

Default Question Block

Do you subscribe to a streaming service?

- ☐ Yes
- ☐ No

Do you have a subscription to Disney+?

- ☐ Yes
- ☐ No

How many streaming services do you subscribe to?

- ☐ 1-2
- ☐ 3-4
- ☐ 5-6
- ☐ 7 or more
- ☐ None

How many hours do you spend on these services per week?

	0-5	6-10	10 or more
Netflix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disney+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hulu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	0-5	6-10	10 or more
HBO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon Streaming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For all streaming done in the last week, please estimate the % of each category you watch.

	0	20	40	60	80	100
Movies	<input type="text"/>					<input type="text"/>
TV Shows	<input type="text"/>					<input type="text"/>
News	<input type="text"/>					<input type="text"/>
Sports	<input type="text"/>					<input type="text"/>
Kids Shows	<input type="text"/>					<input type="text"/>
Other	<input type="text"/>					<input type="text"/>

How user friendly would you consider the Disney+ app to be?

- ☐ Extremely difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy

- ☐ Extremely easy
- ☐ Not applicable

If you had to cut one of these streaming services, which would you cut?

- ☐ Disney+
- ☐ Netflix
- ☐ Amazon Prime
- ☐ Hulu
- ☐ HBO Max

What factor would make you cut the streaming service you mentioned above?

- ☐ Price
- ☐ Limited selection to choose from
- ☐ Does not have content I am interested in
- ☐ I don't use it very often

Which streaming platform's content library do you prefer? Rank in order of preference

Disney+

Netflix

Hulu

Amazon Prime

HBO Max

Of the following options, which content do you prefer to watch on Disney+?

Marvel

Disney Classics

Star Wars

National Geographic

Other

When you signed up for Disney+, did you use the free trial or another promotion?

- ☐ No
- ☐ Yes

When consider or researching a product, how much importance do the following choices factor into your decision?

	Not important	Somewhat important	Very important
Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital radio(spotify, pandora, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not important	Somewhat important	Very important
Friends & Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have a cable subscription?

- ☐ Yes
- ☐ No

If you have a cable subscription, are you considering cutting the cord?

- ☐ Yes, in the next 0-3 months
- ☐ Yes, in the next 4-6 months
- ☐ Yes, in the next 7-12 months
- ☐ No

Are you already a cord cutter?

- ☐ Yes
- ☐ No

If you are a cord cutter, are you considering going back to a cable subscription?

- ☐ Will never go back
- ☐ Might consider going back
- ☐ Will go back just not sure when
- ☐ Already looking for cable providers
- ☐ I am not a cord cutter

On which platform do you use to access the Disney+ app or other streaming apps?

- ☐ Mobile/tablet
- ☐ Laptop/computer
- ☐ Roku
- ☐ Apple TV
- ☐ Smart TV
- ☐ Gaming console
- ☐ Does not apply

On which occasion would you be most likely to use Disney+?

- ☐ New Movie Release
- ☐ Friend/Colleague Recommendation
- ☐ Family Movie Night
- ☐ I use it for background noise
- ☐ No special occasion needed - I'm a Disney fanatic

Which of the following would most likely drive you to subscribe to a new streaming platform?

- ☐ Original Content
- ☐ Live Sports
- ☐ Commercial Free
- ☐ Image Quality

Select your age group.

- ☐ 18- 24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ 55+

What is your total annual household income?

- ☐ Below \$20,000
- ☐ \$20,000 - \$34,999
- ☐ \$35,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000+

How would you describe your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to disclose

What is your level of education?

- ☐ High school diploma or less

- ☐ Some college
- ☐ College graduate
- ☐ Masters
- ☐ Doctorate

What is your marital status?

- ☐ Single
- ☐ Married
- ☐ Prefer not to say

Do you have children under the age of 18?

- ☐ Yes
- ☐ No

Thank you for completing our survey!

Please enter your email address below.

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