

BESPOKE SURVEYS

Streaming Players | Volume 19

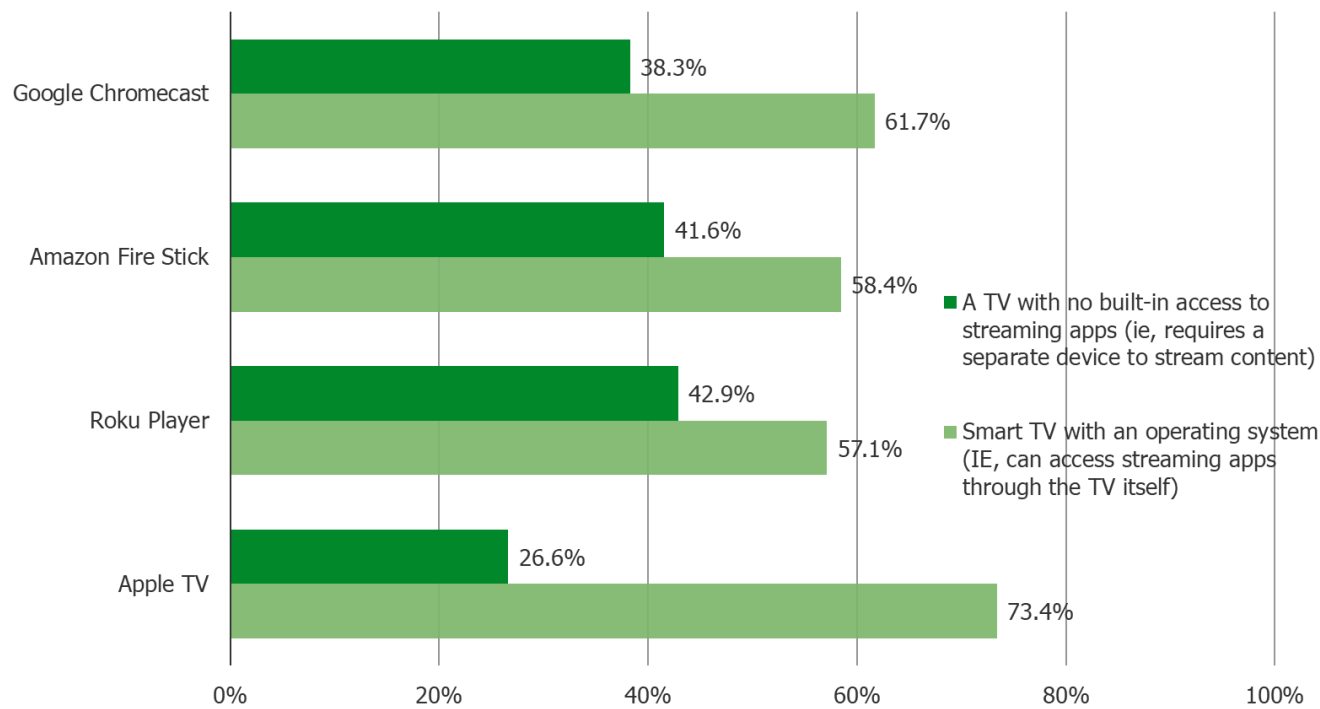
1000+ Respondents Per Quarter

July 2025

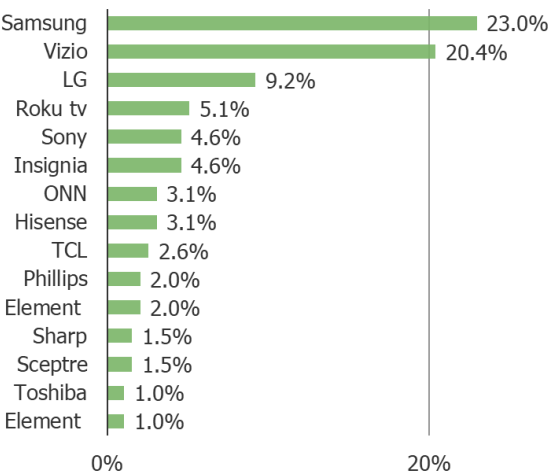
RECENTLY ADDED QUESTIONS

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

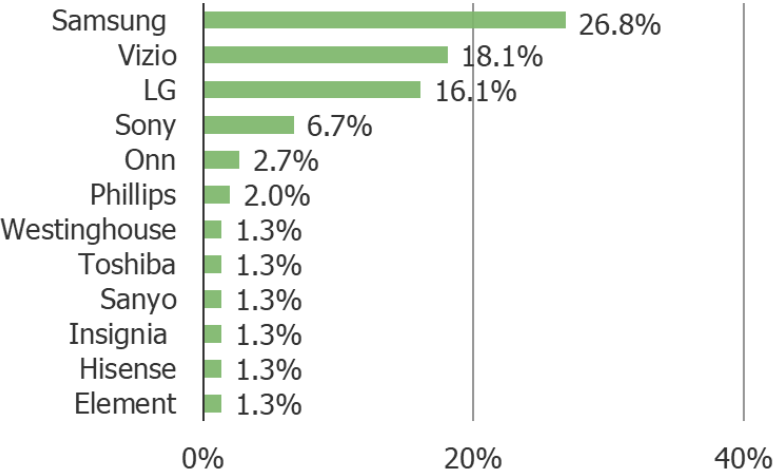
Posed to all respondents who use the streaming players below.



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 **Apple TV players in smart TVs**

| Reason Category | Number of Mentions |
|--|--------------------|
| Ease of Use / Familiarity / Navigation | 34 |
| Apple Ecosystem Integration / Format | 19 |
| Better Interface / Layout / Experience | 17 |
| Video Quality / Performance | 10 |
| Gifted / Default / Habit | 9 |
| Smart TV Interface is Poor / Slow | 8 |
| More Content / Options | 7 |
| Use Across Multiple TVs | 5 |
| Don't Know / No Clear Reason | 18 |

The most common reason Apple TV users plug in and use their devices is **ease of use and interface**, followed by **integration with other Apple devices** and general **familiarity or habit**. A sizable group also noted **access to content** and **better picture quality** as key drivers. Only a small number cited gaming, screen mirroring, or gave unclear responses. Overall, Apple TV usage appears tied closely to usability, ecosystem lock-in, and user satisfaction with the interface experience. [↗]

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

| Reason Category | Number of Mentions |
|--|--------------------|
| Ease of Use / Navigation / Familiarity | 38 |
| More Apps / Content Options | 30 |
| Used on Non-Smart / Older TVs | 26 |
| Smart TV Interface is Poor or Lacking Features | 16 |
| Roku Came With TV / Already Owned It | 14 |
| Reliability / Performance / Speed | 12 |
| Gift / Family Member Set It Up | 10 |
| Portable / Multiple TVs | 8 |
| Preference for Roku Interface | 7 |
| Better Remote | 5 |
| Live TV Access | 4 |
| Don't Know / No Specific Reason | 20 |

Most respondents cited **ease of use**, **familiarity**, and **broader app availability** as key reasons for using a Roku player. Many users noted that they use Roku on **older or non-smart TVs**, or prefer it over the **slower or limited interfaces on smart TVs**. Others mentioned that Roku offers **better reliability**, a **more intuitive interface**, or simply that they already owned one or received it as a **gift**. A smaller group cited **portability**, **access to live TV**, or **remote functionality** as differentiators. While a notable portion didn't have a specific reason, the majority of answers suggest Roku's simplicity and feature set continue to resonate with users.

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 Stick players in smart TVs

| Reason Category | Number of Mentions |
|--|--------------------|
| Ease of Use / Familiarity / Navigation | 42 |
| More Apps / Content Options | 36 |
| Used on Non-Smart / Older TVs | 27 |
| Smart TV Interface is Poor or Lacking Features | 21 |
| Better Interface / Remote / Performance | 18 |
| Pre-Installed / Already Owned / Habit | 17 |
| Gift / Family Member Set It Up | 9 |
| Portability / Use Across TVs | 7 |
| Works Without Cable / Internet Flexibility | 6 |
| Don't Know / No Specific Reason | 20 |

Respondents overwhelmingly cited **ease of use**, **convenience**, and **app availability** as primary reasons for using the Fire Stick. Many users noted that **smart TVs were outdated**, **slow**, or lacked certain apps—making the Fire Stick a better option. Others appreciated its **portability**, **familiar interface**, and ability to **store logins** or work across multiple TVs. Gifted devices and default setups were common, and some preferred the **remote or Amazon UI**. A significant portion simply stuck with what was **already installed** or what their **family members set up**. Overall, Fire Stick use is driven by habit, compatibility, and user-friendly performance.

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?

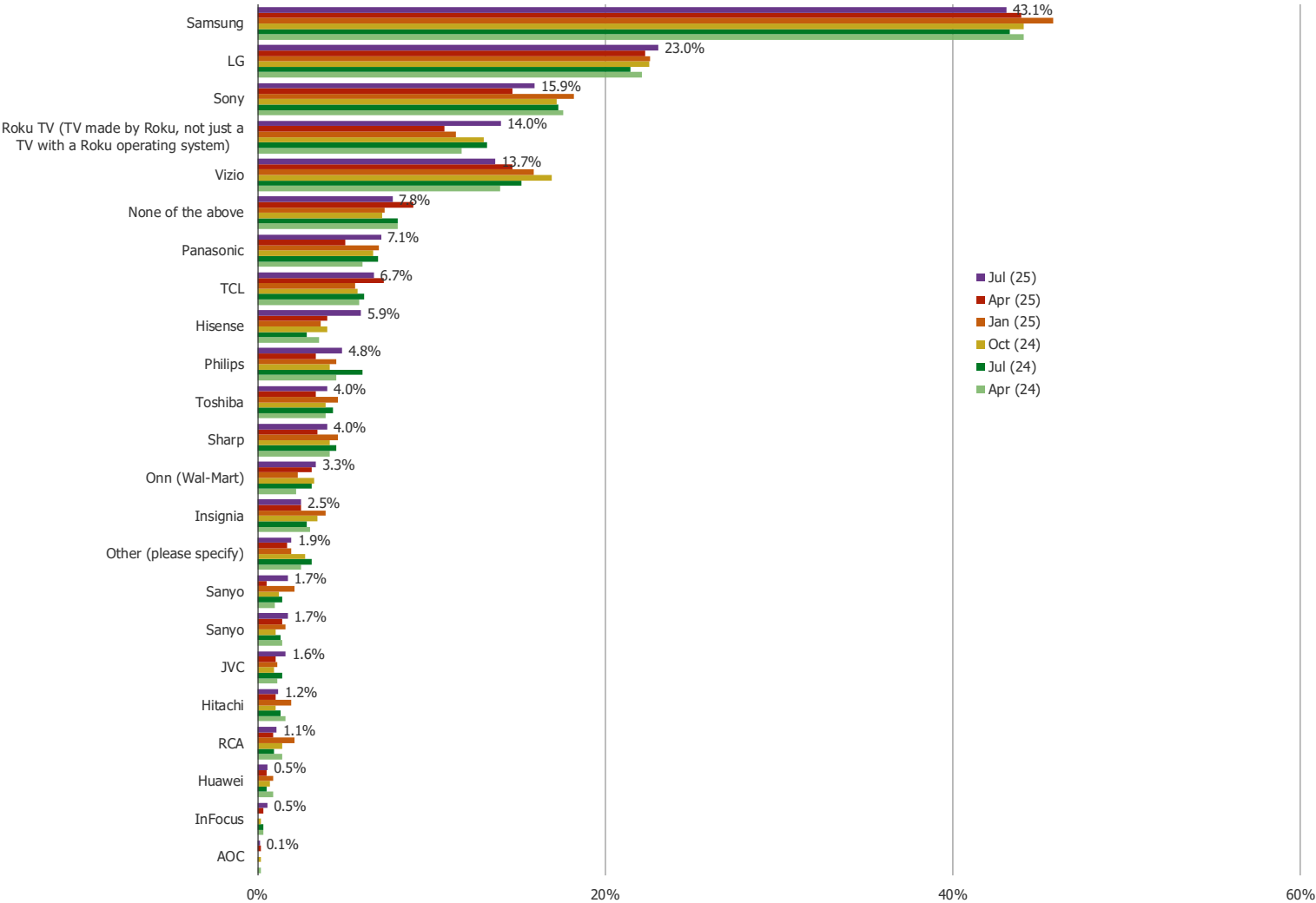
Posed to all respondents who use Google Chromecast players in smart TVs

| Reason Category | Number of Mentions |
|-------------------------------------|--------------------|
| Ease of Use / Convenience | 14 |
| No Smart TV / Older TV | 9 |
| Casting from Phone / Laptop | 8 |
| Already Owned / Built-In / Habit | 7 |
| No Specific Reason / Don't Know | 7 |
| Better Experience than TV Interface | 6 |
| More Content / Access | 5 |
| Performance / Speed / Quality | 4 |
| Multi-TV Use | 3 |

Google Chromecast users most often cited ease of use, convenience, and familiarity as their primary reasons for using the device. Many noted that it integrates well with non-smart or older TVs, offers smoother control via mobile casting, and provides access to content that isn't available directly on their smart TVs. A portion of respondents also mentioned habitual use, owning Google phones, or having the device built into their TV. While not as widely mentioned as other streaming players, Chromecast's simplicity and utility stand out for a subset of users.

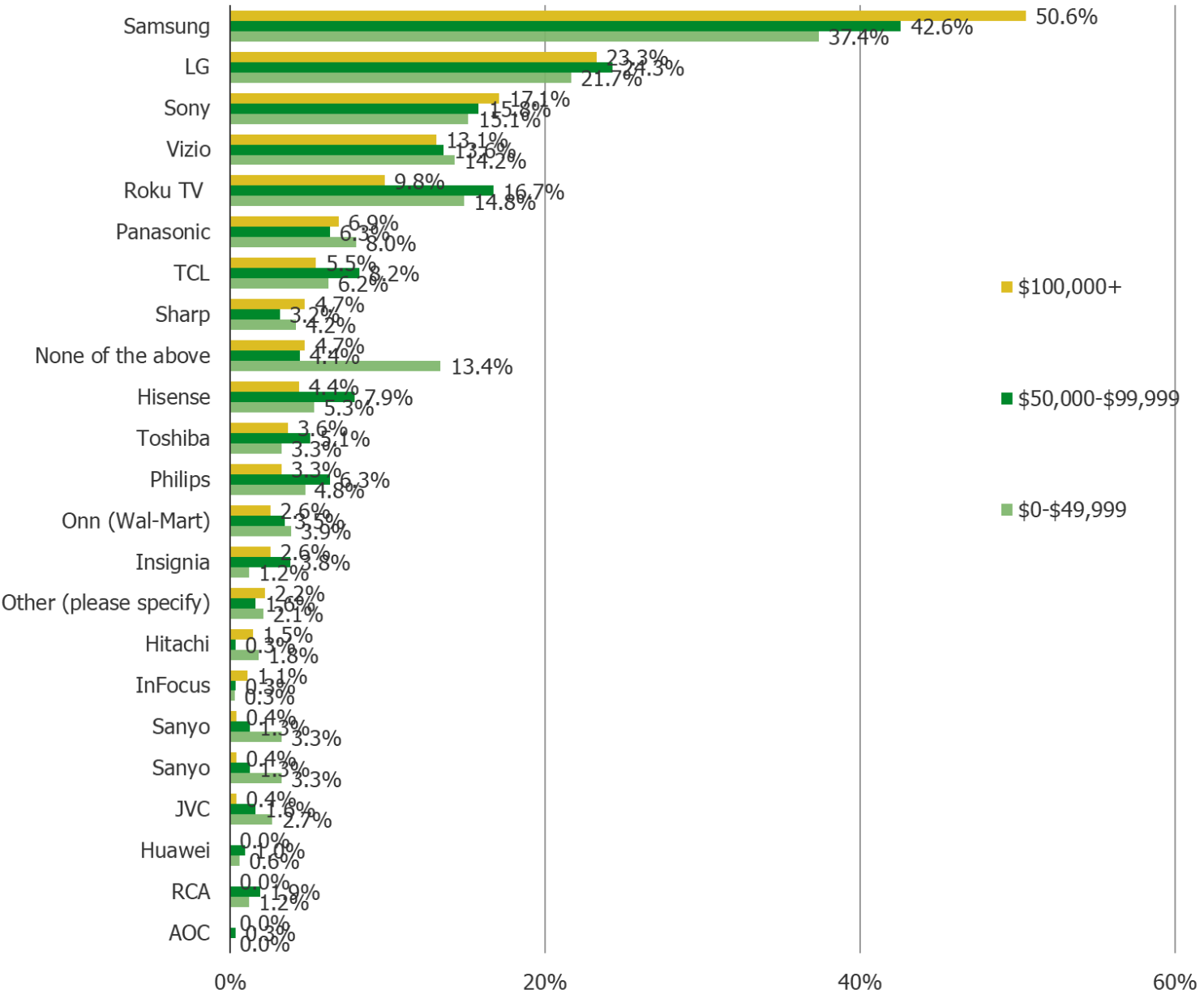
IF YOU WERE BUYING A TV TODAY, WHICH WOULD BE MOST LIKELY TO BUY?

Posed to all respondents.



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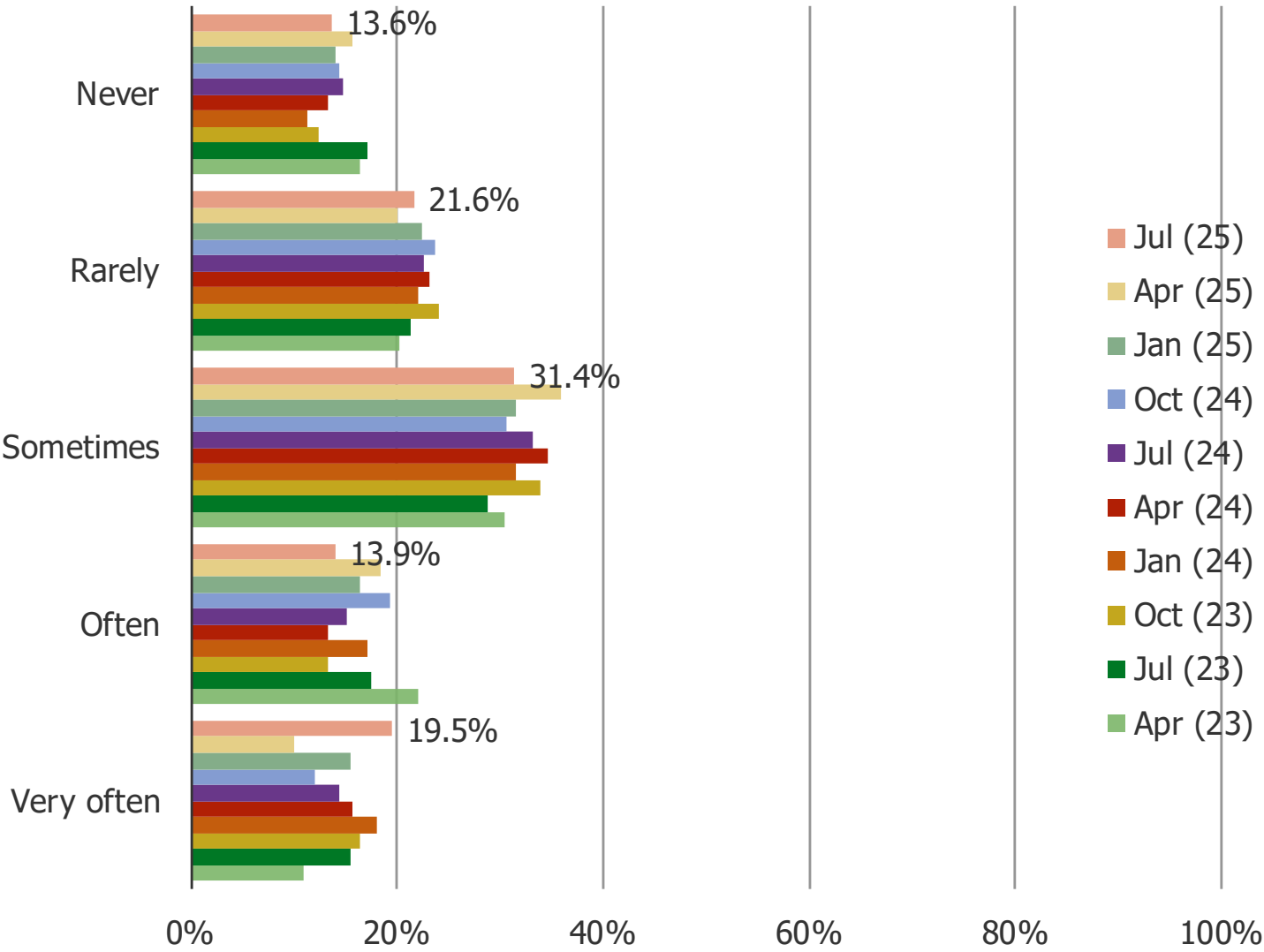
Posed to all respondents, cross-tabbed by income.



ROKU CHANNEL AND A TV MANUFACTURED BY ROKU

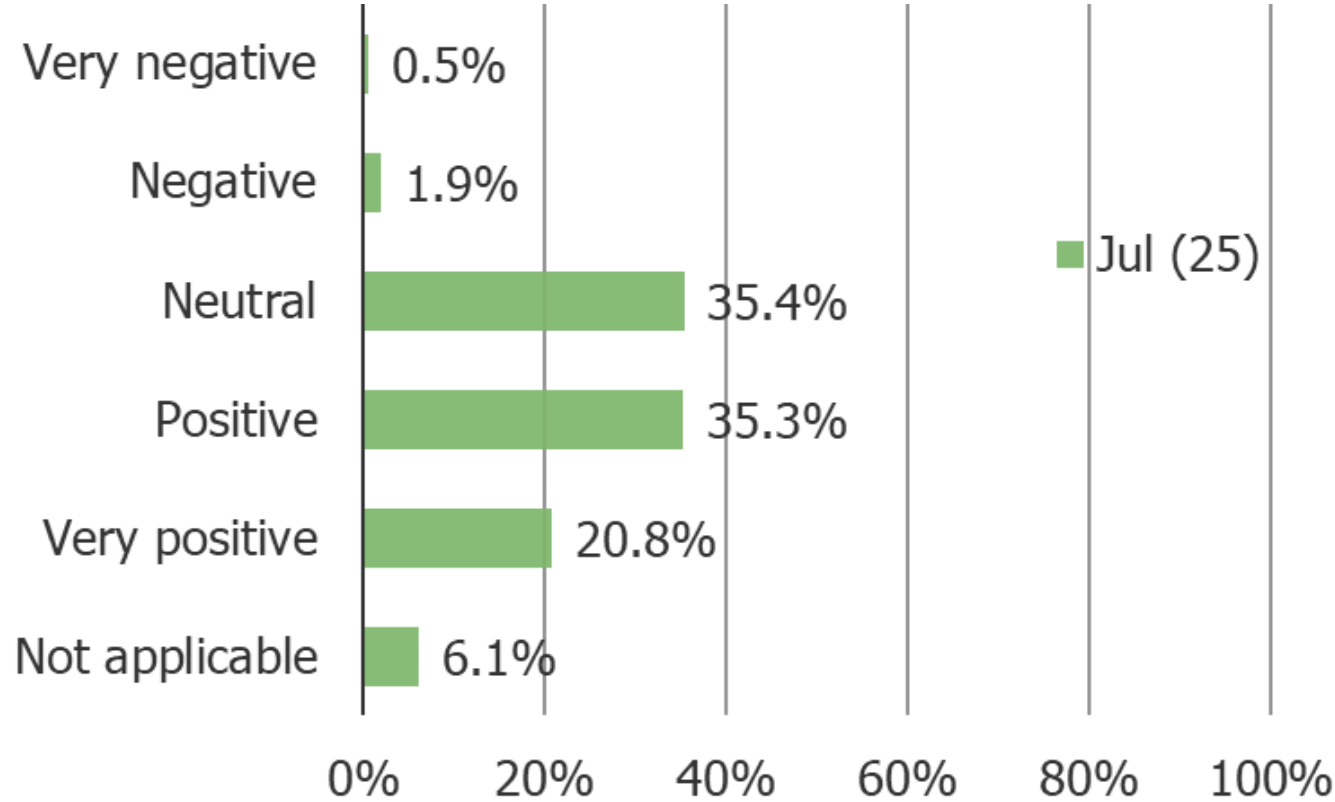
HOW OFTEN DO YOU WATCH THE ROKU CHANNEL?

Posed to respondents who have a TV that uses the Roku OS or owns a Roku streaming player (N = 287).



WHAT IS YOUR OPINION OF THE ROKU CHANNEL?

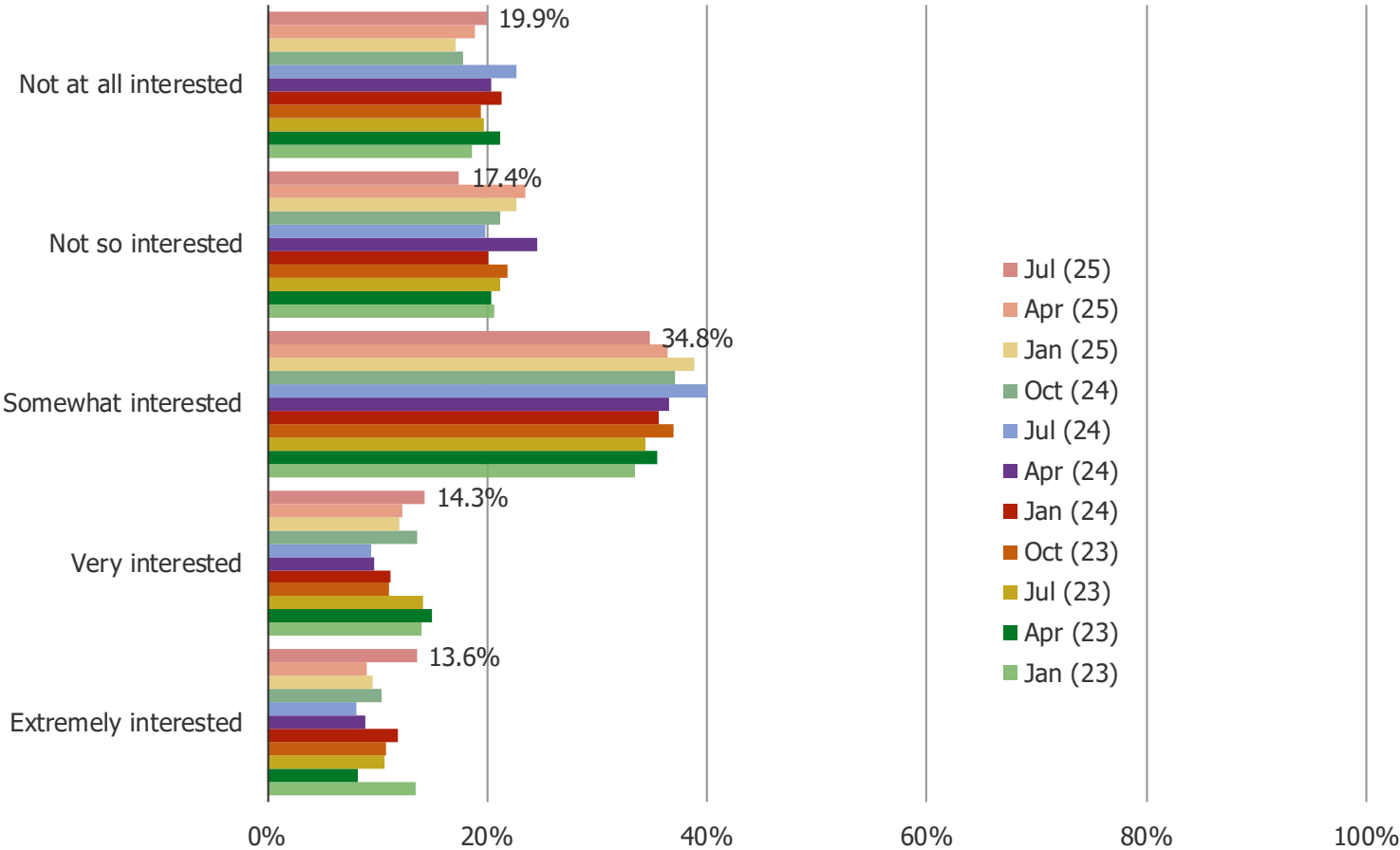
Posed to Roku users who watch the Roku Channel sometimes, often, or very often.



Combining historical waves to reach a larger N Size (N = 2914)

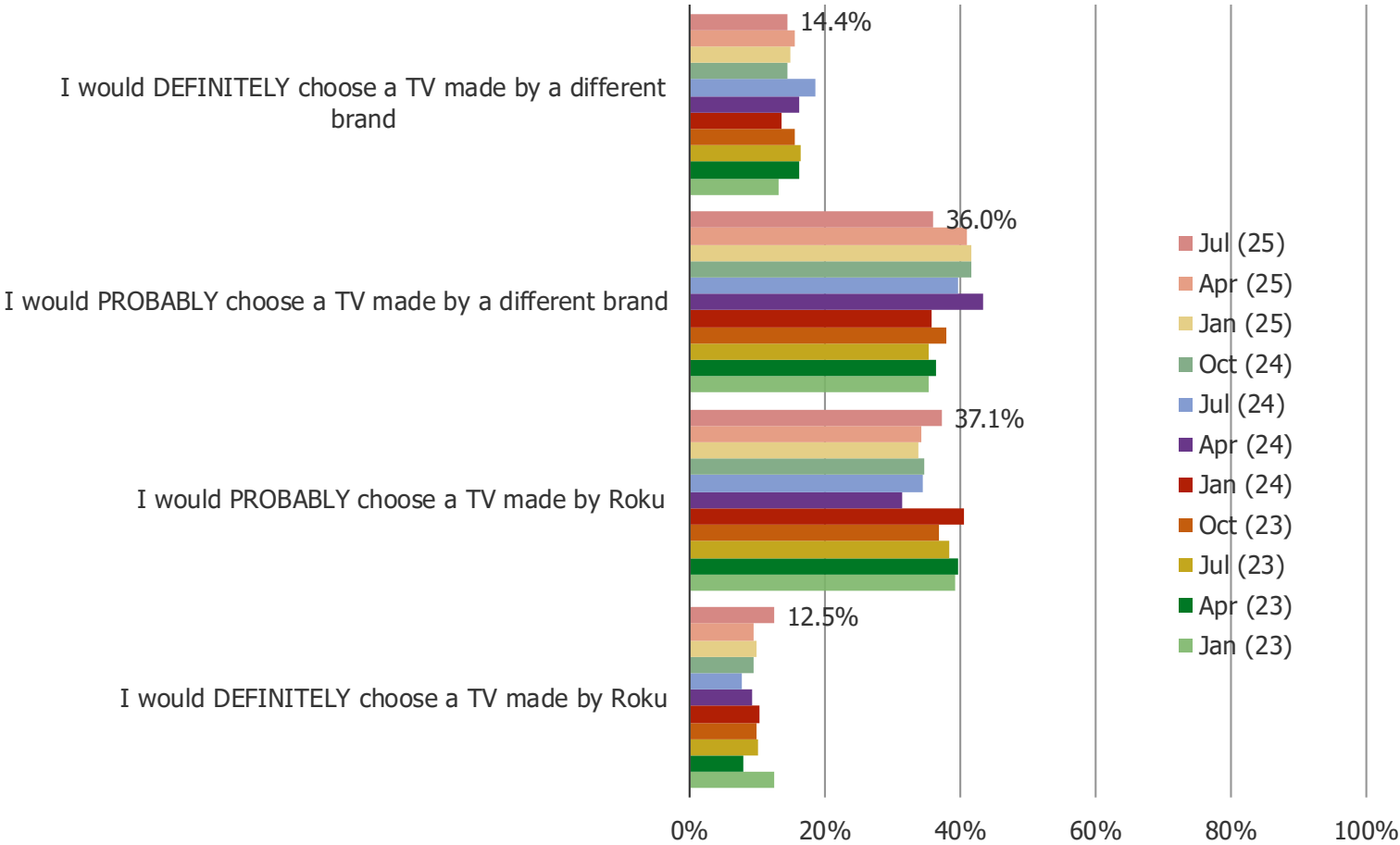
HOW INTERESTED WOULD YOU BE IN GETTING A TV THAT WAS ACTUALLY MANUFACTURED BY ROKU?

Posed to all respondents.



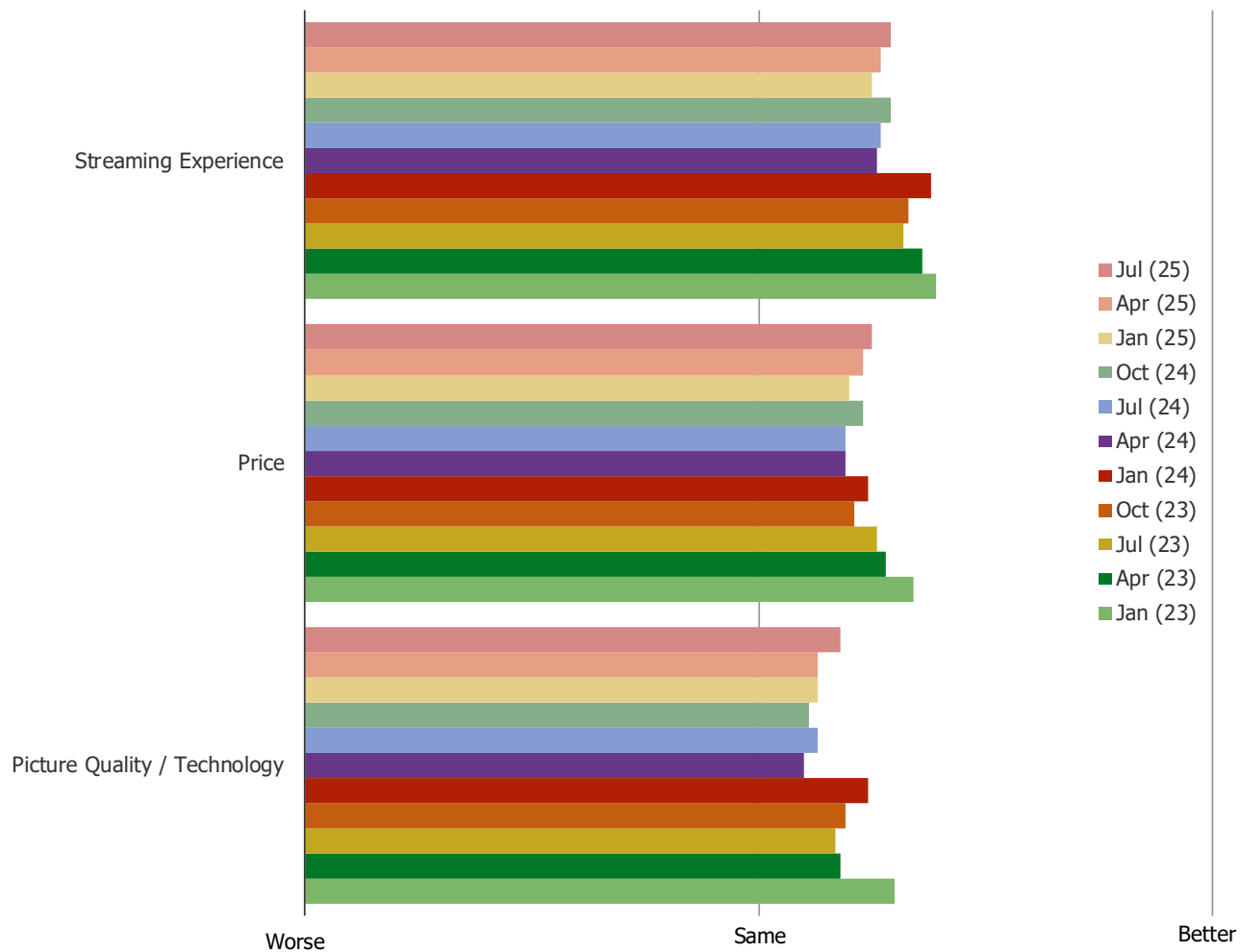
HOW LIKELY WOULD YOU BE TO BUY A TV THAT WAS MANUFACTURED BY ROKU WHEN YOU ARE BUYING YOUR NEXT TV?

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...

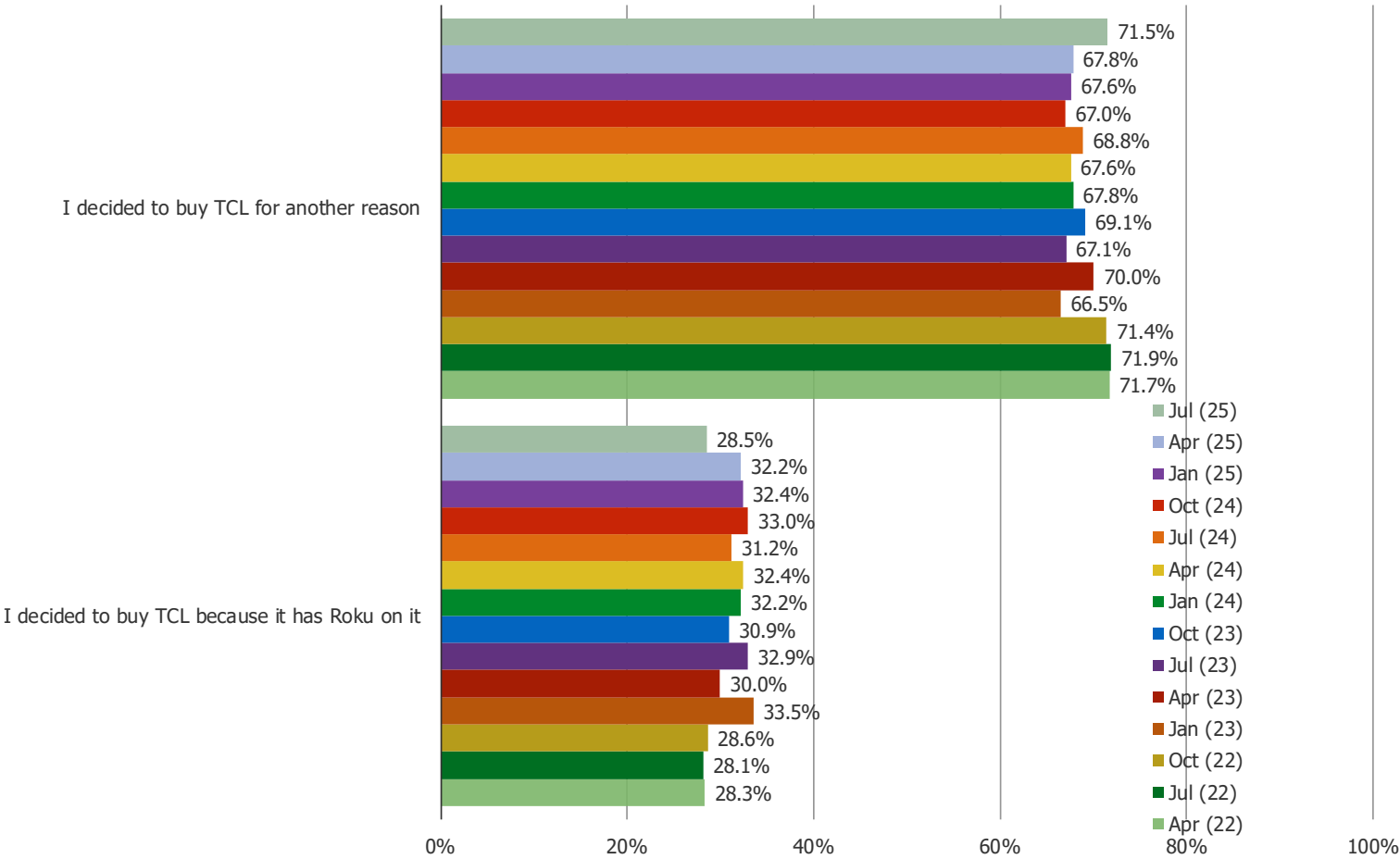
Posed to all respondents.



MORE ROKU AND TV QUESTIONS

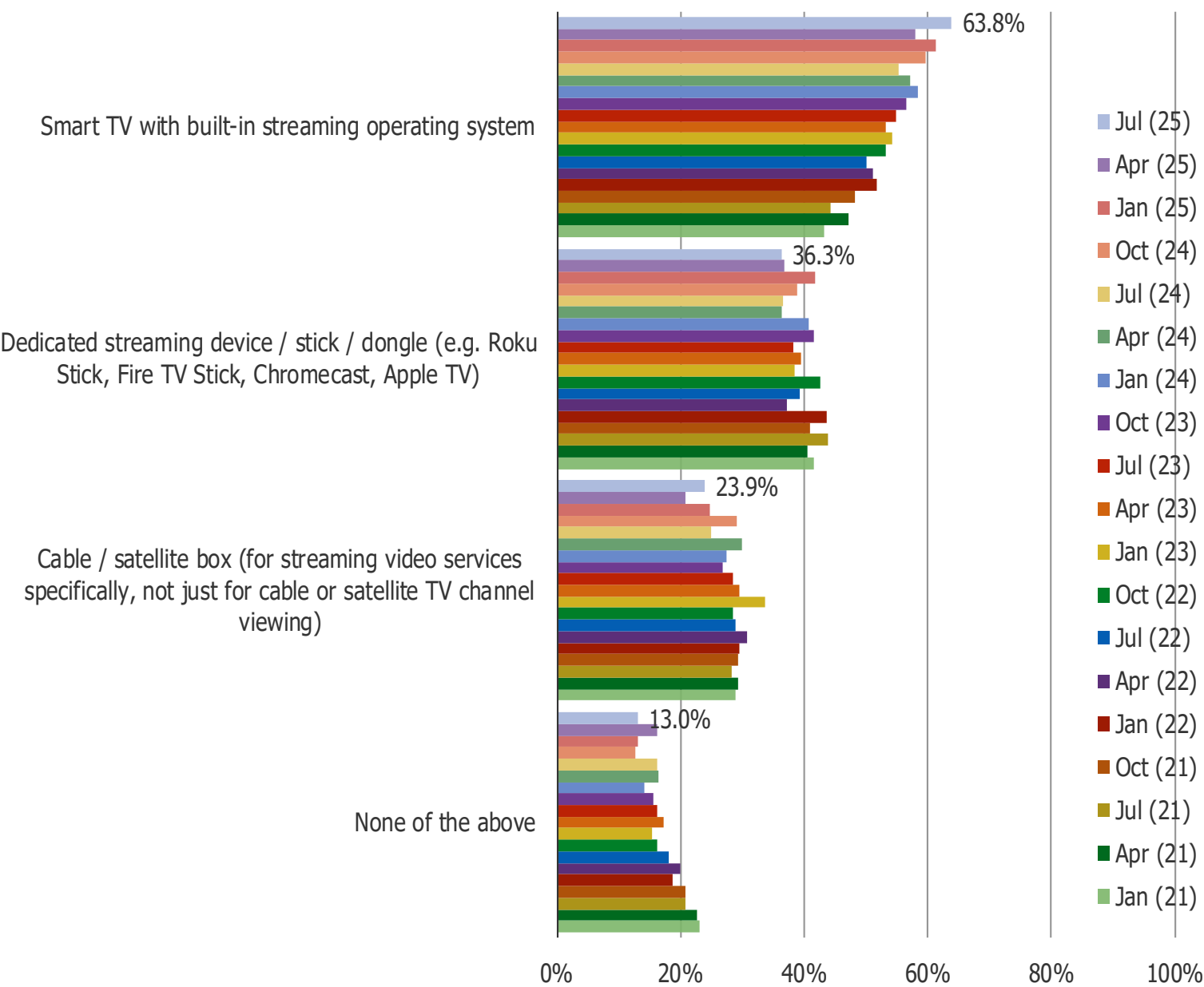
THINKING ABOUT YOUR TCL TV, WHICH OF THE FOLLOWING DESCRIBES YOU...

Posed to all respondents who have a TCL TV.



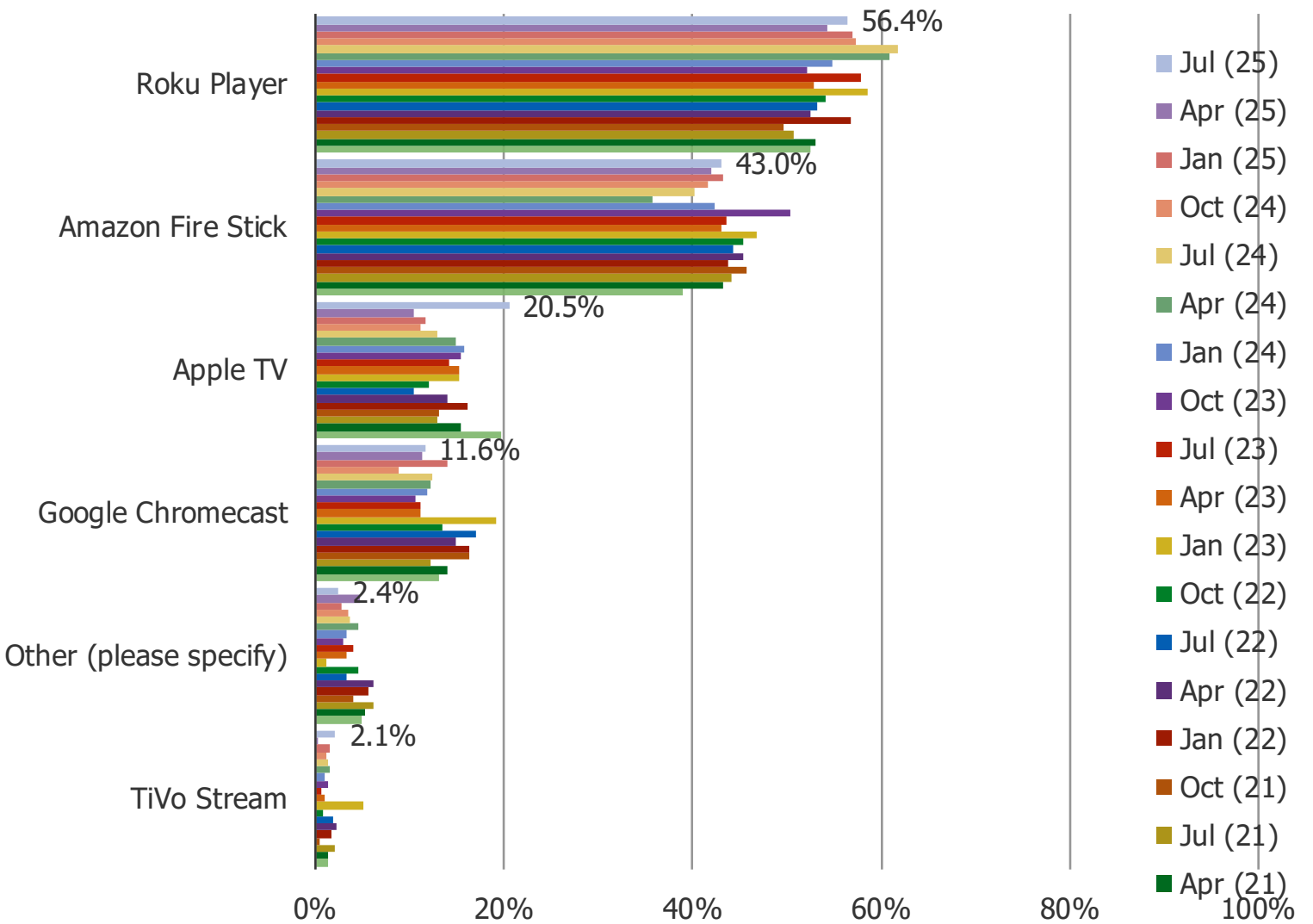
WHAT HARDWARE DO YOU USE TO WATCH STREAMING VIDEO ON YOUR TV? (SELECT ALL THAT APPLY)

Posed to all respondents.



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

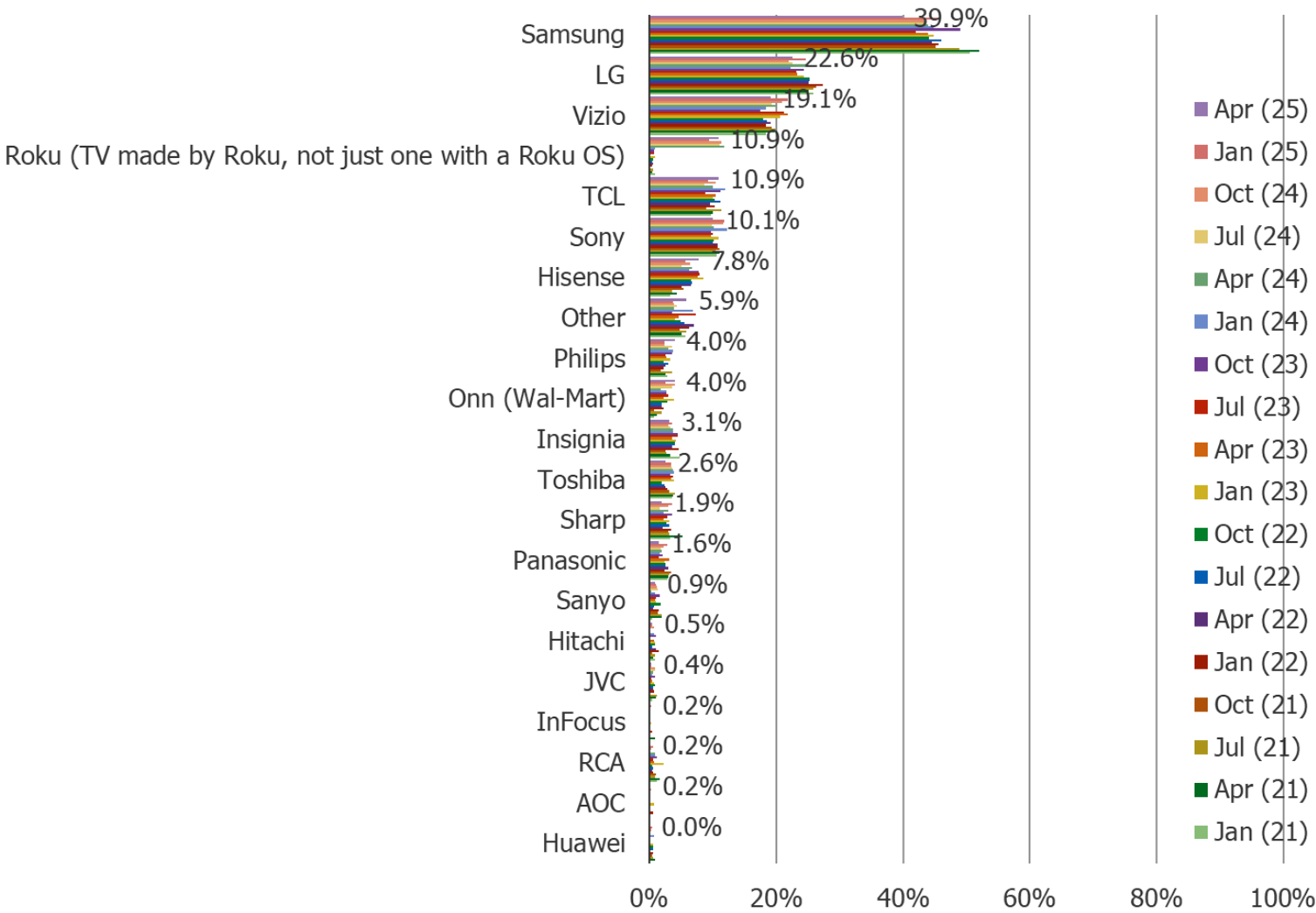
Posed to all respondents who use streaming devices.



N = 337

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

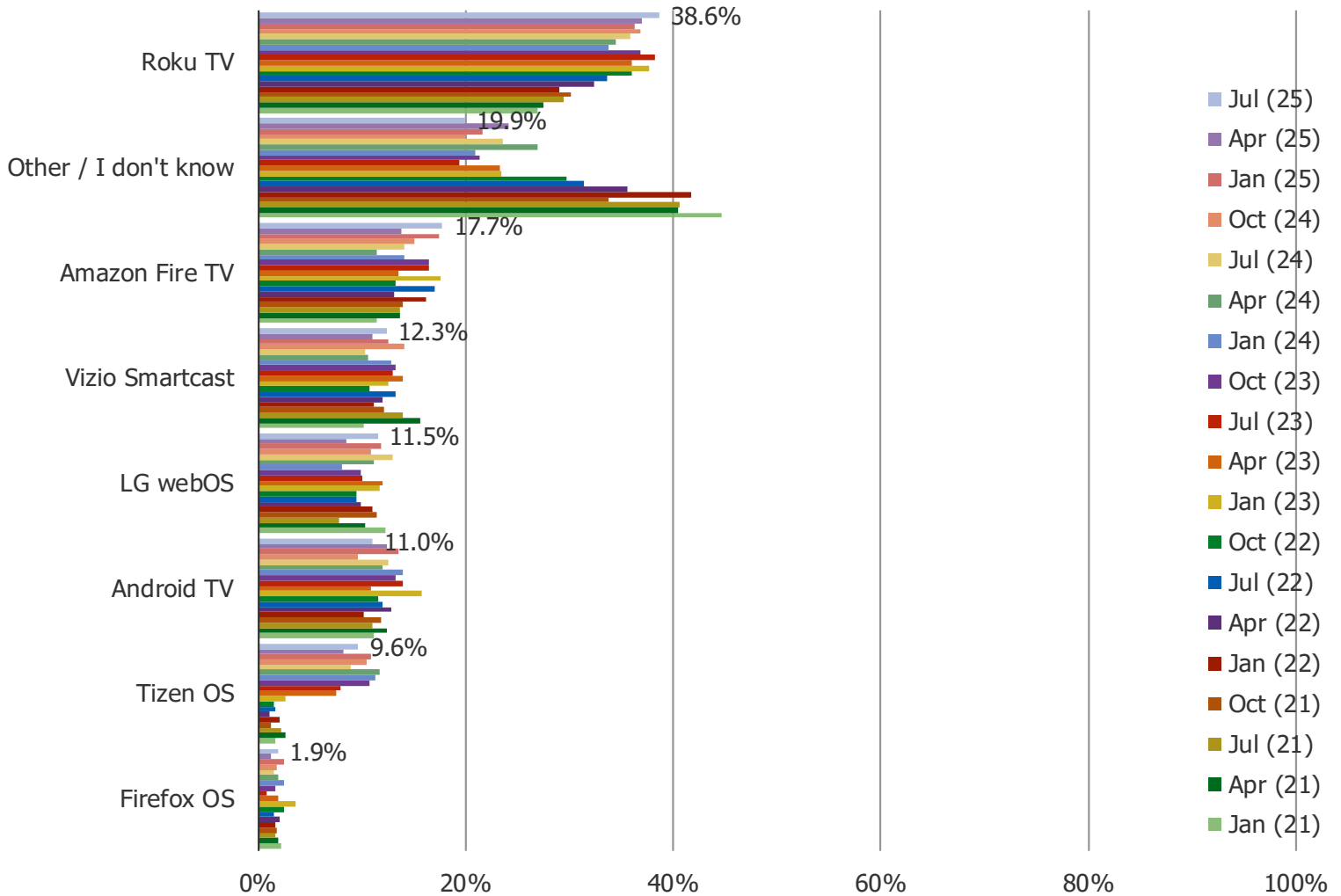
Posed to all respondents who own a smart TV.



N = 593

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

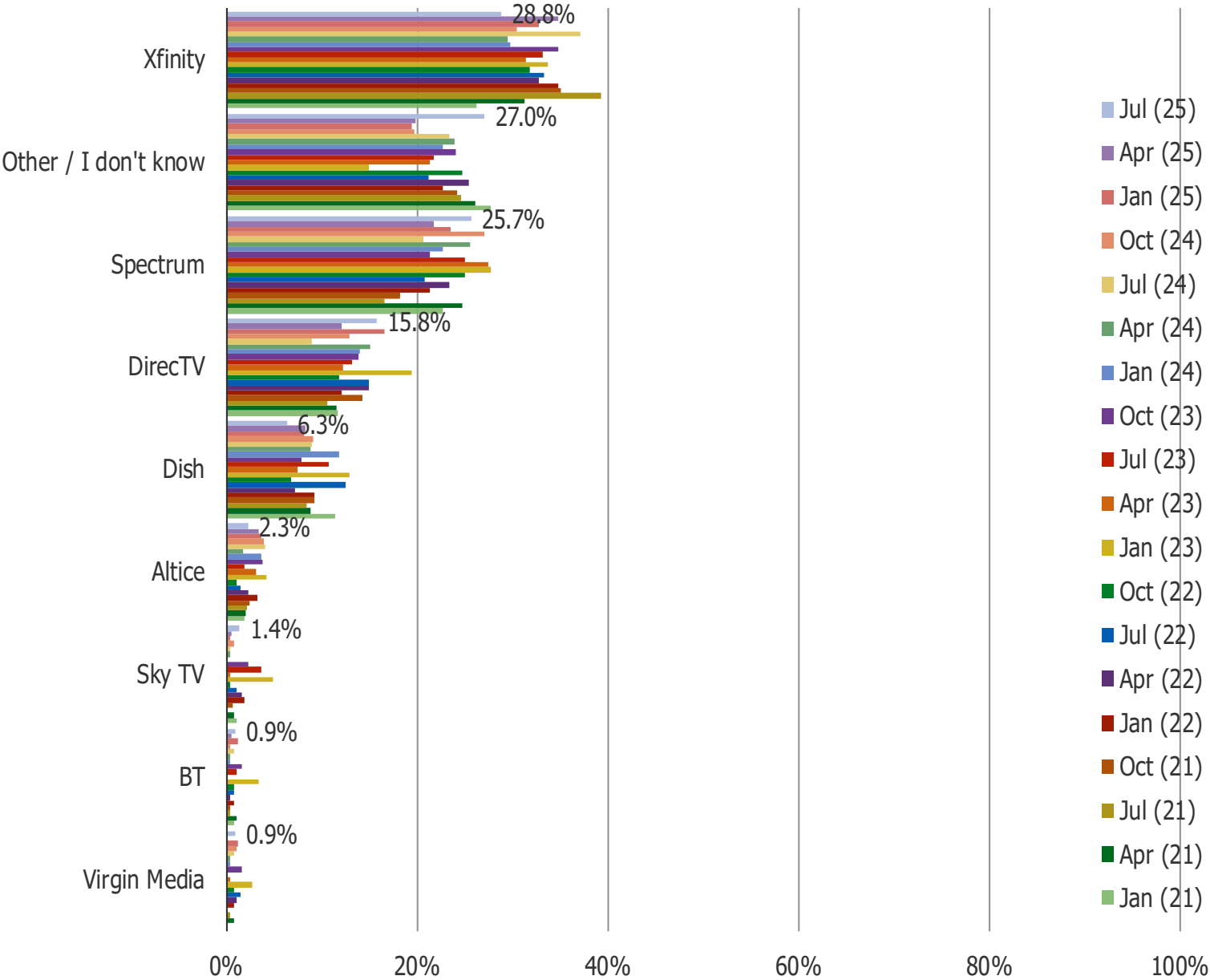
Posed to all respondents who own a smart TV.



N = 593

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

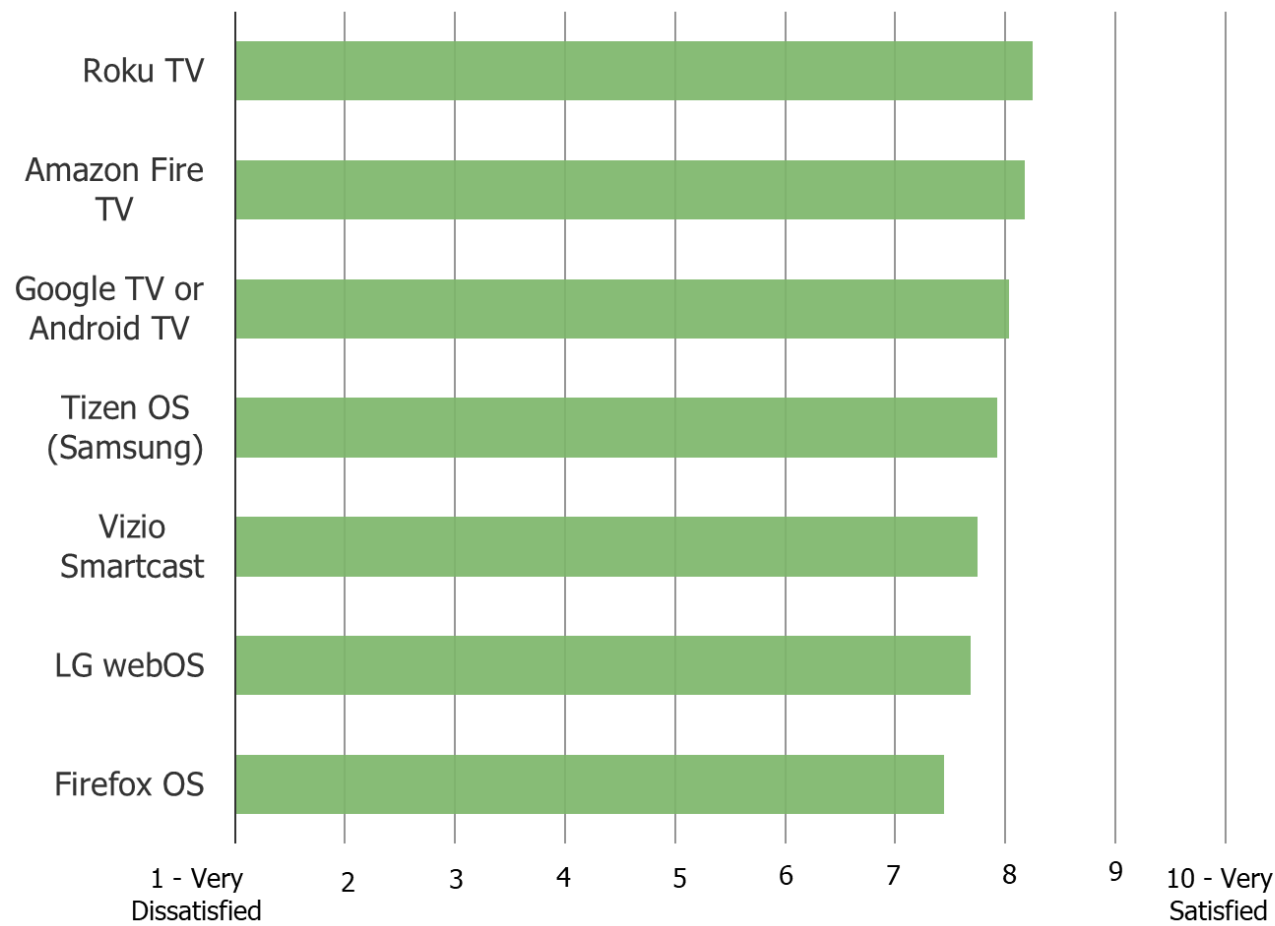
Posed to all respondents who use streaming devices.



N = 222

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.

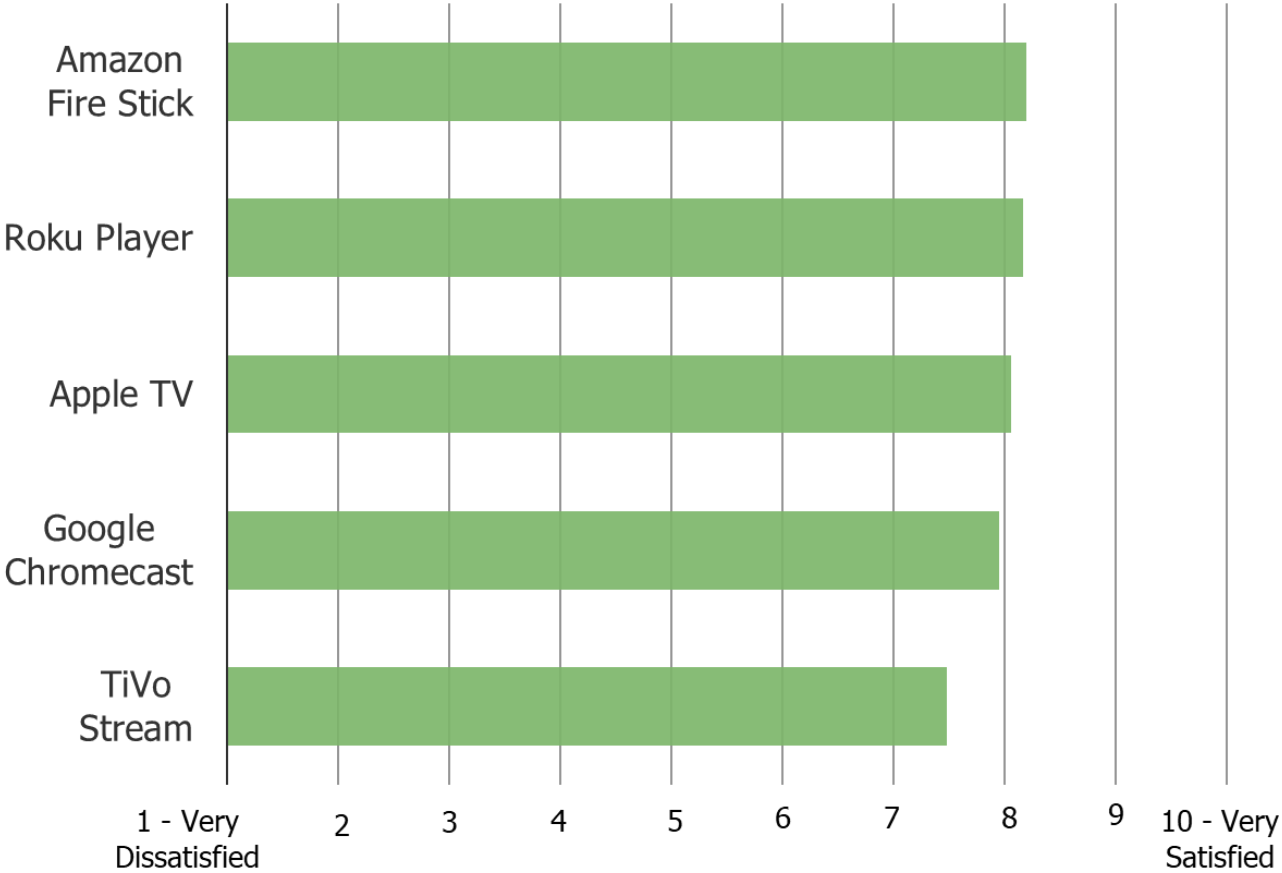


| | N= |
|-------------------------|------|
| Firefox OS | 217 |
| LG webOS | 1185 |
| Vizio Smartcast | 1378 |
| Tizen OS (Samsung) | 665 |
| Google TV or Android TV | 1373 |
| Amazon Fire TV | 1655 |
| Roku TV | 3835 |

*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.

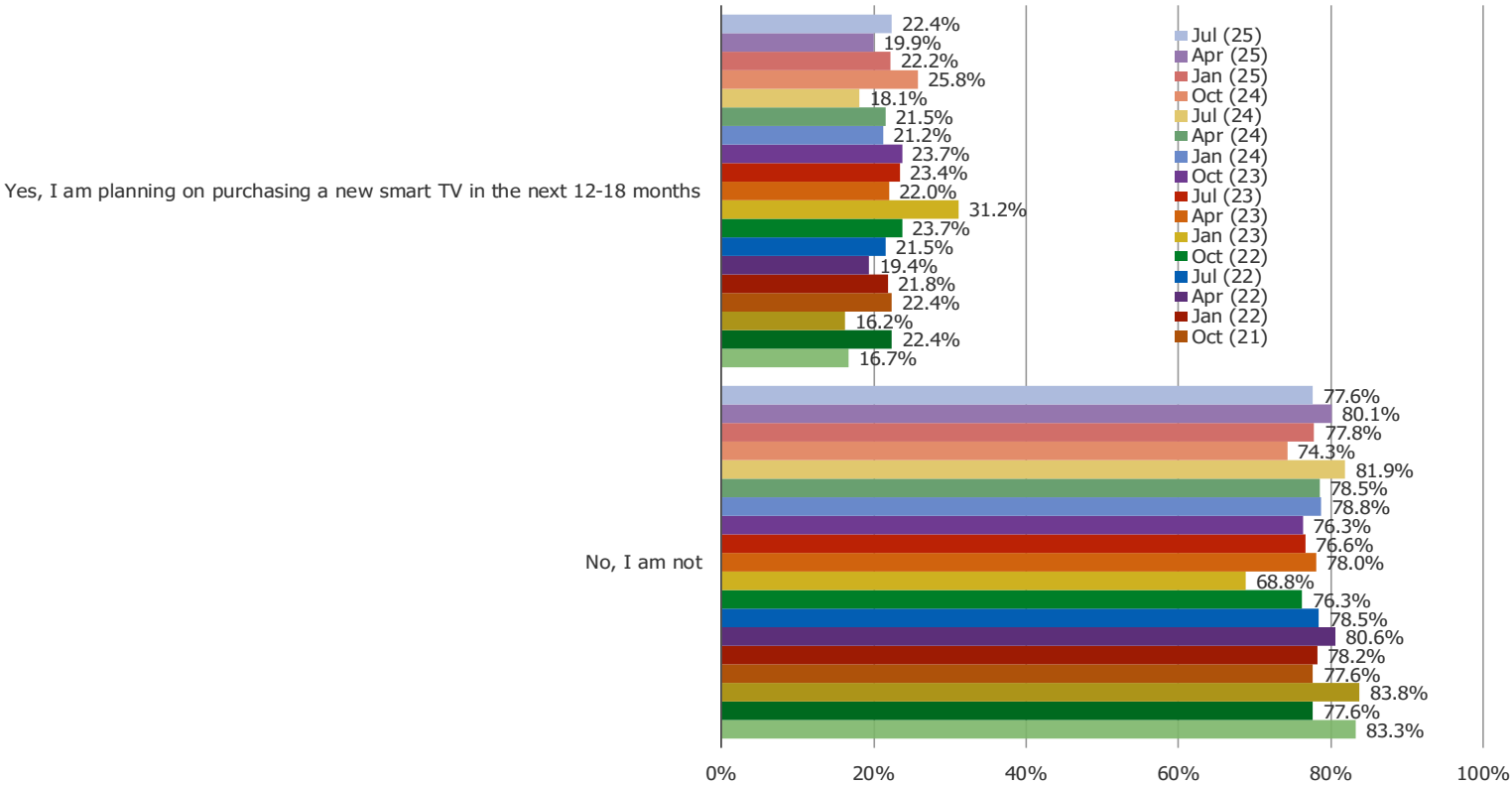


| | N= |
|-------------------|------|
| TiVo Stream | 125 |
| Google Chromecast | 1115 |
| Apple TV | 1198 |
| Roku Player | 4552 |
| Amazon Fire Stick | 3609 |

*Combining all prior waves to achieve a larger N.

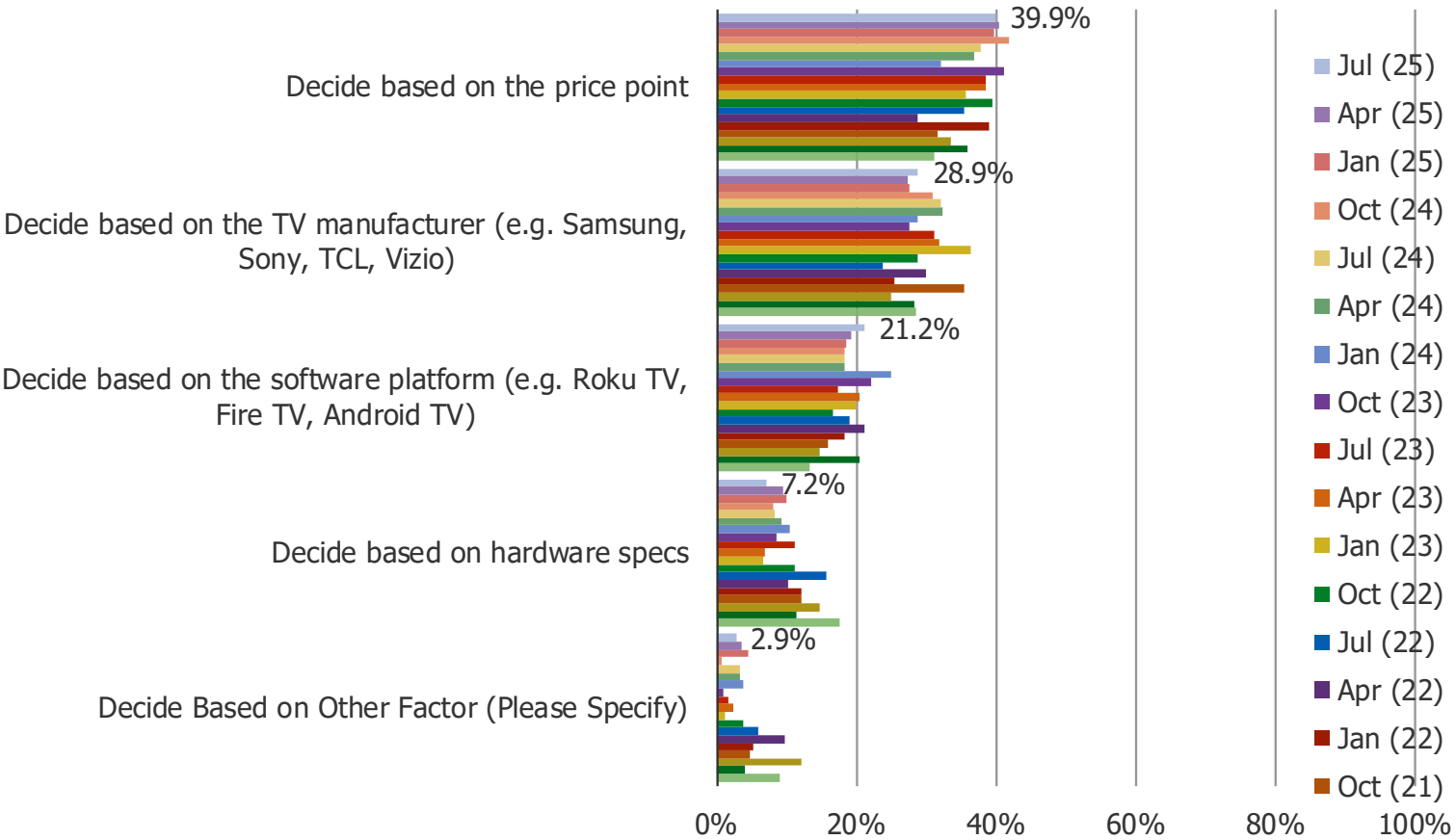
ARE YOU PLANNING ON PURCHASING A NEW SMART TV IN THE NEXT 12-18 MONTHS?

Posed to all respondents.



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

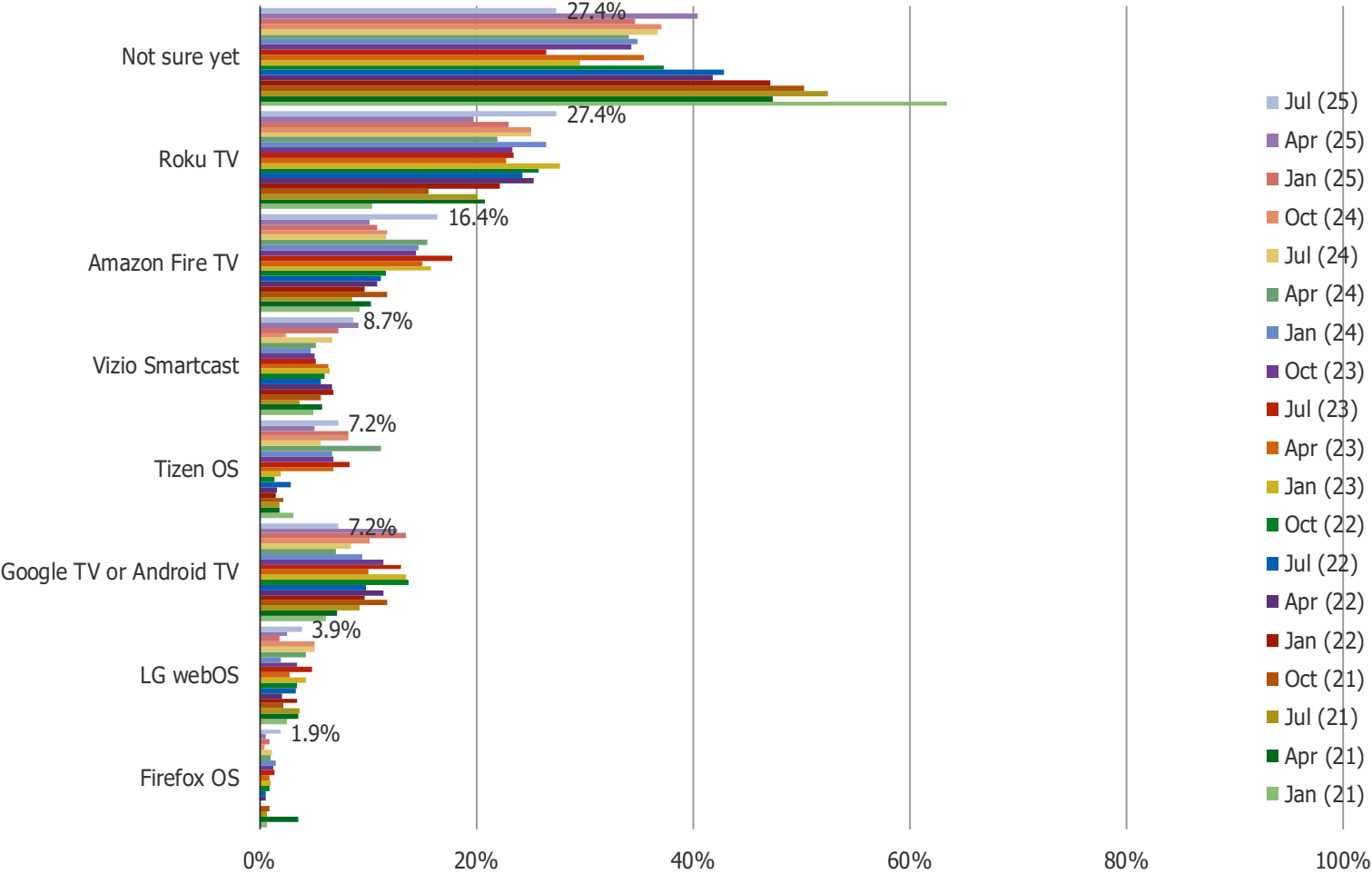
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 208

WHICH SOFTWARE PLATFORM ARE YOU PLANNING TO GET?

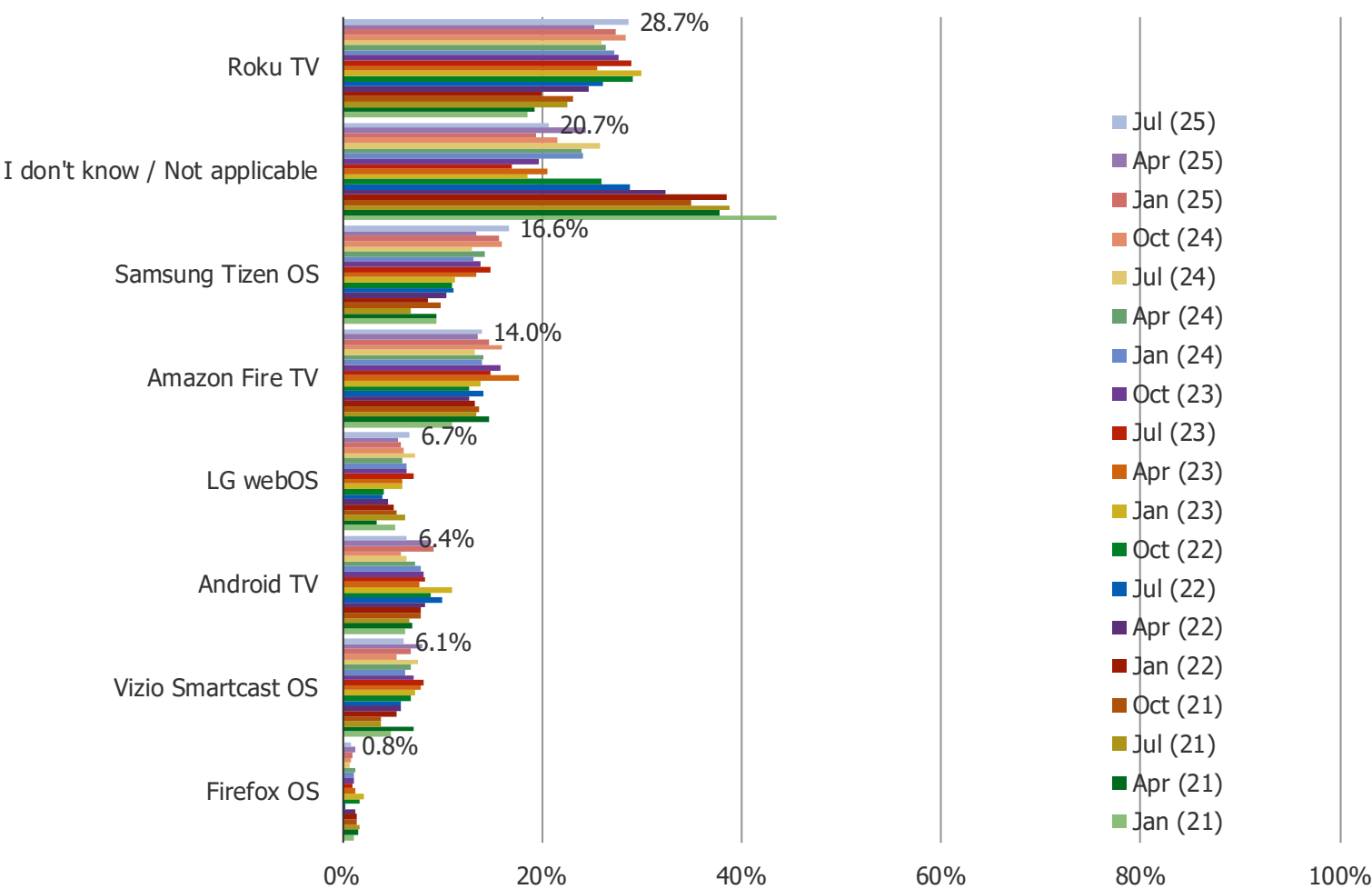
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 208

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

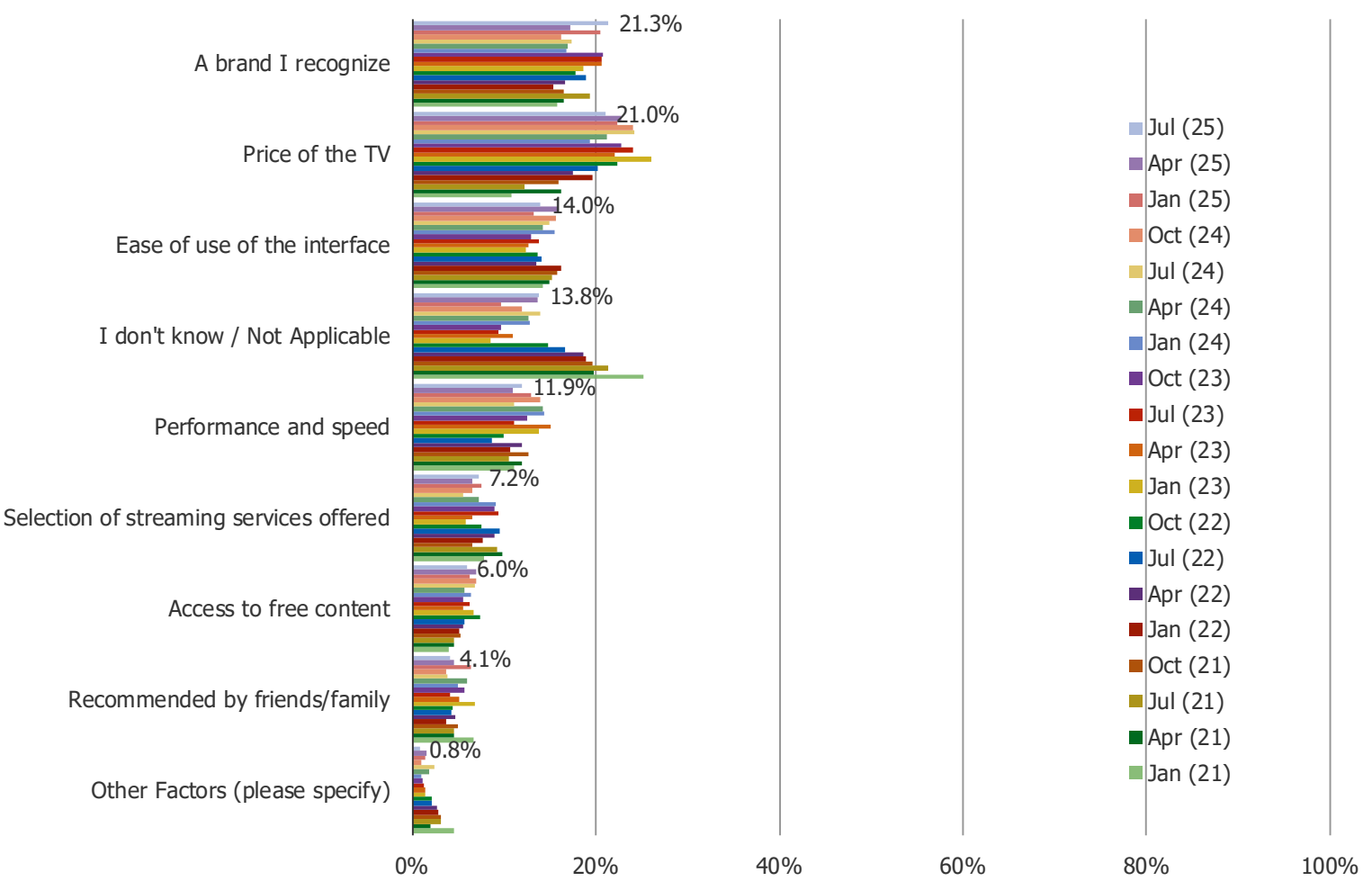
Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 638

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 = 638