

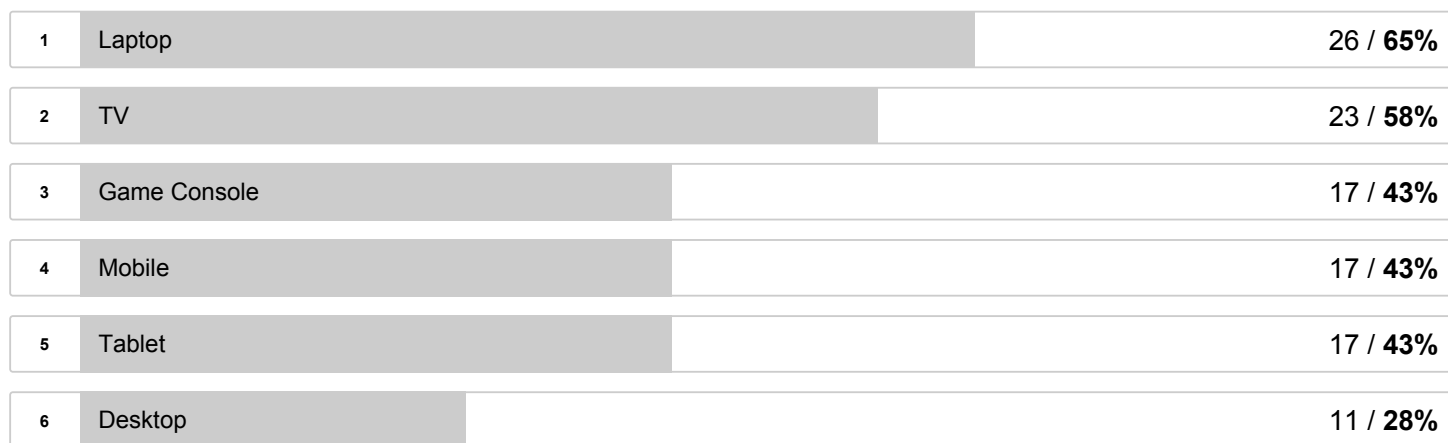
How often do you watch videos using Netflix?

40 out of 40 people answered this question



What devices do you use to access Netflix?

40 out of 40 people answered this question



What do you watch most?

40 out of 40 people answered this question



How often are you able to find what you want to watch?

40 out of 40 people answered this question



3	Almost never	0 / 0%
4	Always	0 / 0%
5	Don't even try	0 / 0%

If you can't find what you want to watch do you go to another service?

40 out of 40 people answered this question

1	Yes	29 / 73%
2	No	9 / 23%
3	Don't have this problem	2 / 5%

What other video streaming services do you use?

40 out of 40 people answered this question

1	YouTube	29 / 73%
2	Amazon Prime	17 / 43%
3	Hulu Plus	17 / 43%
4	Other	9 / 23%
5	Vimeo	9 / 23%
6	Apple TV	4 / 10%
7	Crackle	3 / 8%
8	Google Play	3 / 8%
9	Veoh	2 / 5%
10	SharingFilm.com	0 / 0%

How do you discover new movies and shows to watch?

40 out of 40 people answered this question

1	I get recommendations from friends/family	32 / 80%
2	I watch what Netflix recommends for me	19 / 48%

3	Movie/TV review sites	17 / 43%
4	Other	1 / 3%

How often do you share about what you watch?

40 out of 40 people answered this question

1	Sometimes	18 / 45%
2	Rarely	8 / 20%
3	Usually	7 / 18%
4	Never	6 / 15%
5	Always	1 / 3%

How do you share what you watch with others?

40 out of 40 people answered this question

1	In conversation	30 / 75%
2	Social media	8 / 20%
3	Other	2 / 5%
4	On film/TV communities or websites	0 / 0%

How often do you use co-watching applications or features?

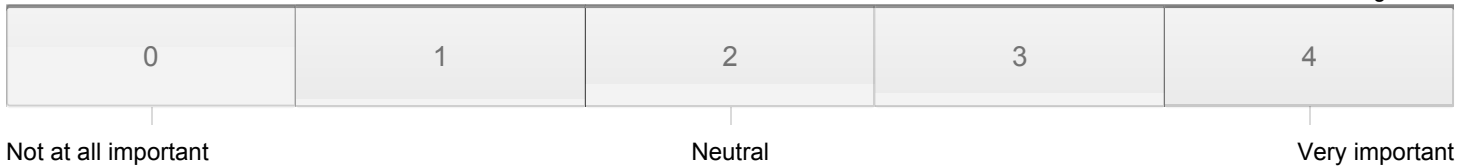
40 out of 40 people answered this question

1	Never	28 / 70%
2	What's co-watching?	8 / 20%
3	Rarely	3 / 8%
4	Often	1 / 3%
5	Sometimes	0 / 0%

Share what you're watching with others

40 out of 40 people answered this question

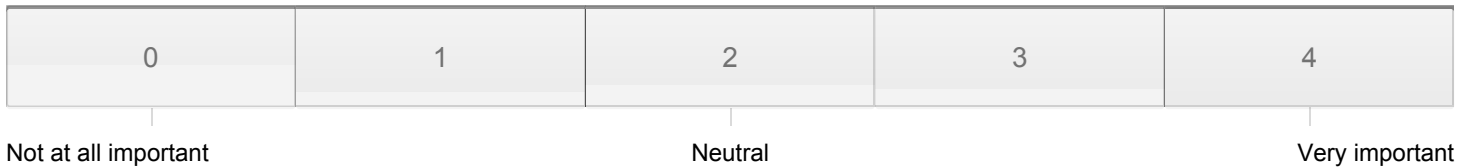
Average: 0.90



Discuss what you're watching with others

40 out of 40 people answered this question

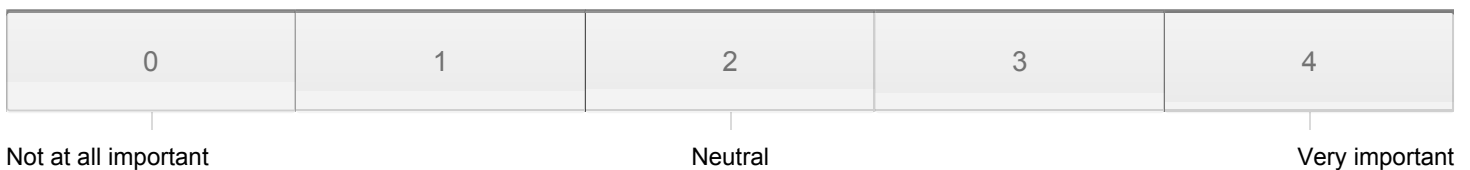
Average: 1.23



See what others are watching

40 out of 40 people answered this question

Average: 1.57

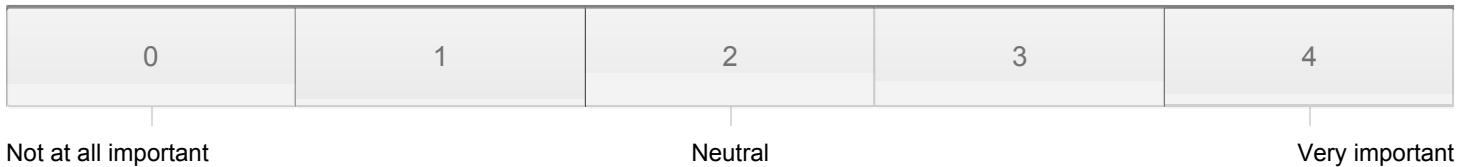




Get recommendations based on people in your social circle

40 out of 40 people answered this question

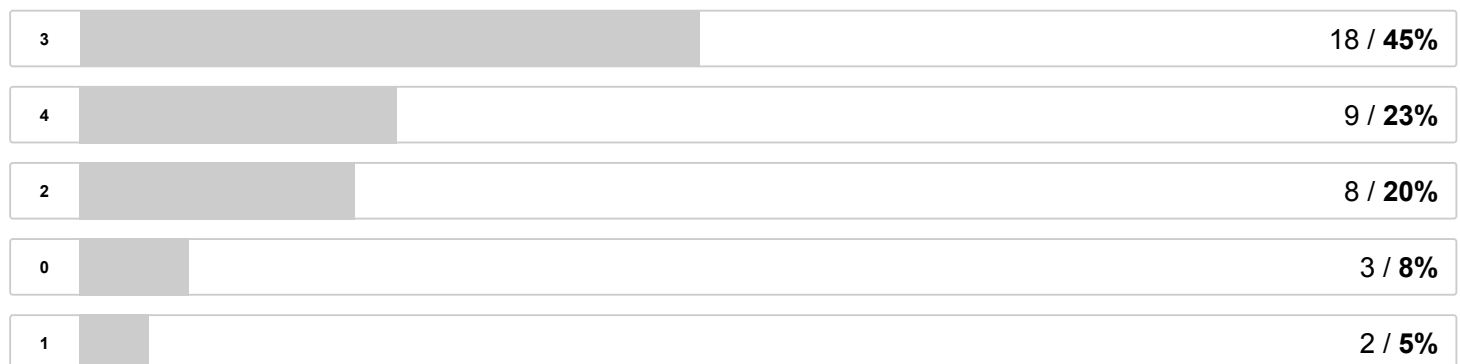
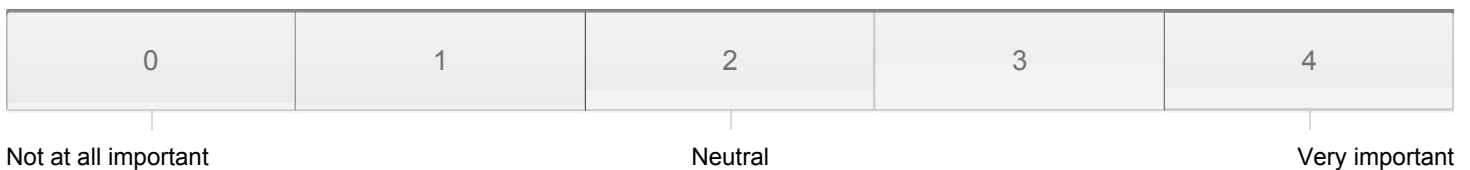
Average: 1.98



Get recommendations based on your favorite actors or directors

40 out of 40 people answered this question

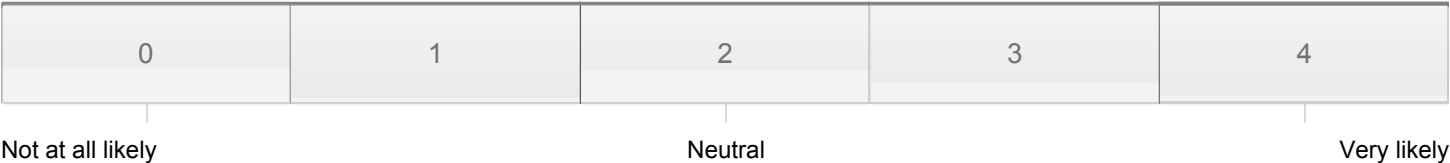
Average: 2.70



Co-watching

40 out of 40 people answered this question

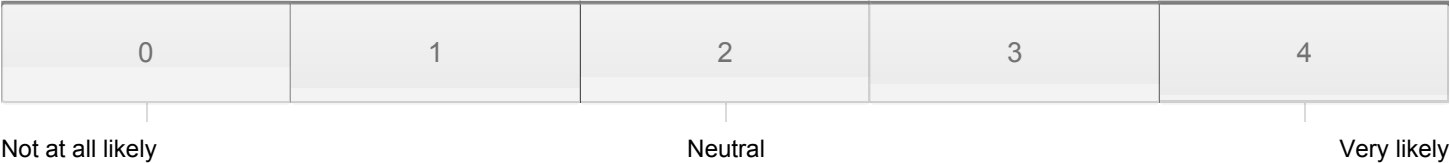
Average: 1.60



Groups

40 out of 40 people answered this question

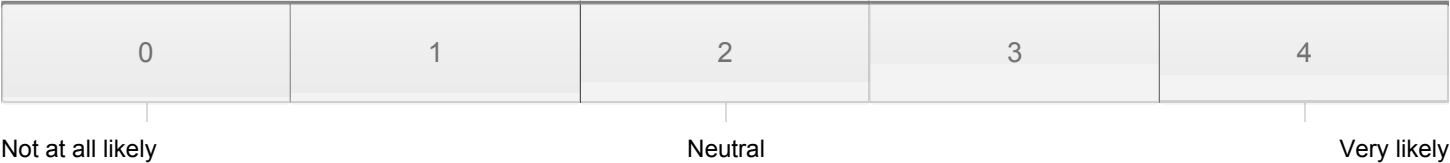
Average: 1.48



Playlists

40 out of 40 people answered this question

Average: 2.73

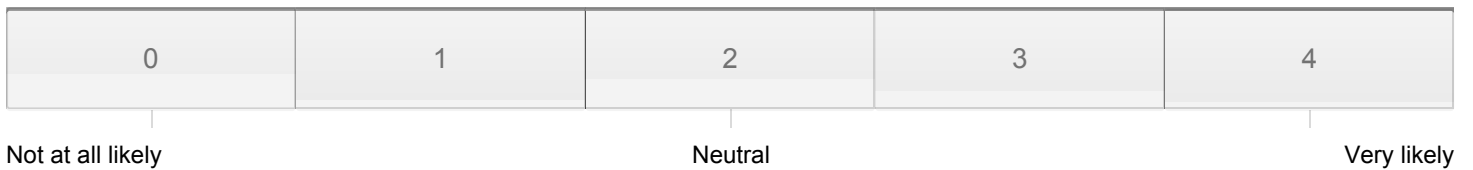




Commenting

40 out of 40 people answered this question

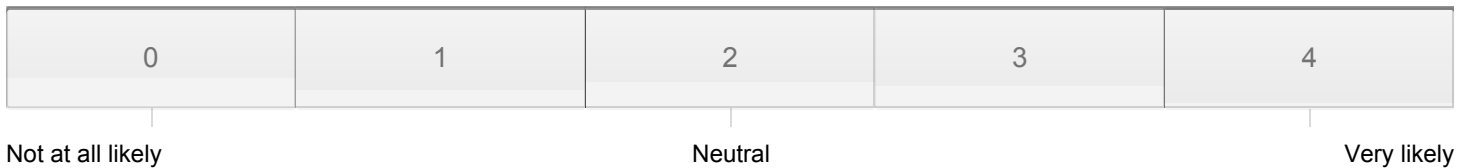
Average: 1.52



Connecting with or following other users

40 out of 40 people answered this question

Average: 1.55



Accessing additional or special features on what you're watching while using a second device

40 out of 40 people answered this question

Average: 2.02

