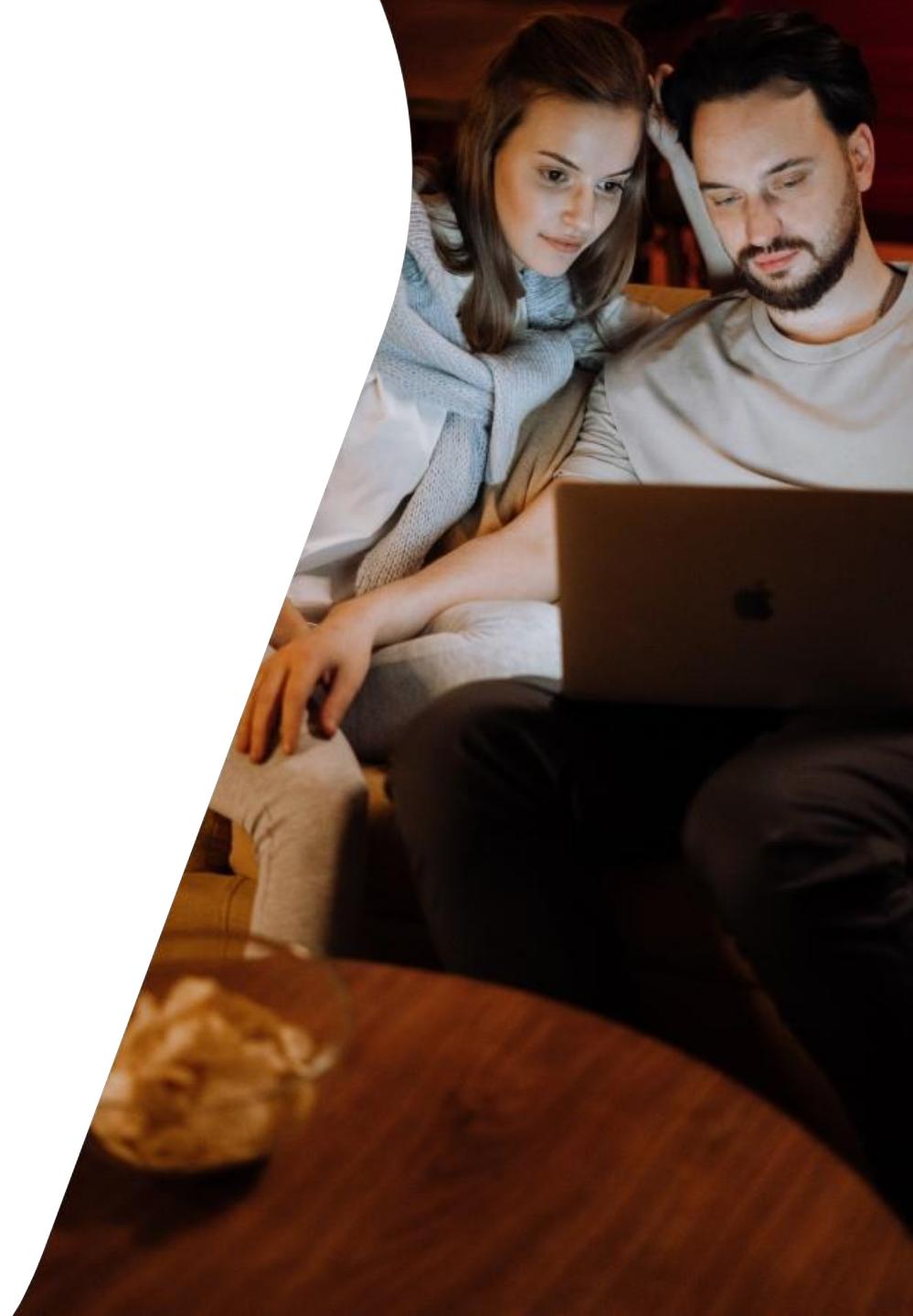


Video-on-demand: Netflix users in Italy



Statista Consumer Insights: Global Consumer Survey Brand Report

Introduction



Report overview

This report offers the reader a comprehensive overview of Netflix users in Italy: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Netflix users in Italy ("brand users") against Italian video-on-demand users in general ("category users"), and the overall Italian onliner, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista Global Consumer Survey, an international survey that covers more than 11,500 brands across 56 countries.

Global Consumer Survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Italy)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

CHAPTER 01

Management summary

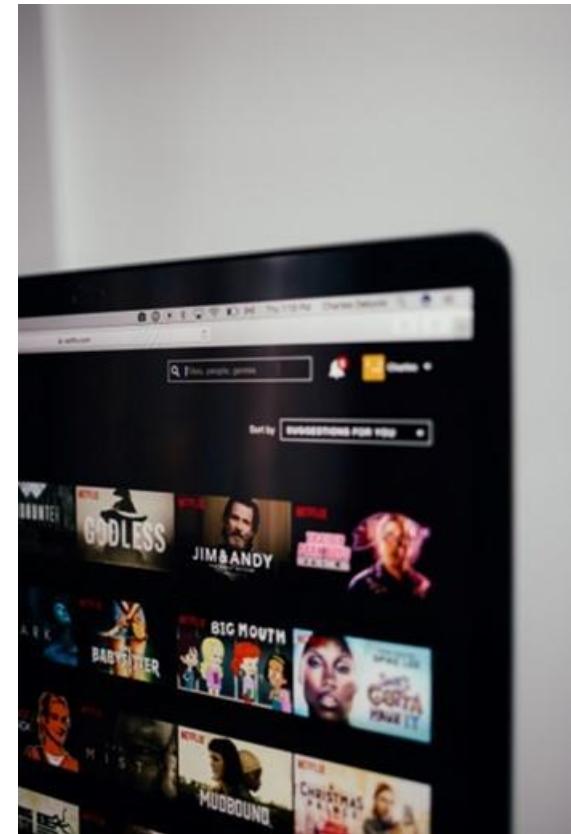
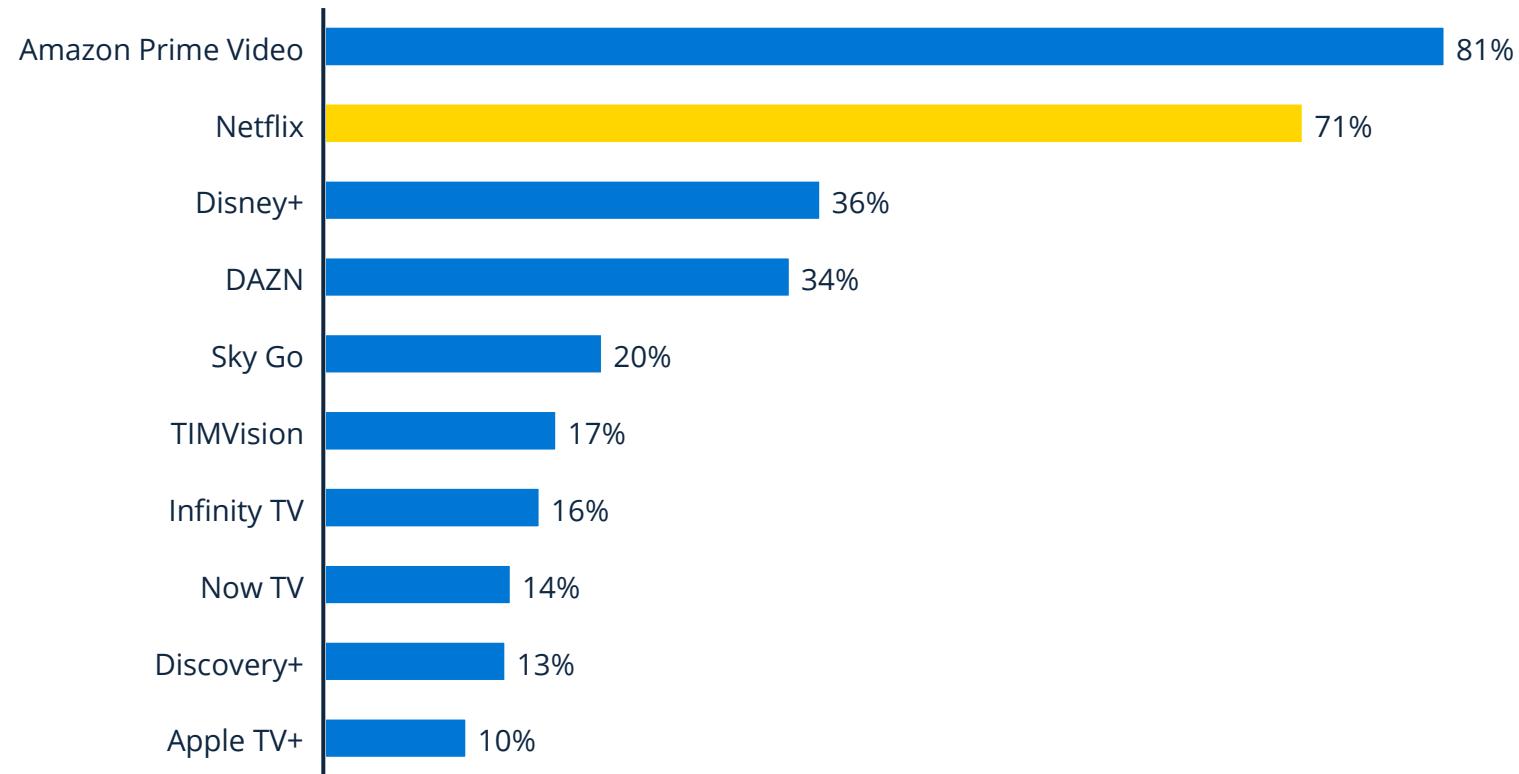
- Brand usage
- Key insights



With a user share of 71%, Netflix is the second most used video-on-demand service

Management summary: brand usage and competition

Top 10 most used video-on-demand services in Italy



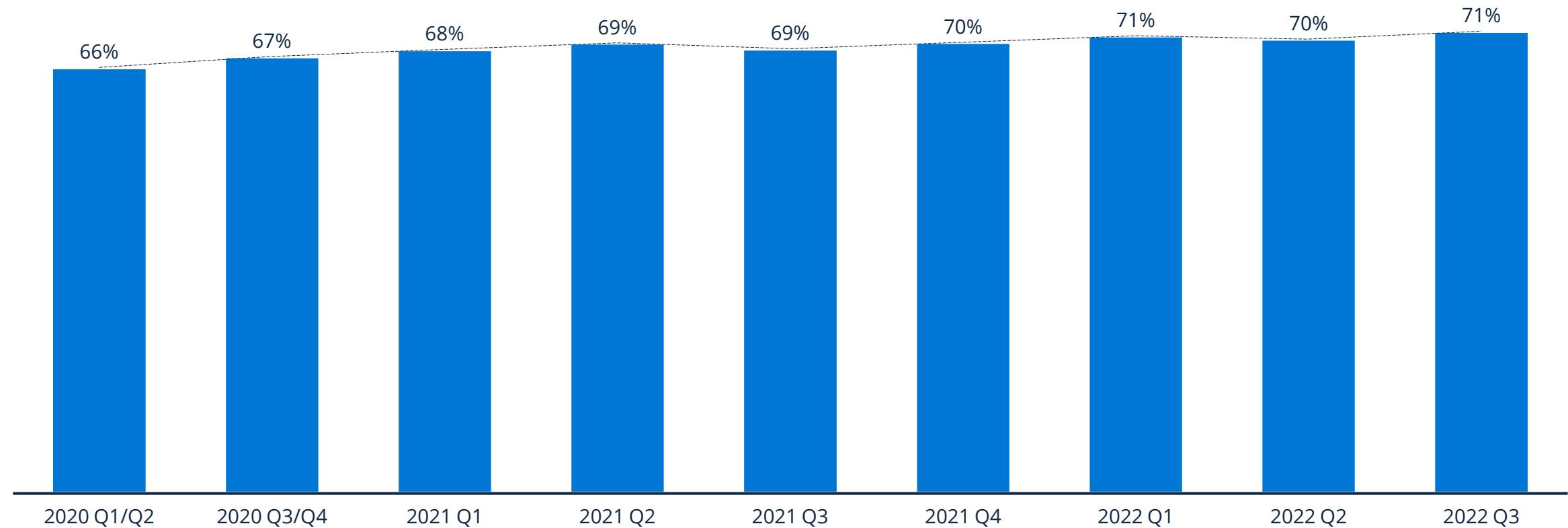
4 | Notes: "Which of these video on demand providers have you used in the past 12 months as a paying customer?; Multi Pick; Base: n=1278, video-on-demand users

Sources: Statista Global Consumer Survey as of February 2023

The share of video-on-demand users using Netflix grew by 5 percentage points since the first half of 2020

Management summary: brand usage timeline

Timeline of video-on-demand users using Netflix since 2020



Netflix users in Italy

Management summary: key insights

Demographic profile

Netflix has a high share of 18 - 29 year old users compared to the total online population.

There is a fairly even split of male and female Netflix users.

Netflix users have a similar income distribution as video-on-demand users in general.

Video-on-demand users in general and Netflix users specifically, live in similar type of communities.

Consumer lifestyle

Similar aspects of life are important to Netflix users and other video-on-demand users.

59% of Netflix users are interested in traveling.

Netflix users are more likely to have video gaming as a hobby than the average onliner.

Consumer attitudes

It stands out that 71% of Netflix users want to access their media on all their devices.

20% of Netflix users are innovators or early adopters of new products.

Unemployment is of particular concern to Netflix users.

Marketing touchpoints

Netflix users access the internet via a gaming console more often than the average video-on-demand user.

Netflix users tend to follow people on social media more often than the average onliner.

Netflix users tend to go to the movies more often than the average onliner.

CHAPTER 02

Video-on-demand

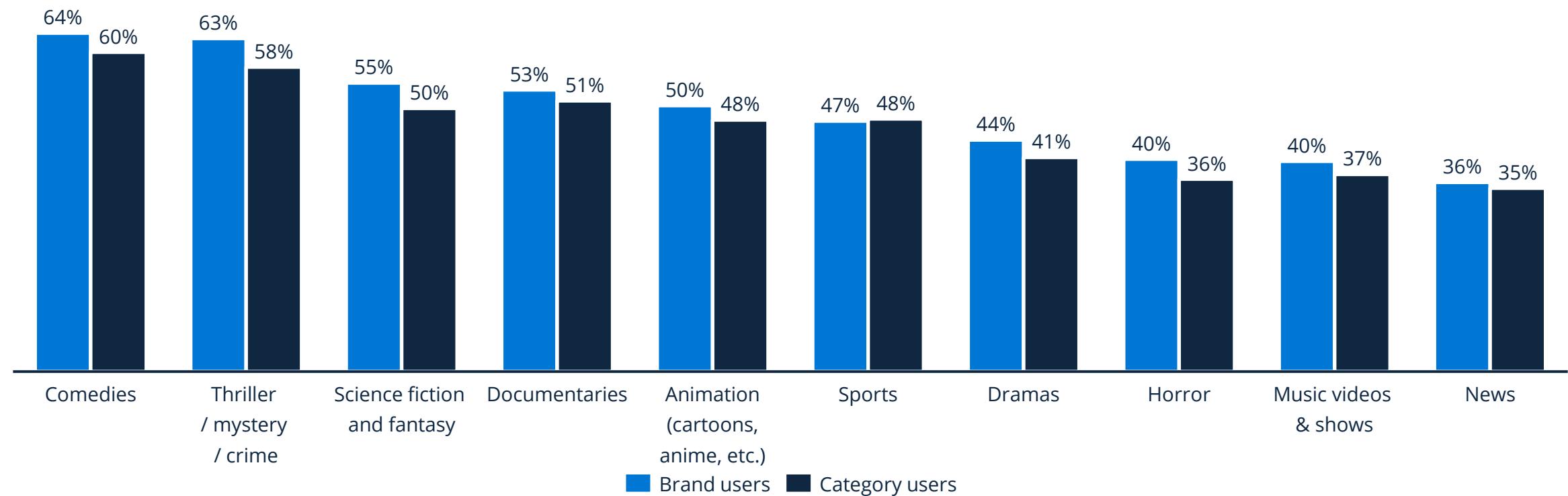
- Genre preferences
- Drivers of digital video purchases
- Digital video viewing intensity
- Digital video devices
- Media usage



Thrillers, mystery and crime are all relatively popular genres among Netflix users

Video-on-demand: genre preferences

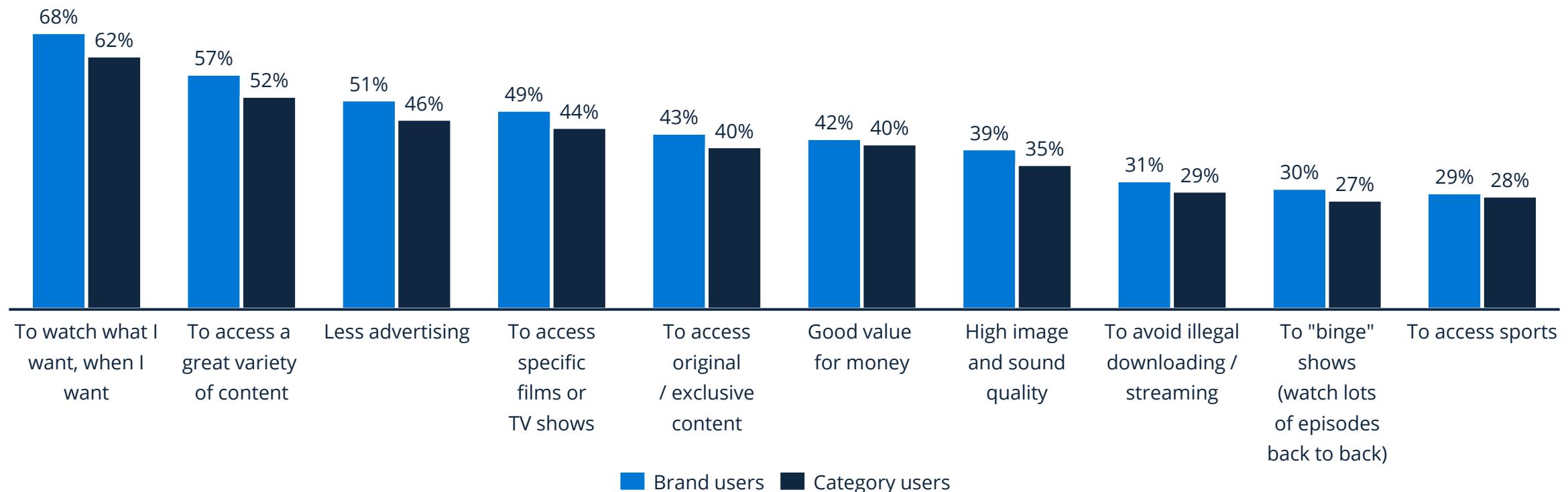
Top 10 favorite genres of Netflix users in Italy



Compared to other video-on-demand users, many Netflix users want to watch what they want, when they want

Video-on-demand: drivers of digital video purchases

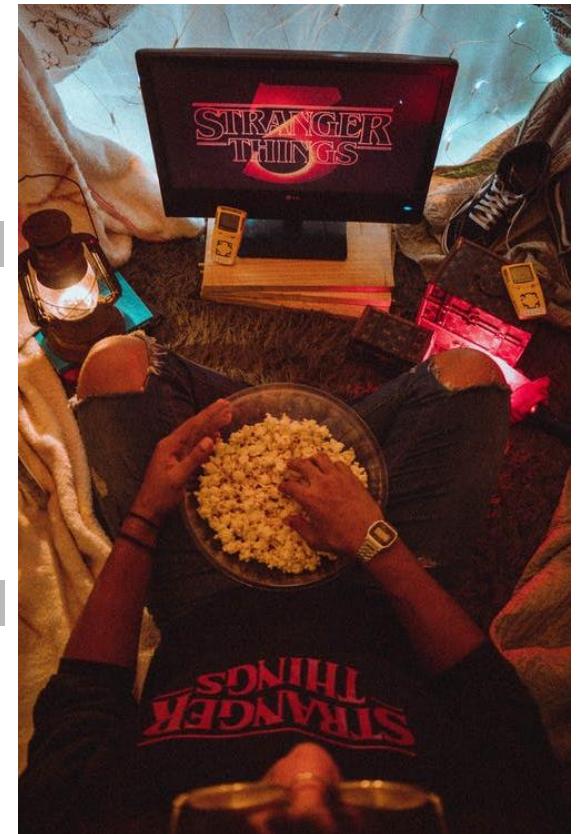
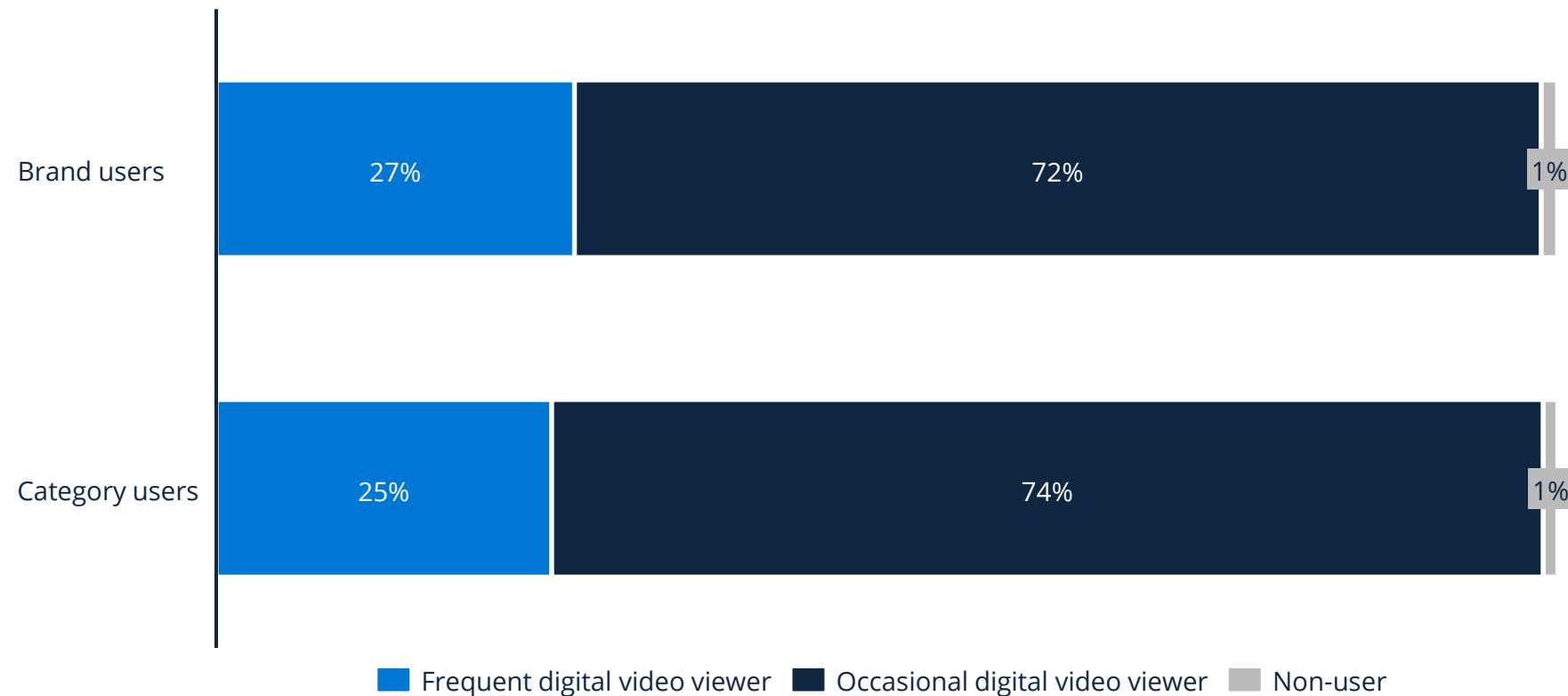
Top 10 reasons to pay for digital video content for Netflix users in Italy



Video-on-demand users in general and users of Netflix have similar digital video viewing habits

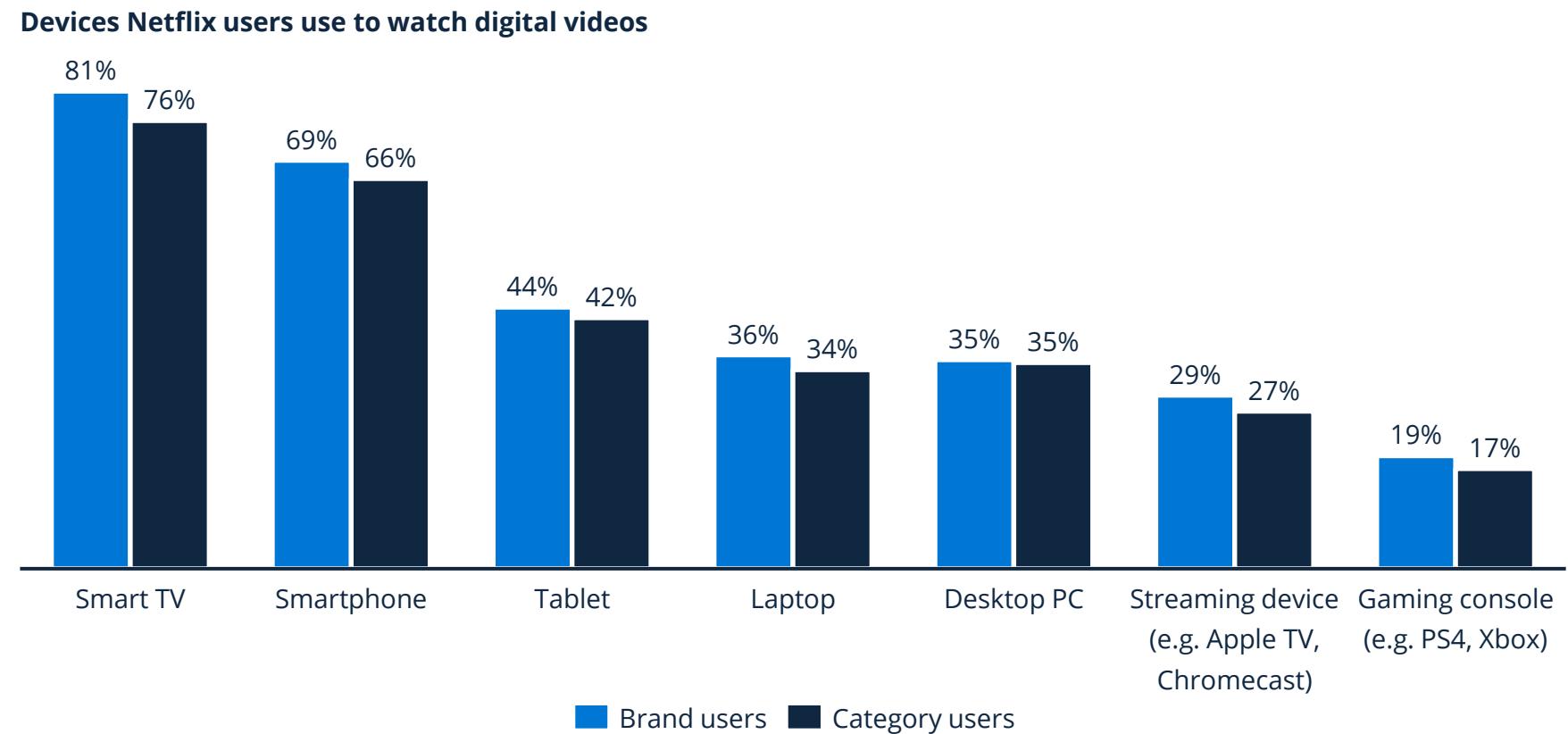
Video-on-demand: digital video viewing intensity

Hours spent per week watching digital videos by Netflix users in Italy



Compared to other video-on-demand users, Netflix users are relatively likely to watch video content on a smart TV

Video-on-demand: digital video devices



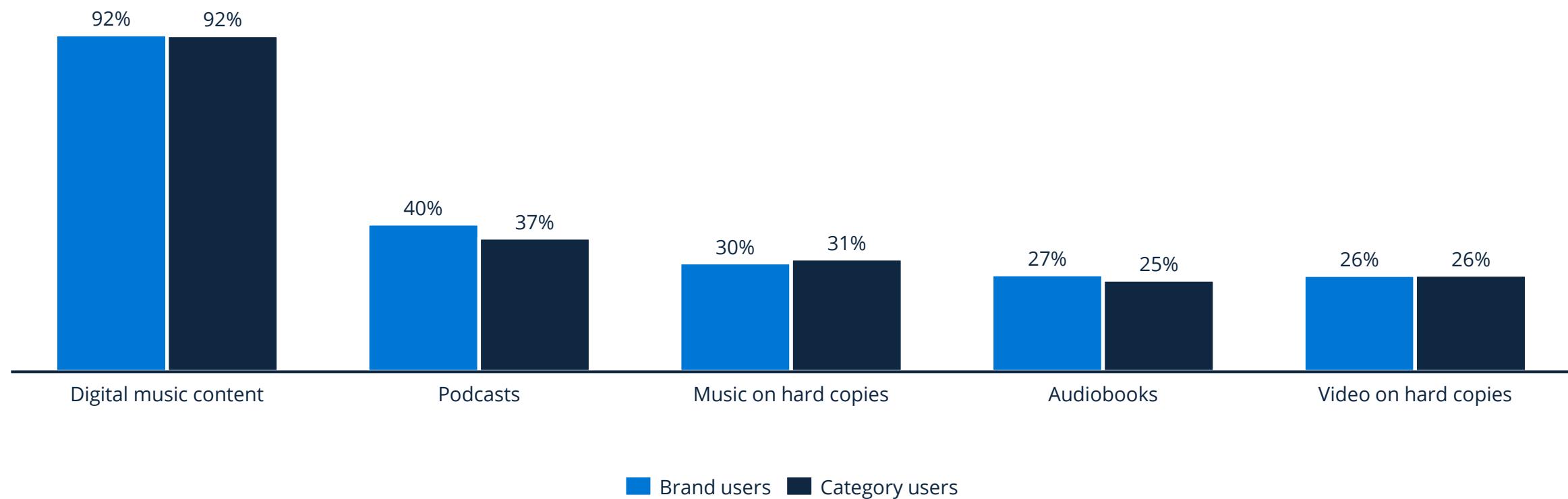
11 | Notes: Which devices do you use to watch digital video content?; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?; Multi Pick; Base: n=901, Netflix users, n=1278, video-on-demand users, n= all respondents

Sources: Statista Global Consumer Survey as of February 2023

40% of Netflix users regularly listen to podcasts

Video-on-demand: media usage

Media services used by Netflix users in Italy



CHAPTER 03

Demographic profile

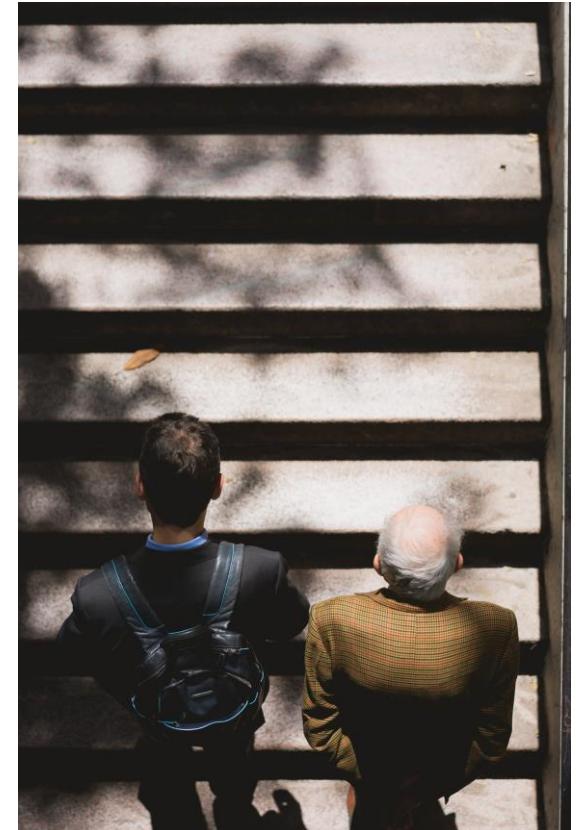
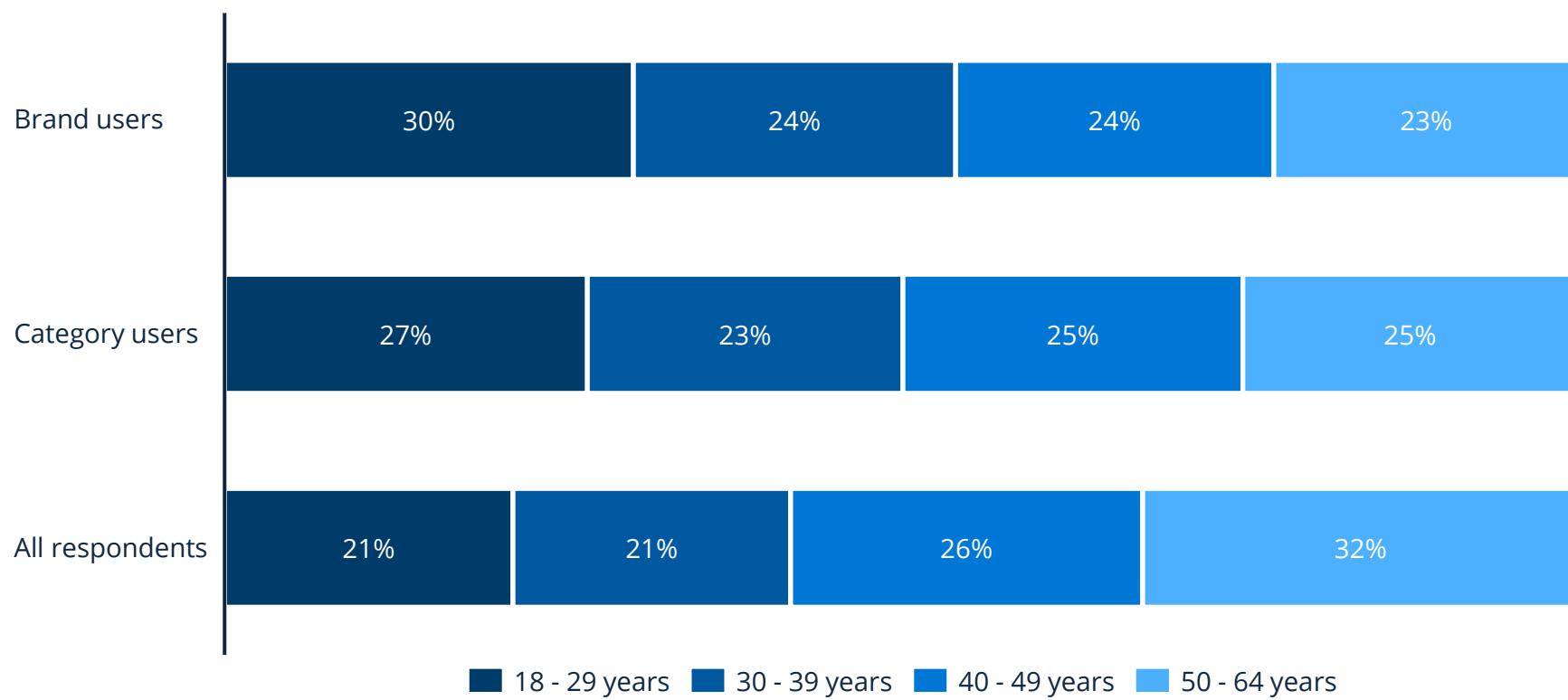
- Life stages
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Netflix has a high share of 18 - 29 year old users compared to the total online population

Demographic profile: life stages

Age of consumers in Italy

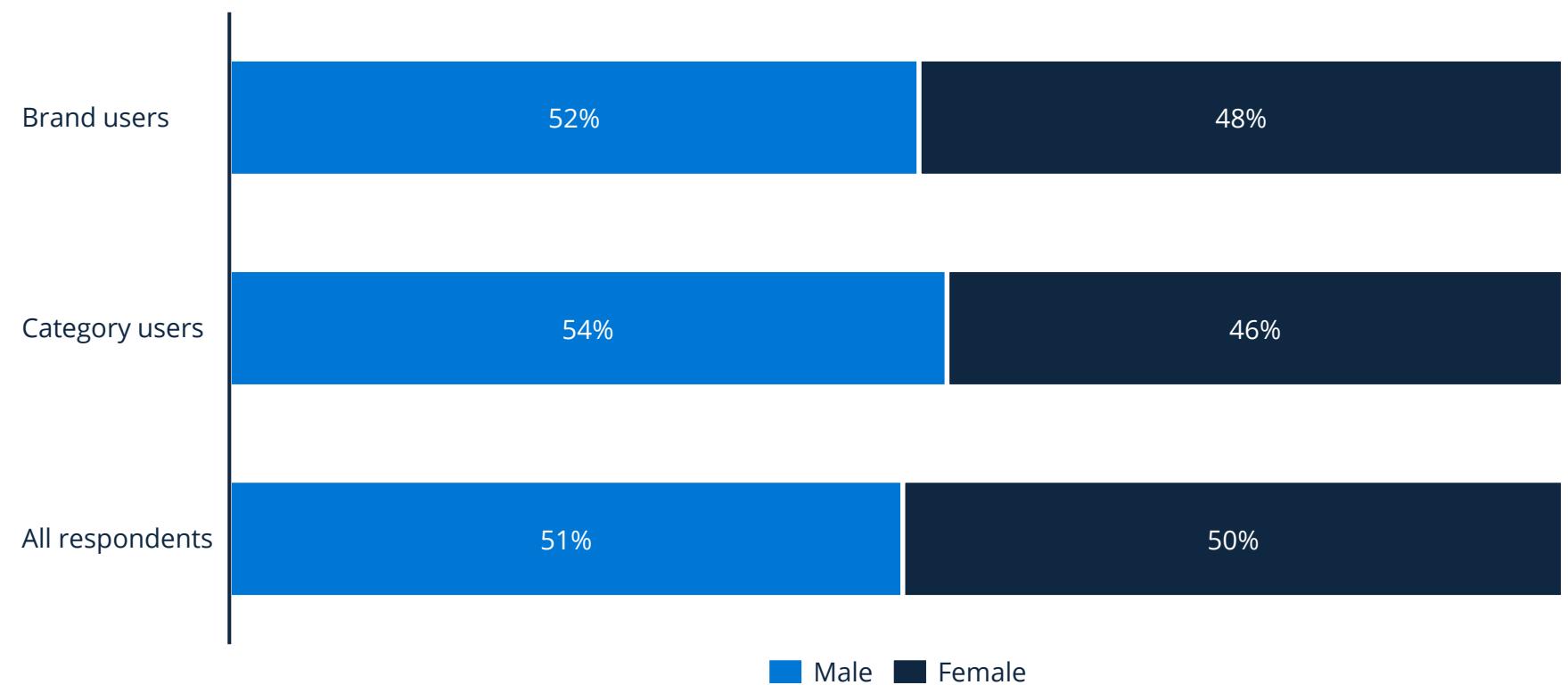


There is a fairly even split of male and female Netflix users

Demographic profile: gender



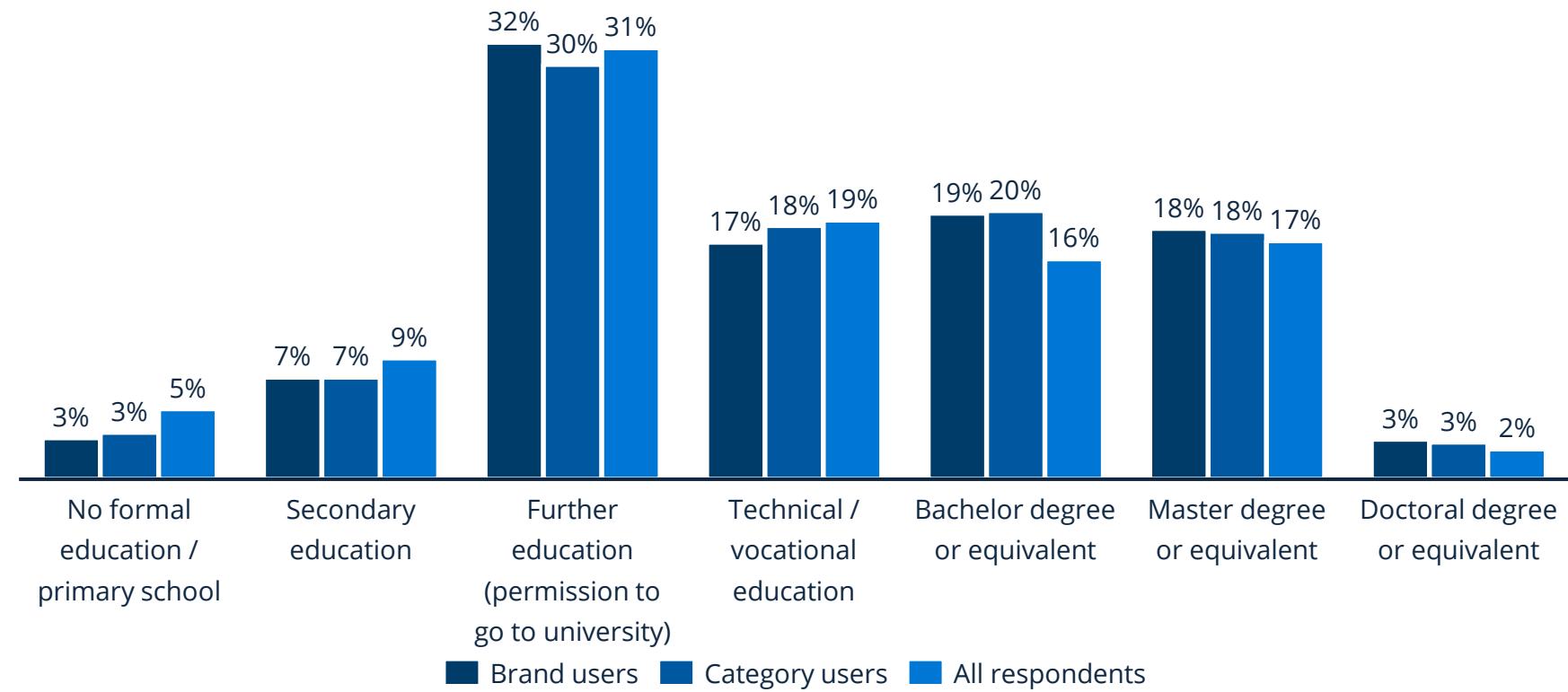
Gender of consumers in Italy



40% of Netflix users have a college degree

Demographic profile: education

Consumer's level of education in Italy

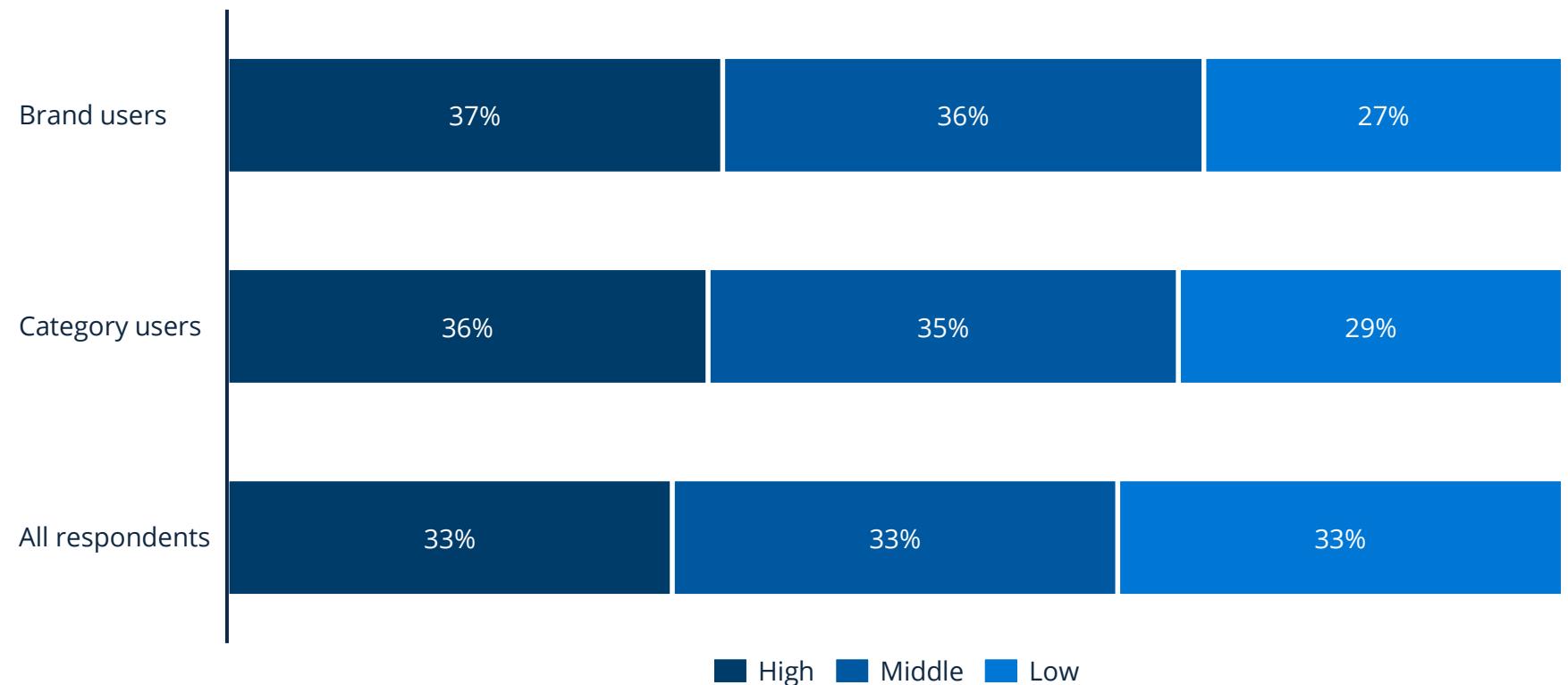


Netflix users have a similar income distribution as video-on-demand users in general

Demographic profile: income



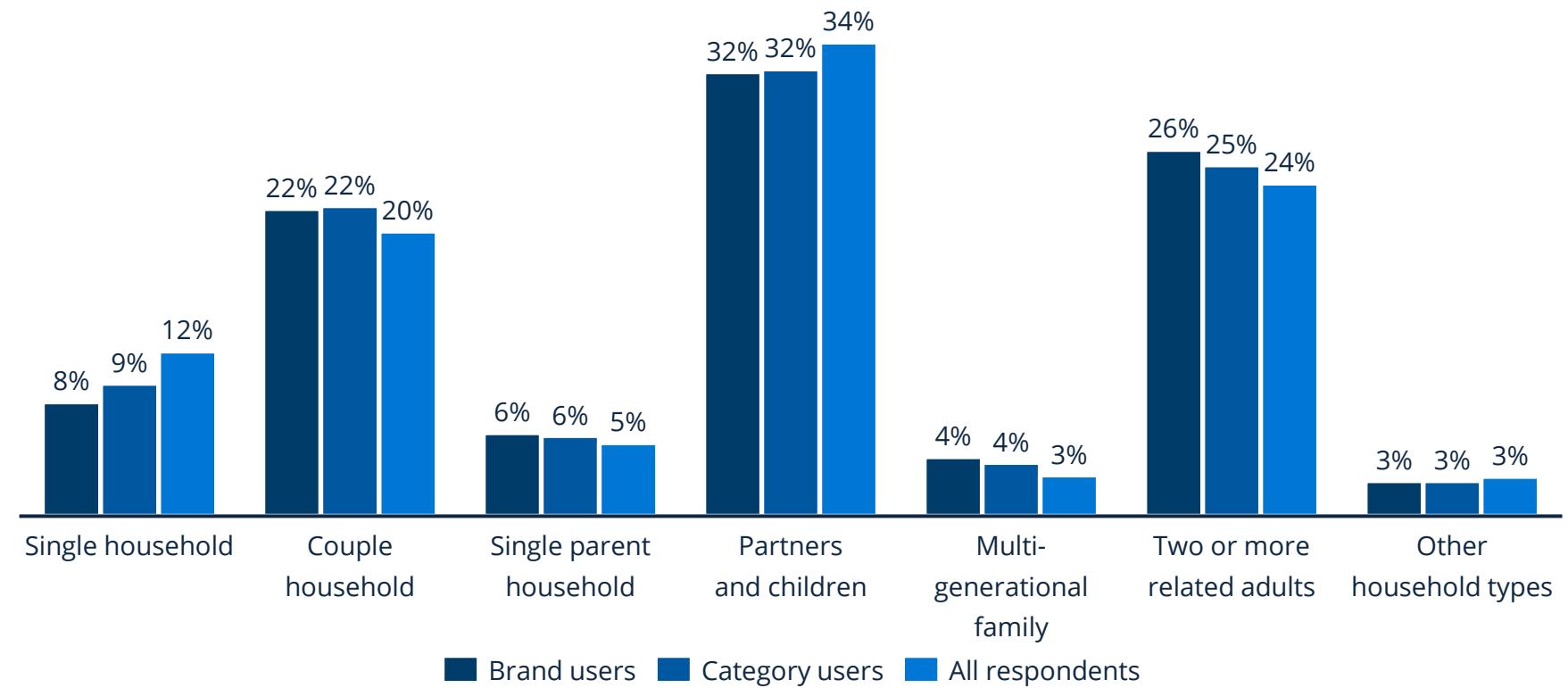
Share of consumers in Italy in the high, middle, and low thirds of monthly household gross income



The living arrangements of Netflix users and video-on-demand users overall are similar

Demographic profile: household classification

Type of households in which consumers in Italy live

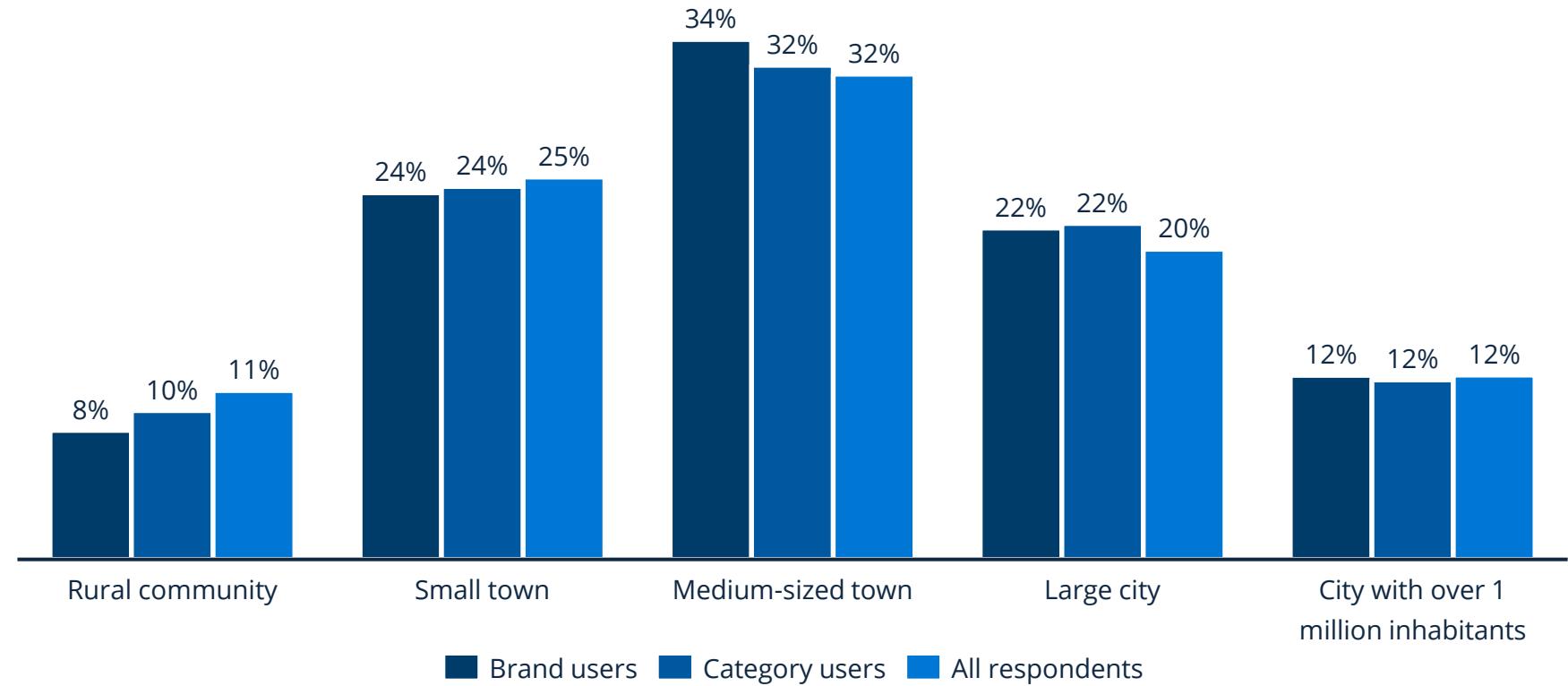


Video-on-demand users in general and Netflix users specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in Italy



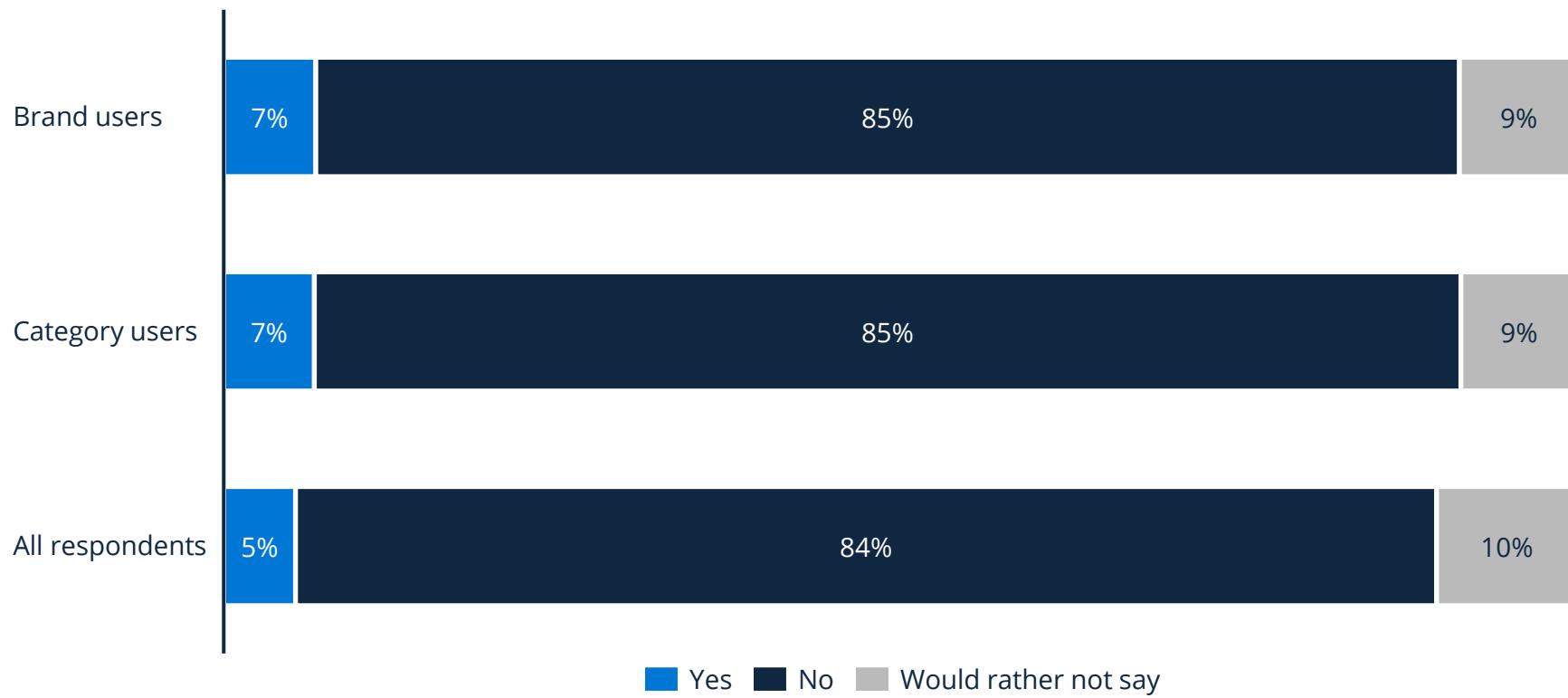
19 Notes: "In what type of community do you live?"; Single Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=901, Netflix users, n=1278, video-on-demand users, n=12181, all respondents

Sources: Statista Global Consumer Survey as of February 2023

7% of Netflix users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Italy



20 Notes: "Do you consider yourself part of the LGBTQ+ community?", Single Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?", Multi Pick; Base: n=901, Netflix users, n=1278, video-on-demand users, n=12181, all respondents

Sources: Statista Global Consumer Survey as of February 2023

CHAPTER 04

Consumer lifestyle

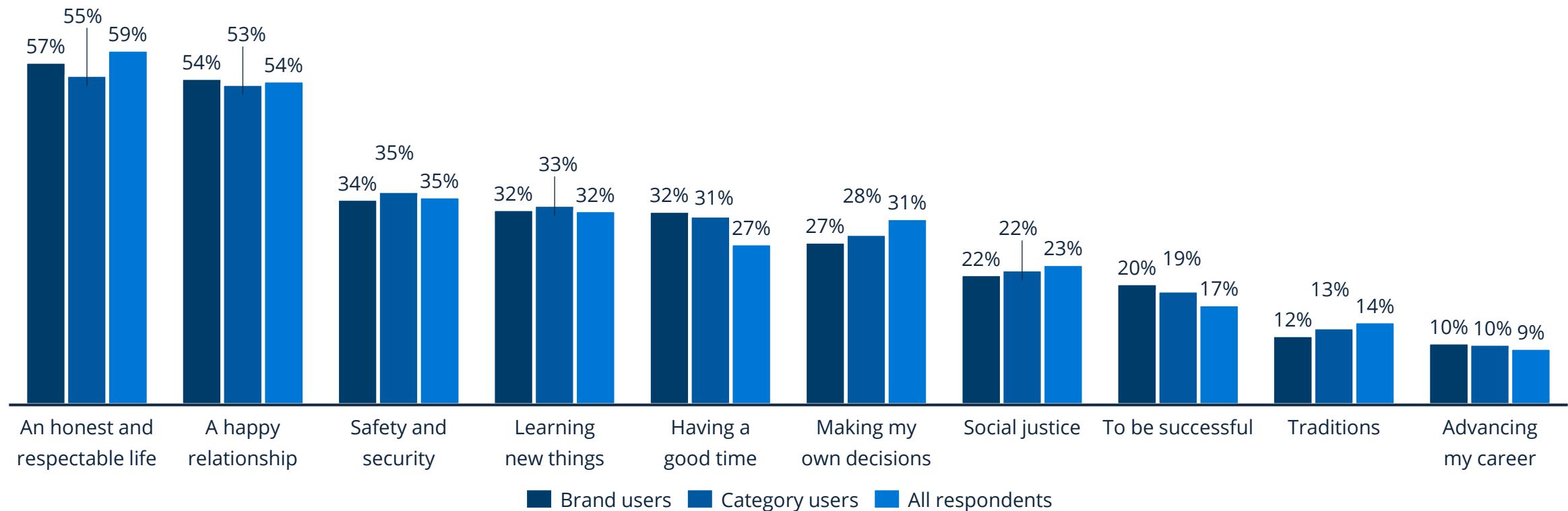
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Similar aspects of life are important to Netflix users and other video-on-demand users

Consumer lifestyle: life values

Most important aspects of life for consumers in Italy



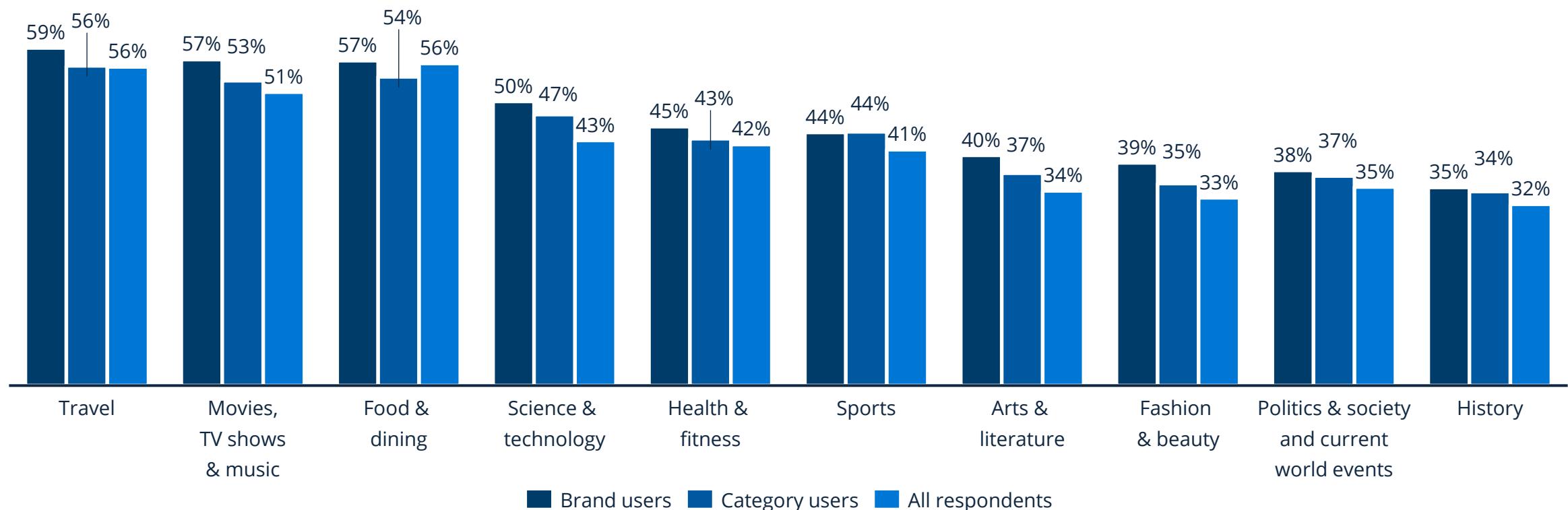
Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3."; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=901, Netflix users, n=1278, video-on-demand users, n=12181, all respondents

Sources: Statista Global Consumer Survey, as of February 2023

59% of Netflix users are interested in traveling

Consumer lifestyle: main interests

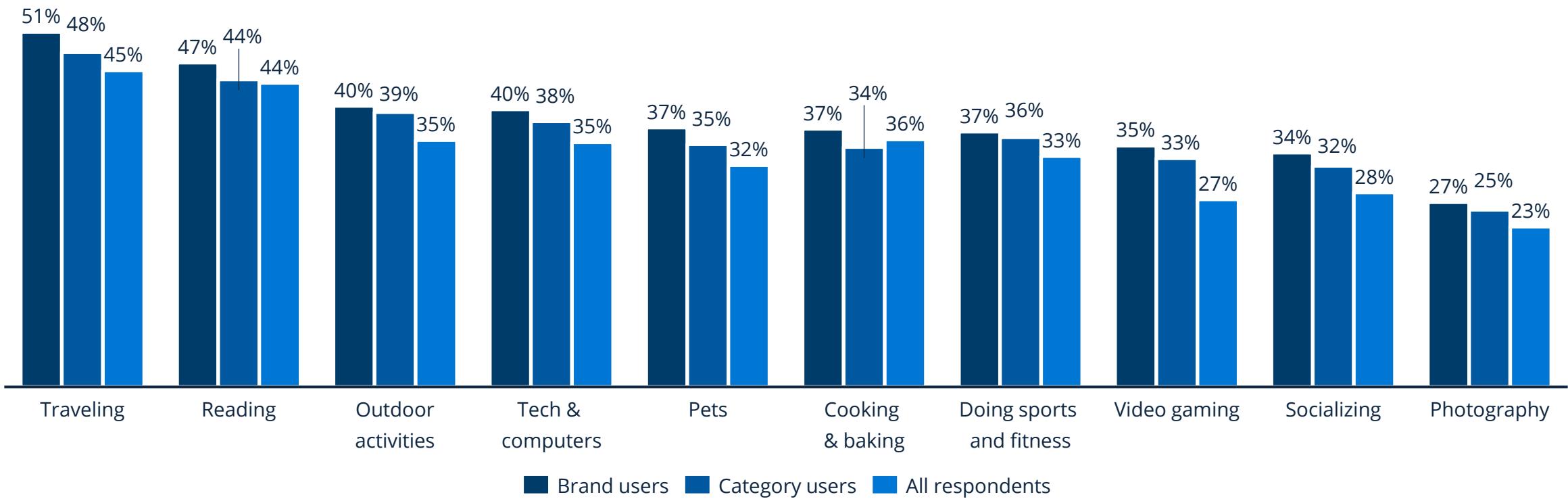
Top 10 interests of Netflix users in Italy



Netflix users are more likely to have video gaming as a hobby than the average onliner

Consumer lifestyle: hobbies & leisure activities

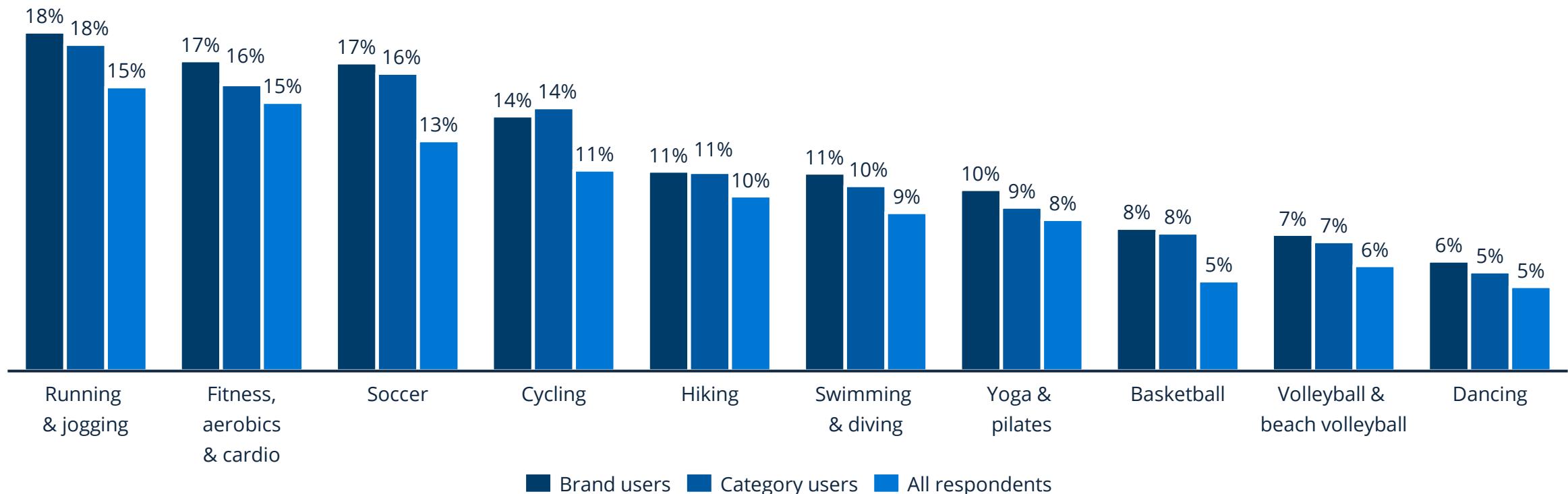
Top 10 hobbies and leisure activities of Netflix users in Italy



Netflix users participate in similar sports and activities as other video-on-demand users

Consumer lifestyle: sports activities

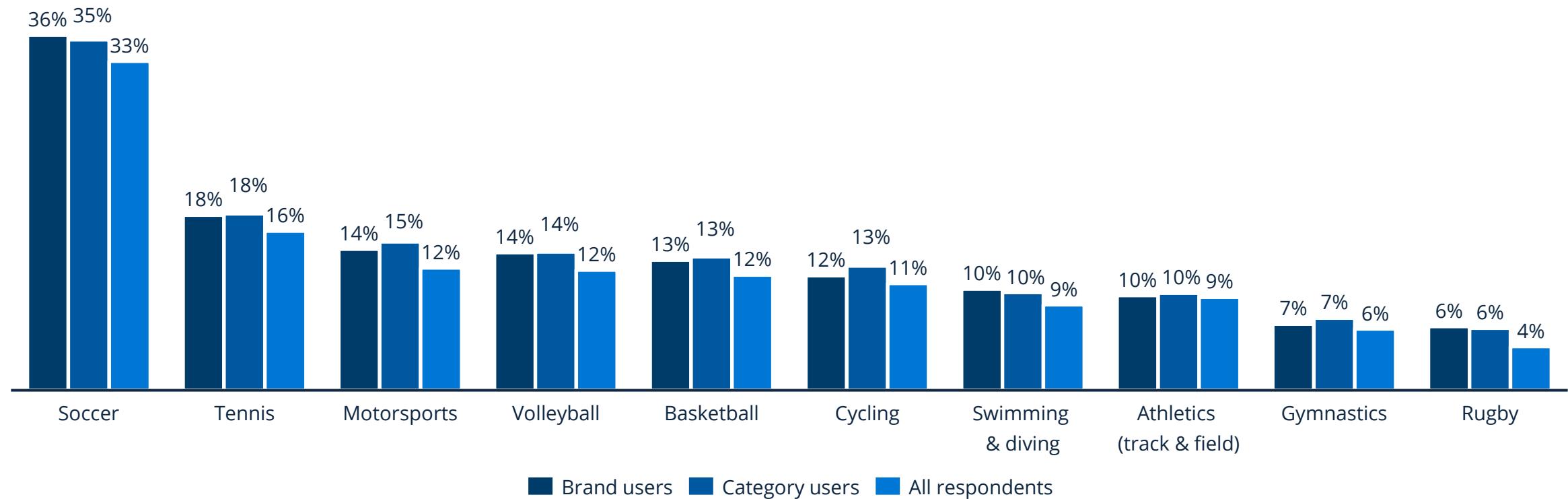
Top 10 sports activities of Netflix users in Italy



A relatively large share of Netflix users follow soccer teams and competitions

Consumer lifestyle: sports followed

Top 10 sports followed by Netflix users in Italy



CHAPTER 05

Consumer attitudes

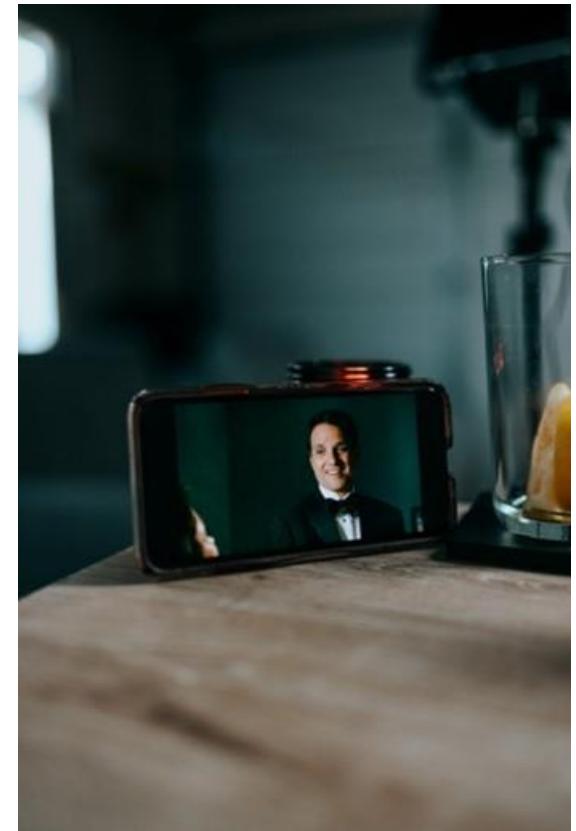
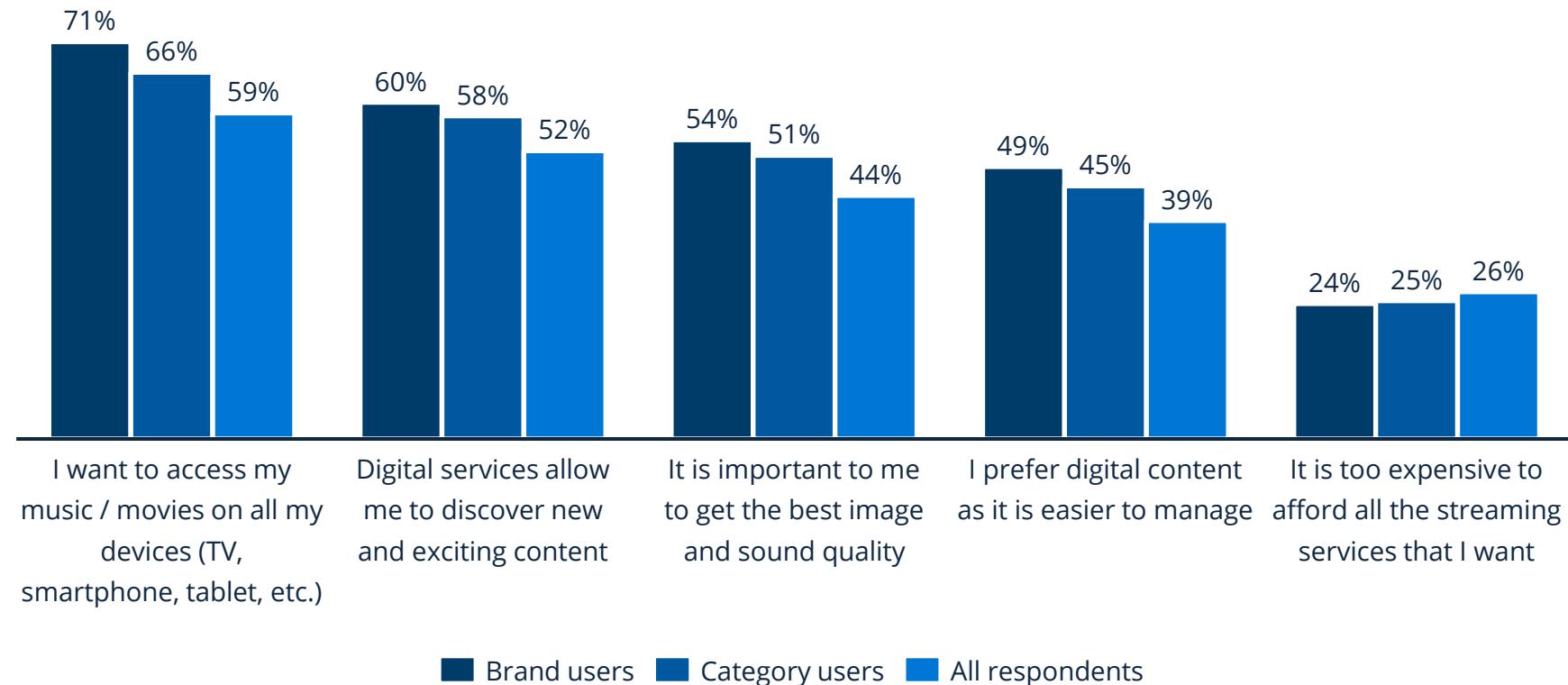
- Attitudes towards digital media
- Innovation adoption
- Challenges facing the country
- Politics



It stands out that 71% of Netflix users want to access their media on all their devices

Consumer attitudes: media & digital media

Agreement with statements towards media & digital media in Italy

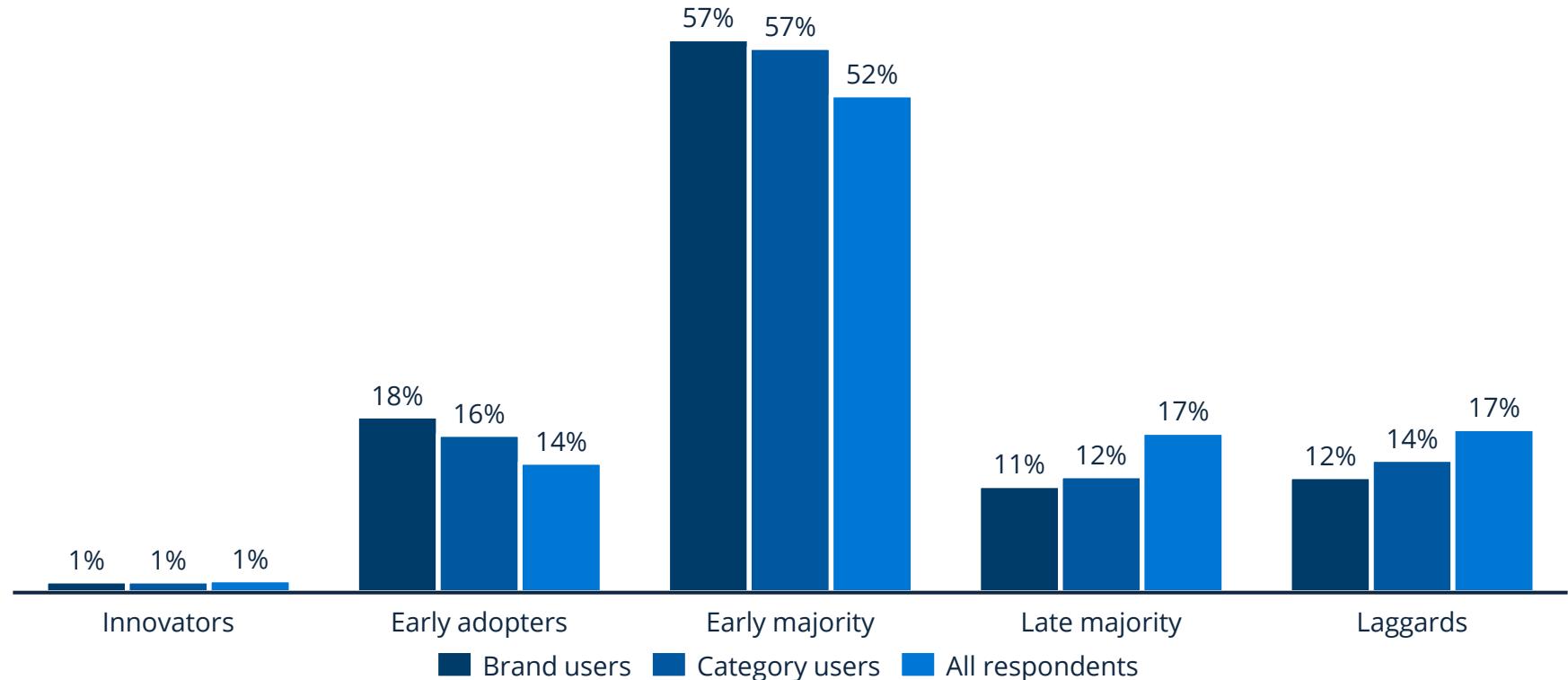


20% of Netflix users are innovators or early adopters of new products

Consumer attitudes: innovation adoption



Innovation adopter types based on statements towards innovation by consumers in Italy



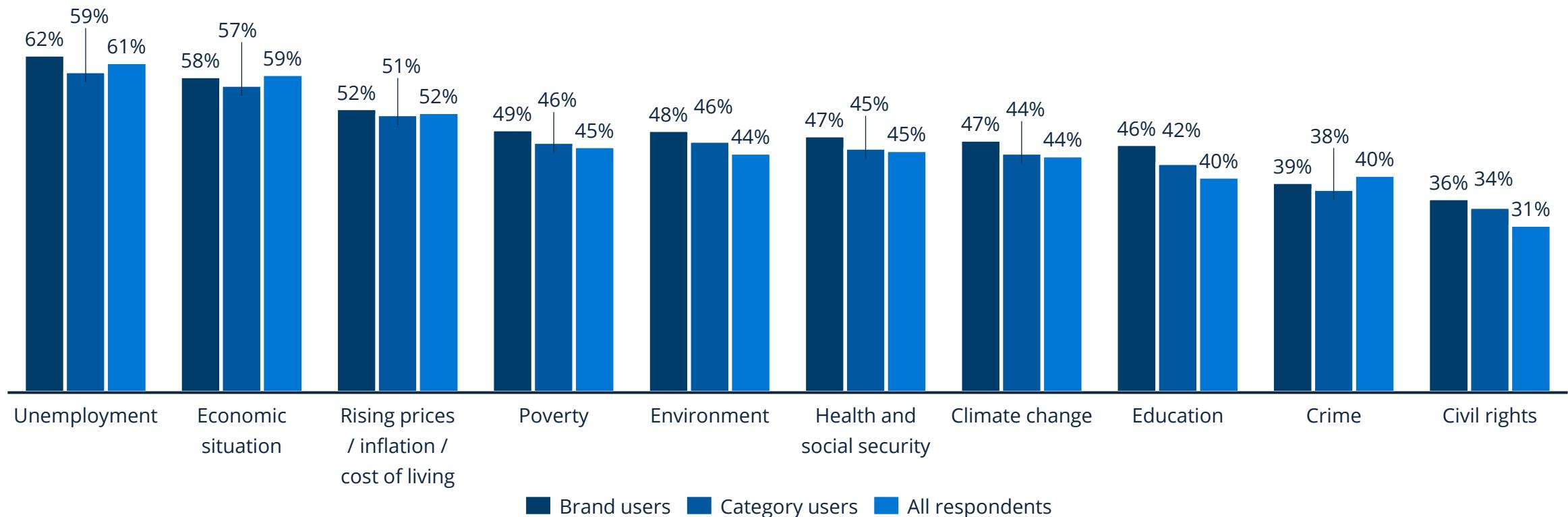
Notes: Recode based on "Which of these statements apply to you?"; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=901, Netflix users, n=1278, video-on-demand users, n=12181, all respondents

Sources: Statista Global Consumer Survey as of February 2023

Unemployment is of particular concern to Netflix users

Consumer attitudes: challenges facing the country

The 10 most important issues facing Italy according to Netflix users

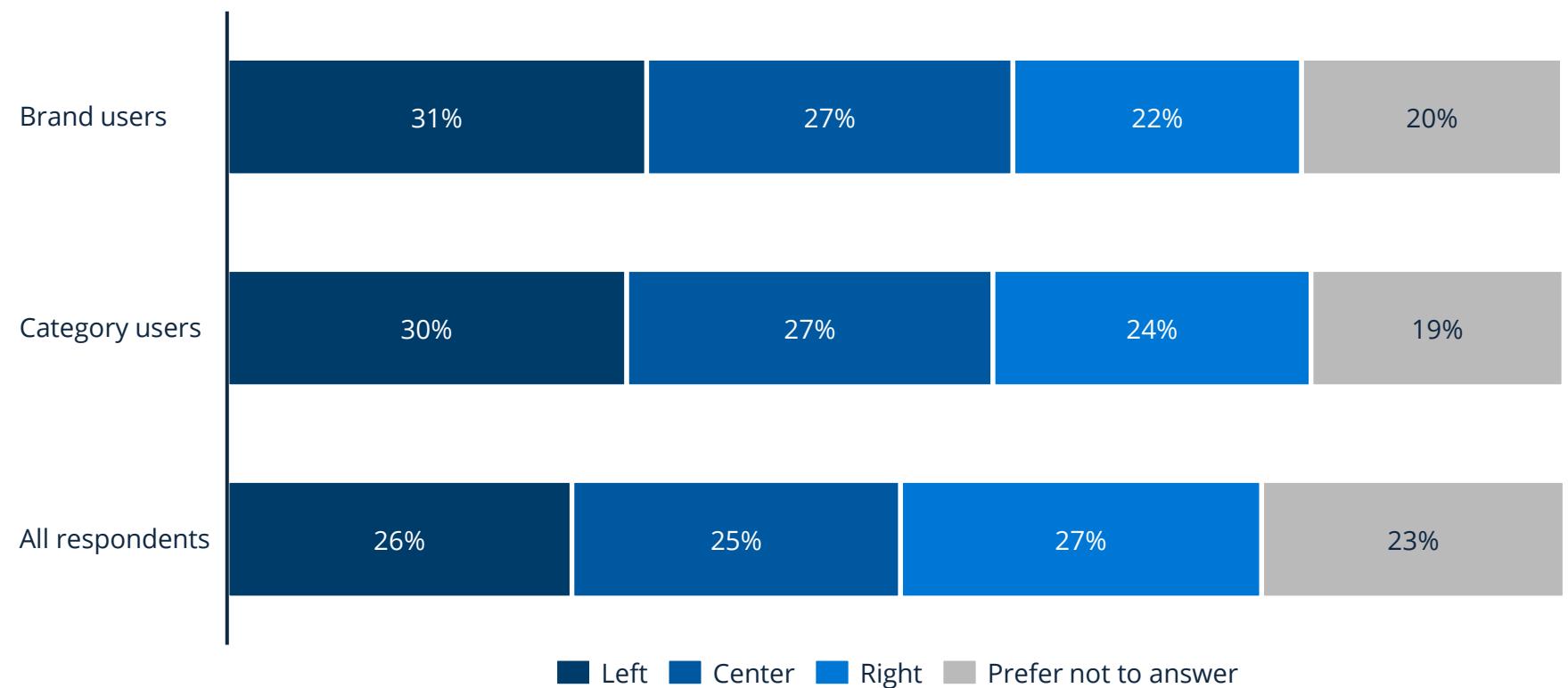


31% of Netflix users have more left leaning political views

Consumer attitudes: politics



Political attitudes of consumers in Italy



CHAPTER 06

Marketing touchpoints

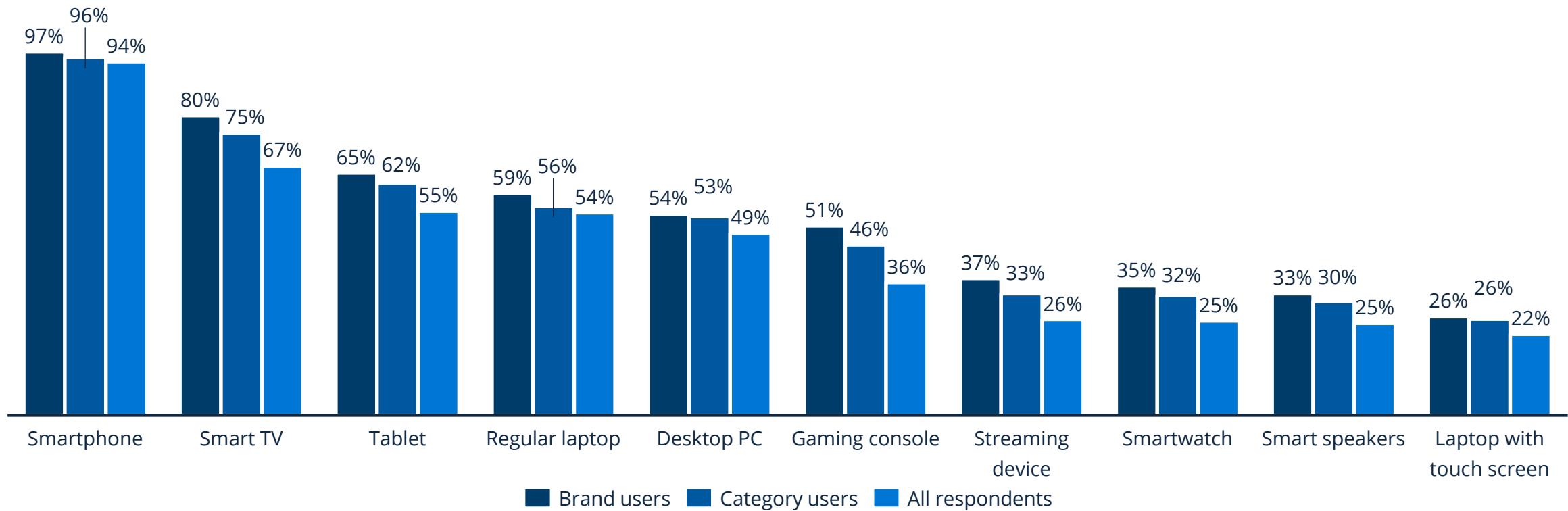
- Internet usage by device
- Social media usage
- Media usage
- Digital advertising touchpoints
- Non-digital advertising touchpoints



Netflix users access the internet via a gaming console more often than the average video-on-demand user

Marketing touchpoints: internet usage by device

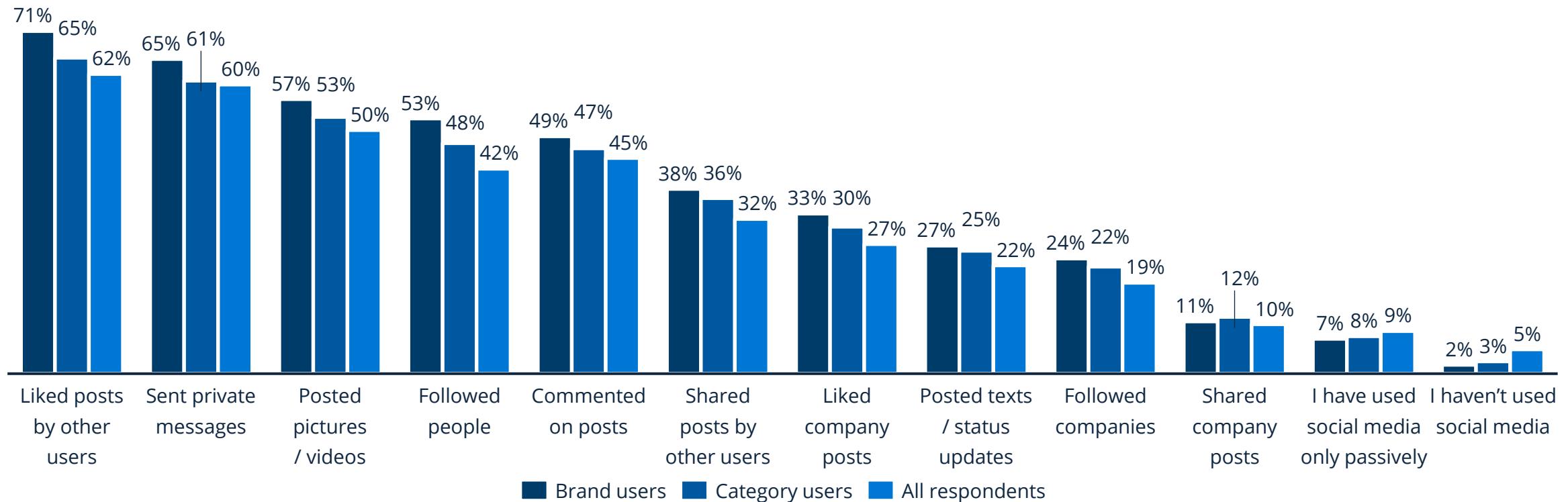
Devices consumers in Italy use regularly to access the internet



Netflix users tend to follow people on social media more often than the average onliner

Marketing touchpoints: social media usage

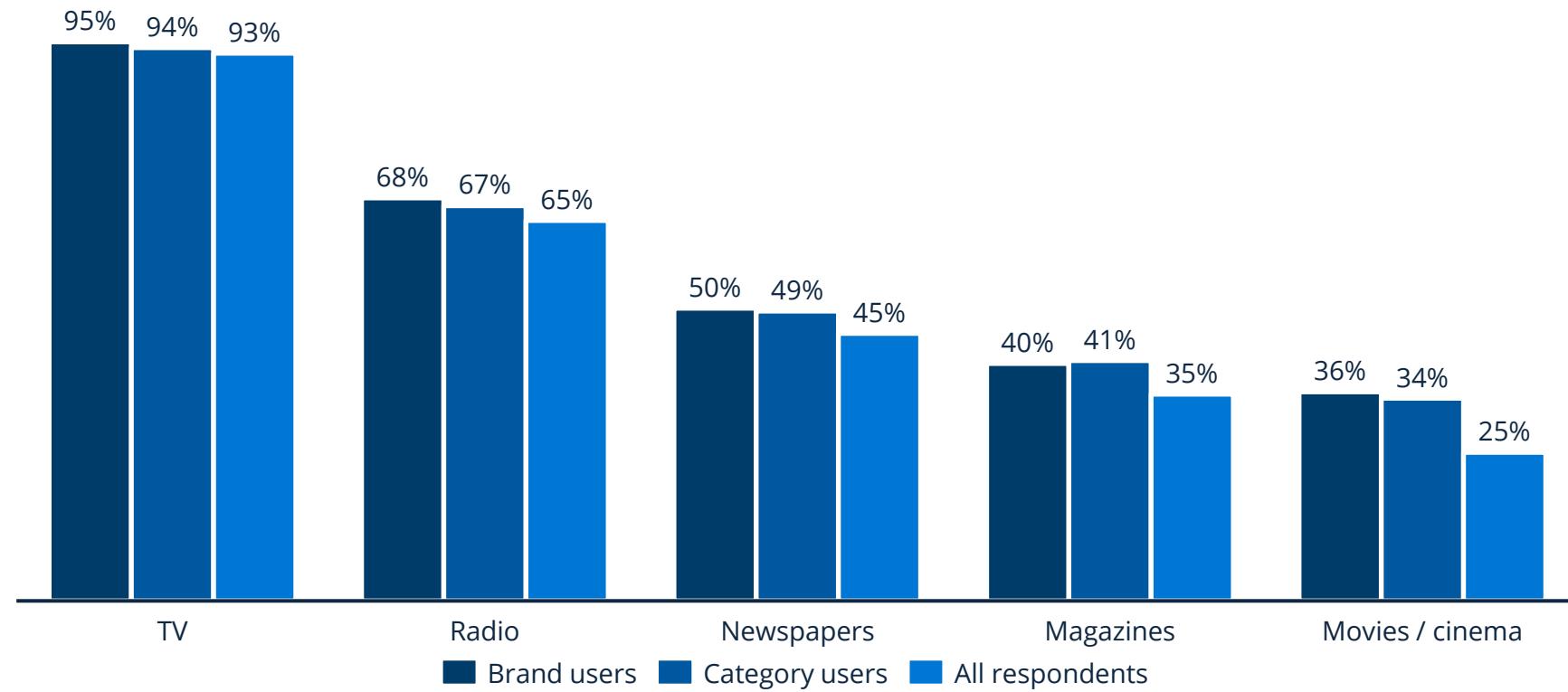
Social media activities in Italy by type



Netflix users tend to go to the movies more often than the average onliner

Marketing touchpoints: traditional media usage

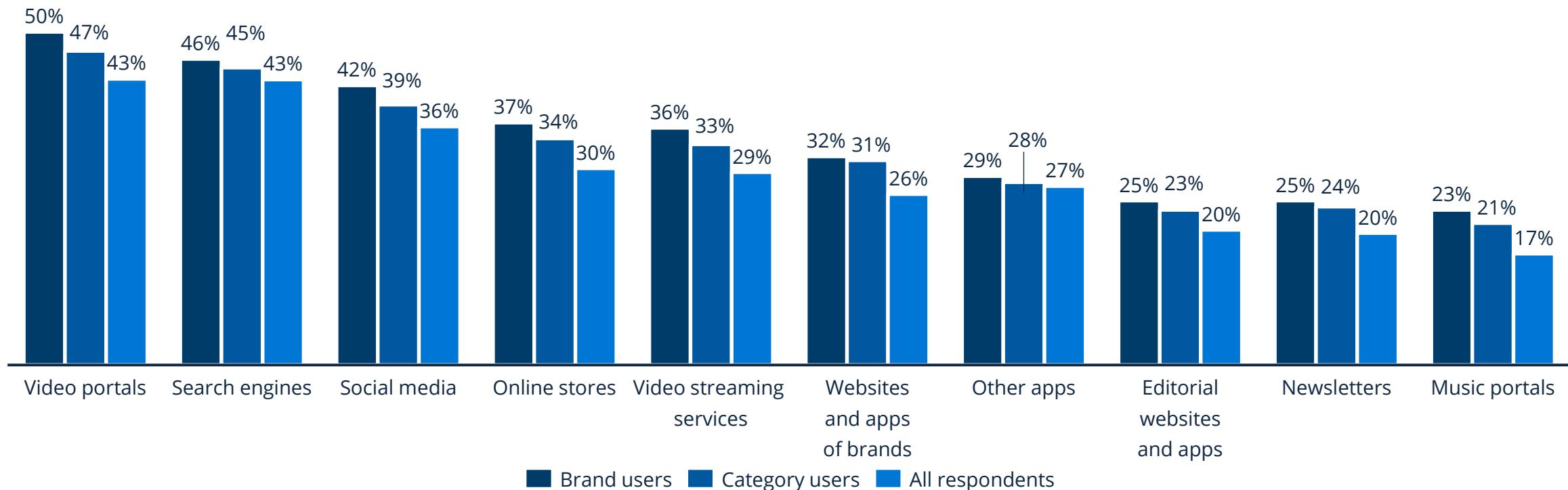
Type of media consumers in Italy have been using in the past 4 weeks



Netflix users remember seeing ads in video portals more often than the average onliner

Marketing touchpoints: digital advertising touchpoints

Top 10 places where Netflix users in Italy have come across digital advertising in the past 4 weeks

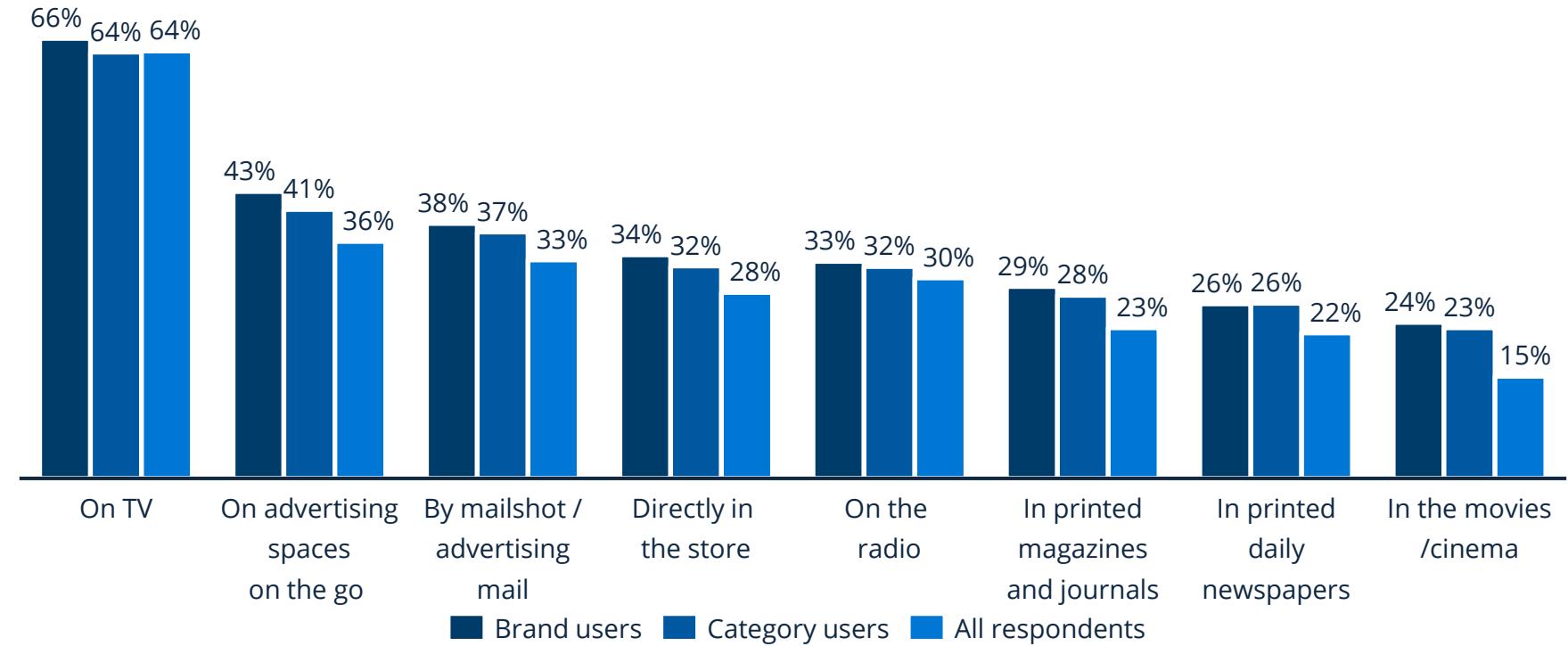


Netflix users remember ads they saw in the movies/cinema more often than the average onliner

Marketing touchpoints: non-digital advertising touchpoints



Places where consumers in Italy have come across non-digital advertising in the past 4 weeks



STATISTA CONSUMER INSIGHTS

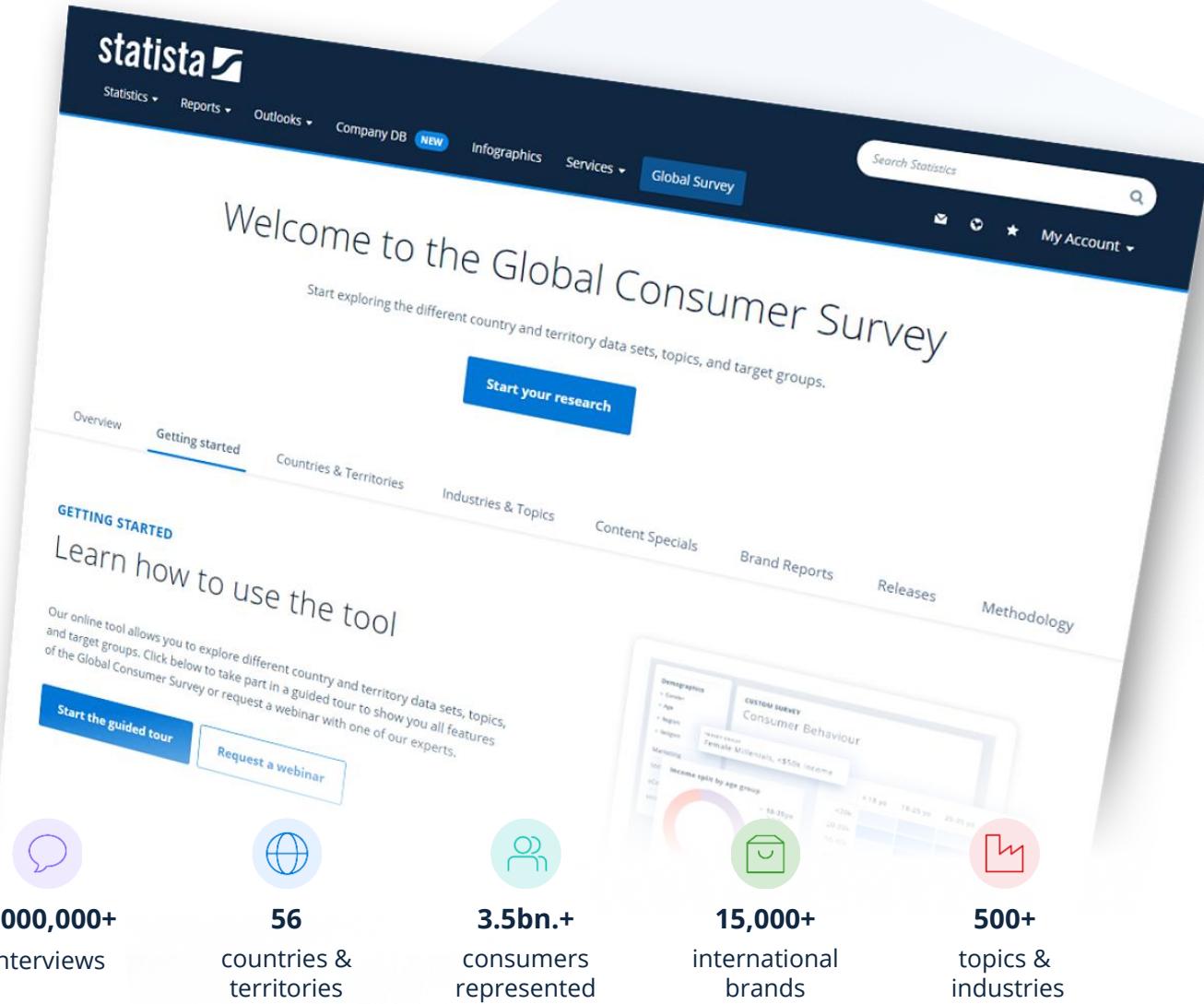
Understand what drives consumers

Master consumers, brands and markets. With **Statista Consumer Insights** you get access to streamlined market research tools and all results of the exclusive Statista surveys. Explore the Global Consumer Survey (GCS), Brand Profiler, Consumer Insights Specials and more.

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- Track consumer trends globally

Go to Consumer Insights

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The screenshot shows the Statista Global Consumer Survey homepage. At the top, there's a navigation bar with links for Statistics, Reports, Outlooks, Company DB (marked as NEW), Infographics, Services, and Global Survey. A search bar and a 'My Account' link are also at the top right. The main heading is 'Welcome to the Global Consumer Survey' with a subtext: 'Start exploring the different country and territory data sets, topics, and target groups.' Below this, there's a large button labeled 'Start your research'. The page features several sections: 'OVERVIEW', 'GETTING STARTED' (with a 'Start the guided tour' button), 'COUNTRIES & TERRITORIES', 'INDUSTRIES & TOPICS', 'CONTENT SPECIALS', 'BRAND REPORTS', 'RELEASES', and 'METHODOLOGY'. A central callout says 'Learn how to use the tool' with a subtext about exploring data sets, topics, and target groups. It includes buttons for 'Start the guided tour' and 'Request a webinar'. At the bottom, there are five summary icons with statistics: 2,000,000+ interviews (purple speech bubble icon), 56 countries & territories (blue globe icon), 3.5bn.+ consumers represented (teal person icon), 15,000+ international brands (green shopping bag icon), and 500+ topics & industries (red chart icon).

2,000,000+ interviews

56 countries & territories

3.5bn.+ consumers represented

15,000+ international brands

500+ topics & industries

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Jack Spearman studied Sociology at Kingston University, UK. After graduating, he worked at TNS and Ipsos Mori in project management and market research roles for over 7 years. Moving to Hamburg in 2016 he worked as a Patient Insight Manager, where he helped lead the development of the company's online survey offer.

Now at Statista, he is responsible for reporting and conducting in-depth surveys.

Jan Gewiese has degrees in Economics (B.Sc.) from the University of Hohenheim and Business Administration (M.Sc.) from the University of Hamburg. He interned at the Hamburg Center for Health Economics and Mercedes-Benz USA.

At Statista he is responsible for designing consumer studies, product automation, and brand research.

Stefan Rau studied Economics (B.Sc.) at the Ludwigs-Maximilian-University in Munich and Public and Nonprofit Studies (M.Sc.) at the University of Hamburg. During his studies, he interned at TNS Infratest.

At Statista he is responsible for report and process automation. His area of expertise is data analysis using Python and SPSS.

Melvin Liesen studied Socioeconomics at the University of Hamburg. During his studies he worked at FOM University of Applied Sciences for Economics and Management.

In his full-time role at Statista, he is responsible for brand research as well as report and process automation.