

BESPOKE SURVEYS

## Streaming Players | Volume 18

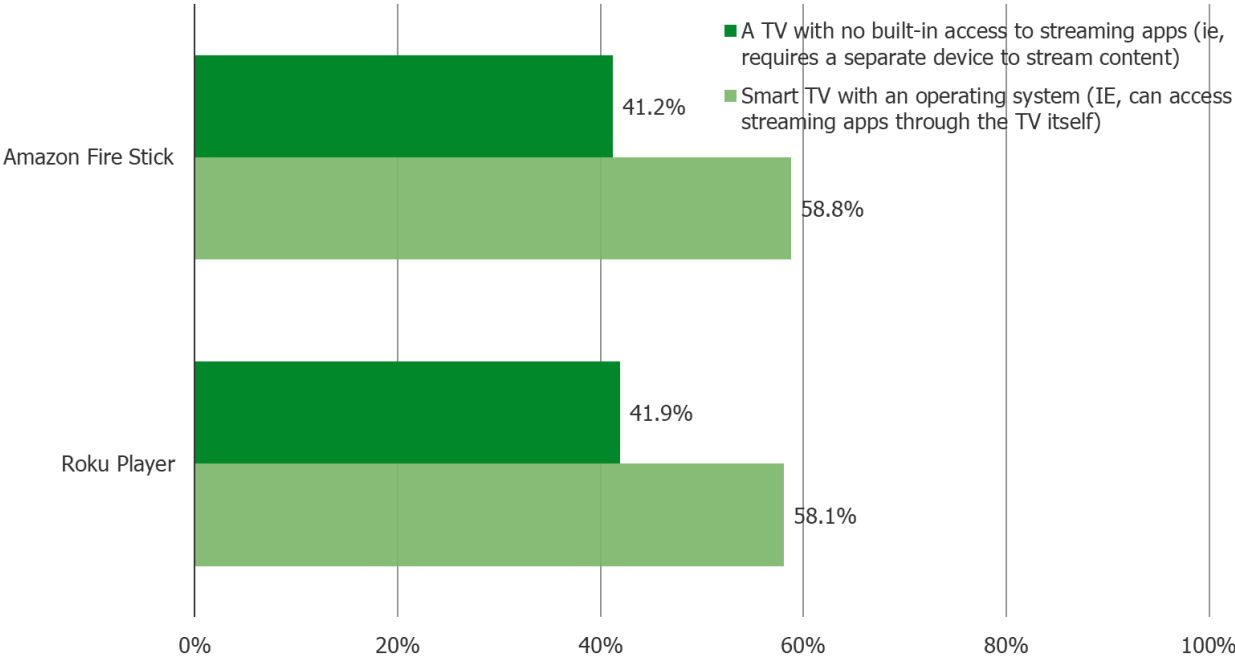
1000+ Respondents Per Quarter

April 2025

RECENTLY ADDED QUESTIONS

WHEN YOU USE THIS STREAMING DEVICE, ARE YOU TYPICALLY PLUGGING IT INTO...

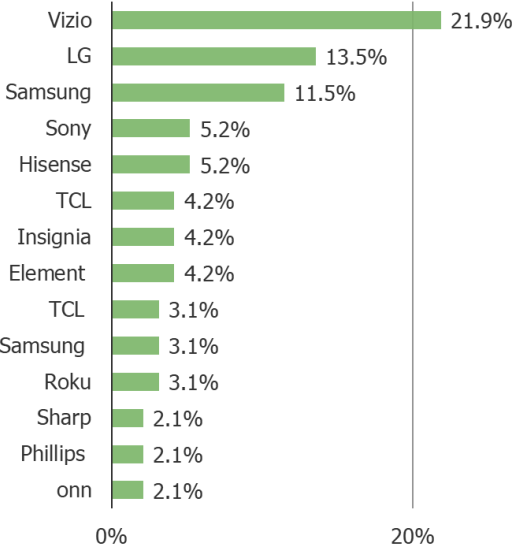
Posed to all respondents who use the streaming players below.



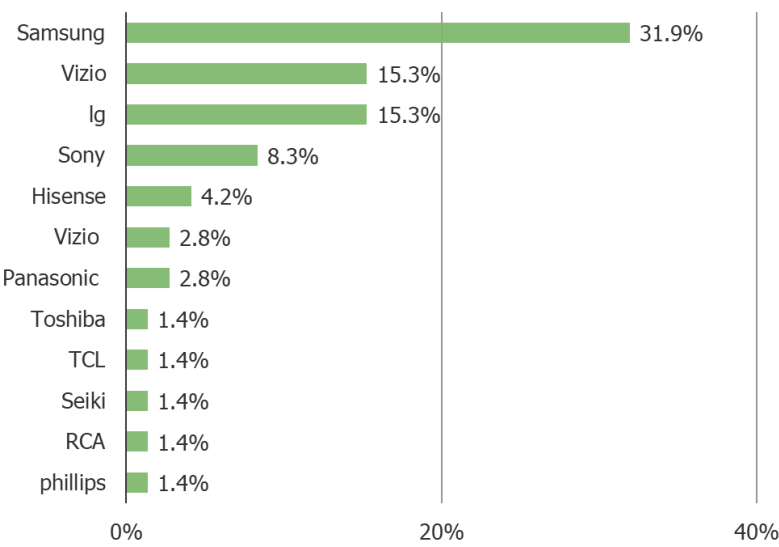
WHEN YOU USE THIS STREAMING DEVICE, ARE YOU TYPICALLY PLUGGING IT INTO...

Posed to all respondents who use the below and plug them into a smart TV.

Roku Player plugs into...



Amazon Fire Stick plugs into...



YOU MENTIONED THAT YOU PLUG THIS STREAMING PLAYER INTO A SMART TV THAT CAN STREAM APPS ON ITS OWN. WHY DO YOU USE THIS STREAMING PLAYER INSTEAD OF JUST USING THE SMART TV TO STREAM APPS?

### Posed to all respondents who use Roku players in smart TVs

- Added to the tv for better performance
- All free of Steve wilkos
- Already hooked up
- Availability
- Because a family member bought it for me
- Because i do
- Because I like this better
- Because I love roku it is much easier to use
- Because it has more channels to watch
- Because it is more convenient
- Because It's really cool and i prefer it
- Because its easier to manage
- Because we already had it
- because we bought it to use before we paid for streaming
- Been using it know how to operate better
- Better interface ease of use
- Better options
- Better price
- cause it is easy to switch between my apps
- Convenient
- Convience
- Doesn't cost anything
- Don't know
- Don't know already had it
- Easier
- easier to find shows I like
- easy
- Everything is easy
- Faster
- Has more options
- Has more options.
- have more than one
- I can control it better.
- I don't know
- I dont know
- I don't know
- I don't know
- I have both
- I have everything set up on the roku already
- I like it
- I like Roku they have more apps
- I like the live tv
- I like the separate remote options
- I liked the remote
- I prefer the Roku player
- I use it because it's convenient and free

YOU MENTIONED THAT YOU PLUG THIS STREAMING PLAYER INTO A SMART TV THAT CAN STREAM APPS ON ITS OWN. WHY DO YOU USE THIS STREAMING PLAYER INSTEAD OF JUST USING THE SMART TV TO STREAM APPS?

### Posed to all respondents who use Roku players in smart TVs

- I'm a college student so my TV is a little older and it was a better option to get this TV and spend some extra for Roku.
- I'm still trying to figure out how to use it
- Is Roku and speaker
- It has better movies
- It has more apps available
- It has more content
- It is easier because I have used a roku player most of the past years
- It is mobile
- It is simpler.
- It is what my boyfriend uses
- It runs better
- It was on sale
- It's better
- It's easier to install
- It's easy
- It's my preference
- It's not the same
- It's easy to use
- It's good to use
- Just do
- Lagging and Delay
- Less stress on the TV
- LG does not have FuboTV
- More availability
- more channels
- More common
- More convenient
- more options
- More options
- My husband does it
- My nephew says it is better as download time is better. I am not learned in tech
- My smart TV won't work and roku works well
- No reason
- older tv
- On my Visio I can't get Netflix so I to use Roku to get it on my smart Visio.
- Plenty more options
- Provided access to a new user variety of shows and apps
- Roku tv
- some apps are only on roku and some only on fire stick
- To move around the TV
- Unsure
- Used to the interface
- was a gift
- We got it not knowing how to use the smart tv apps.
- Access to google login

YOU MENTIONED THAT YOU PLUG THIS STREAMING PLAYER INTO A SMART TV THAT CAN STREAM APPS ON ITS OWN. WHY DO YOU USE THIS STREAMING PLAYER INSTEAD OF JUST USING THE SMART TV TO STREAM APPS?

Posed to all respondents who use **Amazon Fire Sticks in smart TVs**

- Additional content not on Hulu or Netflix
- Already had it
- Amazon is the ebst
- Because it is useful f8r what I need it for
- because we bought it to use before we paid for streaming
- Better content
- better content
- Better picture quality & works faster
- Better UI
- Different apps on fire stick
- Don't know
- Ease of use
- Easier
- Easier
- Easy
- Faster to start up and watch
- Good selection
- Habit have used it for so long.
- have mire than one
- Have other apps that don't come up on the stick
- I can connect a Bluetooth speaker to the firestick
- I have unsupported apps
- I like the additional apps
- I like the Fire Stick and its remote much better than the TV remote.
- I like the things that it offers.
- I want to be able to watch on other TVs
- It already has passwords loaded
- It does not have all of the apps available
- It holds more information
- it is easier
- It was a gift
- It was a gift and it would be a waste not to use it.
- It was more convenient
- It works better
- It's faster and easier to work with than a smart TV
- it's just what i have rn
- It's portable
- It'd just easier.
- its a fire tv
- Its a little easier to use than just going through the tv.
- It's better then any streaming service
- It's cheaper
- It's cheaper and portable
- It's convenient
- It's just easier most of the time
- It's what I know the best

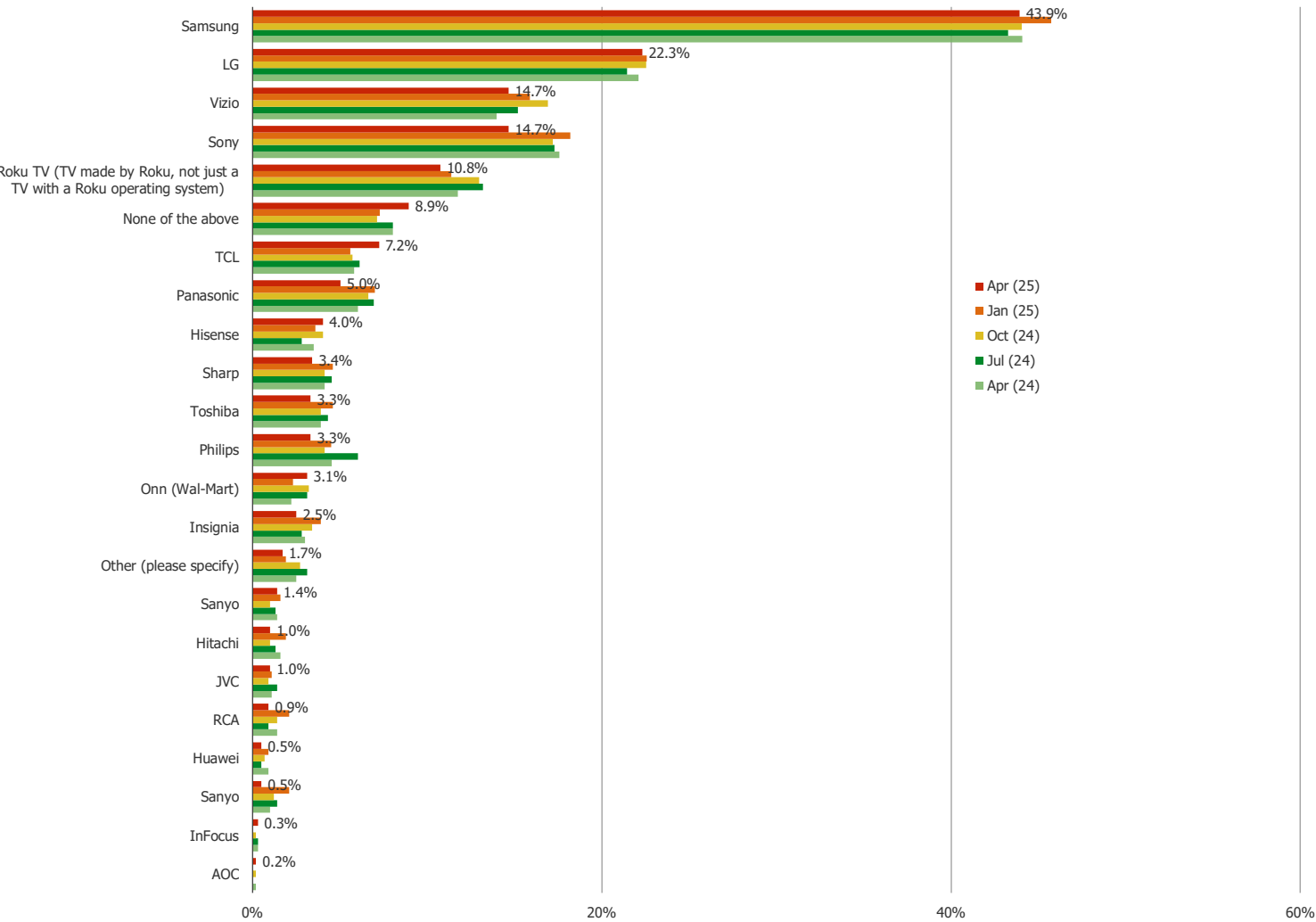
YOU MENTIONED THAT YOU PLUG THIS STREAMING PLAYER INTO A SMART TV THAT CAN STREAM APPS ON ITS OWN. WHY DO YOU USE THIS STREAMING PLAYER INSTEAD OF JUST USING THE SMART TV TO STREAM APPS?

Posed to all respondents who use **Amazon Fire Sticks in smart TVs**

- Less stress on the TV
- LG does not have FUBOTV
- More apps available and user friendly remote
- More control
- More options
- More variety
- Movies
- multiple tv
- New TV and I just plugged it in so as not to misplace it
- Not sure
- Not sure
- Old tv didn't have ot
- older tv
- One tv
- Part of cable package
- peacock
- Price
- Provided by IPTV
- someone else set it up this way
- Sometimes delays the frames
- tcl
- The smart TV doesn't pick up internet well
- The smart tv is a little old and slow
- They provide good quality service at a good price
- This was recommended by our streaming service
- Tv usually do not have all apps
- tv was already installed
- Updates more freuently
- We like it more
- What my girlfriend uses
- Works better
- Works well and we had them

IF YOU WERE BUYING A TV TODAY, WHICH WOULD BE MOST LIKELY TO BUY?

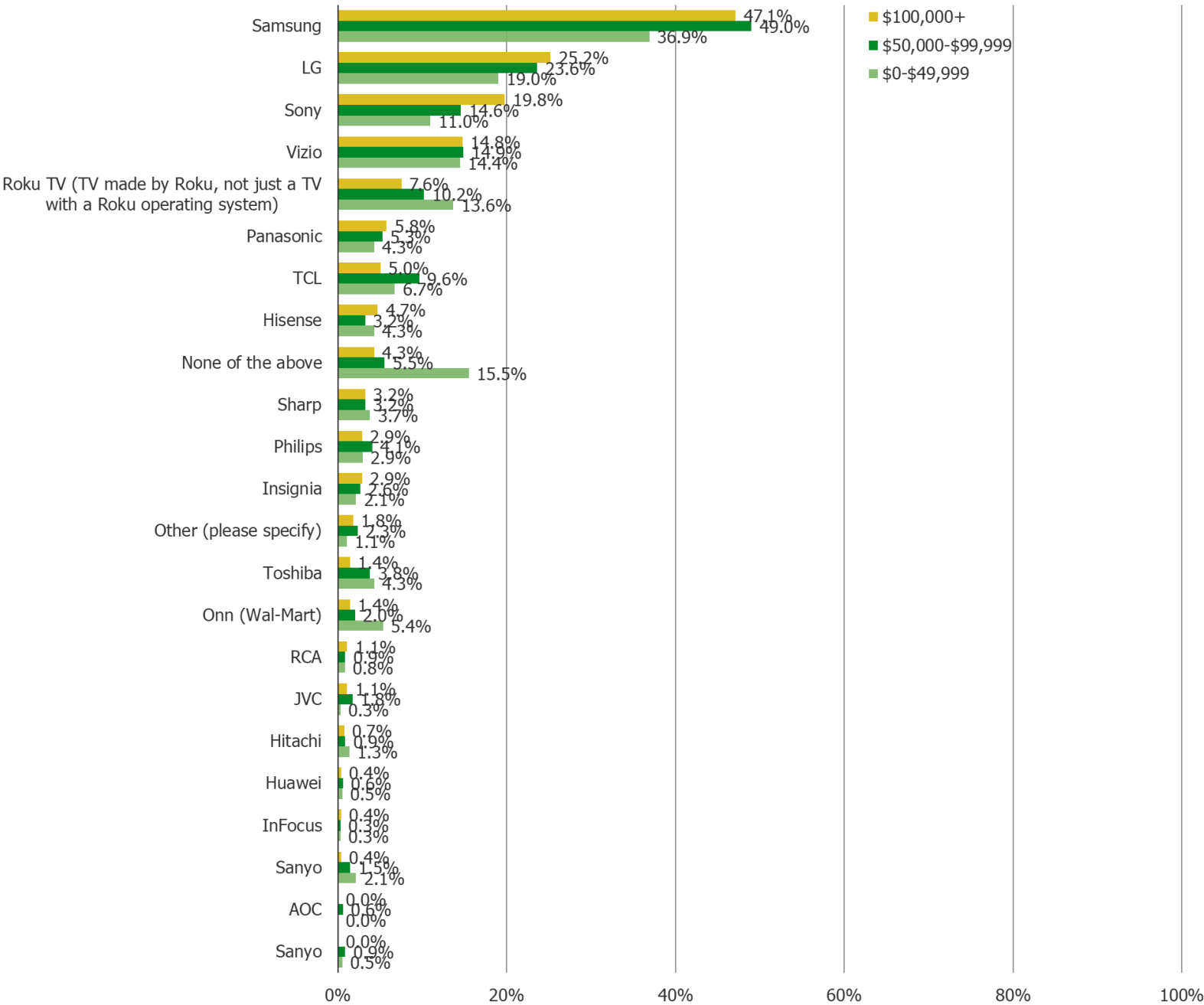
Posed to all respondents.





IF YOU WERE BUYING A TV TODAY, WHICH WOULD BE MOST LIKELY TO BUY?

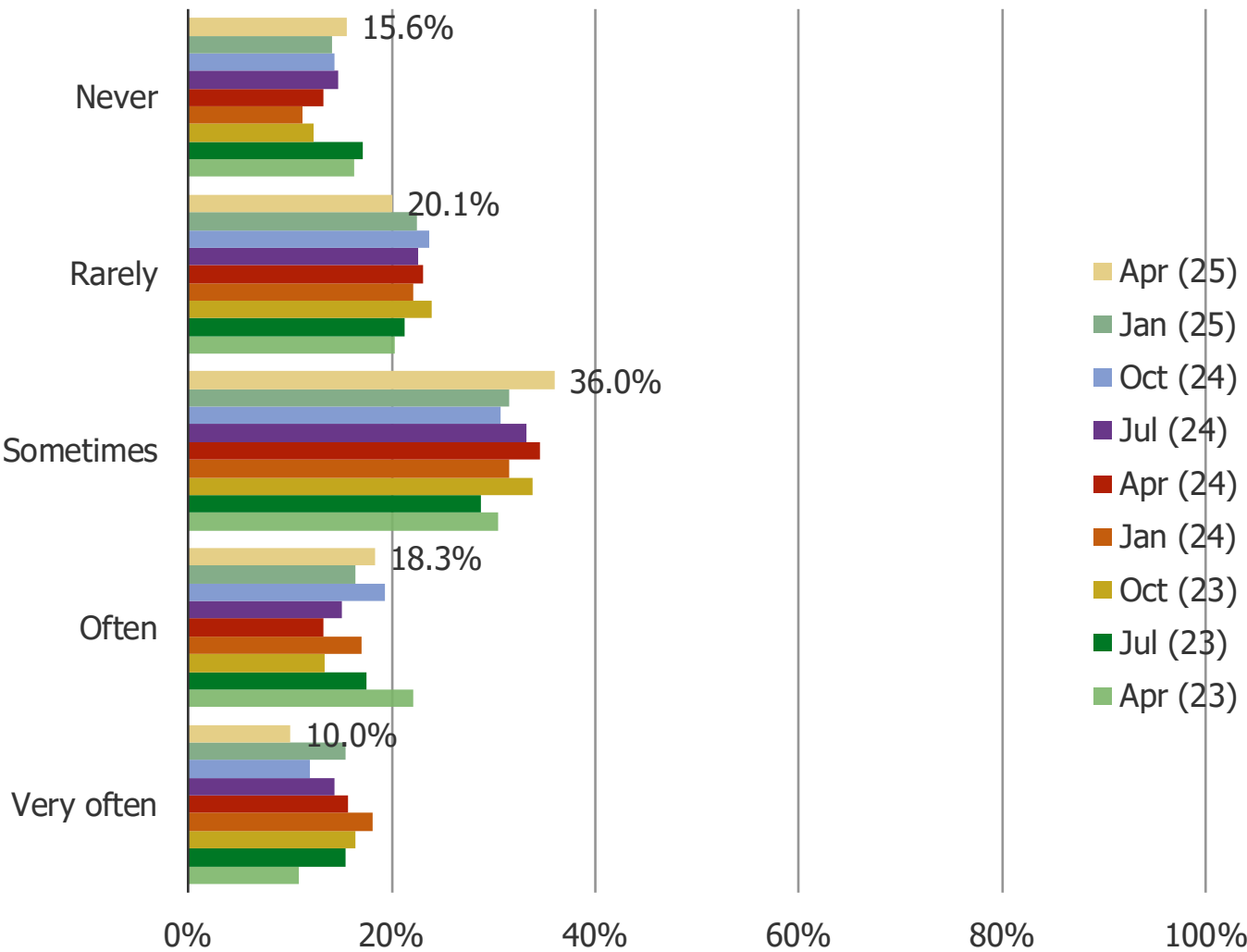
Posed to all respondents, cross-tabbed by income.



# ROKU CHANNEL AND A TV MANUFACTURED BY ROKU

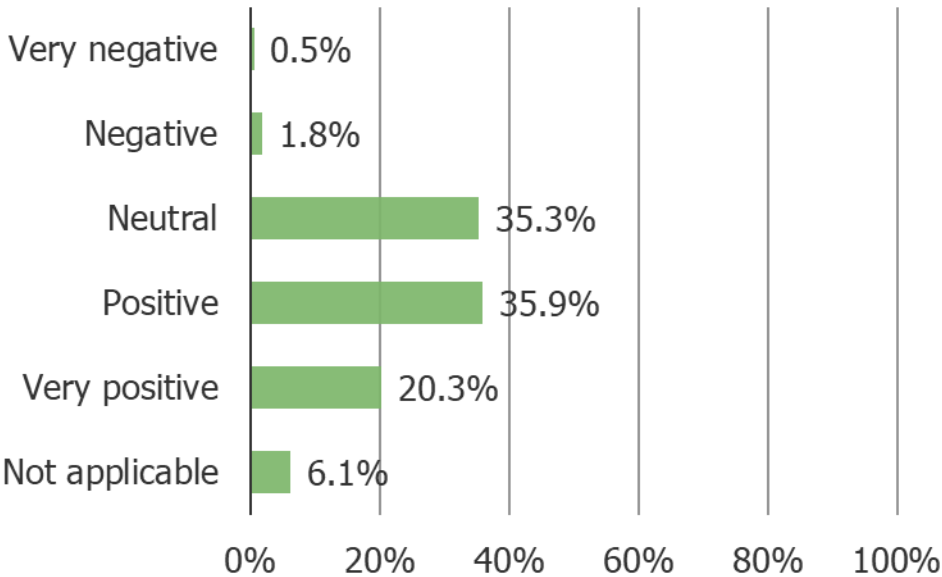
HOW OFTEN DO YOU WATCH THE ROKU CHANNEL?

Posed to respondents who have a TV that uses the Roku OS or owns a Roku streaming play er (N = 289).



WHAT IS YOUR OPINION OF THE ROKU CHANNEL?

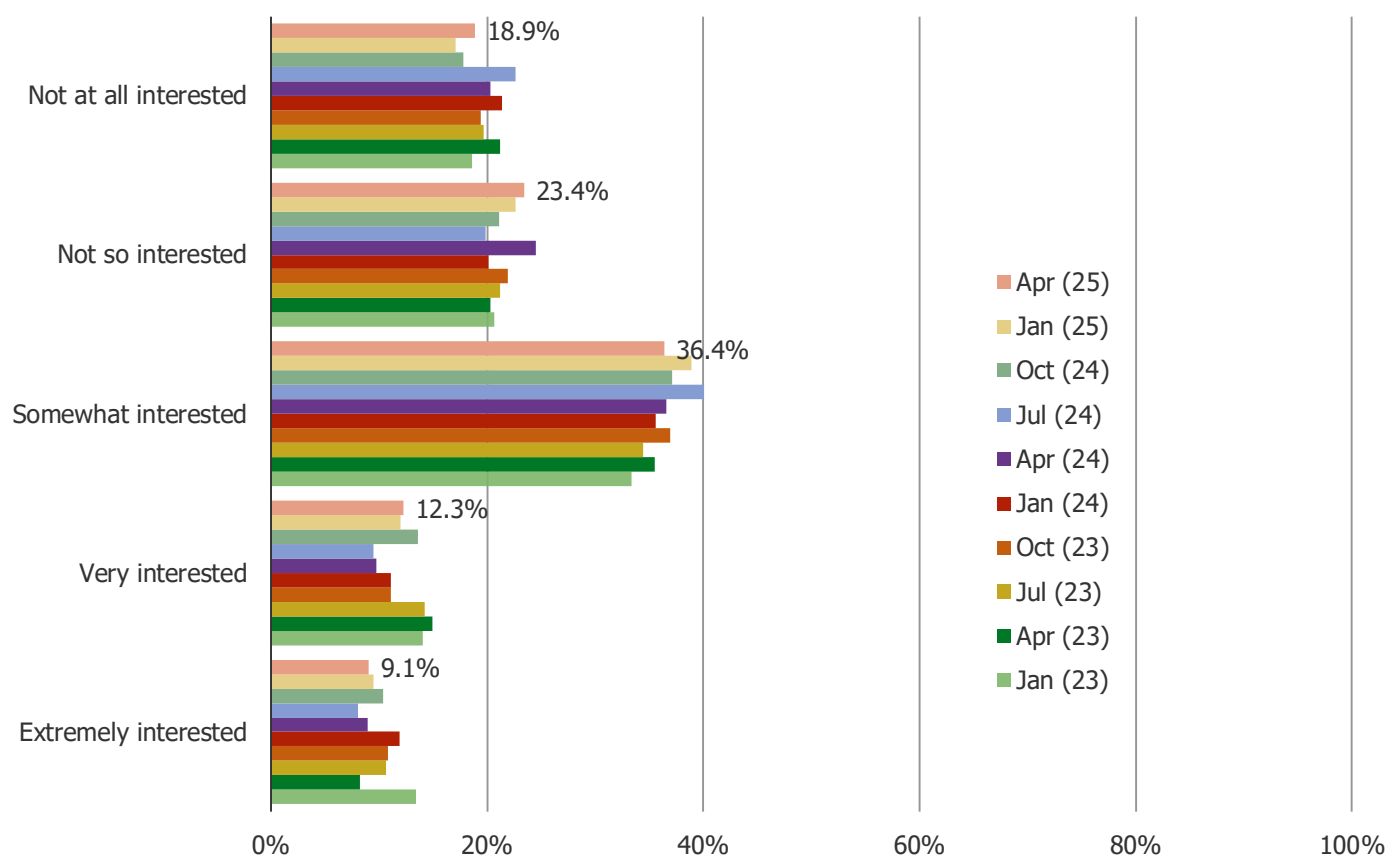
Posed to Roku users who watch the Roku Channel sometimes, often, or very often.



Combining historical waves to reach a larger N Size (N = 2613)

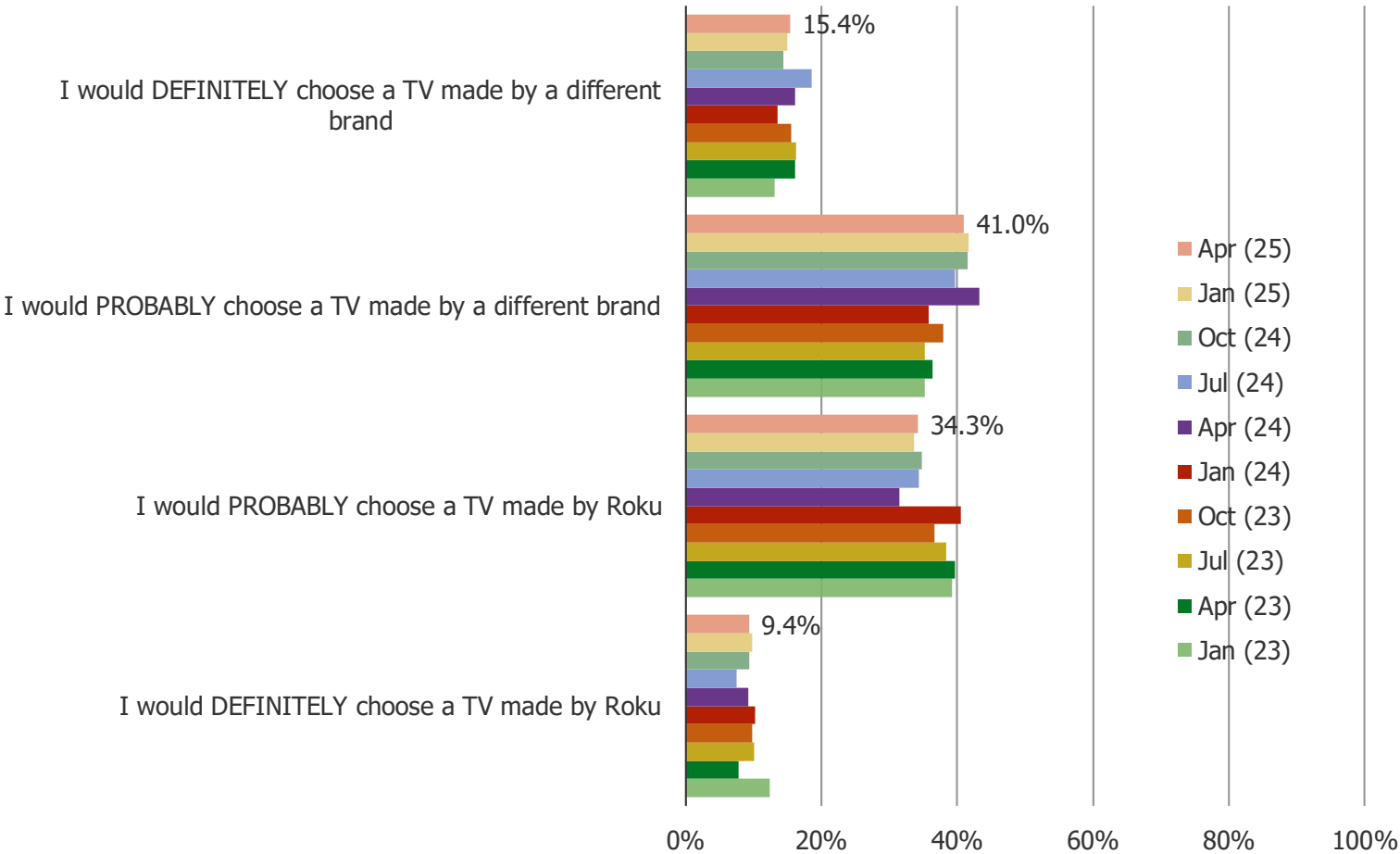
HOW INTERESTED WOULD YOU BE IN GETTING A TV THAT WAS ACTUALLY MANUFACTURED BY ROKU?

Posed to all respondents.



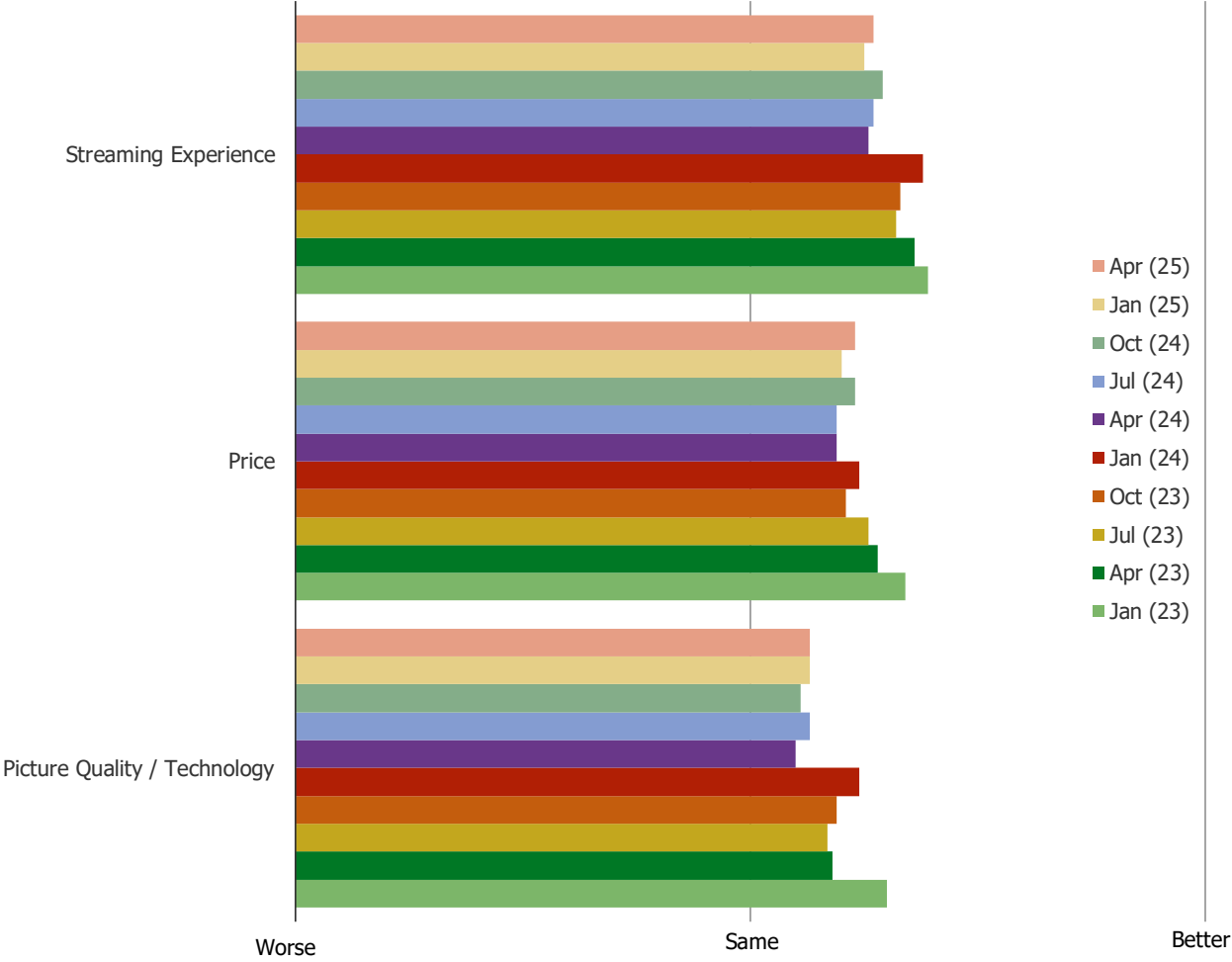
HOW LIKELY WOULD YOU BE TO BUY A TV THAT WAS MANUFACTURED BY ROKU WHEN YOU ARE BUYING YOUR NEXT TV?

Posed to all respondents.



WOULD YOU EXPECT A TV MANUFACTURED BY ROKU TO BE BETTER OR WORSE THAN WHAT YOU HAVE NOW WHEN IT COMES TO...

Posed to all respondents.

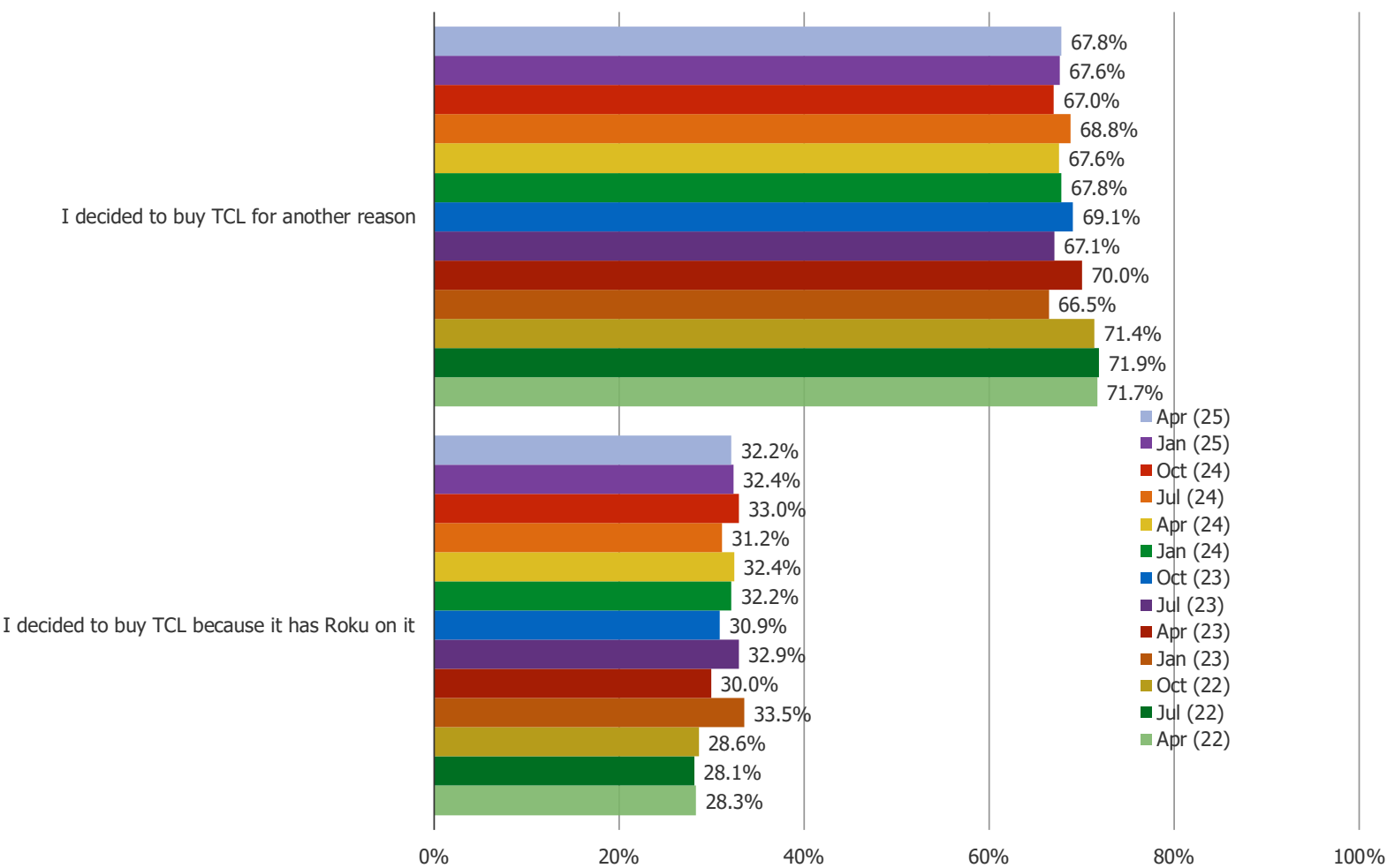


MORE ROKU AND TV QUESTIONS



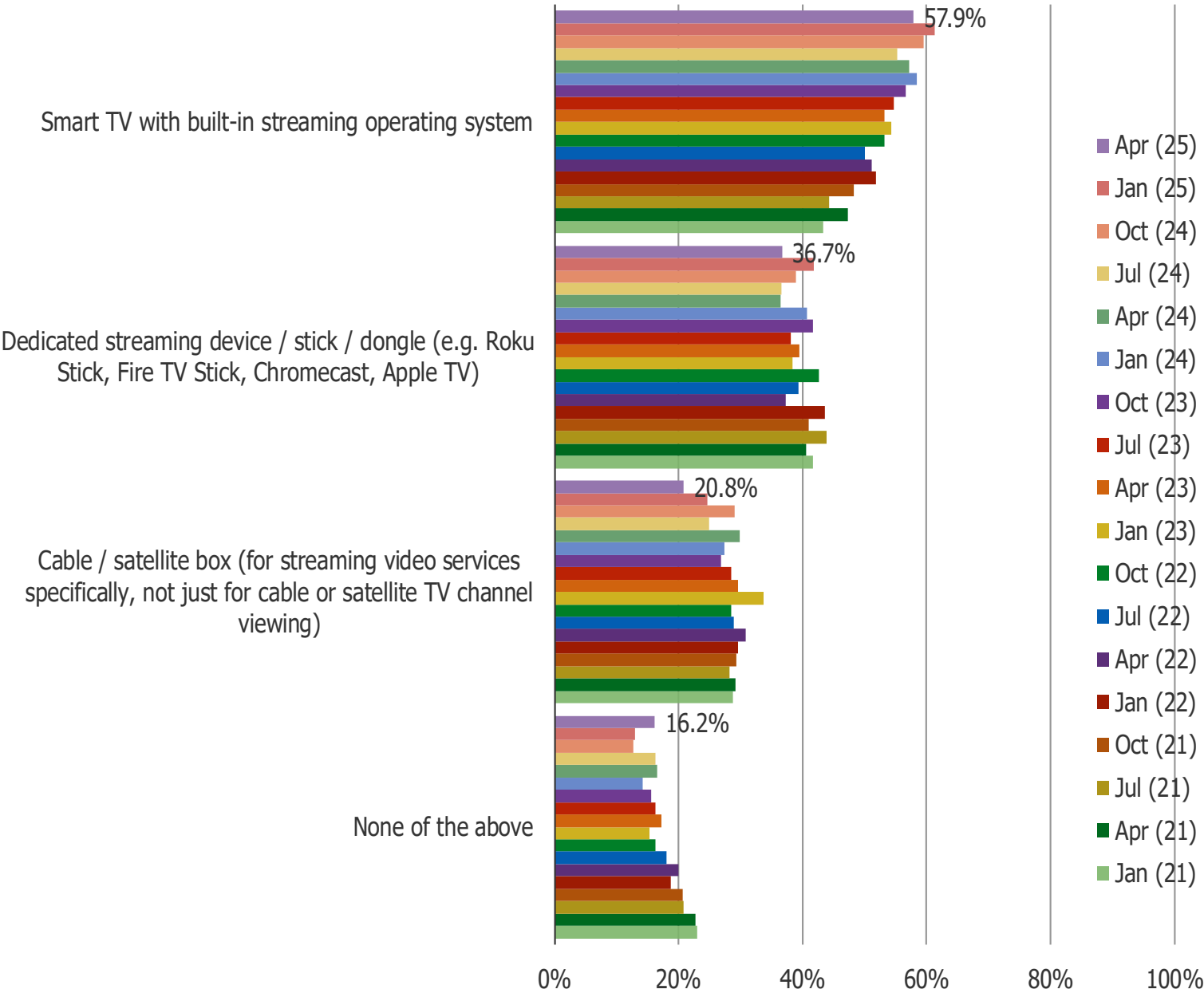
THINKING ABOUT YOUR TCL TV, WHICH OF THE FOLLOWING DESCRIBES YOU...

Posed to all respondents who have a TCL TV.



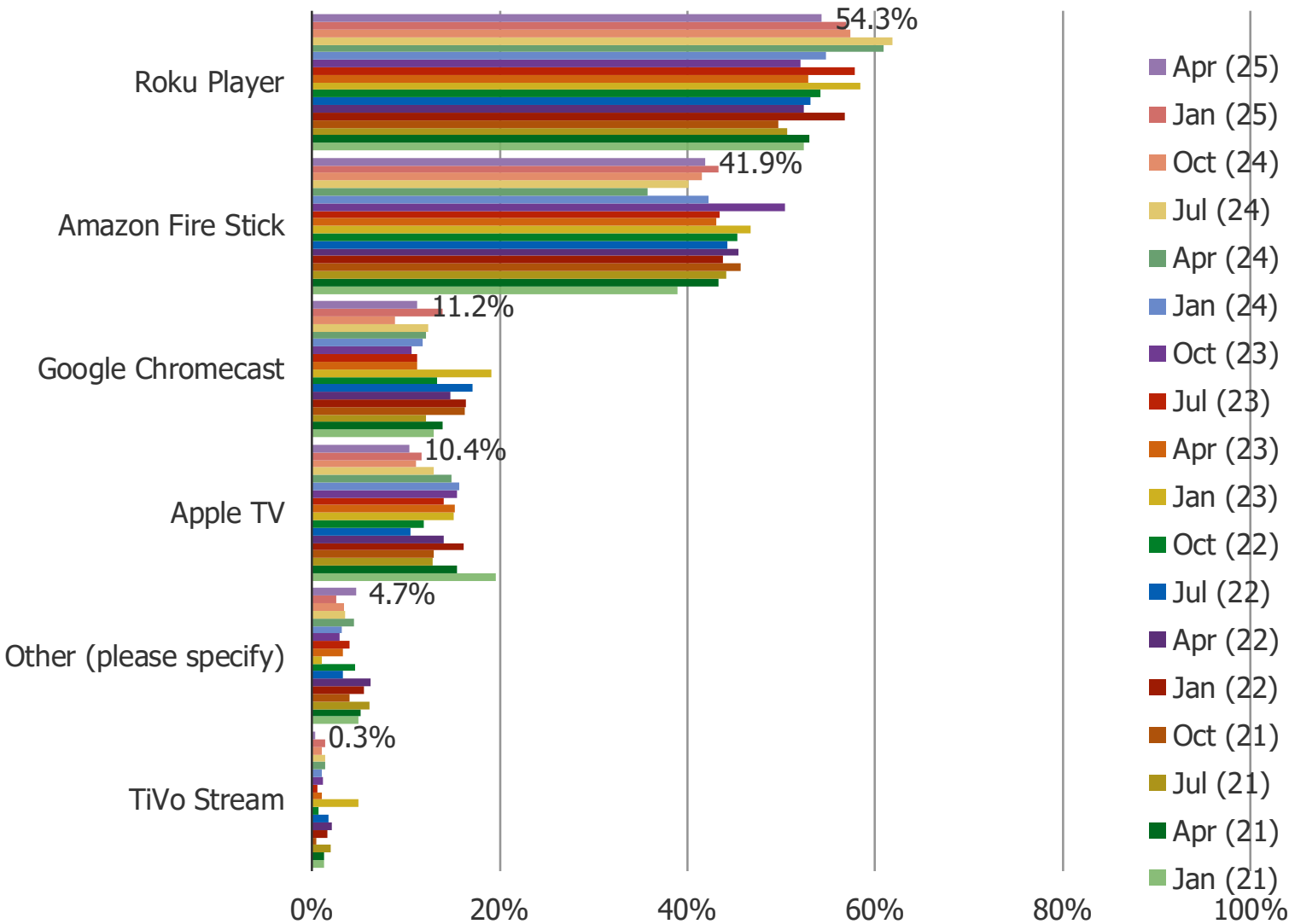
WHAT HARDWARE DO YOU USE TO WATCH STREAMING VIDEO ON YOUR TV? (SELECT ALL THAT APPLY)

Posed to all respondents.



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

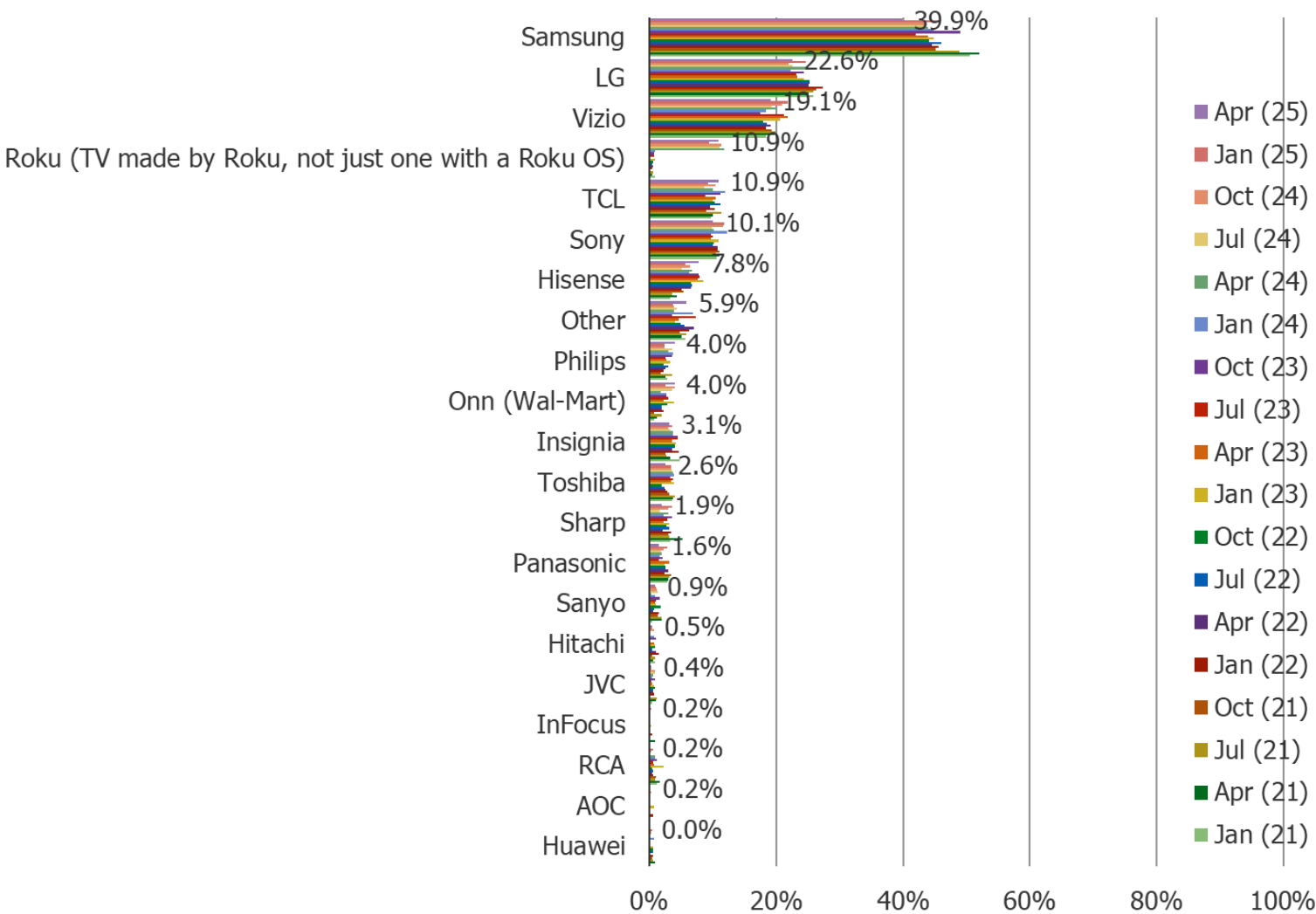
Posed to all respondents who use streaming devices.



N = 365

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

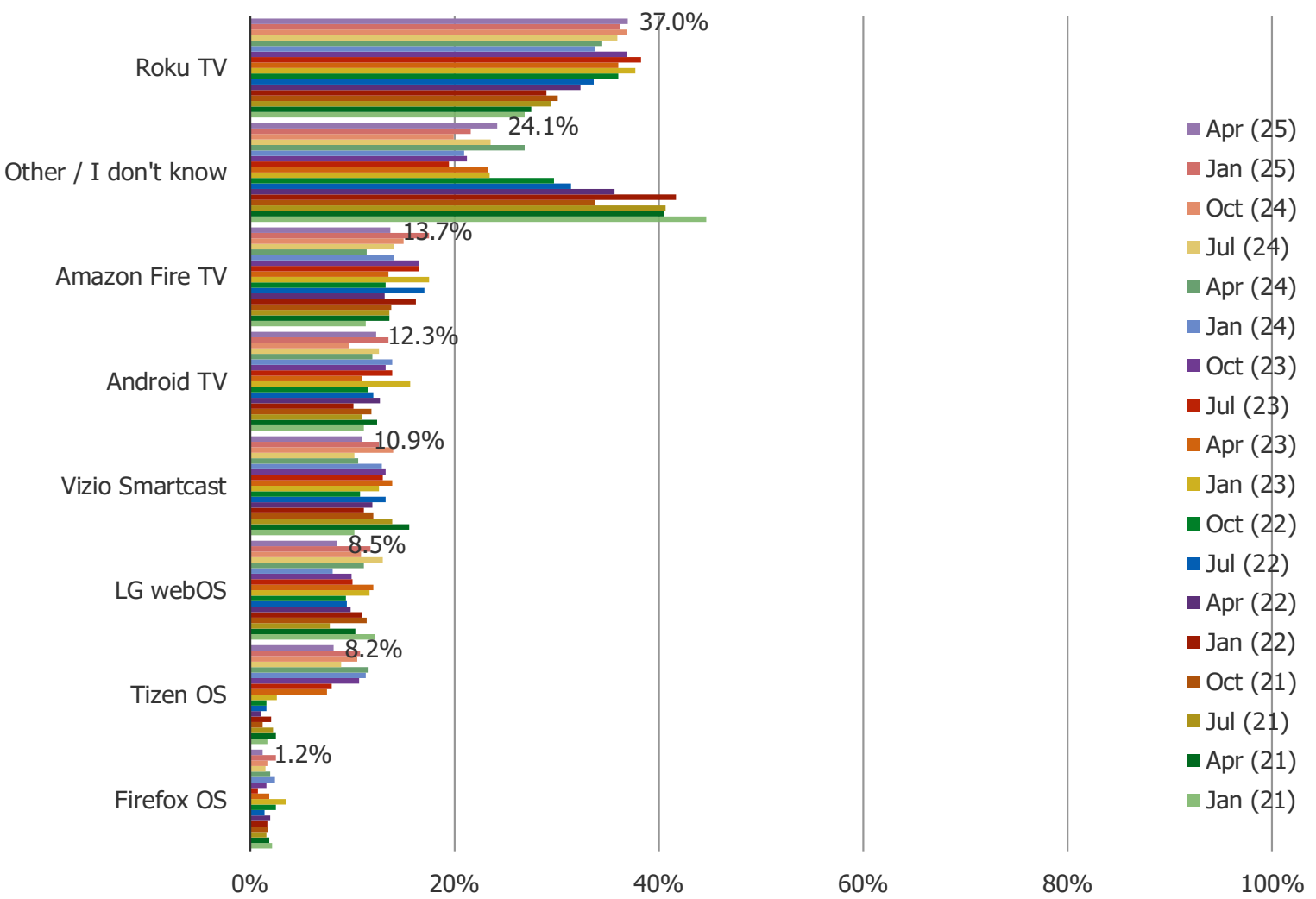
Posed to all respondents who own a smart TV.



N = 576

WHICH BUILT-IN OPERATING SYSTEM DOES YOUR SMART TV RUN? (SELECT ALL THAT APPLY ACROSS ALL THE TVS YOU OWN)

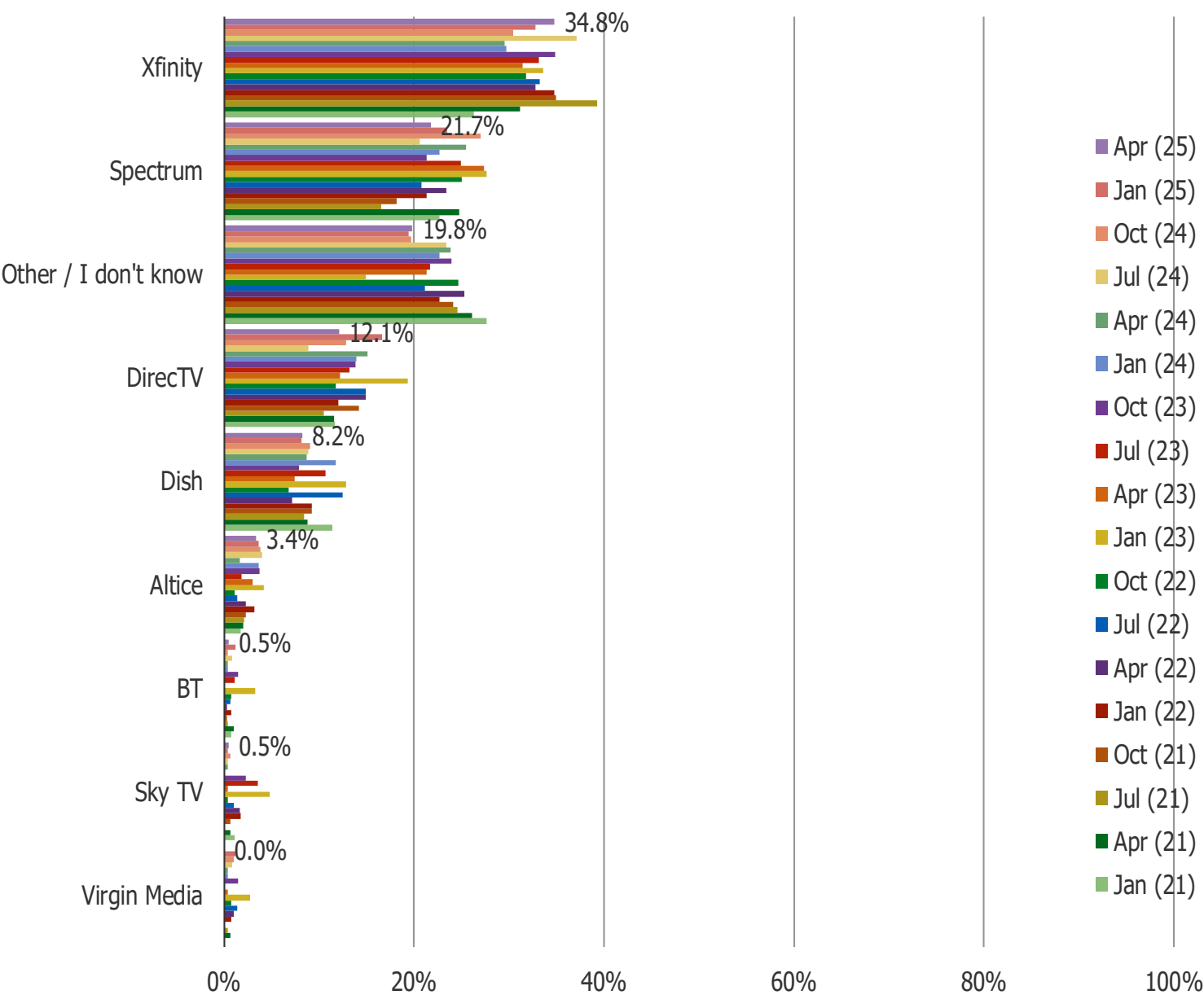
Posed to all respondents who own a smart TV.



N = 576

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

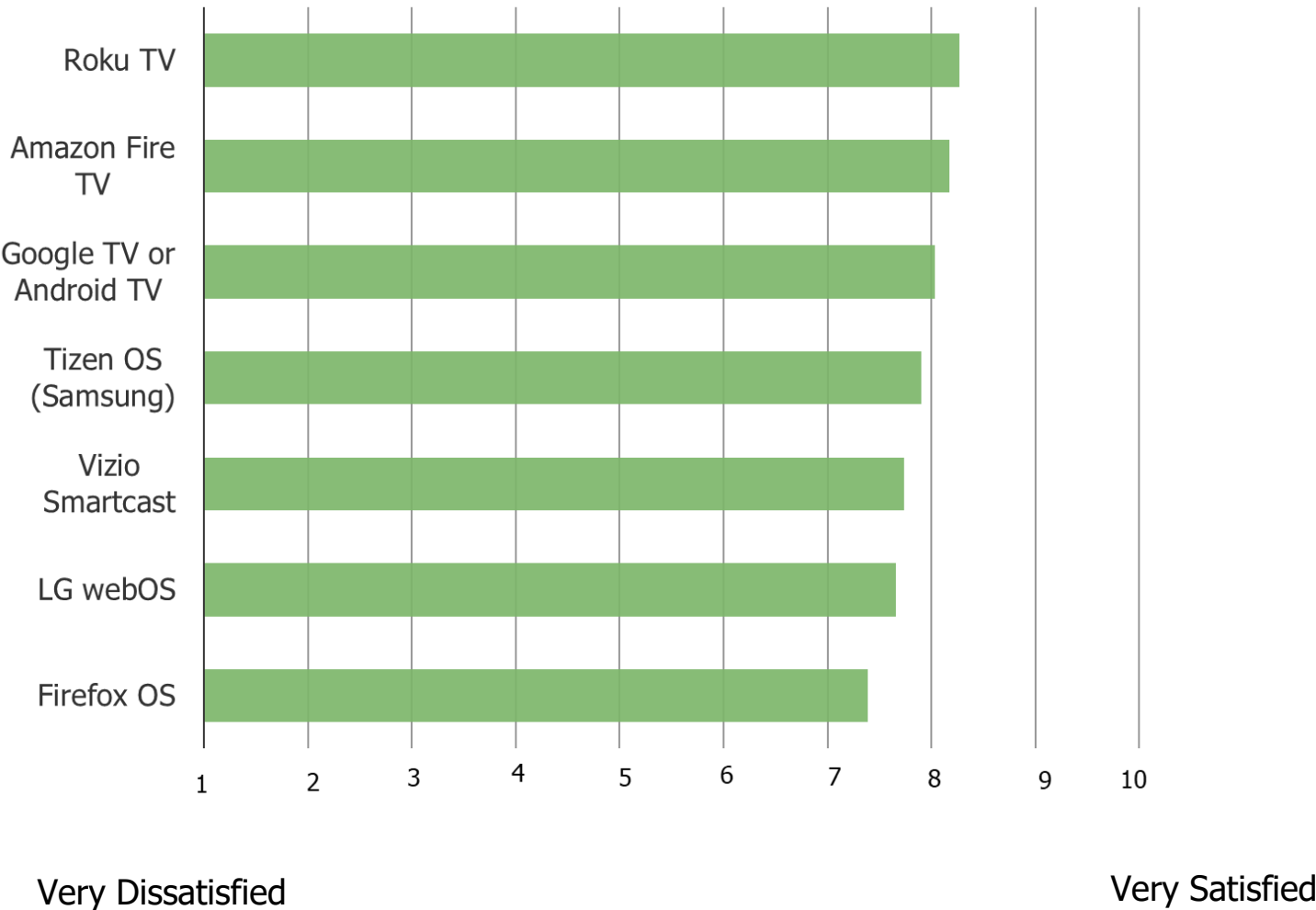
Posed to all respondents who use streaming devices.



N = 207

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.

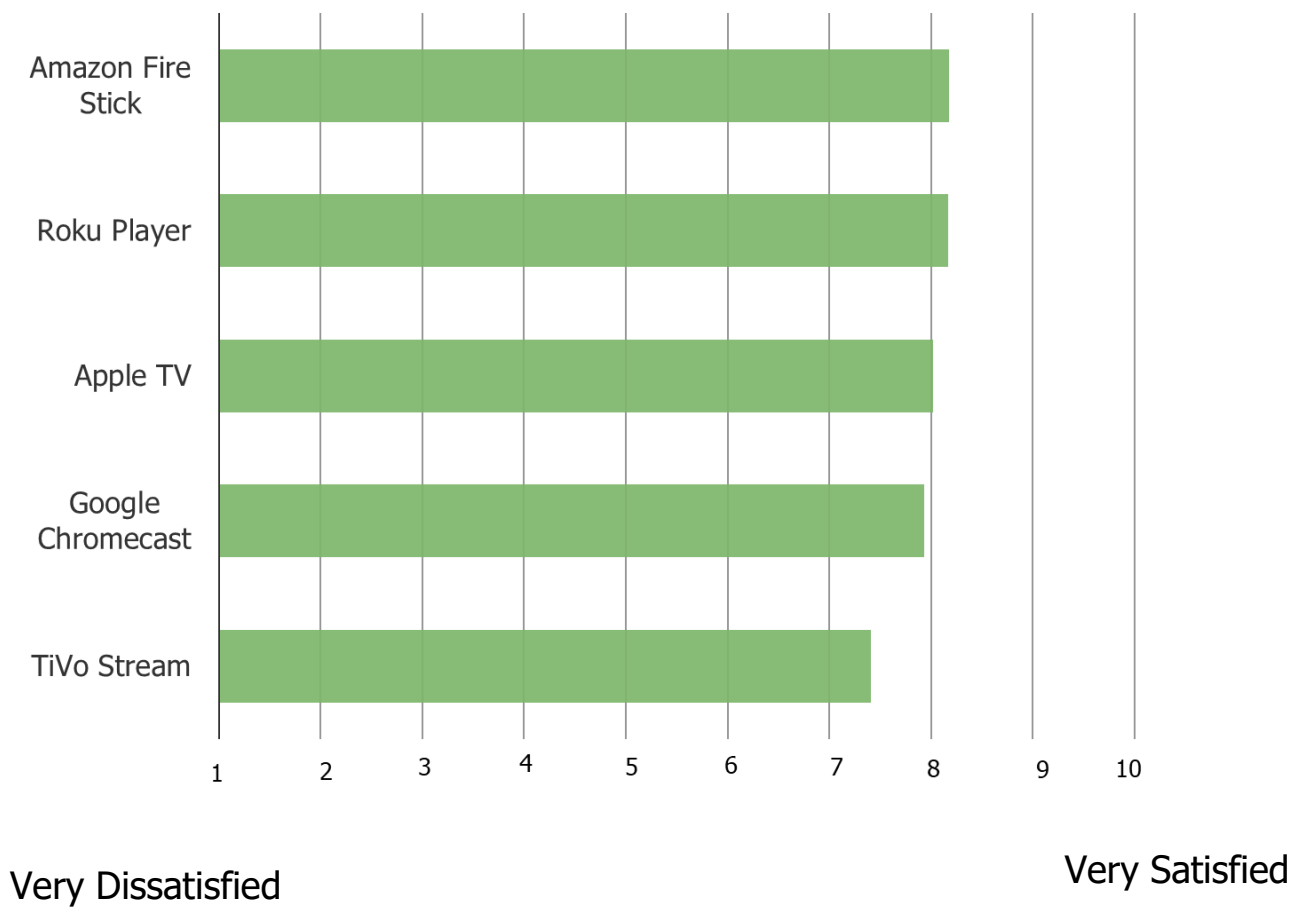


	N=
Firefox OS	206
LG webOS	1108
Vizio Smartcast	1301
Tizen OS (Samsung)	604
Google TV or Android TV	1306
Amazon Fire TV	1544
Roku TV	3597

\*Combining all prior waves to achieve a larger N.

ON A SCALE OF 1-10 (10 BEING EASIEST, 1 BEING DIFFICULT) HOW SATISFIED ARE YOU WITH THE SOFTWARE INTERFACE ON YOUR STREAMING DEVICE?

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



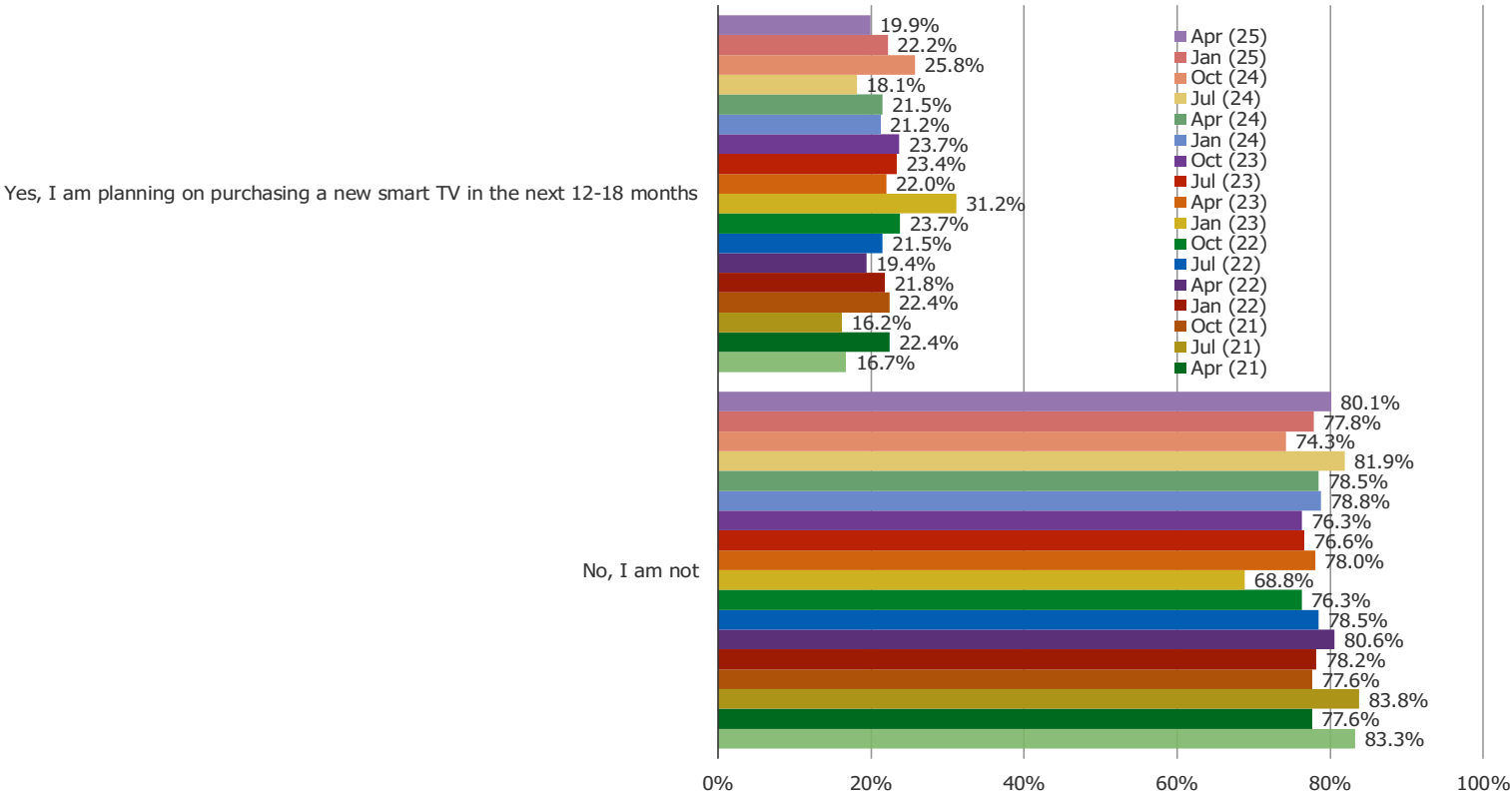
	N=
TiVo Stream	118
Google Chromecast	1075
Apple TV	1127
Roku Player	4351
Amazon Fire Stick	3454

\*Combining all prior waves to achieve a larger N.



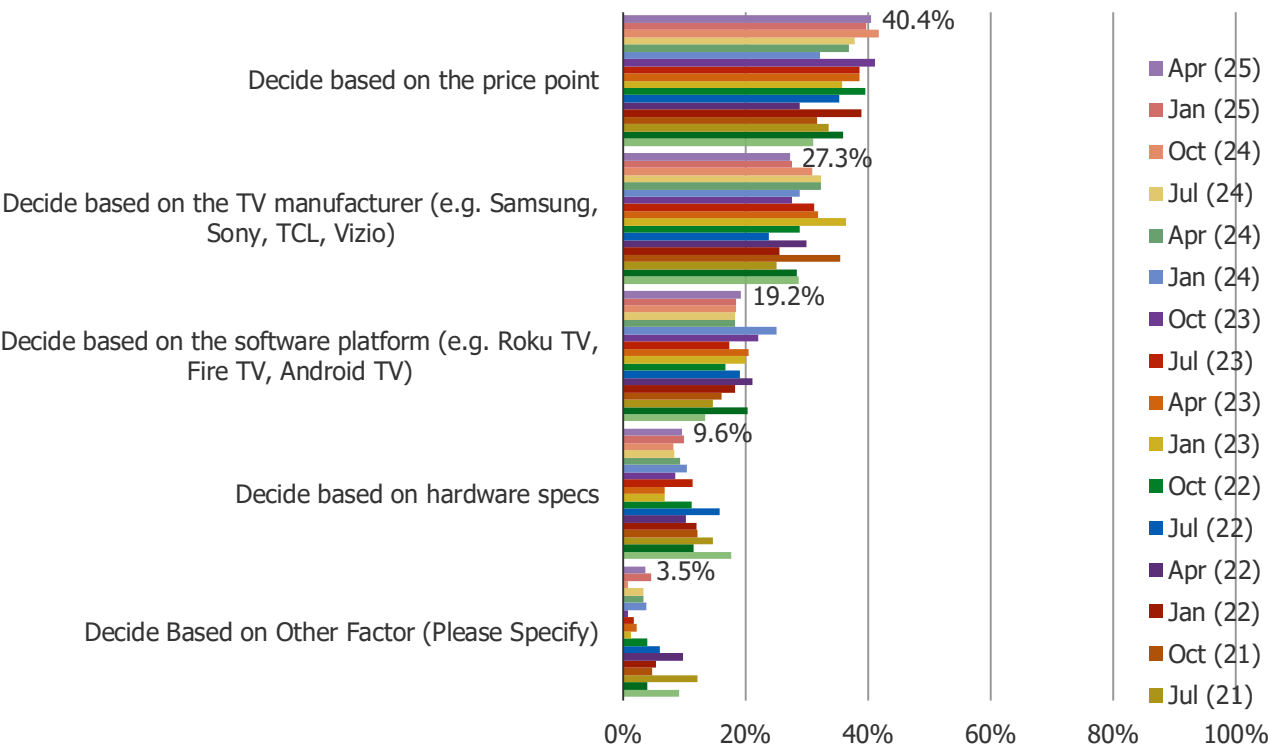
ARE YOU PLANNING ON PURCHASING A NEW SMART TV IN THE NEXT 12-18 MONTHS?

Posed to all respondents.



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

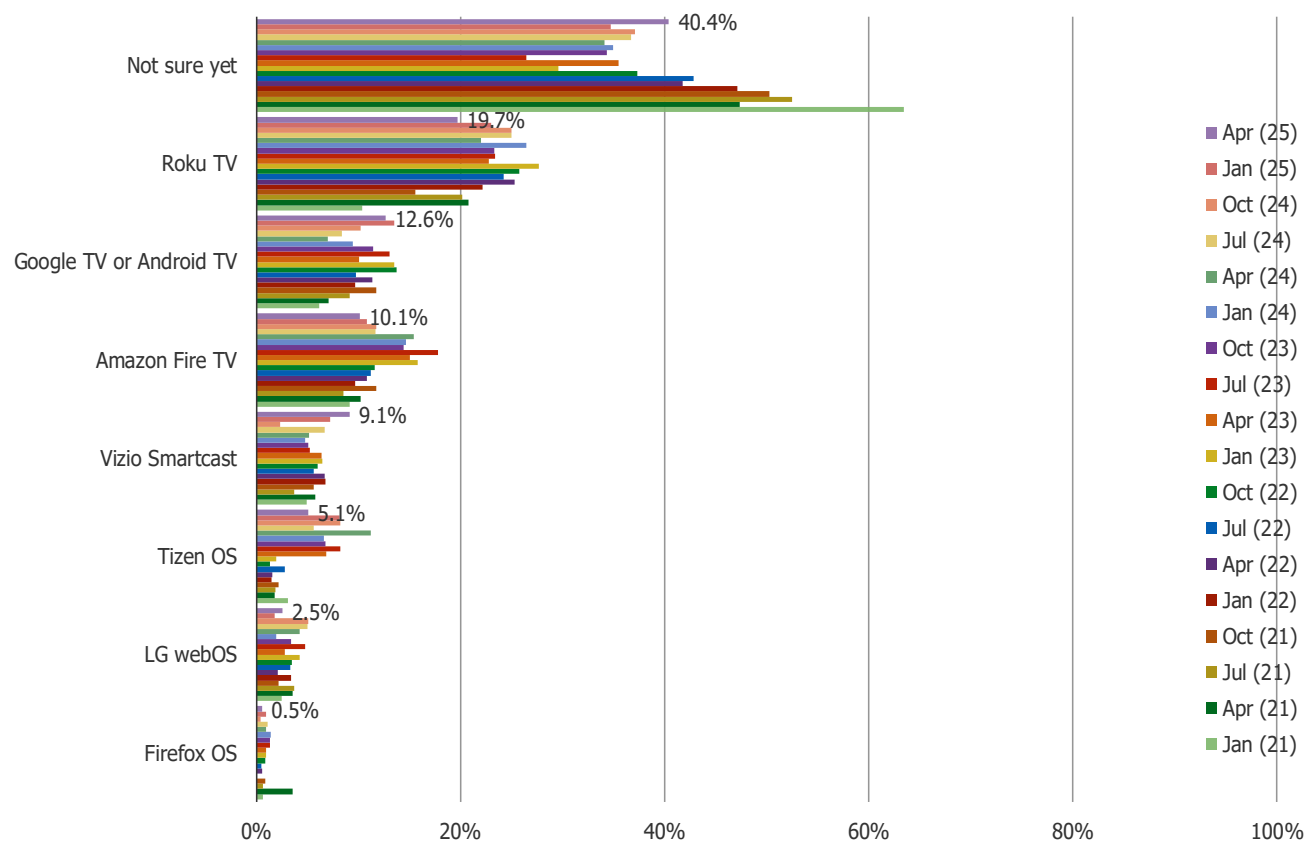
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 222

WHICH SOFTWARE PLATFORM ARE YOU PLANNING TO GET?

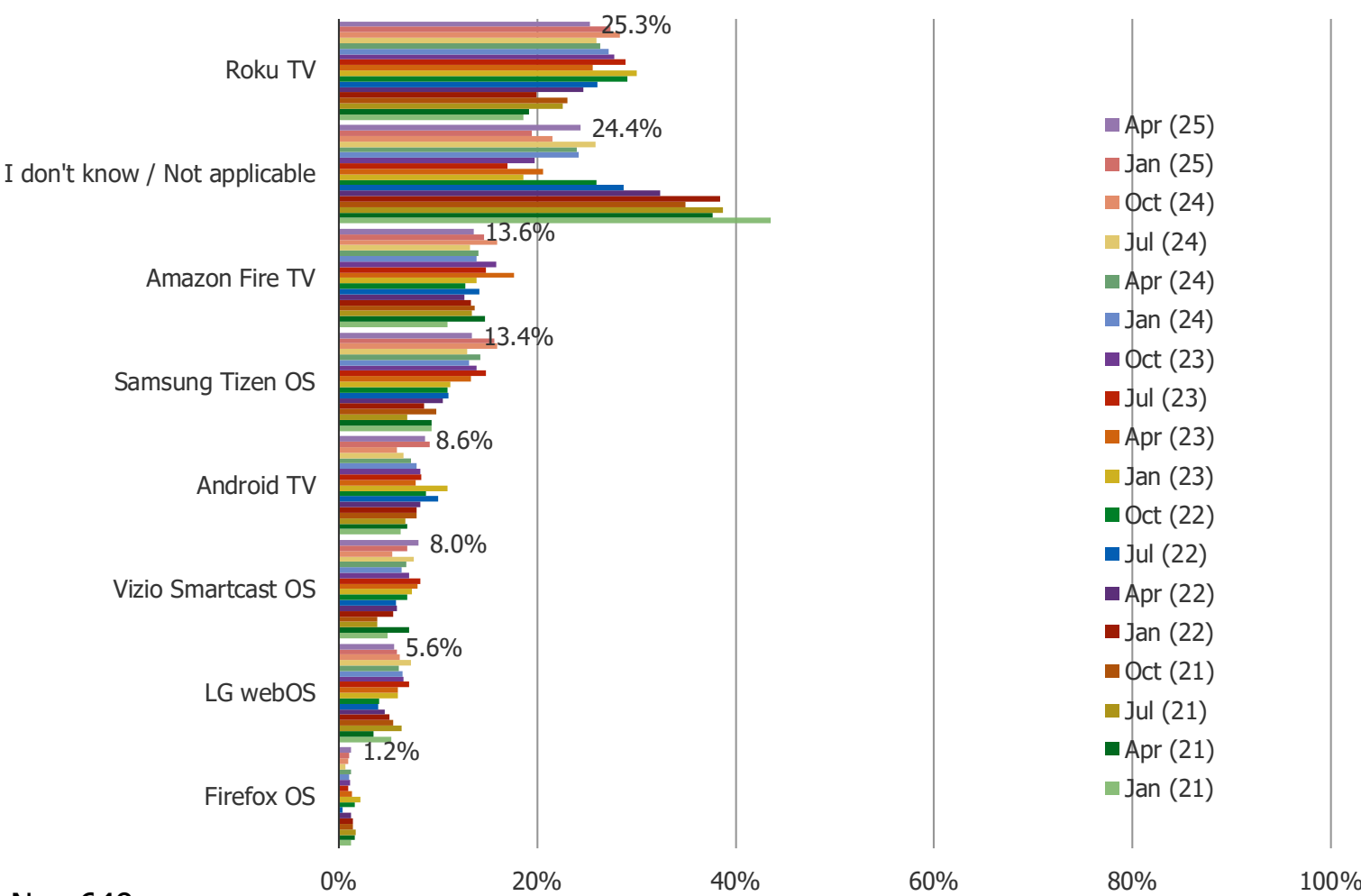
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 198

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

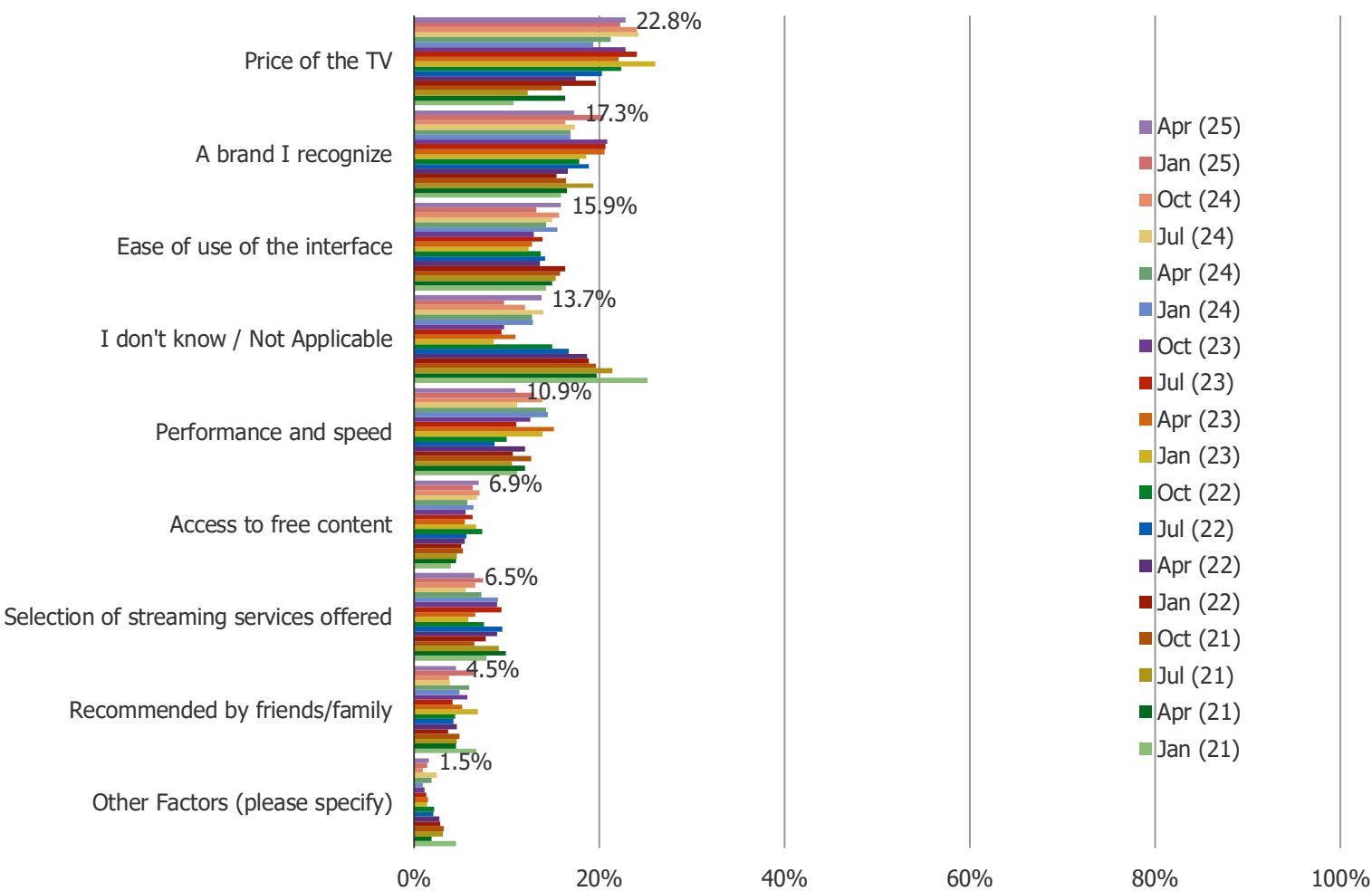
Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 649

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 = 649