

BESPOKE SURVEYS

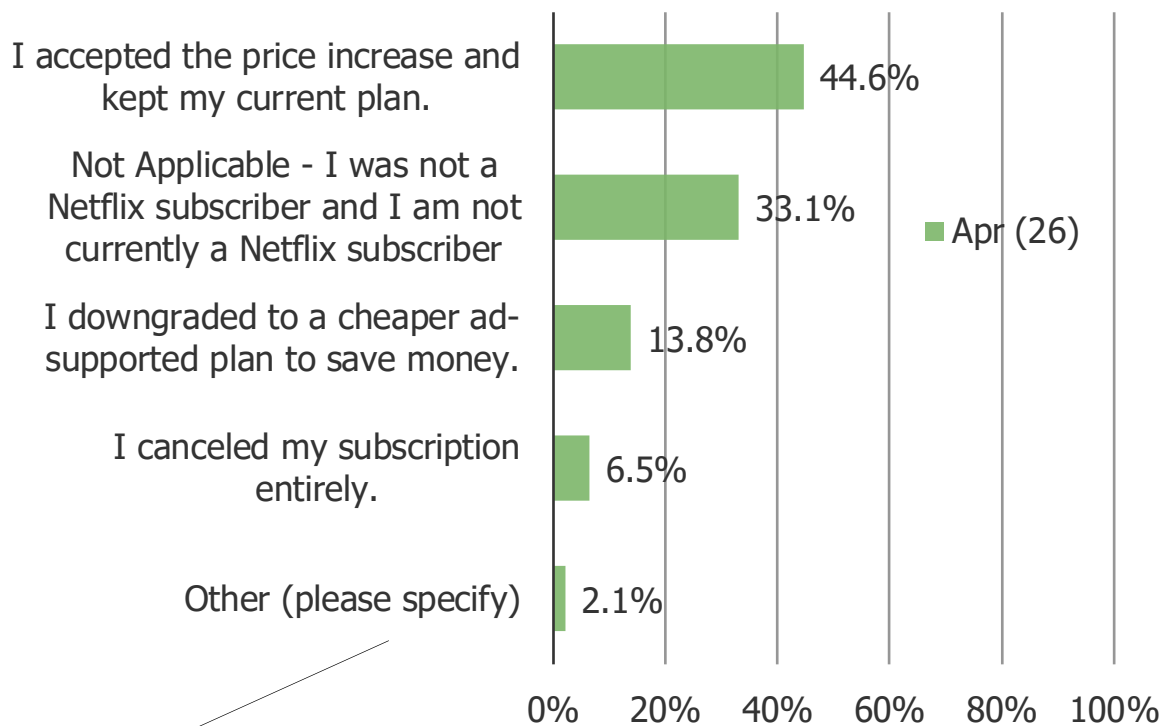
Streaming Video US, Vol 52

1,000+ Respondents Per Quarter

RECENTLY ADDED QUESTIONS

IN RESPONSE TO NETFLIX'S RECENT PRICE HIKES ACROSS ITS SUBSCRIPTION TIERS, WHICH OF THE FOLLOWING ACTIONS BEST DESCRIBES YOUR RESPONSE?

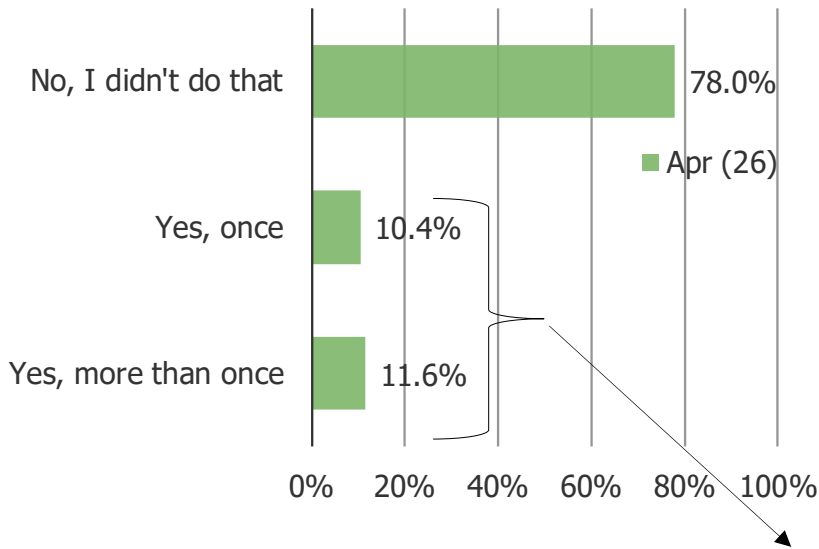
Posed to all respondents. (N=1007)



- Kept it for the time but certainly canceling only reason not already canceled is they took there payment and I couldn't cancel fast enough.
- Someone i stay with pays the sub, and he doesn't care so
- I am considering cancelling soon
- I'm subscribed to Netflix, i use my mom's subscription, and she would probably cancel
- It is part of our Verizon package
- My subscription is included in my cable plan
- I canceled it ages ago after one of their previous price hikes
- included with my phone plan
- Have not done anything yet but may down grade
- I didnt realize it went up
- I accepted for now but may still cancel sometime in the future.
- Cancelled when it became too woke
- Going to cancel soon
- Not sure
- We'll just buy a gift card
- My wife pays for Netflix, so it's not my call to make.
- I plan to sign up for Netflix after I move
- Don't care I get my Netflix free through my phone plan
- It's included with my mobile account
- Someone else pays for

HAVE YOU "BINGED AND DUMPED" ANY STREAMING PLATFORMS IN THE PAST YEAR? IE - SIGNING UP SPECIFICALLY TO WATCH AN ANTICIPATED SHOW OR MOVIE , ONLY TO CANCEL THE SERVICE SHORTLY AFTER FINISHING IT.

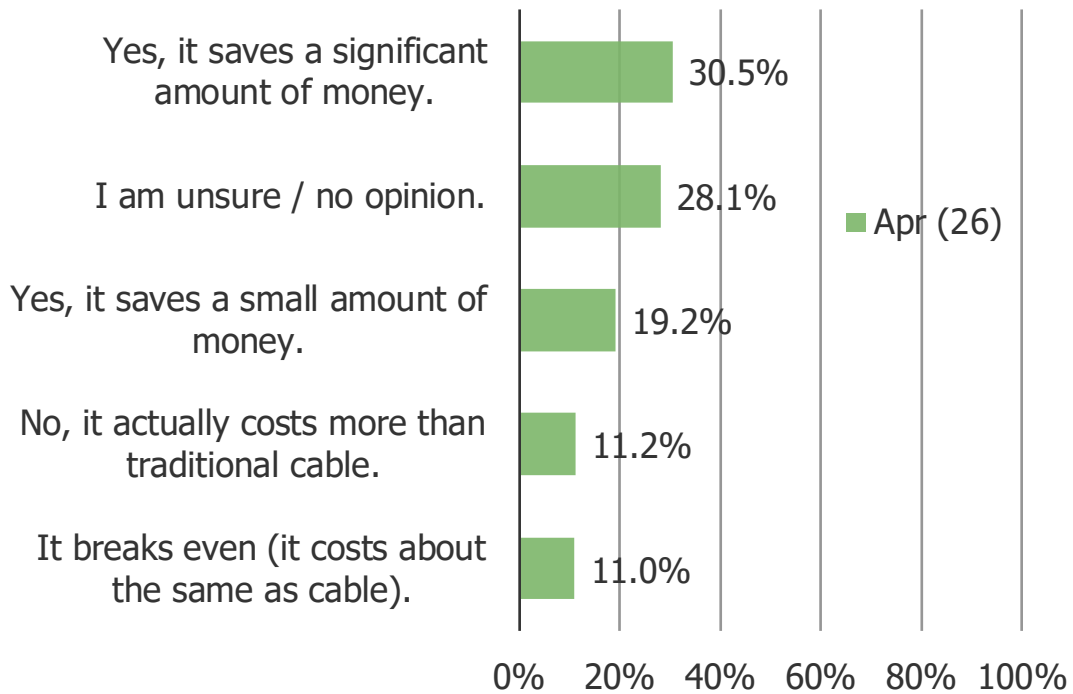
Posed to all respondents. (N=1007)



Streaming Service	Count	% of Total Mentions
Netflix	11	19.6%
Hulu	9	16.1%
HBO / Max	9	16.1%
Paramount+	7	12.5%
Peacock	6	10.7%
Amazon Prime	3	5.4%
Apple TV	3	5.4%
Disney+	3	5.4%
Crunchyroll	2	3.6%
Curiosity Stream	1	1.8%
Fubo	1	1.8%
Showtime	1	1.8%
Total	56	100%*

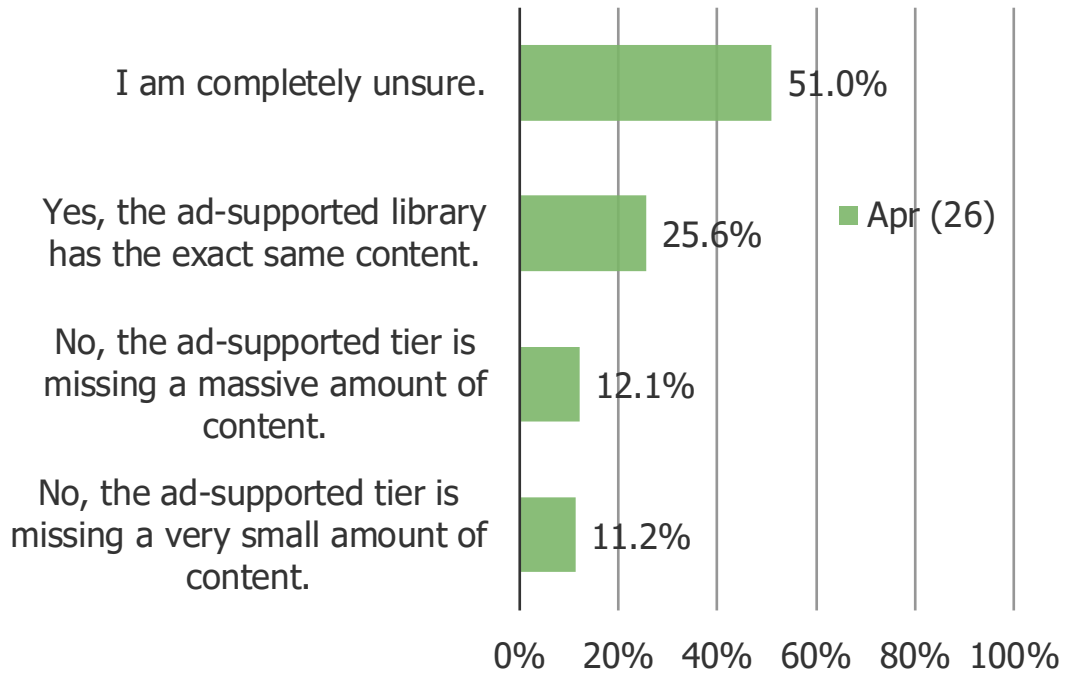
REGARDLESS OF YOUR CURRENT TV SETUP, DO YOU GENERALLY BELIEVE THAT "CORD-CUTTING" (CANCELING TRADITIONAL CABLE OR SATELLITE TO RELY ENTIRELY ON STREAMING SERVICES) SAVES CONSUMERS MONEY?

Posed to all respondents. (N=1007)

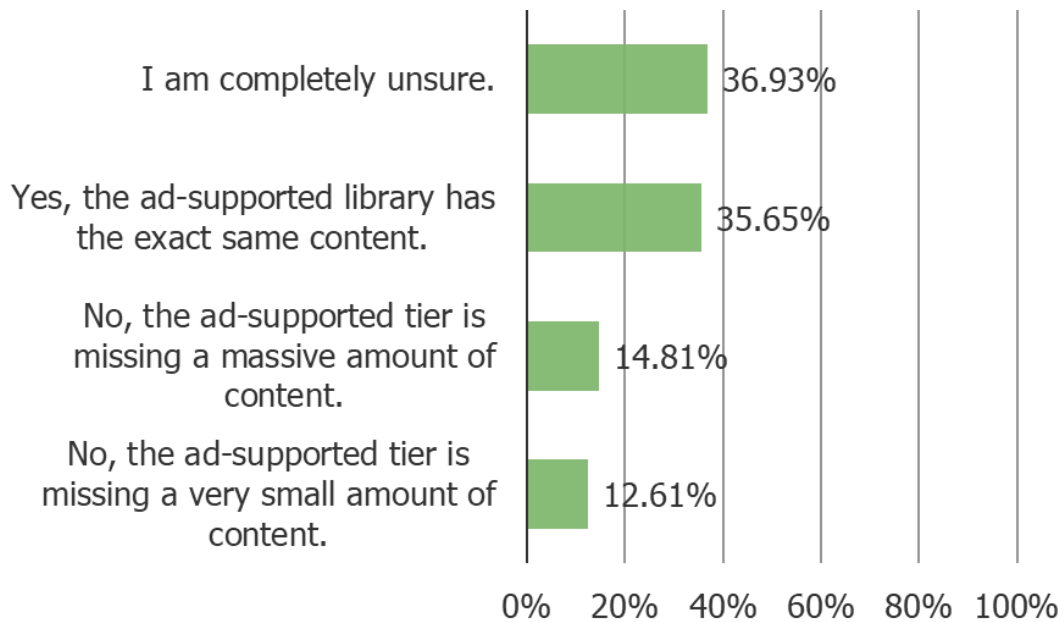


TO THE BEST OF YOUR KNOWLEDGE, DOES NETFLIX'S CHEAPER AD-SUPPORTED TIER INCLUDE THE EXACT SAME MOVIES AND TV SHOWS AS THEIR MORE EXPENSIVE AD-FREE TIERS?

Posed to all respondents. (N=1007)

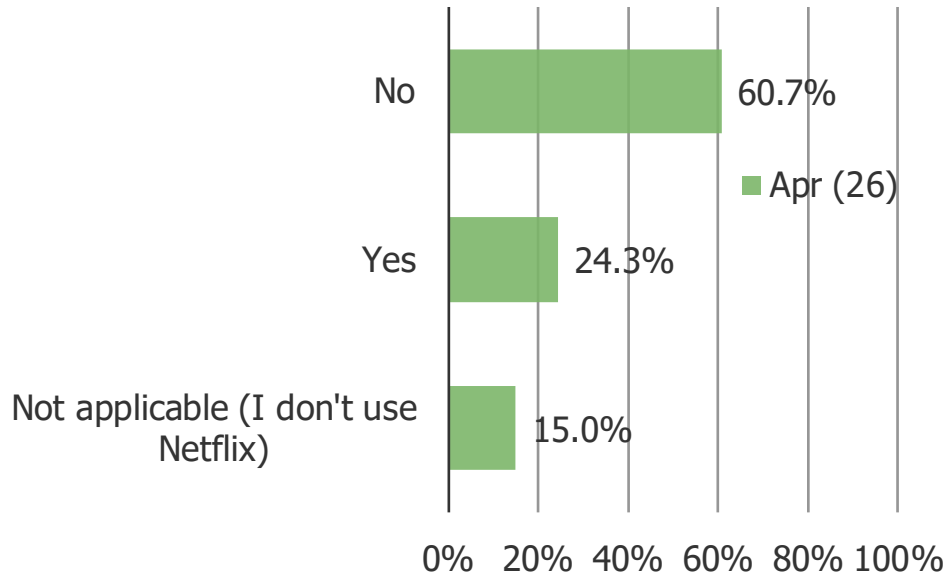


Posed to Netflix Subscribers (N = 547)



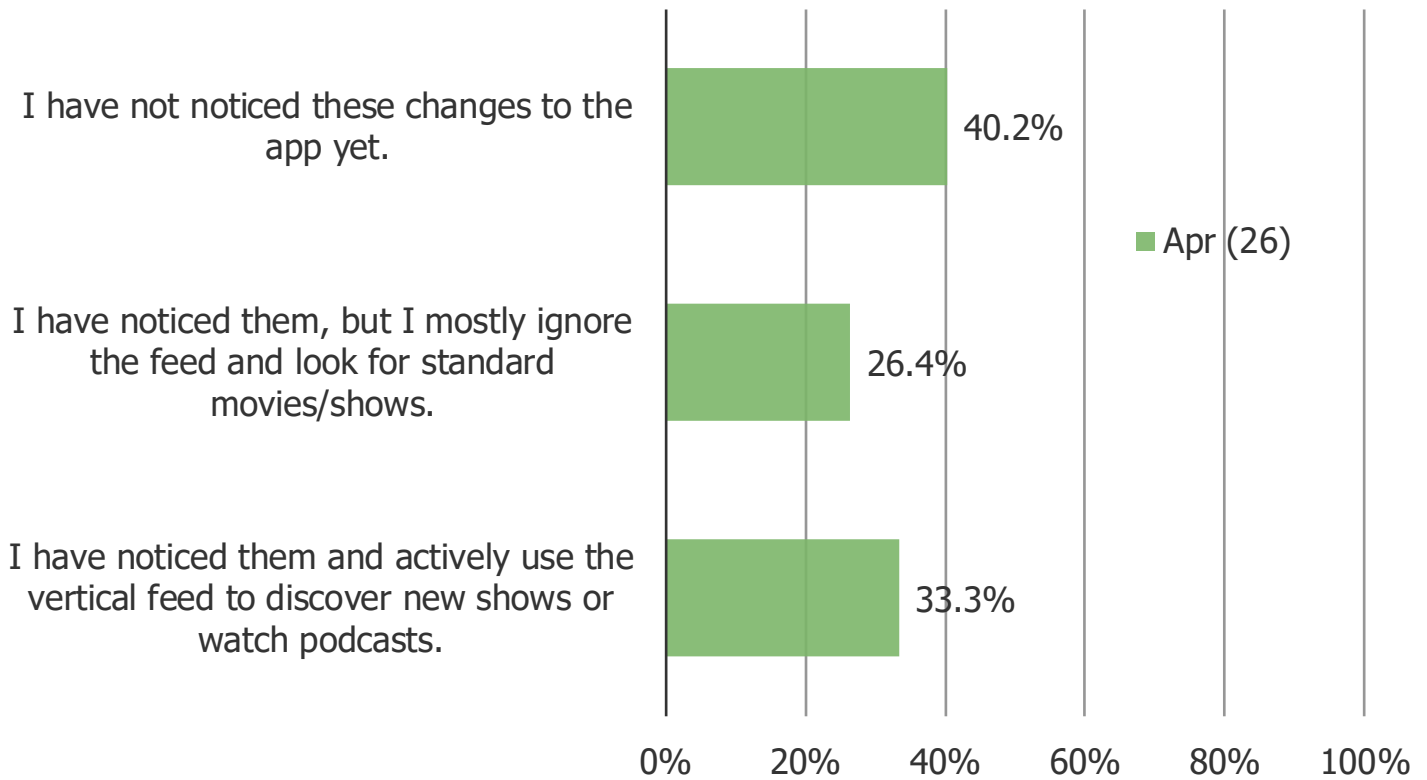
HAVE YOU USED THE NETFLIX MOBILE APP IN THE PAST MONTH OR SO?

Posed to all respondents. (N=1007)



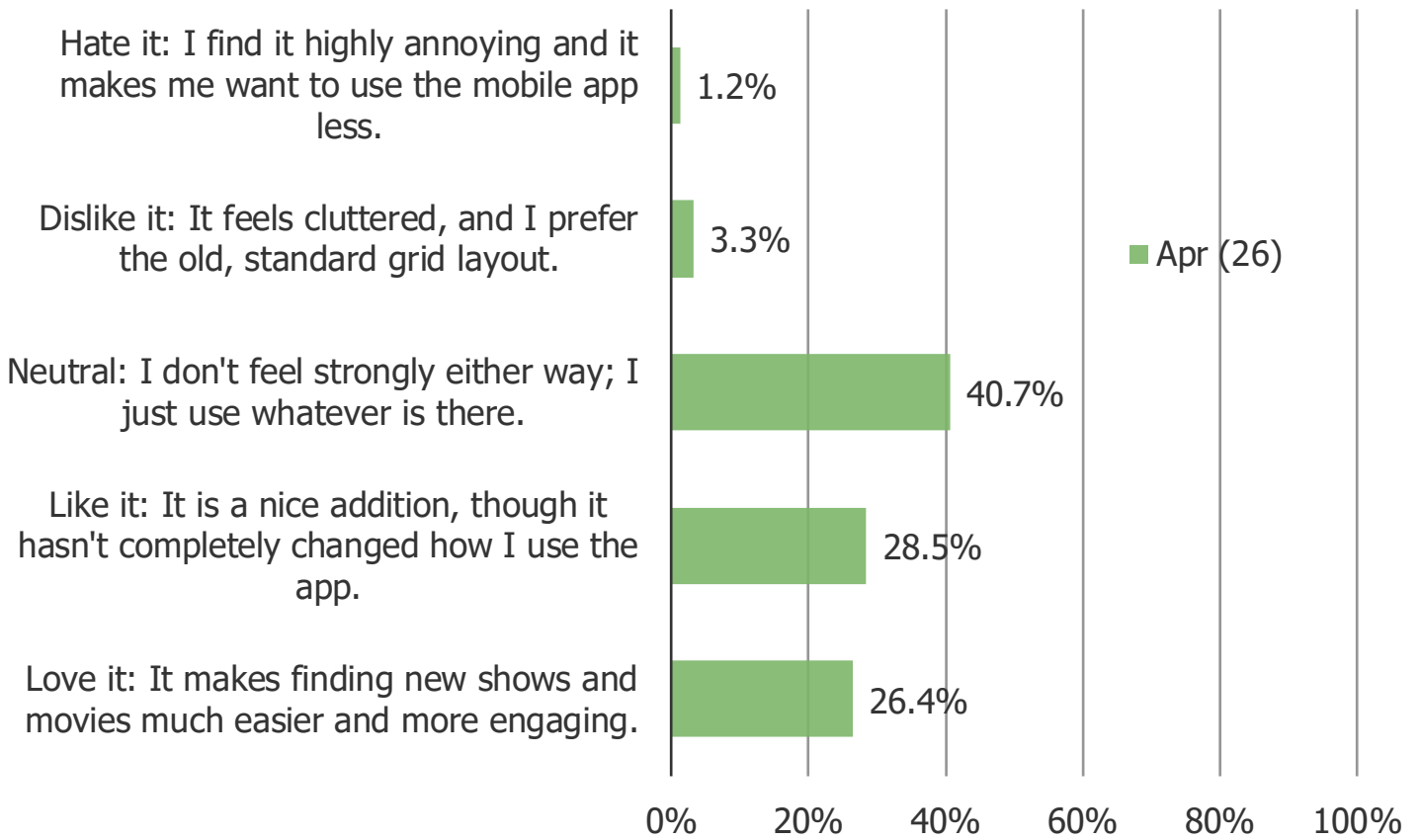
NETFLIX RECENTLY BEGAN UPDATING ITS MOBILE APP TO FEATURE A VERTICAL, SWIPEABLE VIDEO FEED THAT INCLUDES SHORT CLIPS FROM SHOWS AND NEW ORIGINAL VIDEO PODCASTS. WHICH BEST DESCRIBES YOUR EXPERIENCE WITH THESE NEW MOBILE FEATURES?

Posed to all respondents who have used the Netflix mobile app in the past month. (N=246)



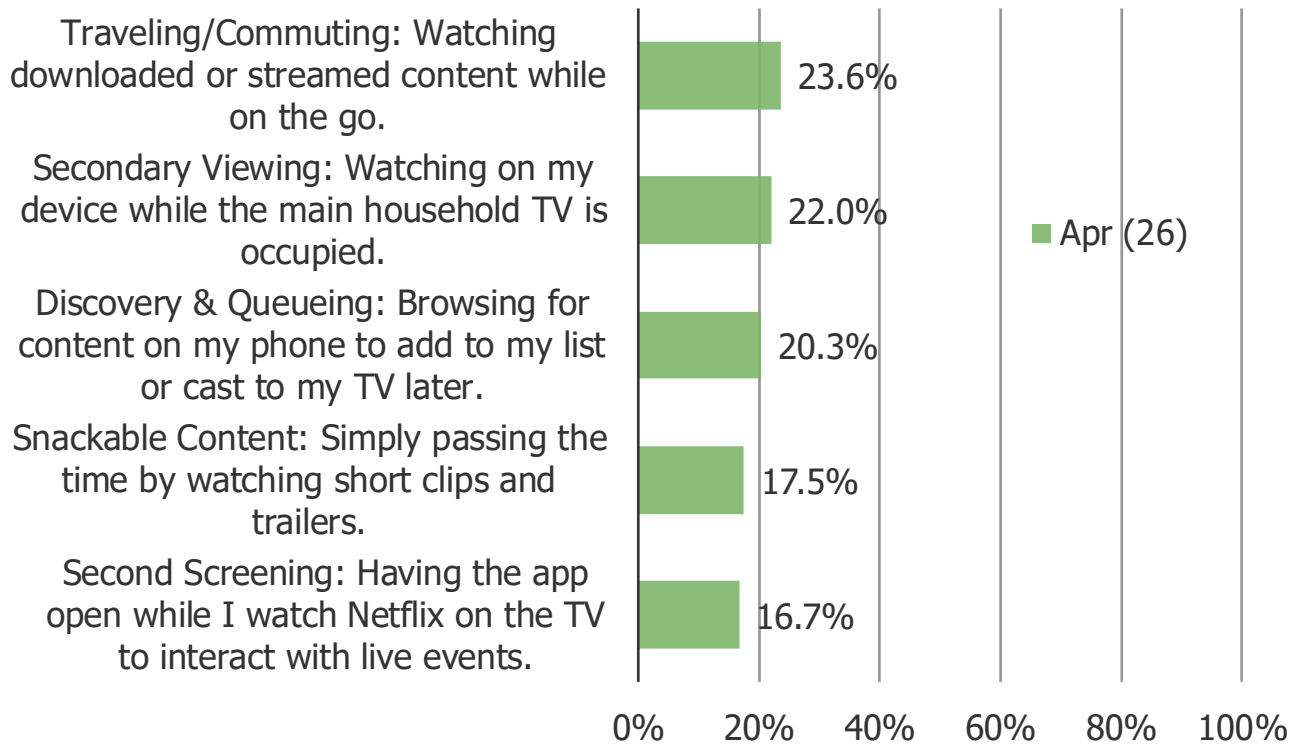
NETFLIX RECENTLY UPDATED ITS MOBILE APP TO FEATURE A MORE SOCIAL MEDIA-STYLE, VERTICAL SCROLLING FEED FOR DISCOVERING CONTENT. OVERALL, HOW DO YOU FEEL ABOUT THIS NEW LAYOUT COMPARED TO THE TRADITIONAL DESIGN?

Posed to all respondents who have used the Netflix mobile app in the past month. (N=246)



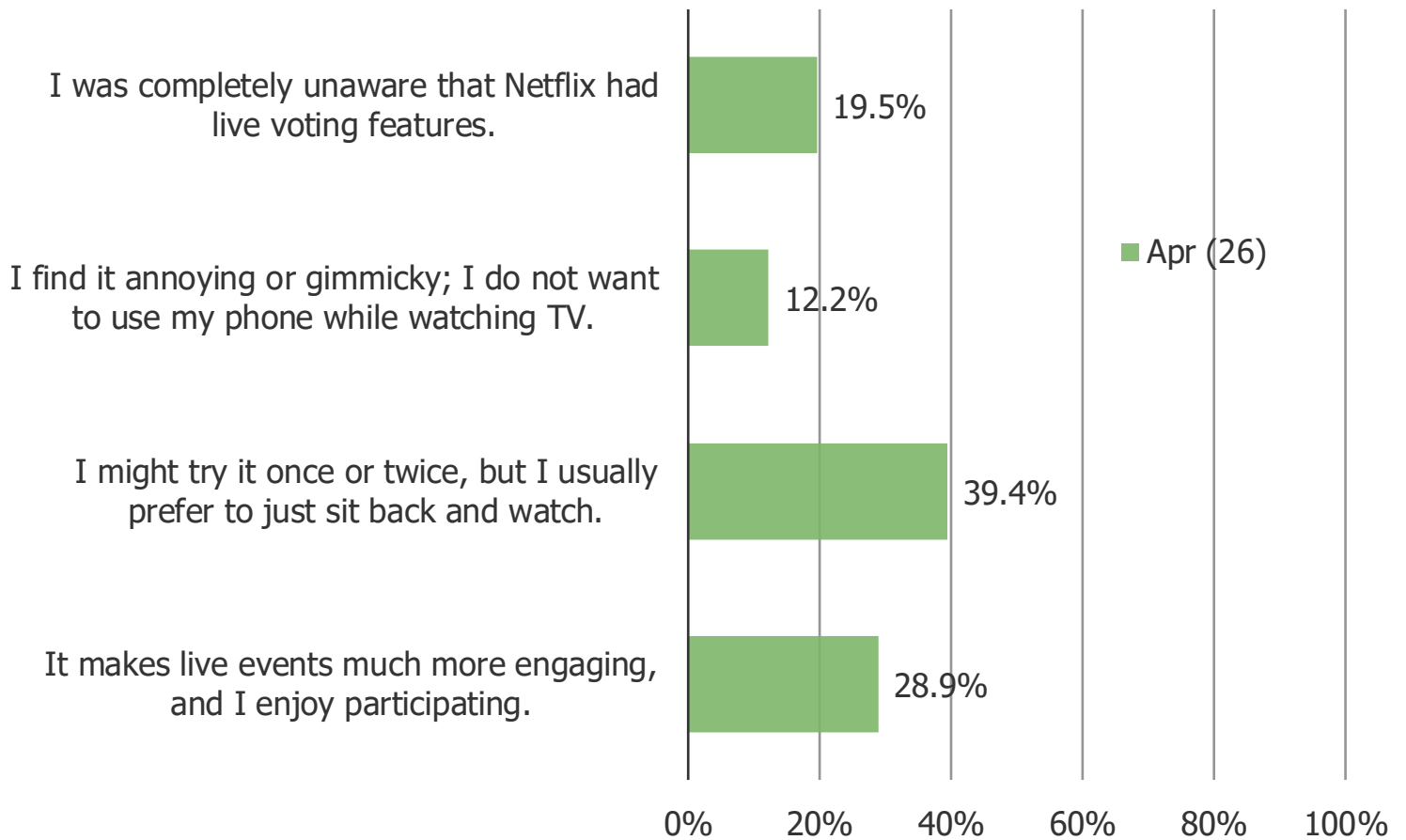
WHEN YOU USE THE NETFLIX APP ON YOUR SMARTPHONE OR TABLET, WHAT IS YOUR PRIMARY REASON FOR DOING SO?

Posed to all respondents who have used the Netflix mobile app in the past month. (N=246)



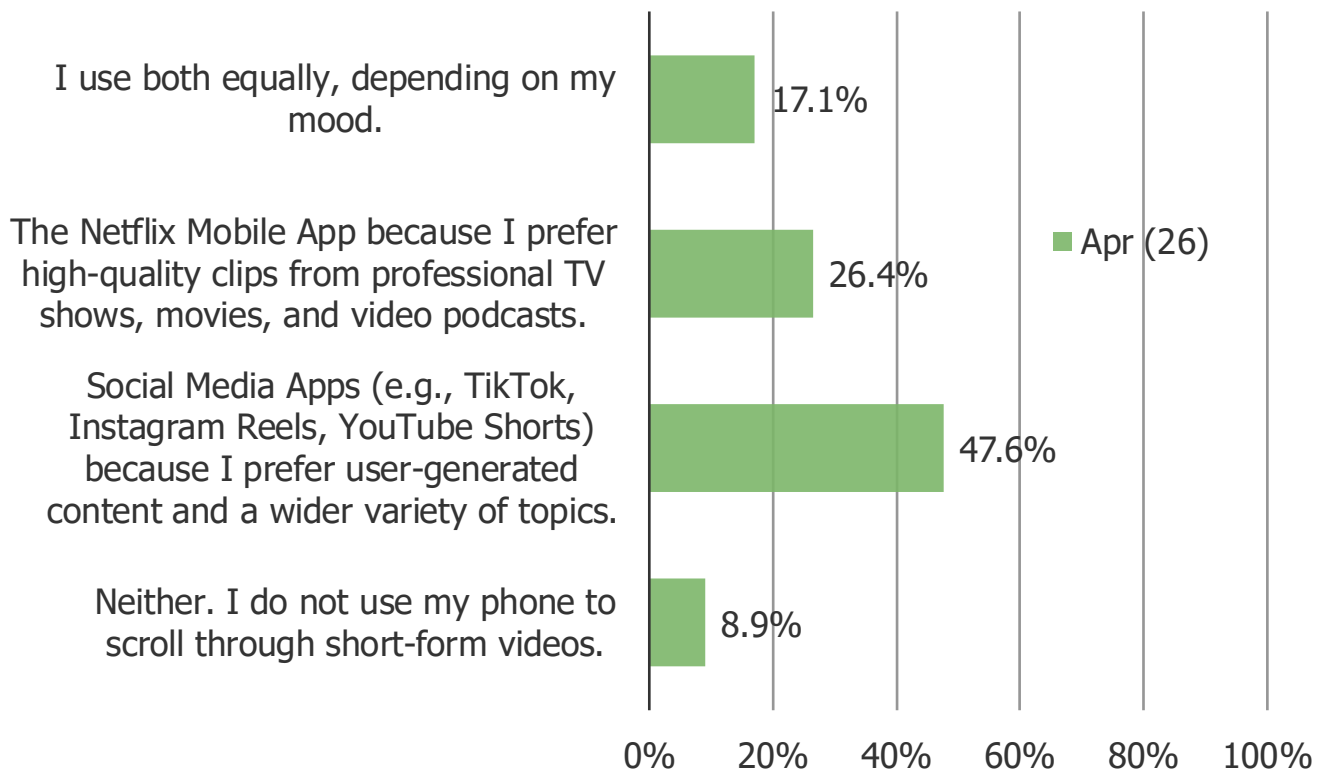
NETFLIX RECENTLY INTRODUCED REAL-TIME, INTERACTIVE VOTING DURING ITS LIVE BROADCASTS (SUCH AS LIVE REALITY COMPETITION SHOWS), ALLOWING USERS TO VOTE BY TAPPING THEIR MOBILE APP WHILE WATCHING. HOW DO YOU FEEL ABOUT USING THE NETFLIX APP AS A "SECOND SCREEN" TO INTERACT WITH LIVE EVENTS?

Posed to all respondents who have used the Netflix mobile app in the past month. (N=246)



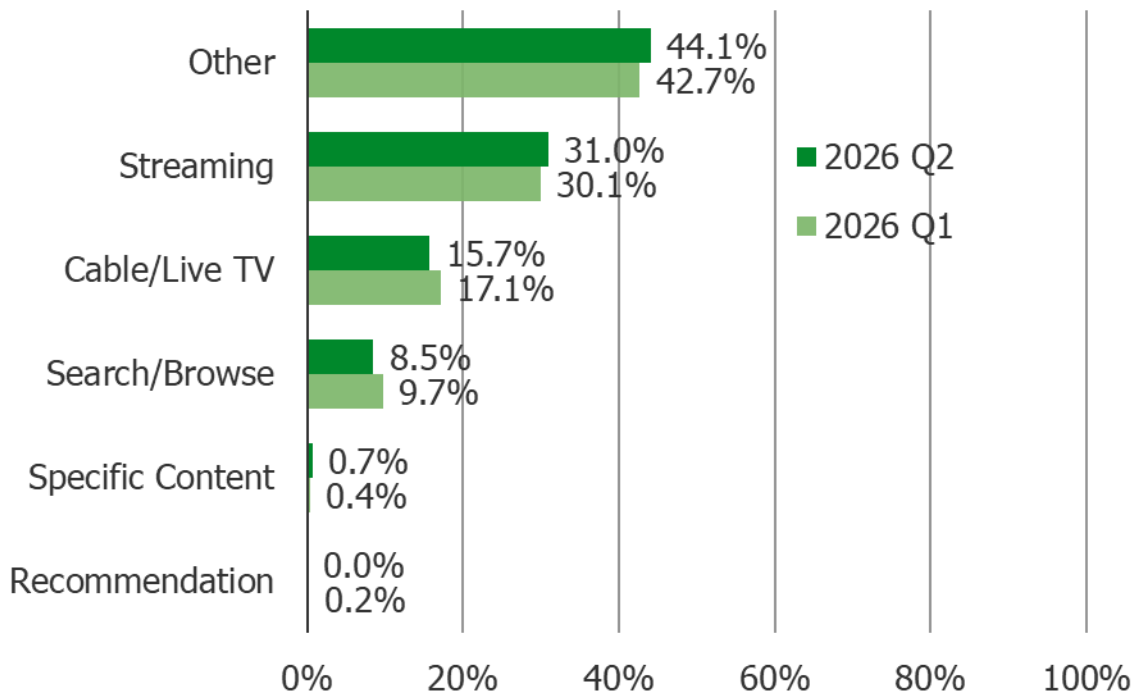
WHEN YOU HAVE A FEW MINUTES OF DOWNTIME AND WANT TO QUICKLY SCROLL THROUGH VIDEOS ON YOUR PHONE, WHICH PLATFORM ARE YOU MOST LIKELY TO OPEN FIRST?

Posed to all respondents who have used the Netflix mobile app in the past month. (N=246)



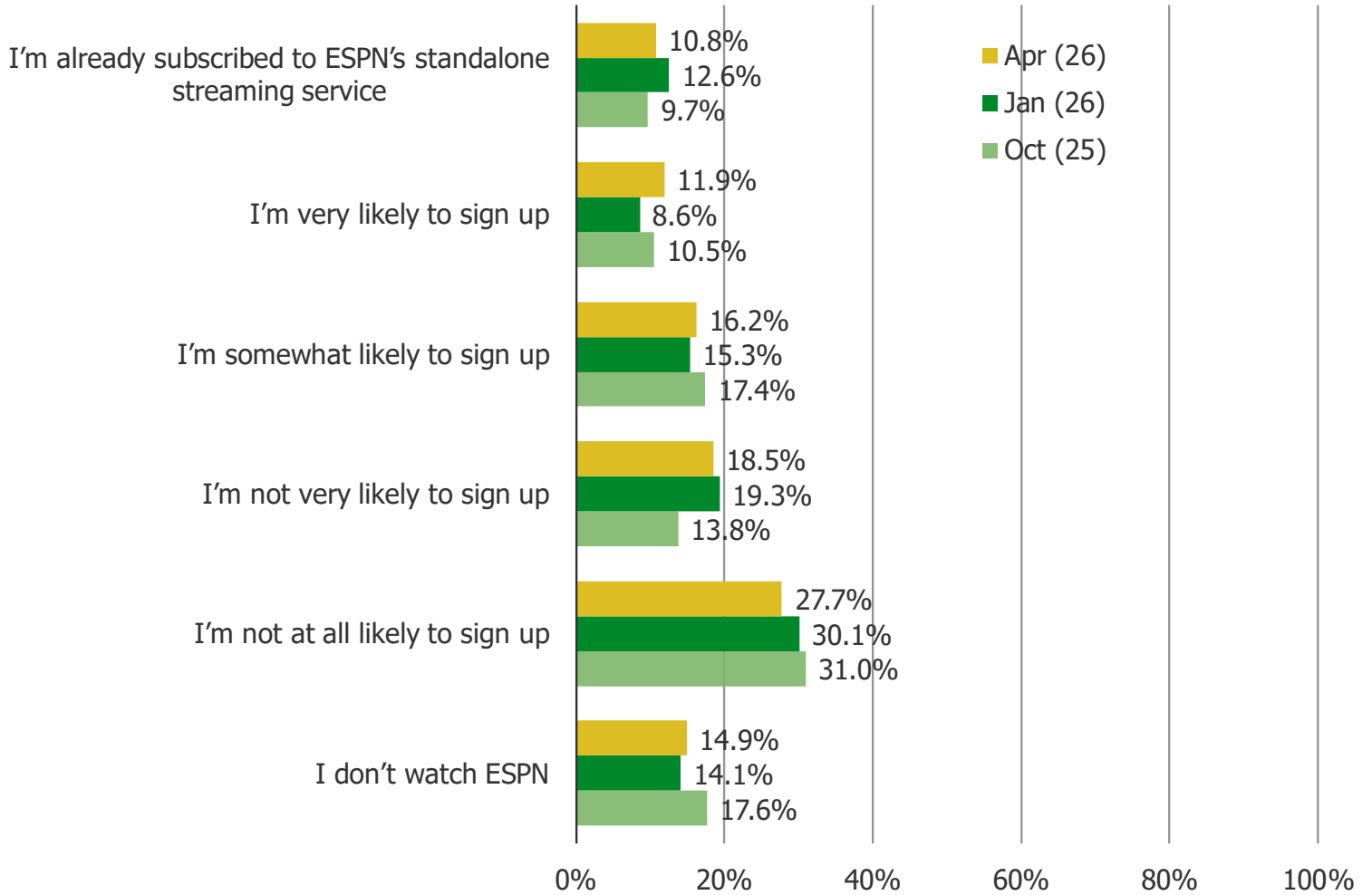
WHEN YOU WANT TO WATCH SOMETHING ON TV, WHERE DO YOU USUALLY START?

Posed to all respondents (fill-ins, analyzed by an LLM).



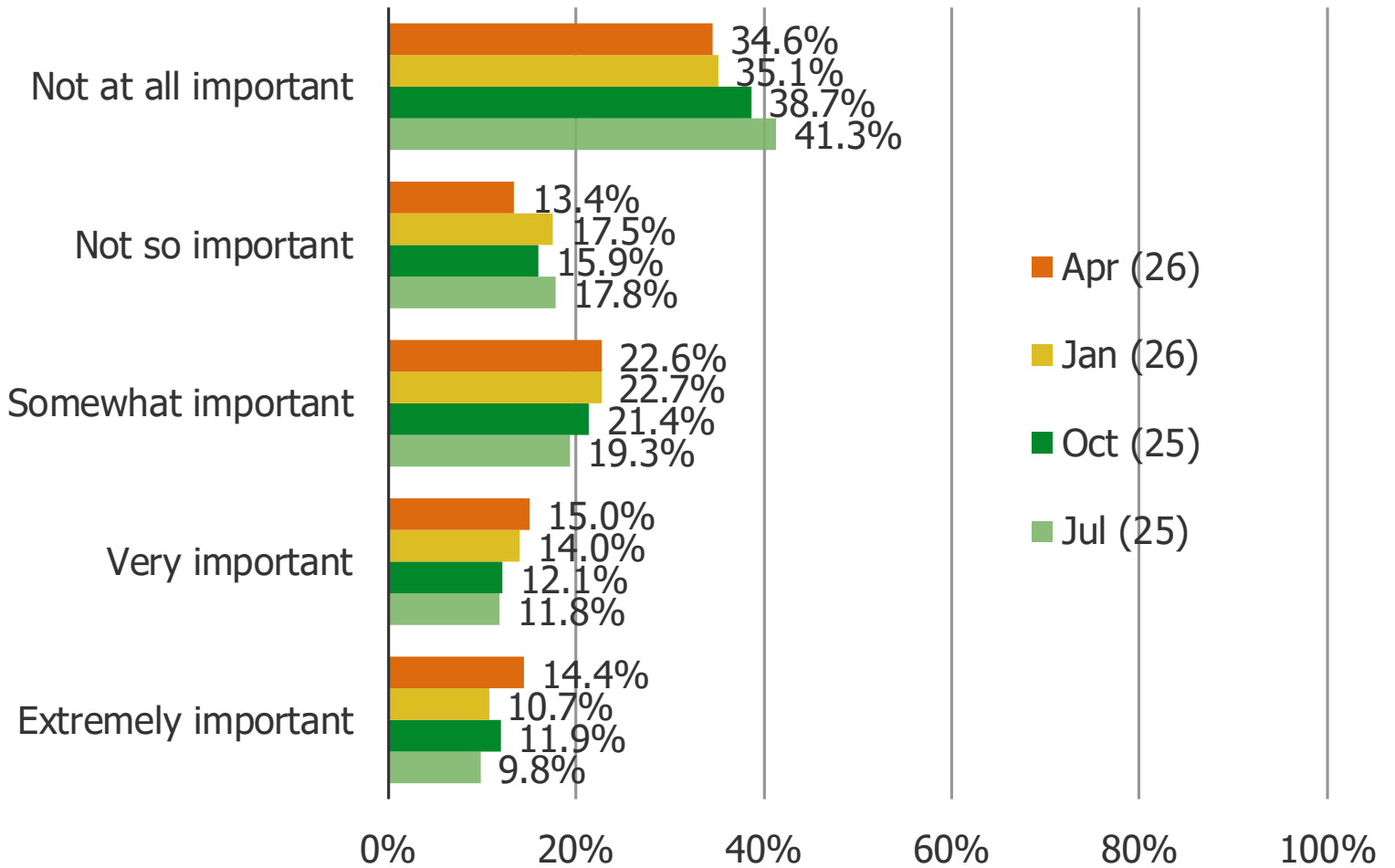
ESPN NOW OFFERS A STANDALONE STREAMING SUBSCRIPTION FOR \$29.99/MONTH THAT GIVES FULL ACCESS TO ALL ESPN CHANNELS AND SHOWS WITHOUT NEEDING CABLE. WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

Posed to all respondents who have access to ESPN.



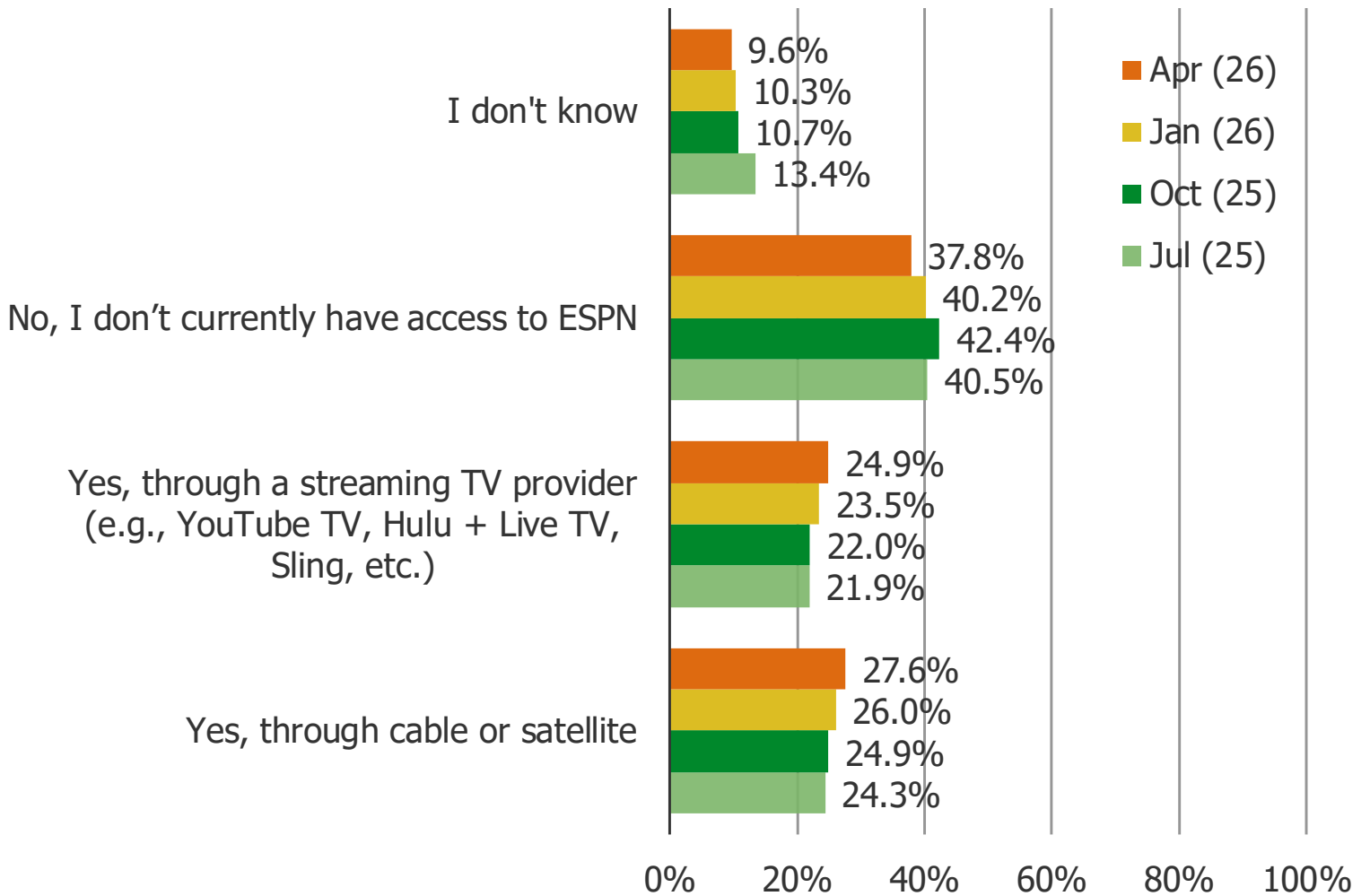
HOW IMPORTANT IS THE ESPN NETWORK TO YOU?

Posed to all respondents.



DO YOU CURRENTLY HAVE ACCESS TO ESPN? (LIVE TV VERSION - INCLUDING LIVE GAMES AND SPORTSCENTER)?

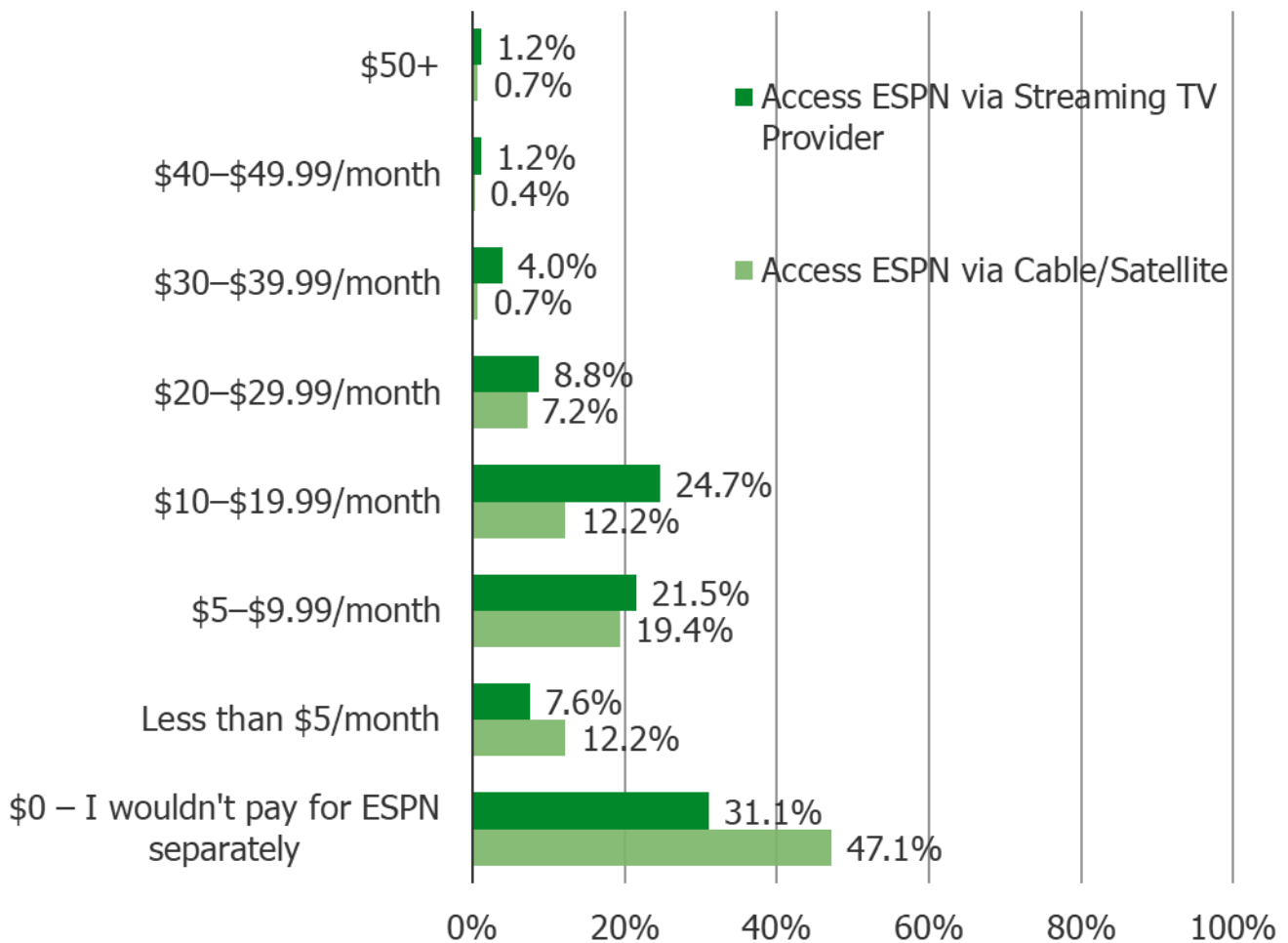
Posed to all respondents.



IF YOU WERE PAYING SEPARATELY FOR EACH CHANNEL IN YOUR CABLE OR STREAMING TV PACKAGE, HOW MUCH WOULD YOU PERSONALLY BE WILLING TO PAY PER MONTH FOR ACCESS TO ESPN?

Posed to all respondents who have access to ESPN. (N=531)

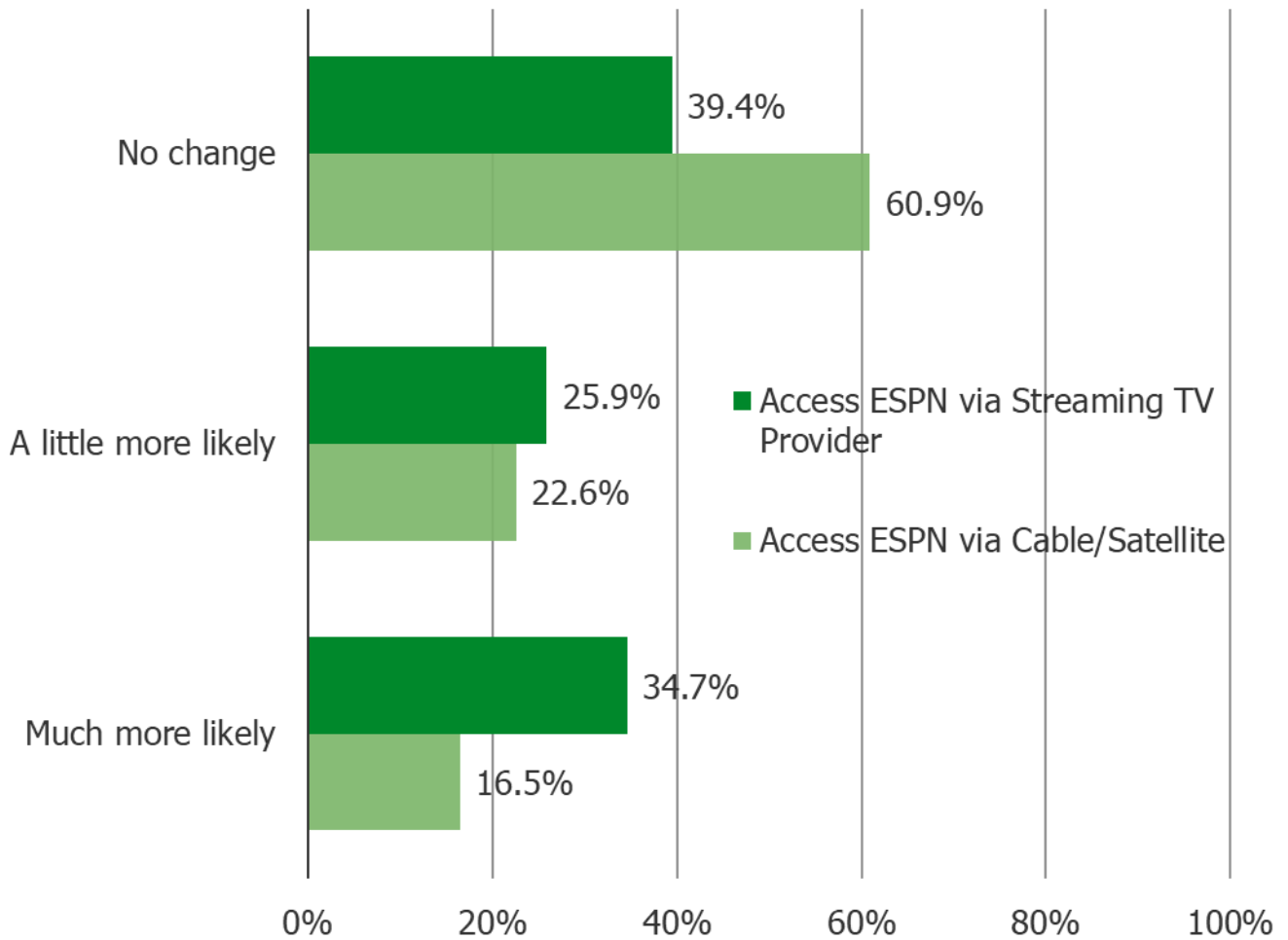
April 2026



IF THE ESPN STANDALONE APP ALSO INCLUDED DISNEY+ AND HULU AS PART OF A BUNDLE, WOULD THAT MAKE YOU MORE LIKELY TO CONSIDER SWITCHING?

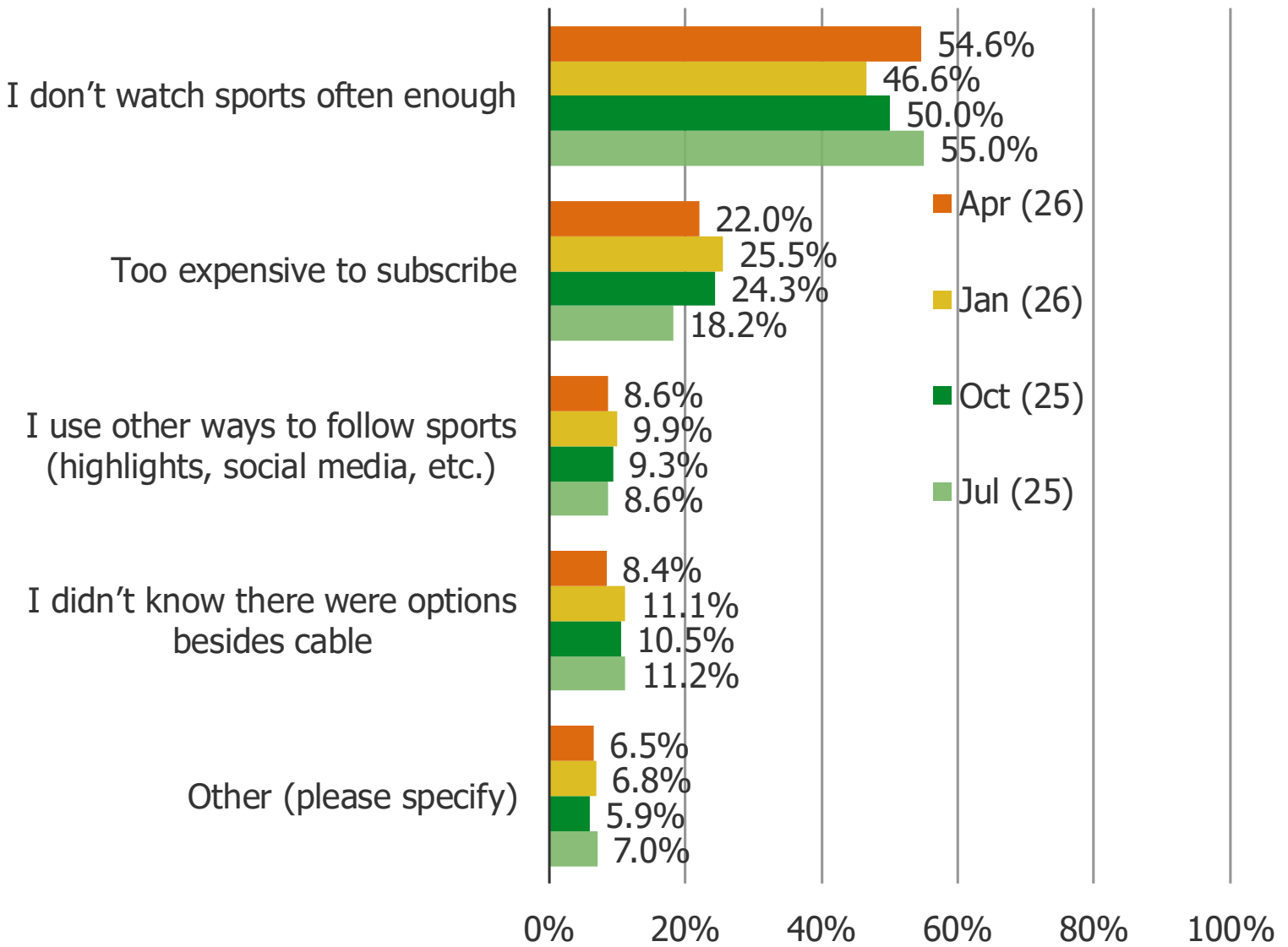
Posed to all respondents who have access to ESPN. (N=531)

April 2026



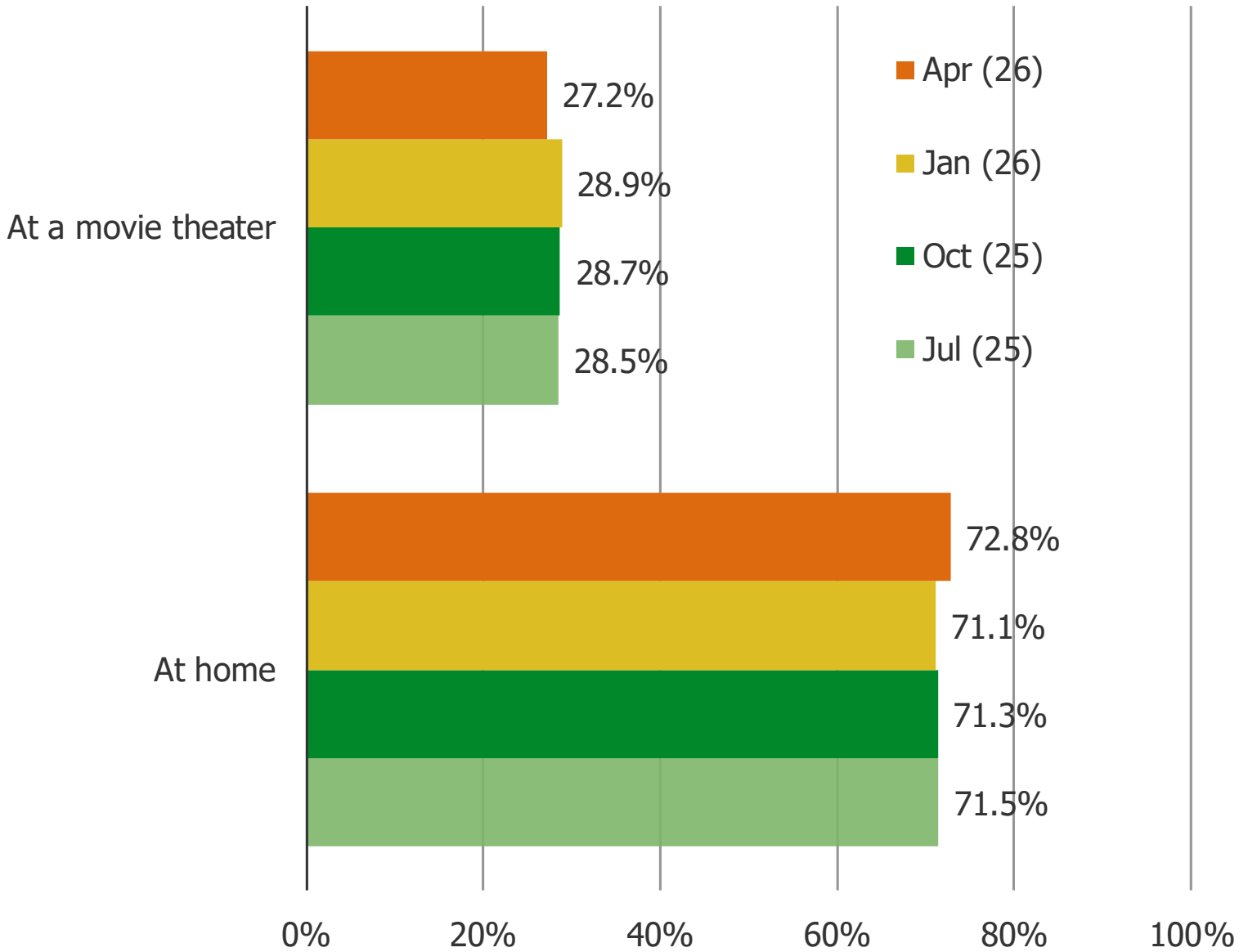
WHY DON'T YOU CURRENTLY HAVE ACCESS TO ESPN? (SELECT ALL THAT APPLY)

Posed to all respondents who DO NOT have access to ESPN.



IF A NEW MOVIE WAS RELEASED TODAY THAT YOU WANTED TO SEE, HOW WOULD YOU PREFER TO WATCH IT?

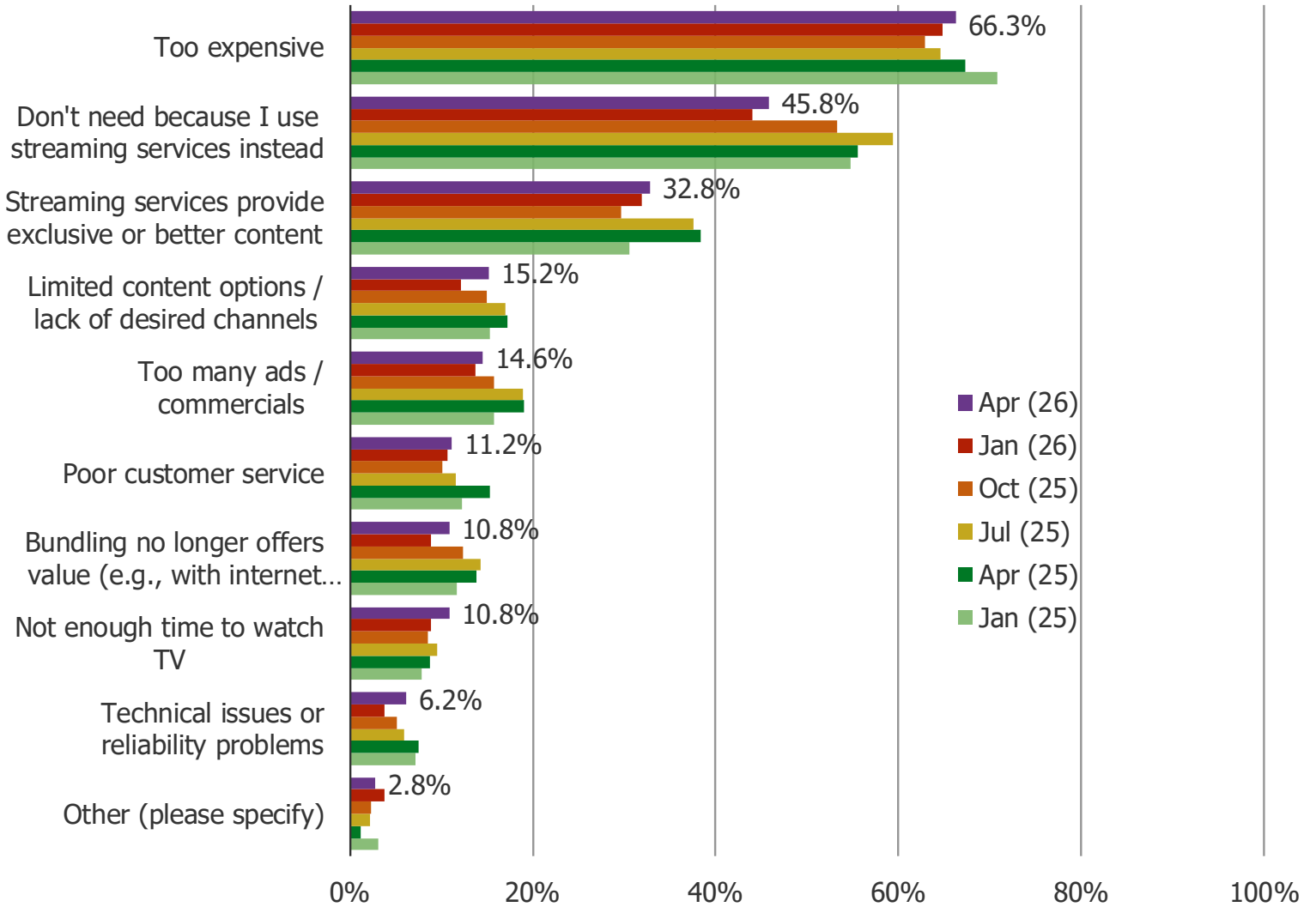
Posed to all respondents.



CABLE TV QUESTIONS

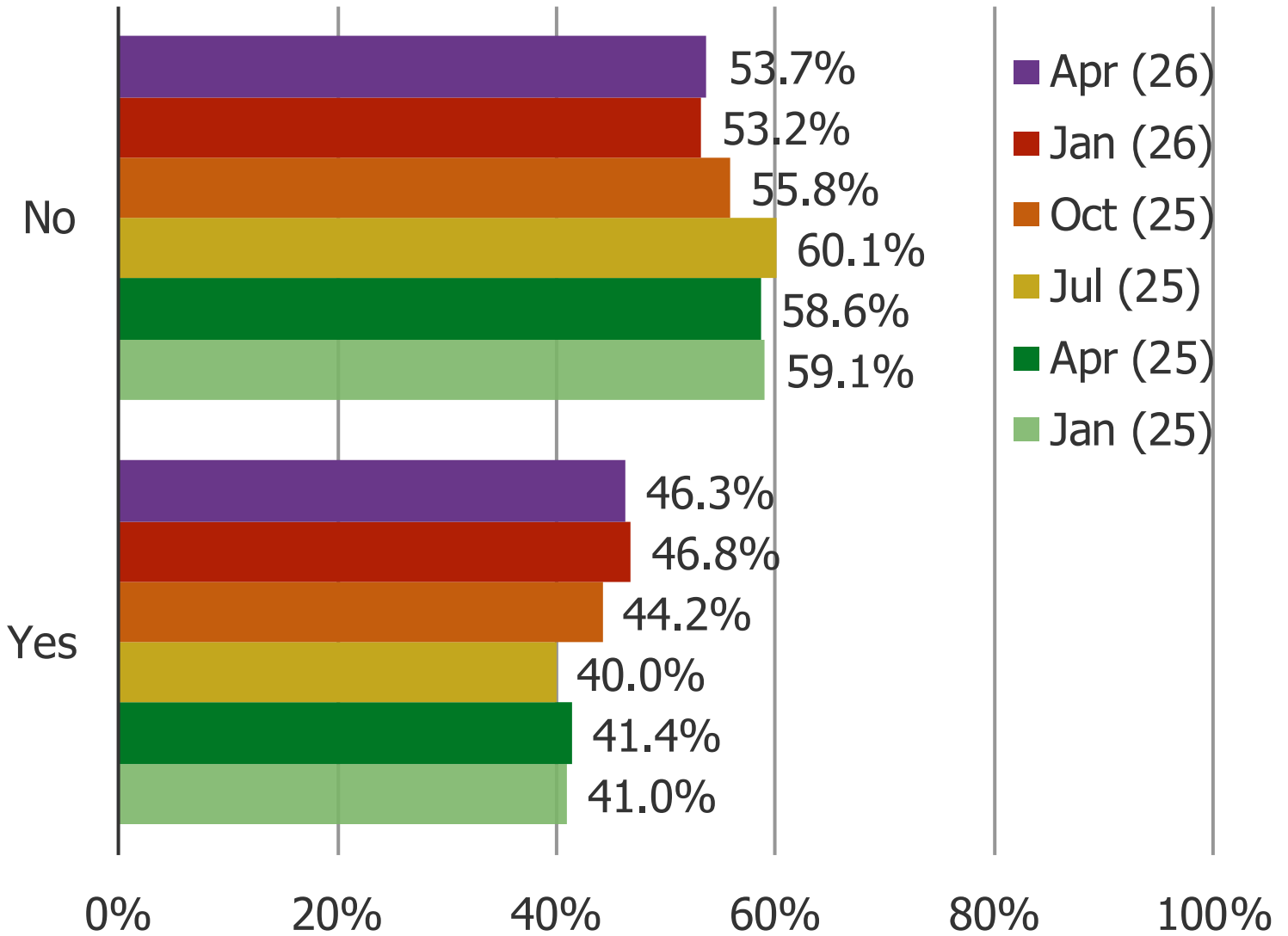
WHICH OF THE FOLLOWING BEST DESCRIBES WHY YOU DON'T HAVE A CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION? SELECT ALL THAT APPLY

Posed to all respondents who do not have a cable/satellite/telco TV subscription.



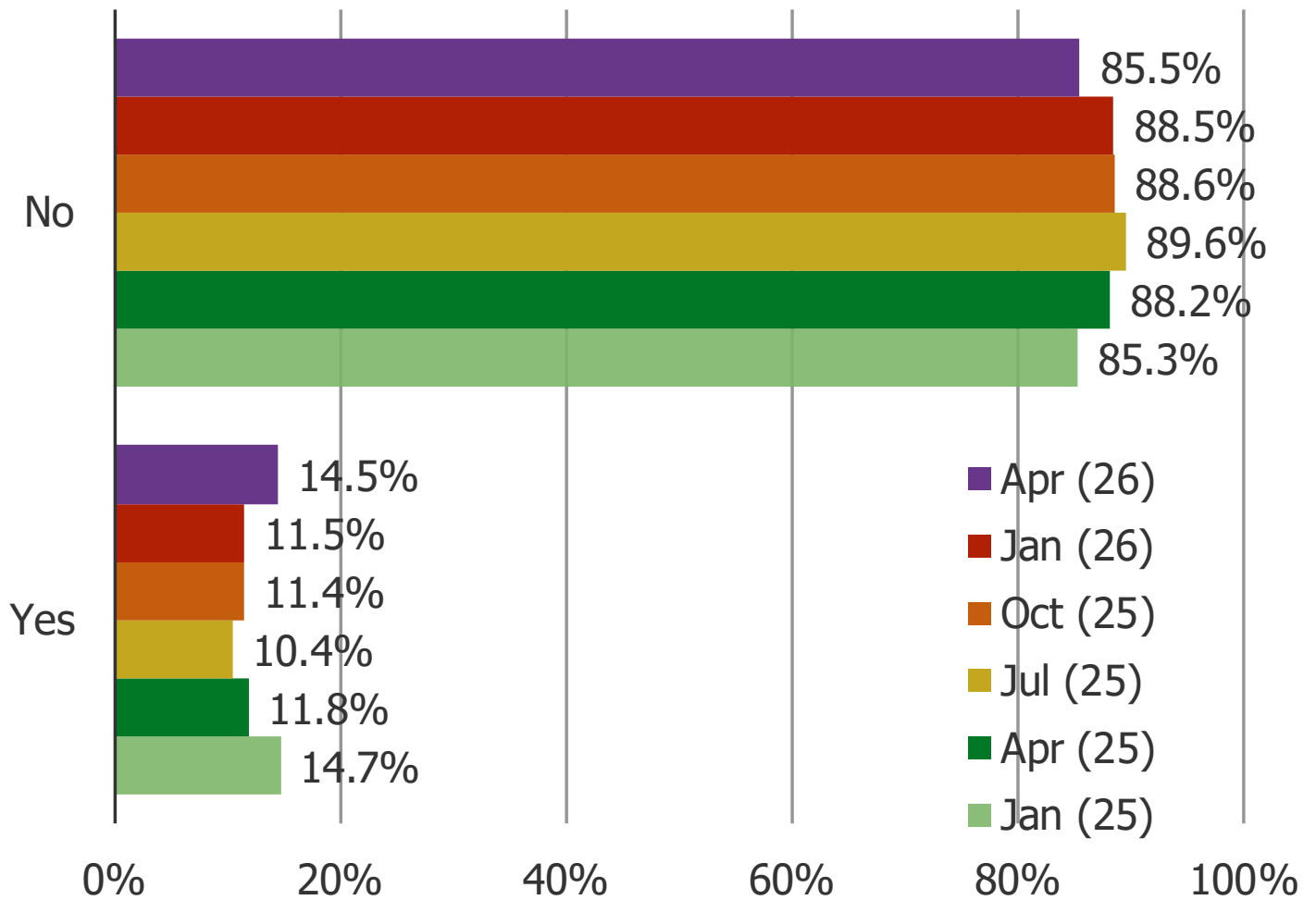
DO FREE STREAMING SUBSCRIPTIONS INCLUDED IN YOUR PAY TV PACKAGE LOWER YOUR LIKELIHOOD OF CANCELLING?

Posed to all respondents who subscribe to cable, satellite, or telco TV.



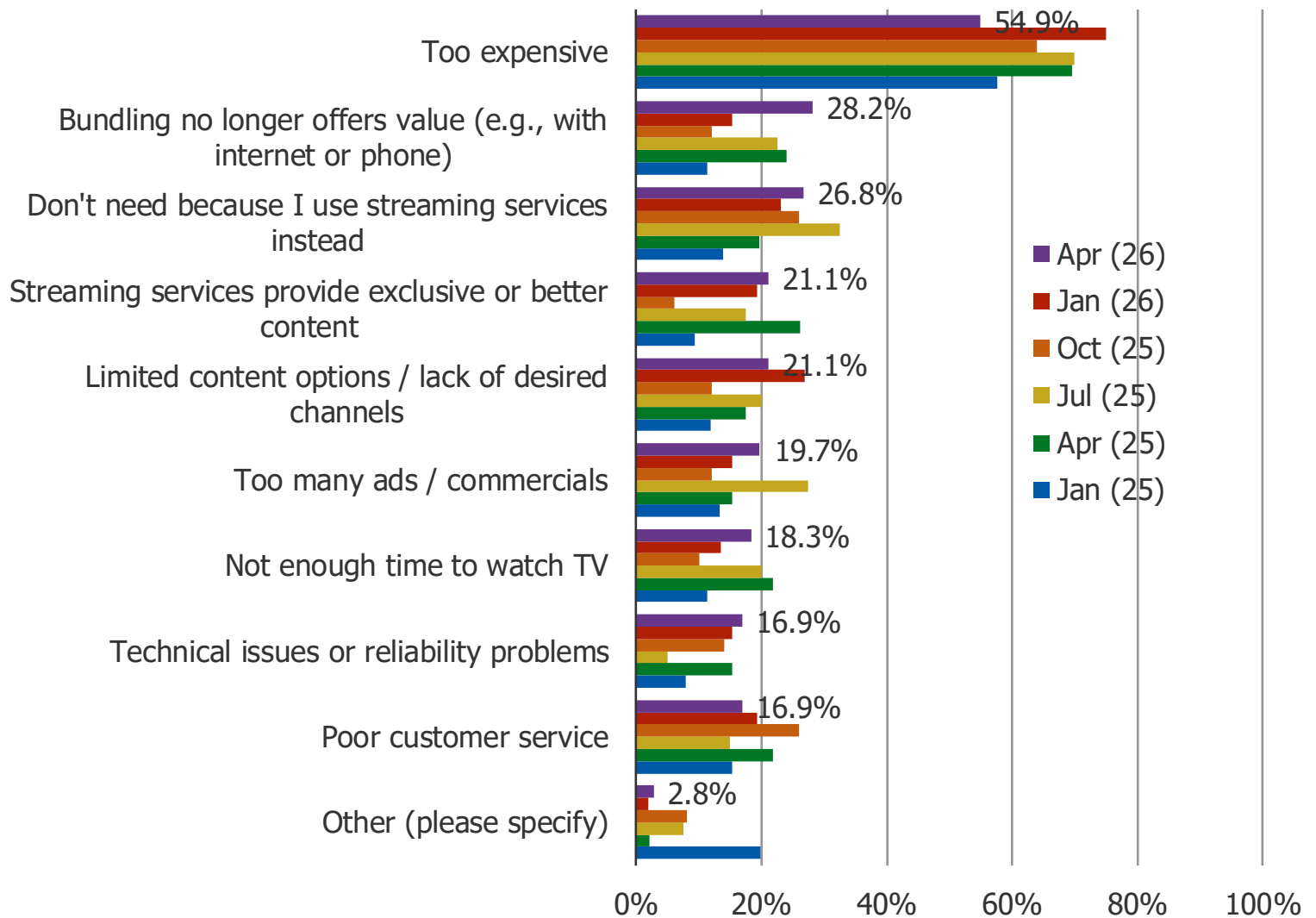
DO YOU INTEND TO CANCEL YOUR CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION IN THE NEXT 6-12 MONTHS?

Posed to all respondents who subscribe to cable, satellite, or telco TV.



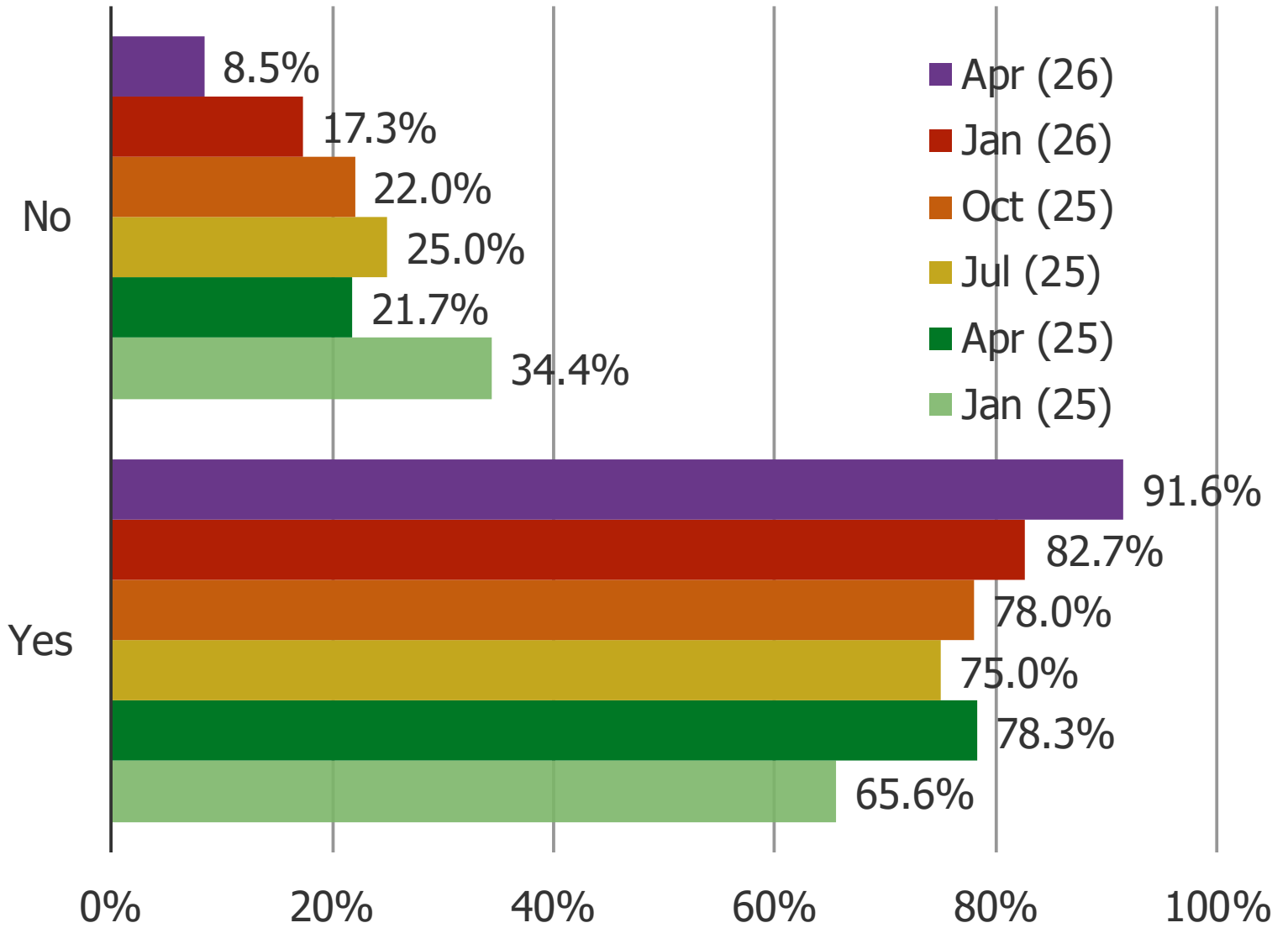
WHAT ARE THE REASONS FOR WHY YOU INTEND TO CANCEL CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION?

Posed to all respondents who intend to cancel their cable, satellite, or telco TV subscription in the next 6-12 months.



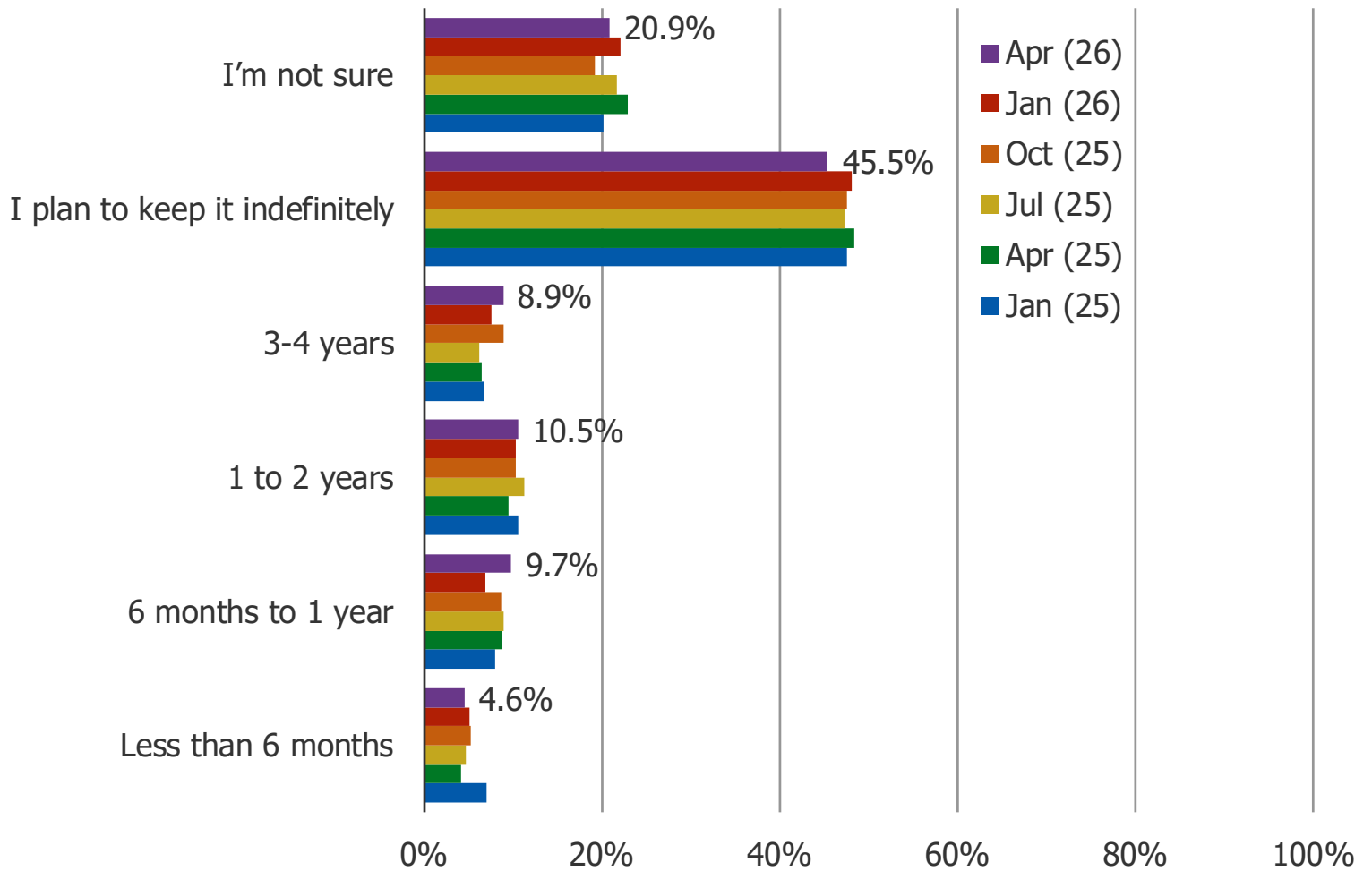
IF YOU CANCEL, WILL YOU USE A STREAMING SERVICE THAT PROVIDES LIVE TV AND ON-DEMAND CONTENT OVER THE INTERNET (E.G., YOUTUBE TV, HULU + LIVE TV, PHILO, SLING, FUBOTV, ETC.)

Posed to all respondents who intend to cancel their cable, satellite, or telco TV subscription in the next 6-12 months.



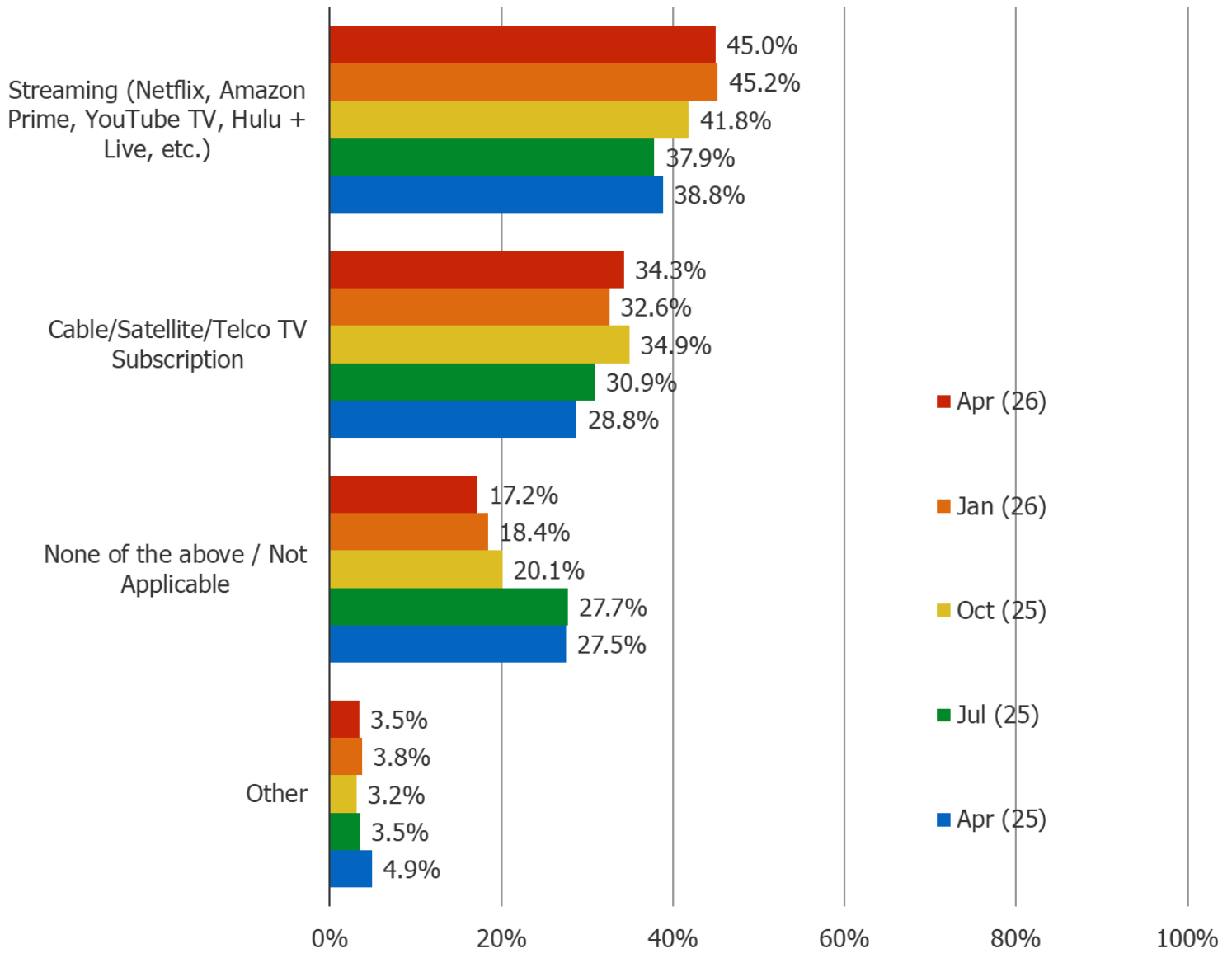
FOR HOW MUCH LONGER DO YOU THINK YOU WILL HAVE A CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION?

Posed to all respondents who subscribe to cable, satellite, or telco TV.



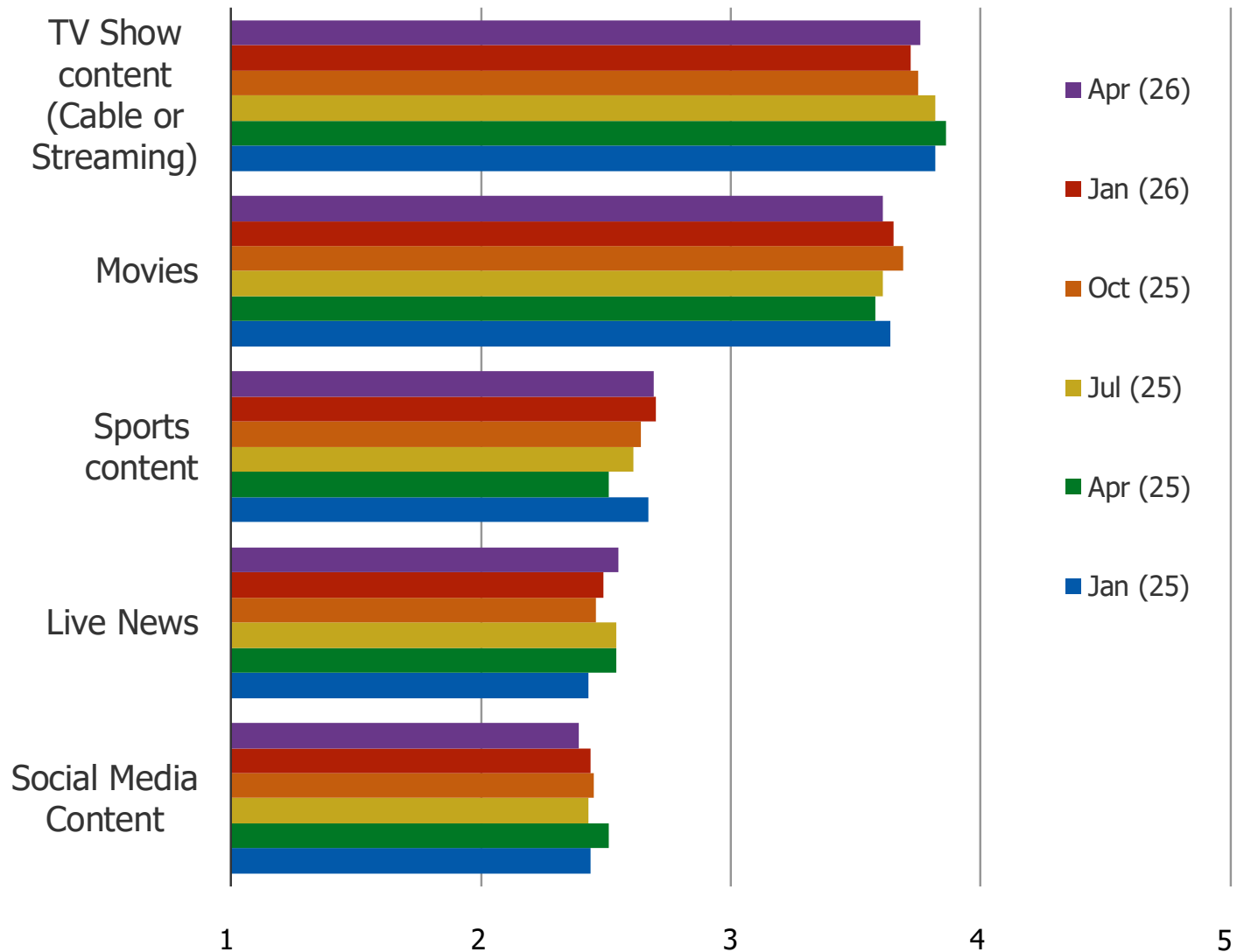
WHAT IS YOUR PREFERRED METHOD FOR WATCHING SPORTS?

Posed to all respondents who watch movies and/or TV shows at home through cable, satellite, or telco TV or streaming services.



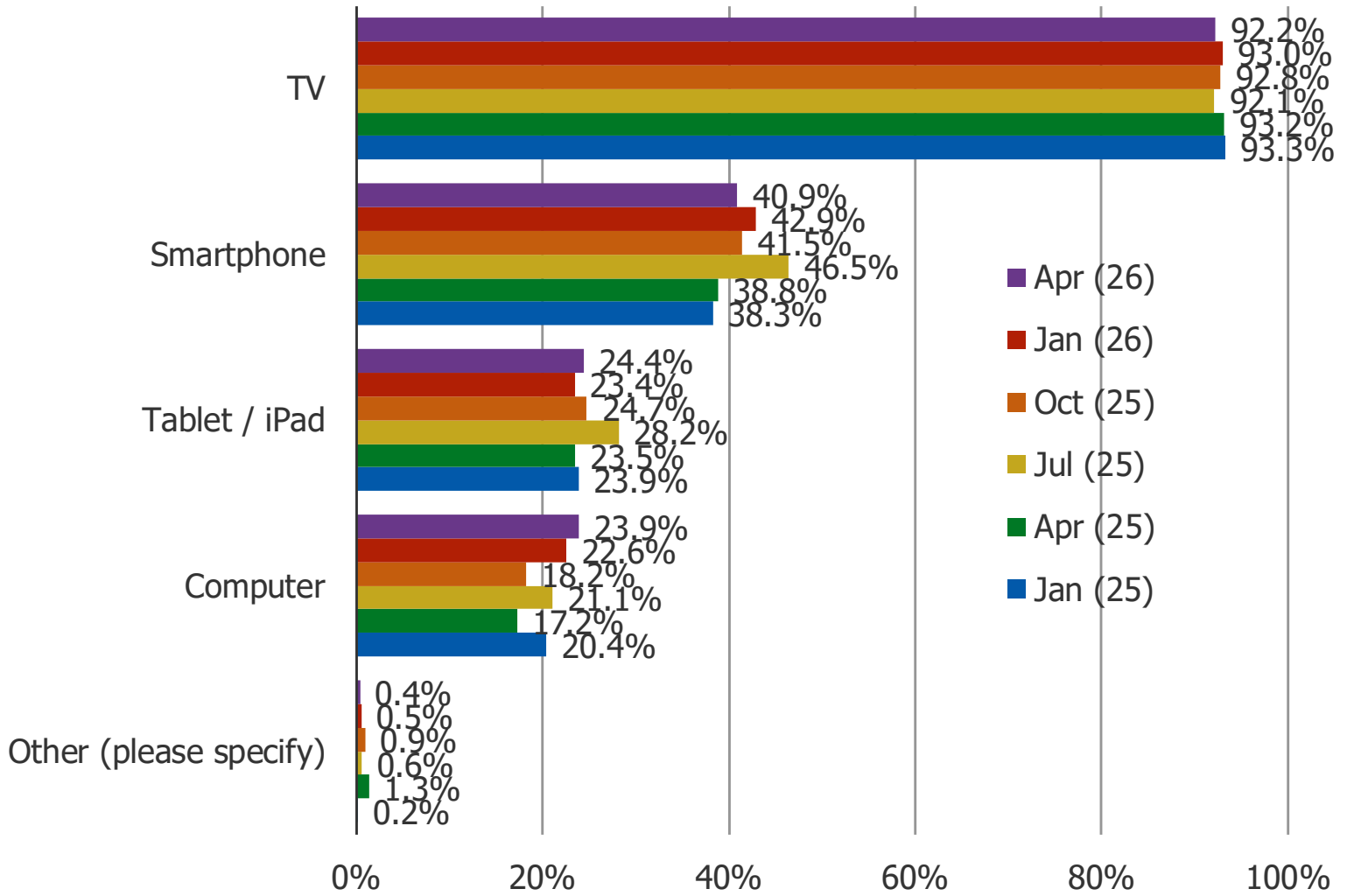
PLEASE RANK WHAT TYPE OF CONTENT YOU PREFER, FROM MOST AT THE TOP TO LEAST AT THE BOTTOM.

Posed to all respondents who watch movies and/or TV shows at home through cable, satellite, or telco TV or streaming services.



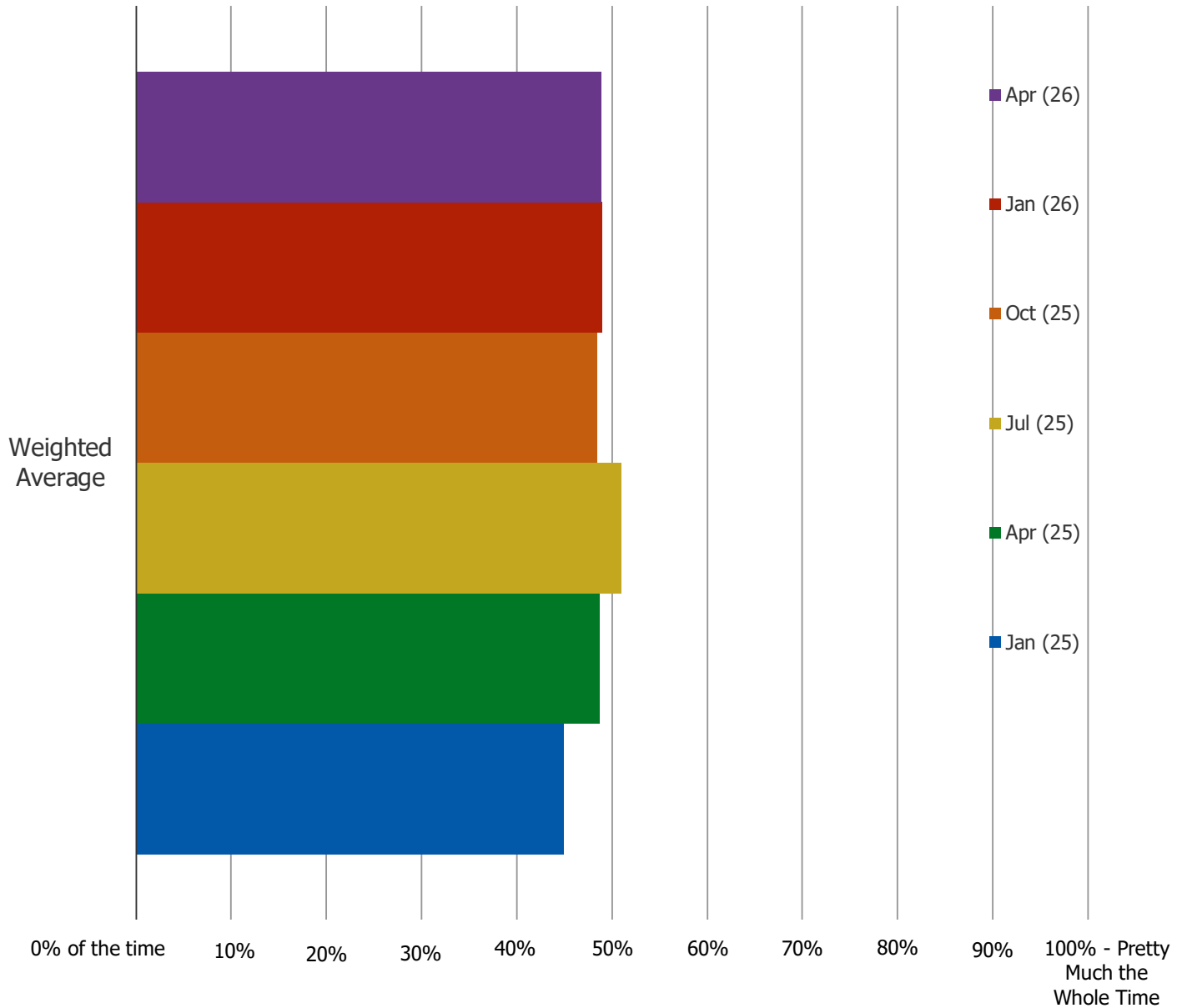
HOW DO YOU WATCH NETFLIX? SELECT ALL THAT APPLY

Posed to all Netflix subscribers.



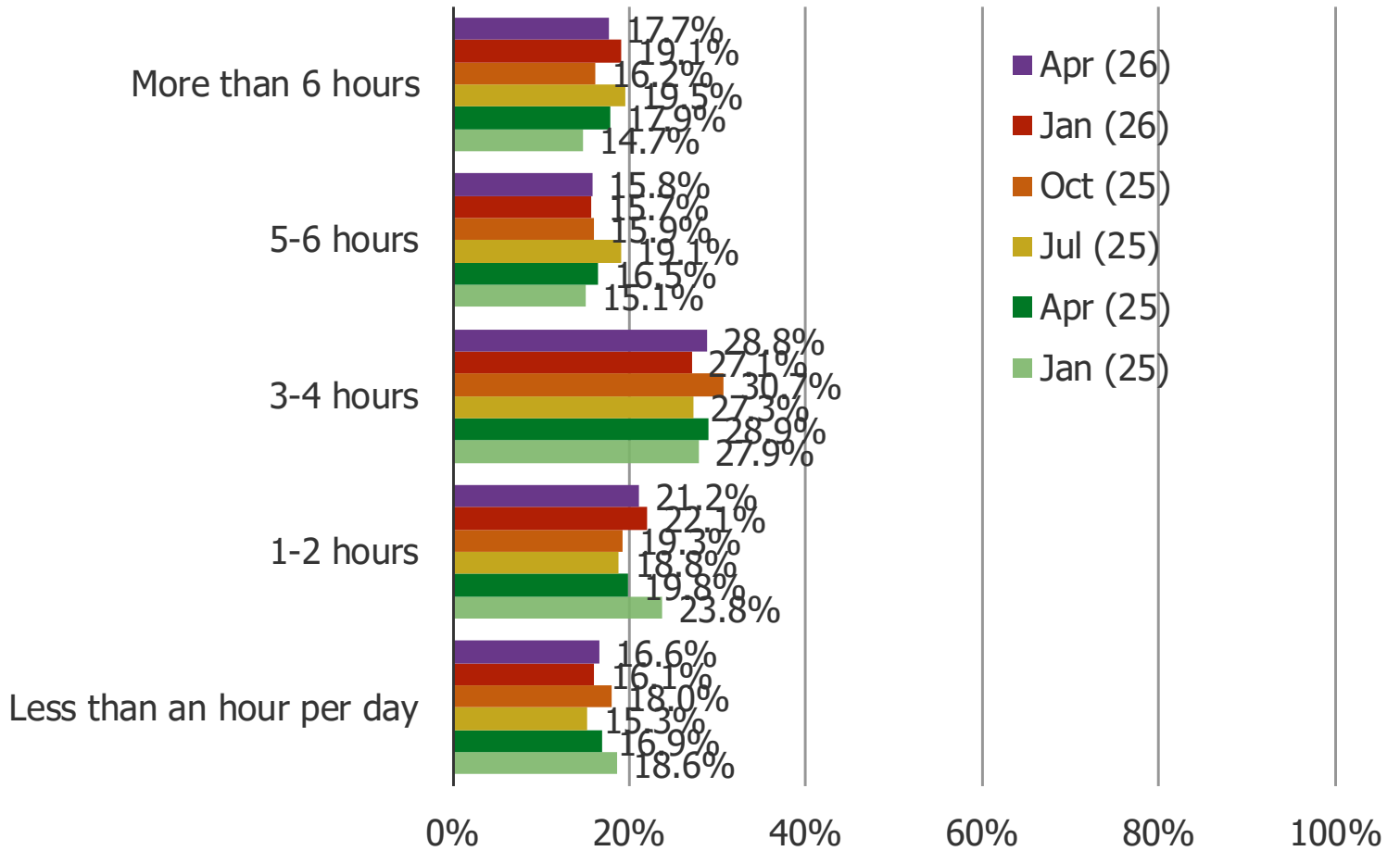
WHEN YOU ARE WATCHING TV, APPROXIMATELY WHAT PERCENTAGE OF THE TIME ARE YOU ALSO LOOKING AT SOMETHING ON YOUR SMARTPHONE?

Posed to all respondents.



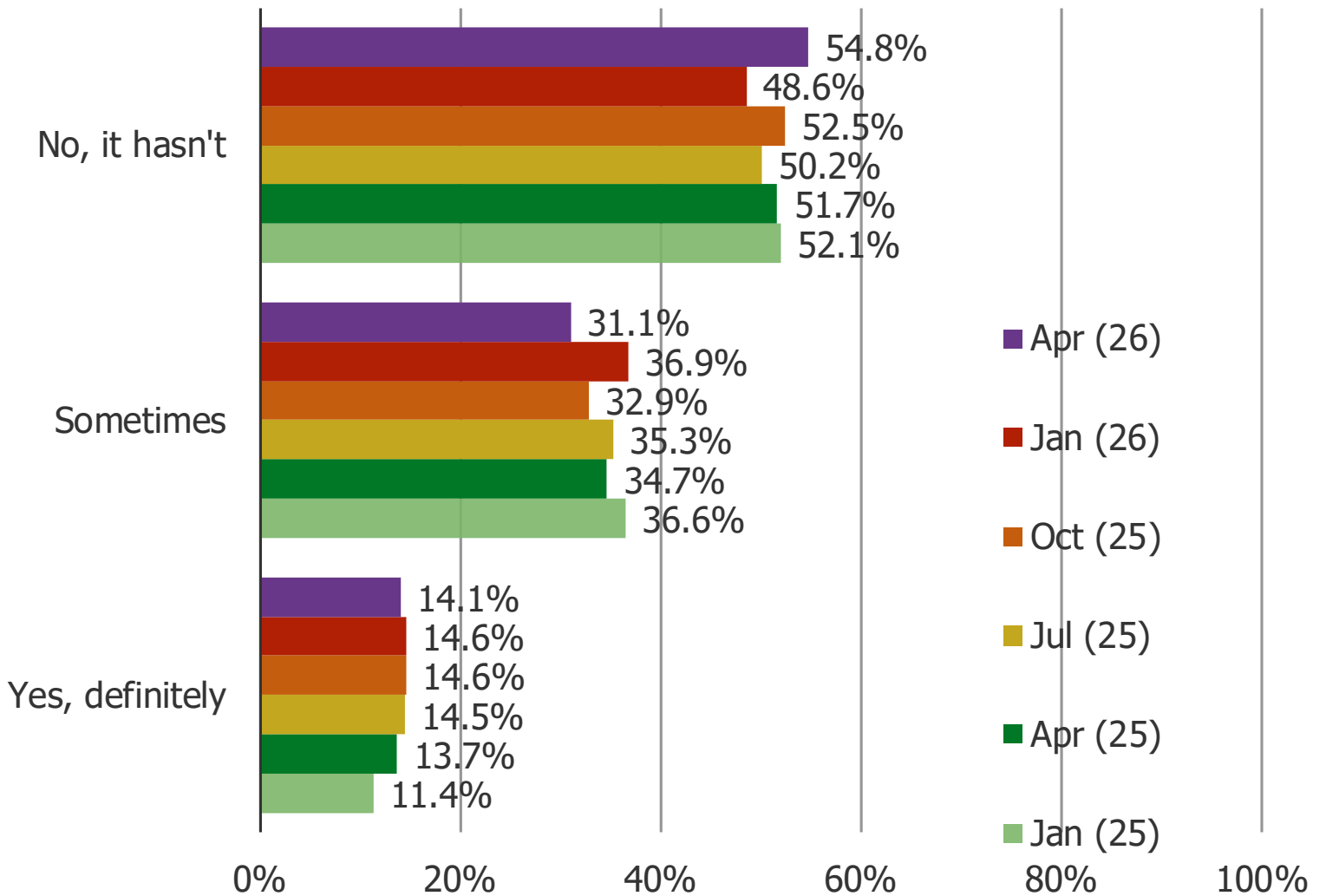
DO YOU HAVE A SENSE FOR HOW MUCH TIME PER DAY YOU SPEND ON YOUR PHONE? IE - YOUR AVERAGE SCREEN TIME PER DAY...

Posed to all respondents.



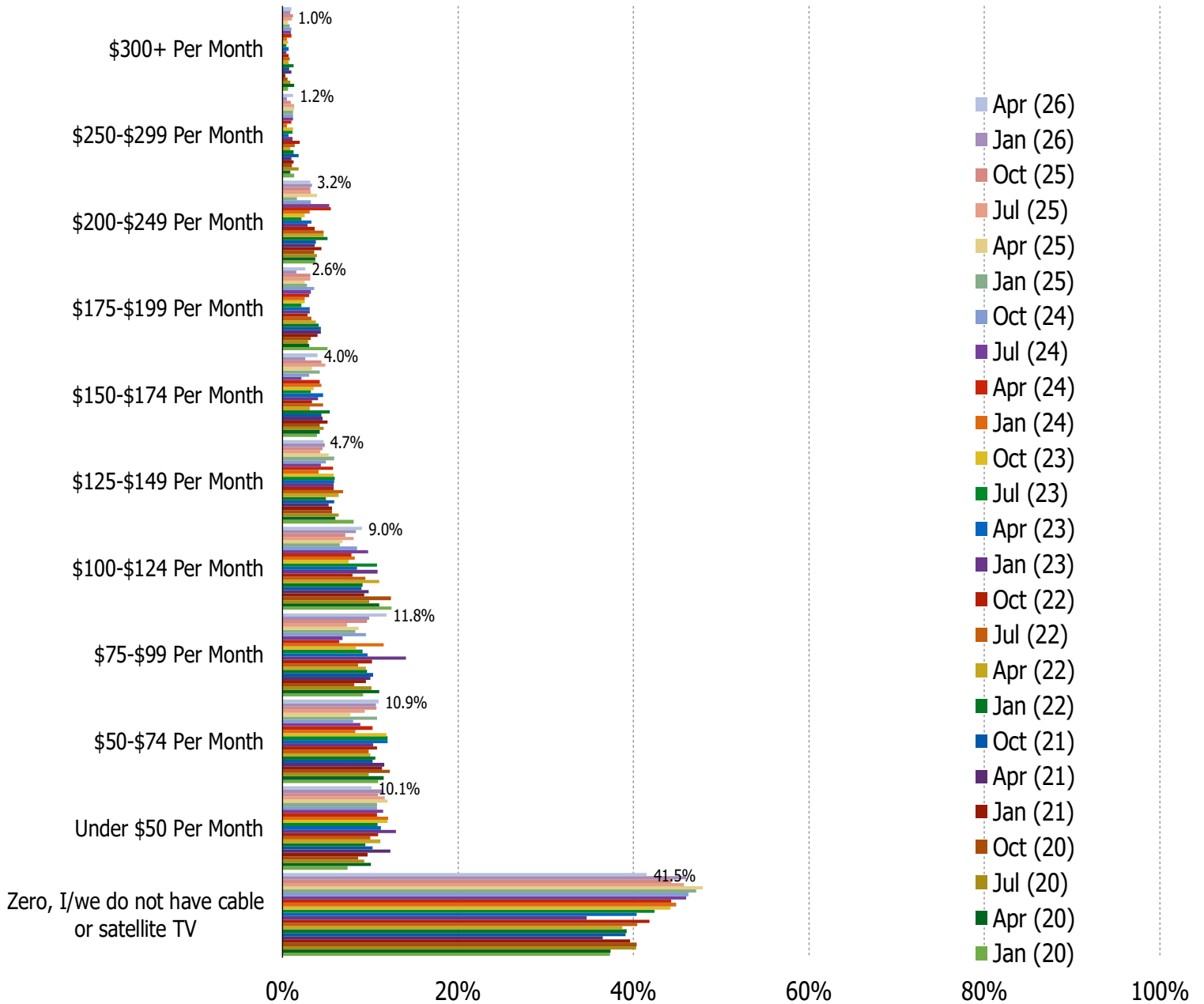
IN YOUR OPINION, HAS THE CONTENT YOU WATCH ON YOUR PHONE DIMINISHED THE IMPORTANCE OF WHAT YOU ARE WATCHING ON TV?

Posed to all respondents.



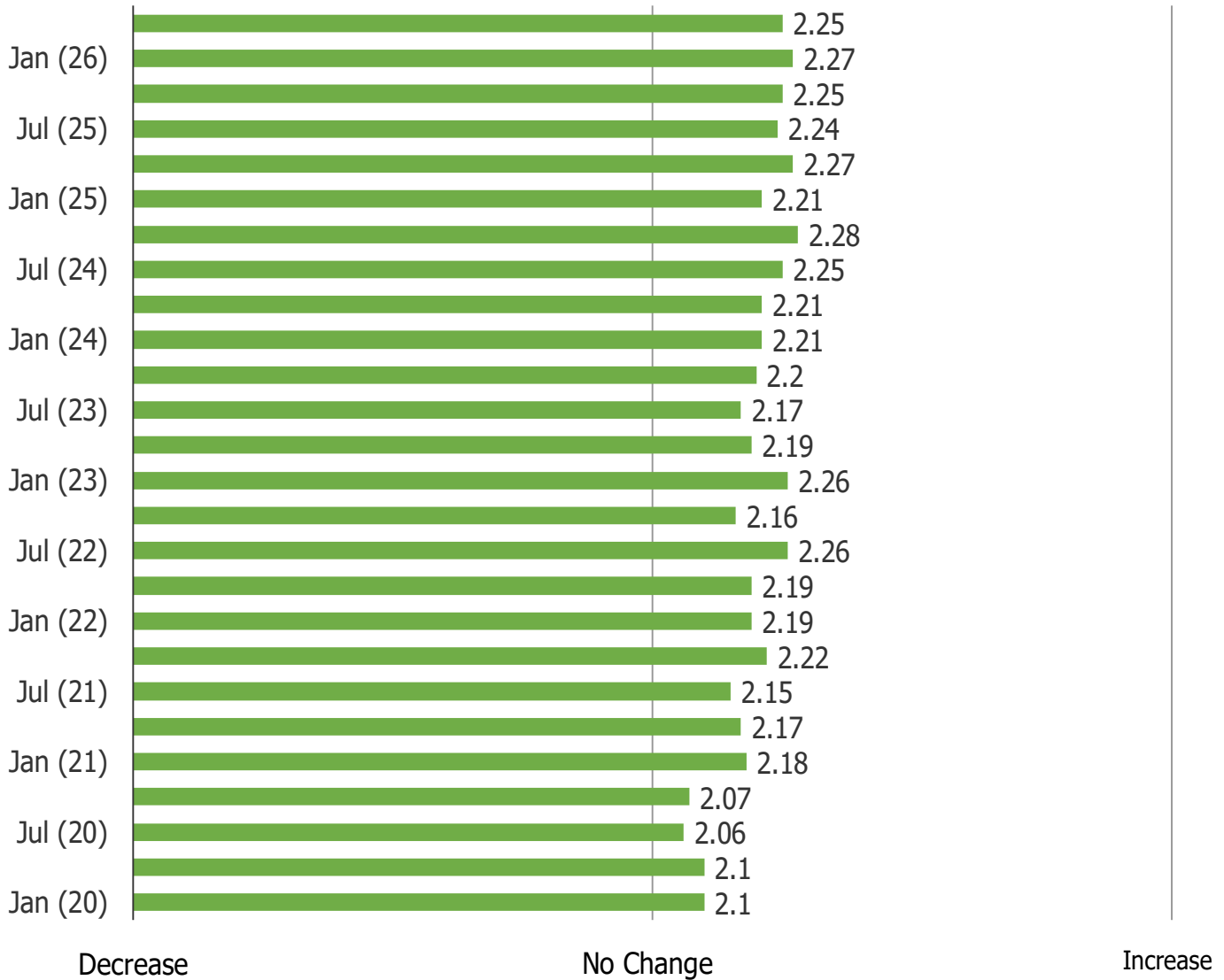
APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE/SATELLITE TV SERVICES PER MONTH?

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?

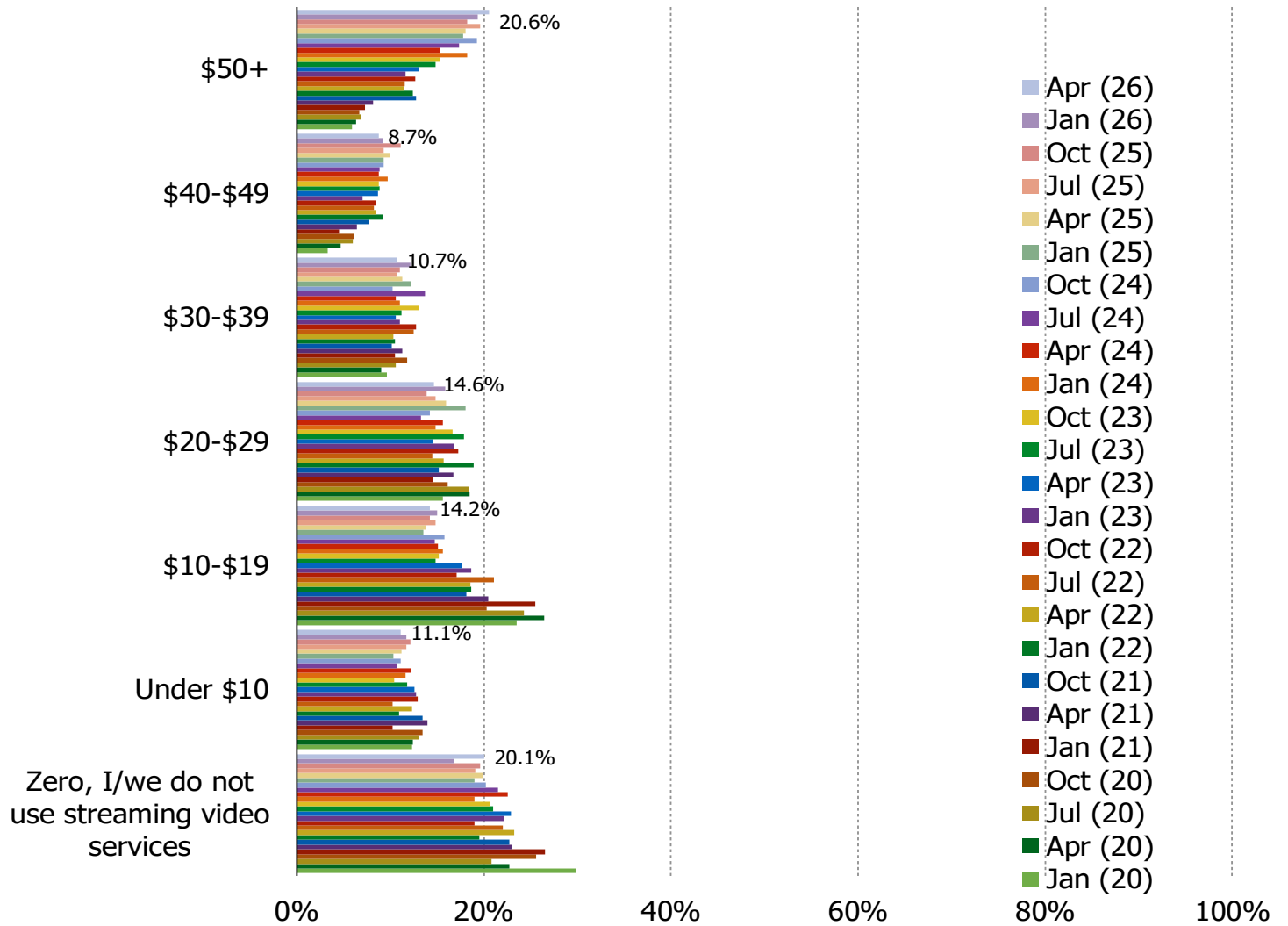
Posed to respondents who currently pay for cable or satellite tv.



SPEND ON STREAMING CONTENT

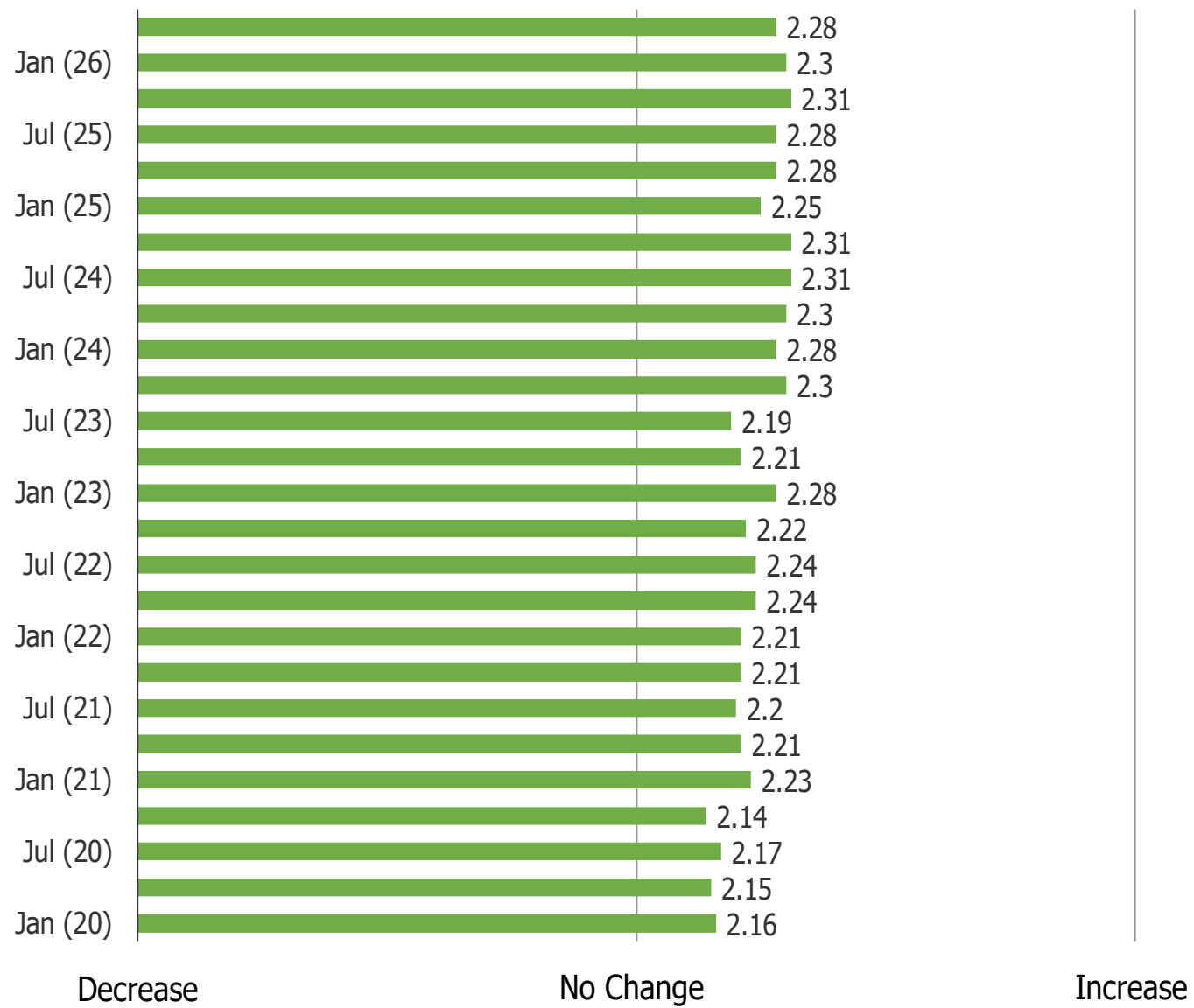
APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

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.



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.

Quarter	Movies	News	Sports	TV Shows	Other
2023 Q2	14.1%	20.3%	15.6%	14.1%	35.9%
2023 Q3	6.3%	18.8%	17.6%	15.5%	41.8%
2023 Q4	9.5%	20.5%	21.3%	15.5%	33.2%
2024 Q1	7.5%	19.6%	18.6%	16.7%	37.6%
2024 Q2	7.1%	23.1%	14.2%	17.5%	38.1%
2024 Q3	8.4%	22.5%	14.8%	20.1%	34.2%
2024 Q4	5.7%	22.0%	23.6%	14.7%	33.9%
2025 Q1	1.6%	22.1%	26.2%	17.2%	32.8%
2025 Q2	7.3%	20.3%	14.9%	17.3%	40.1%
2025 Q3	6.9%	20.2%	16.1%	16.1%	40.7%
2025 Q4	8.4%	19.5%	19.1%	17.8%	35.3%
2026 Q1	7.7%	22.6%	23.0%	15.2%	31.5%
2026 Q2	5.1%	18.2%	19.6%	17.6%	39.5%

Key observations (strictly from data)

1. News + Sports dominate

- Combined: ~40.8% of all mentions
- This is the largest clearly defined use case of cable

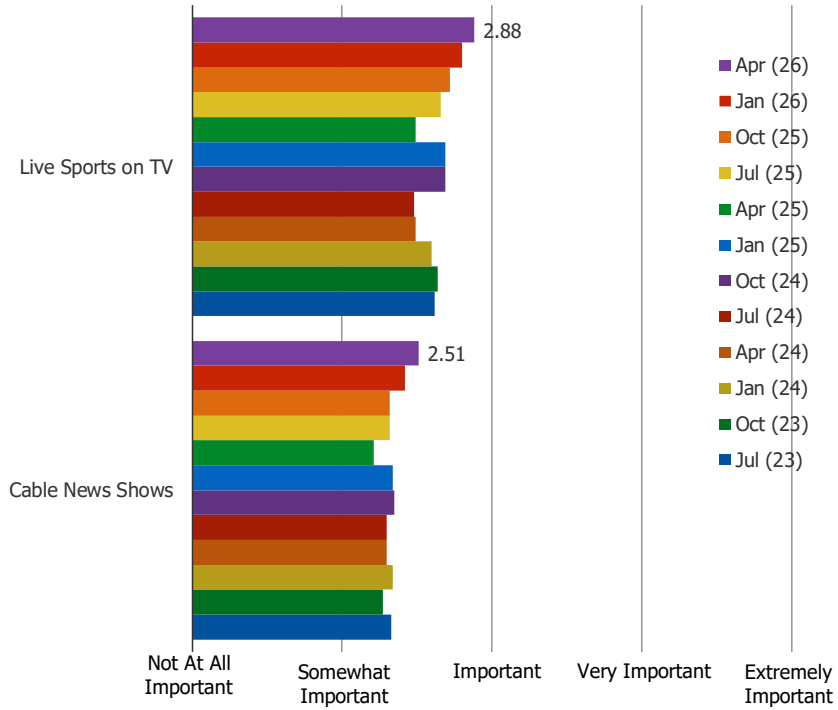
2. Entertainment is fragmented

- TV shows: 17.3%
- Movies: 7.5%
- Reality + kids + docs: very small individually

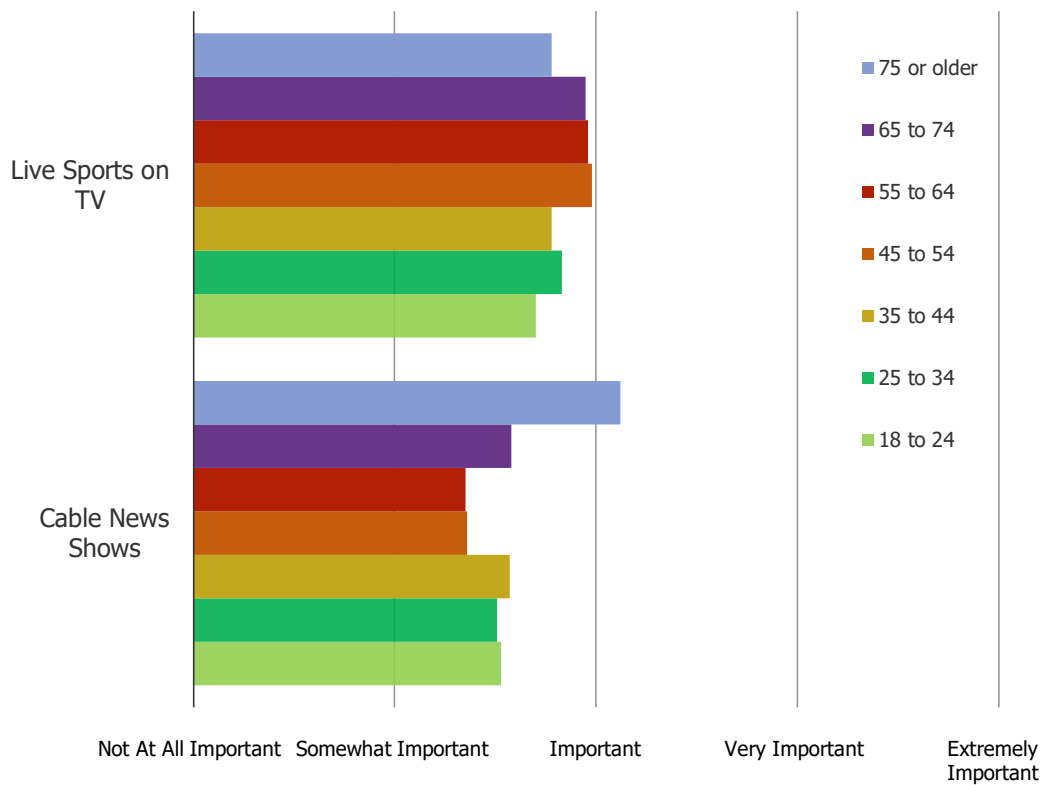
→ Unlike news/sports, entertainment is spread across many different response types, which is why:

HOW IMPORTANT ARE THE FOLLOWING TO YOU...

Posed to all respondents.



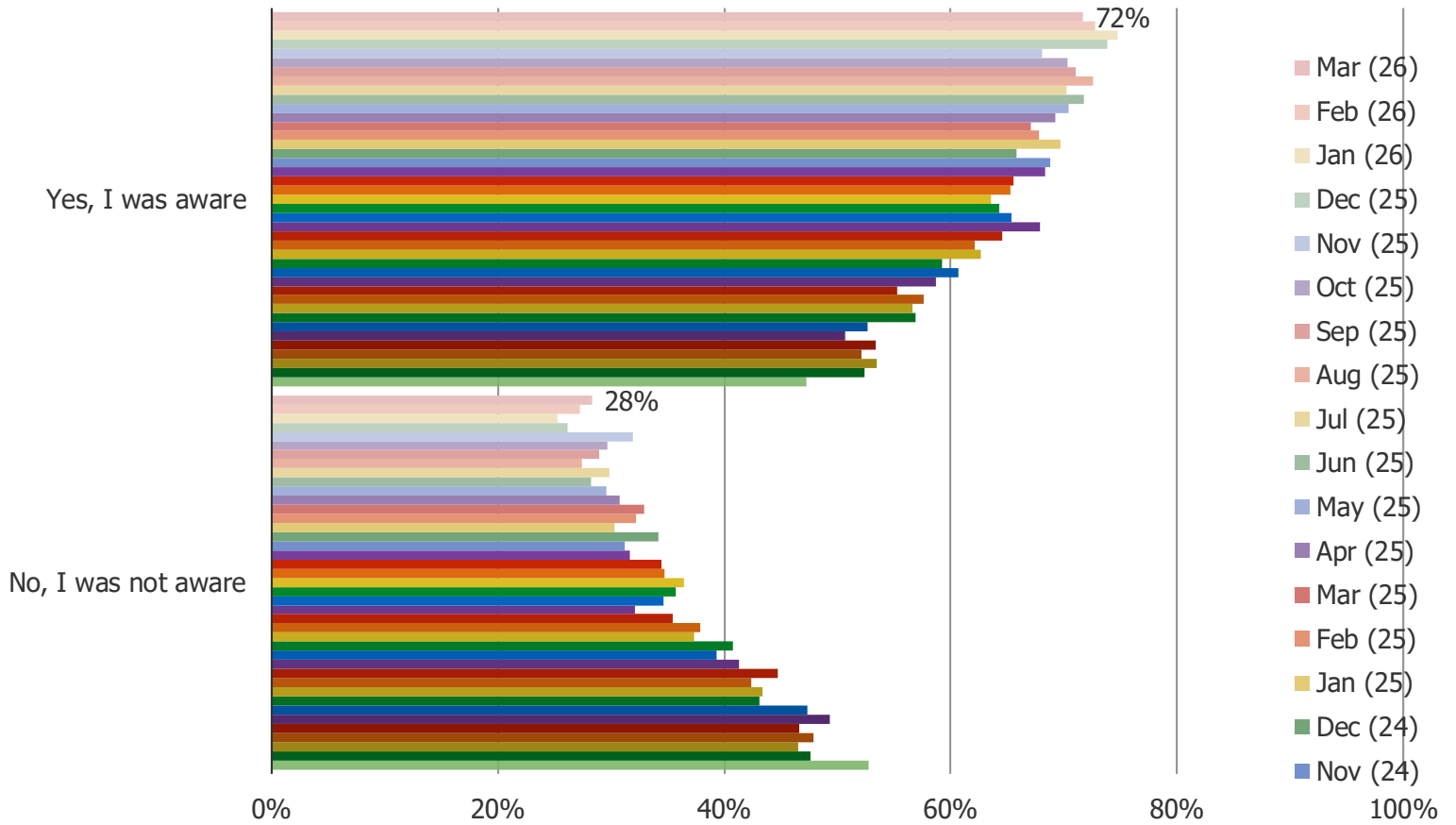
Cross-Tab (Weighted Averages)



STANDARD WITH ADS

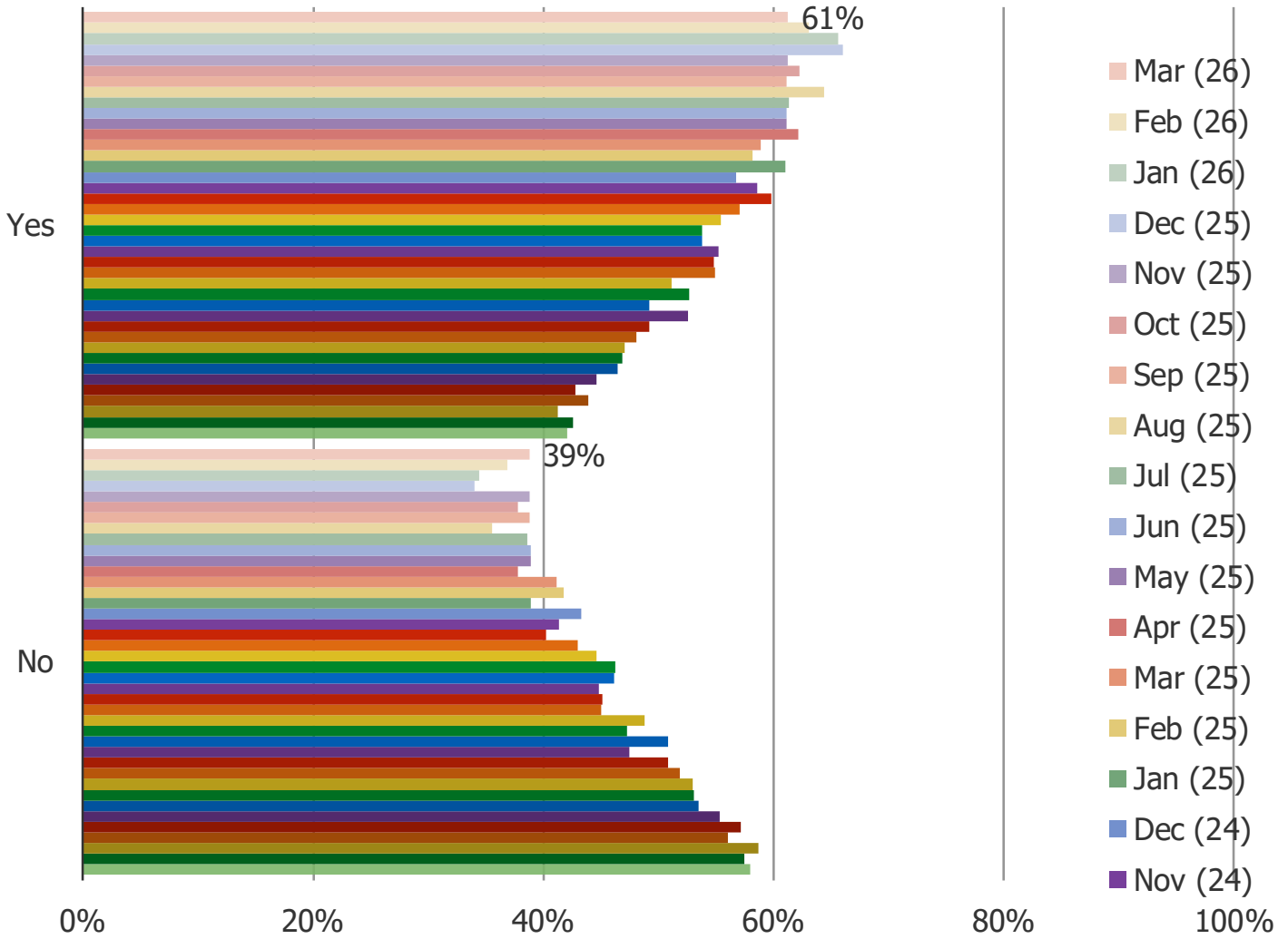
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT NETFLIX HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



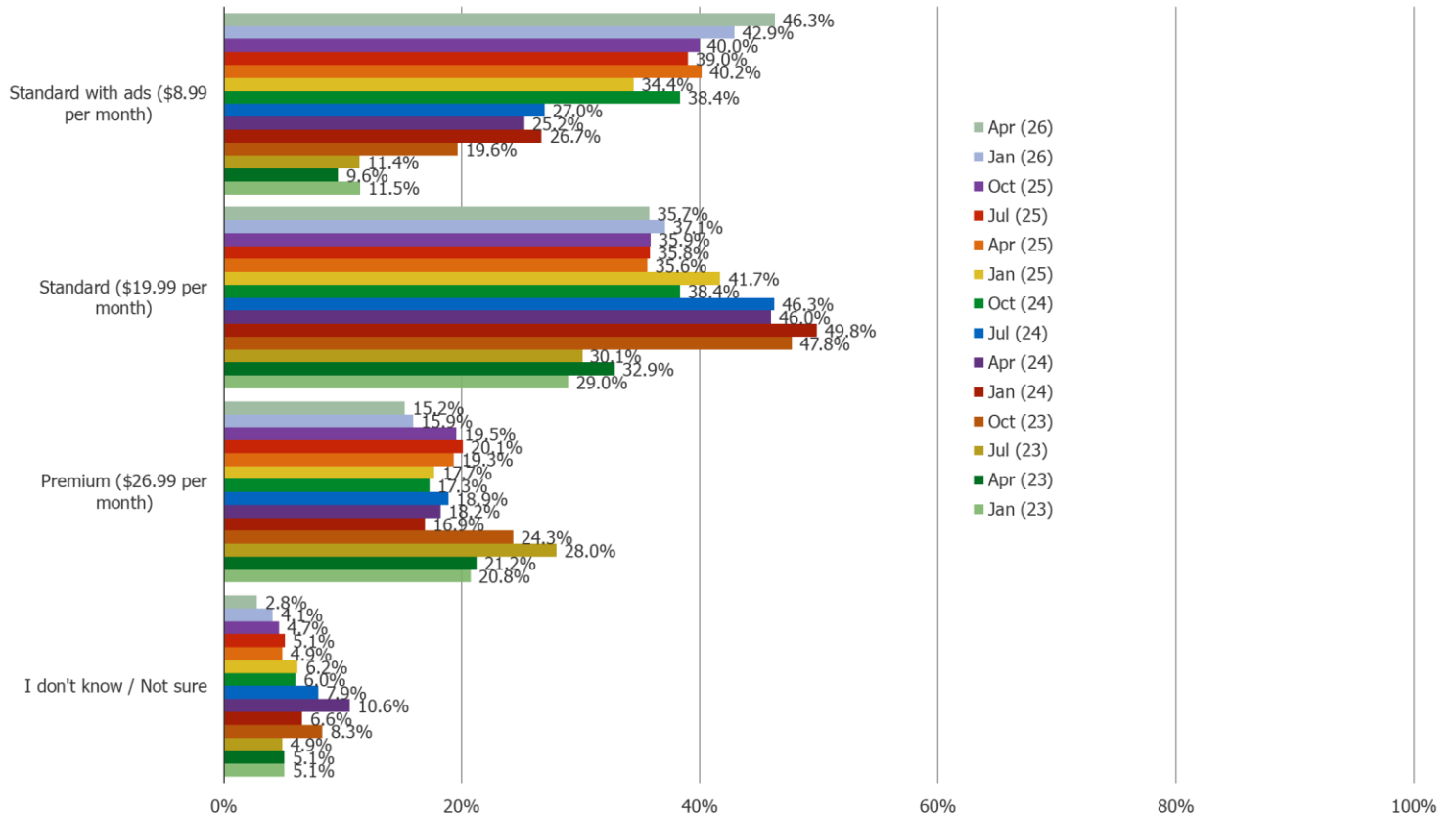
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT DISNEY+ HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



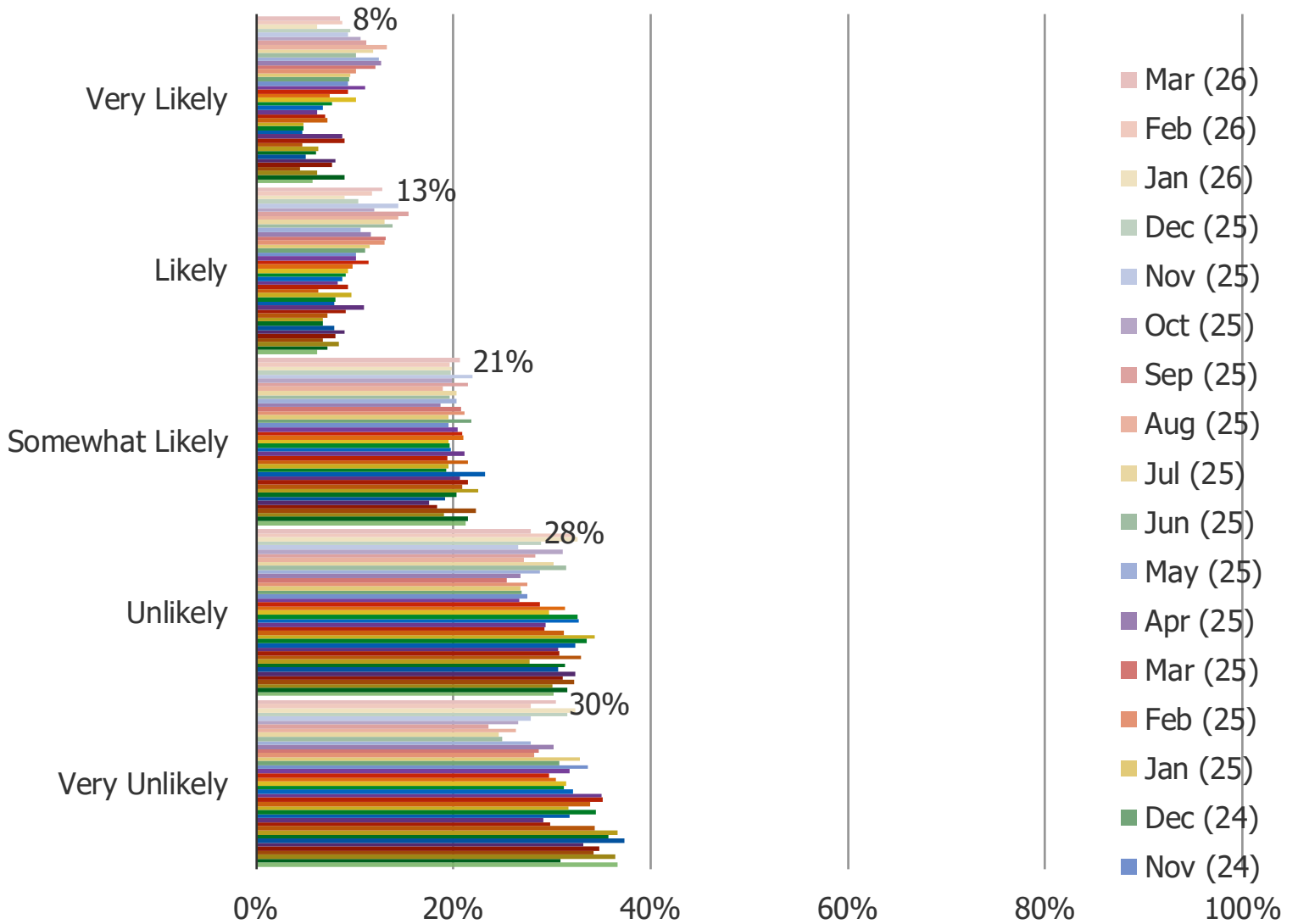
WHICH NETFLIX PLAN DO YOU SUBSCRIBE TO?

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?

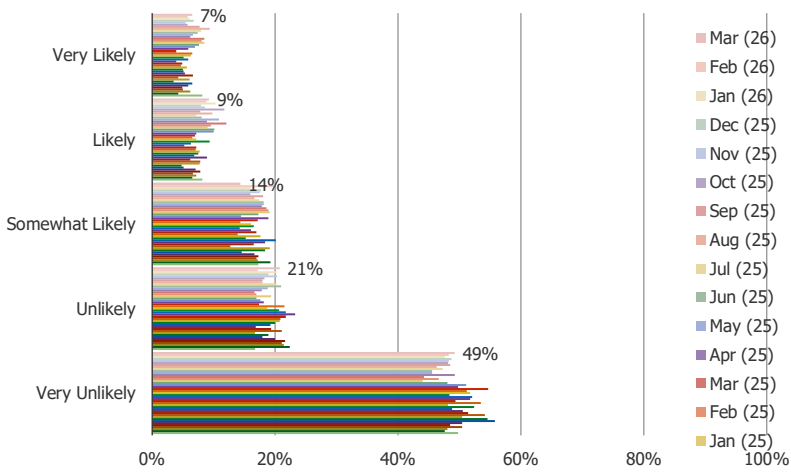
Posed to all respondents who are Netflix subscribers but are not on the ad supported plan.



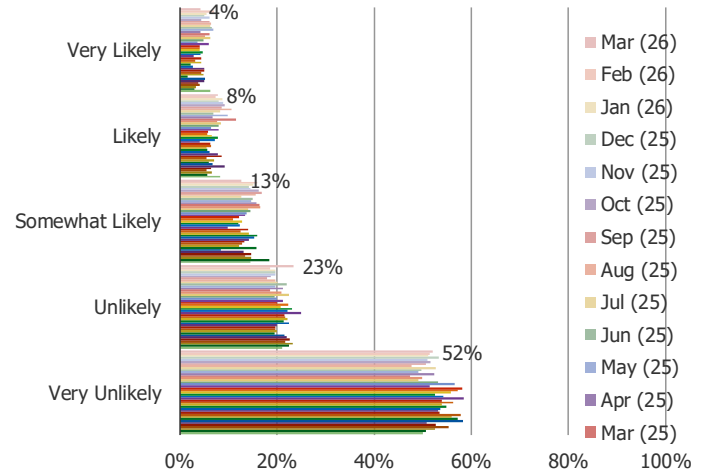
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING NETFLIX PLANS IN THE NEXT MONTH?

Posed to all respondents who are not currently Netflix subscribers.

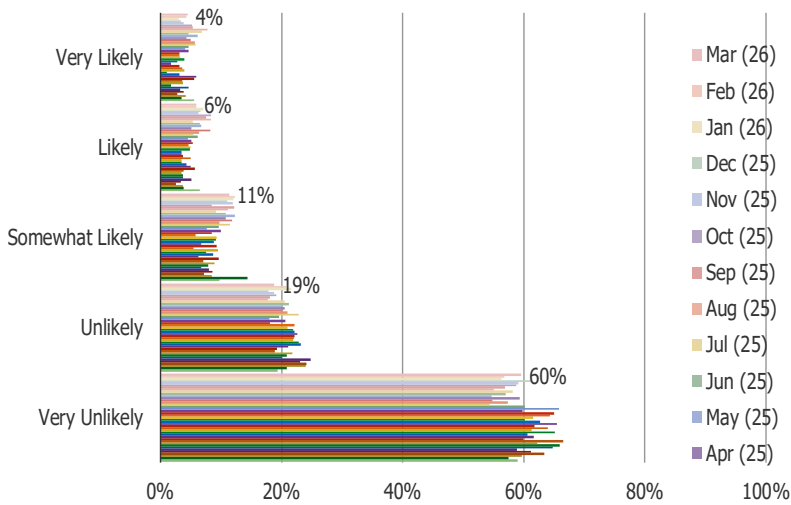
Standard with Ads



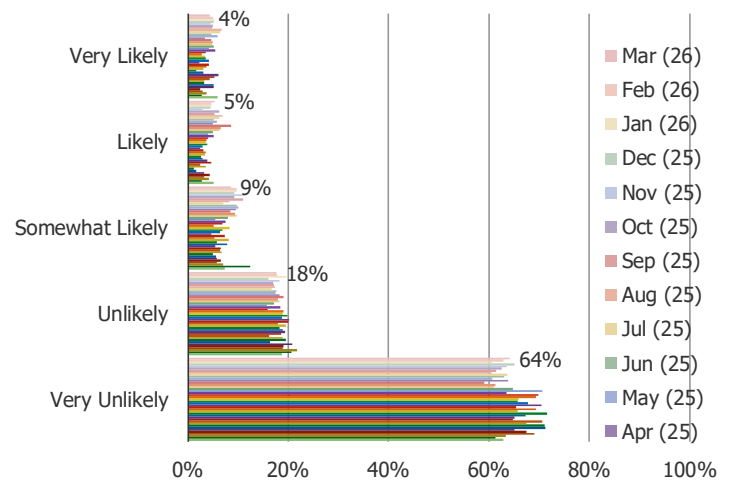
Basic



Standard

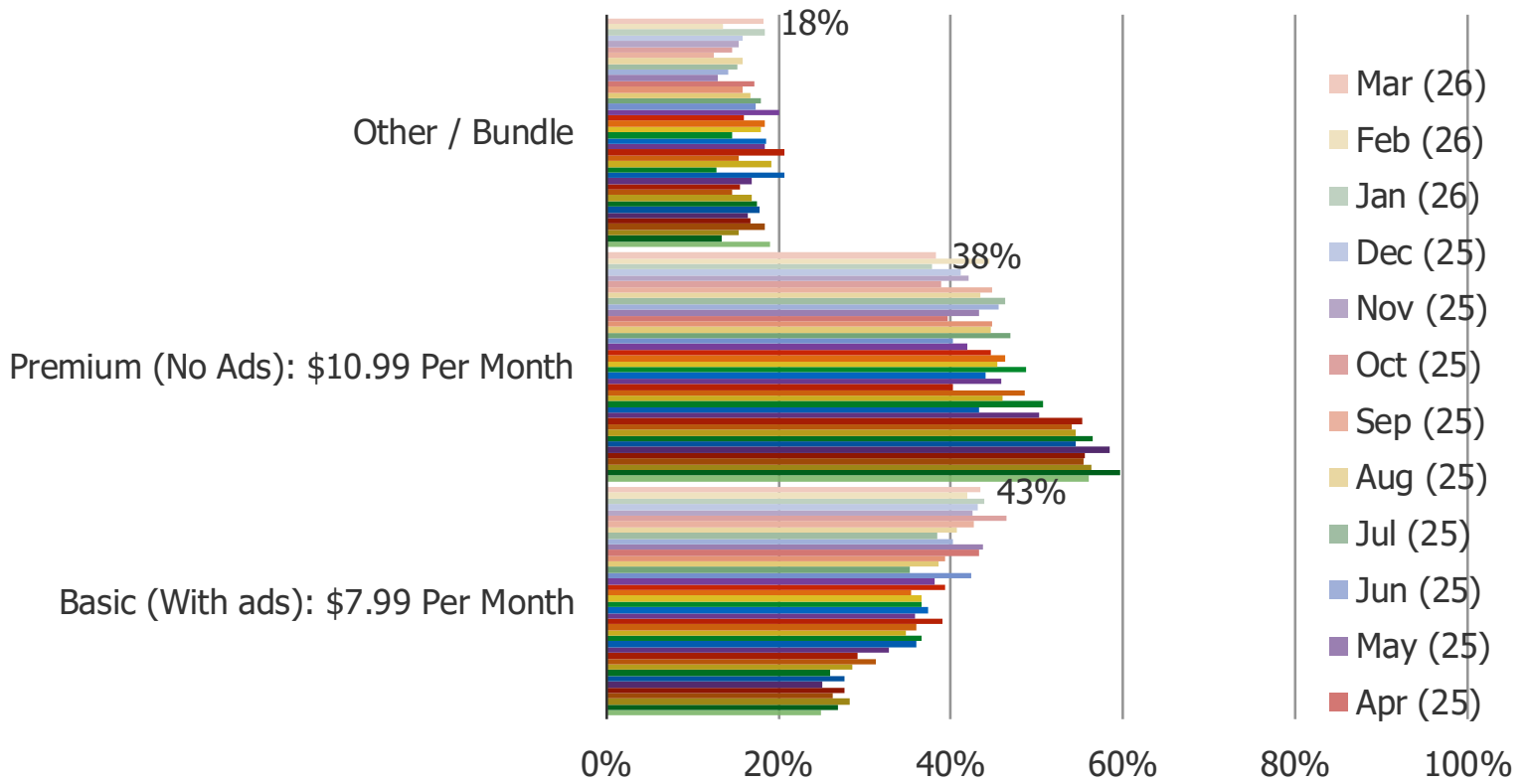


Premium



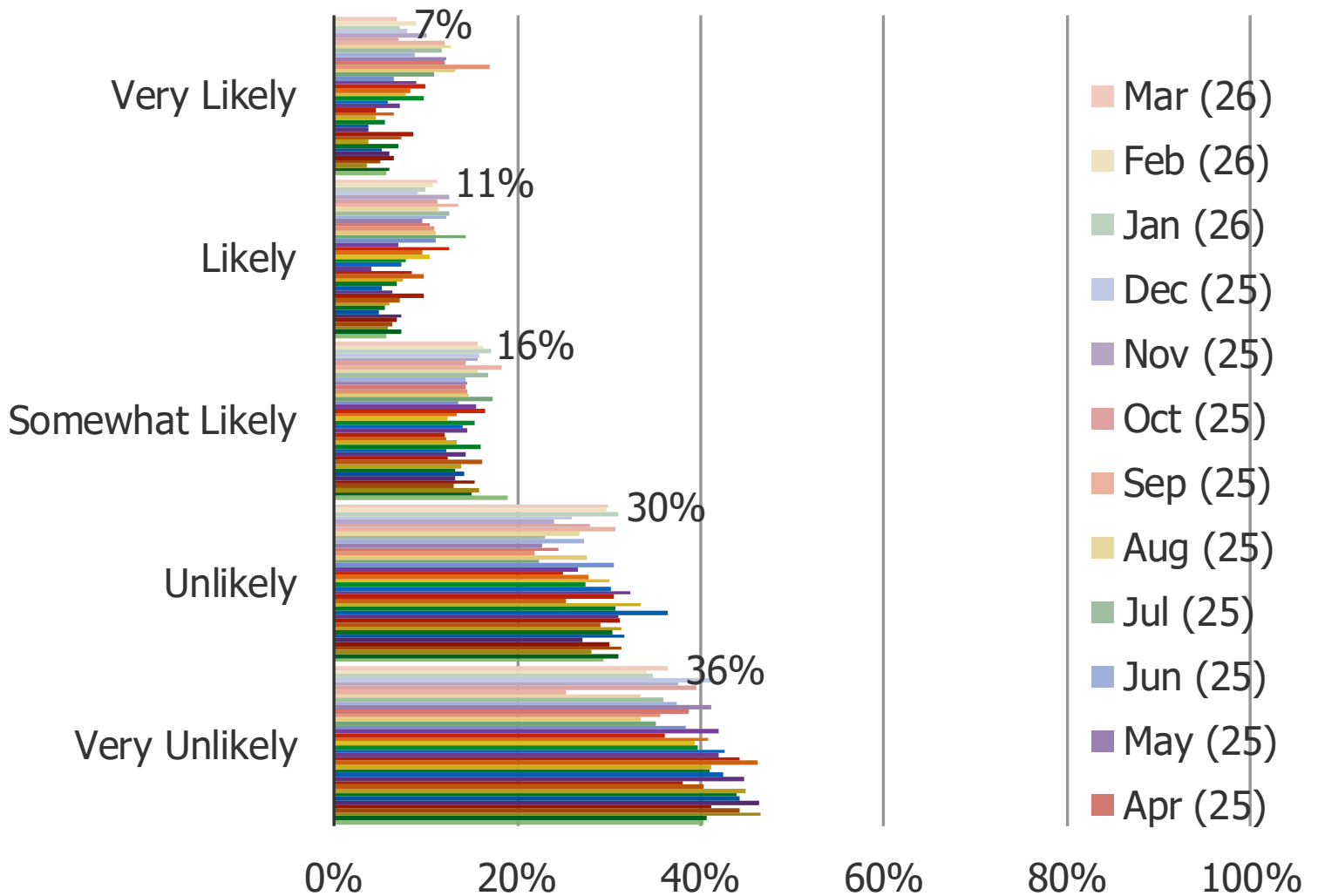
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DISNEY+ SUBSCRIPTION?

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?

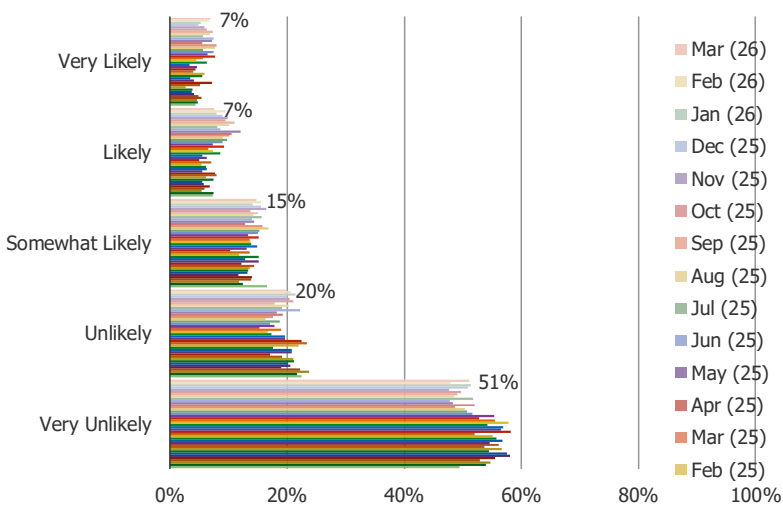
Posed to all respondents who are Disney+ subscribers but are not on the ad supported plan currently.



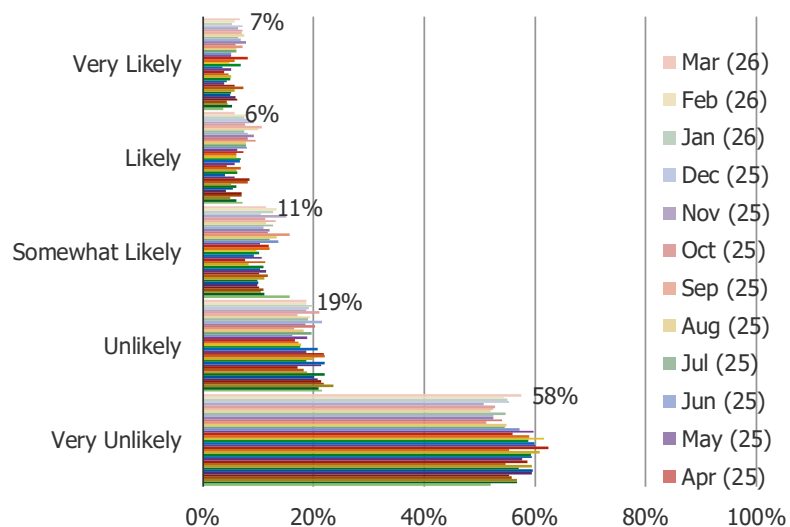
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING DISNEY+ PLANS IN THE NEXT MONTH?

Posed to respondents who are not currently Disney+ subscribers.

Basic (With ads): \$7.99 Per Month

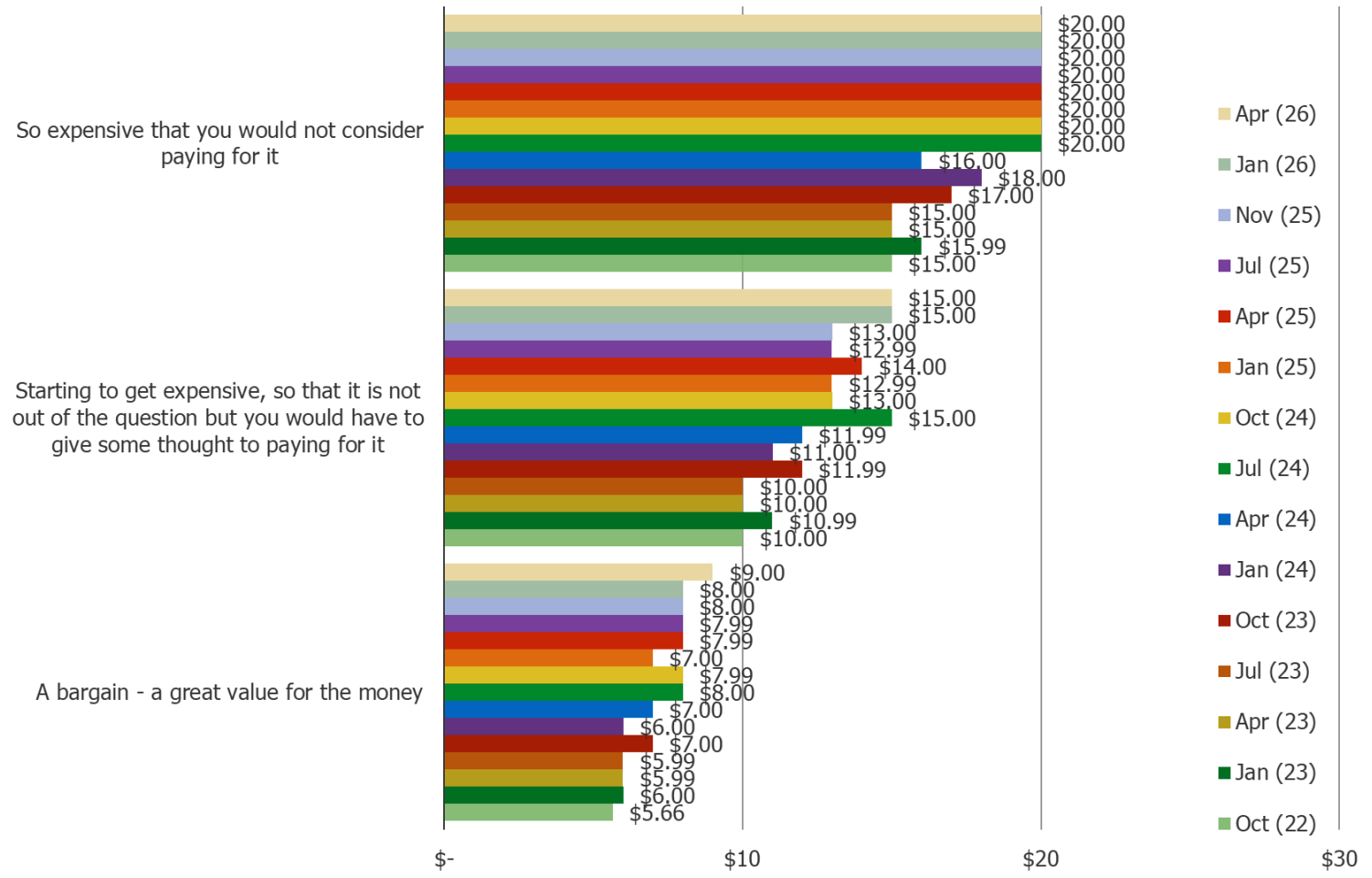


Premium (No Ads): \$10.99 Per Month



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

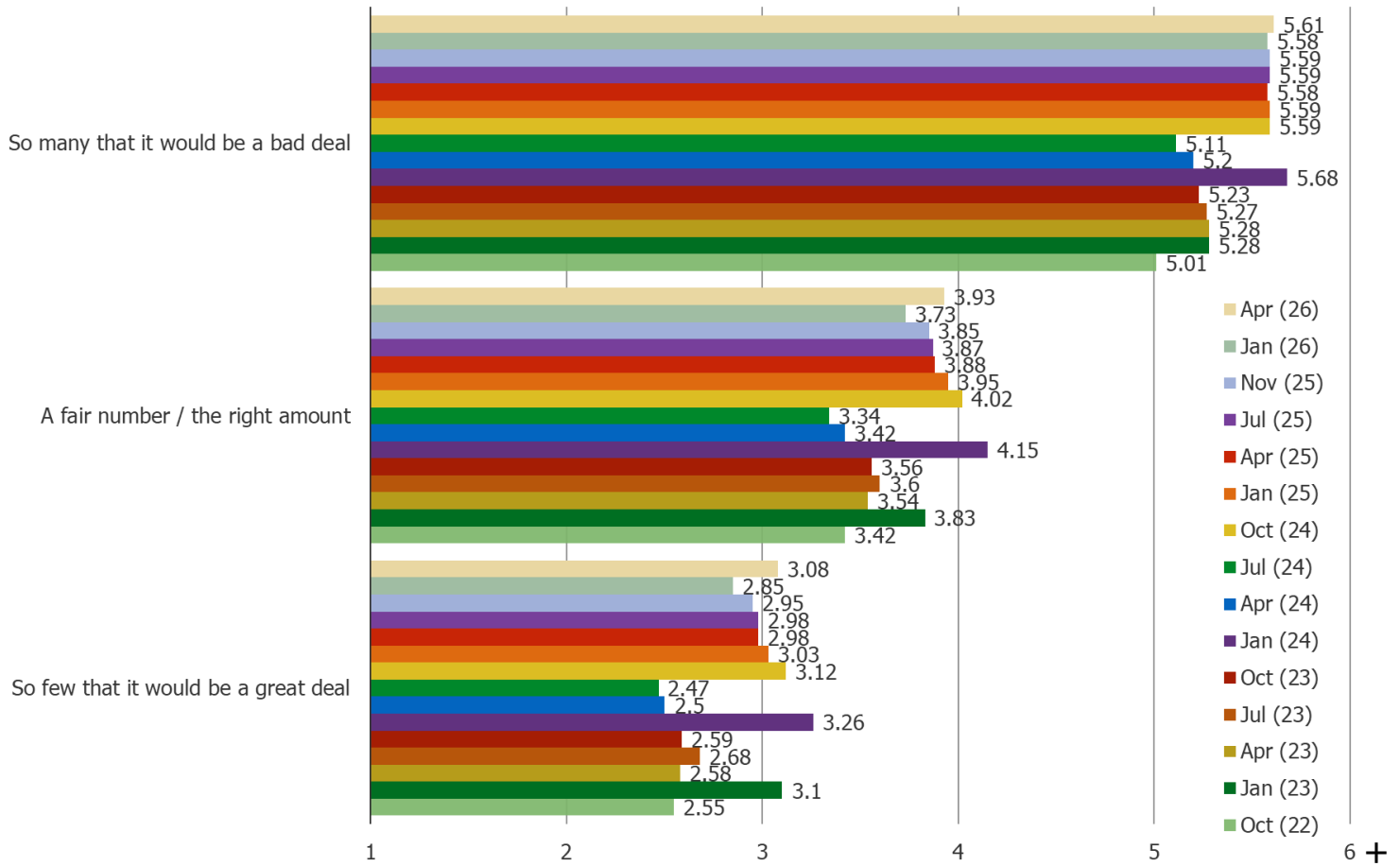
Posed to respondents who watch movies and/or TV shows at home (N = 848)



*Median

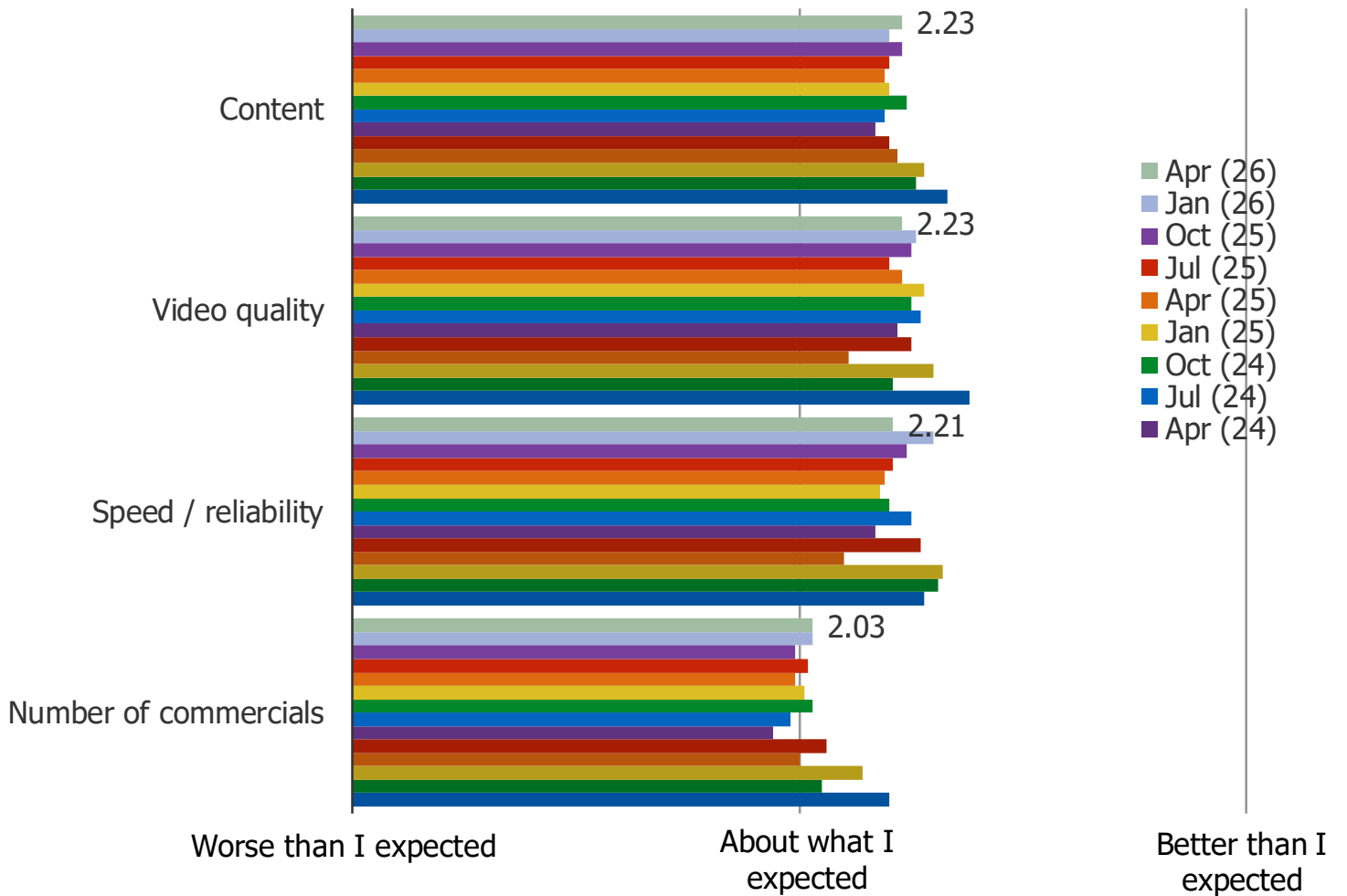
THINKING ABOUT NETFLIX'S AD-SUPPORTED TIER, HOW MANY COMMERCIALS PER HOUR WOULD YOU CONSIDER TO BE...

Posed to respondents who watch movies and/or TV shows at home (N = 848)



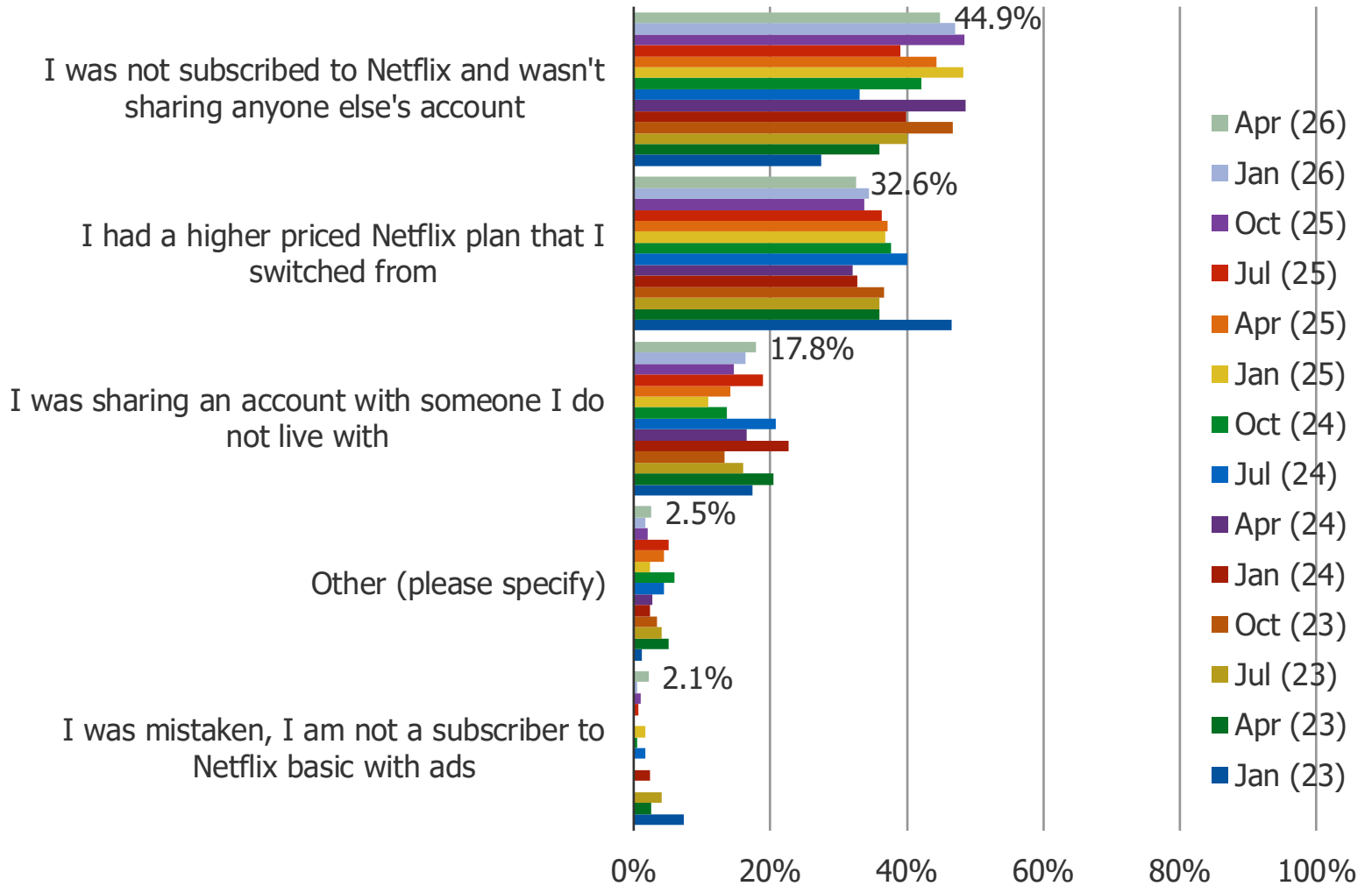
HOW DOES YOUR EXPERIENCE WITH THE STANDARDS WITH ADS PLAN COMPARE TO YOUR EXPECTATIONS WHEN IT COMES TO THE FOLLOWING?

Posed to respondents who said they are on the Standard with Ads Plan (N = 236)



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

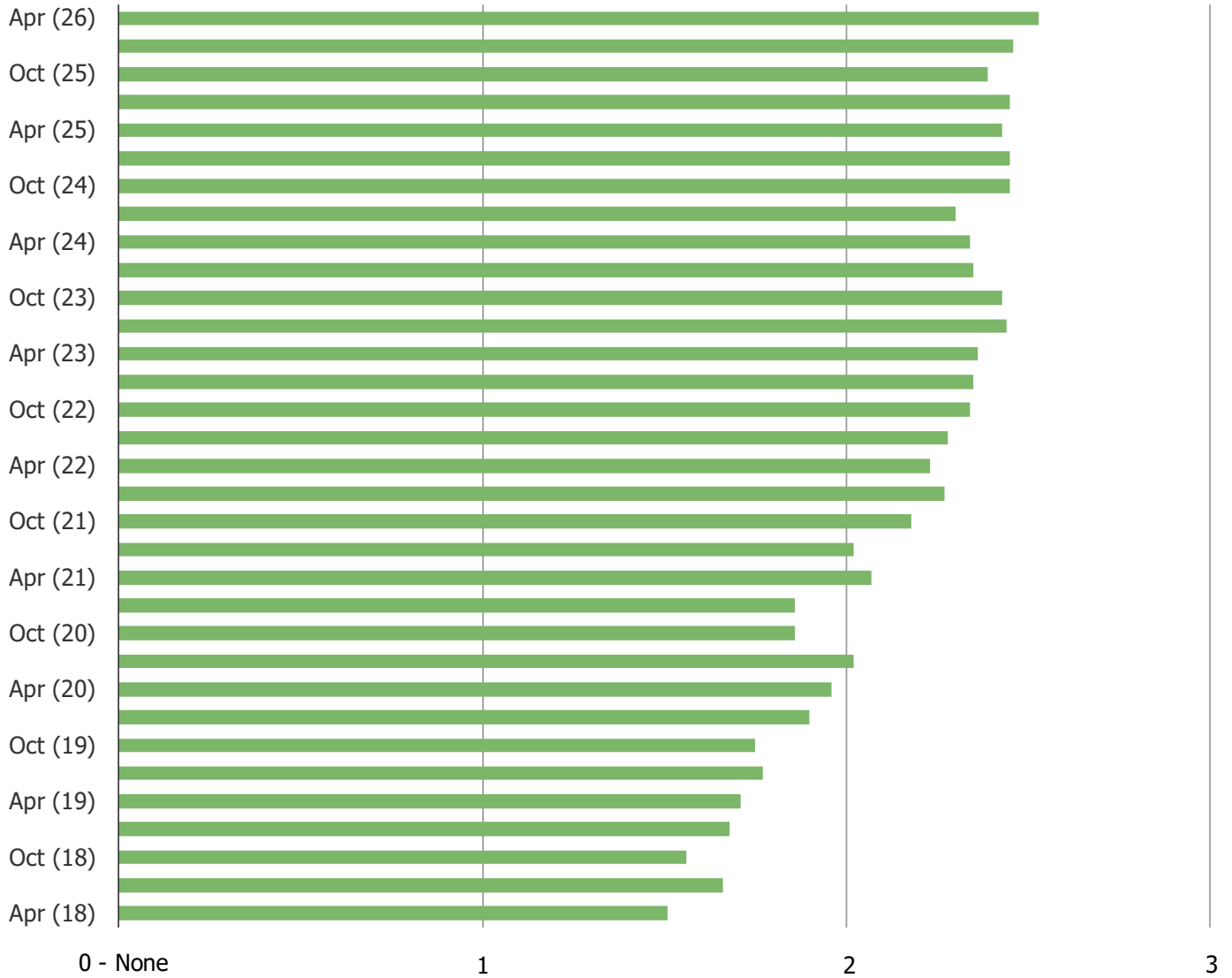
Posed to respondents who said they are on the Standard with Ads Plan (N = 236)



STREAMING SECTOR DYNAMICS

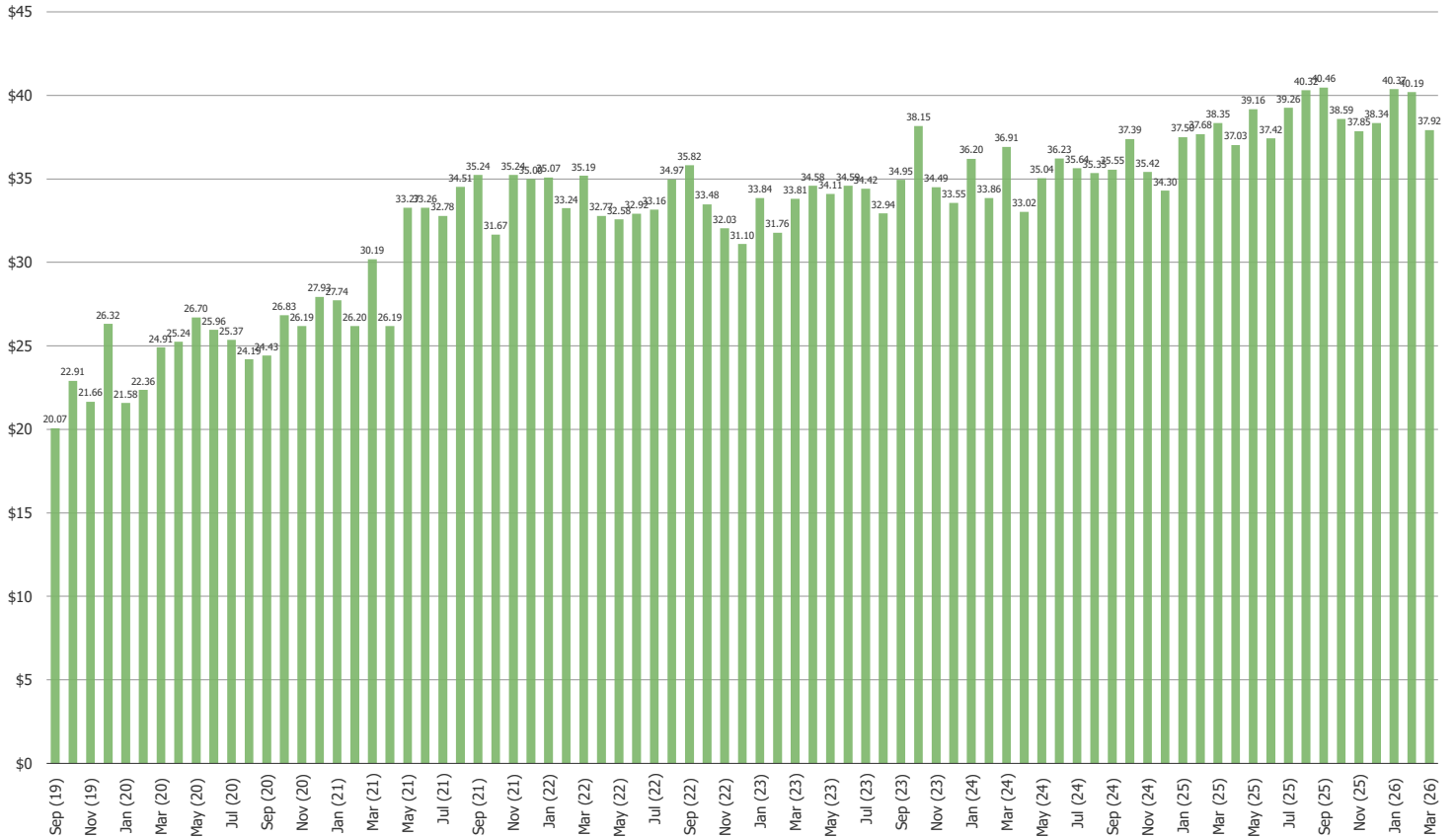
HOW MANY STREAMING VIDEO SERVICES DO YOU THINK IS THE RIGHT NUMBER TO BE PAYING FOR AT THE SAME TIME?

Posed to all respondents.



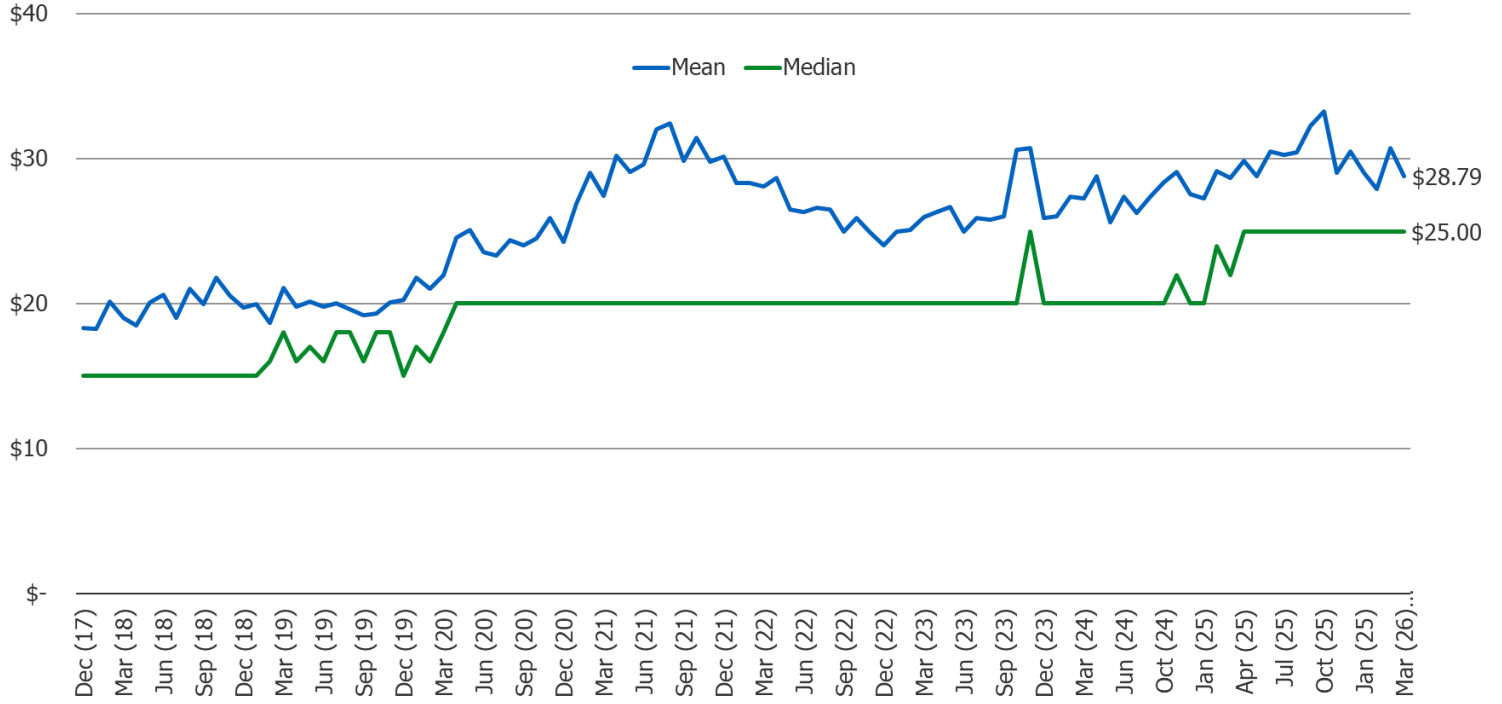
HOW MUCH DO YOU THINK IS APPROPRIATE TO SPEND ON STREAMING VIDEO SERVICES, IN TOTAL, PER MONTH?

Posed to all respondents.



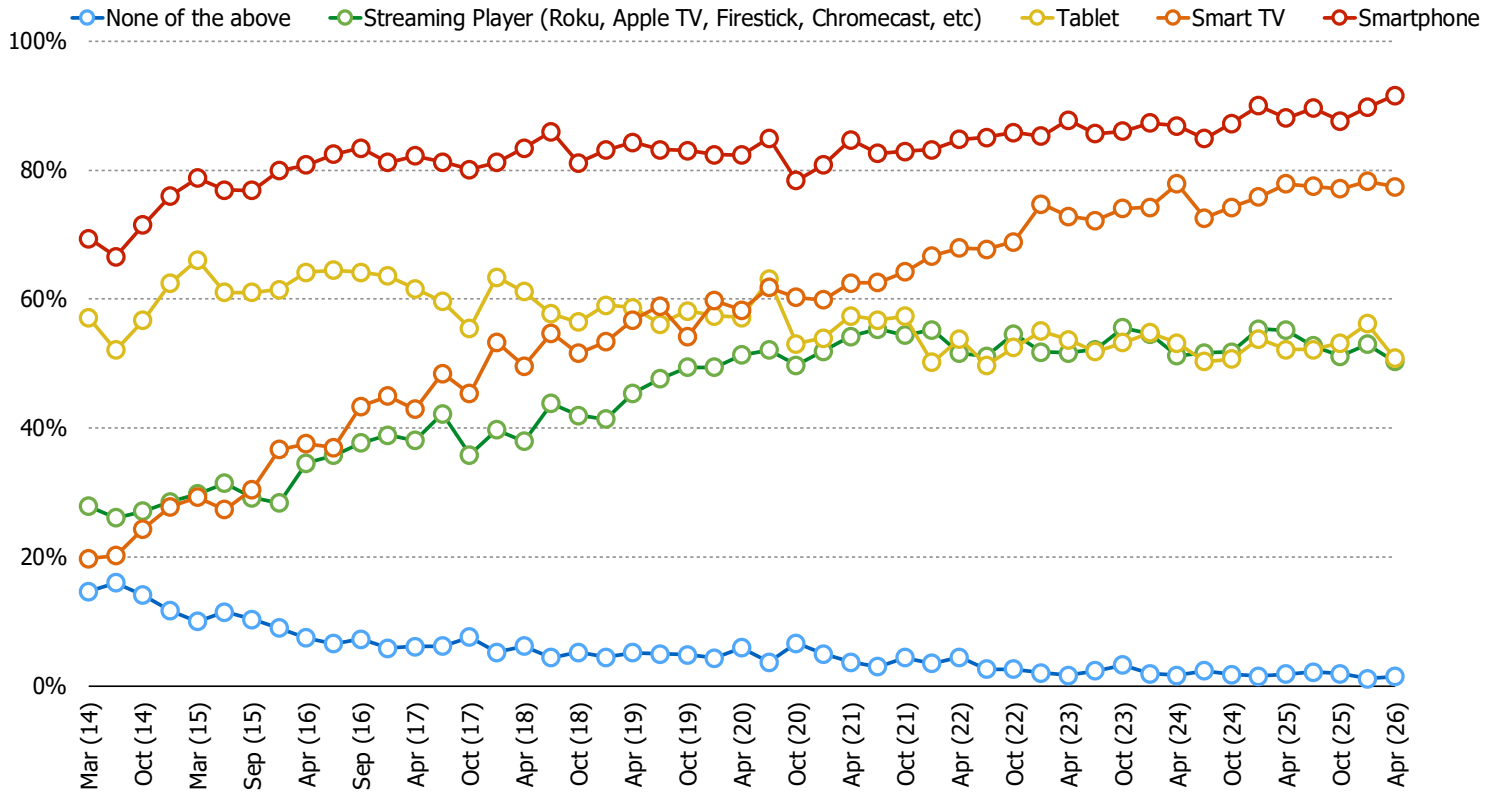
AT WHAT MONTHLY PRICE POINT WOULD YOU DECIDE TO CANCEL YOUR NETFLIX SUBSCRIPTION?
 (IE, IF NETFLIX CONTINUES TO RAISE PRICES, WHAT PRICE POINT PER MONTH WOULD TRIGGER YOUR CANCELLATION OF NETFLIX?)

Posed to all respondents.



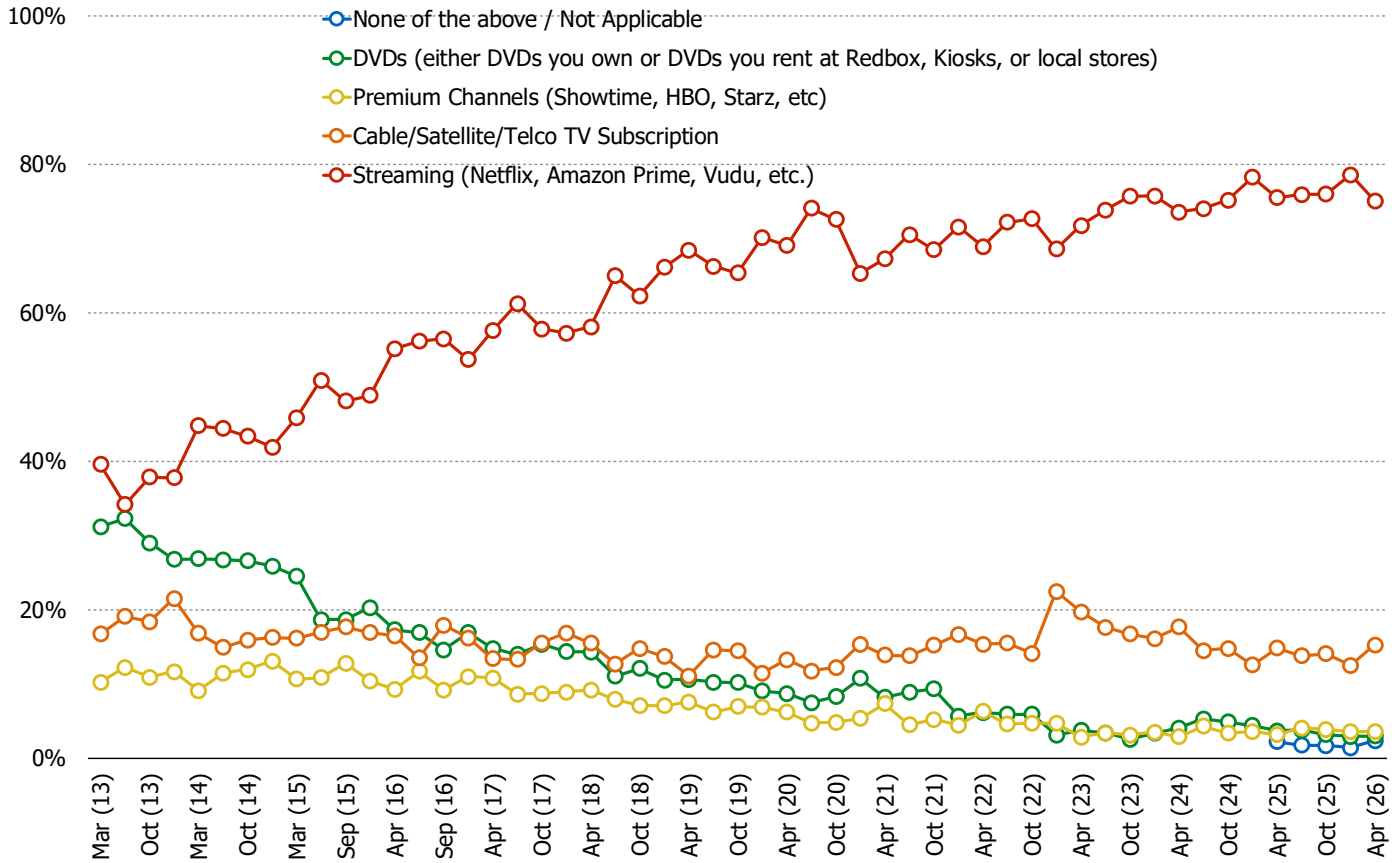
INTERNET CONNECTED DEVICES OWNED BY RESPONDENTS

This question was posed to the target audience.



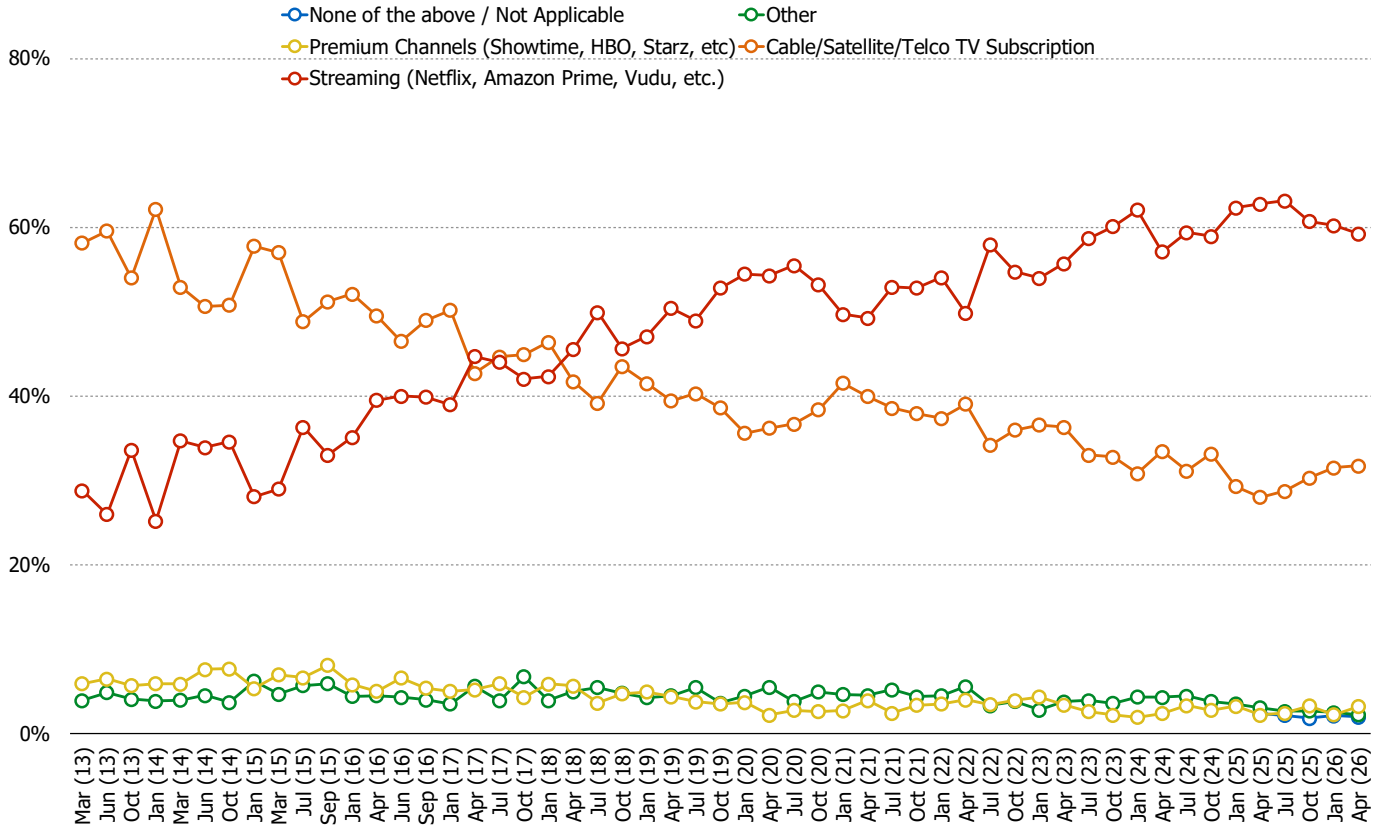
PREFERRED METHOD FOR WATCHING MOVIES

This question was posed to the target audience.



PREFERRED METHOD FOR WATCHING TELEVISION SHOWS

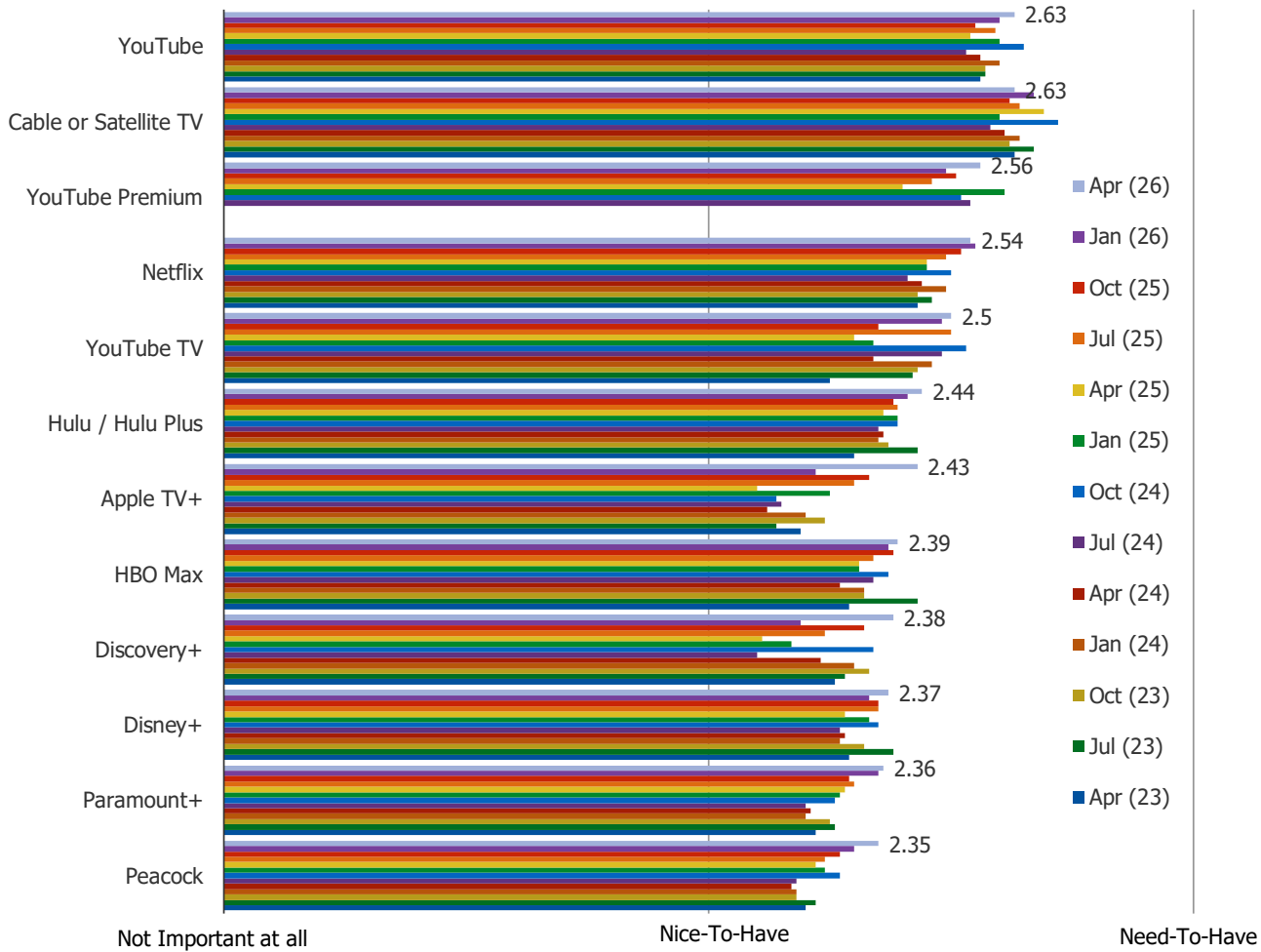
This question was posed to the target audience.



STREAMING PLATFORMS – COMPETITIVE DYNAMICS

DO YOU CONSIDER THE FOLLOWING TO BE...

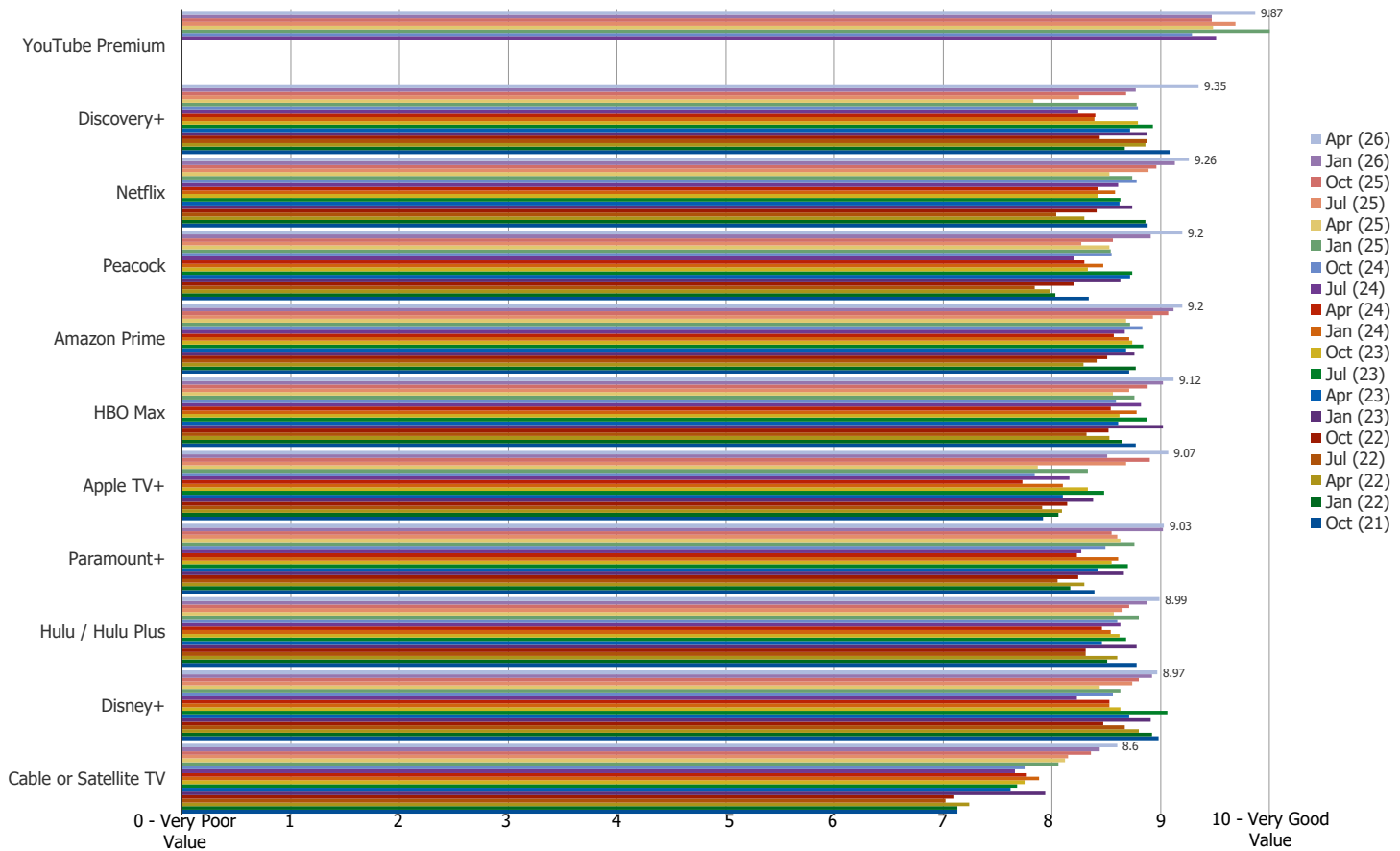
Posed to all respondents who use the below methods/services to watch movies/TV shows/video content at home.



	N=
Peacock	265
Paramount+	285
Disney+	285
Discovery+	76
HBO Max	269
Apple TV+	103
Hulu / Hulu Plus	314
YouTube TV	135
Netflix	506
YouTube Premium	94
Cable or Satellite TV	301
YouTube	376

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

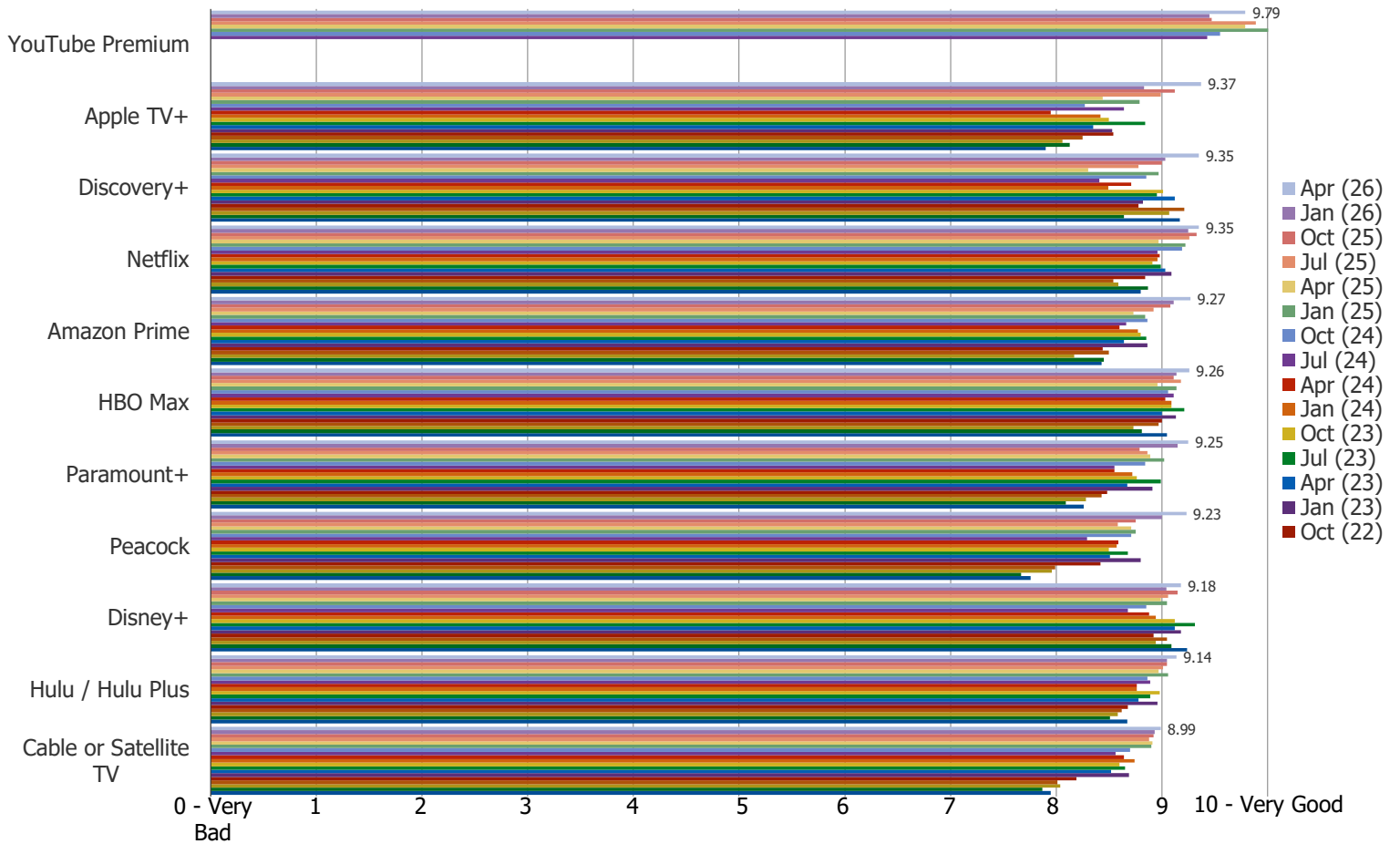
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



	N=
Discovery+	74
YouTube Premium	89
Apple TV+	97
Peacock	244
HBO Max	247
Paramount+	272
Disney+	273
Cable or Satellite TV	295
Hulu / Hulu Plus	297
Amazon Prime	454
Netflix	488

PLEASE RATE THE CONTENT AVAILABLE 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=
Discovery+	74
YouTube Premium	89
Apple TV+	97
Peacock	244
HBO Max	247
Paramount+	272
Disney+	273
Cable or Satellite TV	295
Hulu / Hulu Plus	297
Amazon Prime	454
Netflix	488

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.

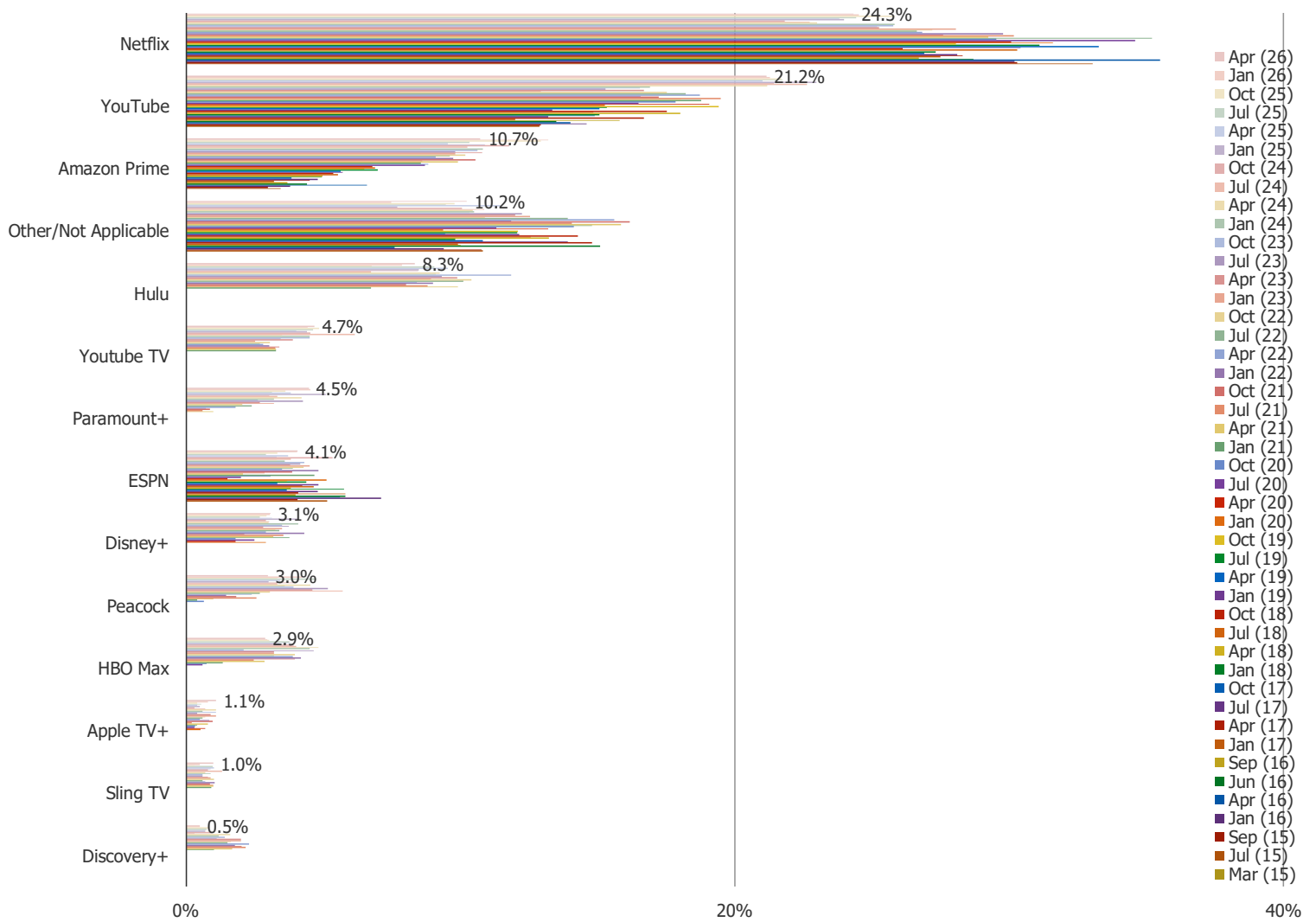
APRIL 2026

■ I pay for this service myself ■ I live with someone who pays for this service ■ I access this service via someone's log-in who I don't live with



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

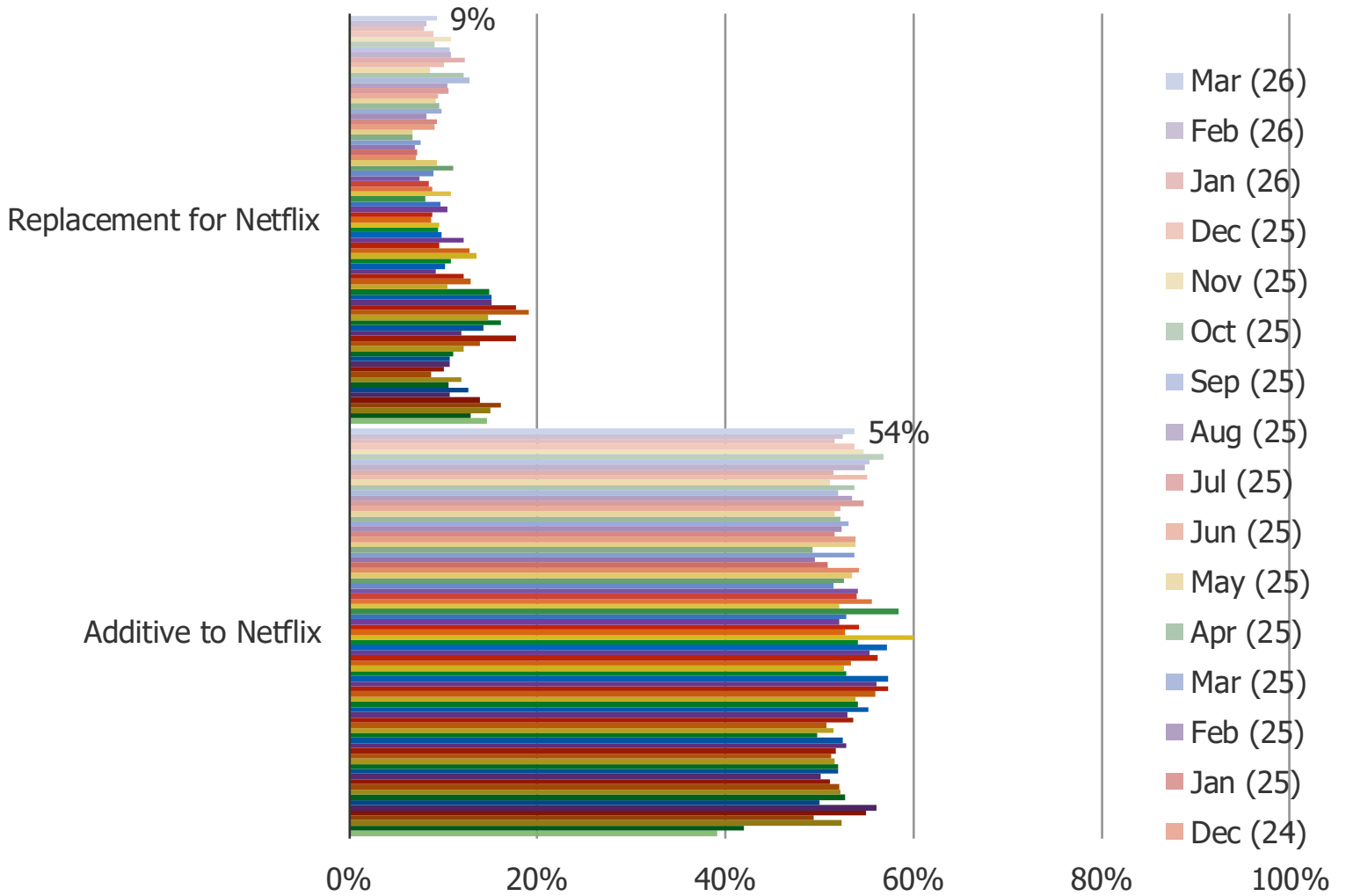
Posed to all respondents



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

Posed to Netflix subscribers.

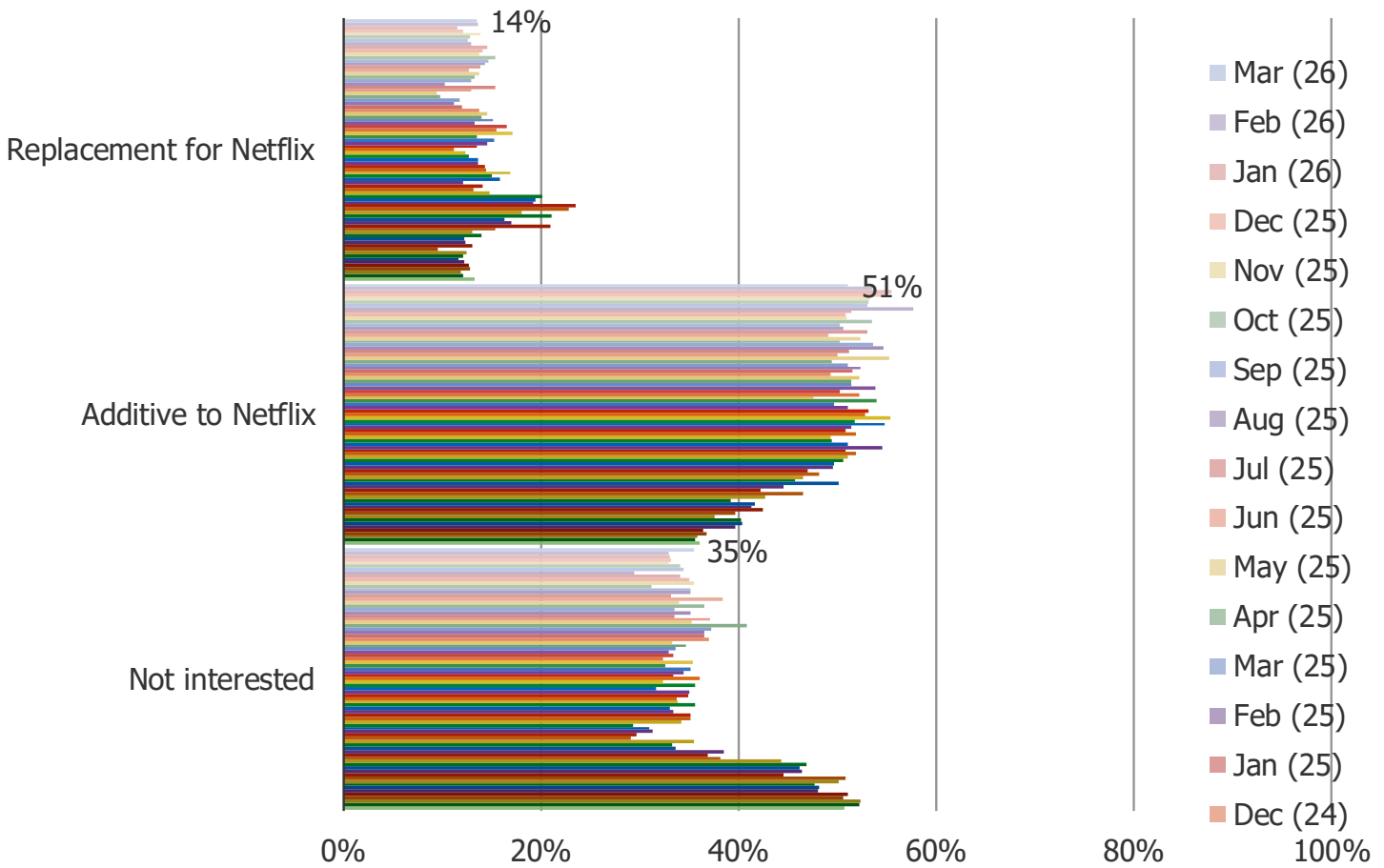
Disney+



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

Posed to Netflix subscribers.

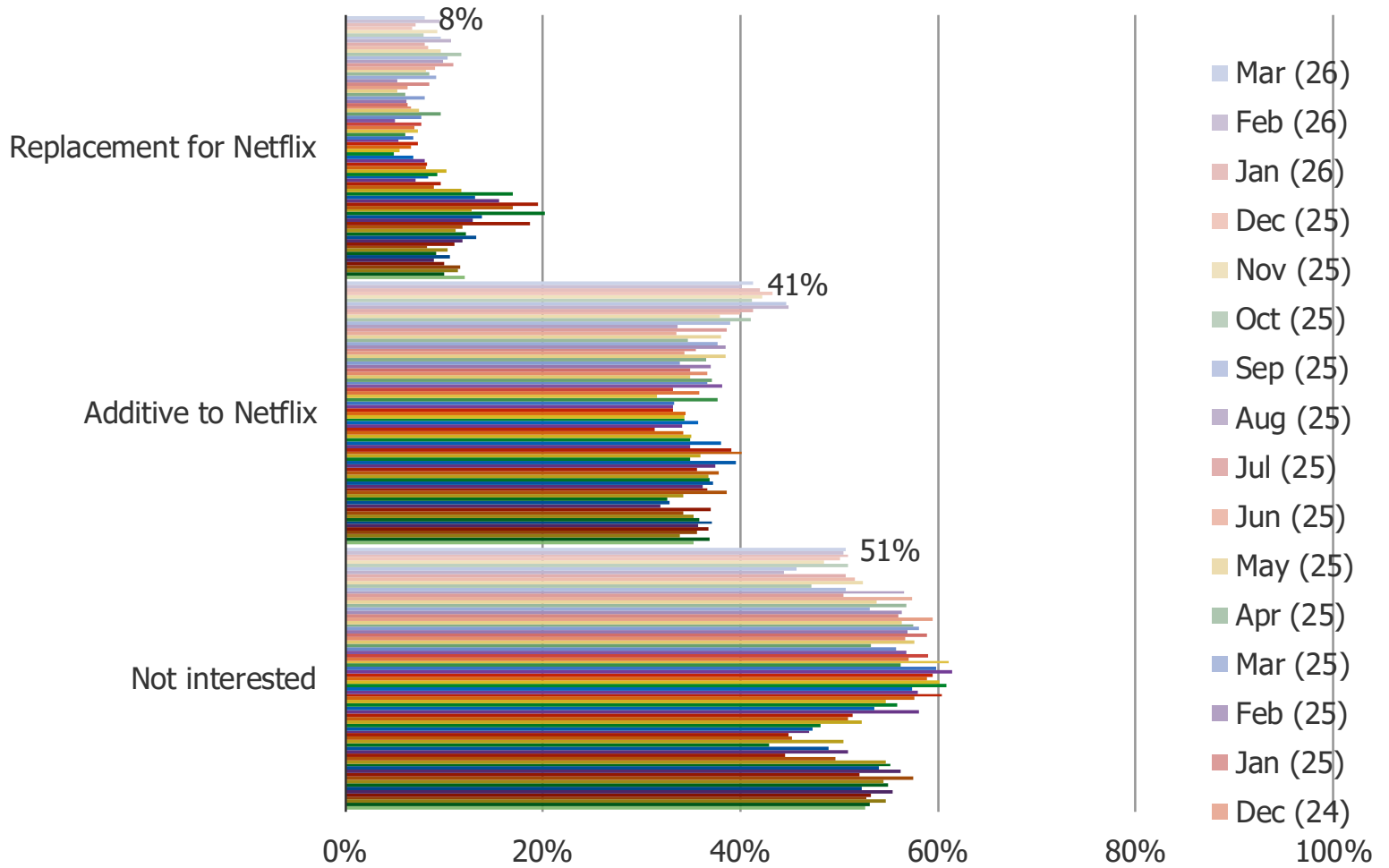
HBO Max



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

Posed to Netflix subscribers.

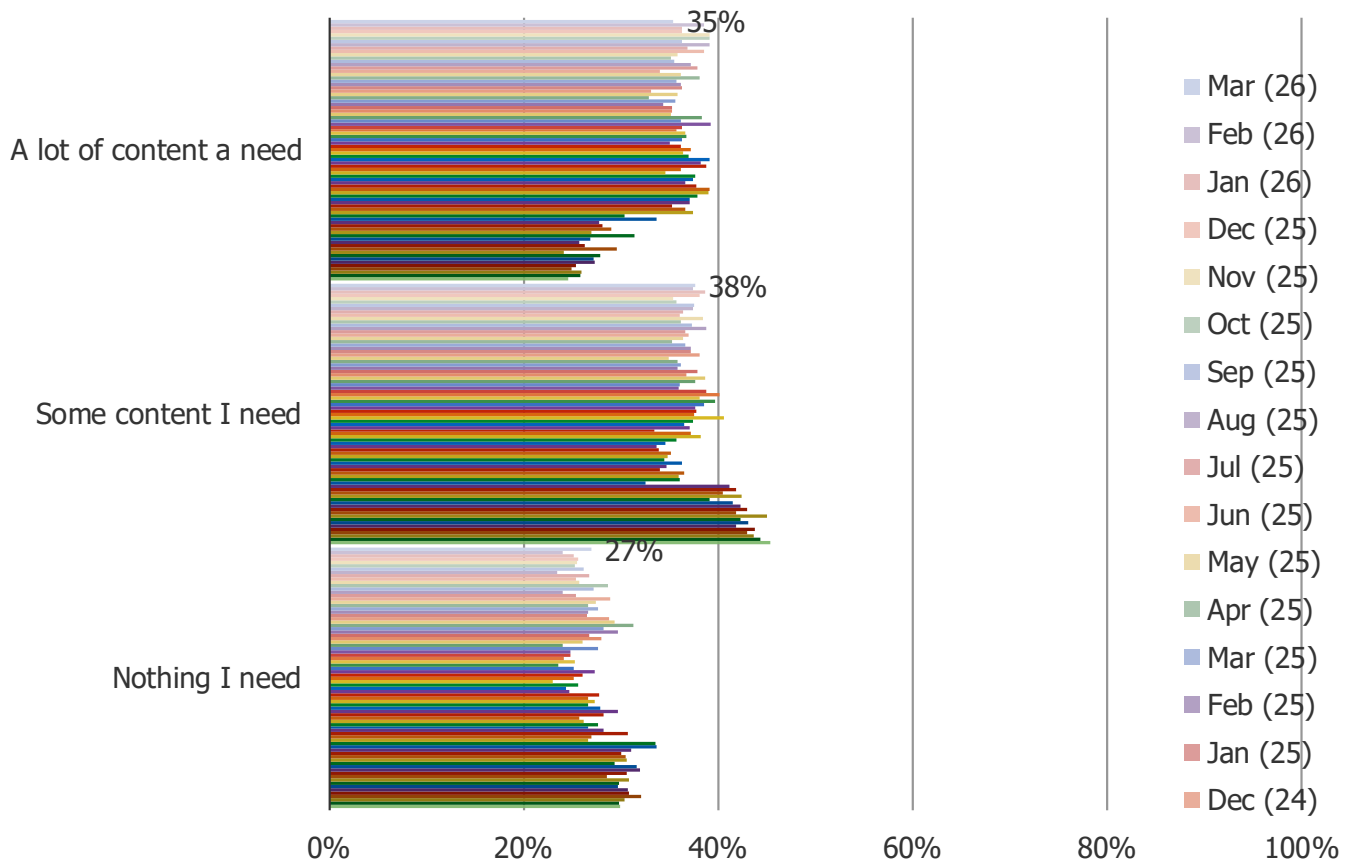
Apple TV+



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

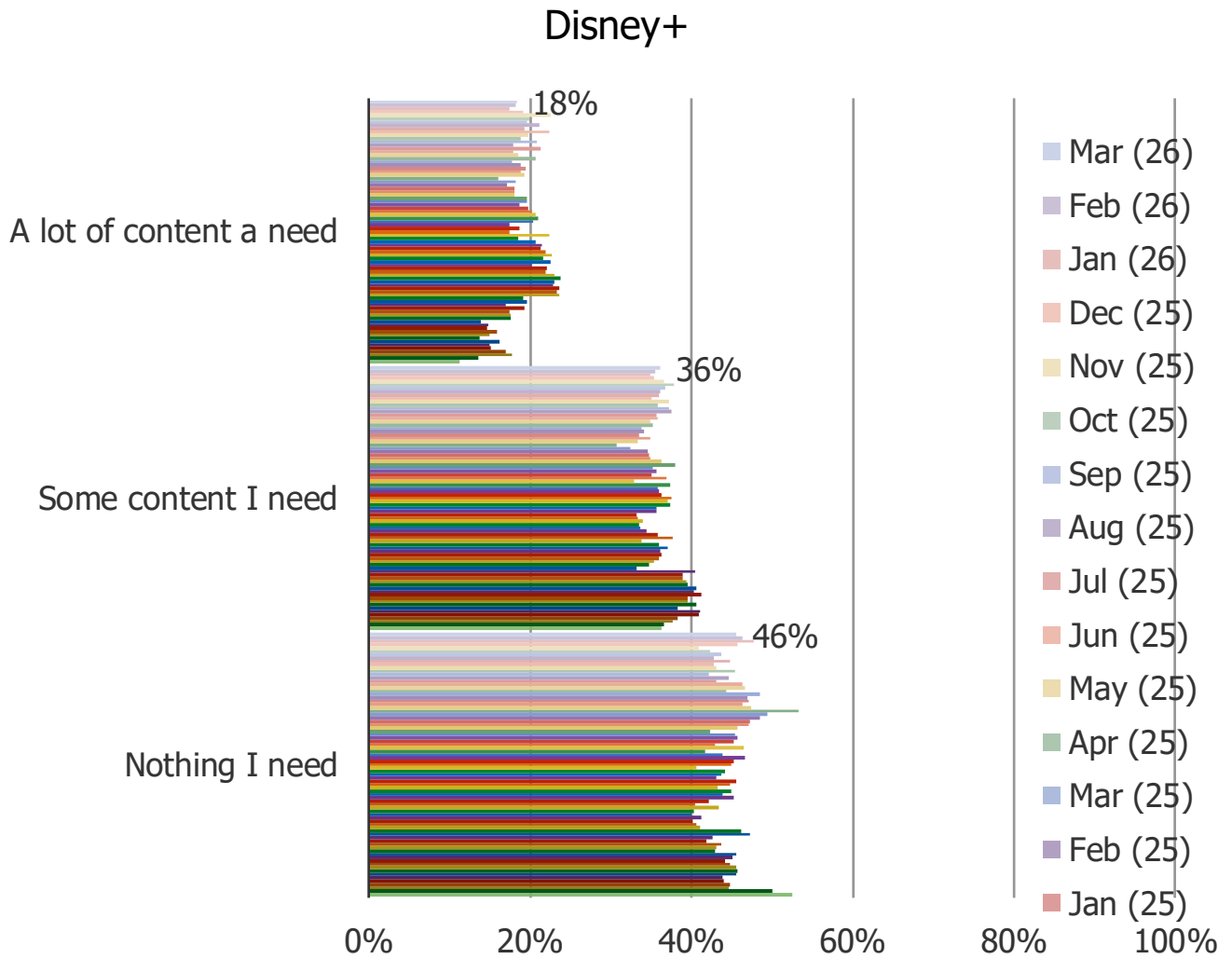
Posed to all respondents.

Netflix



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

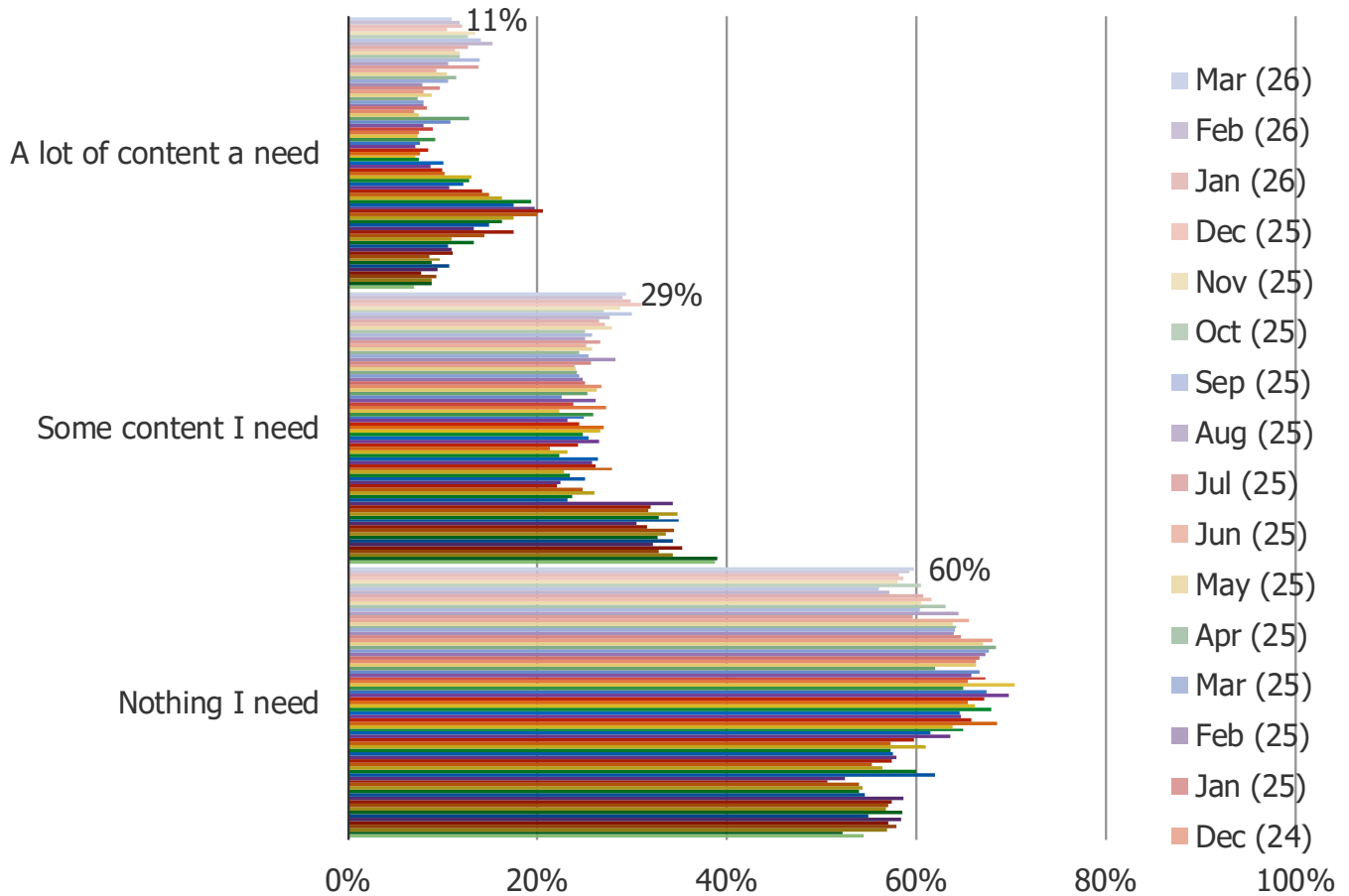
Posed to all respondents.



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

Posed to all respondents.

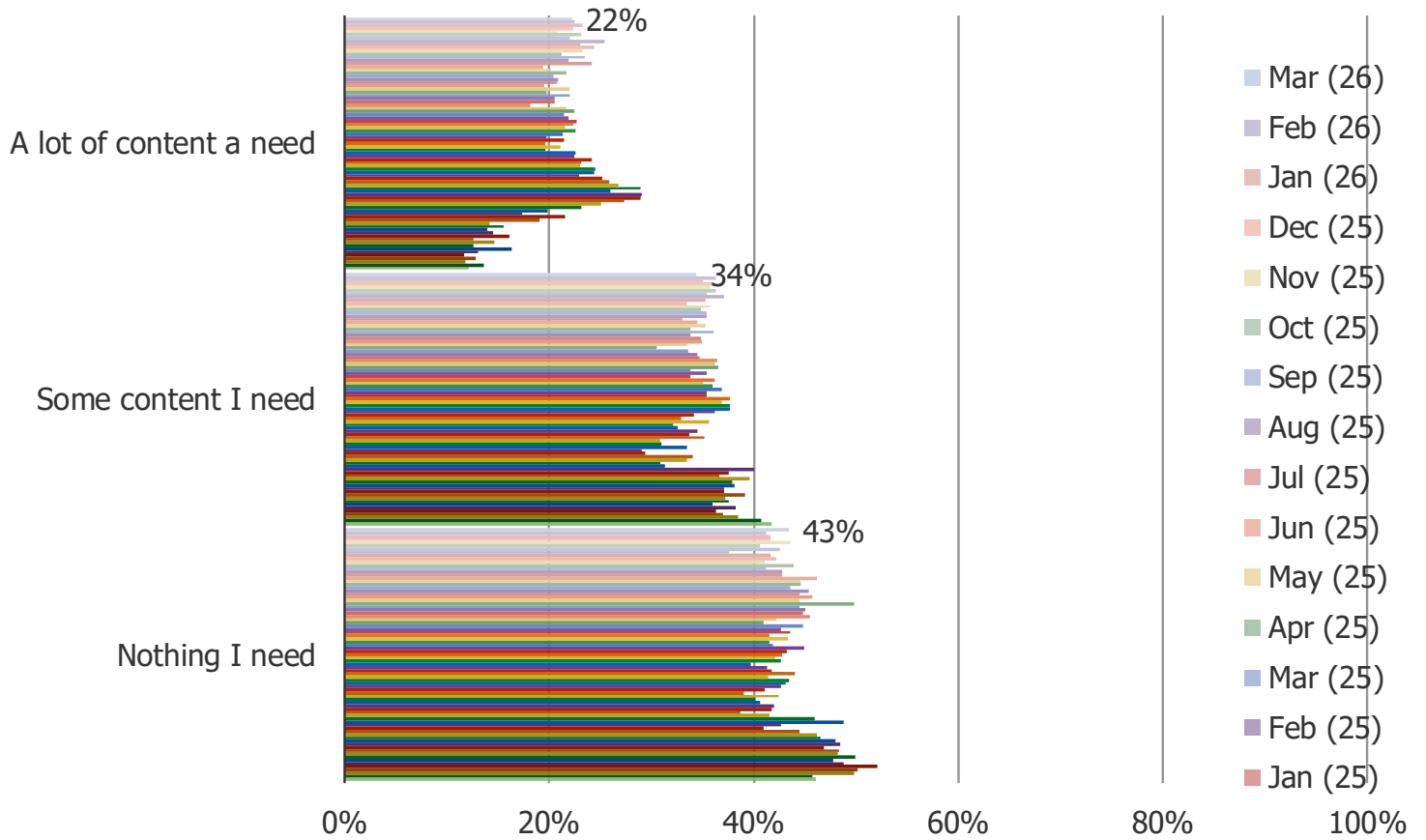
Apple TV+



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

Posed to all respondents.

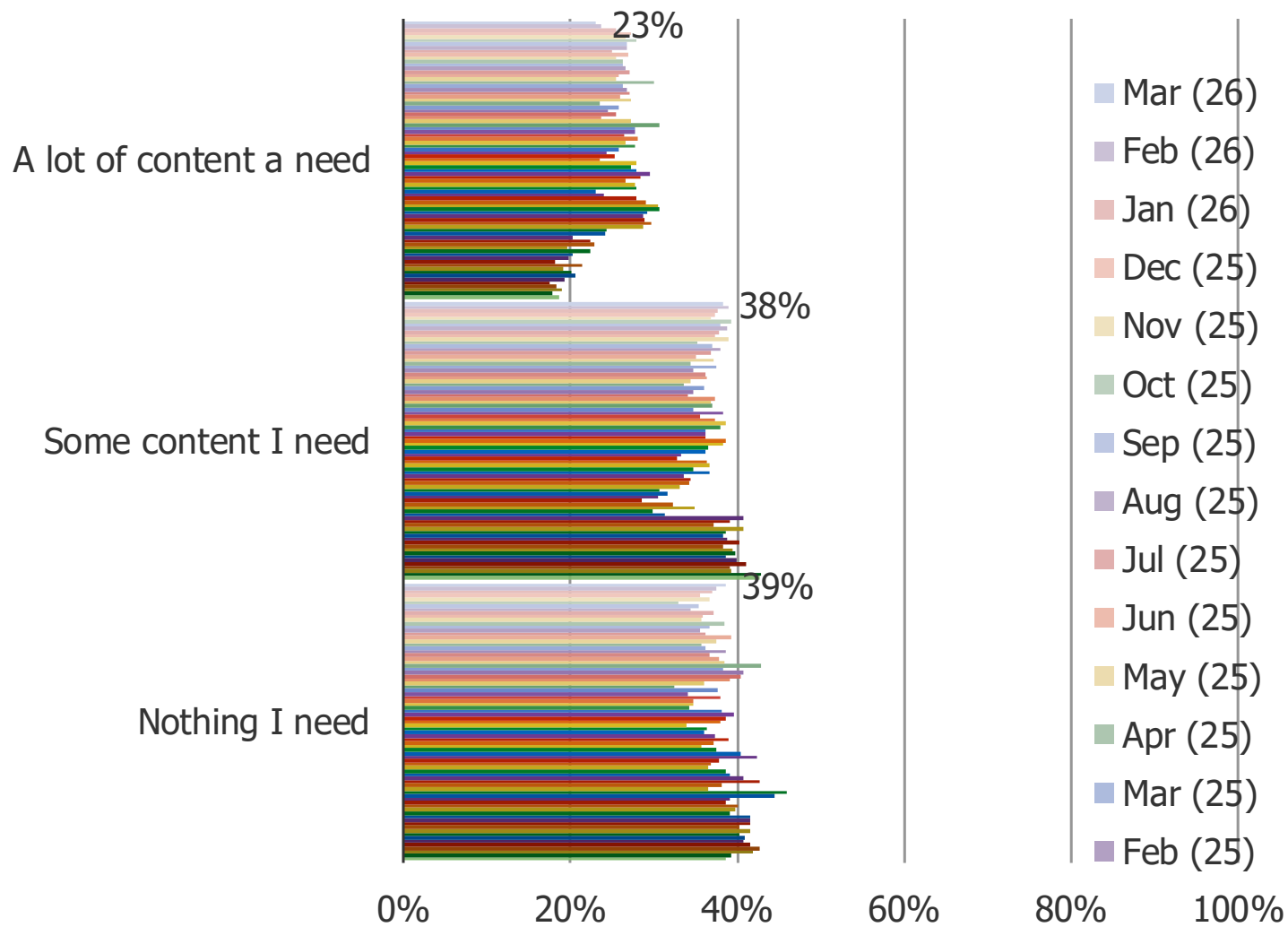
HBO Max



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

Posed to all respondents.

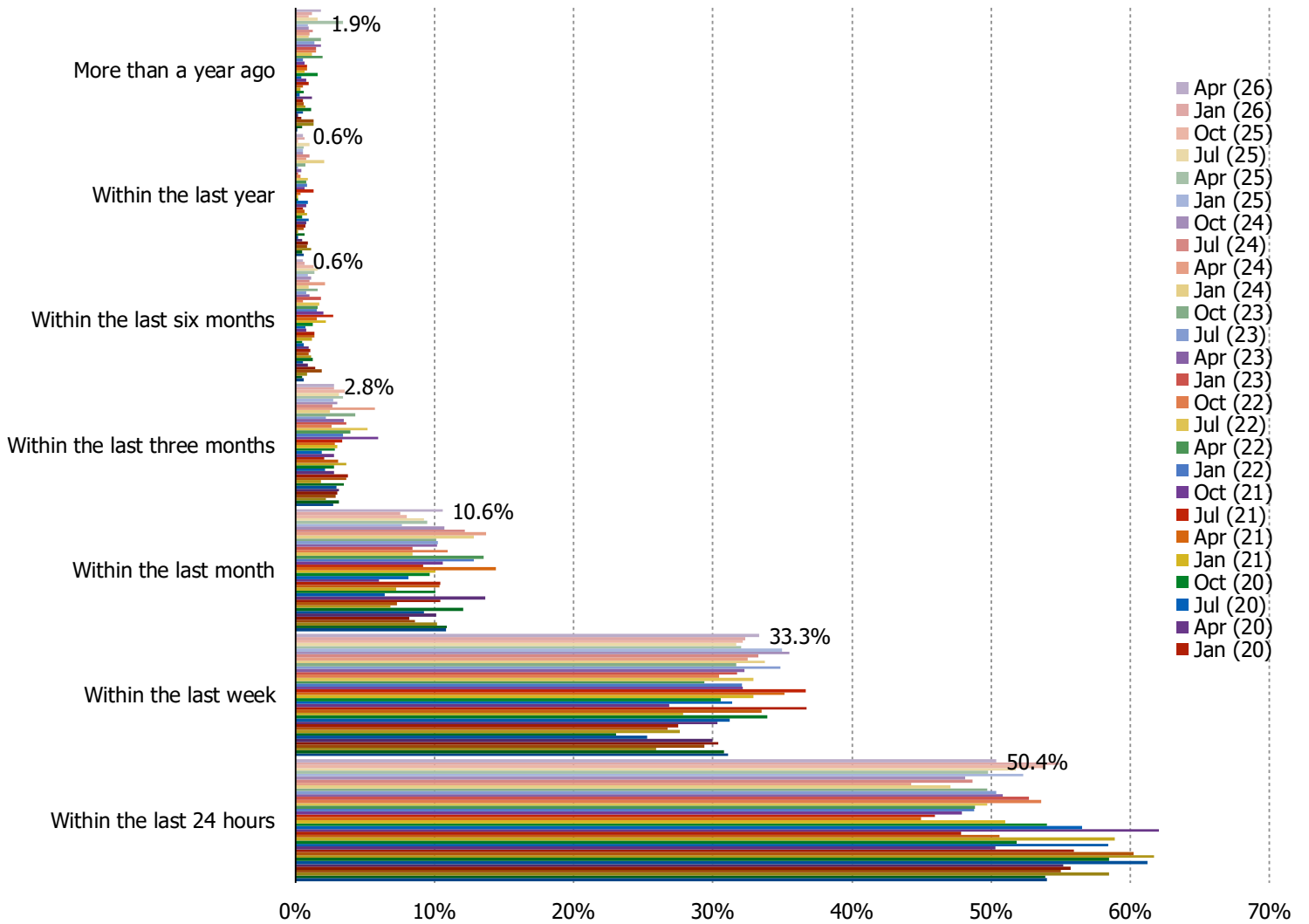
Hulu



NETFLIX SUBSCRIBER ENGAGEMENT

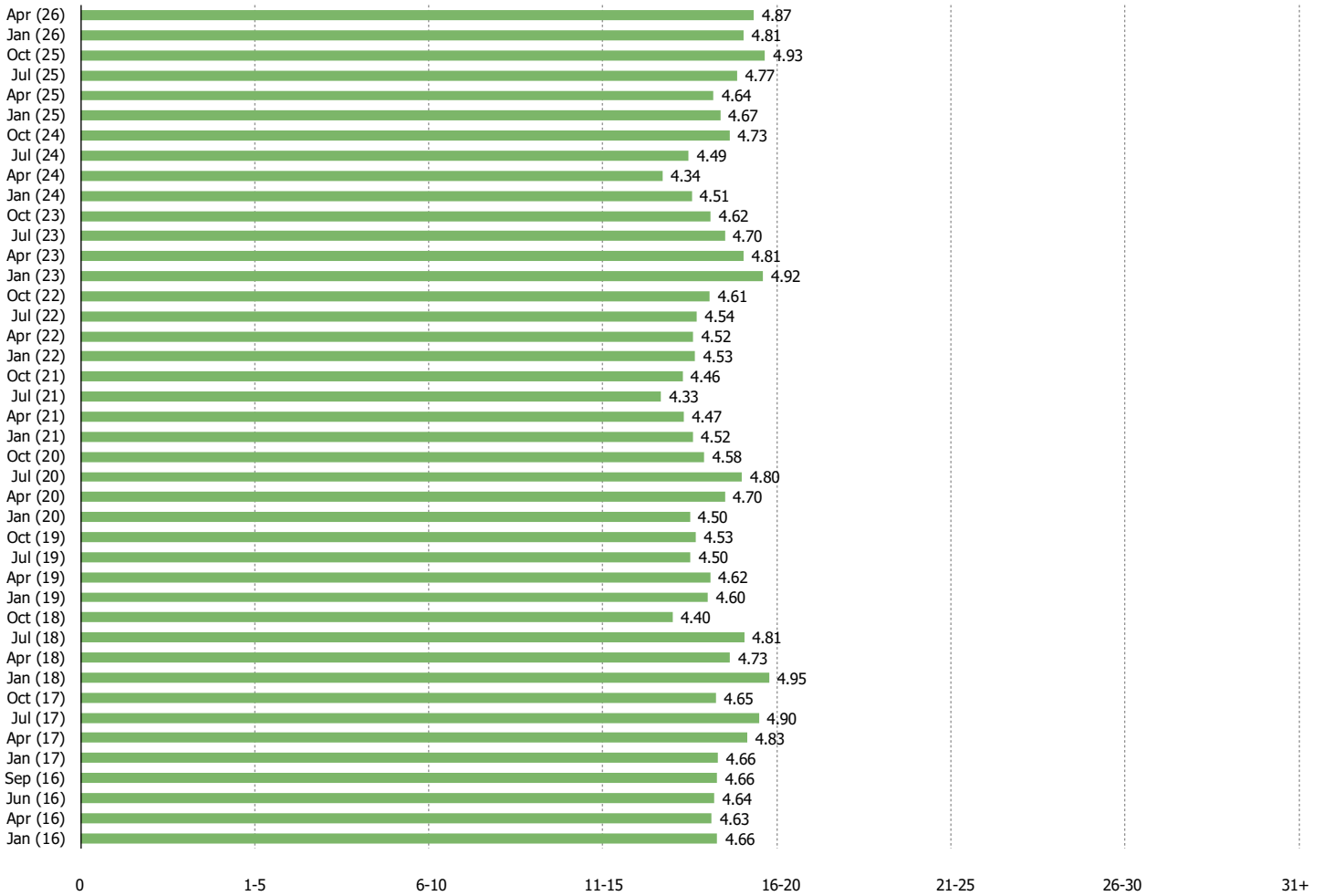
WHEN IS THE LAST TIME YOU WATCHED SOMETHING ON NETFLIX?

Posed to Netflix subscribers.



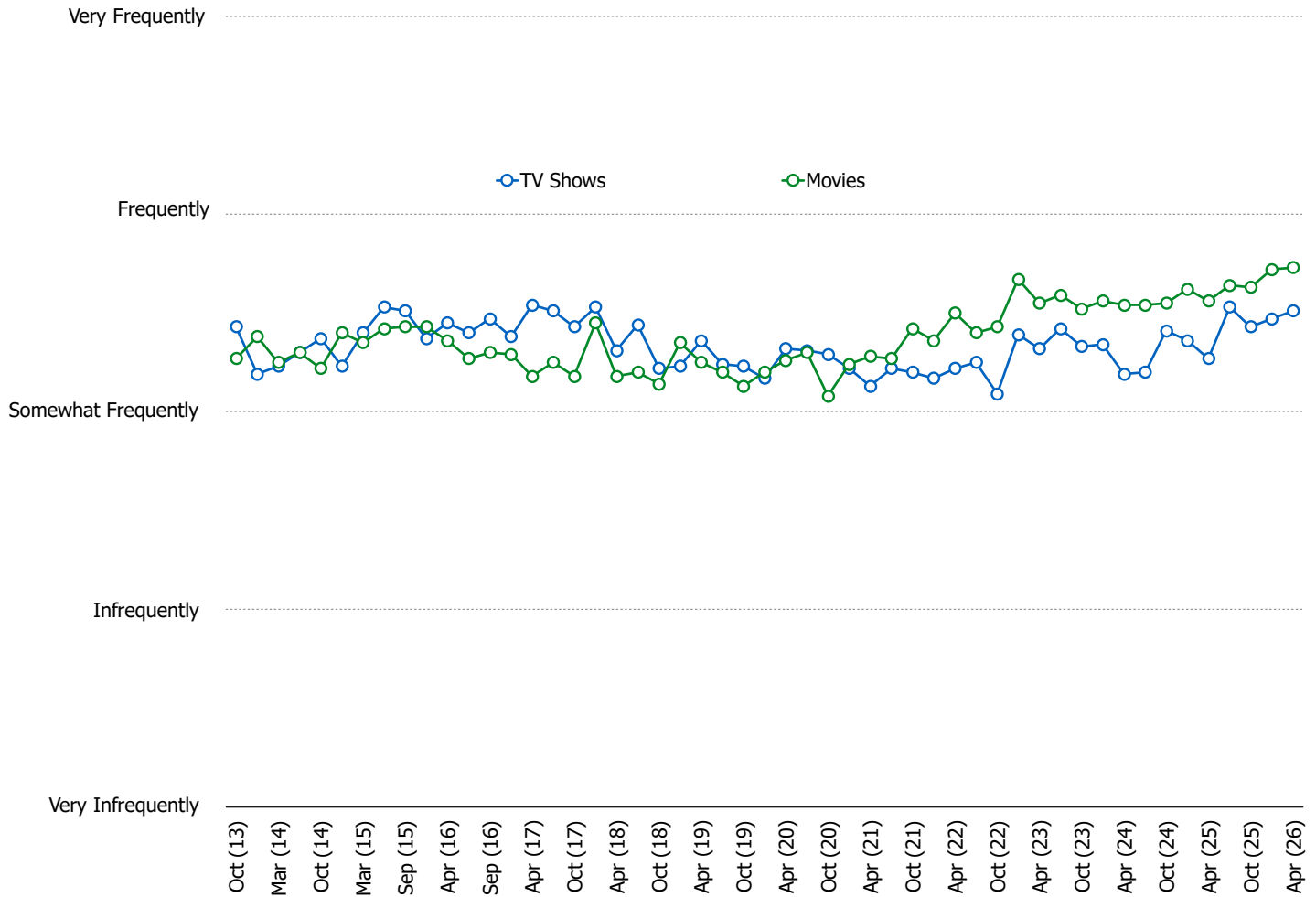
IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

Posed to Netflix subscribers.



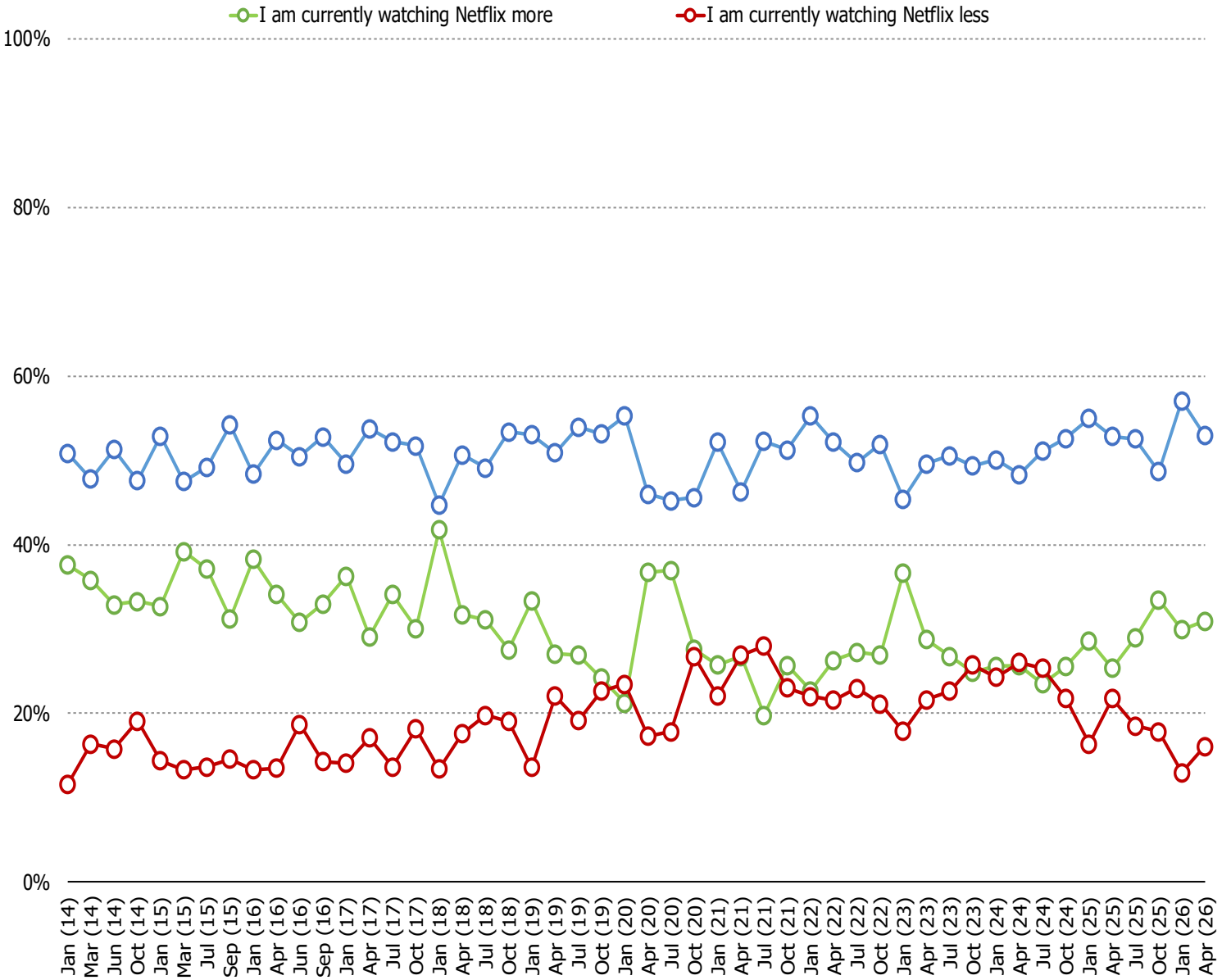
FREQUENCY OF WATCHING TV SHOWS AND MOVIES

Posed to Netflix subscribers.



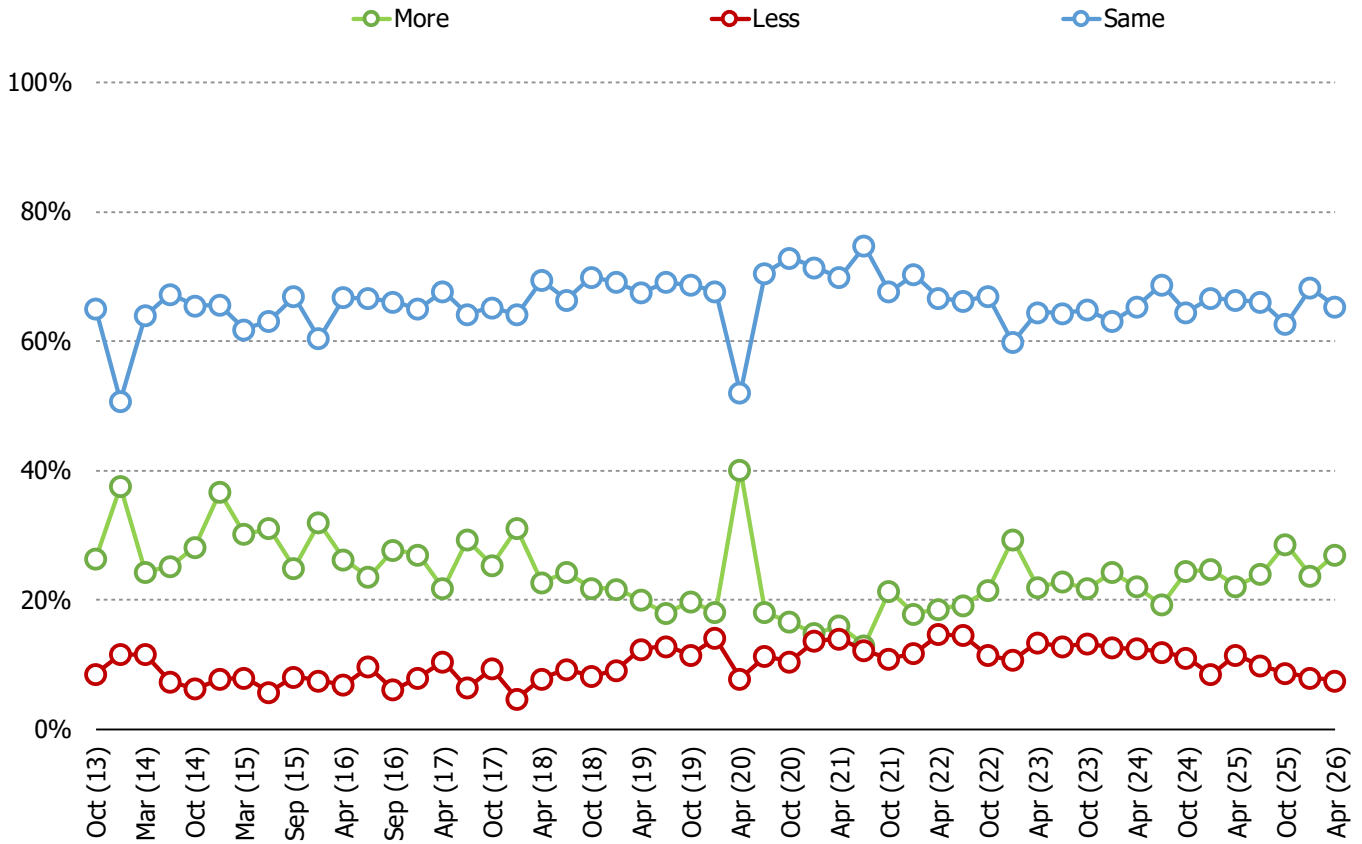
PLEASE COMPARE YOUR CURRENT USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO.

Posed to Netflix subscribers.



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

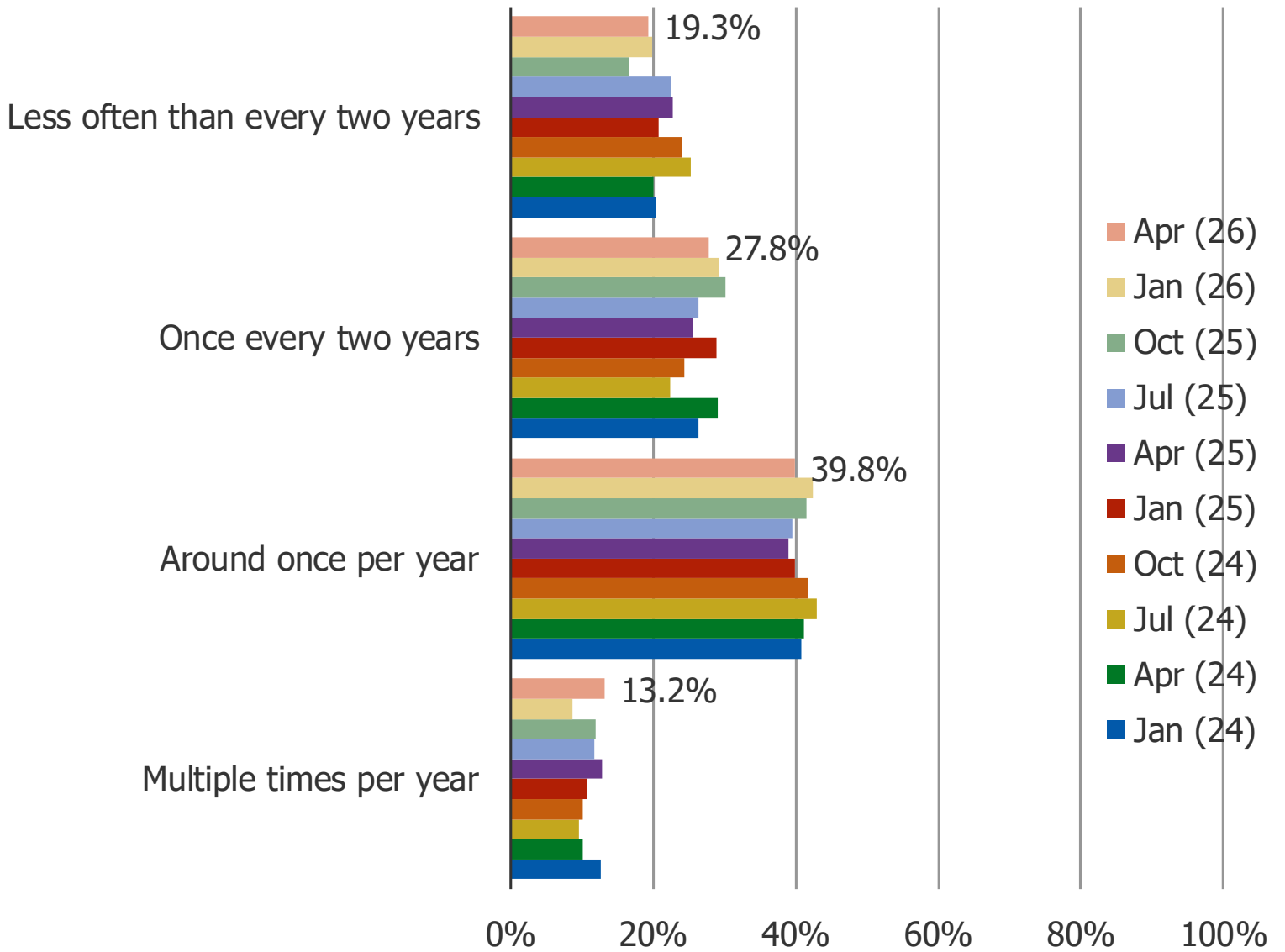
Posed to Netflix subscribers.



NETFLIX PRICING POWER

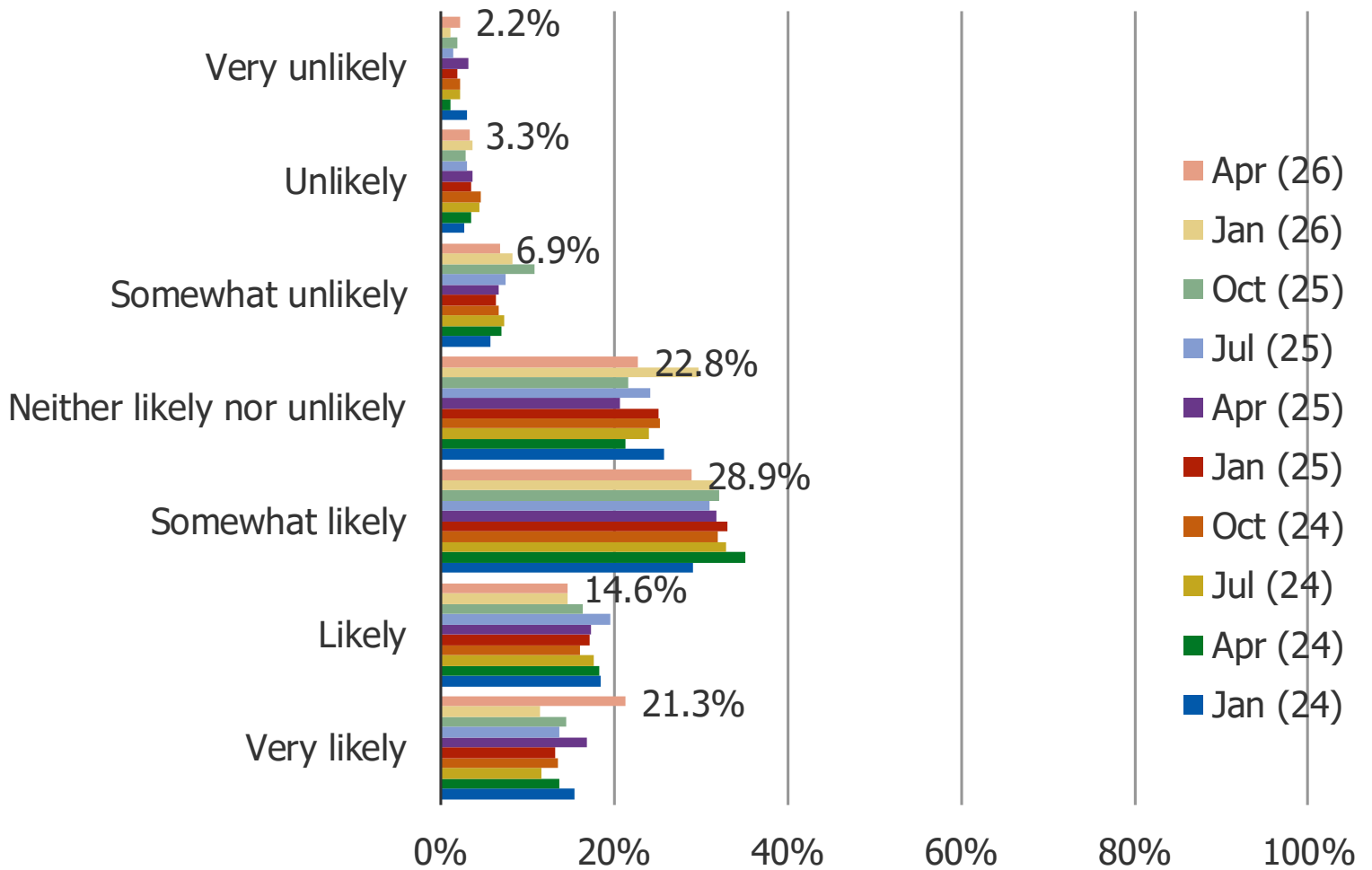
IN GENERAL, HOW OFTEN DO YOU EXPECT NETFLIX TO INCREASE THEIR PRICES?

Posed to Netflix subscribers.



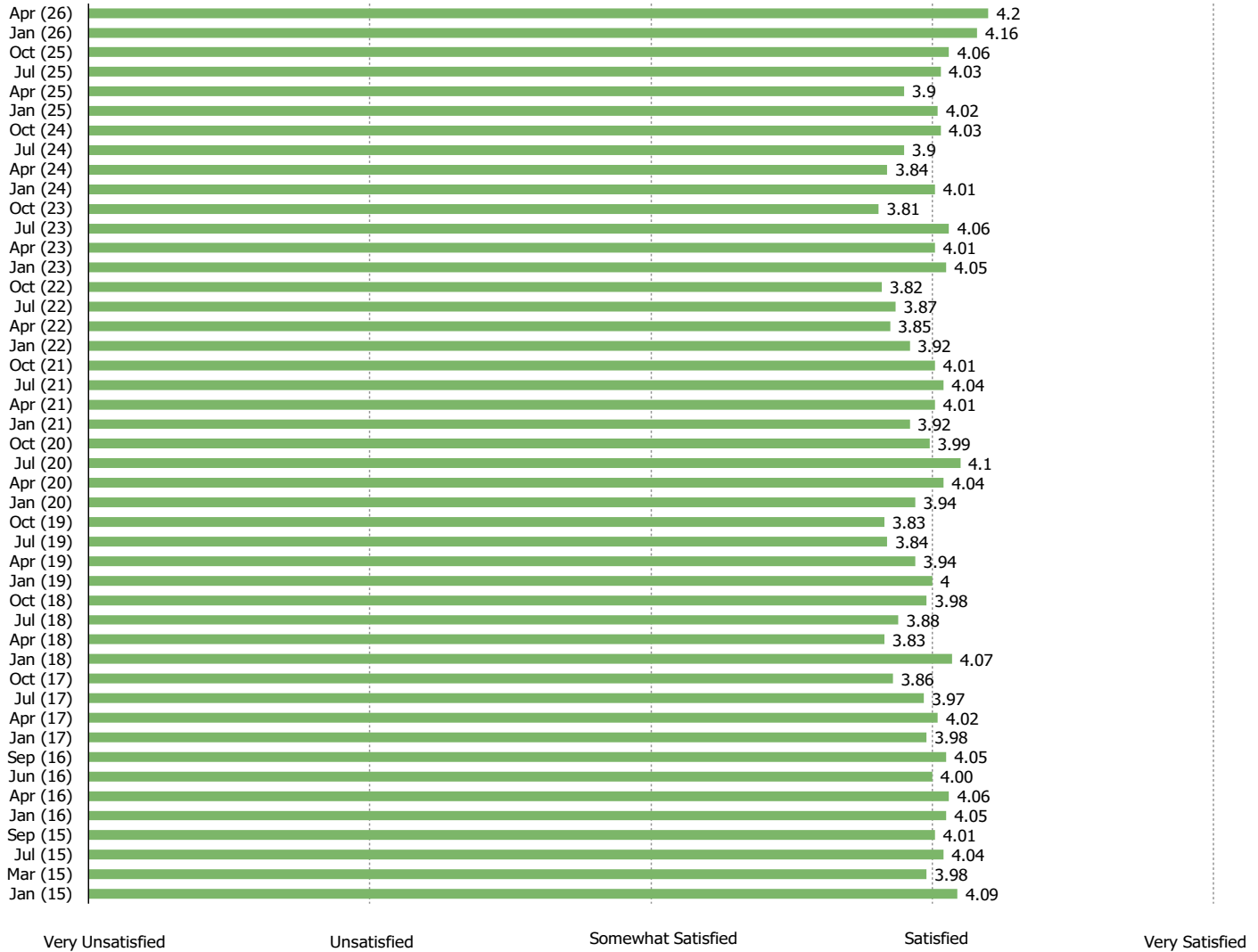
HOW LIKELY DO YOU THINK IT IS THAT NETFLIX WILL INCREASE PRICES IN THE NEXT THREE MONTHS?

Posed to Netflix subscribers.



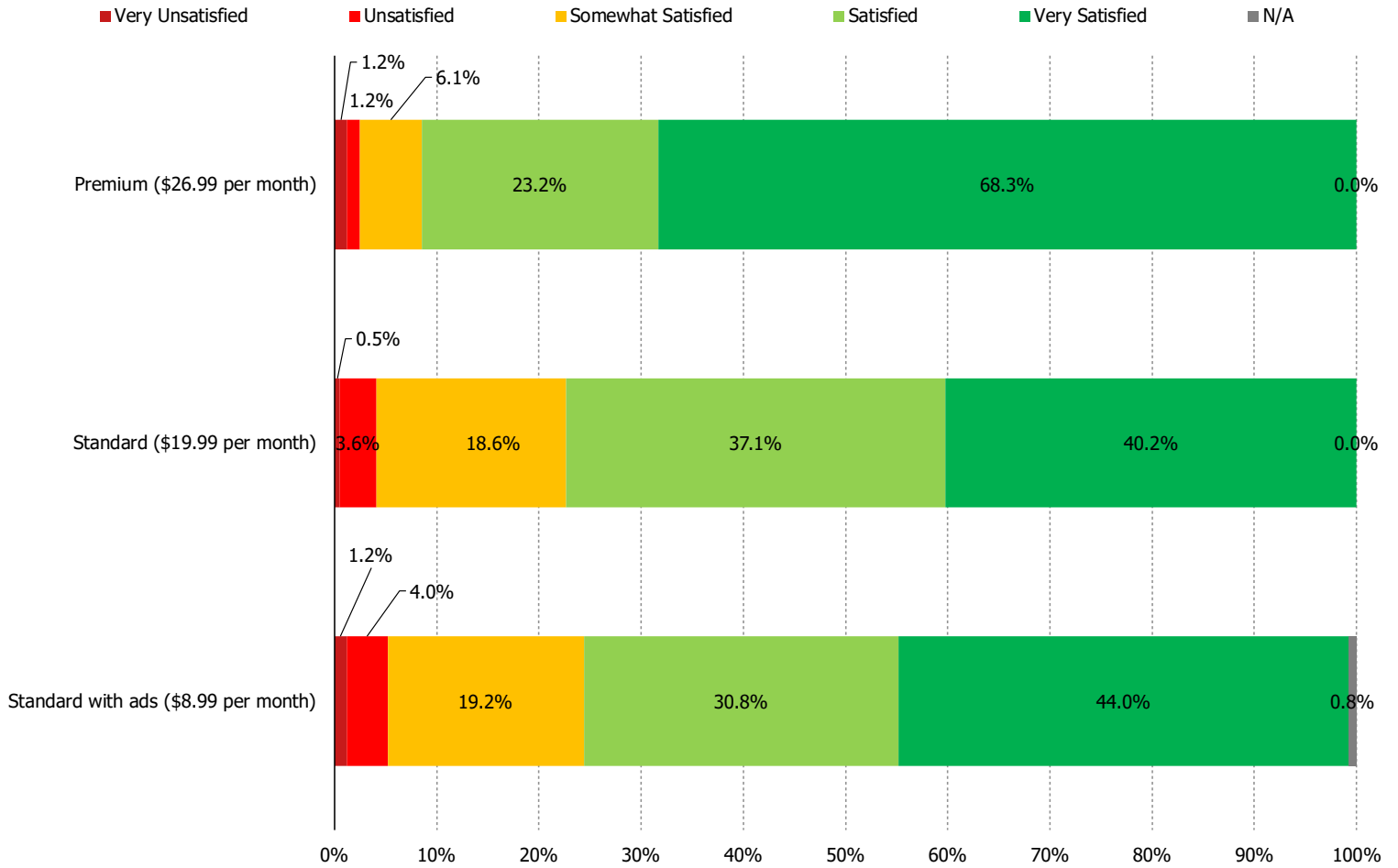
SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

Posed to Netflix subscribers.



HOW SATISFIED ARE YOU WITH THE VALUE YOU RECEIVE FROM NETFLIX FOR YOUR MONEY?

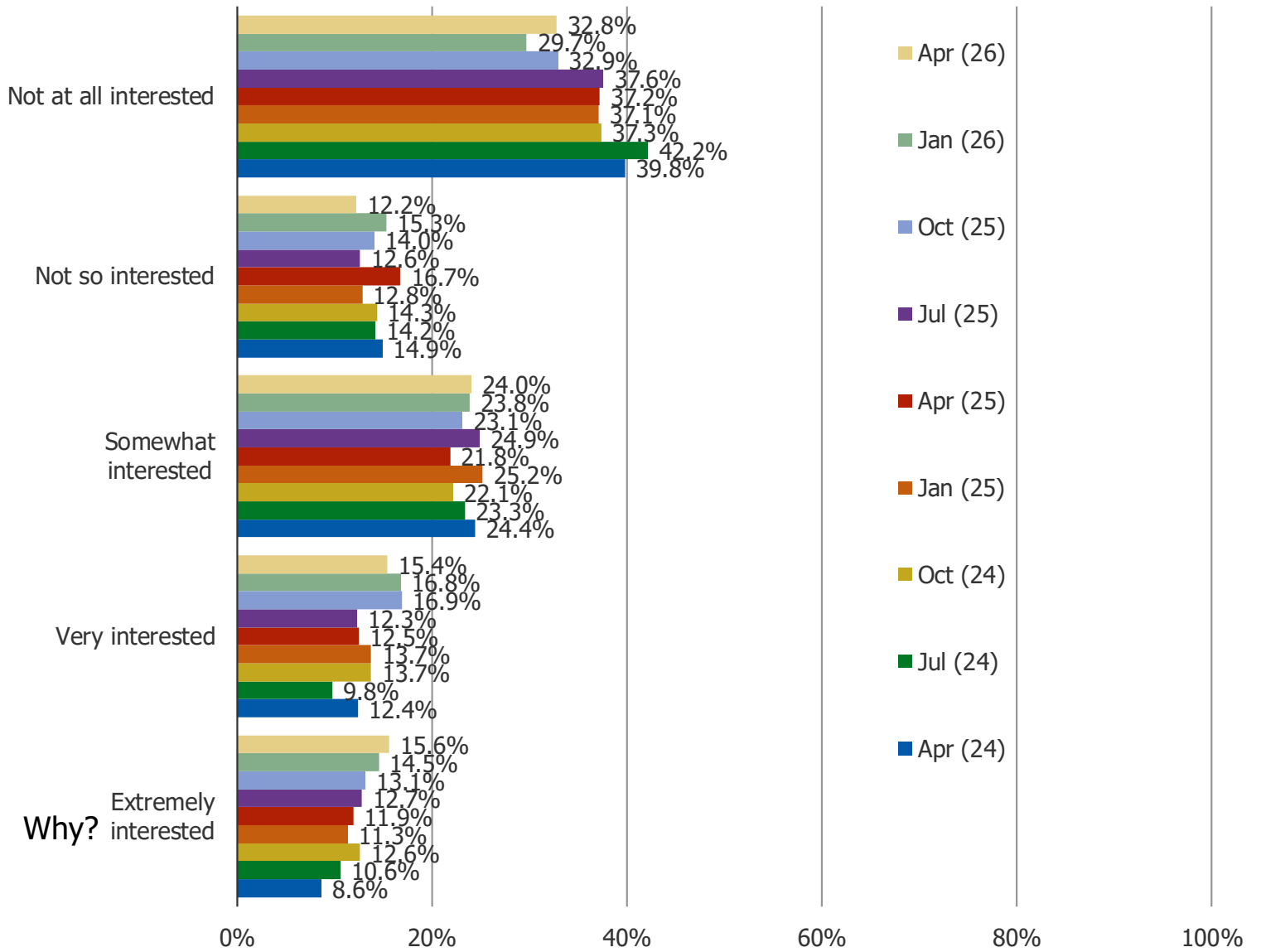
Posed to Netflix subscribers, cross-tabbed by plan...



NETFLIX CONTENT

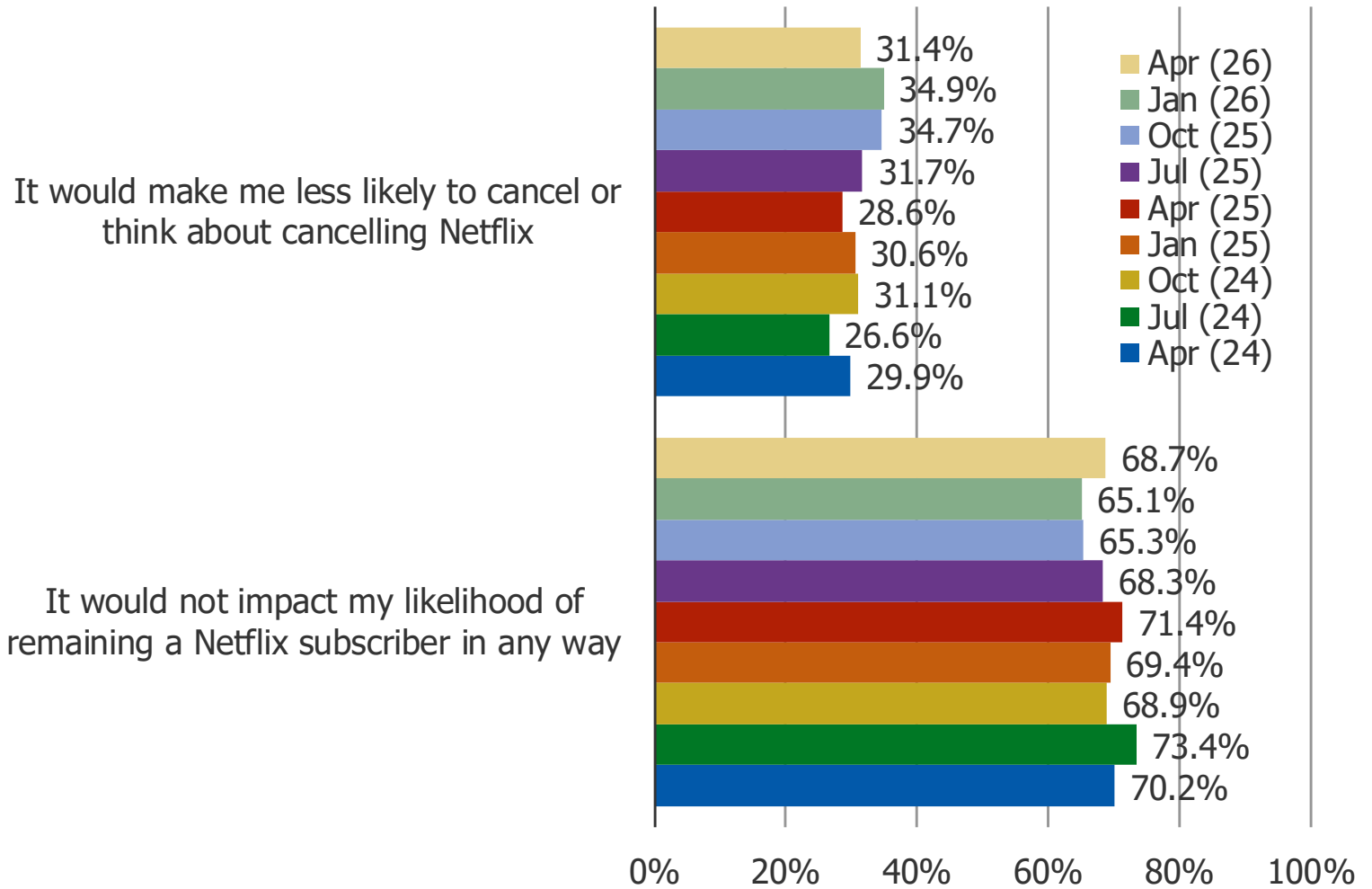
HOW MUCH INTEREST WOULD YOU HAVE IN WATCHING LIVE SPORTS STREAMED ON NETFLIX?

Posed to all respondents.



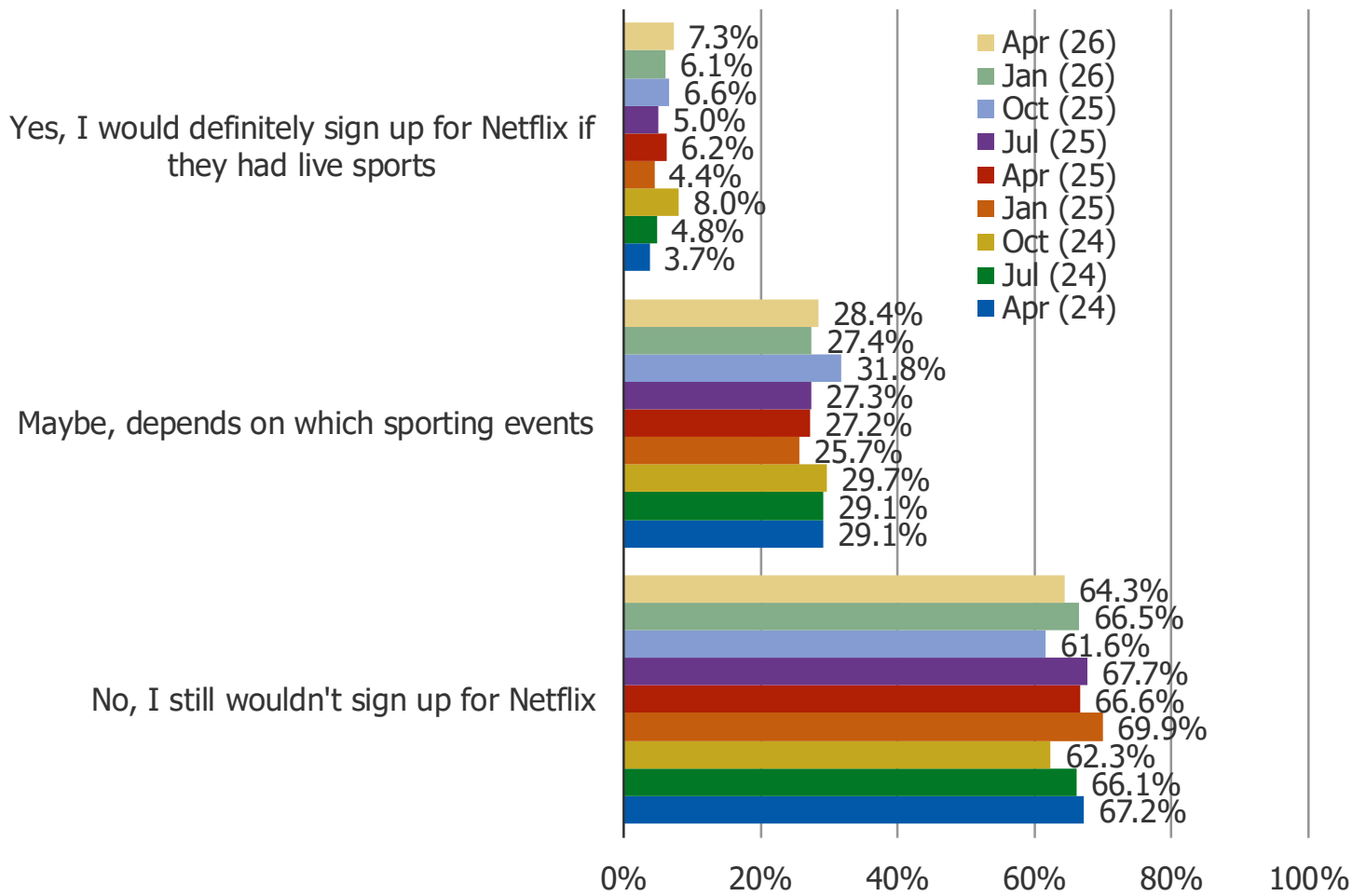
YOU MENTIONED YOU ARE A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTS EVENTS ON NETFLIX, WHICH BEST DESCRIBES YOU...

Posed to respondents who are Netflix subscribers.



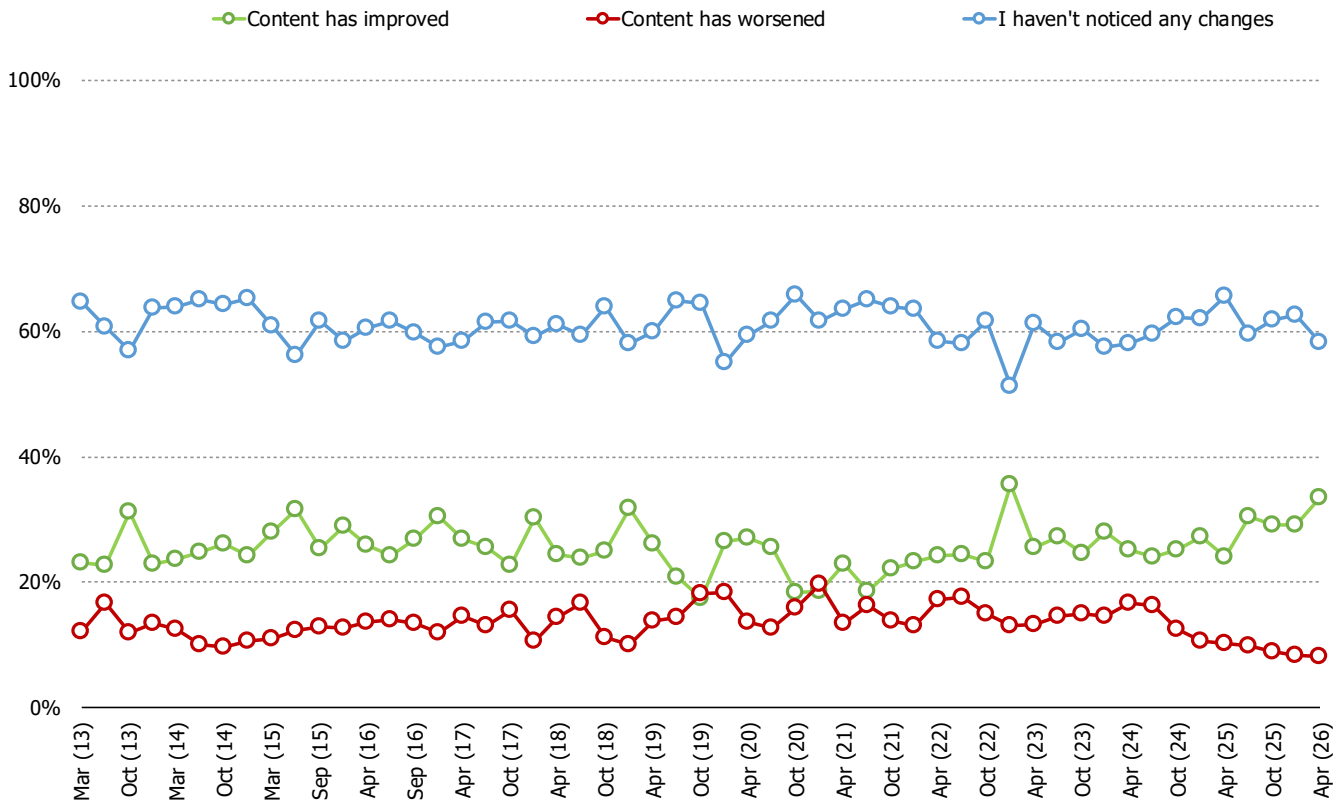
YOU MENTIONED THAT YOU ARE NOT A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTING EVENTS AS PART OF THEIR SUBSCRIPTION, WOULD THAT COMPEL YOU TO SIGN UP FOR NETFLIX?

Posed to respondents who are NOT Netflix subscribers.



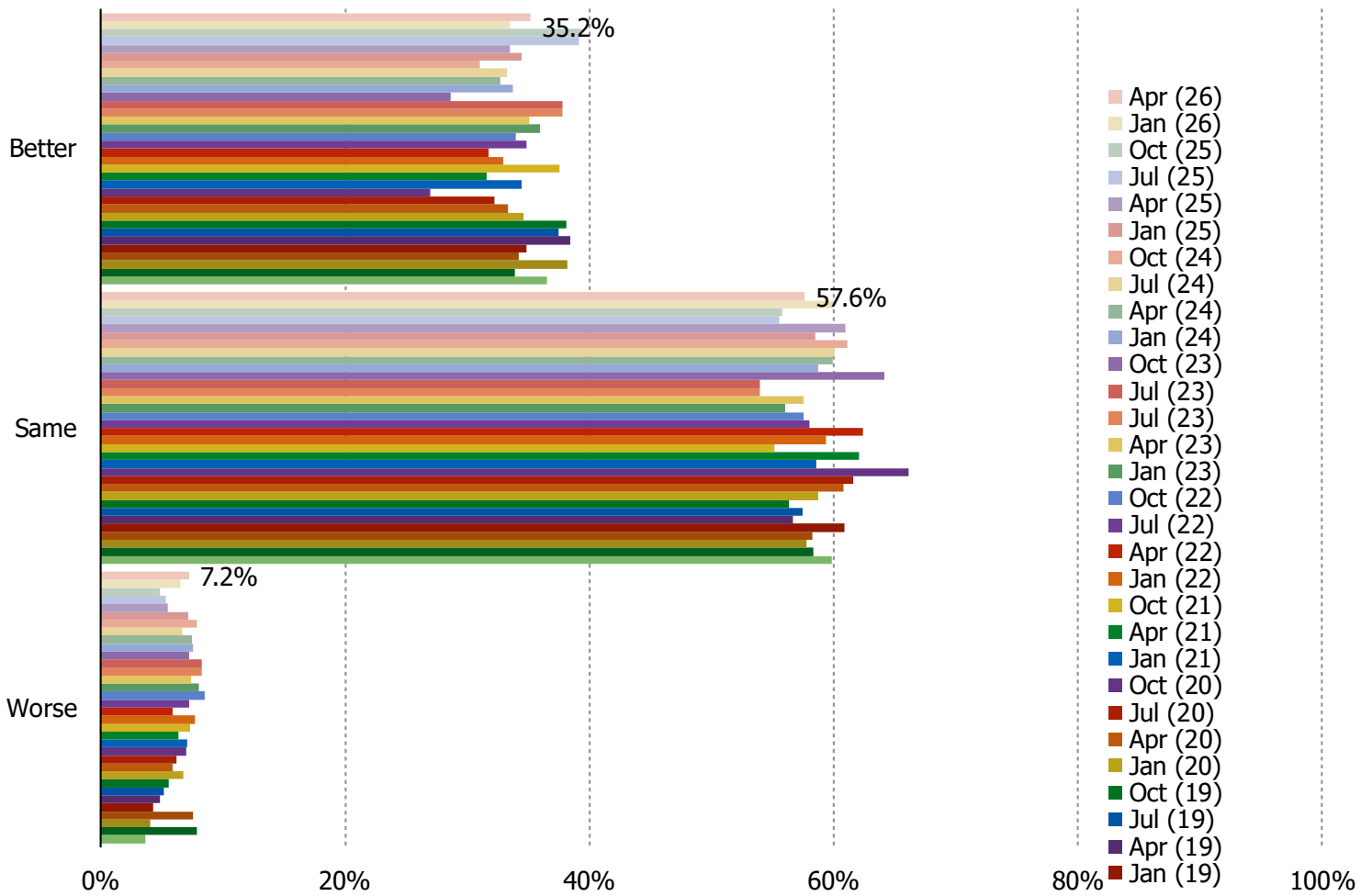
HAVE YOU NOTICED ANY CHANGES TO NETFLIX'S CONTENT OVER THE LAST SIX MONTHS?

Posed to Netflix subscribers.



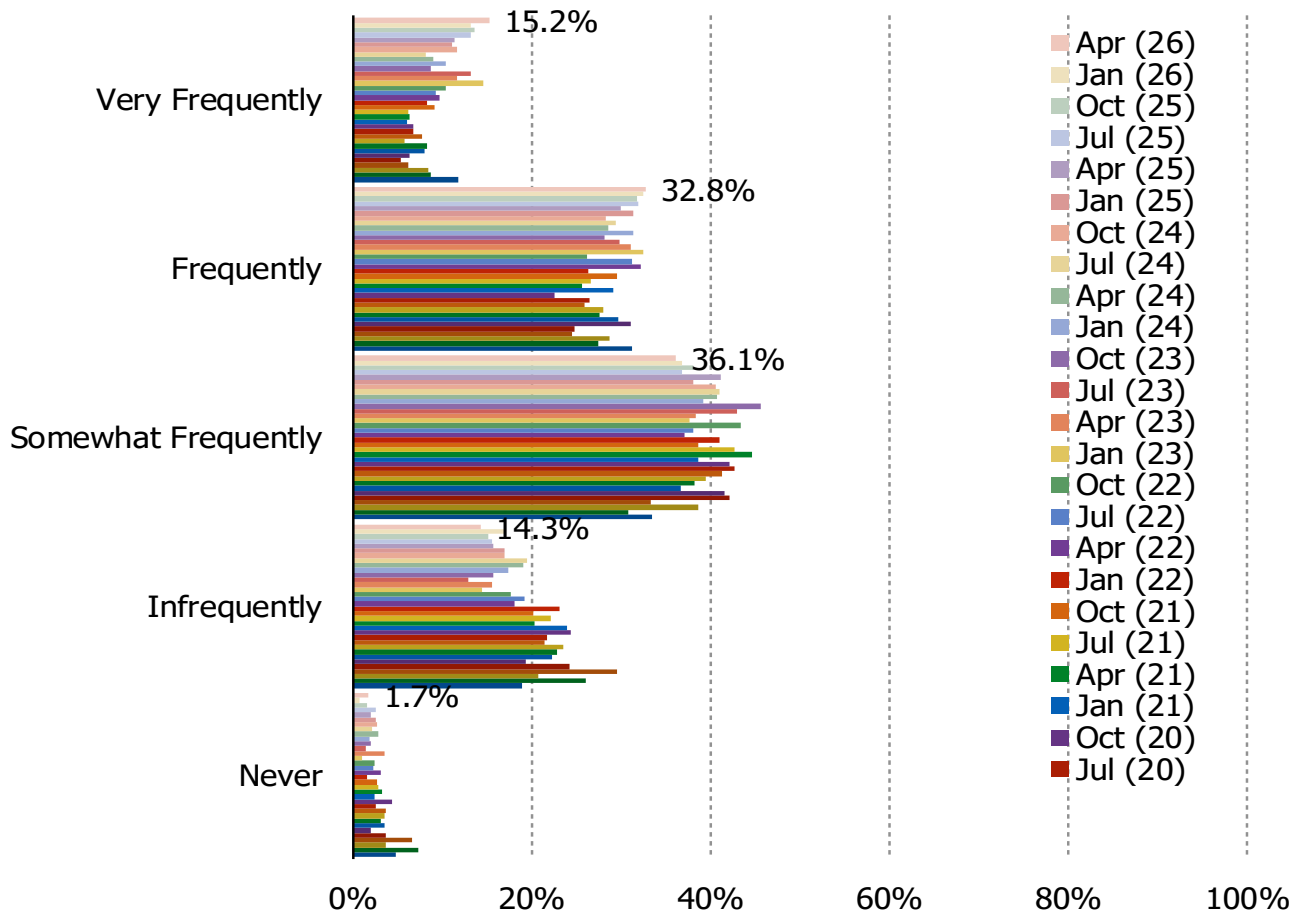
HOW DO YOU COMPARE NETFLIX ORIGINAL CONTENT SHOWS AGAINST SHOWS YOU VIEW ON OTHER NETWORKS OR SERVICES?

Posed to Netflix subscribers.



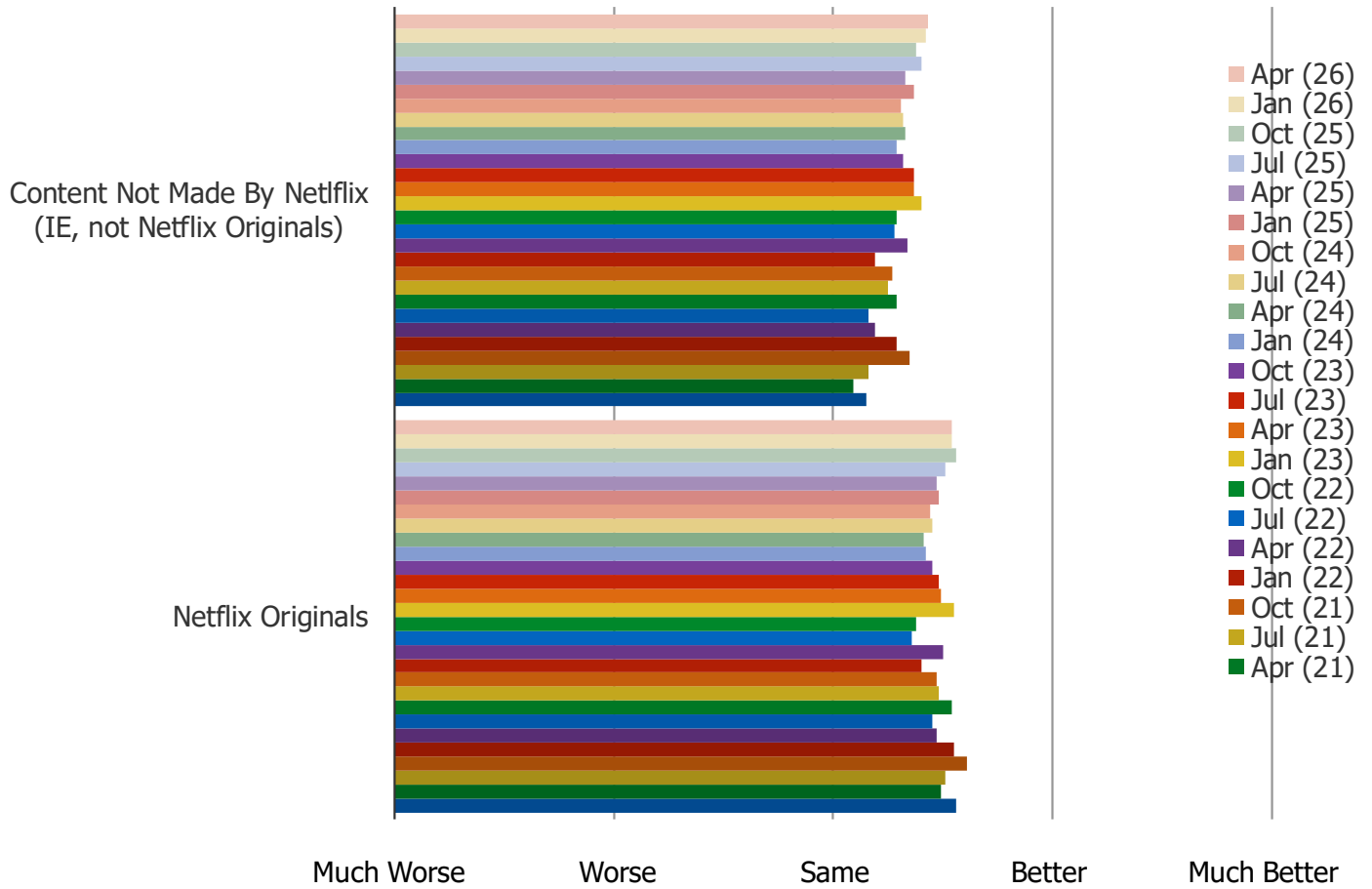
HOW OFTEN DO YOU WATCH NETFLIX ORIGINAL CONTENT SHOWS?

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?

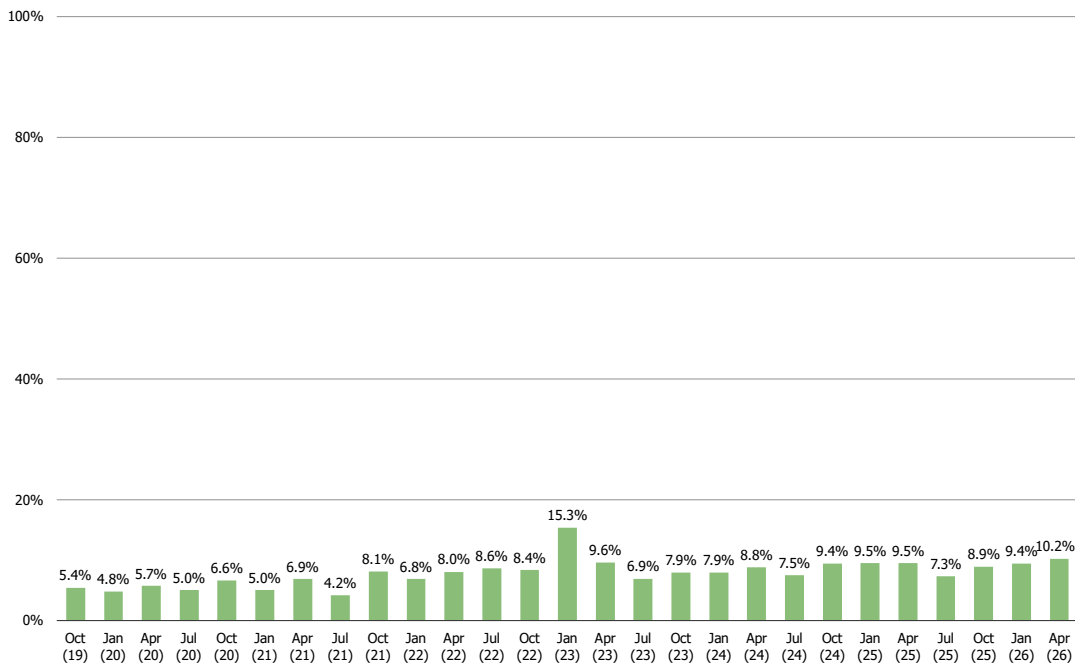
Posed to Netflix subscribers.



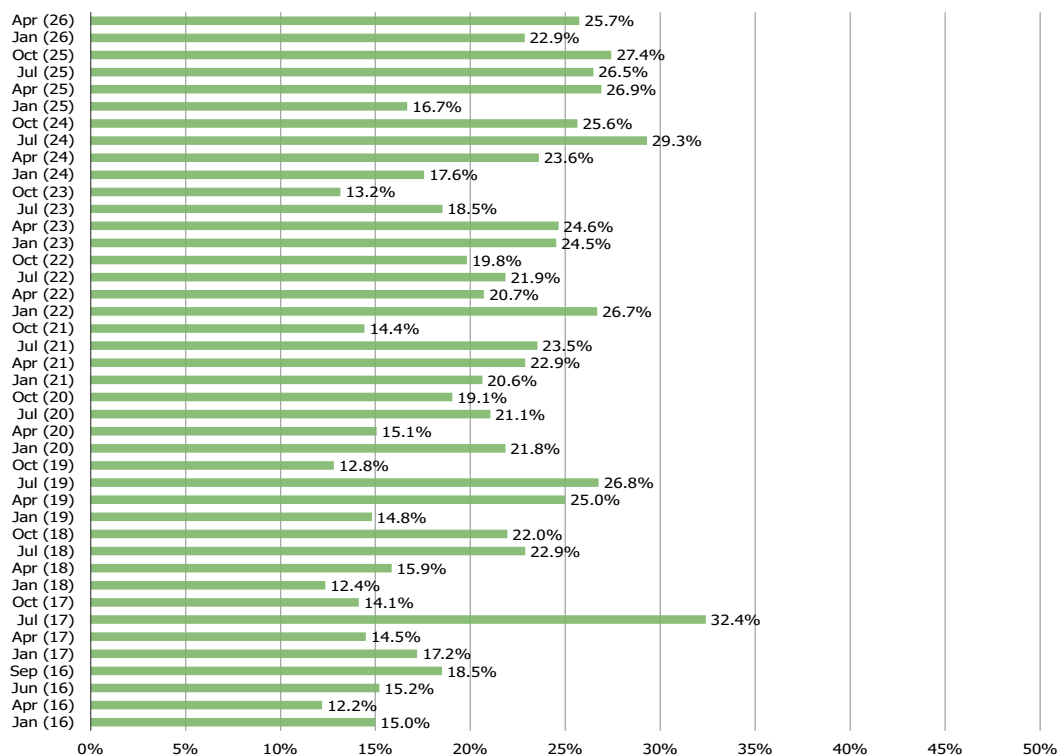
CYCLING IN AND OUT OF NETFLIX

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.



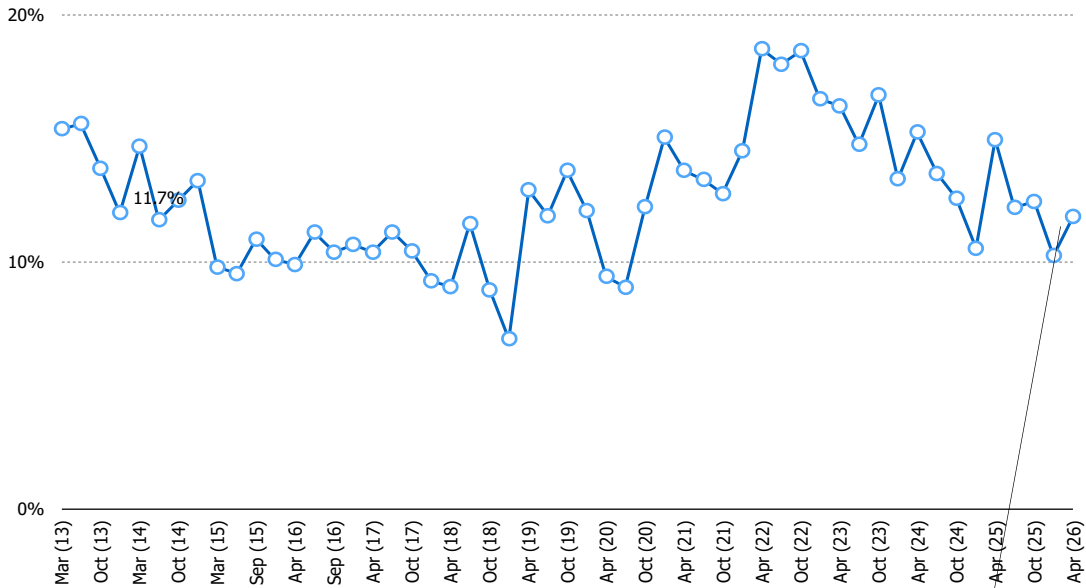
Posed to respondents who are not current Netflix subscribers but have been in the past.



NFLX CHURN

ARE YOU CONSIDERING CANCELLING YOUR NETFLIX SUBSCRIPTION?

Posed to Netflix subscribers.

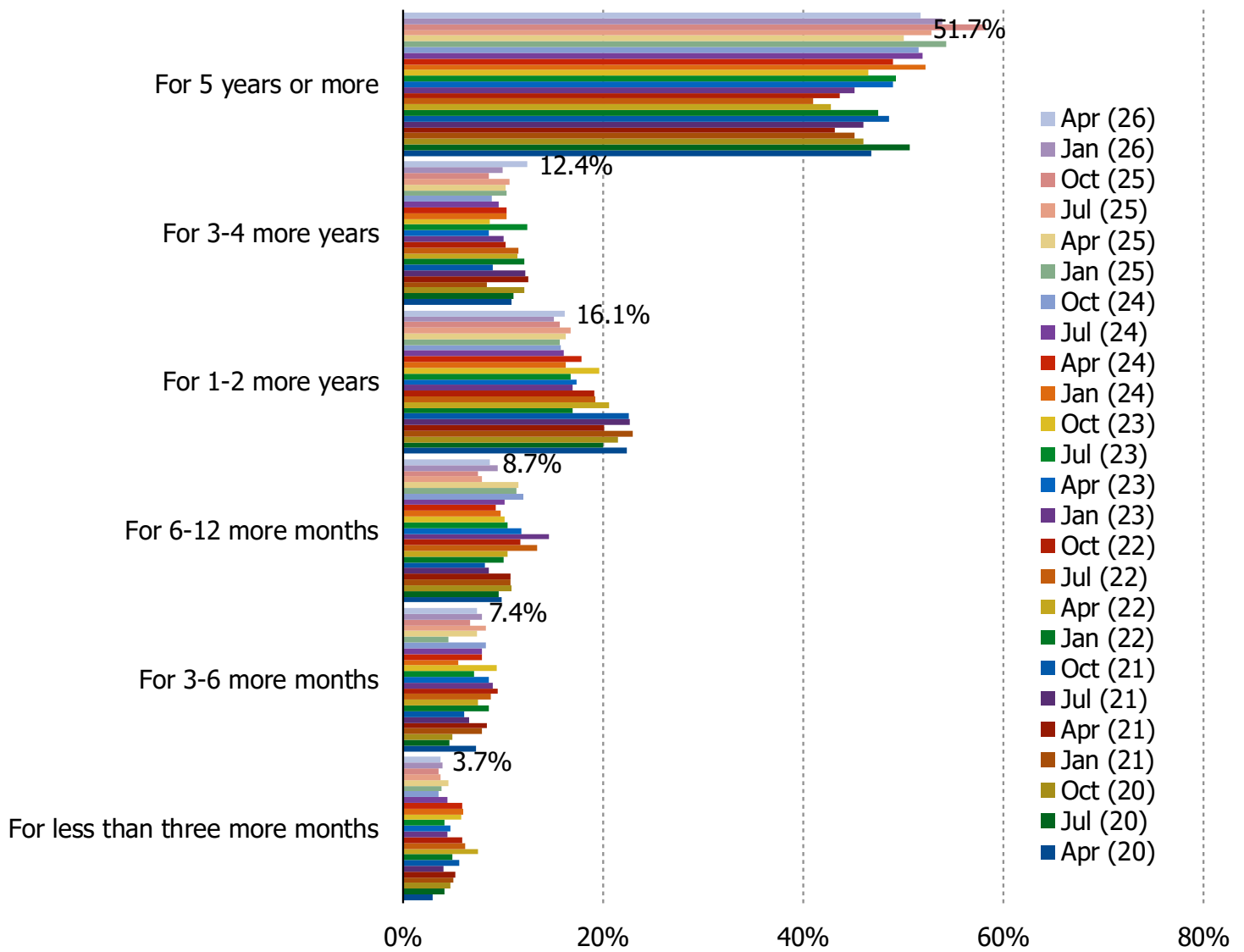


Why?

Quarter	Price/Cost	Content Quality	Content Availability	Finished Shows	Switching	Churned	Other
2021 Q1	29.2%	8.3%	12.5%	8.3%	2.1%	2.1%	37.5%
2021 Q2	31.8%	4.6%	9.9%	8.6%	8.0%	0.0%	37.1%
2021 Q3	28.6%	4.8%	9.5%	9.5%	4.8%	0.0%	42.9%
2021 Q4	30.0%	6.7%	10.0%	6.7%	3.3%	0.0%	43.3%
2022 Q1	31.7%	5.0%	8.3%	8.3%	3.3%	0.0%	43.3%
2022 Q2	34.6%	3.9%	9.6%	7.7%	2.9%	0.0%	41.4%
2022 Q3	30.8%	5.6%	9.4%	8.4%	2.8%	0.0%	43.0%
2022 Q4	32.7%	5.0%	9.9%	7.9%	3.0%	1.0%	40.6%
2023 Q1	32.5%	5.3%	9.4%	8.9%	0.6%	0.6%	42.7%
2023 Q2	34.5%	3.5%	10.3%	8.6%	0.0%	0.0%	43.1%
2023 Q3	31.9%	4.2%	11.1%	8.3%	1.4%	2.8%	40.3%
2023 Q4	31.6%	5.3%	10.5%	7.4%	2.1%	0.0%	43.2%
2024 Q1	34.8%	4.4%	8.7%	8.7%	0.0%	1.7%	41.7%
2024 Q2	33.3%	4.2%	10.4%	8.3%	0.0%	0.0%	43.8%
2024 Q3	31.8%	4.6%	9.1%	9.1%	0.0%	0.0%	45.5%
2024 Q4	30.0%	5.0%	10.0%	10.0%	5.0%	0.0%	40.0%
2025 Q1	31.3%	6.3%	9.4%	9.4%	3.1%	0.0%	40.6%
2025 Q2	32.1%	4.9%	9.9%	8.6%	1.2%	0.0%	43.2%
2025 Q3	30.9%	5.9%	10.3%	8.8%	4.4%	0.0%	39.7%
2025 Q4	33.3%	4.2%	10.4%	8.3%	0.0%	0.0%	43.8%
2026 Q1	32.8%	4.5%	10.5%	9.0%	3.0%	1.5%	38.8%
2026 Q2	33.3%	5.6%	9.7%	8.3%	6.9%	1.4%	34.7%
R2	0.418	0.05	0.014	0.055	0.019	0.001	0.23
P value	0.0011	0.316	0.596	0.292	0.536	0.904	0.024

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.

