRIPTION TO BASIC WITH ADS FOR \$7.99 PER MONTH IN THE NEXT MONTH?

Posed to all respondents who are Disney+ subscribers but are not on the ad supported plan currently.

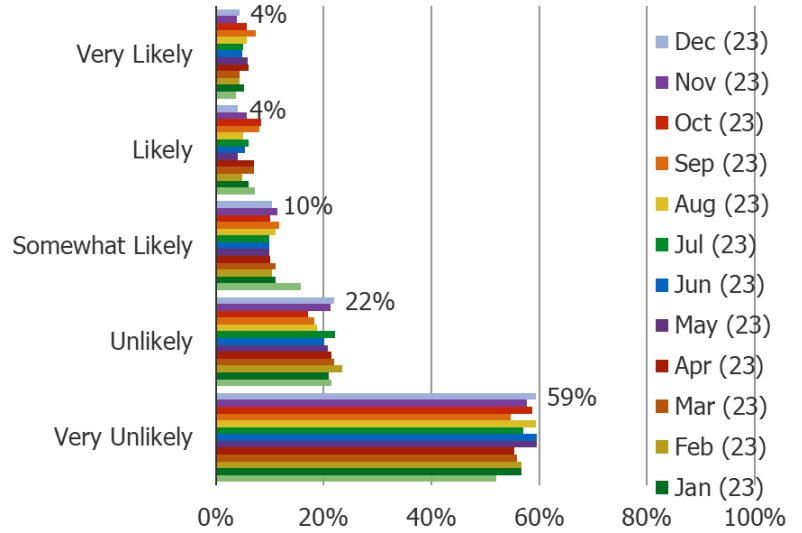
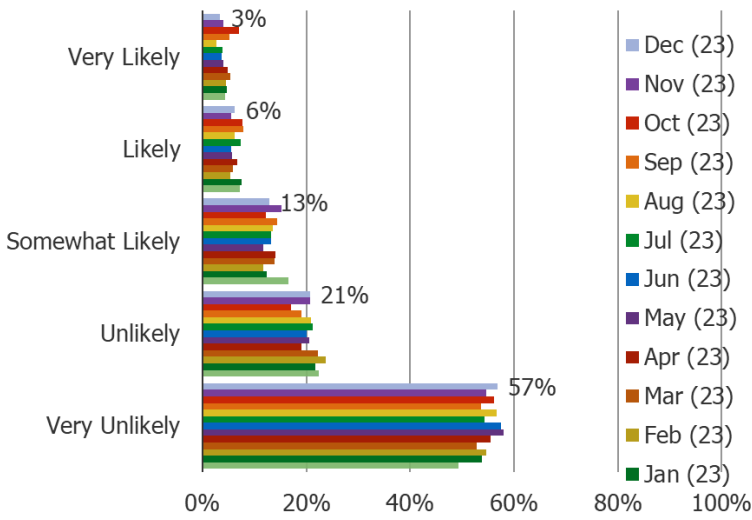


HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING DISNEY+ PLANS IN THE NEXT MONTH?

Posed to respondents who are not currently Disney+ subscribers.

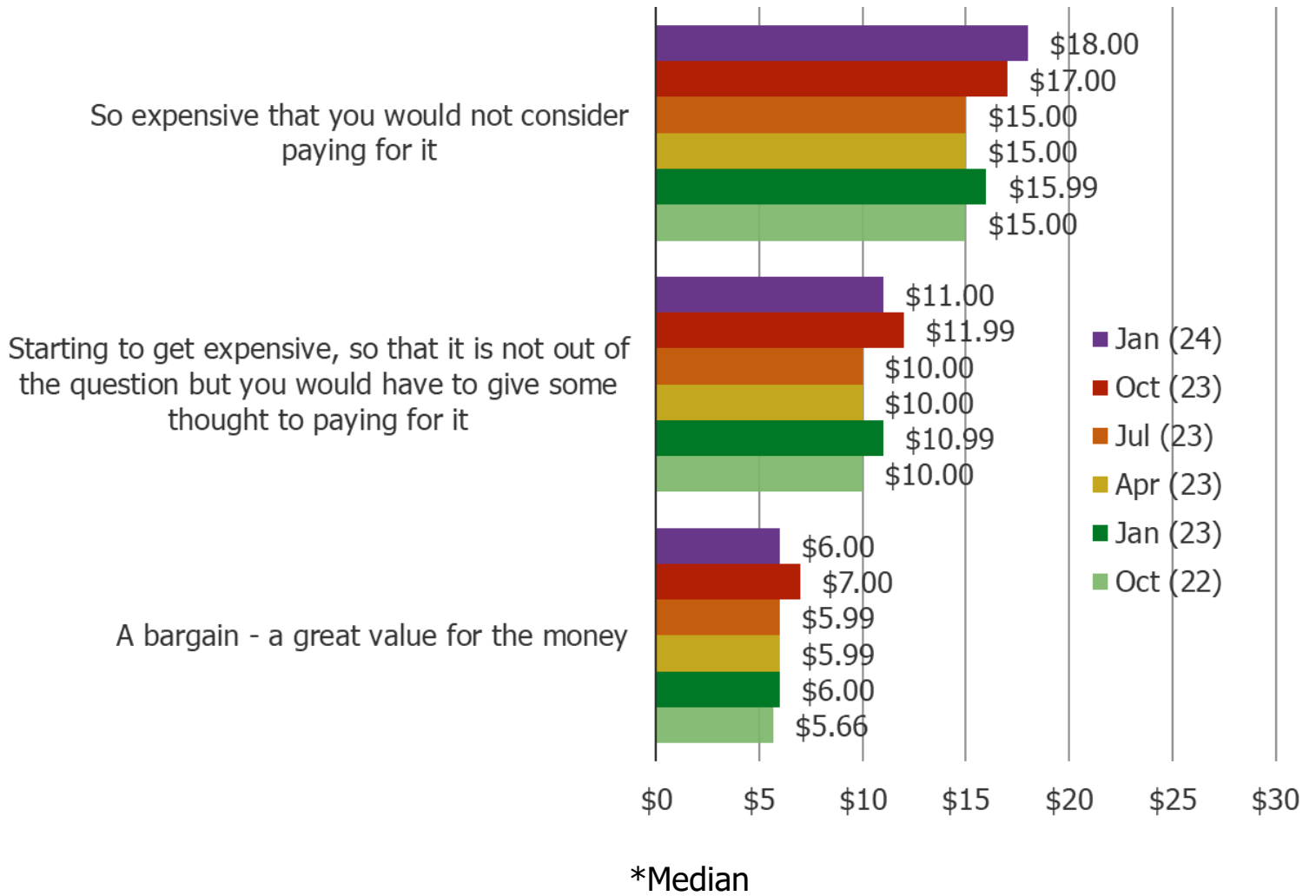
Basic (With ads): \$7.99 Per Month

Premium (No Ads): \$10.99 Per Month



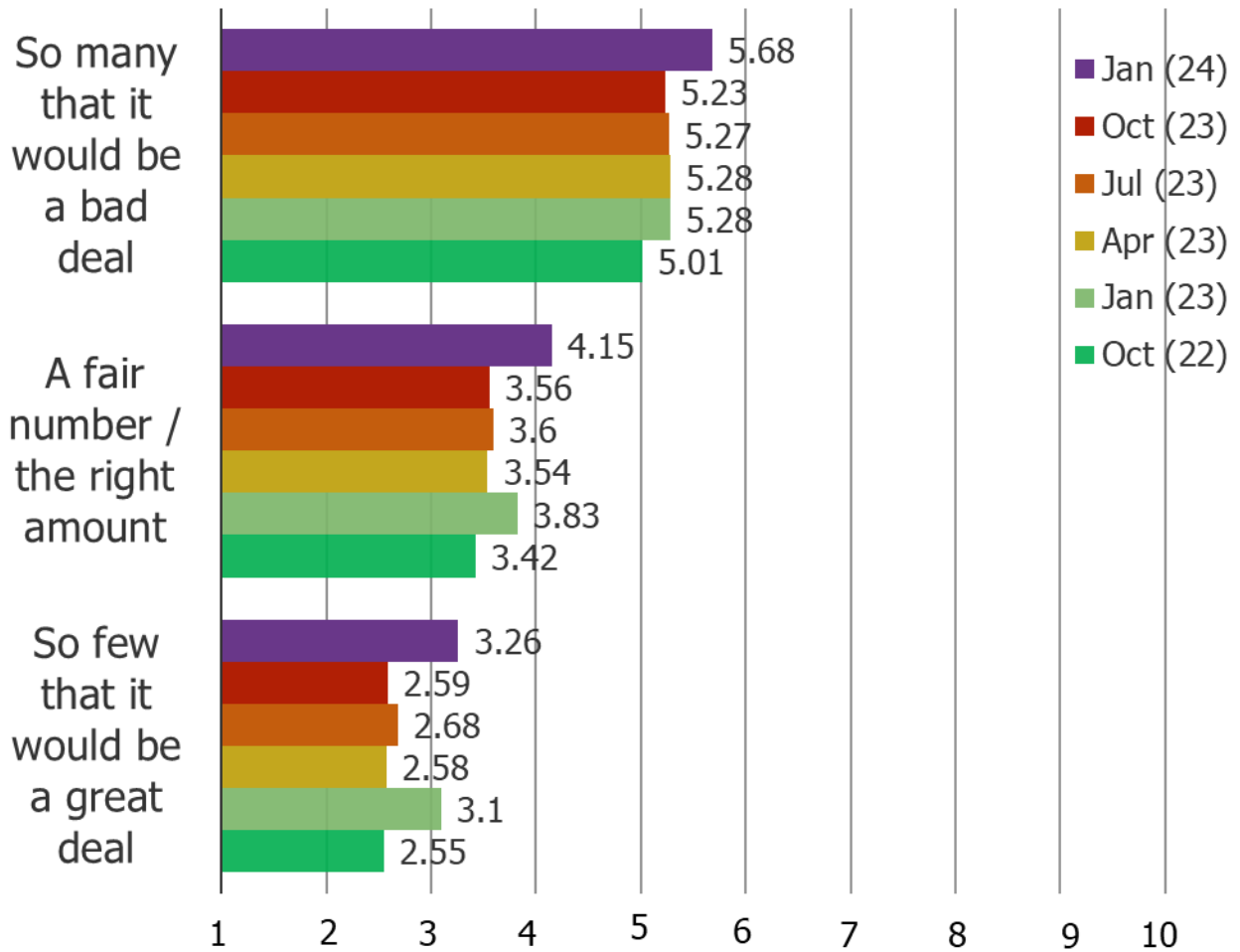
AT WHAT PRICES PER MONTH WOULD YOU CONSIDER A NETFLIX AD-SUPPORTED TIER TO BE...

Posed to respondents who watch movies and/or TV shows at home (N = 830)



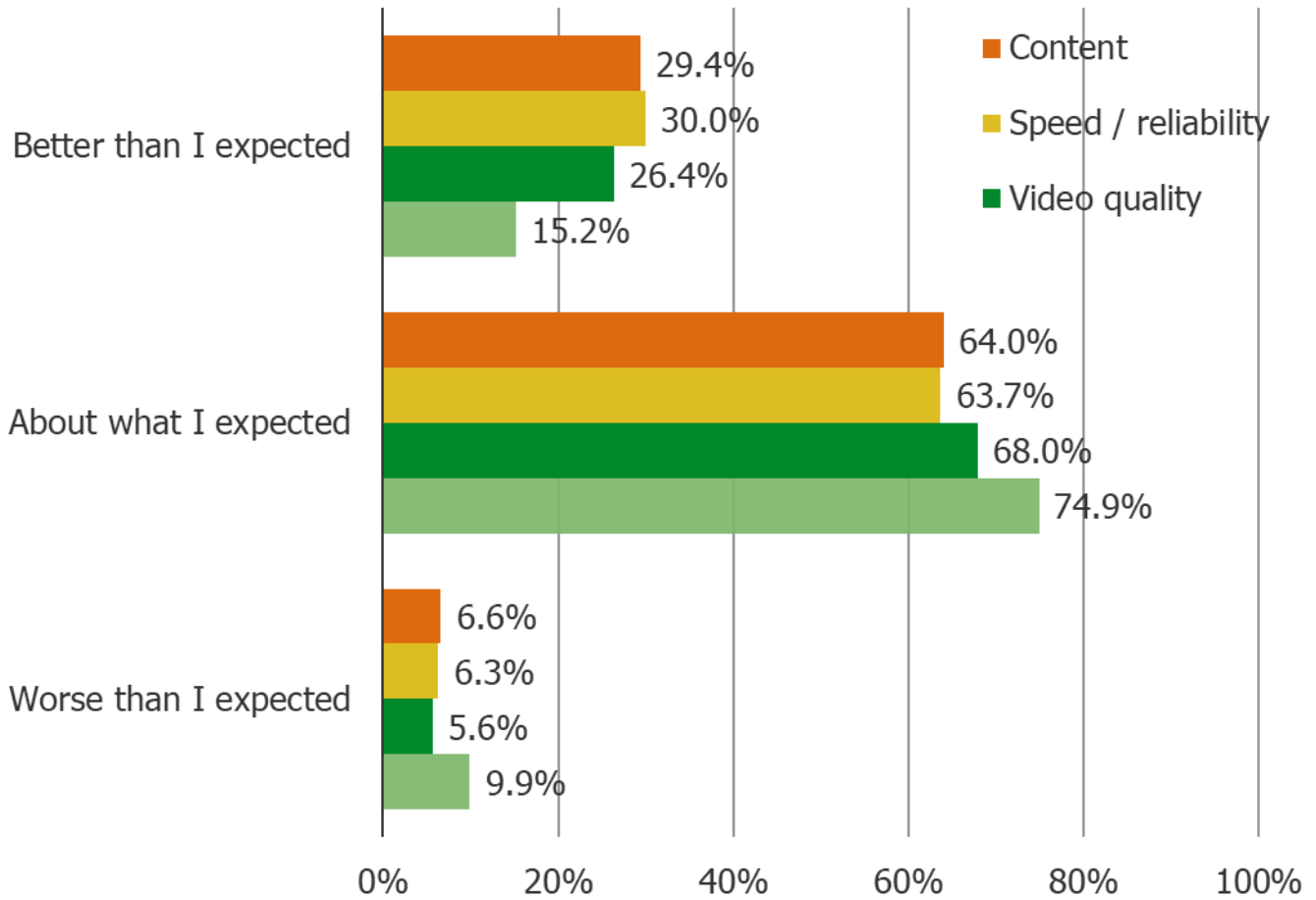
THINKING ABOUT NETFLIX'S AD-SUPPORTED TIER, HOW MANY COMMERCIALS PER HOUR WOULD YOU CONSIDER TO BE...

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 419



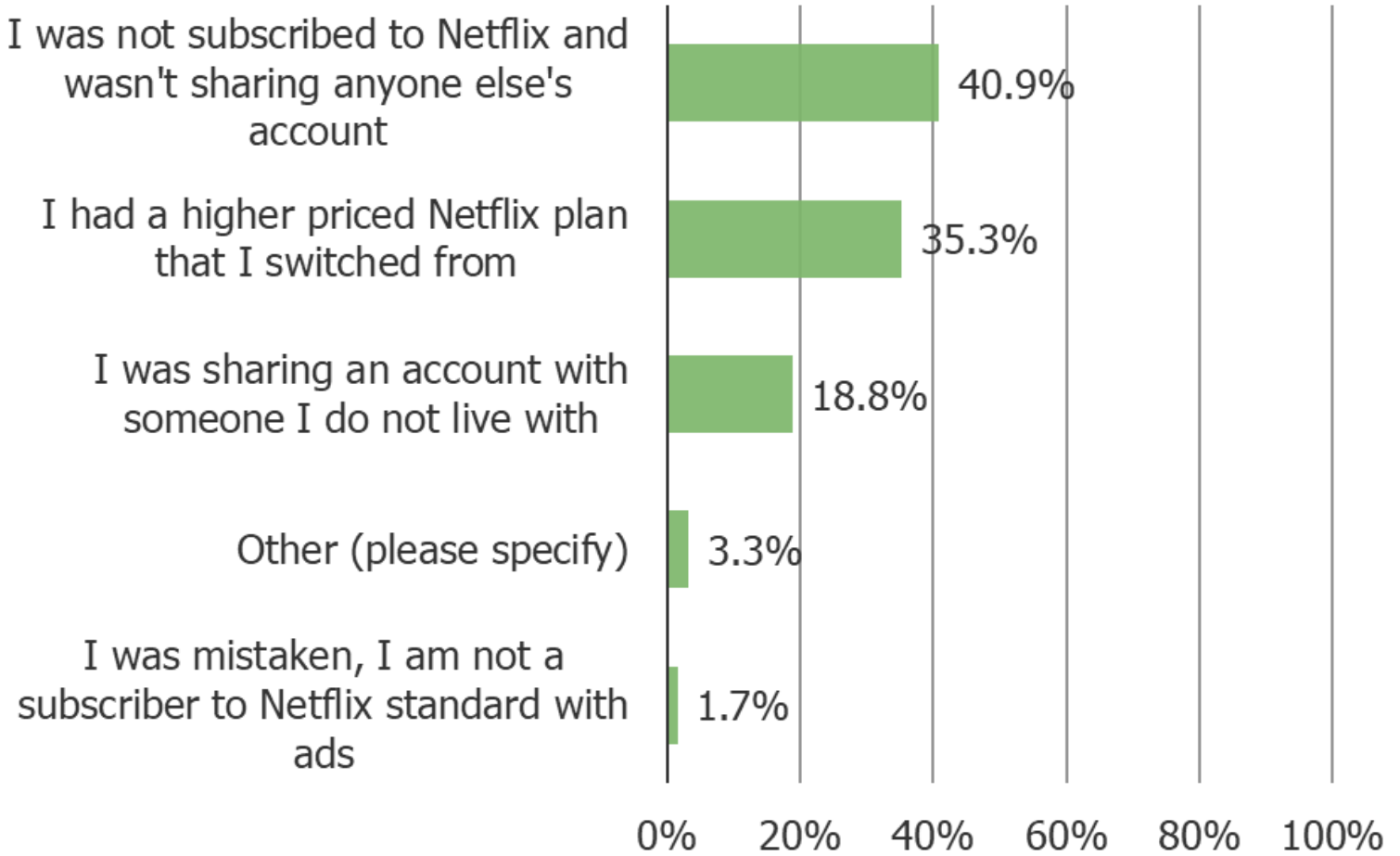
HOW DOES YOUR EXPERIENCE WITH THE STANDARD WITH ADS PLAN COMPARE TO YOUR EXPECTATIONS WHEN IT COMES TO THE FOLLOWING...

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 303



BEFORE YOU SIGNED UP FOR NETFLIX STANDARD WITH ADS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

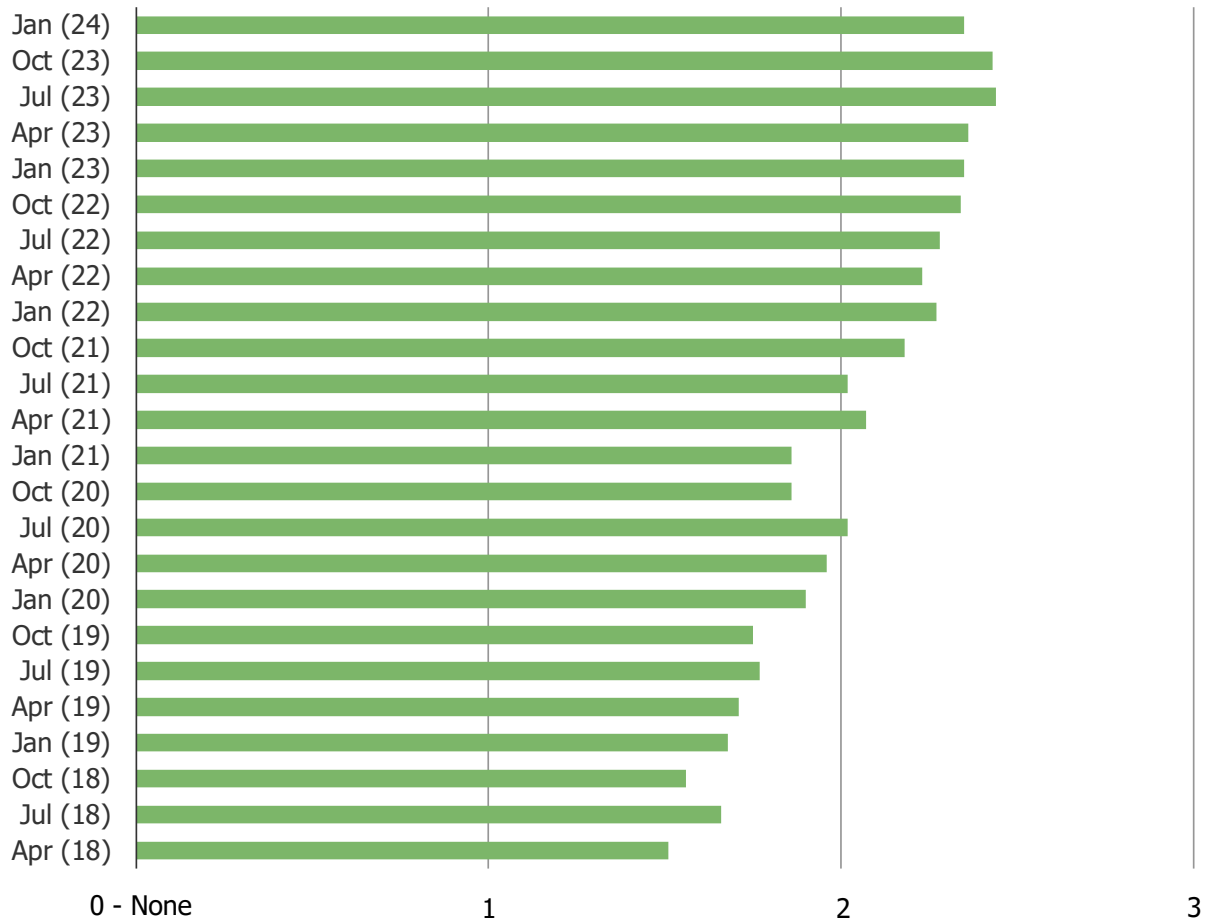
Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 303



STREAMING SECTOR DYNAMICS

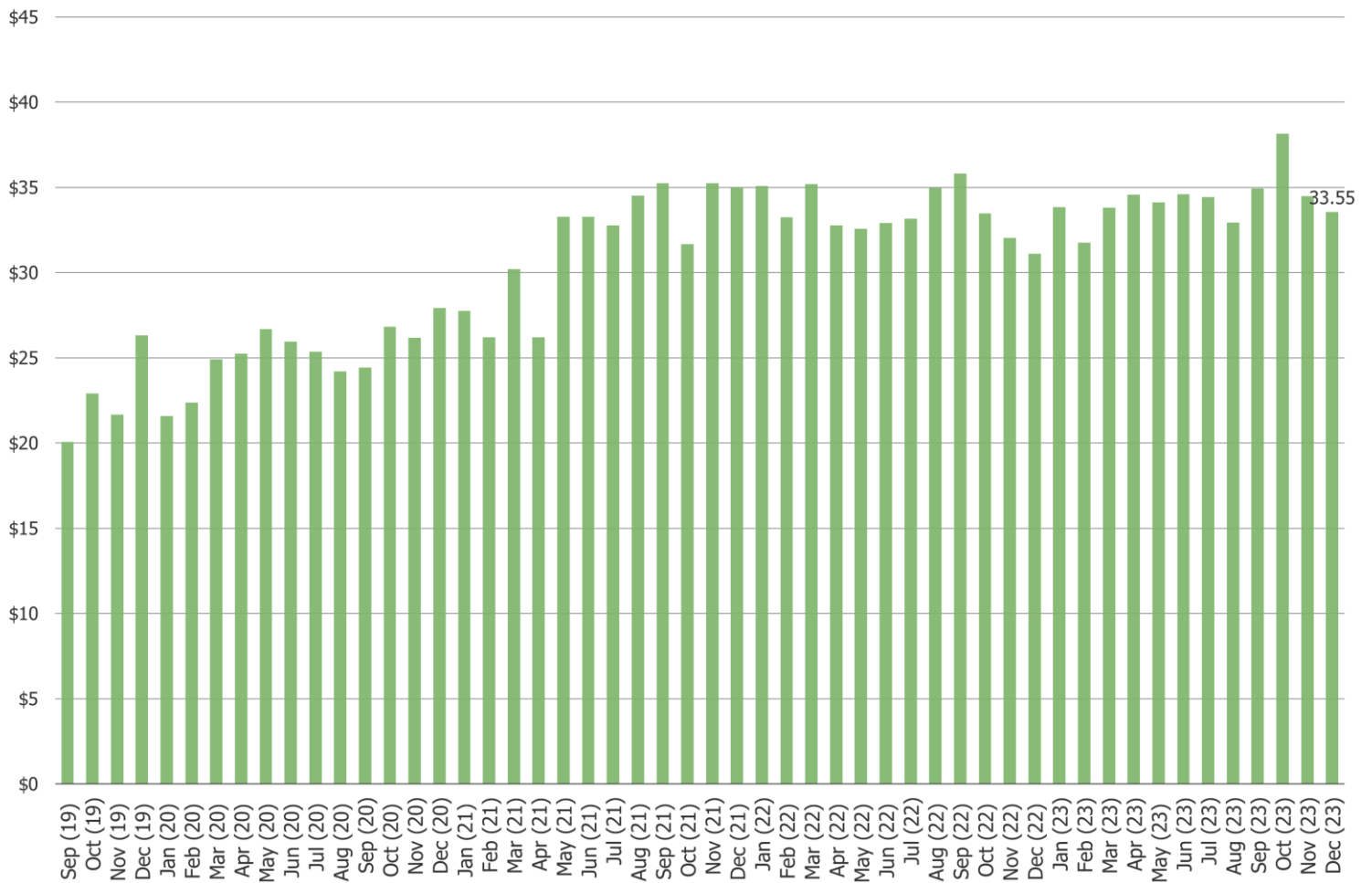
HOW MANY STREAMING VIDEO SERVICES DO YOU THINK IS THE RIGHT NUMBER TO BE PAYING FOR AT THE SAME TIME?

Posed to all respondents.



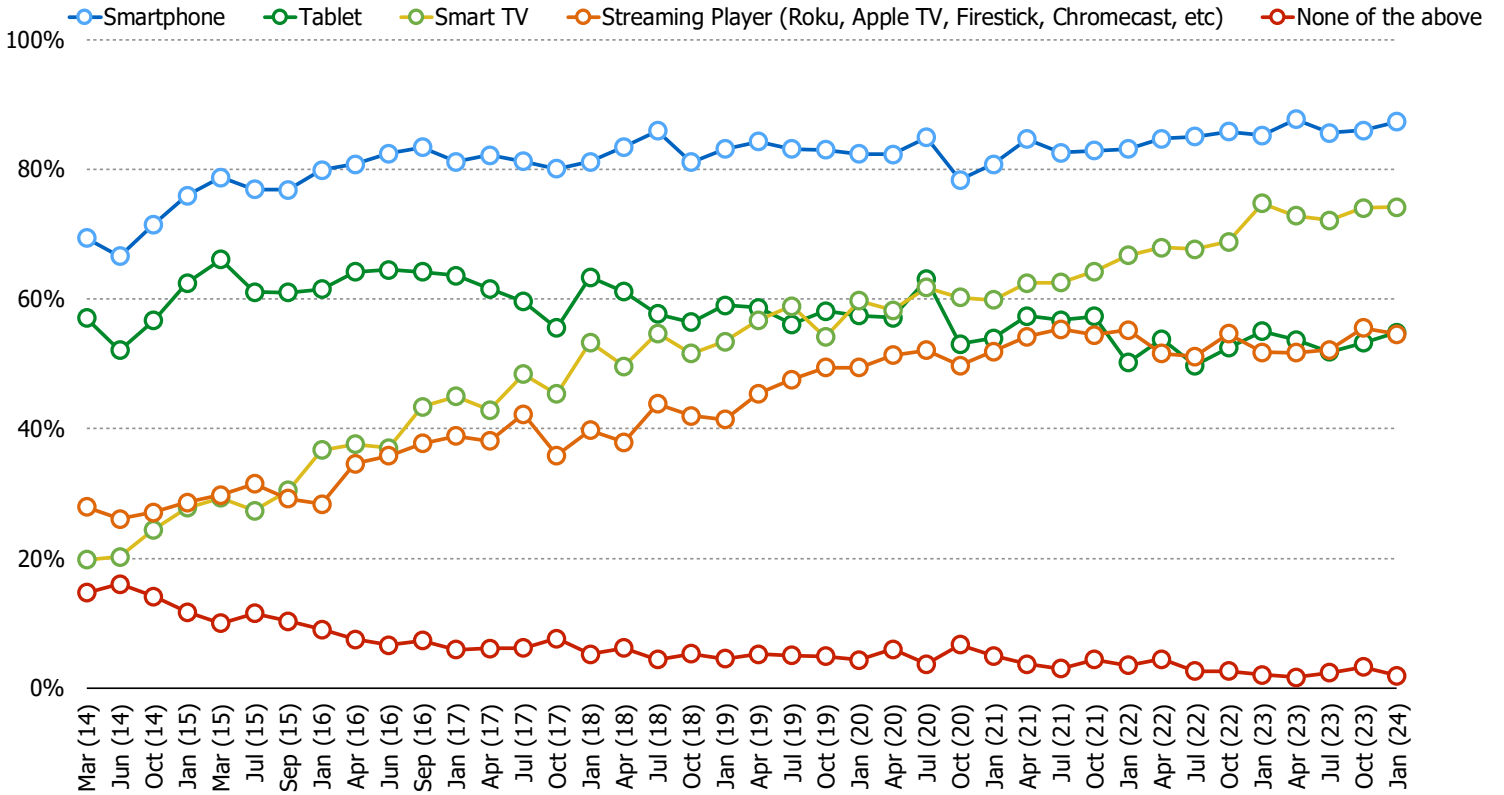
HOW MUCH DO YOU THINK IS APPROPRIATE TO SPEND ON STREAMING VIDEO SERVICES, IN TOTAL, PER MONTH?

Posed to all respondents.



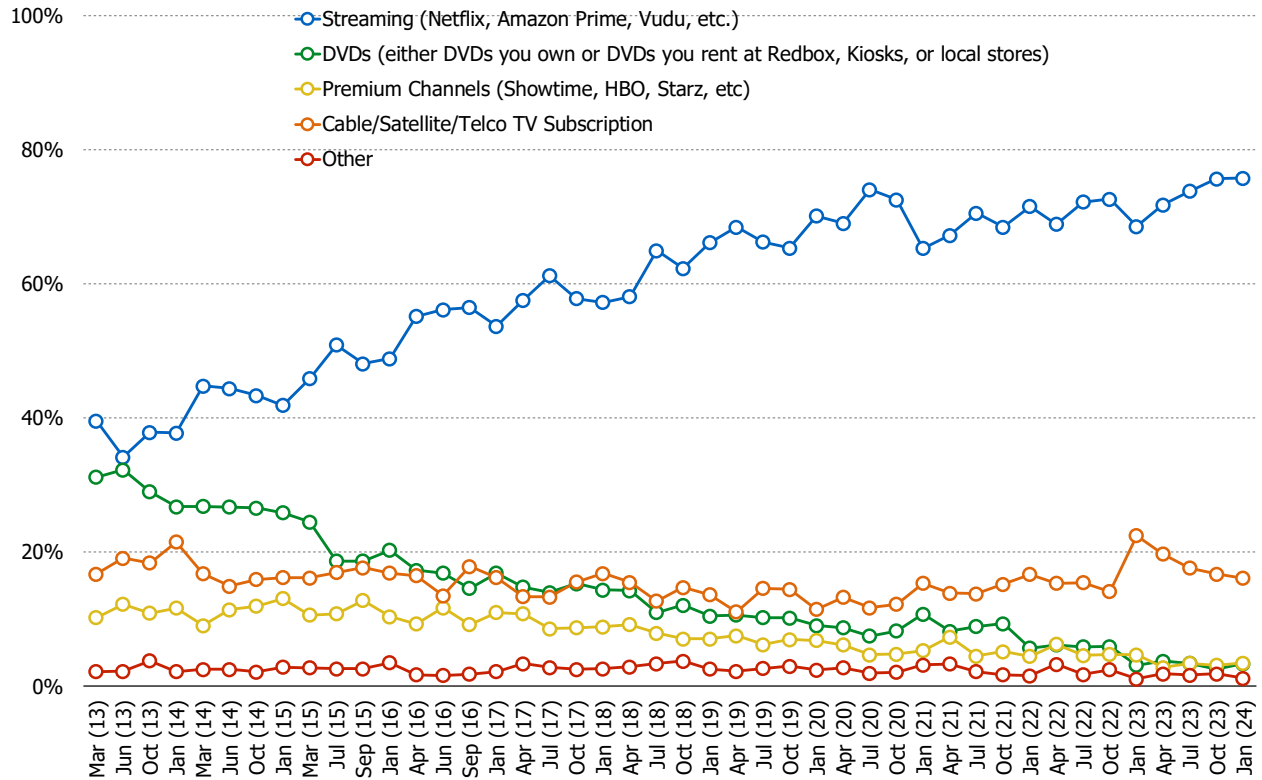
INTERNET CONNECTED DEVICES OWNED BY RESPONDENTS

This question was posed to the target audience.



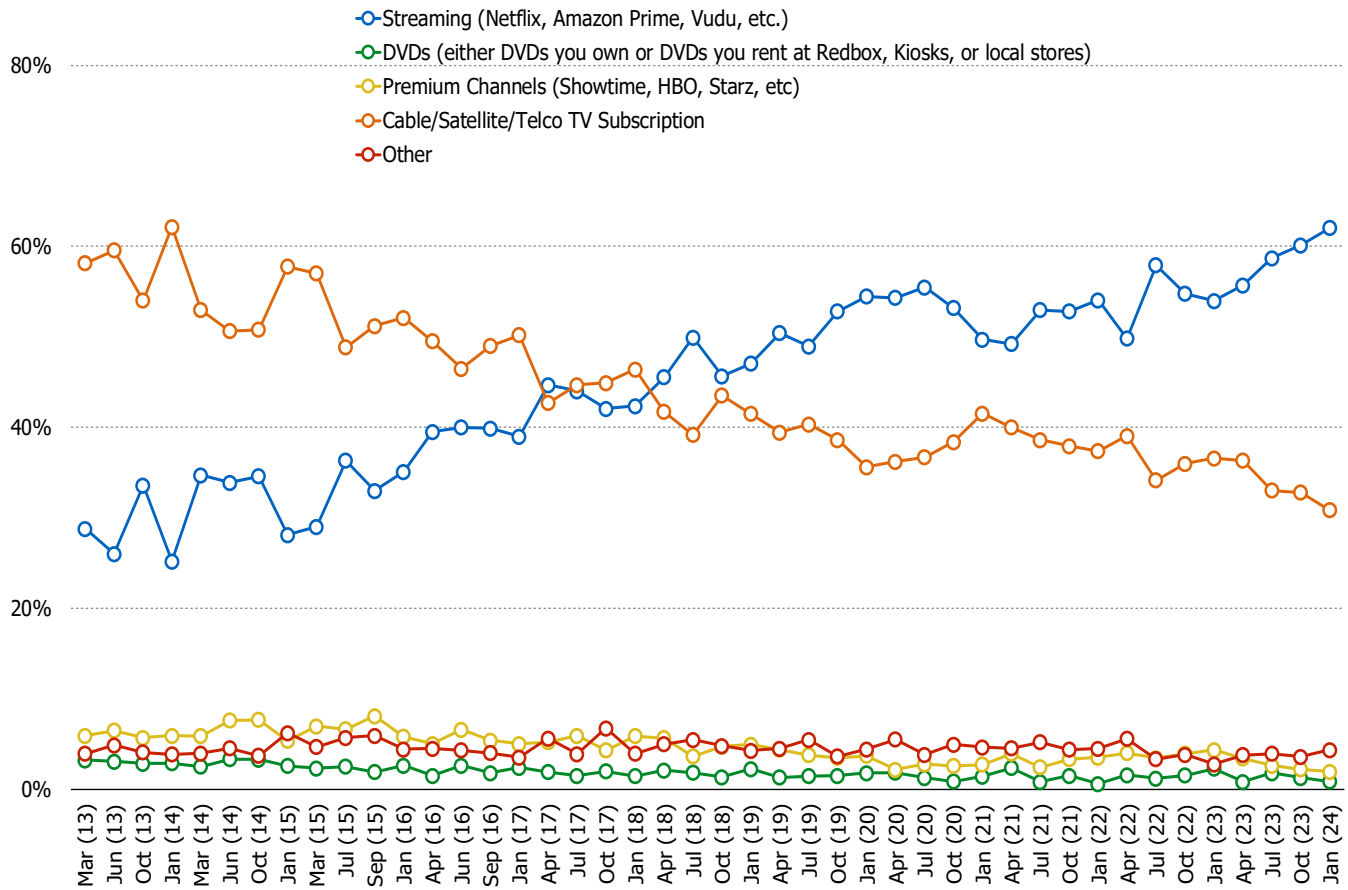
PREFERRED METHOD FOR WATCHING MOVIES

This question was posed to the target audience.



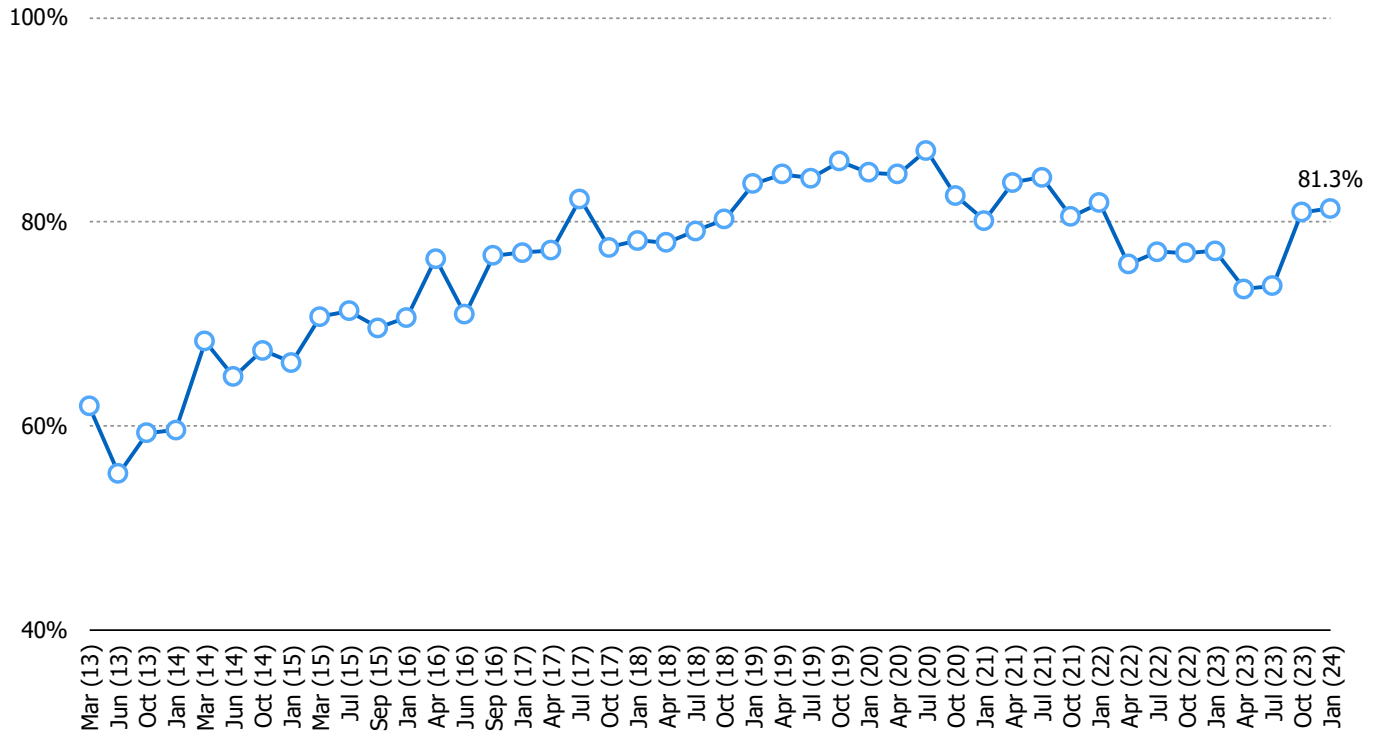
PREFERRED METHOD FOR WATCHING TELEVISION SHOWS

This question was posed to the target audience.



DO YOU SUBSCRIBE TO ANY STREAMING VIDEO SERVICES?

Posed to respondents who watch movies and TV shows at home.

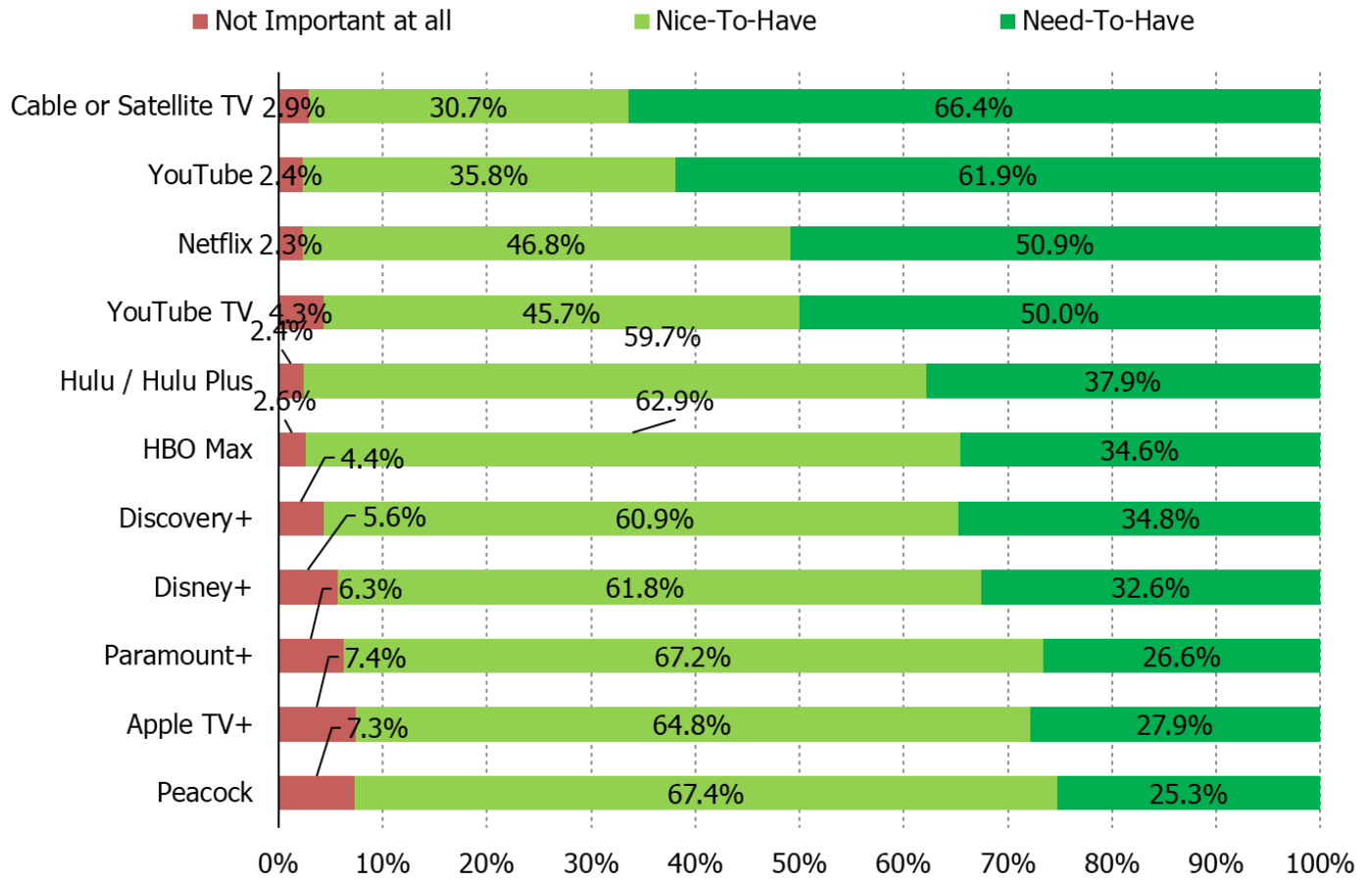


STREAMING PLATFORMS – COMPETITIVE DYNAMICS

DO YOU CONSIDER THE FOLLOWING TO BE...

Posed to all respondents who use the below methods/services to watch movies/TV shows/video content at home.

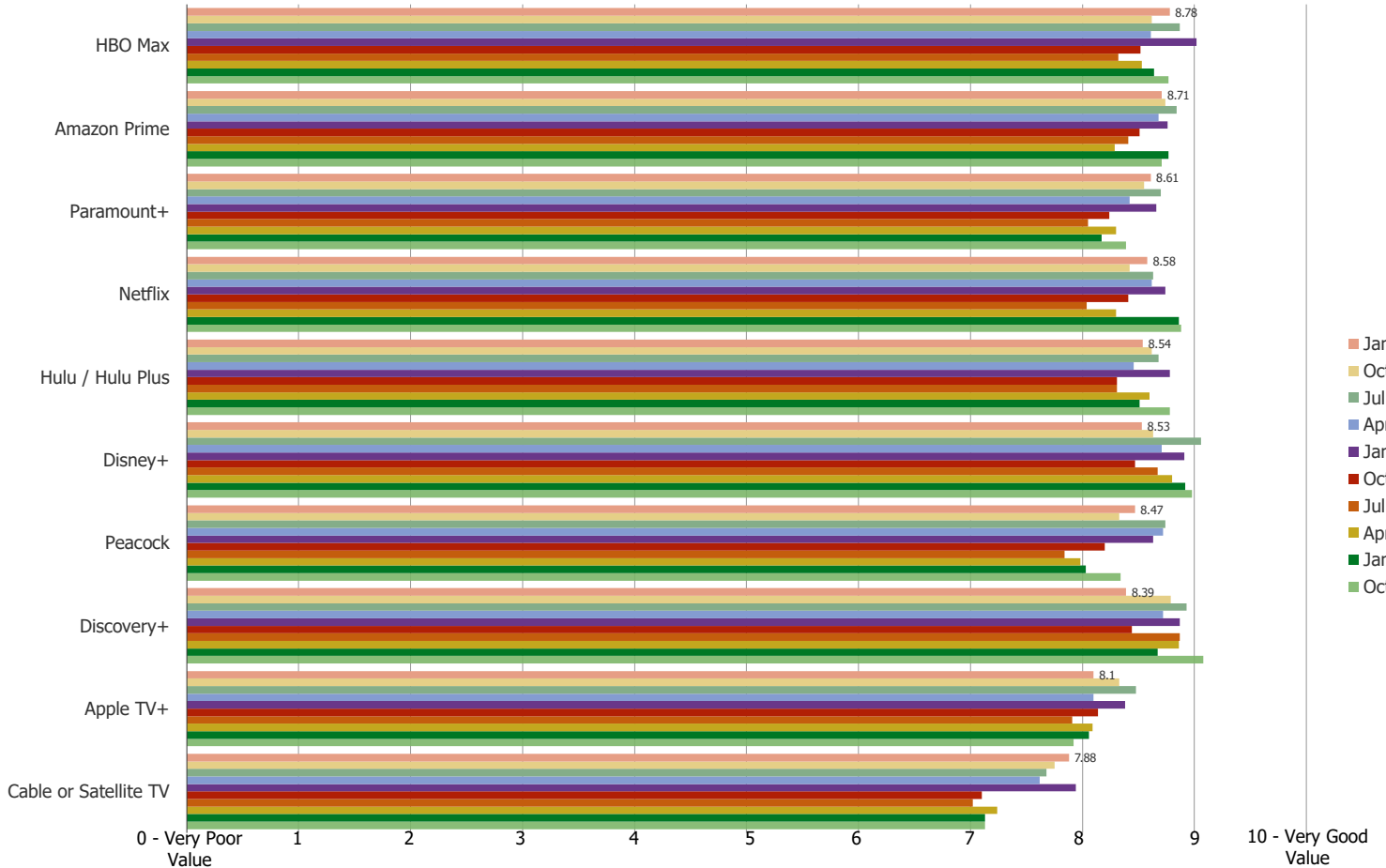
JANUARY 2024



	N=
Peacock	273
Apple TV+	122
Paramount+	271
Disney+	319
Discovery+	92
HBO Max	272
Hulu / Hulu Plus	375
YouTube TV	116
Netflix	562
YouTube	341
Cable or Satellite TV	277

HOW WOULD YOU RATE THE VALUE THIS SERVICE OFFERS RELATIVE TO WHAT IT COSTS?

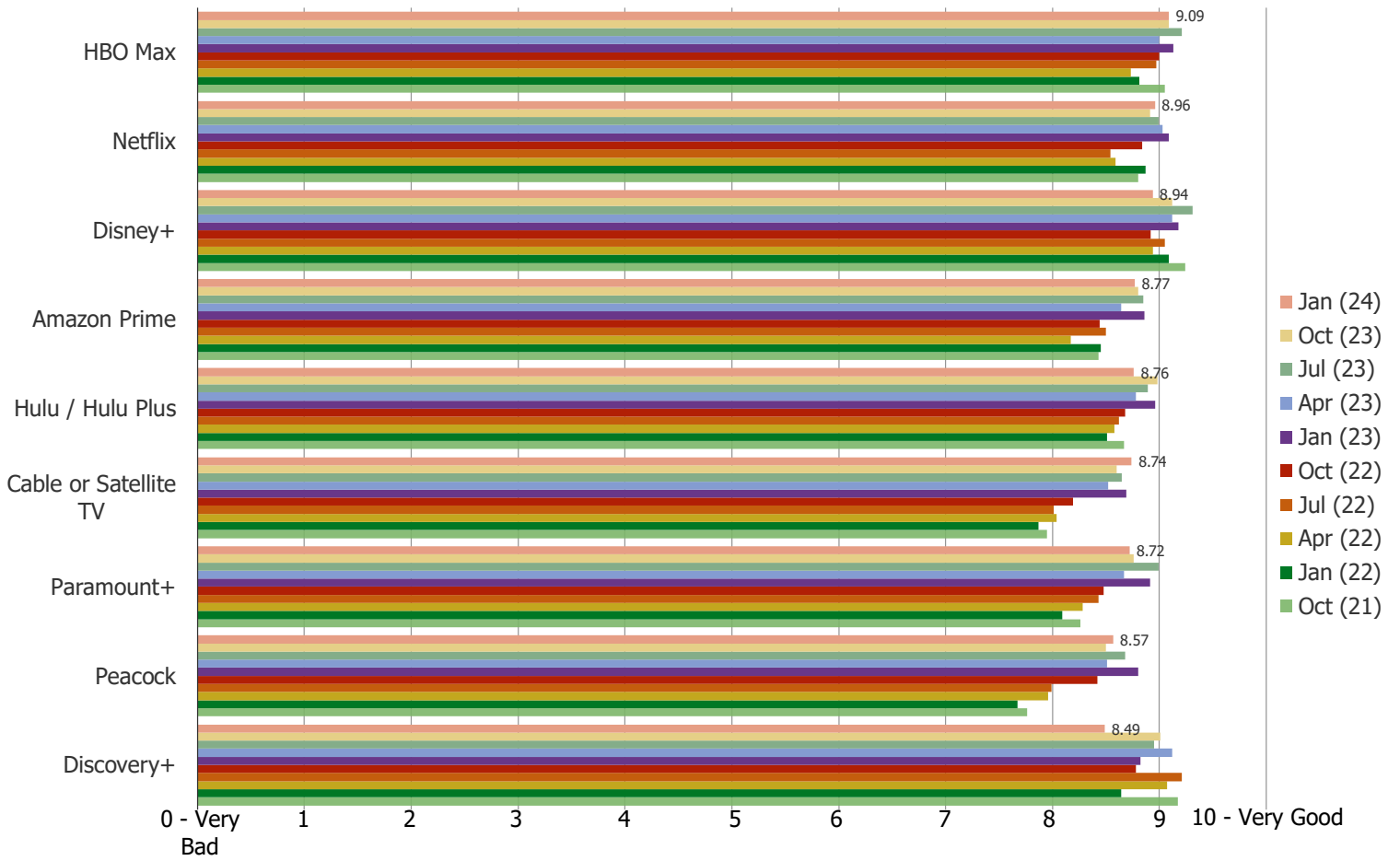
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



	N=
Netflix	517
Hulu / Hulu Plus	346
HBO Max	237
Amazon Prime	495
Apple TV+	113
Cable or Satellite TV	276
Disney+	279
Peacock	254
Discovery+	87
Paramount+	244

PLEASE RATE THE CONTENT AVAILABLE ON THE FOLLOWING:

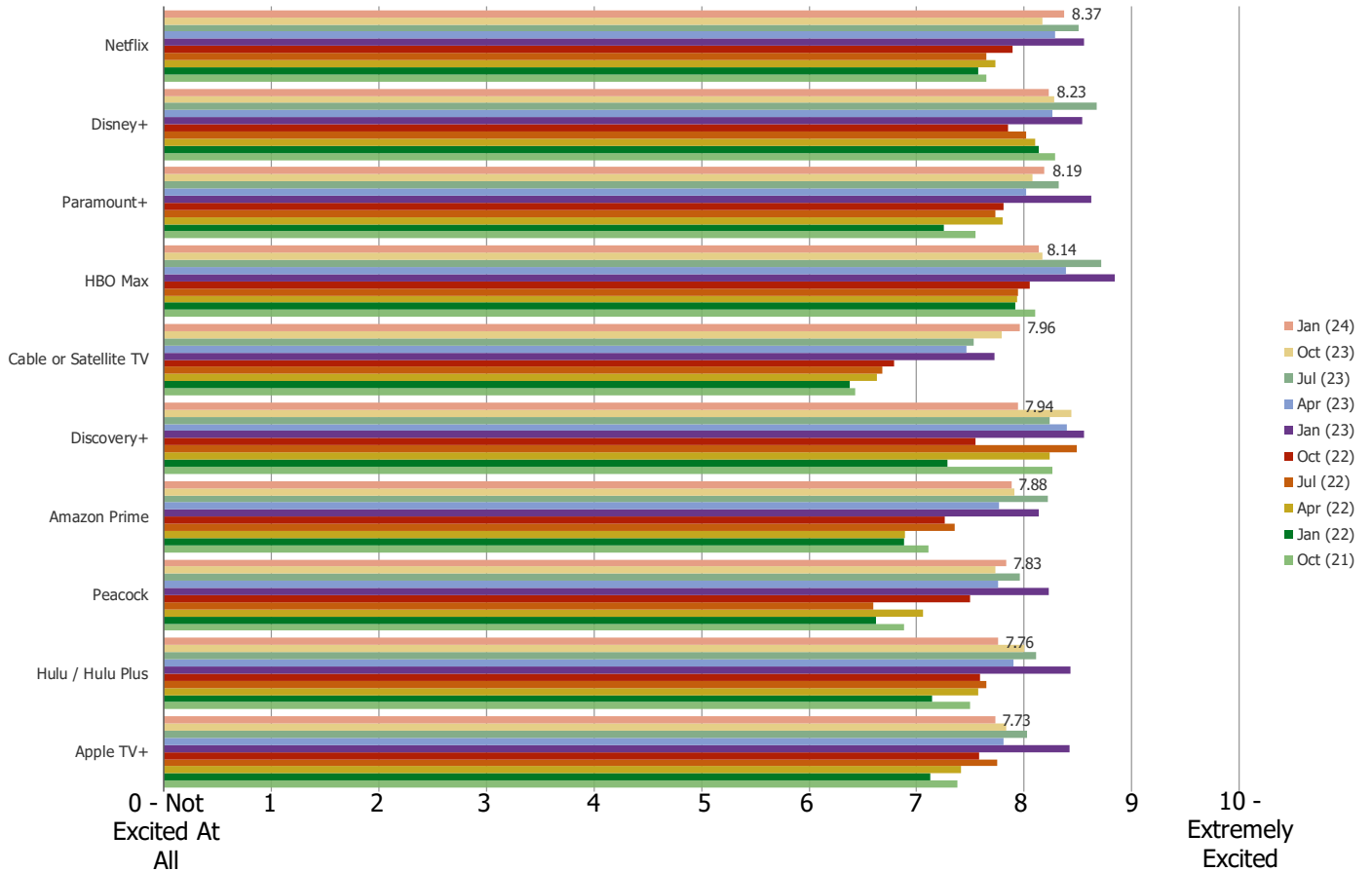
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	N=
Netflix	517
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Cable or Satellite TV	276
Disney+	279
Peacock	254
Discovery+	87
Paramount+	244

PLEASE RATE HOW EXCITED YOU ARE FOR UPCOMING CONTENT (RELEASES IN THE NEXT 3 MONTHS) ON THE FOLLOWING?

Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.

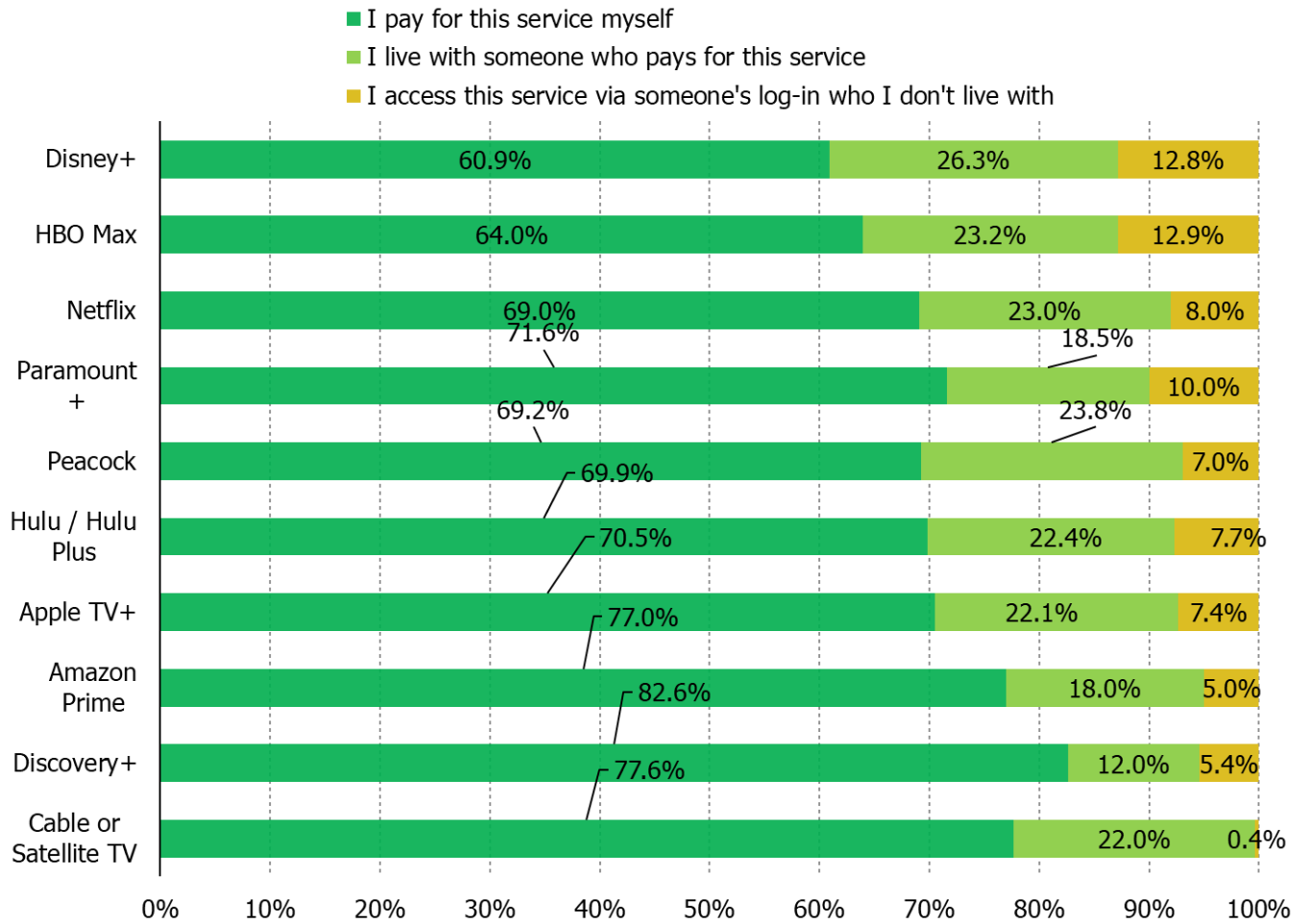


	N=
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Cable or Satellite TV	276
Disney+	279
Peacock	254
Discovery+	87
Paramount+	244

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

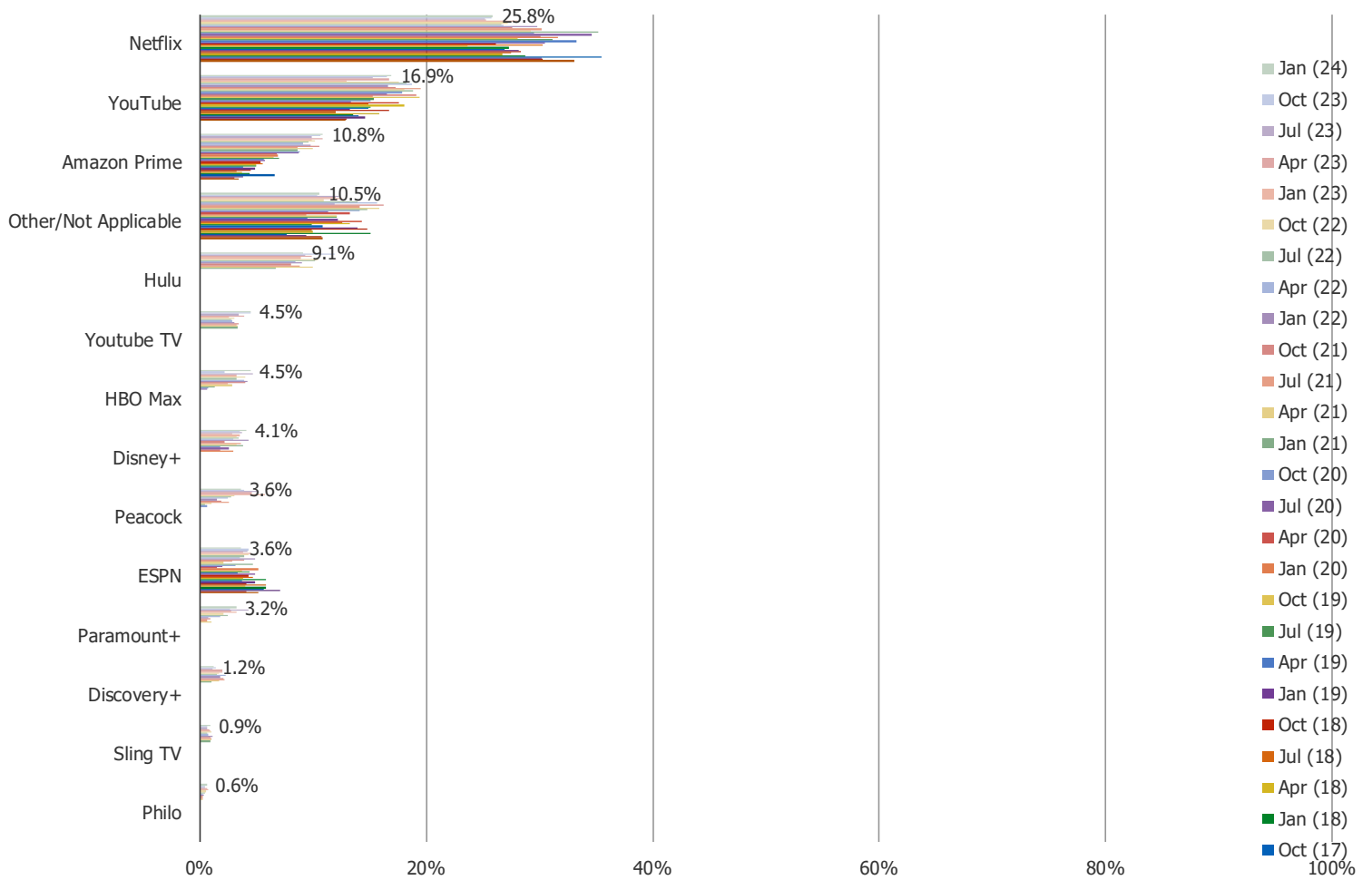
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.

JANUARY 2024



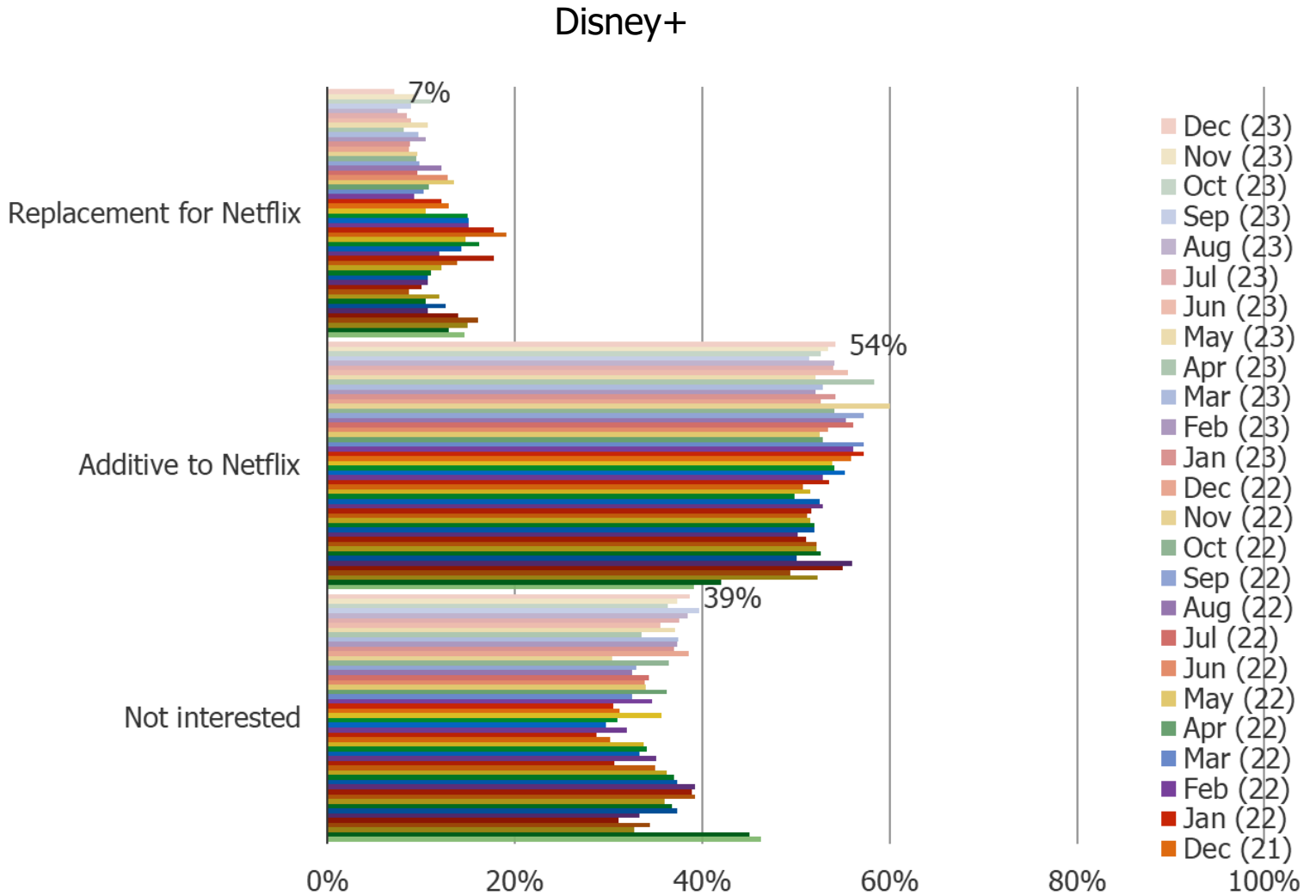
OUT OF THE FOLLOWING NETWORKS/SERVICES, WHICH DO YOU WATCH MOST OFTEN?

Posed to all respondents



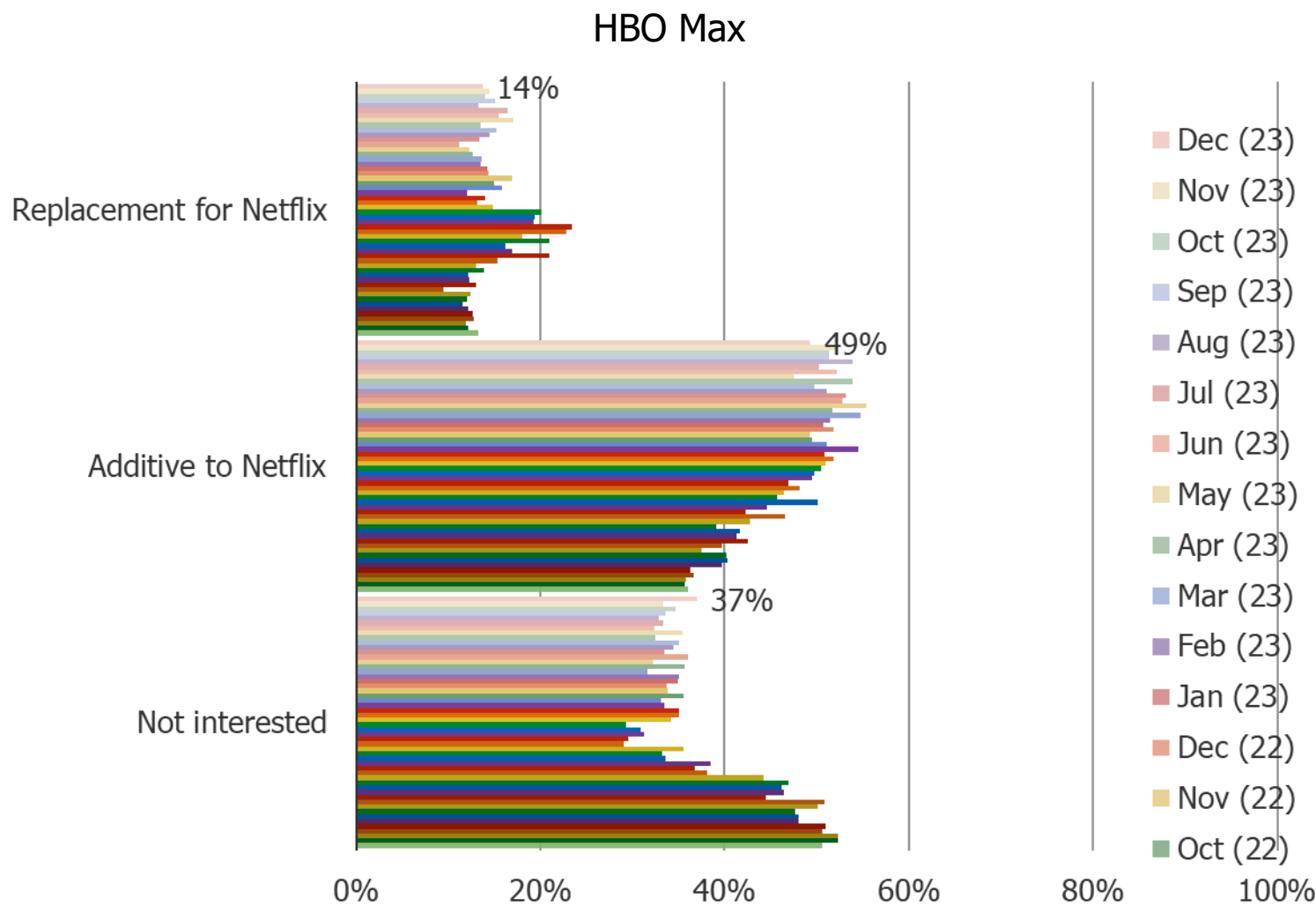
WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.



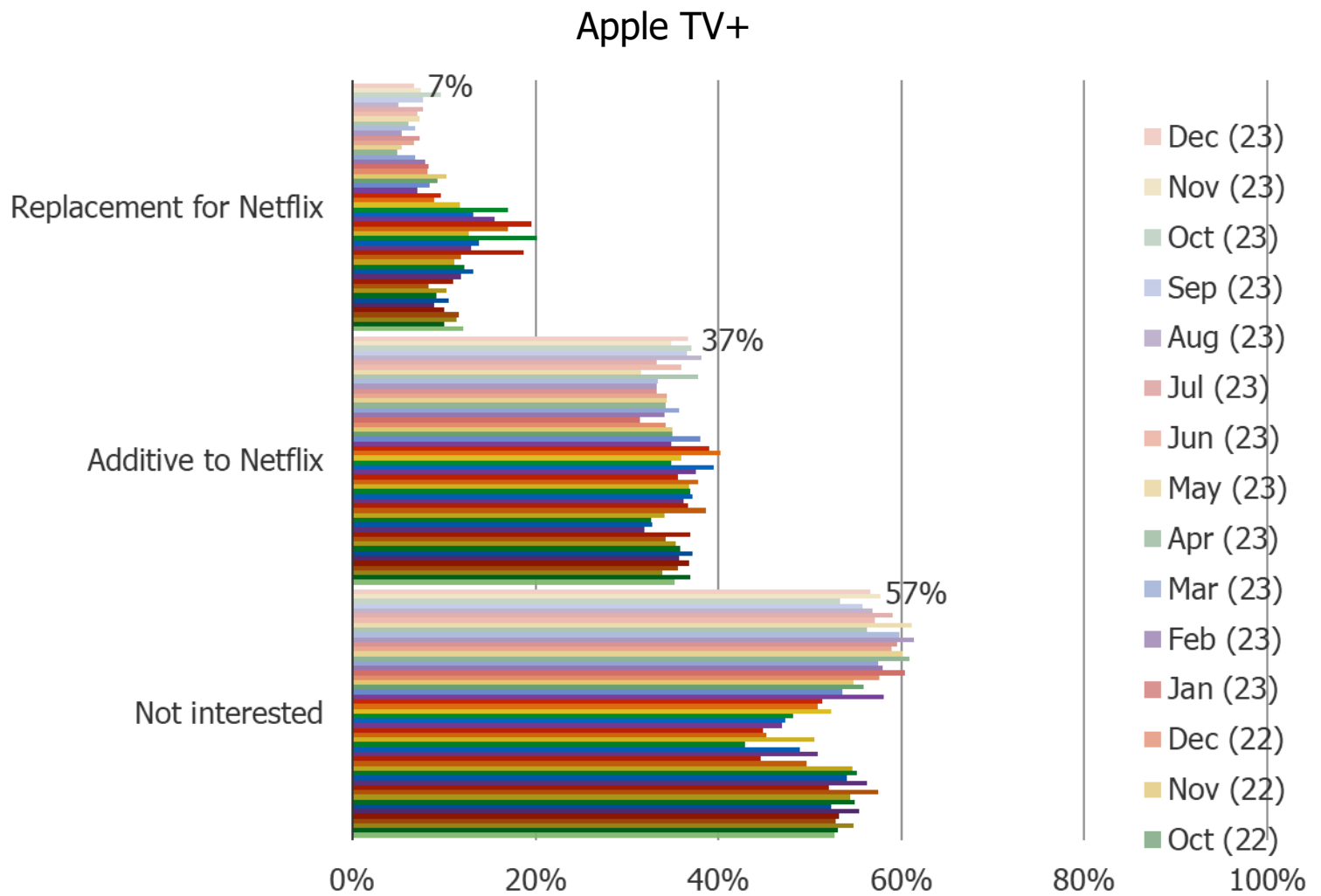
WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.



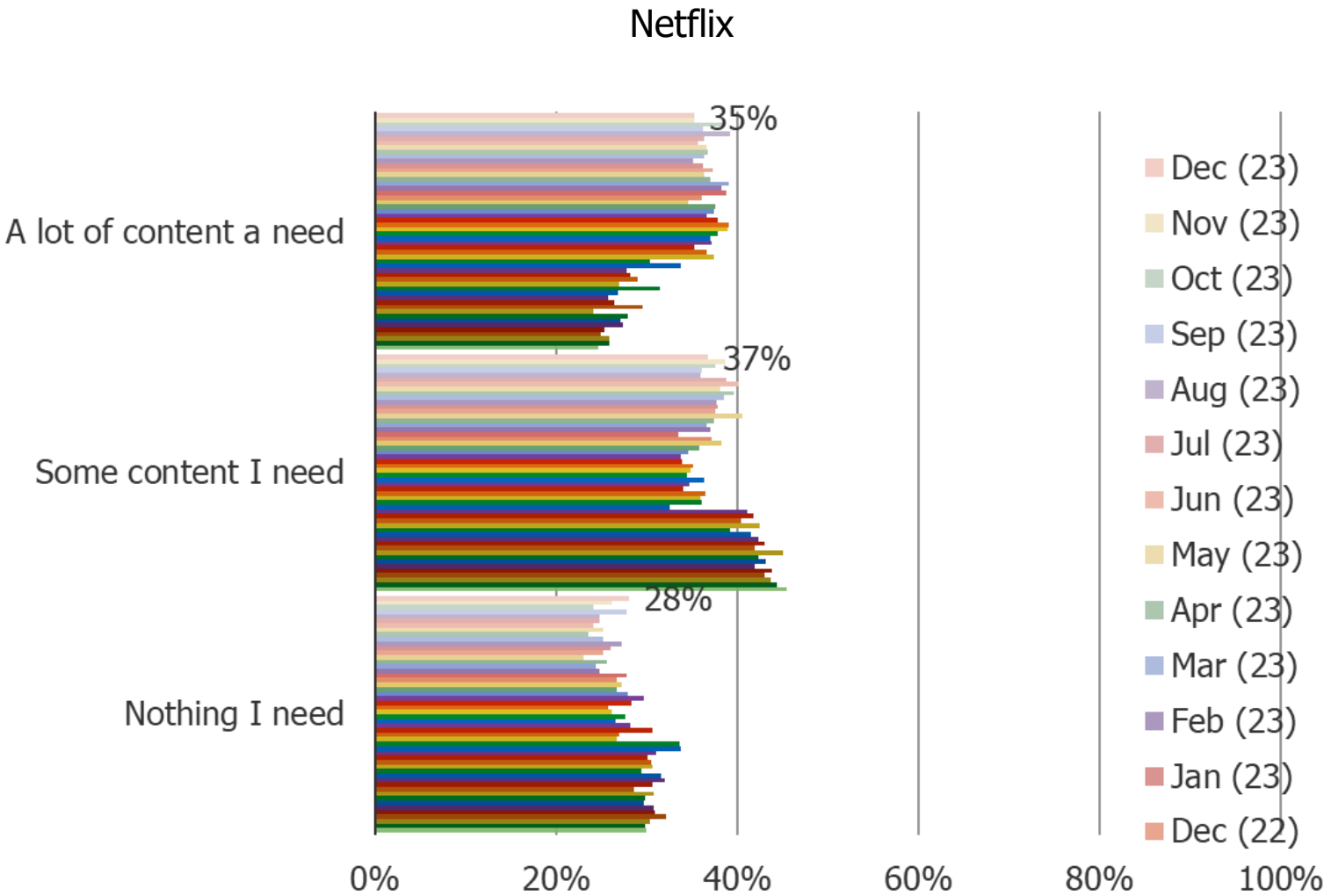
WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.



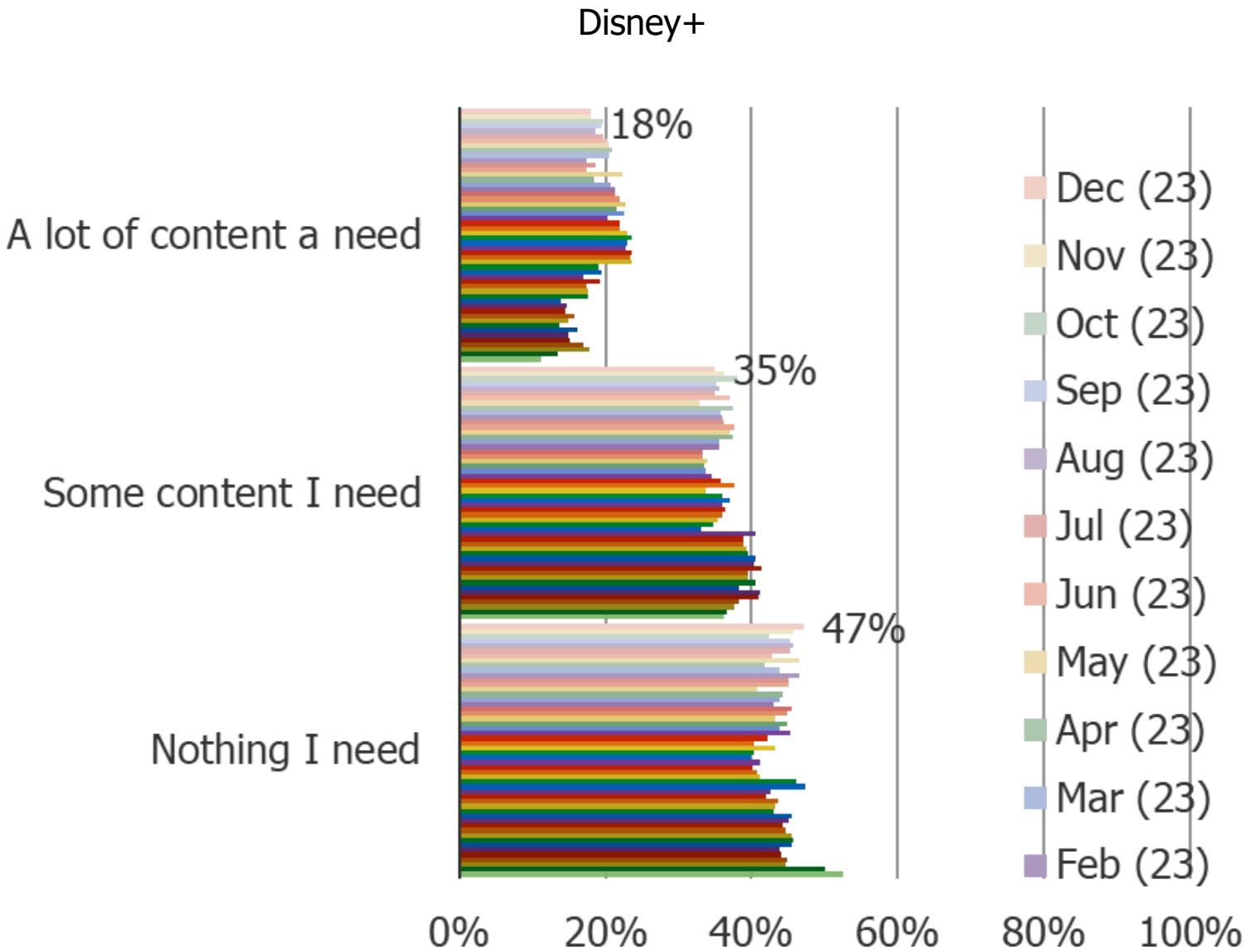
WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

Posed to all respondents.



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

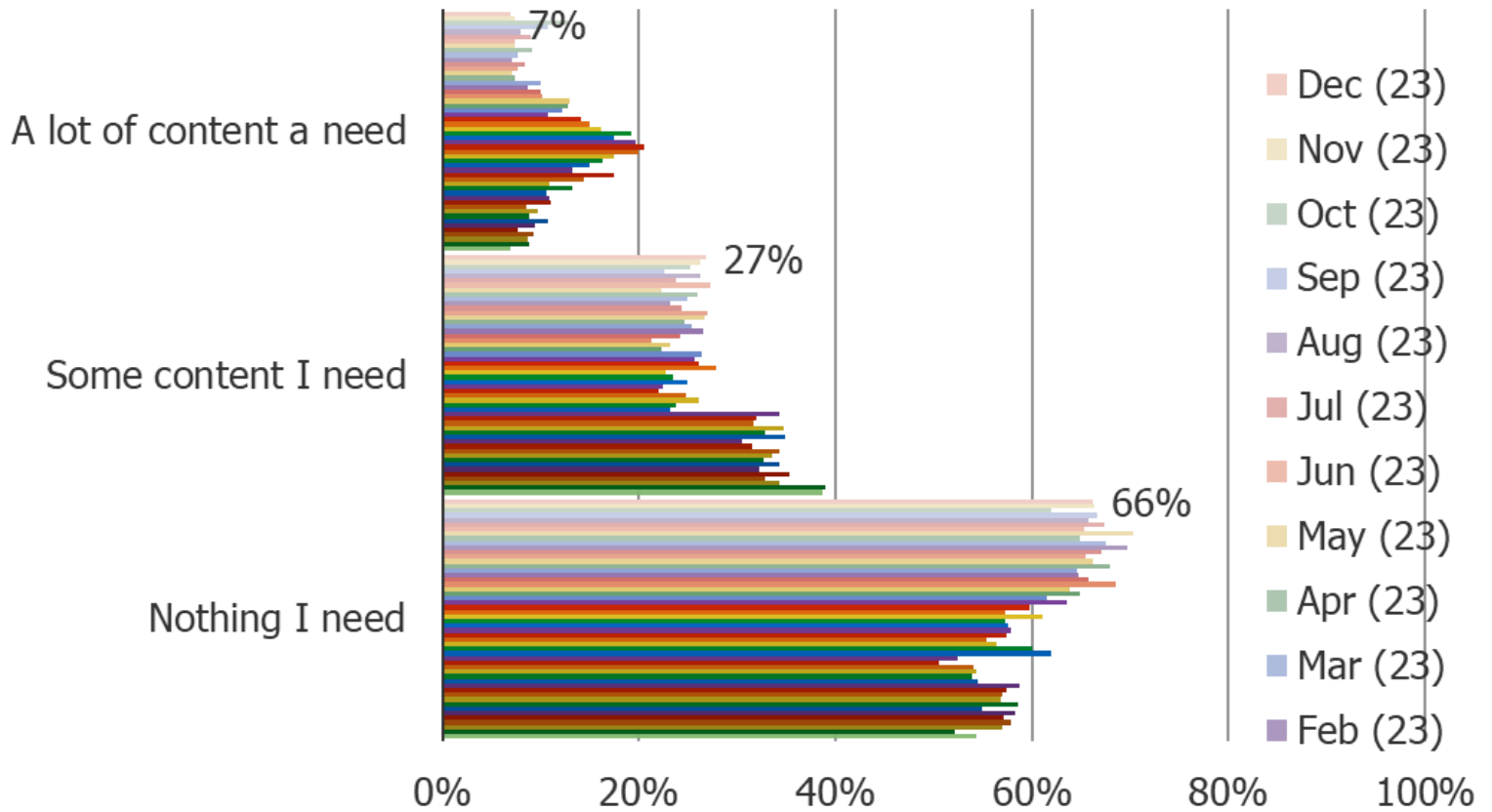
Posed to all respondents.



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

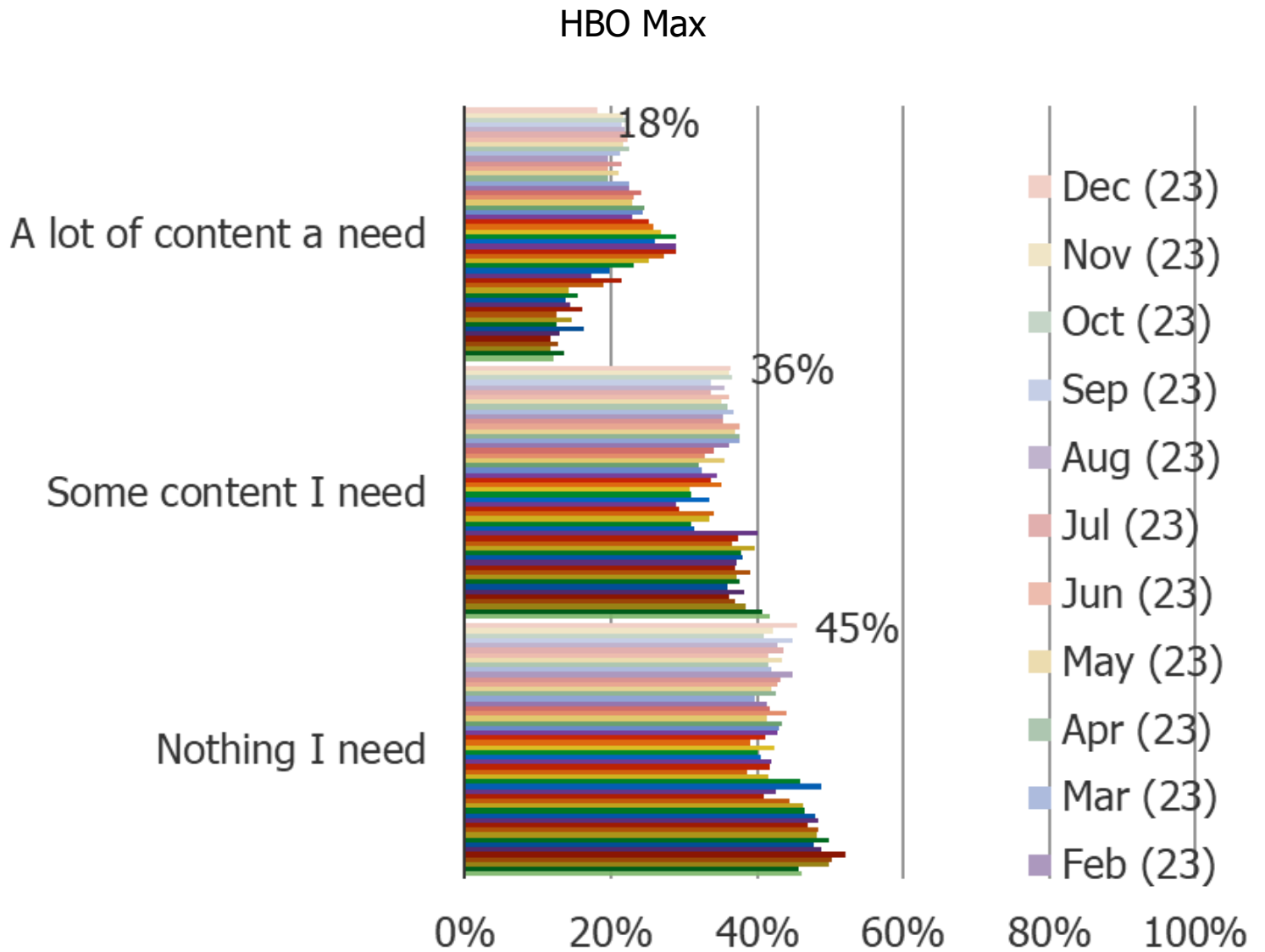
Posed to all respondents.

Apple TV+



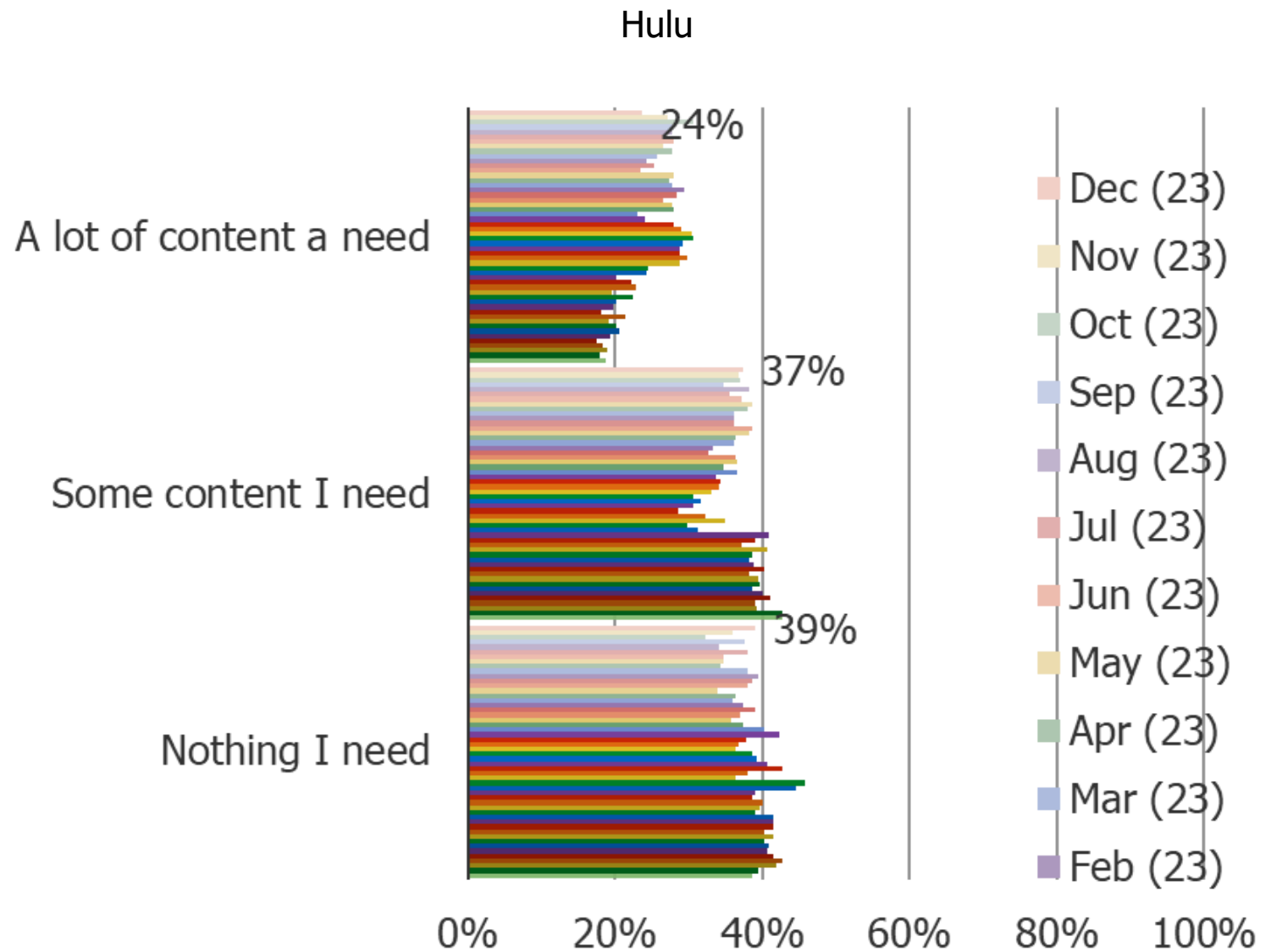
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Posed to all respondents.



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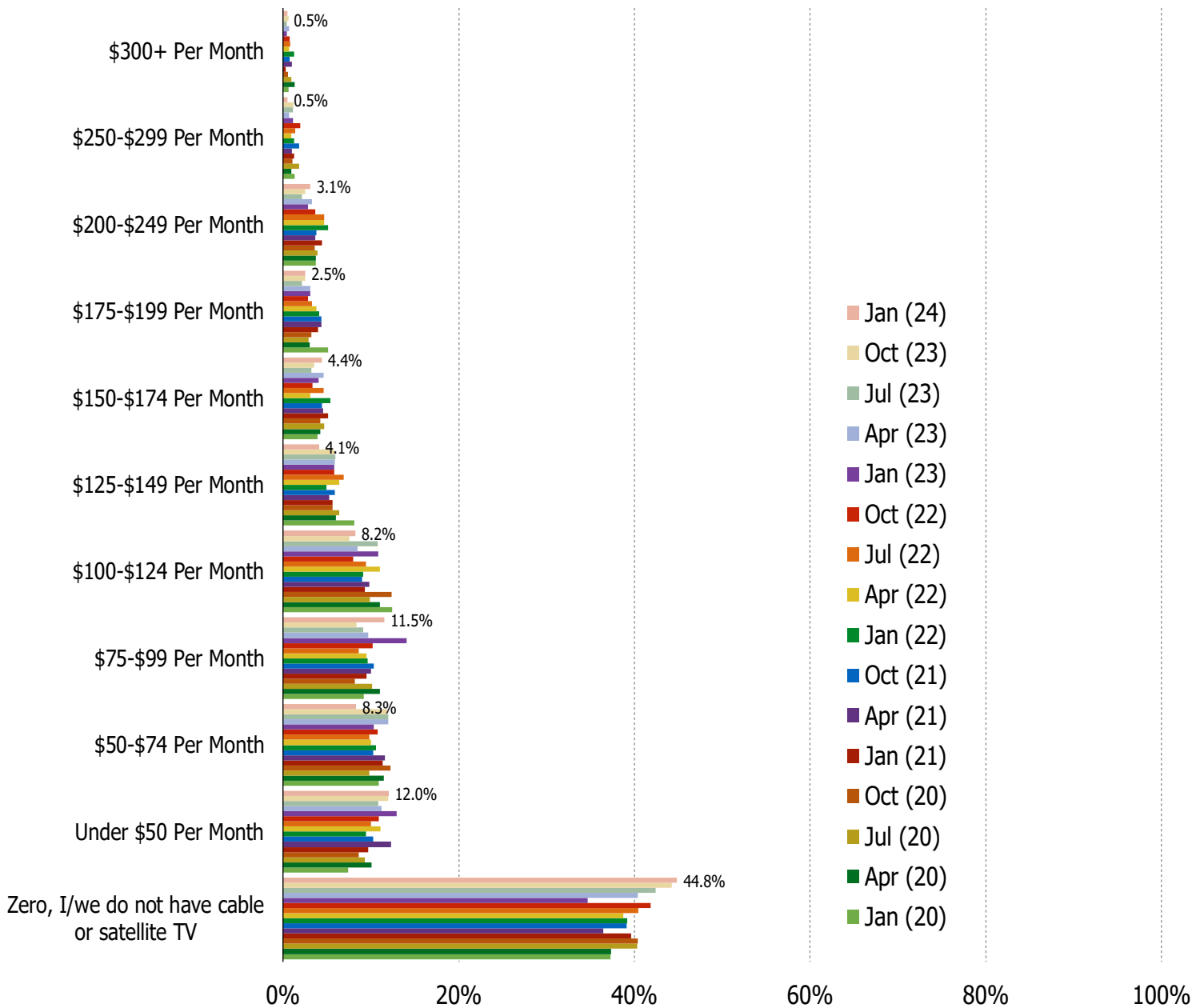
Posed to all respondents.



SPEND ON CONTENT

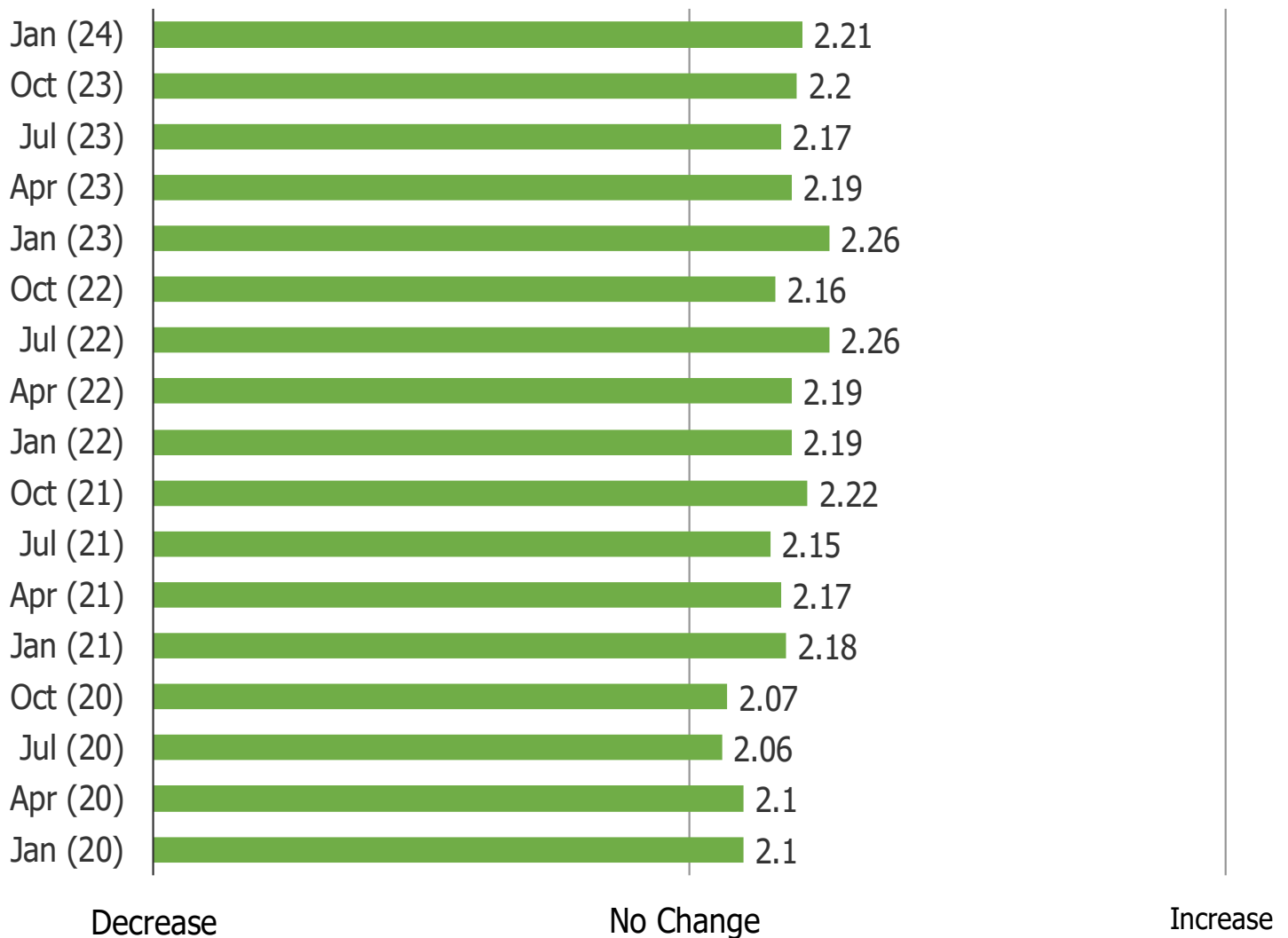
APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE/SATELLITE TV SERVICES PER MONTH?

Posed to respondents who watch video content at home.



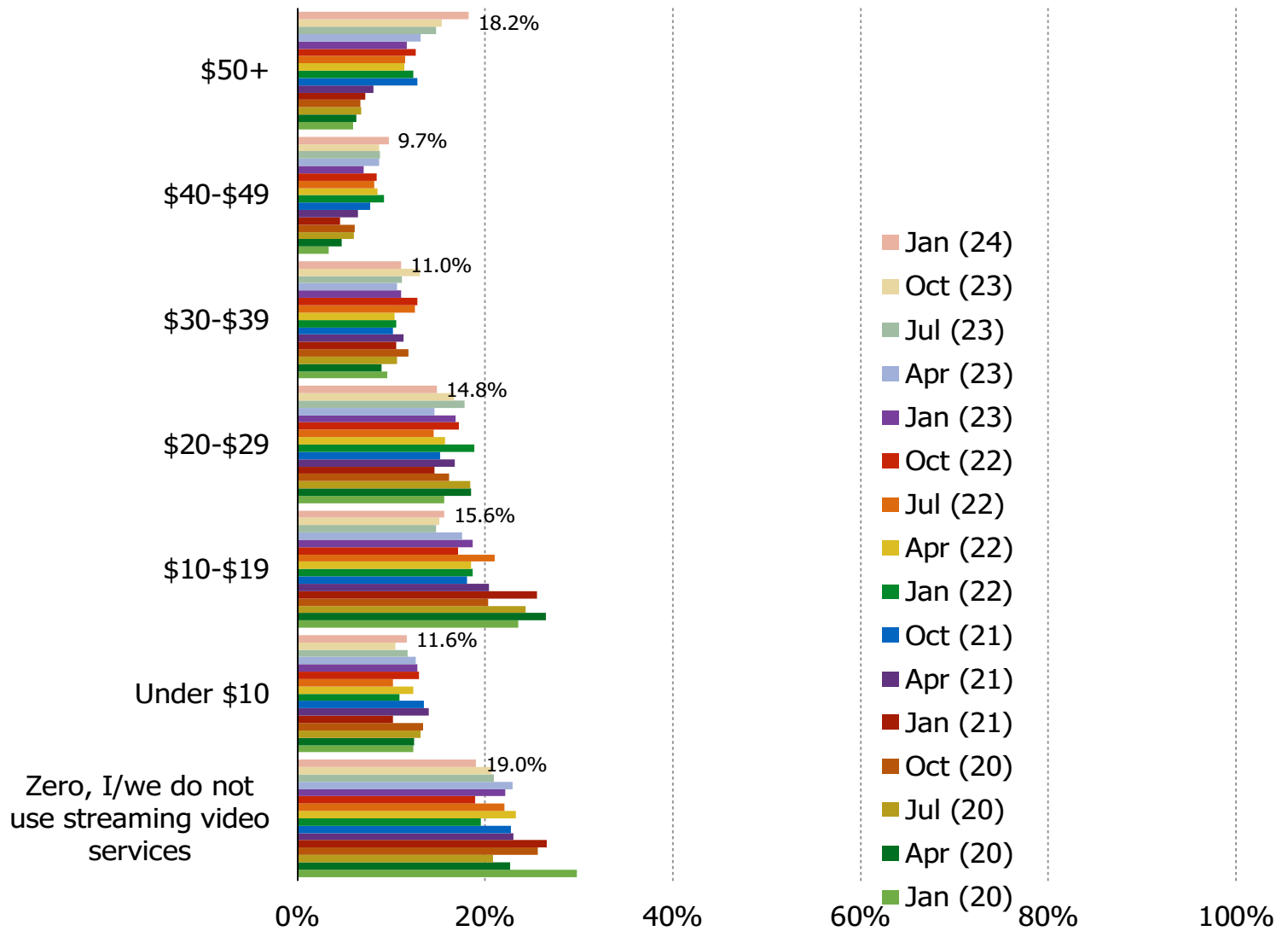
IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR CABLE OR SATELLITE TV TO CHANGE IN ANY WAY?

Posed to respondents who currently pay for cable or satellite tv.



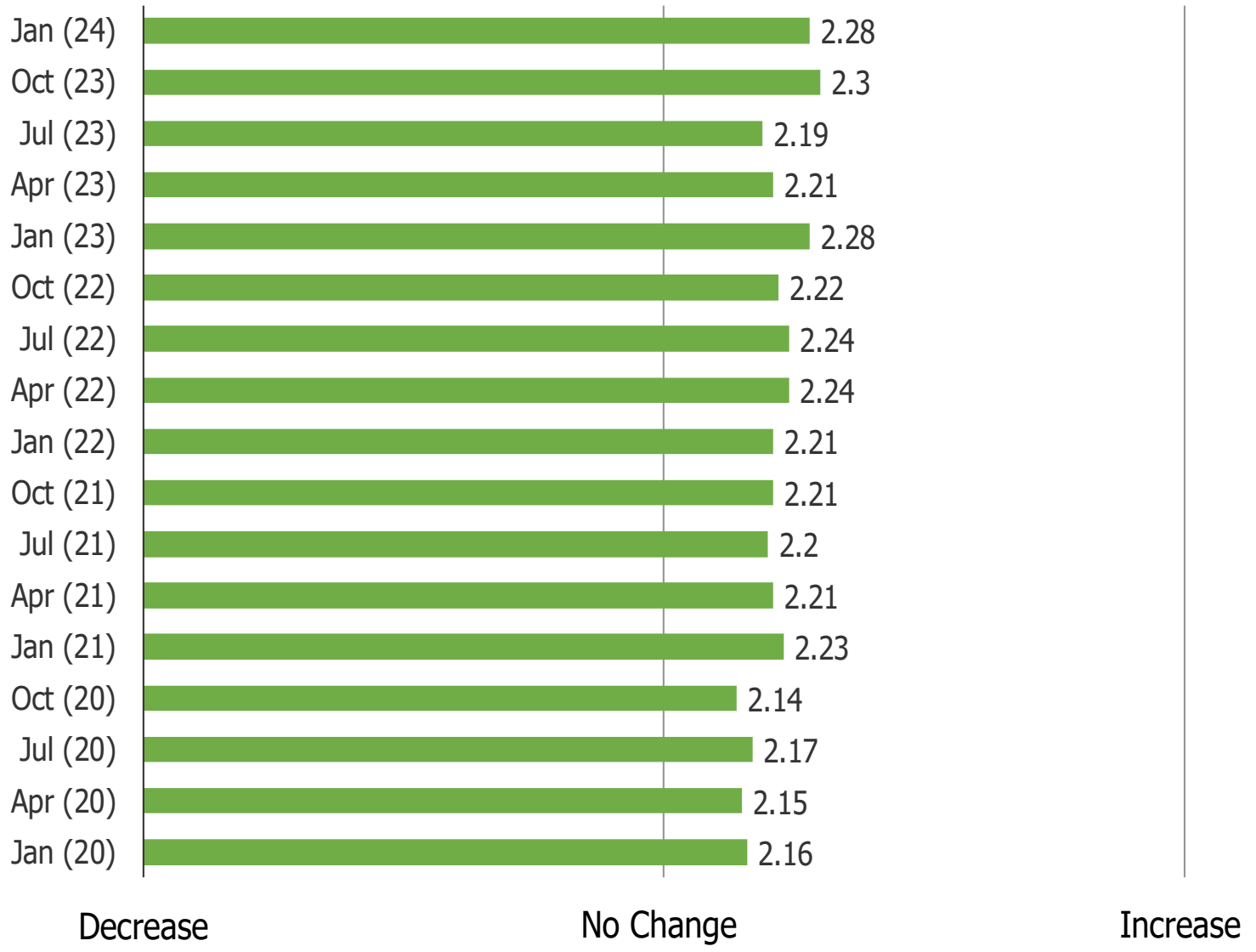
APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

Posed to respondents who watch video content at home.



IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR STREAMING VIDEO SERVICES TO CHANGE IN ANY WAY?

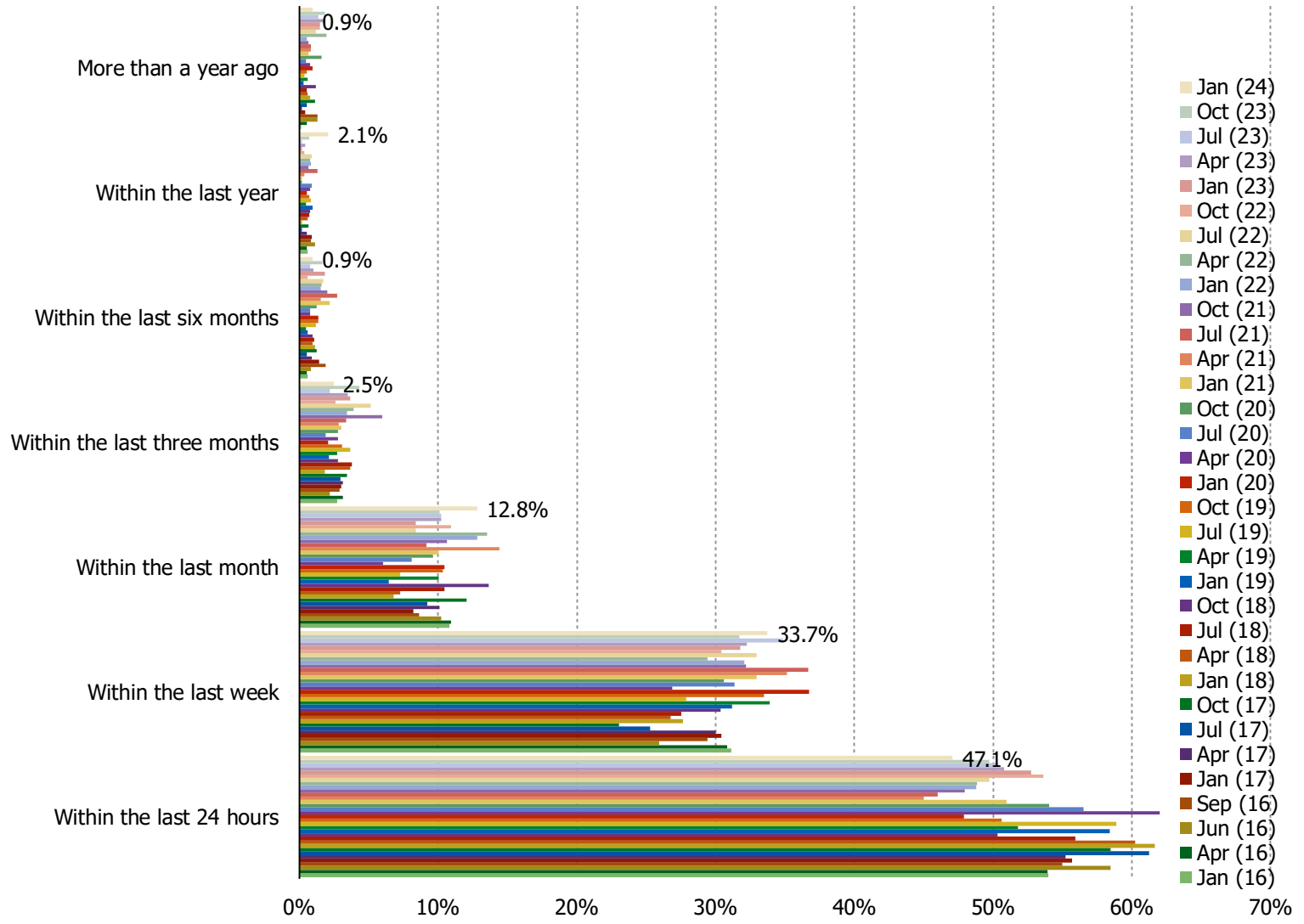
Posed to respondents who currently pay for cable or satellite tv.



NETFLIX SUBSCRIBER ENGAGEMENT

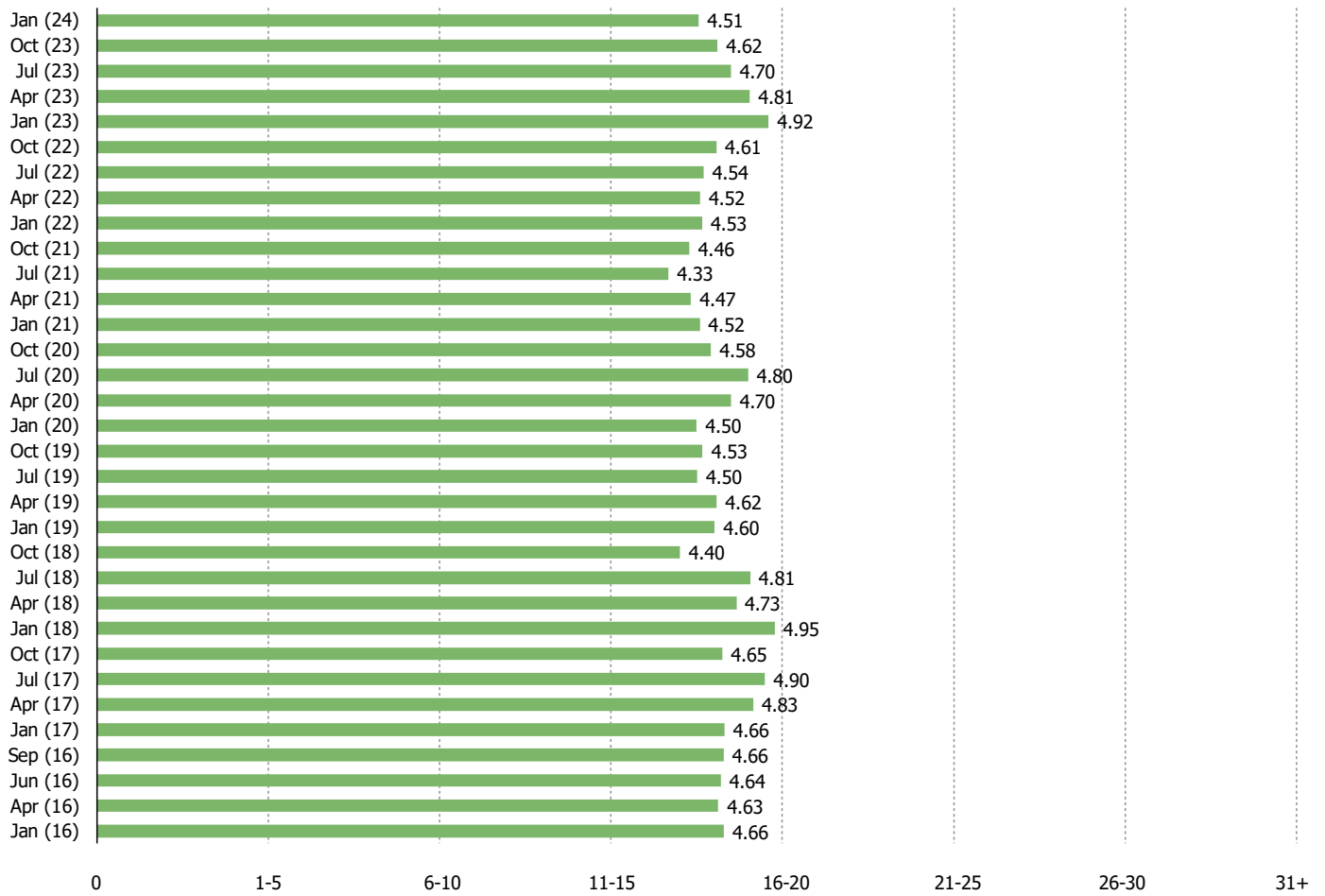
WHEN IS THE LAST TIME YOU WATCHED SOMETHING ON NETFLIX?

Posed to Netflix subscribers.



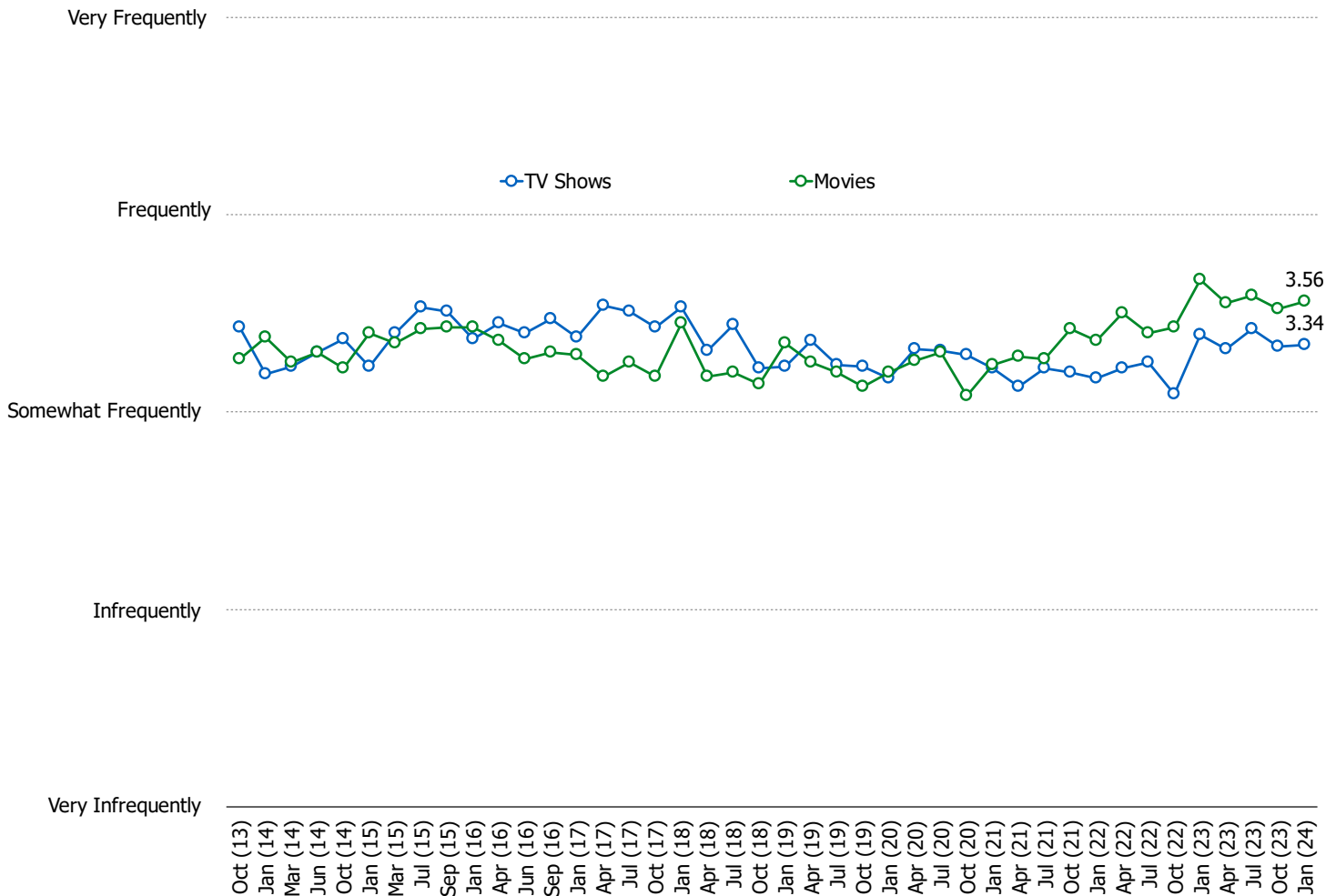
IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

Posed to Netflix subscribers.



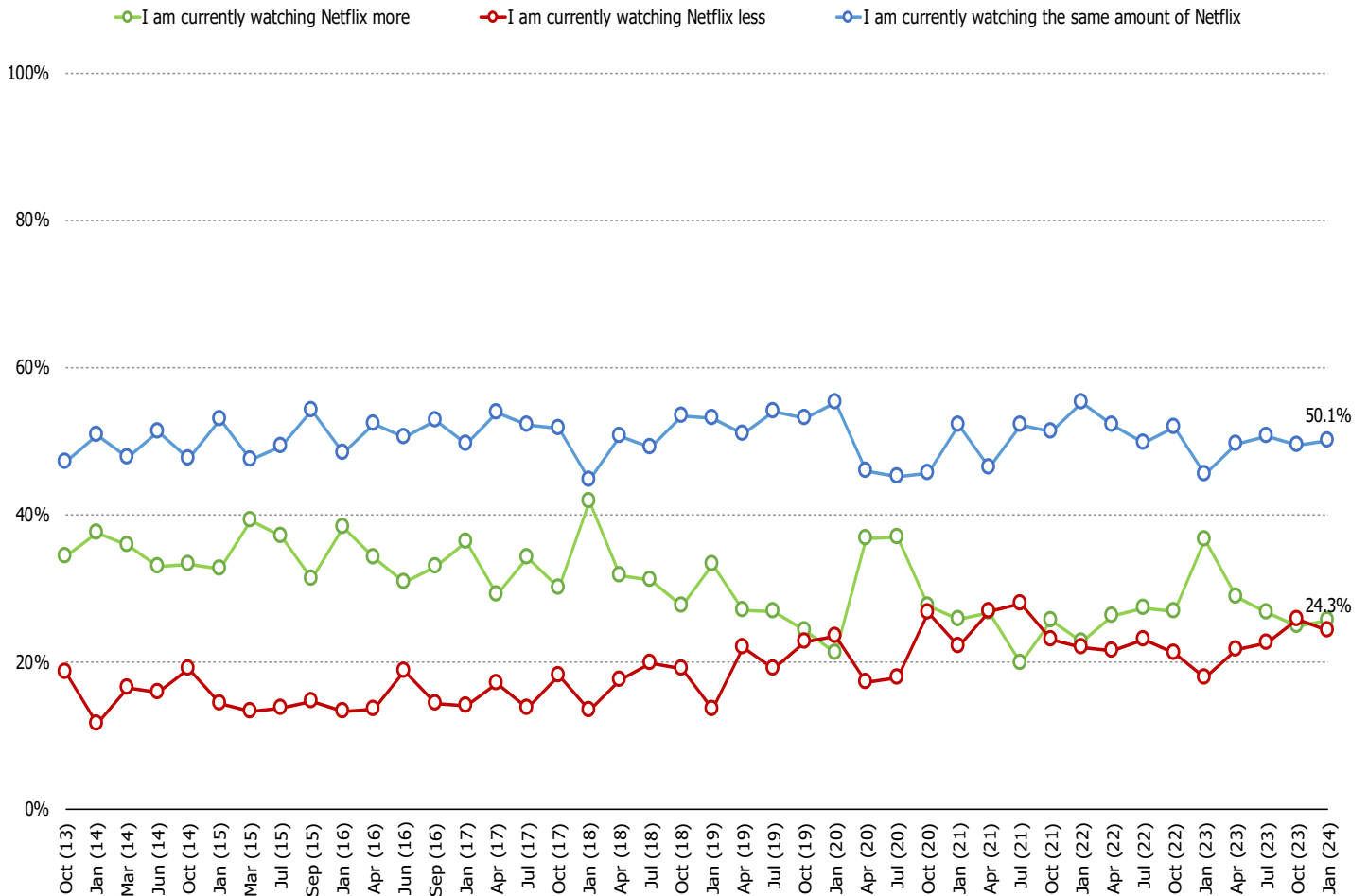
FREQUENCY OF WATCHING TV SHOWS AND MOVIES

Posed to Netflix subscribers.



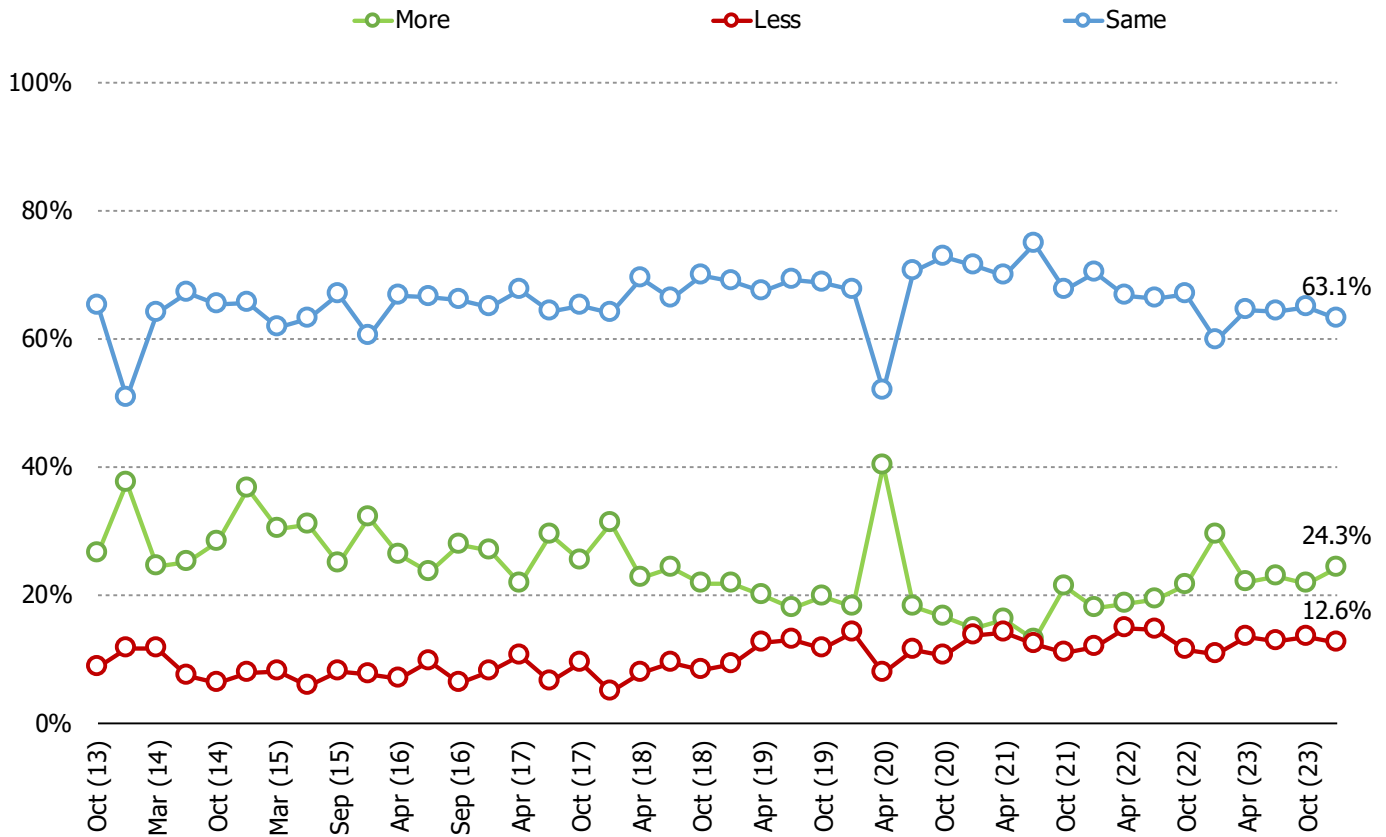
PLEASE COMPARE YOUR CURRENT USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO.

Posed to Netflix subscribers.



DO YOU EXPECT TO USE NETFLIX MORE OR LESS OVER THE NEXT FEW MONTHS?

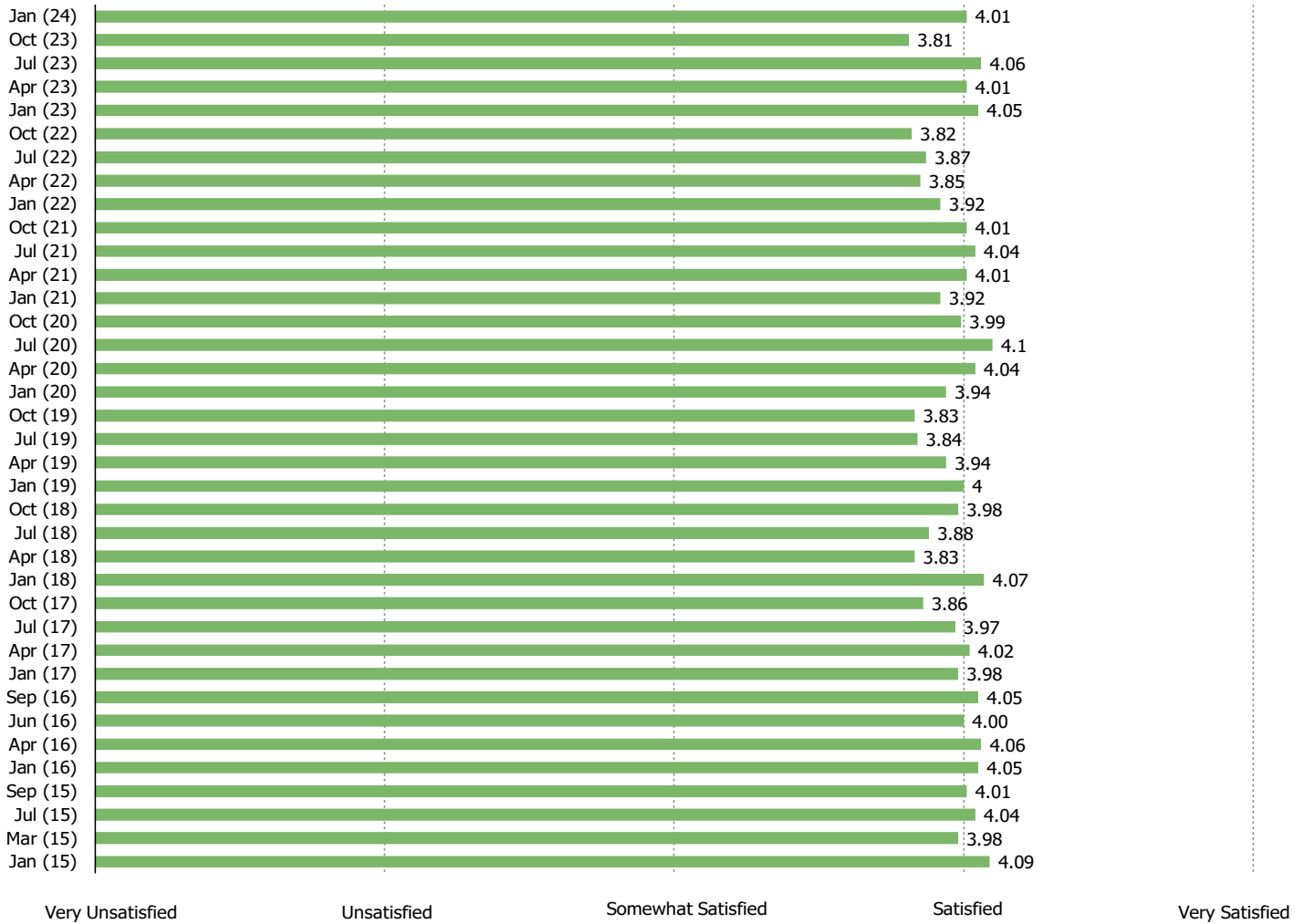
Posed to Netflix subscribers.



NETFLIX PRICING POWER

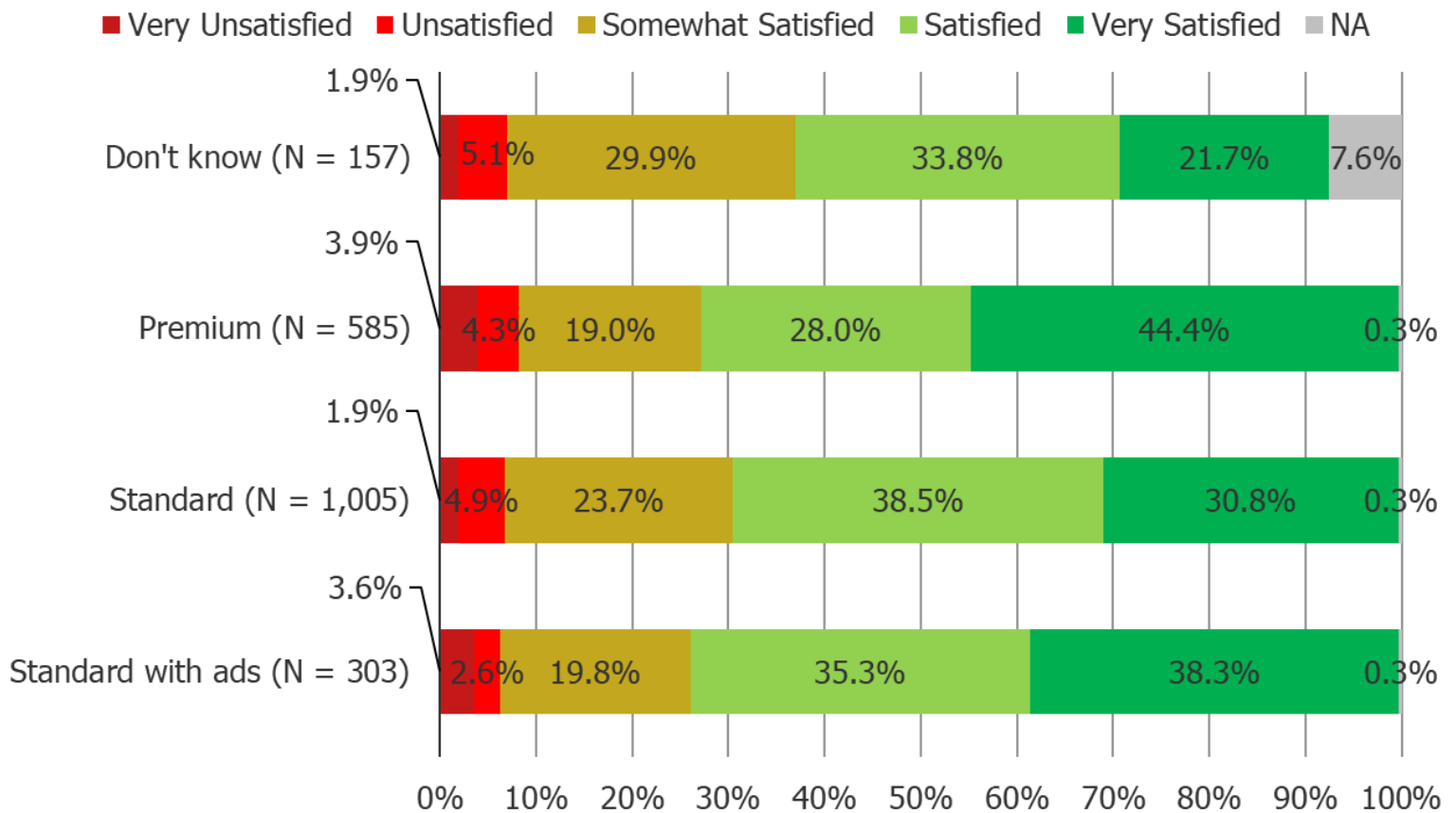
SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

Posed to Netflix subscribers.



SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

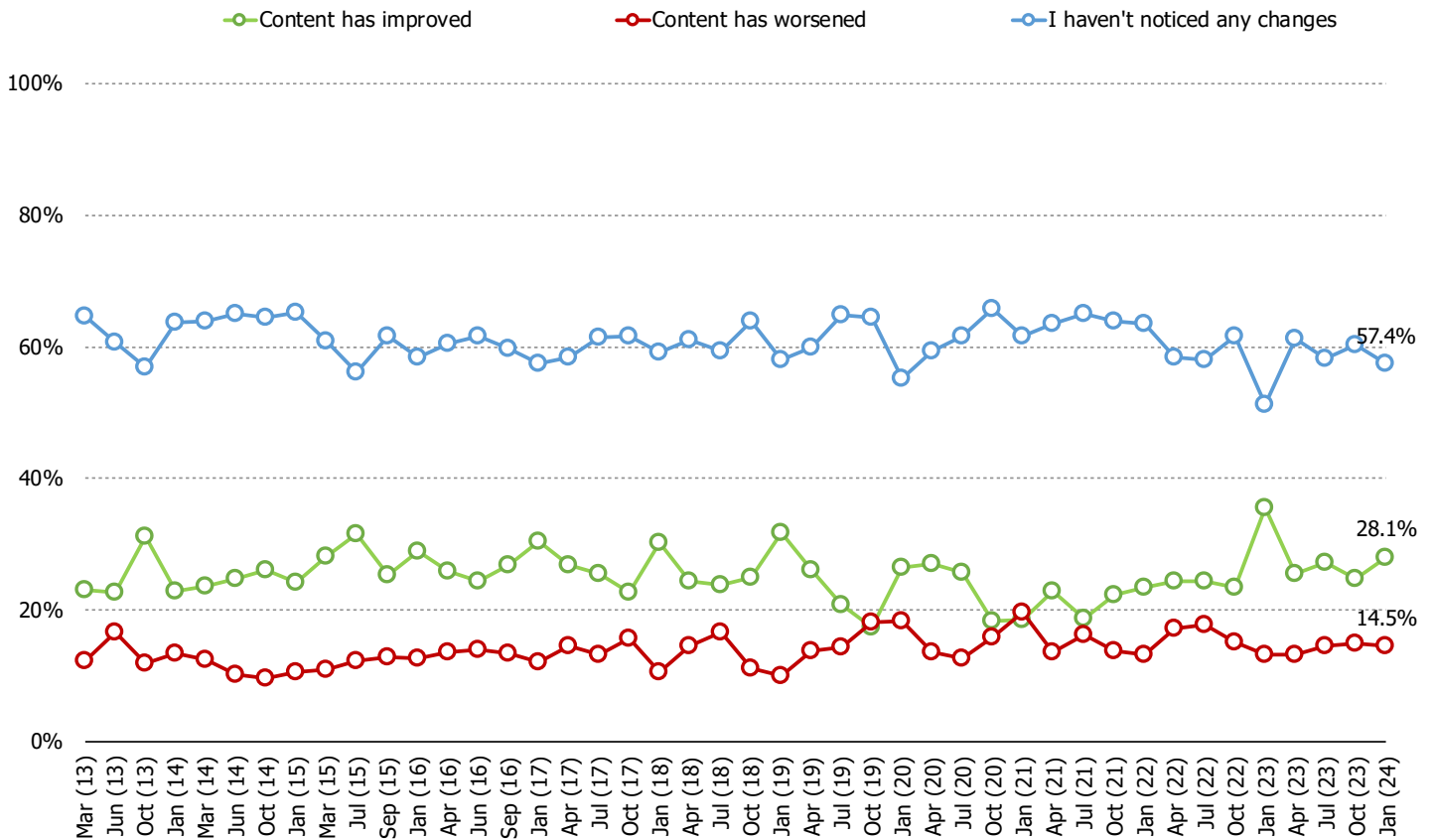
Posed to Netflix subscribers, cross-tabbed by plan...



NETFLIX CONTENT

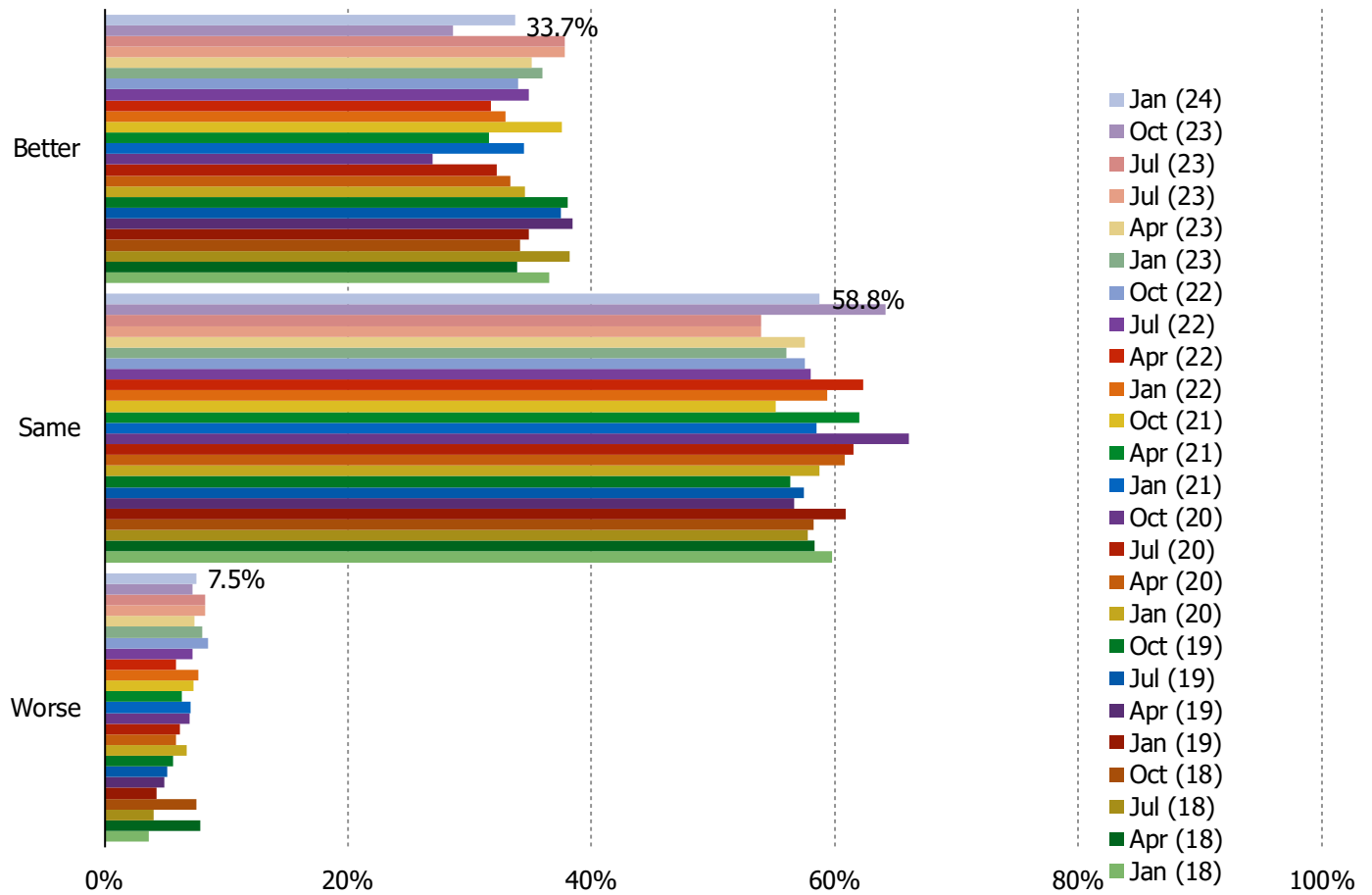
HAVE YOU NOTICED ANY CHANGES TO NETFLIX'S CONTENT OVER THE LAST SIX MONTHS?

Posed to Netflix subscribers.



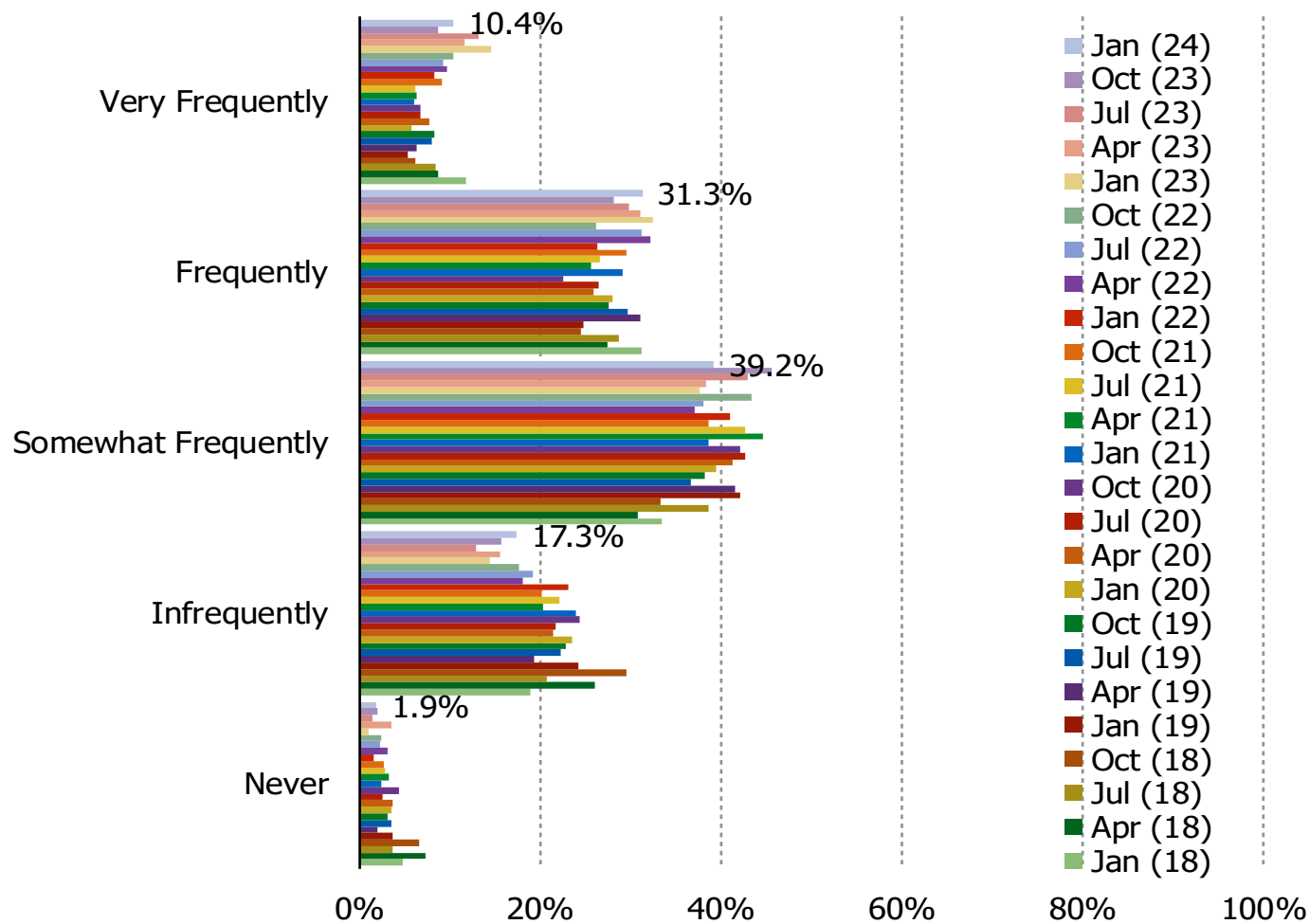
HOW DO YOU COMPARE NETFLIX ORIGINAL CONTENT SHOWS AGAINST SHOWS YOU VIEW ON OTHER NETWORKS OR SERVICES?

Posed to Netflix subscribers.



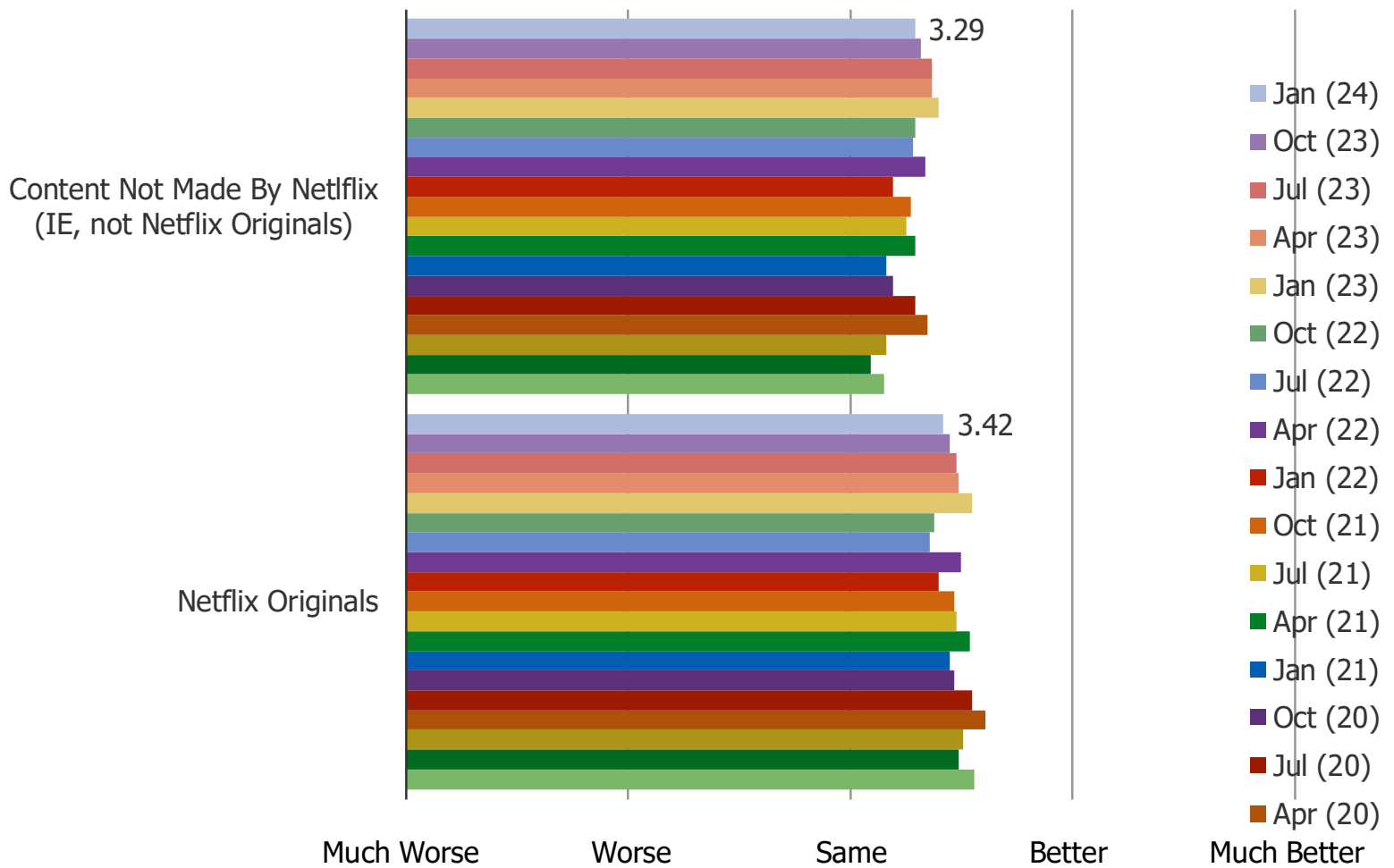
HOW OFTEN DO YOU WATCH NETFLIX ORIGINAL CONTENT SHOWS?

Posed to Netflix subscribers.



ONE YEAR FROM NOW, DO YOU EXPECT THE CONTENT AVAILABLE ON NETFLIX TO BE BETTER OR WORSE THAN IT IS TODAY?

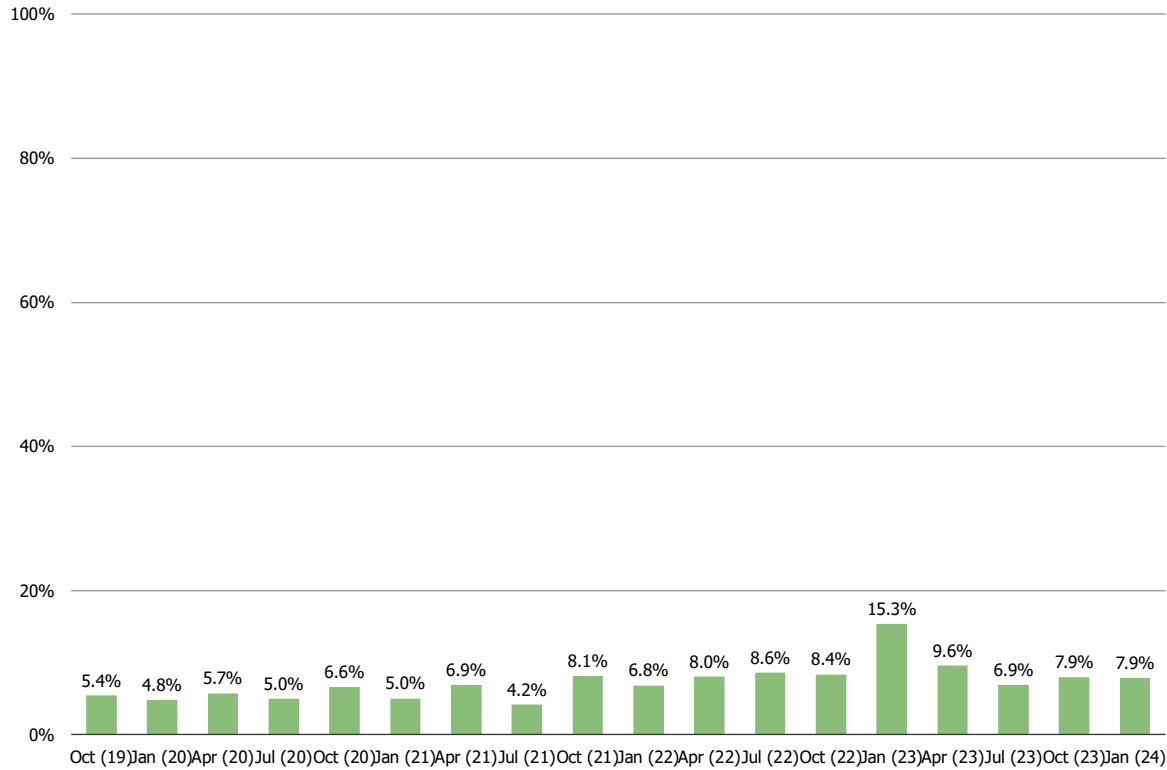
Posed to Netflix subscribers.



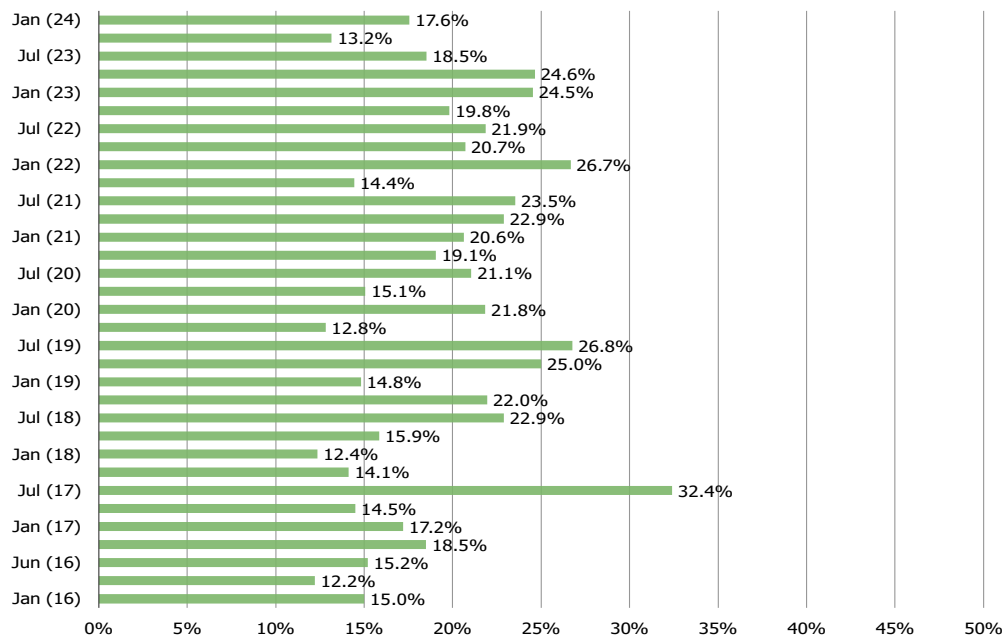
CYCLING IN AND OUT OF NETFLIX

DO YOU SIGN UP FOR NETFLIX FOR A PERIOD OF TIME AND THEN CANCEL, OR DO YOU CONSISTENTLY REMAIN A SUBSCRIBER?

Posed to respondents who said they are Netflix subscribers.



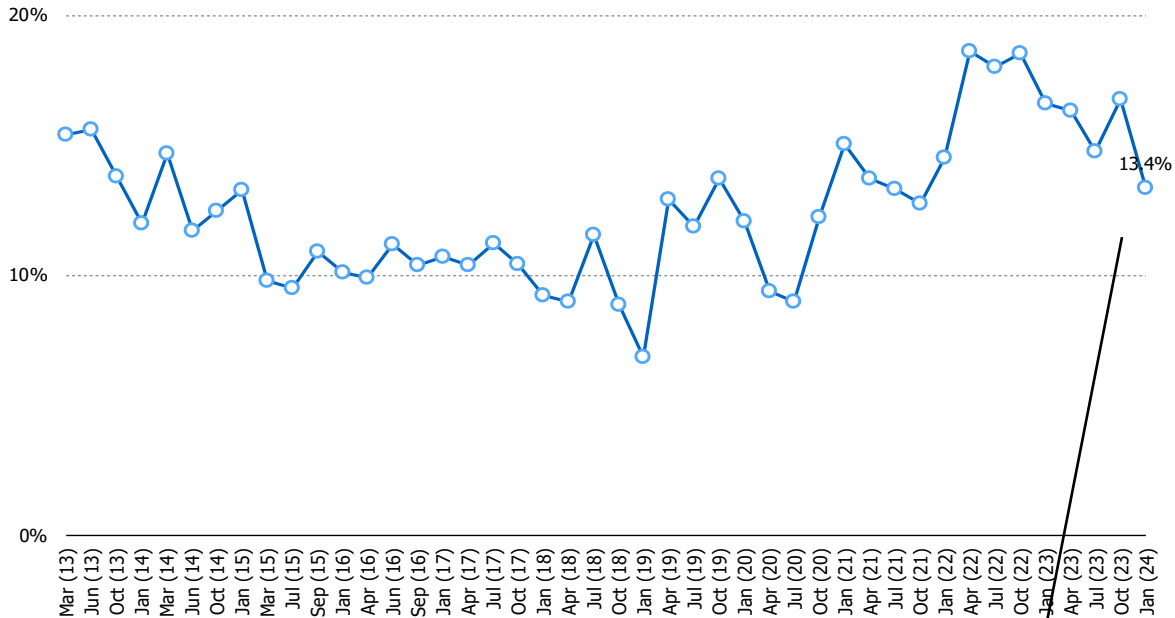
Posed to respondents who are not current Netflix subscribers but have been in the past.



NFLX CHURN

ARE YOU CONSIDERING CANCELLING YOUR NETFLIX SUBSCRIPTION?

Posed to Netflix subscribers.

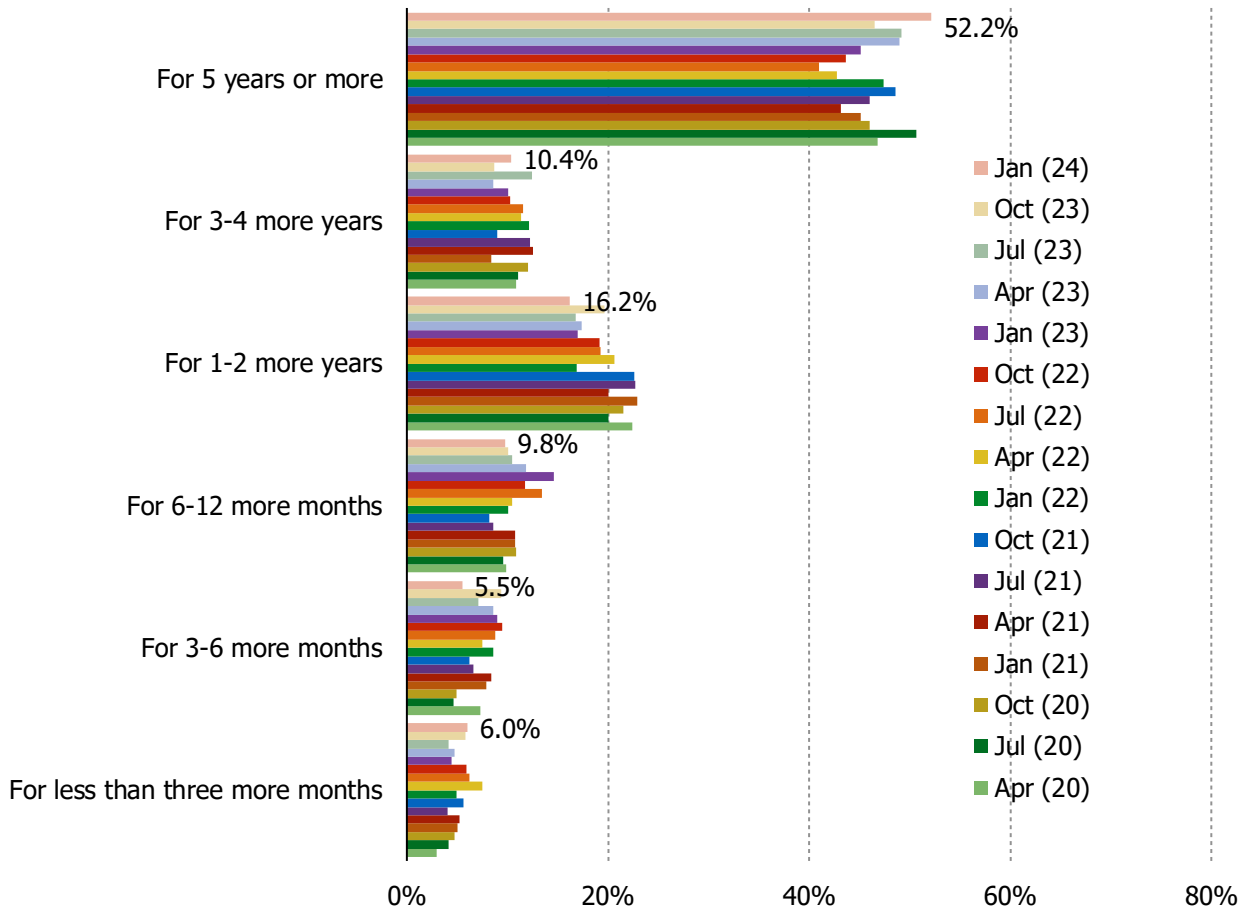


Why? ↓



FOR HOW MUCH LONGER DO YOU EXPECT TO BE A NETFLIX SUBSCRIBER?

Posed to Netflix subscribers



FORMER NETFLIX SUBSCRIBERS – WHY DID YOU CANCEL?

Posed to former Netflix subscribers.

