

BESPOKE SURVEYS

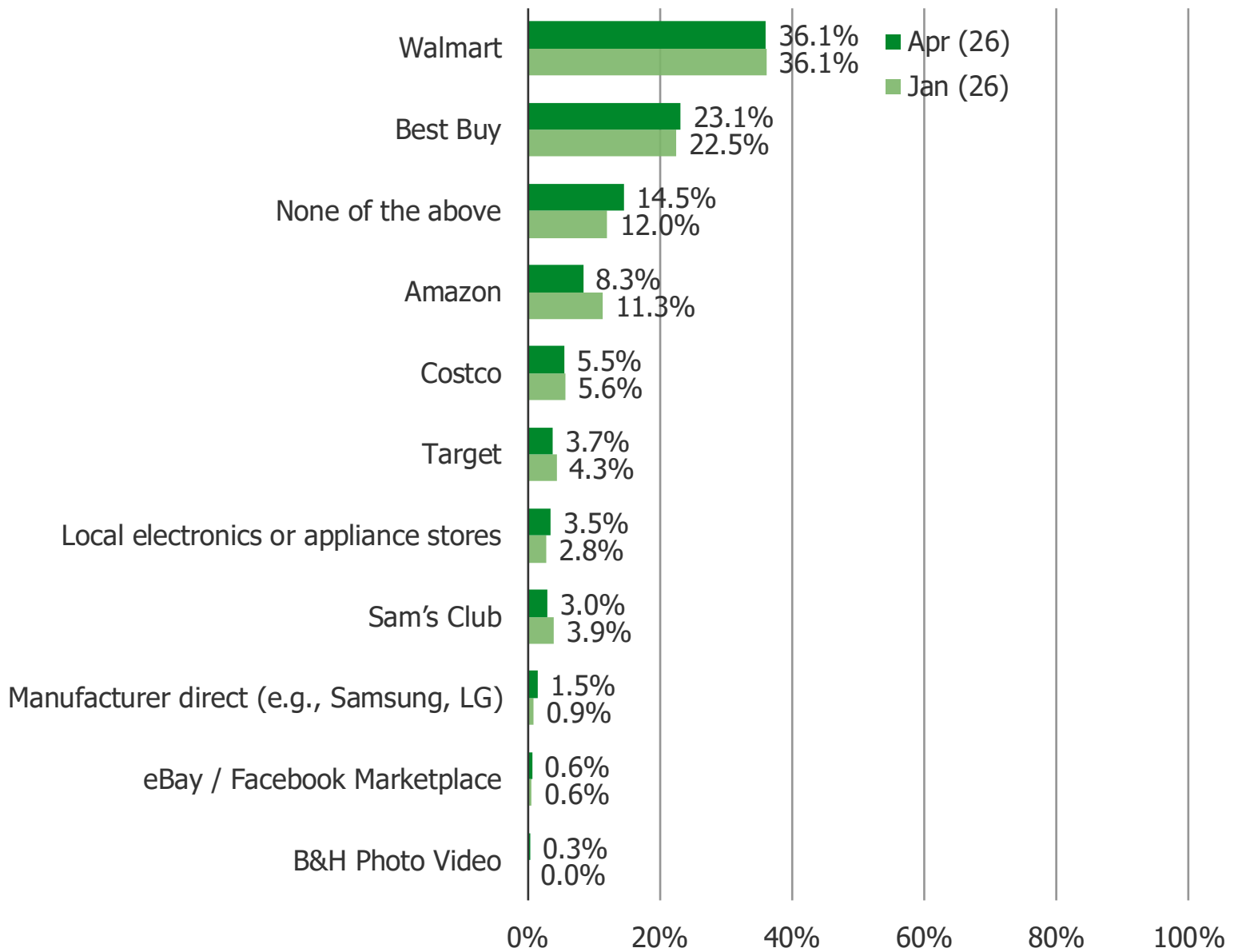
## Streaming Players | Volume 22

1000+ Respondents Per Quarter

# RECENTLY ADDED QUESTIONS

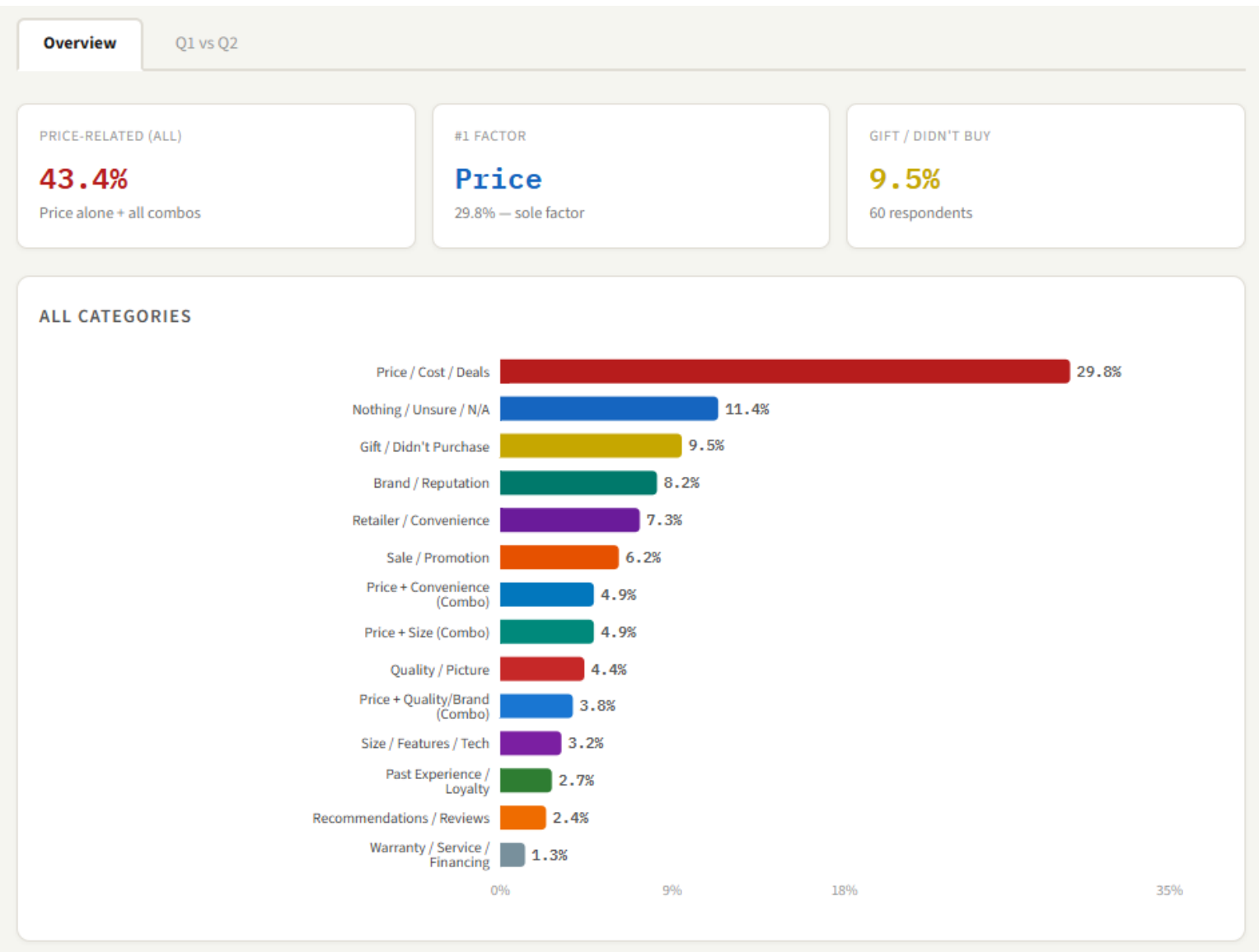
THINKING ABOUT THE TV YOU MOST RECENTLY BOUGHT, WHERE DID YOU GET IT FROM?

Posed to all respondents.



## Factors Influencing Purchase: By Retailer (Tables)

Posed to all respondents.



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Factors Influencing Purchase: By Retailer (Tables)

Posed to all respondents.

"What factors influenced your TV purchase decision?"

n = 631 valid • Jan — Apr 2026 • 0% unclassified

Overview **Q1 vs Q2**

**Q1 2026 VS Q2 2026 — PROPORTION TESTS**

Chi-square overall: p = 0.49 (not significant). Per-category z-tests below.

CATEGORY	Q1 %	Q2 %	DIFF	P-VALUE	SIG?
Price / Cost / Deals	31.5%	27.7%	-3.7%	0.306	—
Nothing / Unsure / N/A	9.3%	12.6%	+3.3%	0.209	—
Gift / Didn't Purchase	8.7%	10.3%	+1.6%	0.498	—
Brand / Reputation	7.2%	9.4%	+2.2%	0.317	—
<b>Retailer / Convenience</b>	9.3%	5.2%	<b>-4.2%</b>	<b>0.041 *</b>	<b>▼</b>
Sale / Promotion	6.2%	6.1%	-0.1%	0.958	—
<b>Quality / Picture</b>	2.8%	6.1%	<b>+3.3%</b>	<b>0.043 *</b>	<b>▲</b>
Past Experience	2.2%	3.2%	+1.0%	0.433	—

*Two categories show significant Q1→Q2 shifts: Retailer/Convenience declined (9.3% → 5.2%, p=0.041), while Quality/Picture rose (2.8% → 6.1%, p=0.043).*

Q1 2026 SAMPLE

**321**

Q2 2026 SAMPLE

**310**

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Factors Influencing Purchase: By Retailer (Tables)

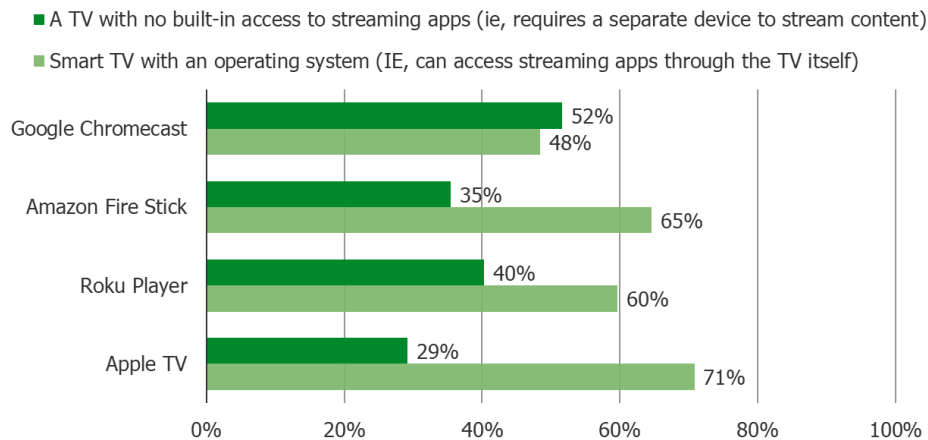
Posed to all respondents.

**Cross-Retailer Purchase Drivers Comparison**

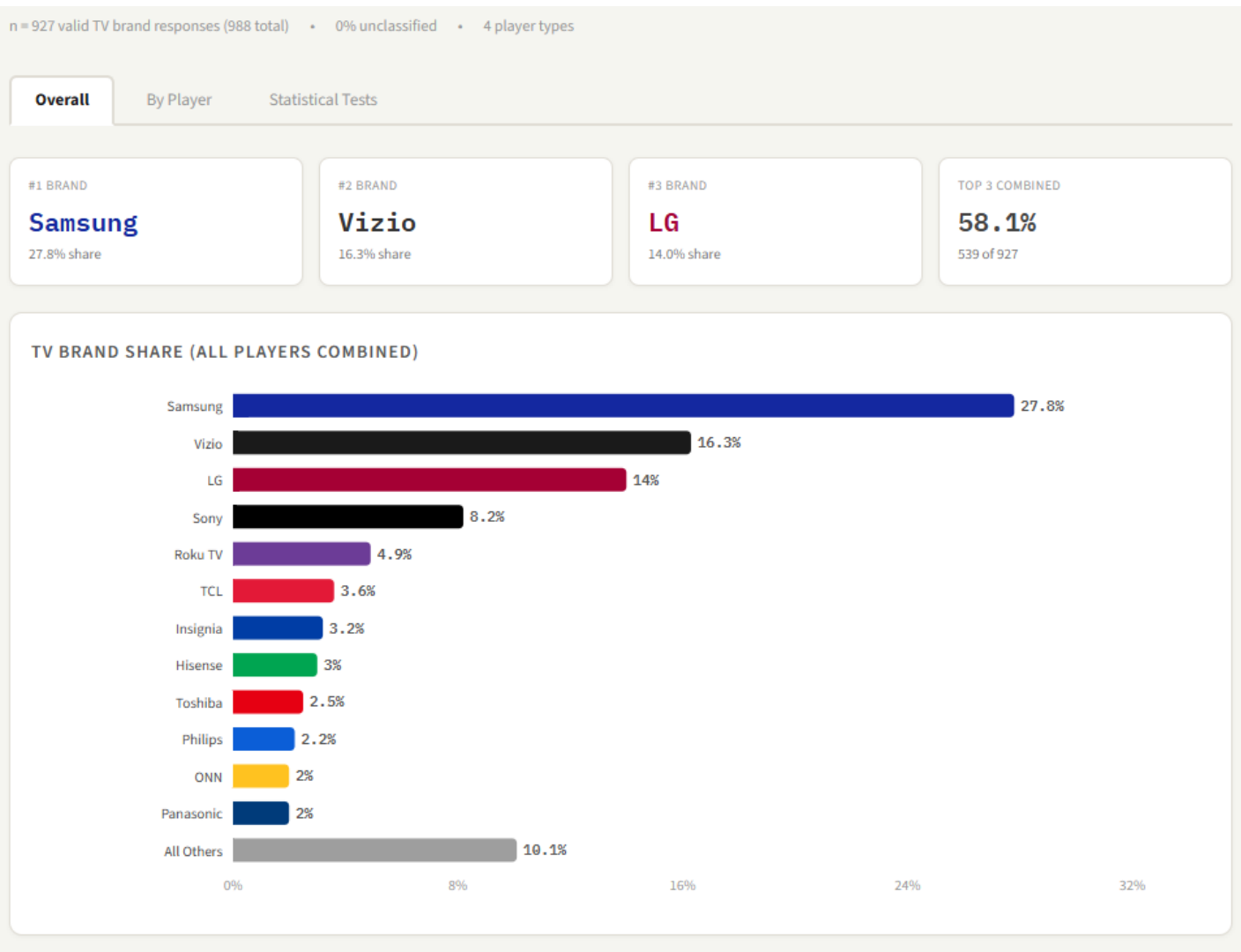
Category	Best Buy (n=65)	Amazon (n=26)	Walmart (n=104)
<b>1. Price, Cost &amp; Deals (Solely)</b>	32.3% (21)	26.9% (7)	39.4% (41)
<b>2. Multiple Factors (Combos)</b>	26.2% (17)	30.8% (8)	23.1% (24)
<b>3. Other / External Influence / Unclear</b>	7.6% (5)	11.5% (3)	17.3% (18)
<b>4. Store Attributes &amp; Experience</b>	10.8% (7)	3.8% (1)	12.5% (13)
<b>5. Product Features &amp; Quality (Solely)</b>	12.3% (8)	11.5% (3)	5.8% (6)
<b>6. Brand Trust &amp; Familiarity (Solely)</b>	10.8% (7)	15.4% (4)	1.9% (2)
<b>Total Responses</b>	<b>100% (65)</b>	<b>100% (26)</b>	<b>100% (104)</b>

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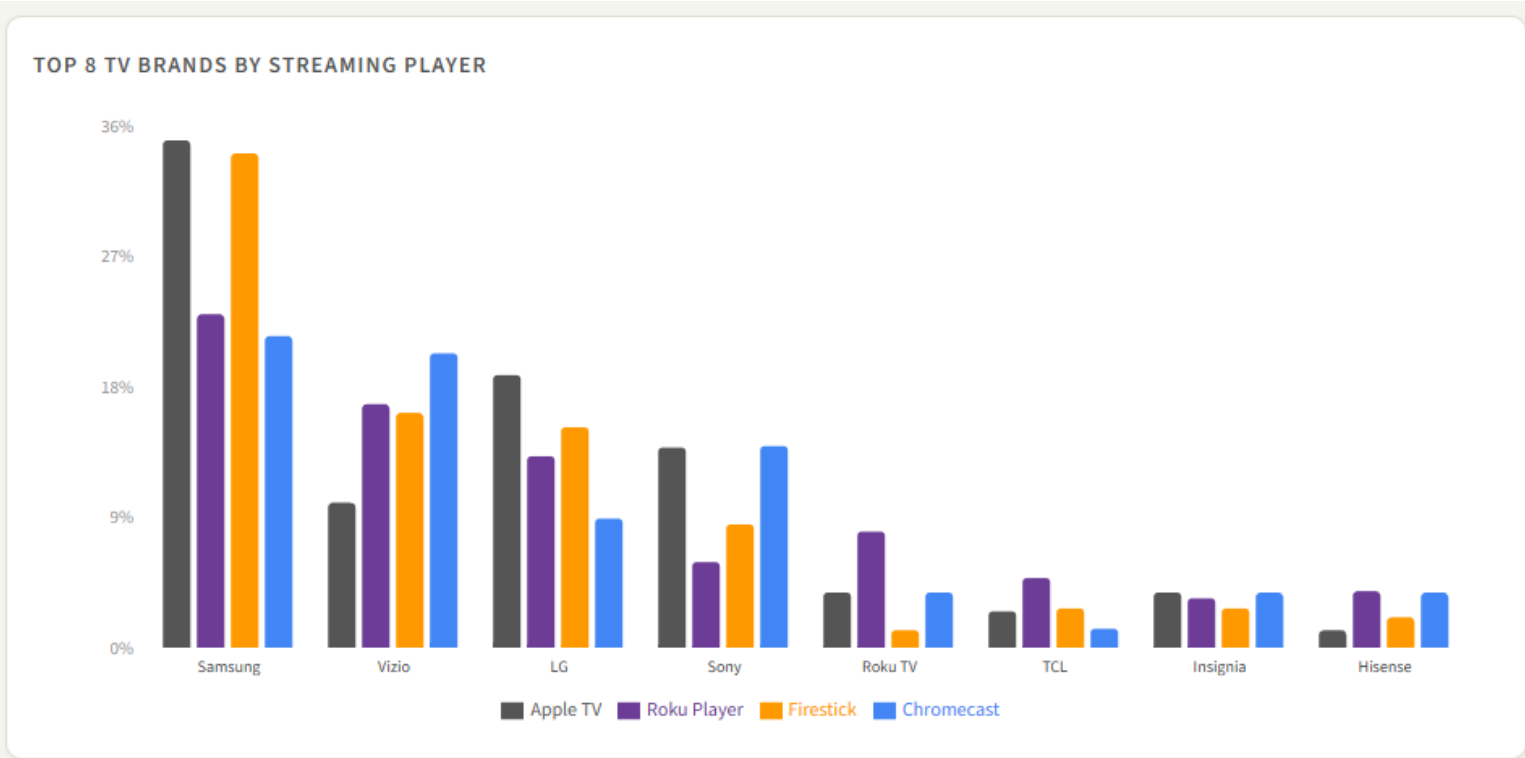
When you use this streaming device, are you typically plugging it into...



Which smart TVs are streaming players being plugged into...



When you use this streaming device, are you typically plugging it into...



Apple TV  
**n=80**

Roku Player  
**n=440**

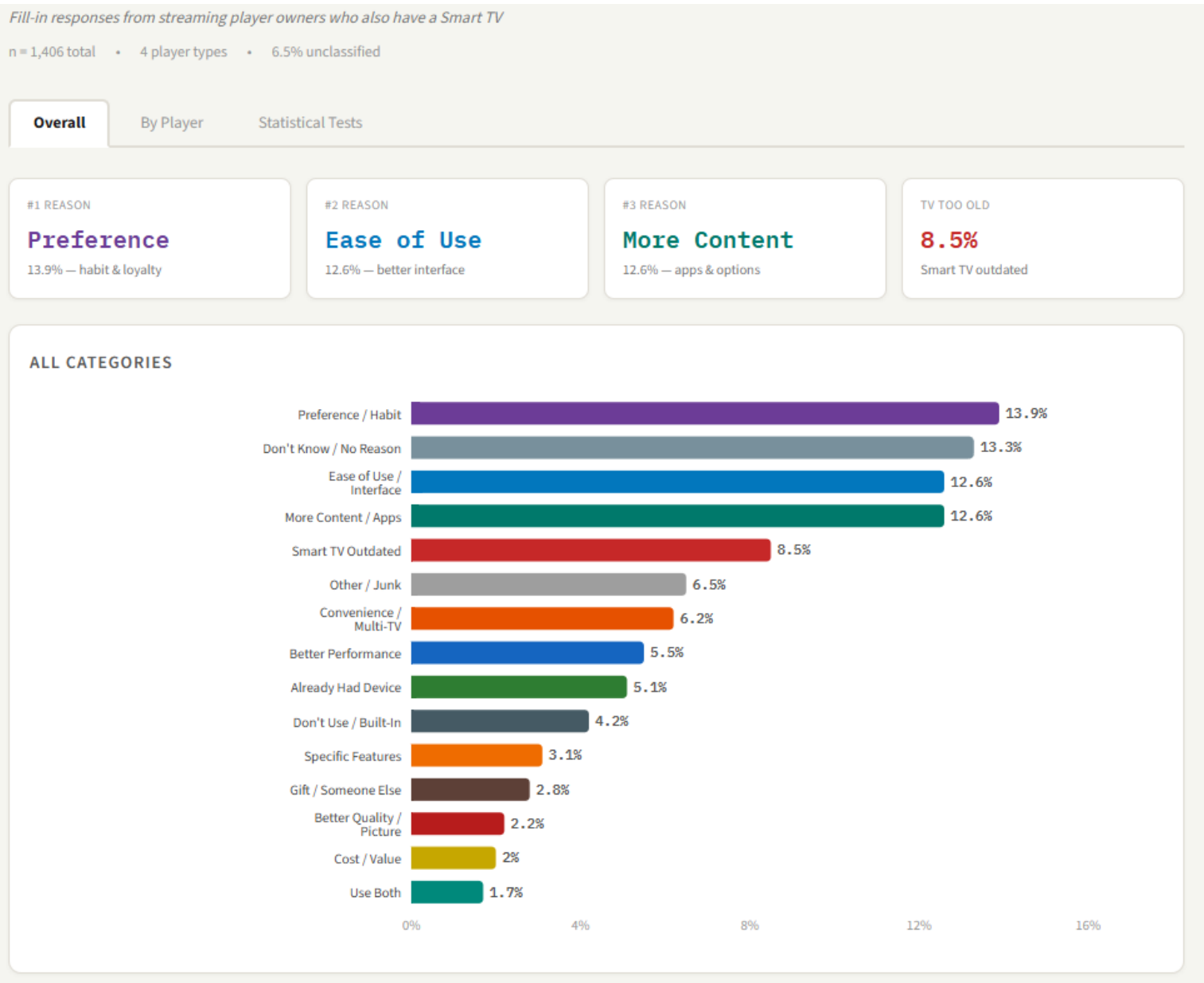
Firestick  
**n=328**

Chromecast  
**n=79**

Content on this page generated with an LLM (Claude)

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 the following streaming players on smart TVs.



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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?

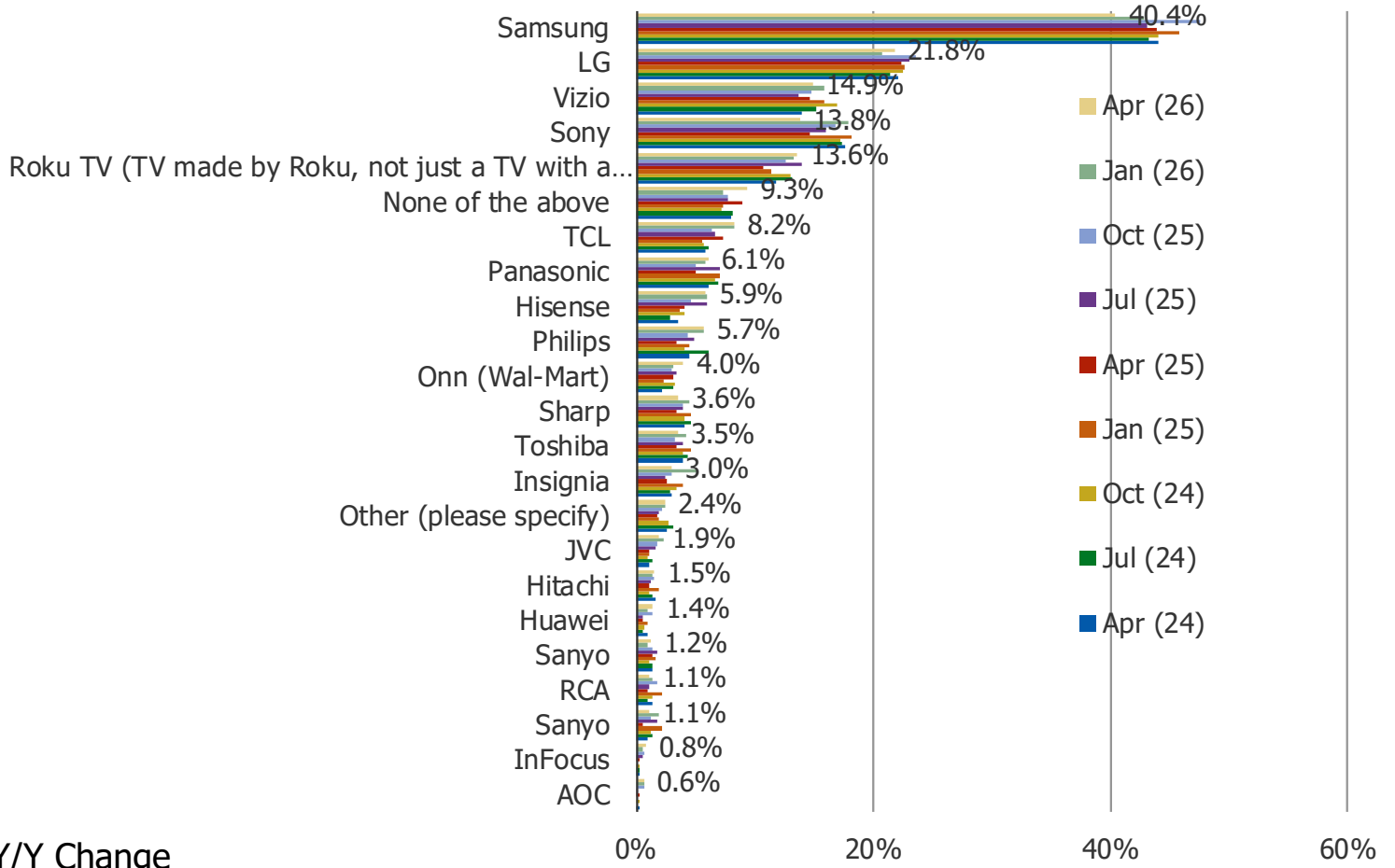
Posed to all respondents who use the following streaming players on smart TVs.



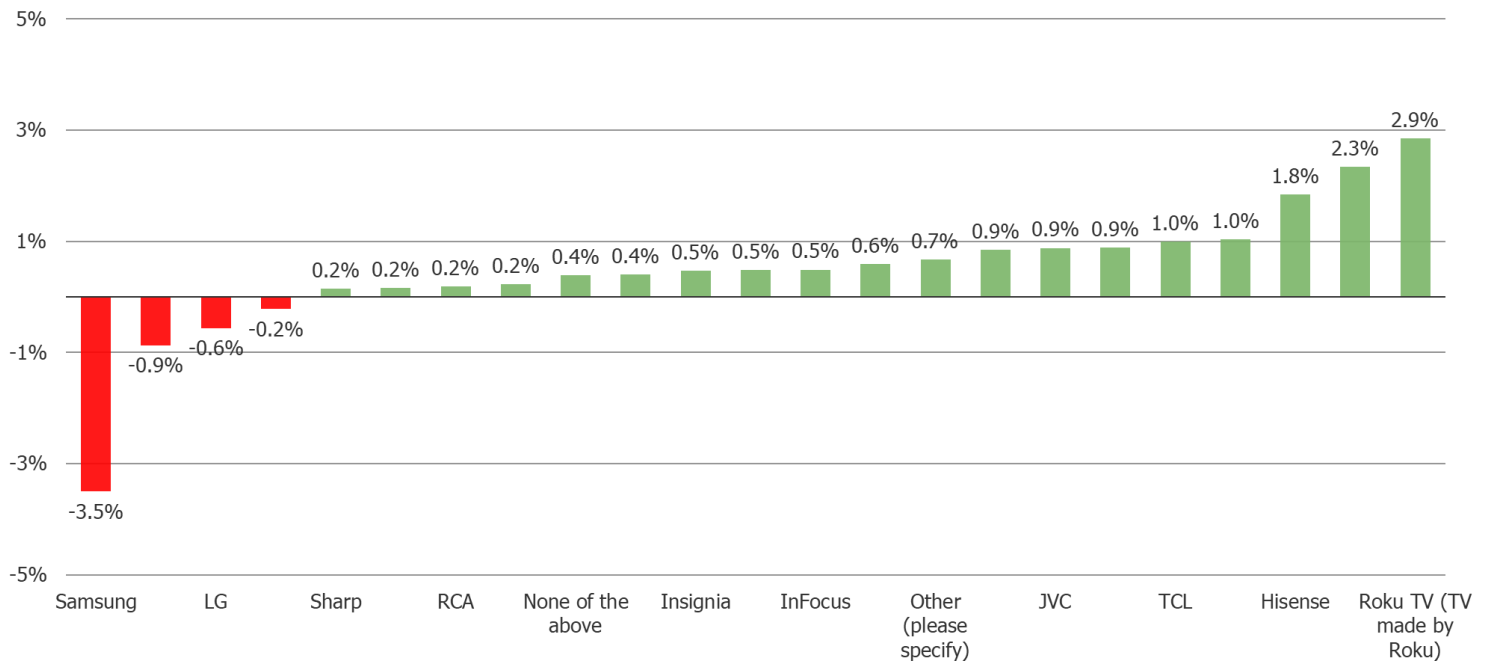
Content on this page generated with an LLM (Claude)

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

Posed to all respondents.

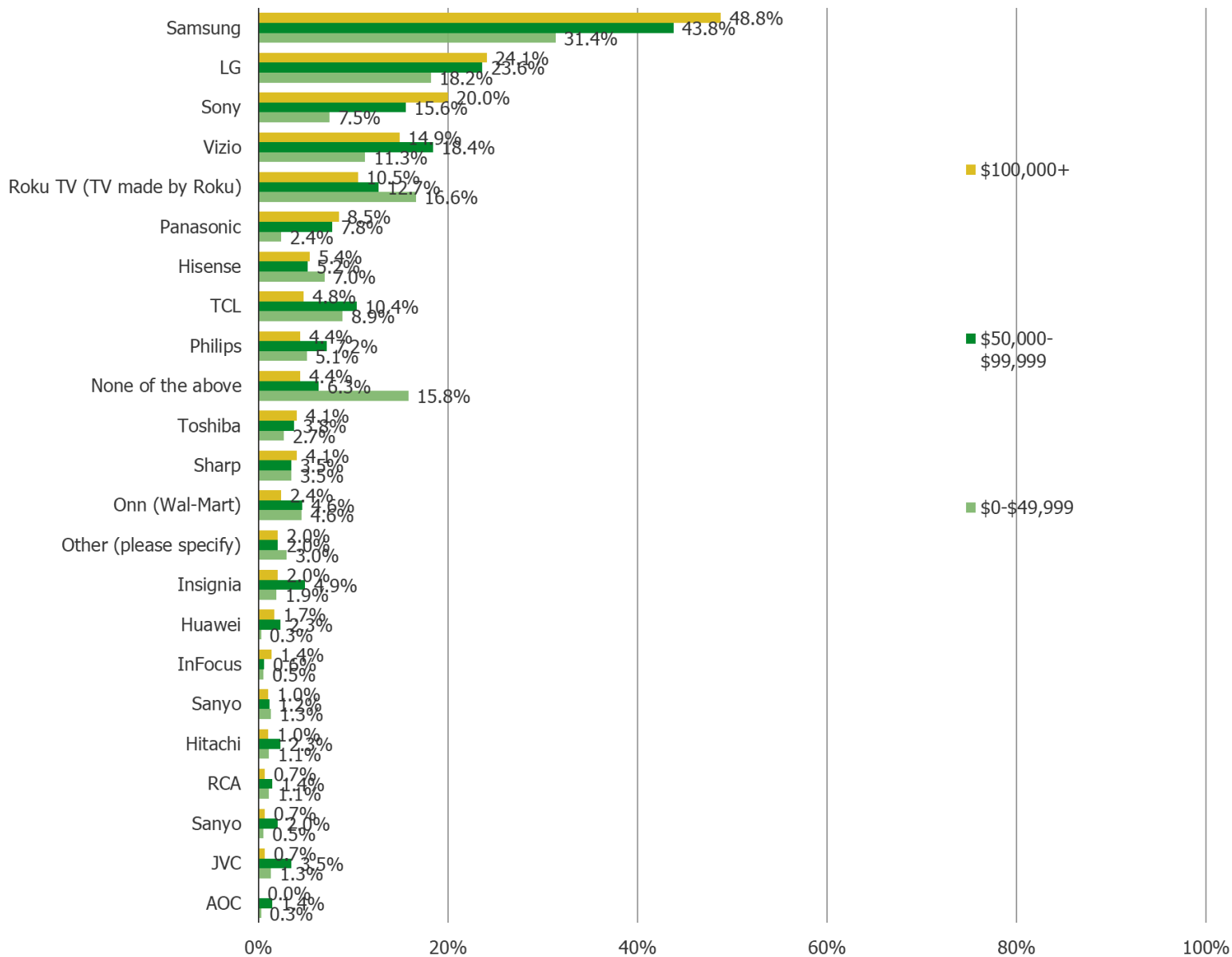


Y/Y Change



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

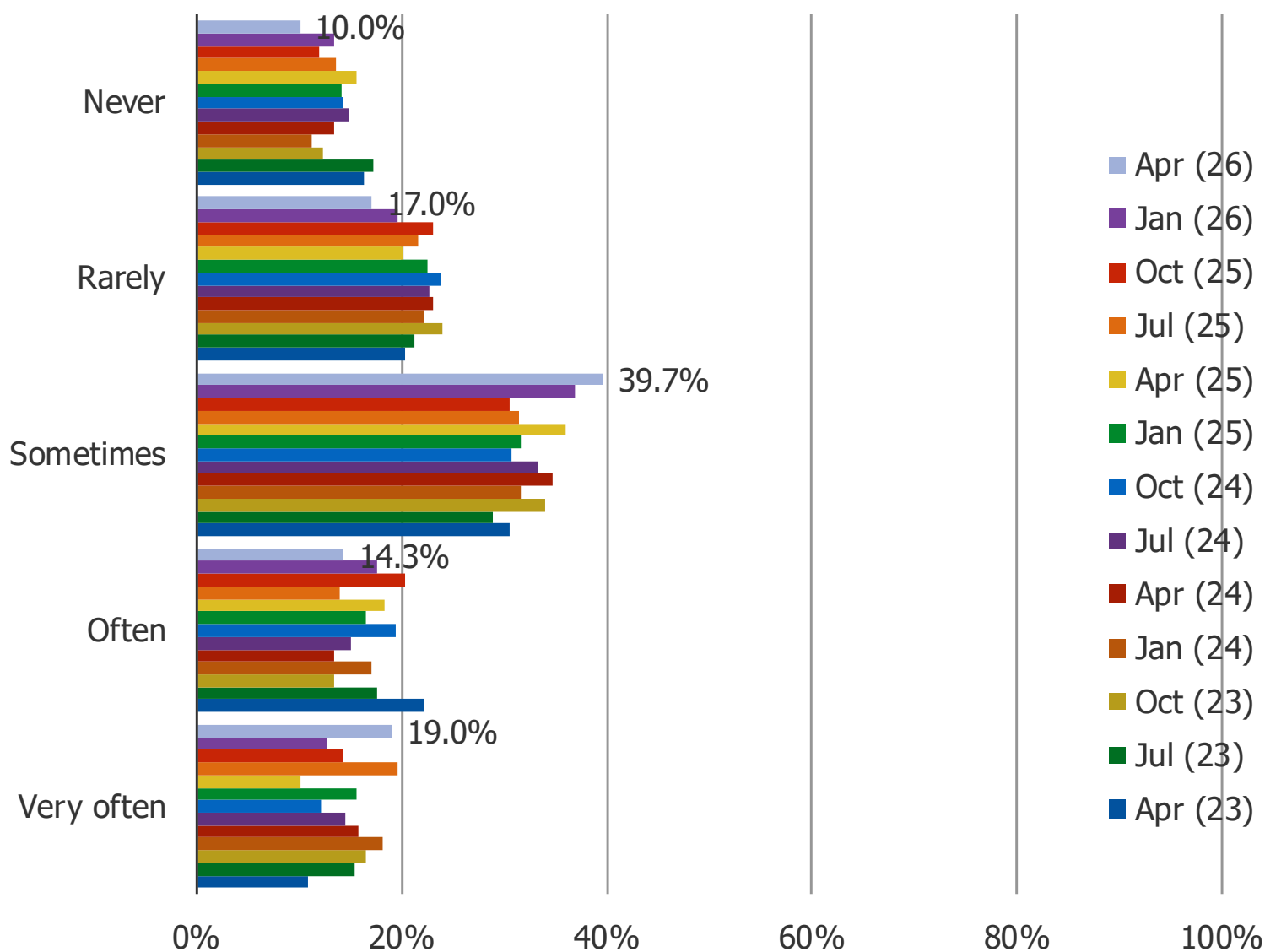
Posed to all respondents, cross-tabbed by income.



# ROKU CHANNEL AND A TV MANUFACTURED BY ROKU

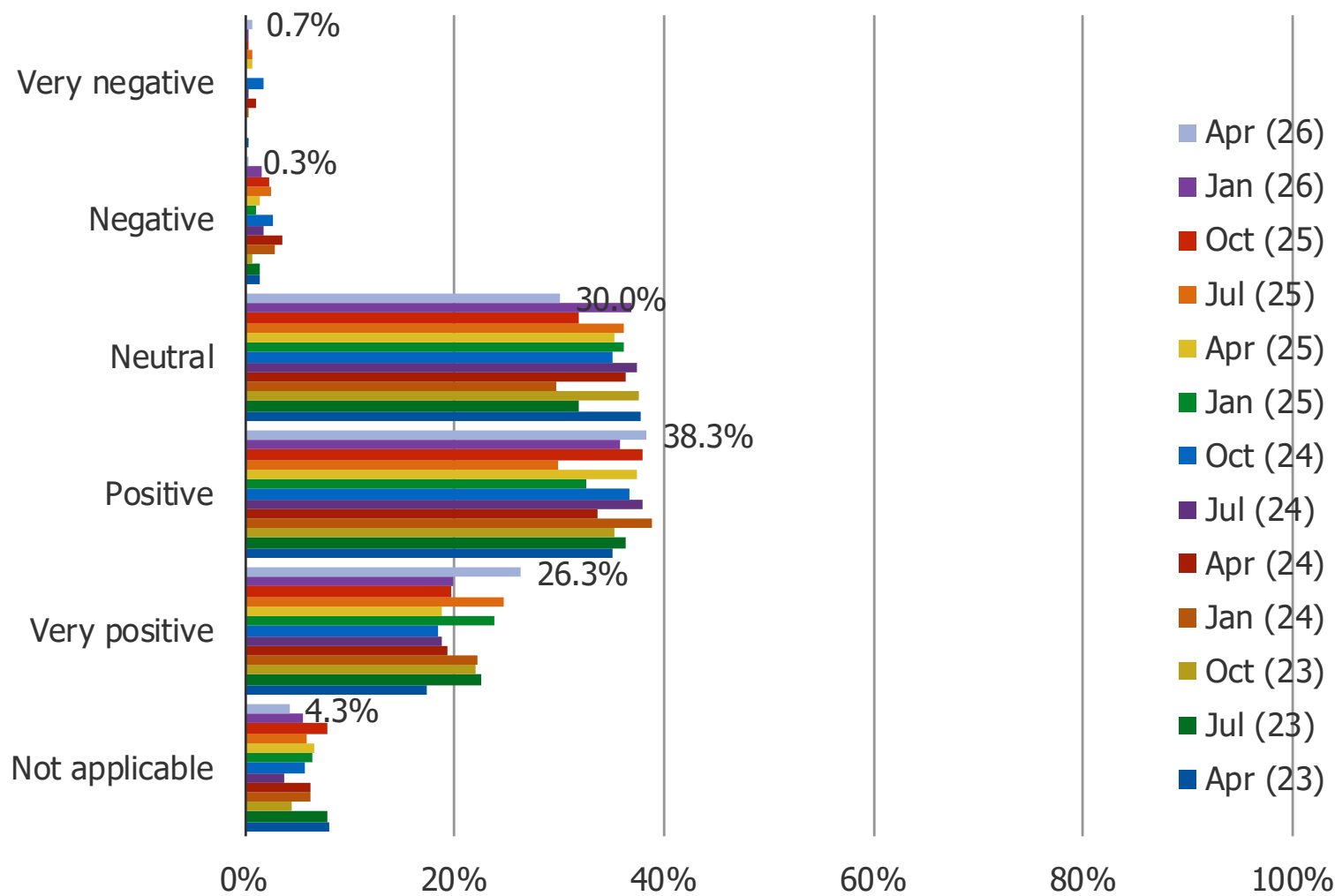
HOW OFTEN DO YOU WATCH THE ROKU CHANNEL?

Posed to respondents who have a TV that uses the Roku OS or owns a Roku streaming player (N = 300).



WHAT IS YOUR OPINION OF THE ROKU CHANNEL?

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



WHAT IS YOUR OPINION OF THE ROKU CHANNEL? (OPTIONAL FILL-IN REASON ANALYSIS)

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

### Opinion of the Roku Channel

"What is your opinion of the Roku Channel?"

n = 184 • Apr 2025 — Apr 2026 • 5 quarters • ~1% unclassified

Sentiment

Categories

Quarterly Trend

POSITIVE

**52.7%**

97 responses

NEGATIVE

**12.5%**

23 responses

NEUTRAL/MIXED

**3.8%**

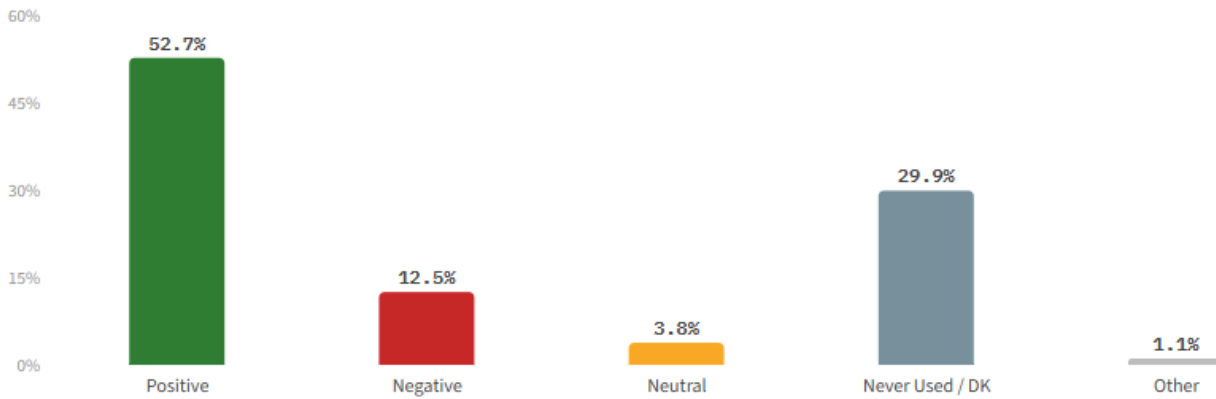
7 responses

NEVER USED / DK

**29.9%**

55 responses

#### SENTIMENT BREAKDOWN



Among those with an opinion (excluding Never Used/DK), 76% are positive and 18% are negative.

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WHAT IS YOUR OPINION OF THE ROKU CHANNEL? (OPTIONAL FILL-IN REASON ANALYSIS)

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

### Opinion of the Roku Channel

"What is your opinion of the Roku Channel?"

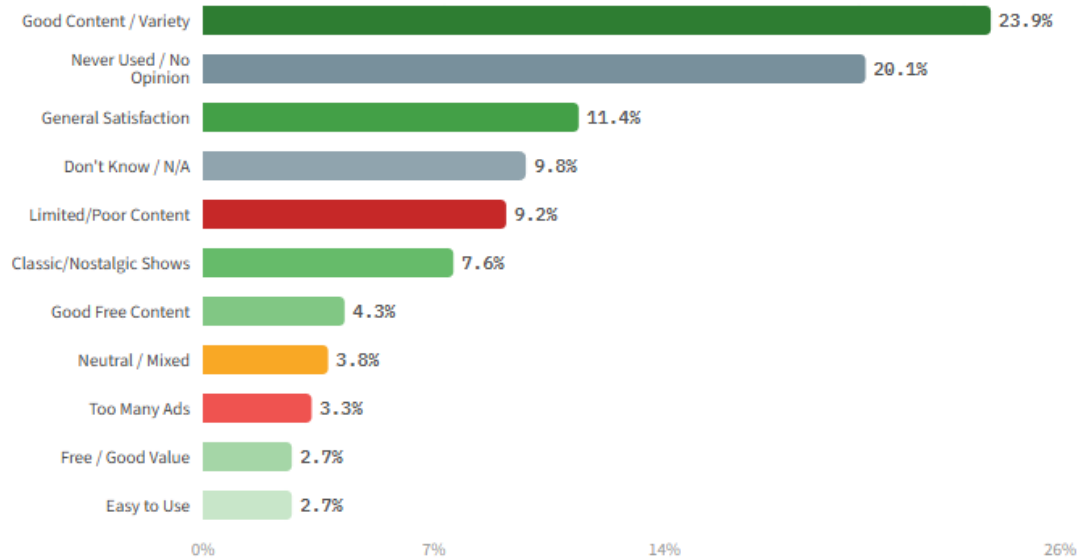
n = 184 • Apr 2025 — Apr 2026 • 5 quarters • ~1% unclassified

Sentiment

**Categories**

Quarterly Trend

#### DETAILED CATEGORY BREAKDOWN



The top positive driver is **Good Content/Variety** (24%) — respondents appreciate the breadth of available programming. **Classic/Nostalgic Shows** (8%) is a distinct positive niche. The main criticism is **Limited/Poor Content** (9%), while **Too Many Ads** (3%) is a secondary complaint.

Content on this page generated with an LLM (Claude)

WHAT IS YOUR OPINION OF THE ROKU CHANNEL? (OPTIONAL FILL-IN REASON ANALYSIS)

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

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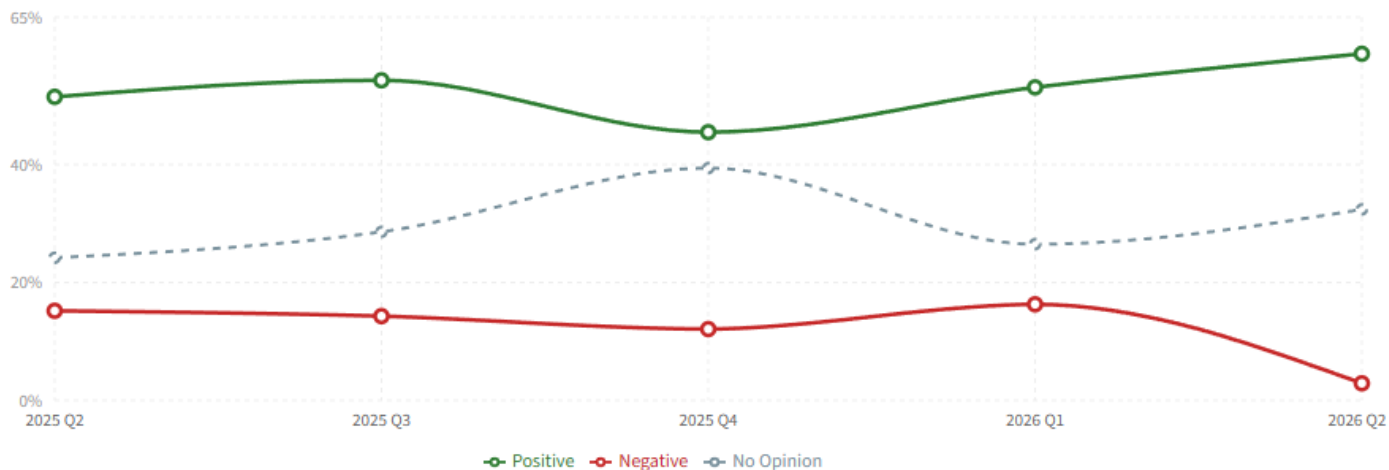
n = 184 • Apr 2025 — Apr 2026 • 5 quarters • ~1% unclassified

Sentiment

Categories

Quarterly Trend

#### SENTIMENT OVER TIME



#### TREND REGRESSION (5 QUARTERS)

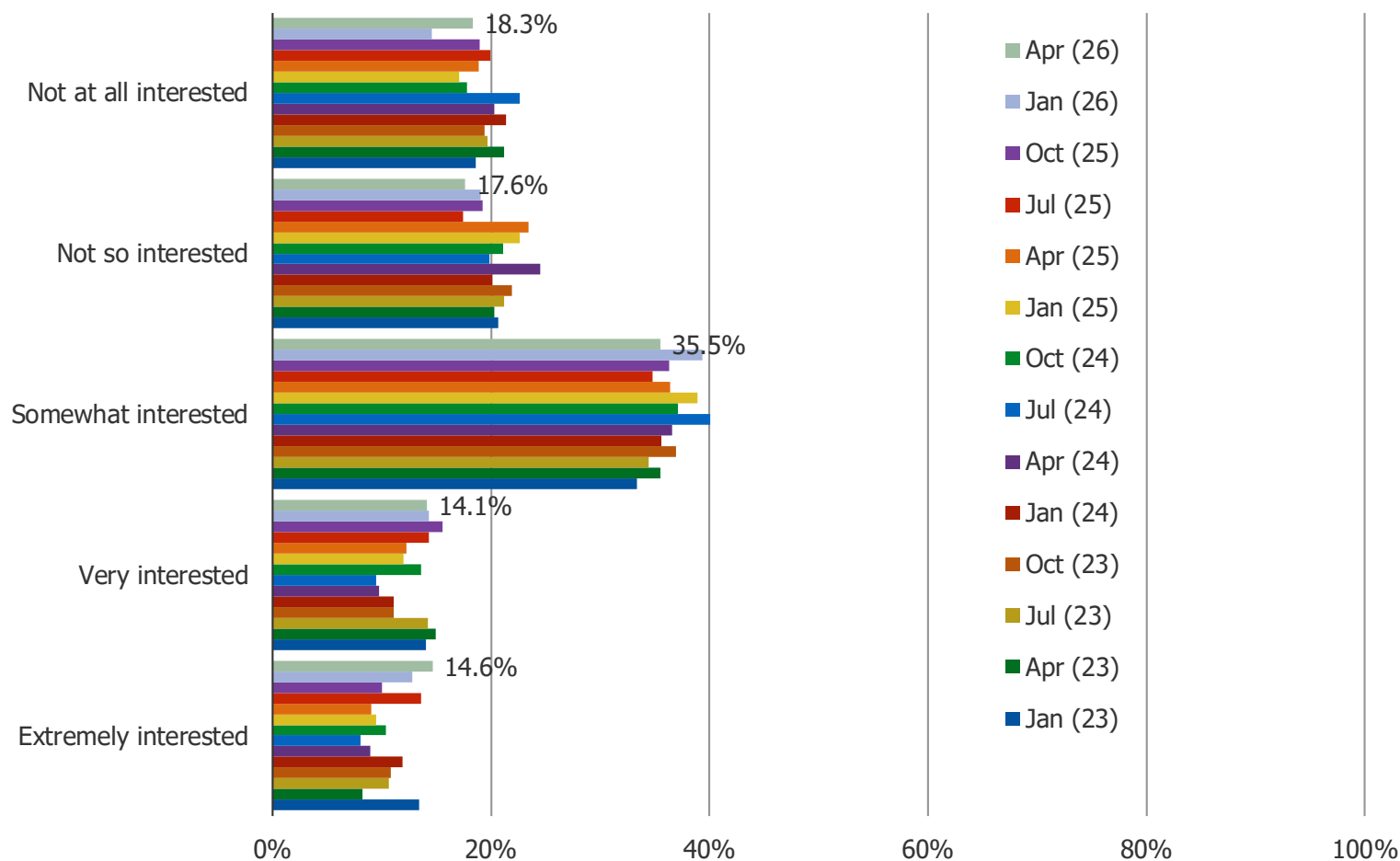
SENTIMENT	SLOPE (%/Q)	R <sup>2</sup>	P-VALUE	SIGNIFICANT?
Positive	+1.16	0.094	0.615	No
Negative	-2.24	0.433	0.228	No
No Opinion	+1.49	0.115	0.577	No

No statistically significant trends across 5 quarters (small sample sizes of 33-49 per quarter).

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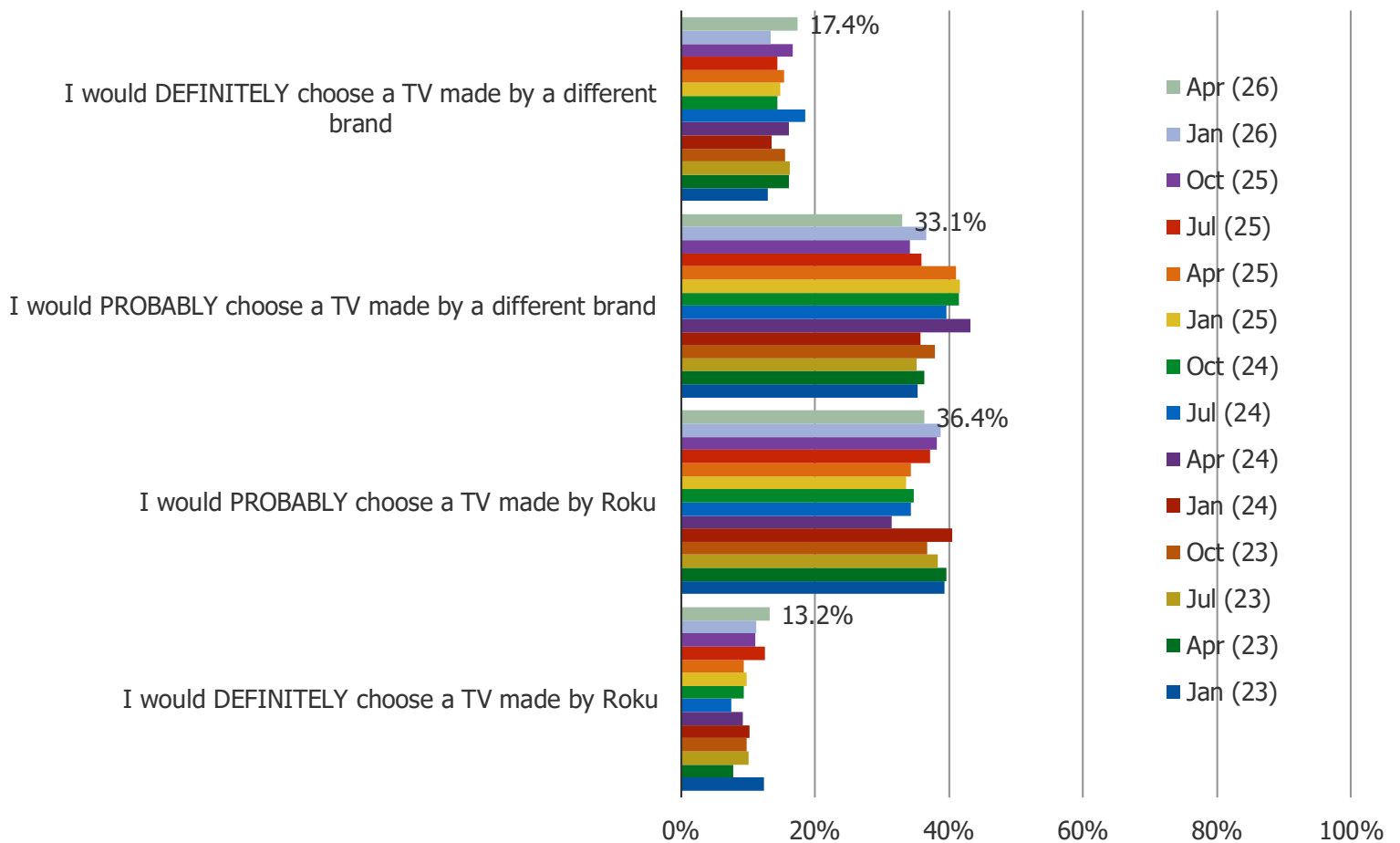
HOW INTERESTED WOULD YOU BE IN GETTING A TV THAT WAS ACTUALLY MANUFACTURED BY ROKU?

Posed to all respondents.



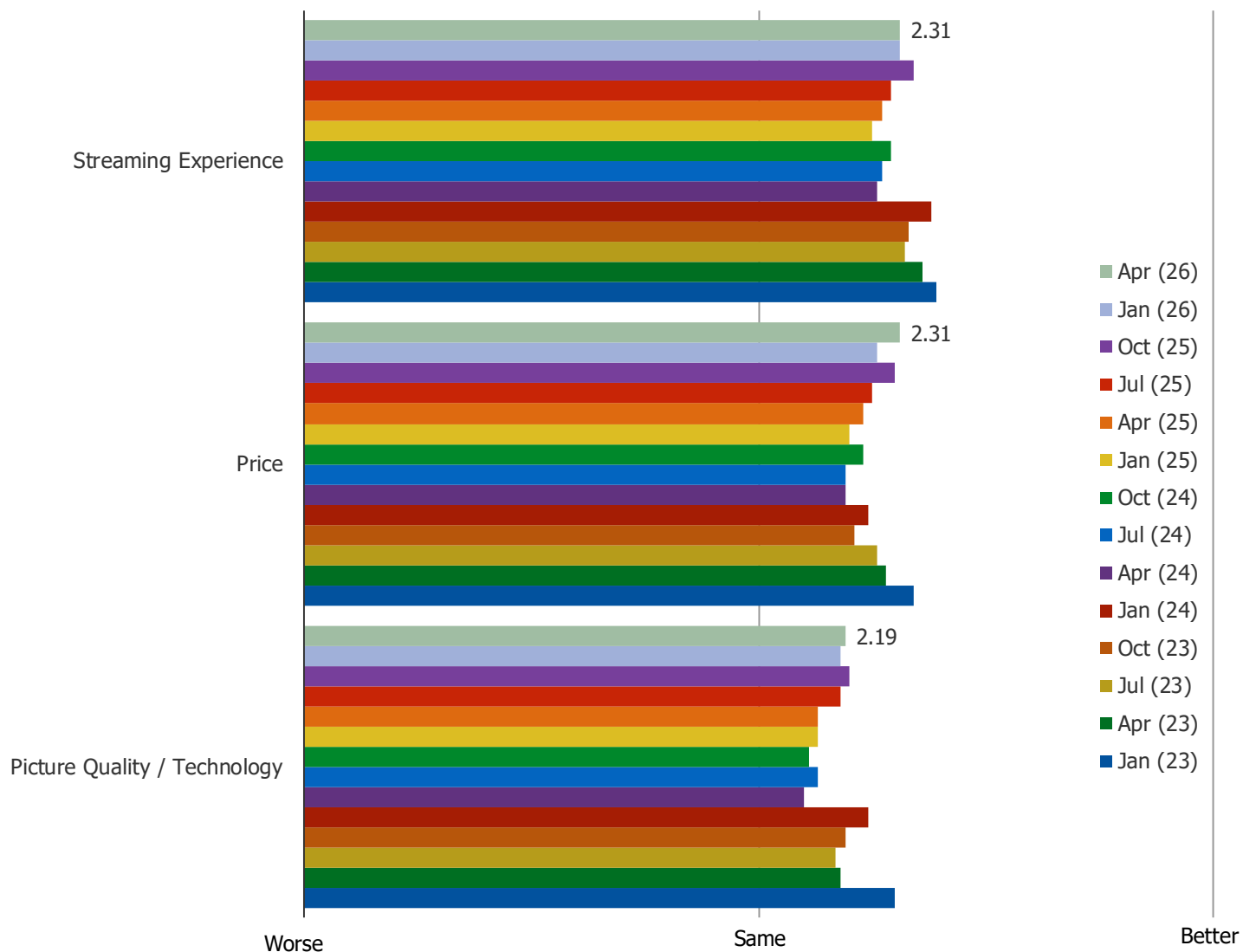
HOW LIKELY WOULD YOU BE TO BUY A TV THAT WAS MANUFACTURED BY ROKU WHEN YOU ARE BUYING YOUR NEXT TV?

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...

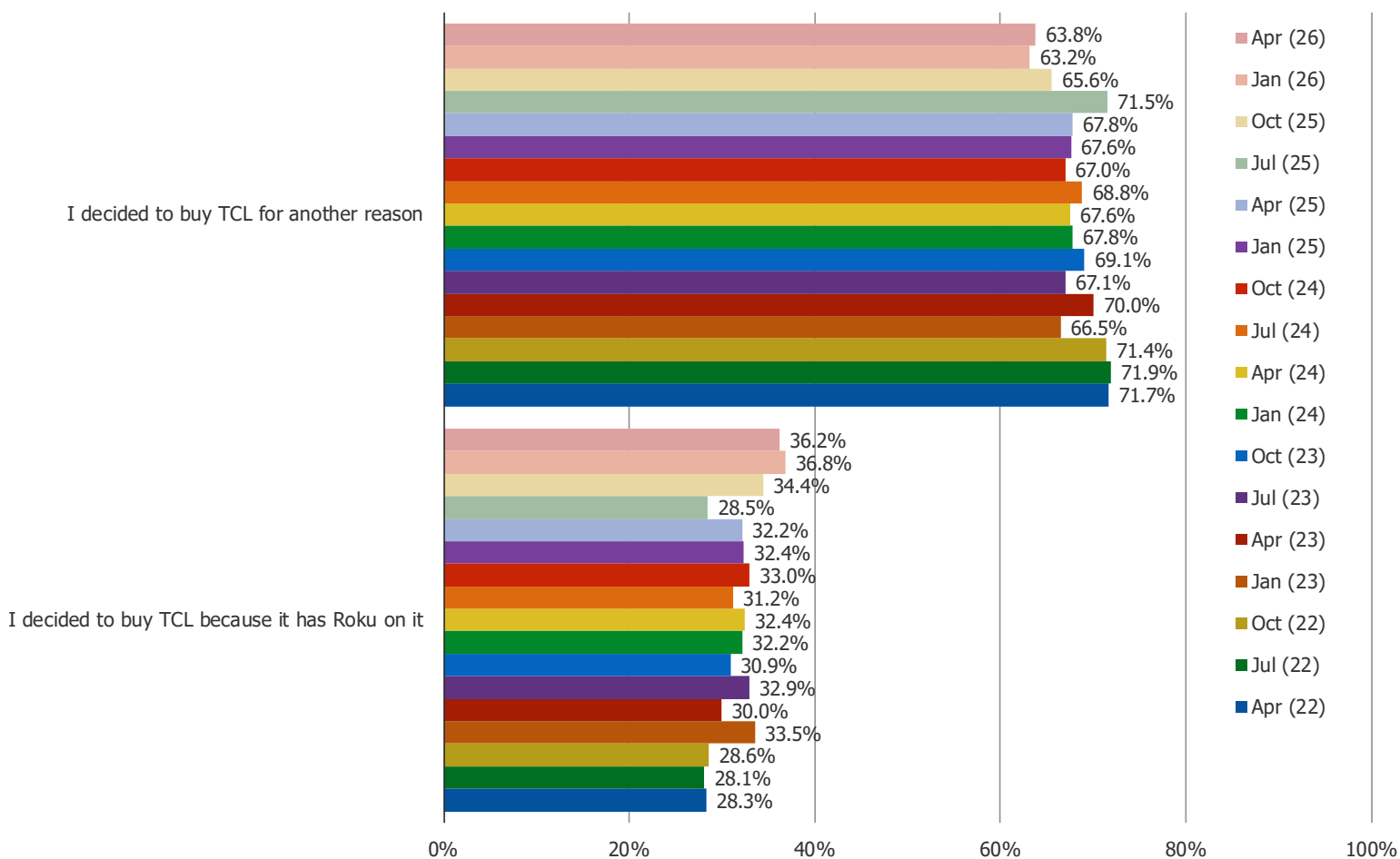
Posed to all respondents.



## MORE ROKU AND TV QUESTIONS

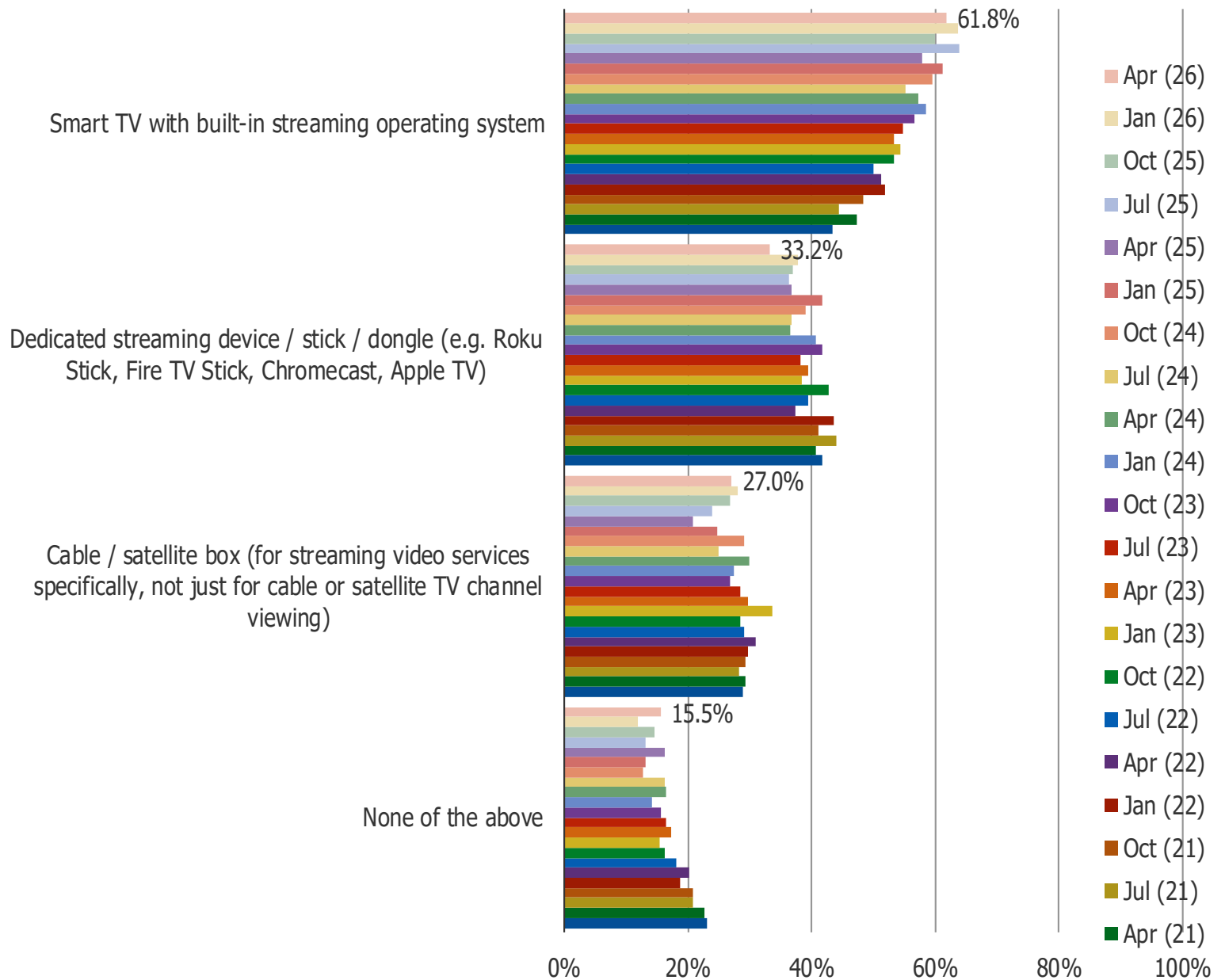
THINKING ABOUT YOUR TCL TV, WHICH OF THE FOLLOWING DESCRIBES YOU...

Posed to all respondents who have a TCL TV.



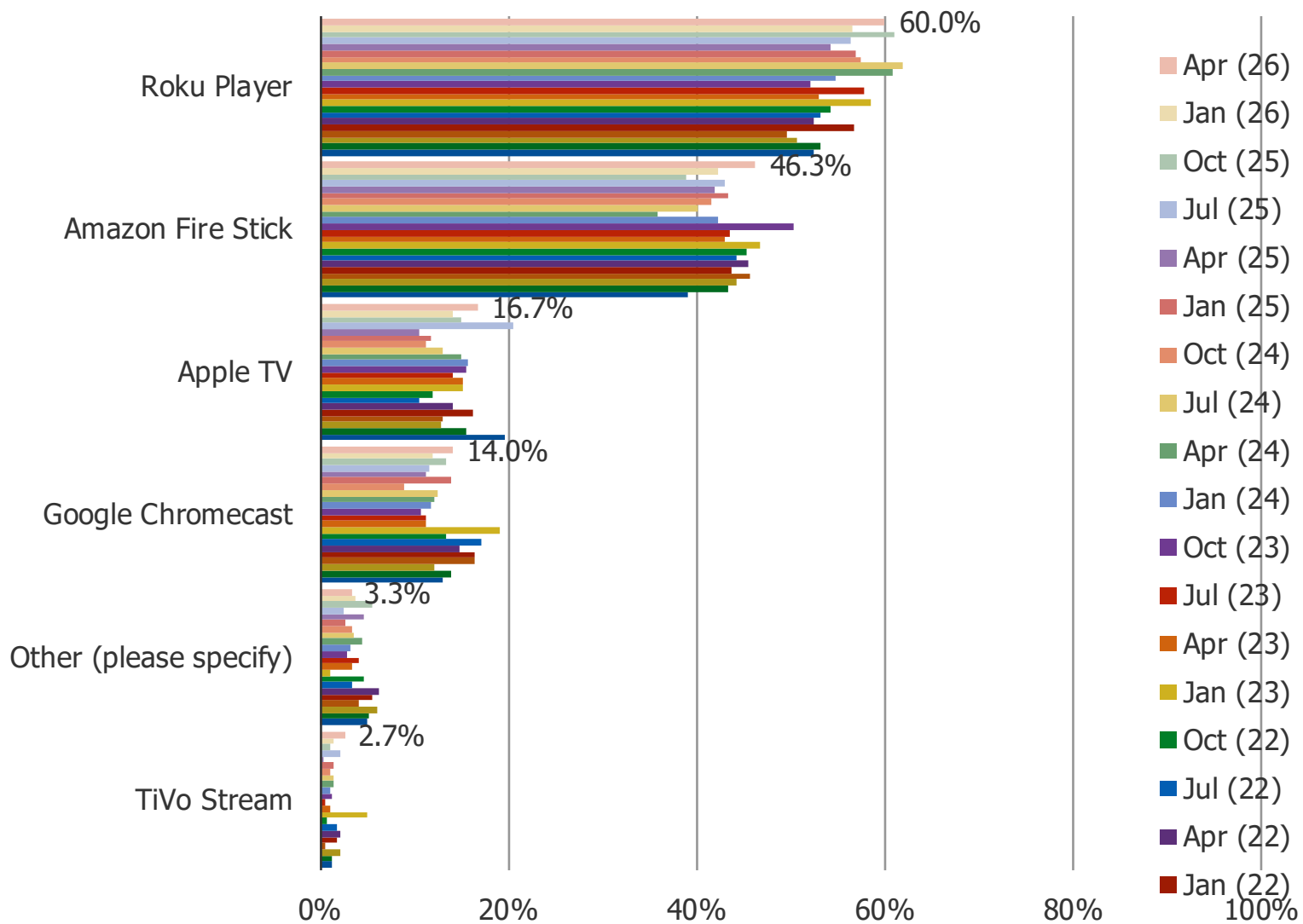
WHAT HARDWARE DO YOU USE TO WATCH STREAMING VIDEO ON YOUR TV? (SELECT ALL THAT APPLY)

Posed to all respondents.



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

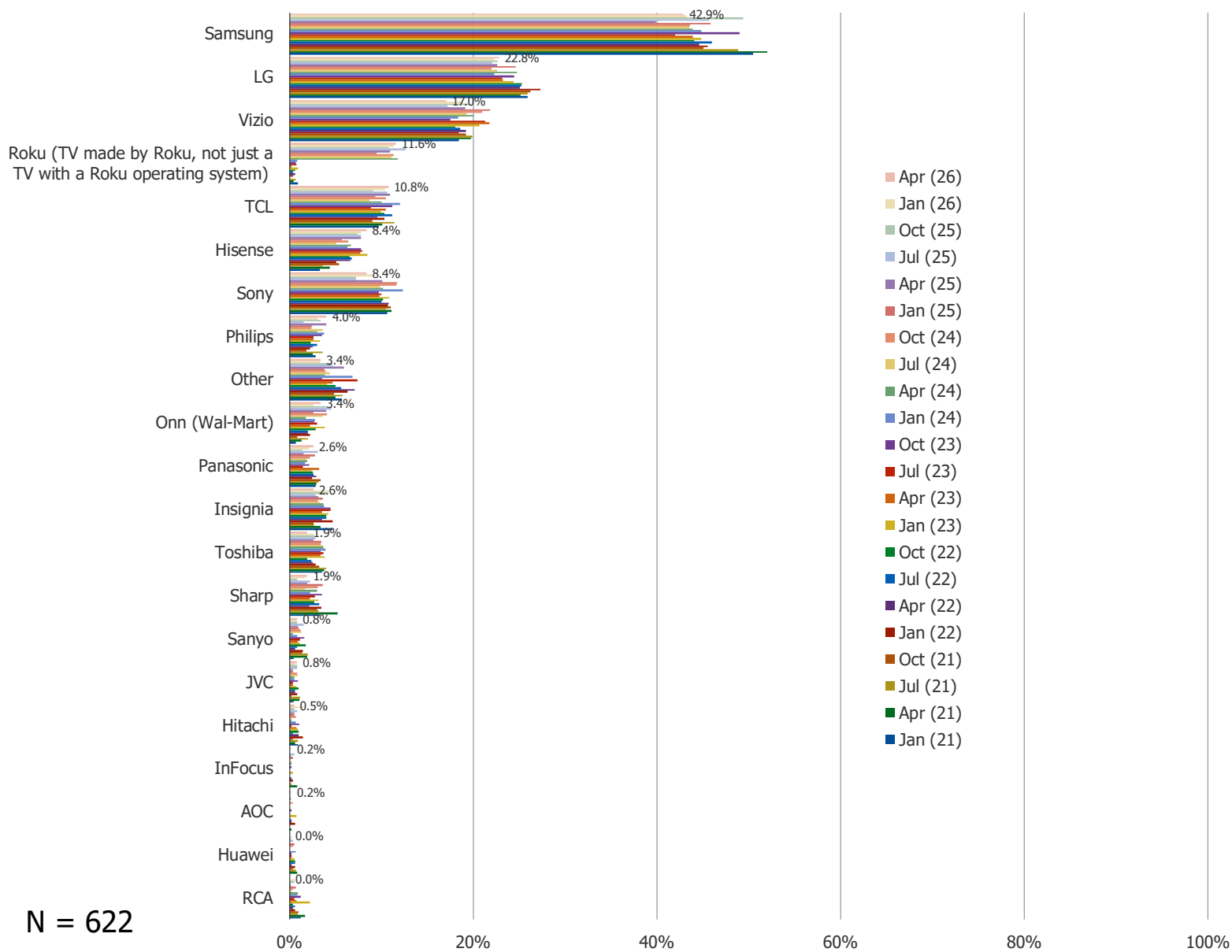
Posed to all respondents who use streaming devices.



N = 335

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

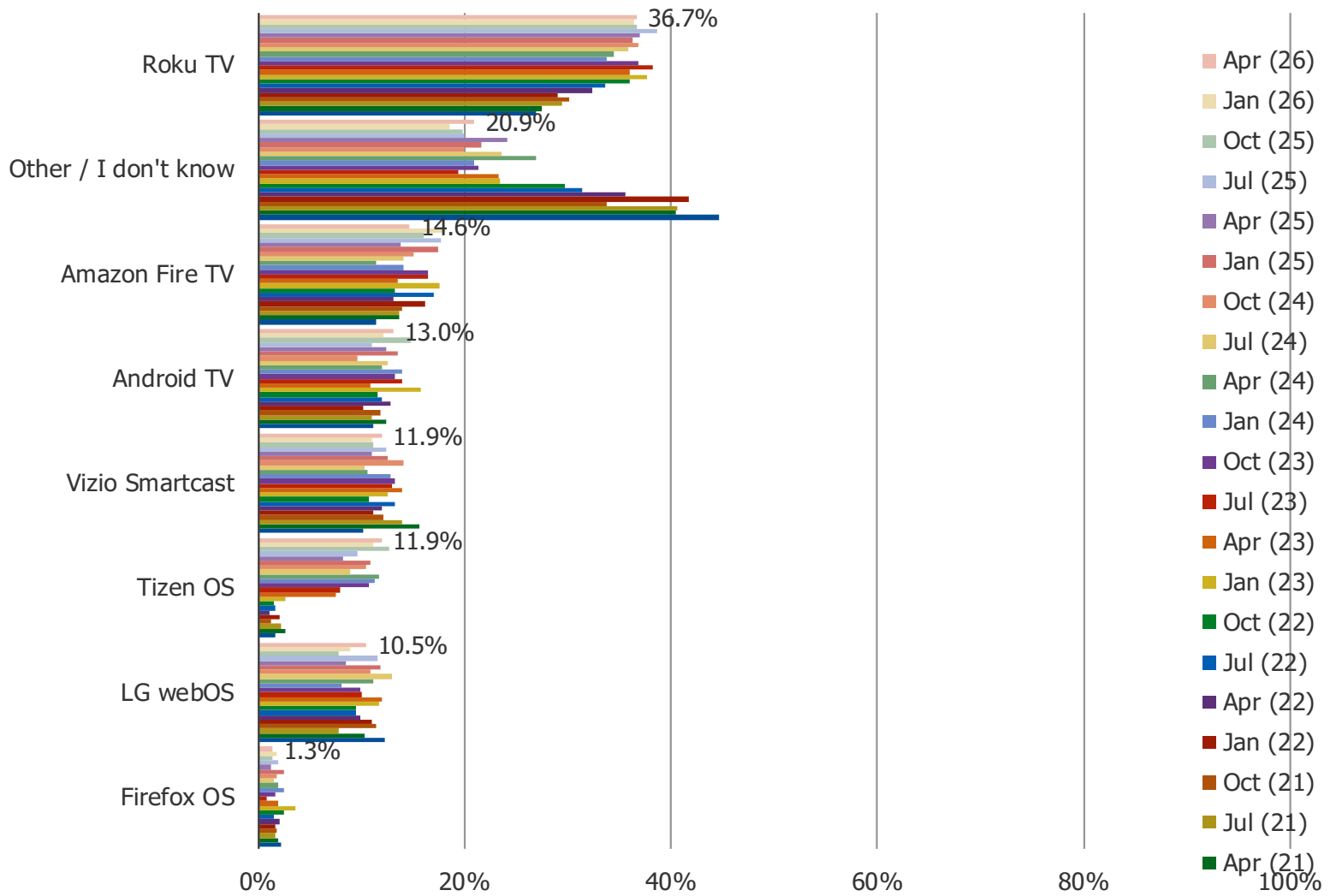
Posed to all respondents who own a smart TV.



N = 622

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

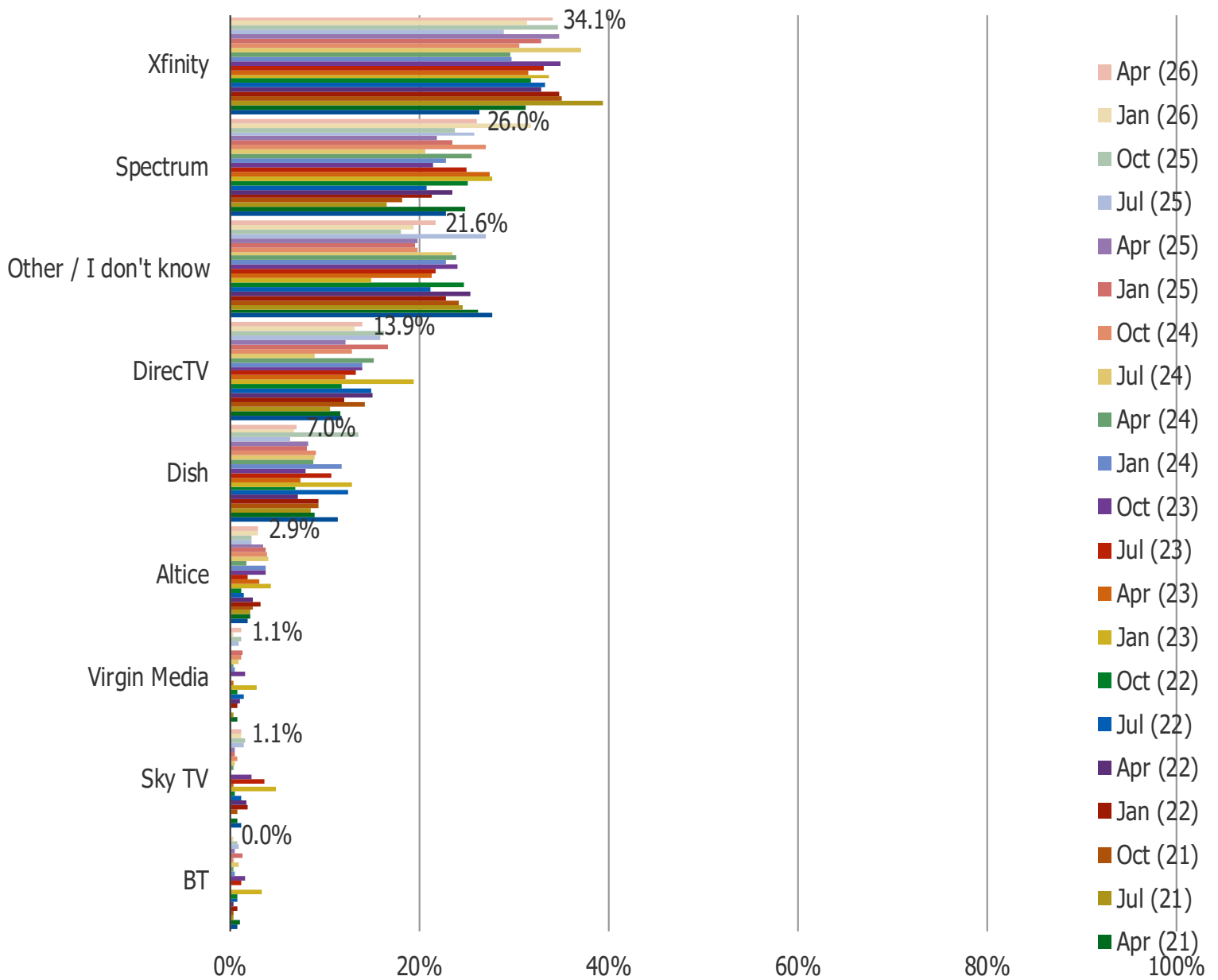
Posed to all respondents who own a smart TV.



N =622

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

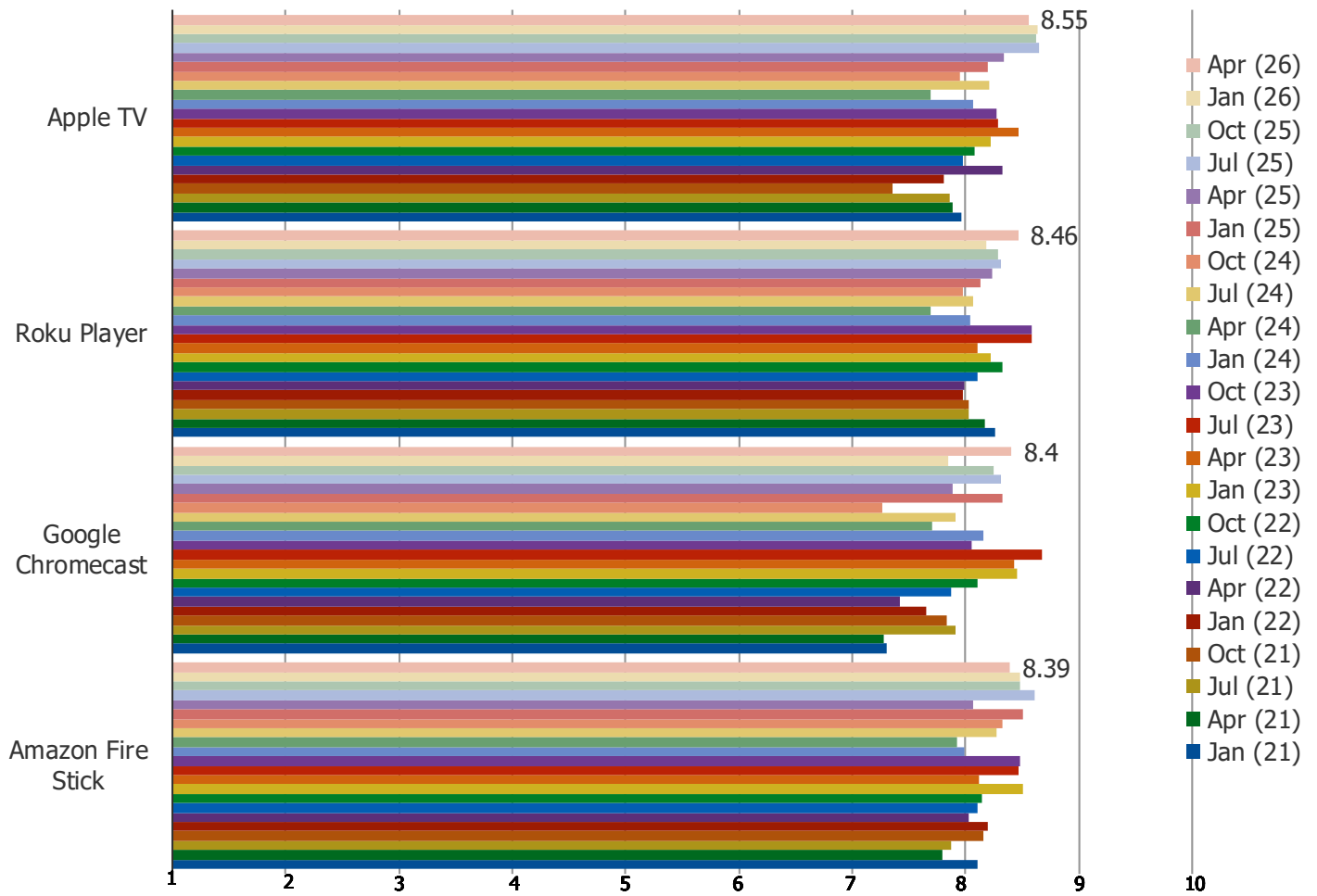
Posed to all respondents who use streaming devices.



N = 273

ON A SCALE OF 1-10, 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.

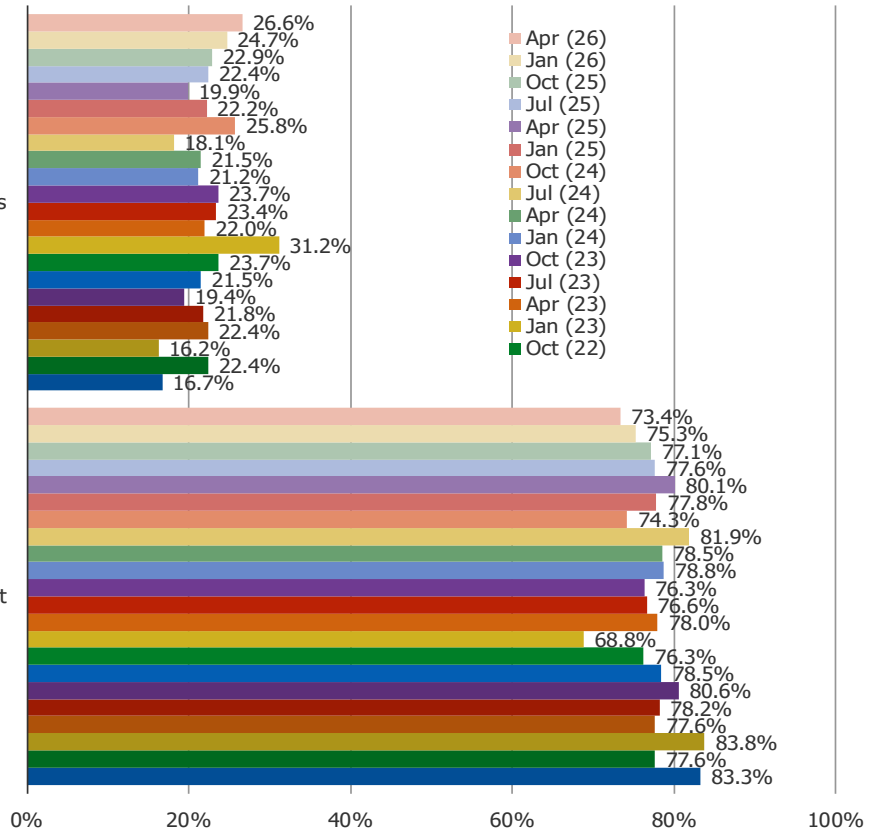


ARE YOU PLANNING ON PURCHASING A NEW SMART TV IN THE NEXT 12-18 MONTHS?

Posed to all respondents.

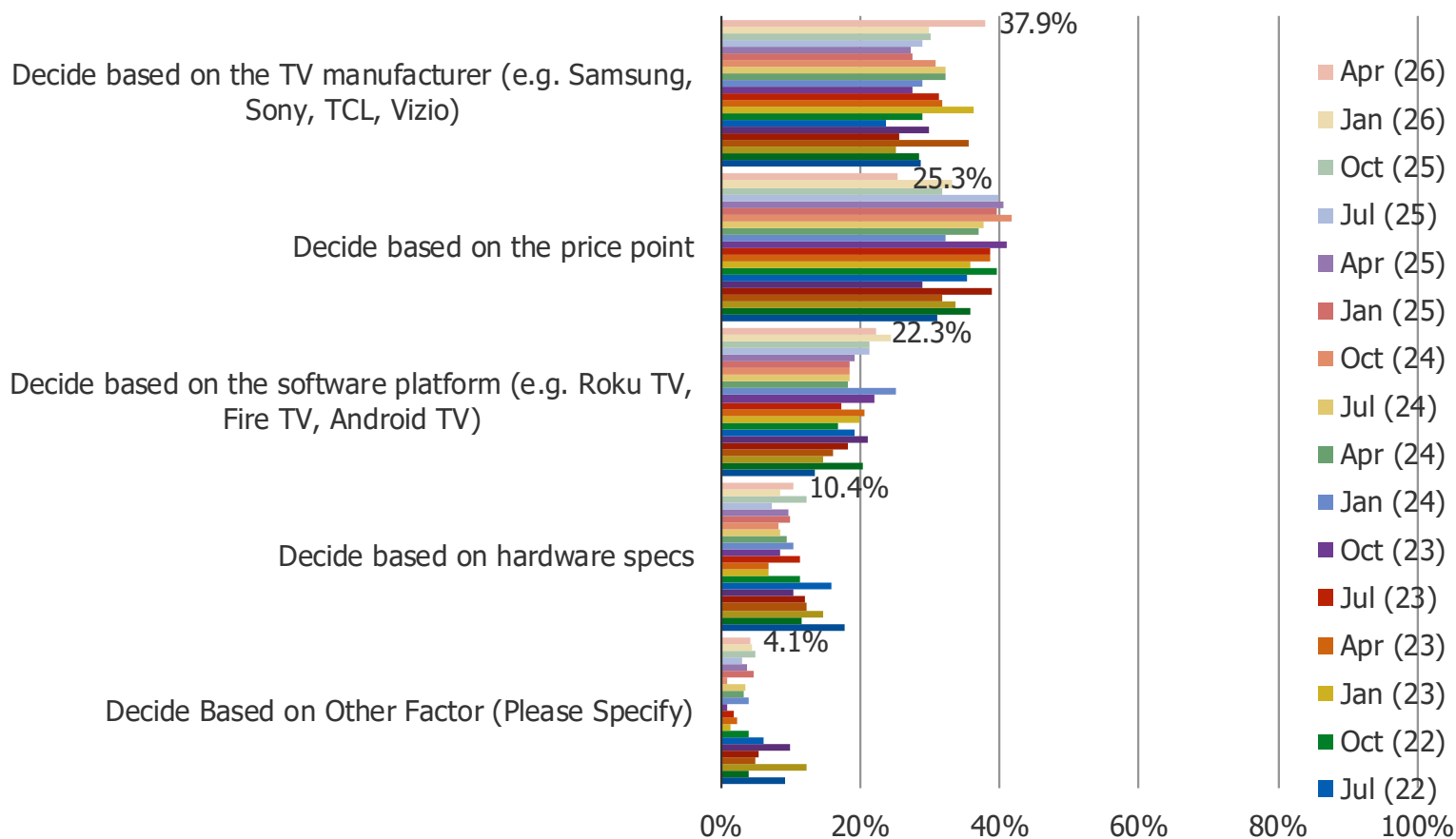
Yes, I am planning on purchasing a new smart TV in the next 12-18 months

No, I am not



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

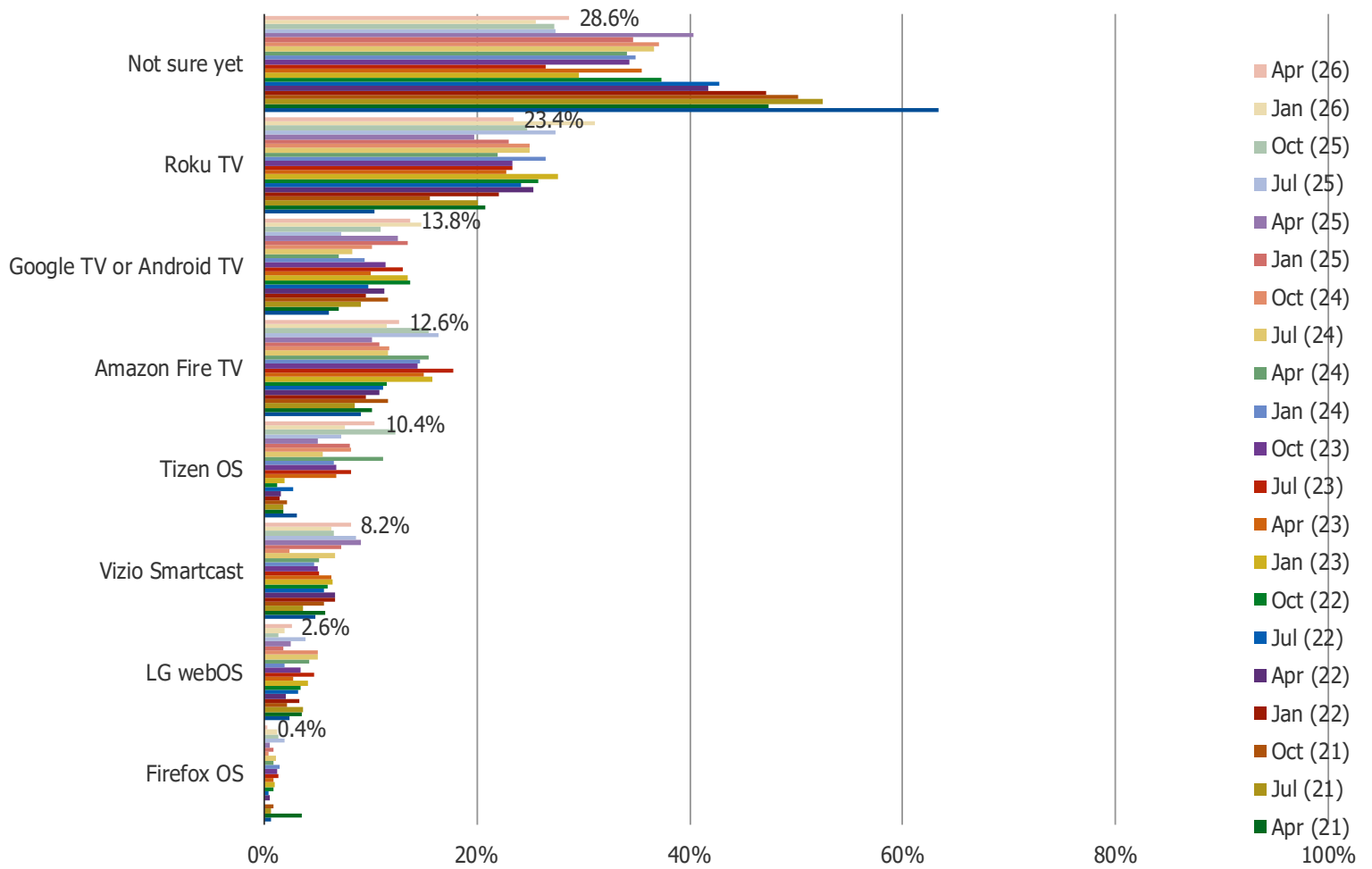
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 269

WHICH SOFTWARE PLATFORM ARE YOU PLANNING TO GET?

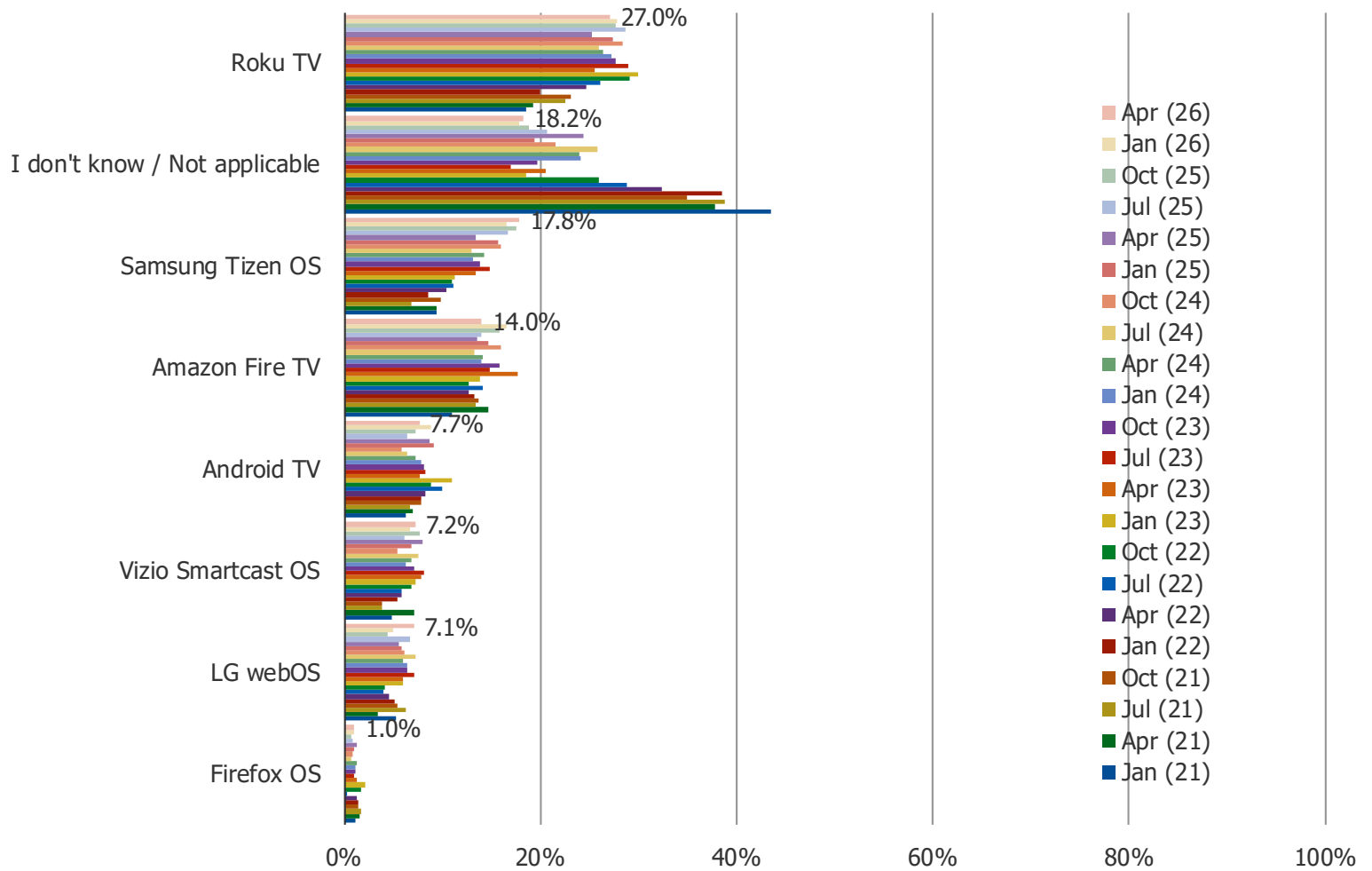
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 269

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

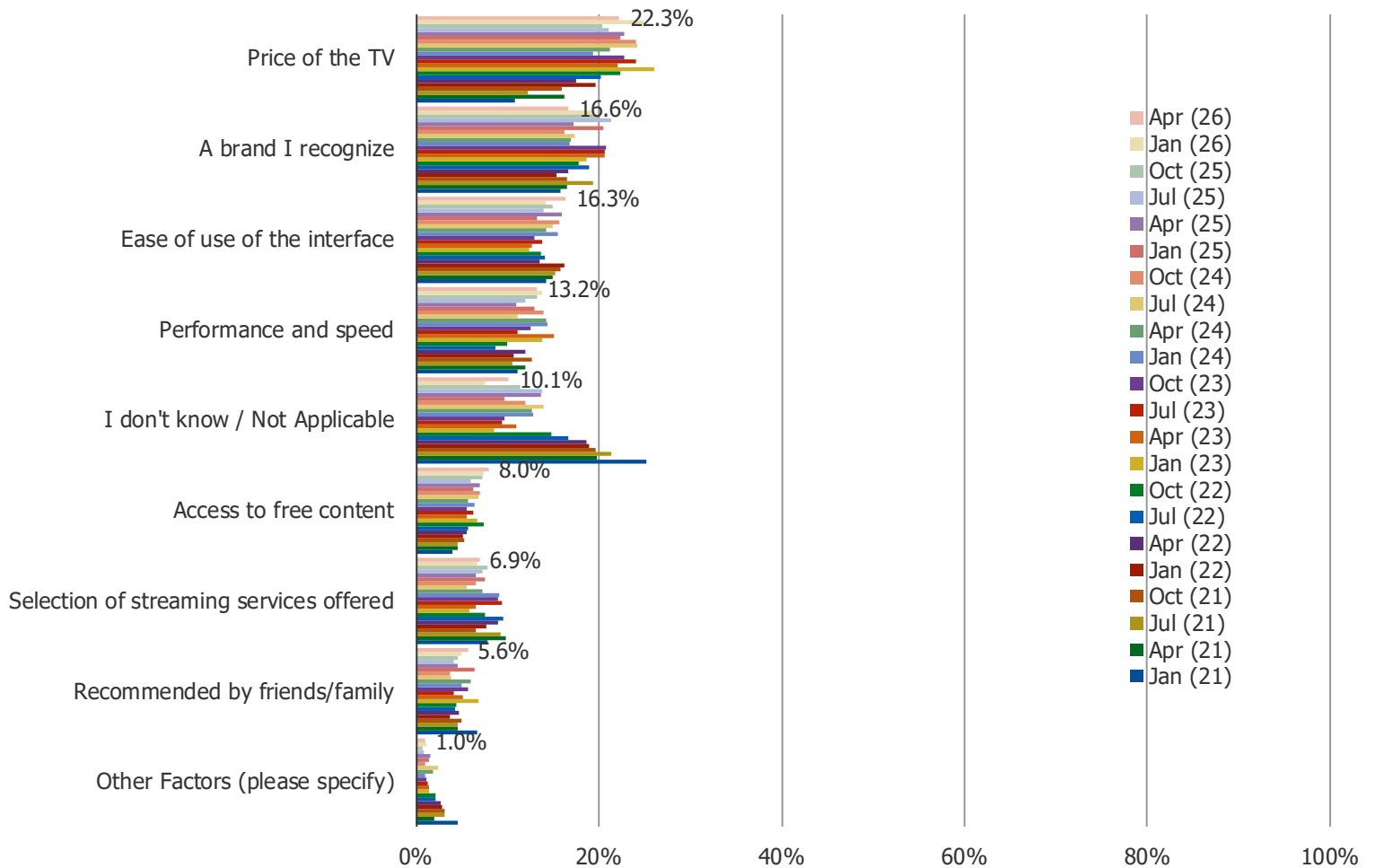
Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 692

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 = 692