How often do you watch videos using Netflix?

40 out of 40 people answered this question

1	Most days	14 / 35%
2	A few times a week	11 / 28%
3	Every single day	9 / 23%
4	A few times a month	5 / 13%
5	Almost never	1 / 3%

What devices do you use to access Netflix?

40 out of 40 people answered this question

1	Laptop	26 / 65 %
2	TV	23 / 58%
3	Game Console	17 / 43 %
4	Mobile	17 / 43 %
5	Tablet	17 / 43 %
6	Desktop	11 / 28%

What do you watch most?

40 out of 40 people answered this question

1	Both equally	16 / 40 %
2	TV Shows	13 / 33 %
3	Movies	11 / 28 %

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

1	Most of the time	21 / 53 %
2	Sometimes	19 / 48%

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?

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

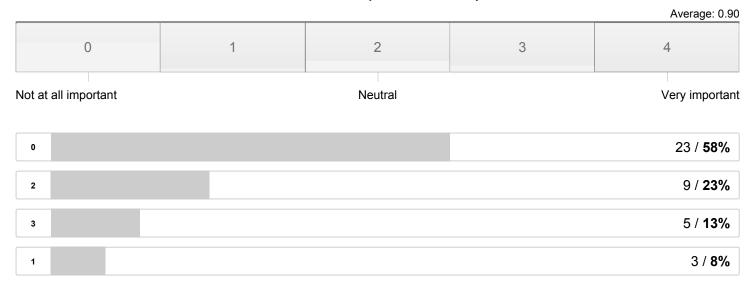
1	In conversation	30 / 75%
2	Social media	8 / 20%
3	Other	2 / 5%
4	On film/TV communities or websites	0 / 0%

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



Discuss what you're watching with others

40 out of 40 people answered this question

Average: 1.23

Not a	t all important	Neutral	Very important
0			17 / 43 %
2			9 / 23%
3			7 / 18%
1			6 / 15%
4			1 / 3%

See what others are watching

40 out of 40 people answered this question

Average: 1.57

0 1 2 3 4

Not at all important

Neutral Very important

12 / 30%

2 9 / 23%

1	8 / 20%
3	7 / 18%
4	4 / 10%

Get recommendations based on people in your social circle

40 out of 40 people answered this question

Average: 1.98

0 1 2 3 4

Not at all important

Neutral

Very important

10 / 25%

9 / 23%

1 3 / 8%

Get recommendations based on your favorite actors or directors

40 out of 40 people answered this question

Average: 2.70

0 1 2 3 4

Not at all important

Neutral

Very important

18 / 45%

4 9 / 23%

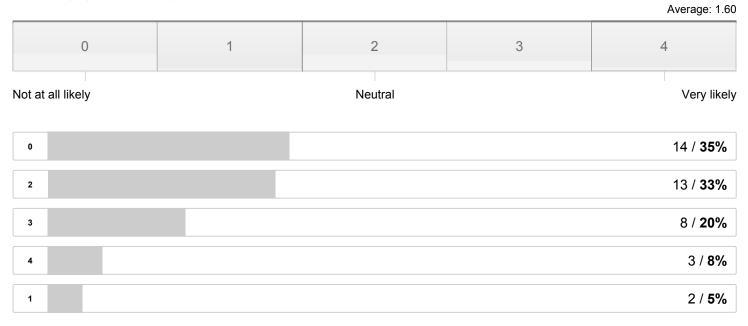
2 8 / 20%

0 3 / 8%

1 2 / 5%

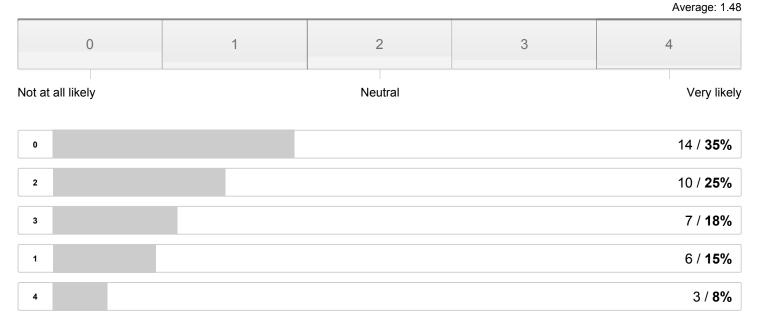
Co-watching

40 out of 40 people answered this question



Groups

40 out of 40 people answered this question



Playlists

				Average: 2.73
0	1	2	3	4
Not at all likely		Neutral	'	Very likely

3	15 / 38 %
4	11 / 28%
2	8 / 20%
1	4 / 10%
0	2 / 5%

Commenting

Not at all likely

40 out of 40 people answered this question

Average: 1.52 0 1 2 3 4

Neutral

14 / 35% 2 12 / 30%

3 4 / 10%

3 / 8%

Connecting with or following other users

40 out of 40 people answered this question

Average: 1.55 0 1 2 3 4

Not at all likely Neutral Very likely

12 / 30%

10 / 25% 2

9 / 23%

7 / 18%

Very likely

7 / 18%

4 2 / **5**%

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

Average: 2.02					
0	1	2	3	4	
Not at all likely		Neutral		Very likely	
2				15 / 38%	
0				9 / 23%	
3				7 / 18%	
4				7 / 18%	
1				2 / 5%	