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### Final Assignment Part III: Market Research Plan

#### Introduction

The qualitative phase clarified which concerns mattered but could not measure their predictive power, which Part II's survey instrument addresses. In Part III, this survey instrument is translated into a practical implementation plan, integrating feedback from stakeholders to ensure methodological rigor and real-world applicability. This plan builds on the Part II survey, which has been refined for clarity, brevity, and relevance to Disney+'s business goals.

#### Key Market Questions

The market research aims to answer several critical questions:

1. Which ad-related concerns are most strongly associated with parents' intention to cancel Disney+?
2. How prevalent are these concerns across the parent population, including perceptions of intrusiveness, appropriateness, ad load, value, and trust?
3. Do different segments of parents, defined by child age, income level, or co-viewing habits, perceive ad-related concerns differently?
4. How can these insights inform actionable decisions regarding messaging, retention strategies, and ad experience design?

While qualitative interviews revealed what matters, they could not provide the measurement precision and statistical inference needed to prioritize interventions, making the survey an essential next step.

#### Implementation Plan

##### A. Buy vs. Build

To implement the survey, two options were considered: building the survey internally using tools like SurveyMonkey or outsourcing to external providers. Building the survey internally allows precise control over wording, logic, and data structure, while purchasing a sample from a panel provider ensures accurate targeting of U.S. parents currently using the ad-supported Disney+ plan. After weighing tradeoffs between control, feasibility, and data quality, a combined approach was chosen: the survey will be programmed internally,

but the sample will be procured from a reputable panel provider to ensure qualified respondents.

B. Resources

Participant incentives will be provided to encourage survey completion, while the panel provider will ensure access to a representative parent sample. Data will be analyzed using software such as Excel and R, with time allocated for survey programming, pilot testing, data cleaning, and analysis. The plan assumes access to university and Disney-standard research tools, as well as a small working budget to cover panel fees and incentives.

C. Timeline

Week 1 involves programming the survey and testing skip logic, routing, and timing. Week 2 will conduct a soft launch with approximately 20 respondents to confirm clarity and survey completion rates. Weeks 3–4 will involve full-field data collection for 3–5 days and subsequent data cleanings to remove inattentive or low-quality responses. Week 5 includes running descriptive statistics and regression analyses to examine which concerns drive retention intention. Week 6 will explore differences across parent subgroups using cross-tabulations and interaction analyses. This timeline mirrors standard industry workflows.

D. Sample Plan

The target sample includes U.S. parents currently using the Disney+ ad-supported plan, with a total of 250–300 respondents to ensure sufficient power for regression analysis with six to seven predictors. Sample stratification will ensure balanced representation across child age groups and household income levels. This aligns with screening criteria and research objectives while supporting segment-level comparisons.

E. Stakeholder Feedback & Practical Considerations

Based on stakeholder feedback, the survey was refined to ensure clarity, brevity, and relevance. Screening criteria were tightened to focus on U.S. parents with children ages 6–12, survey wording was simplified for easier comprehension, and several redundant questions were removed to reduce respondent burden. A price-sensitivity item with multiple price-change levels was added to capture key retention factors. To maximize engagement, the survey is designed to be concise, with a target completion time under eight minutes. Data quality will be monitored using attention checks, response-time filters, and soft-launch testing to confirm clarity and completion rates. Incentives and a reputable panel provider will ensure sufficient response rates and a representative sample.

### Ethical Considerations

No personally identifiable information will be collected, and parents will only respond to opinion-based questions, and no children will be exposed to actual ads. A consent statement will outline the purpose of the survey, the voluntary nature of participation, and the ability to exit at any time. Responses will be stored anonymously and used exclusively for academic purposes. Working with a reputable panel provider ensures data protection and participant privacy.

### Statistical Analysis Plan

Retention intention serves as the dependent variable, coded on a 1–5 scale where higher values indicate a greater likelihood of cancellation. Predictors (intrusiveness, appropriateness, relevance, ad load, value, trust, price sensitivity) and controls (parent age, income, co-viewing, Disney+ usage frequency) will be analyzed. Multi-item constructs such as intrusiveness and trust will be combined into composite scales if reliability (Cronbach's alpha) meets or exceeds 0.70. Preliminary analyses include descriptive statistics and correlations. The main analysis will use multiple linear regression to identify the strongest predictors of retention intention, followed by segment analyses to examine differences across key subgroups. This approach allows Disney+ to quantify the relative importance of each concern and make informed prioritization decisions.

### Study Limitations

Self-reported intentions may not perfectly reflect actual future behavior, and the cross-sectional survey design prevents strong causal inference. While screening minimizes bias, panel data may still be subject to sampling issues. Social desirability bias may influence parents' responses, and the survey cannot fully capture in-context experiences with ads. These limitations are acknowledged while recognizing that the study still provides valuable directional insights for business decision-making.

### Managerial Interpretation and Simulated Findings

The survey results will guide Disney+ in prioritizing retention strategies. If intrusiveness is the strongest predictor, reducing disruptive ads is recommended; if value outweighs ad load, messaging should emphasize benefits; if appropriateness concerns dominate for parents of younger children, tighter ad screening may be warranted. Each scenario translates directly into actionable retention strategies, enabling Disney+ to allocate resources effectively, improve subscriber satisfaction, and reduce churn.

### Final Recommendations

Based on expected findings, Disney+ should prioritize reducing ad intrusiveness, emphasizing value in marketing messaging, and strengthening parental trust through clear safety assurances.

Testing alternative ad loads or frequency caps may further improve retention. Pricing strategy should be revisited for more price-sensitive segments to maintain satisfaction. These insights collectively support long-term retention goals and the broader success of the ad-supported tier.

### Business Context

Disney+ operates in a highly competitive streaming landscape, where parents represent a core subscriber segment whose engagement directly affects revenue. Ad-supported tiers are increasingly central to streaming strategies, making it essential to understand which concerns drive cancellations. Survey findings can guide marketing messaging, ad experience improvements, pricing decisions, and retention strategies, ensuring that Disney+ can maintain a competitive advantage.

### Conclusion

The survey plan is realistic, ethical, and aligned with industry-standard research practices. It directly addresses the key uncertainties left from the qualitative phase and provides actionable insights into parental behavior. The survey delivers a comprehensive view of parent perspectives, equipping Disney+ with the data needed to build more effective retention strategies and enhance the ad-supported experience.

## **APPENDIX: Quantitative Survey Instrument (Updated)**

### Objective

This appendix outlines the quantitative survey designed to address the key remaining uncertainty from the qualitative phase: “*Which specific ad-related concerns predict parents’ intention to keep or cancel Disney+’s ad-supported plan?*” The survey quantifies the prevalence and strength of concerns identified in interviews, including intrusiveness, ad load, appropriateness for children, perceived value, trust, and price sensitivity, and evaluates their statistical relationship with retention intention. The instrument is designed for online administration, optimized for U.S. parents of children ages 6–12, and follows a logical flow from screening to behavioral outcomes.

### Consent Statement

“Thank you for participating in this survey. The purpose of this study is to understand parents’ experiences and perceptions of Disney+’s ad-supported plan and how these may influence retention decisions. Participation is voluntary, and you may exit at any time. Your responses are anonymous and will be used only for academic research purposes. There are no right or wrong answers; please respond honestly. By continuing, you indicate that you are at least 18 years old, a parent or guardian of a child ages 6–12, a resident of the U.S., and consent to participate.”

### Survey Structure

#### Screener Questions:

1. Do you currently use Disney+?
  - Yes → Continue
  - No → Terminate Survey
  
2. Which version of Disney+ does your household use?
  - Ad-supported → Continue
  - Ad-free → Terminate Survey
  
3. Are you a parent or guardian of a child ages 6–12?
  - Yes → Continue
  - No → Terminate Survey
  
4. Are you involved in decisions about keeping or canceling streaming subscriptions?
  - Yes → Continue
  - No → Terminate Survey
  
5. Do you reside in the U.S. and are comfortable completing this survey in English?
  - Yes → Continue
  - No → Terminate Survey

Main Survey Questions:

1. Frequency of Use (as a control)
  - a. How often does your household use Disney+?
    - i. Daily / Several times a week / Weekly / Less than weekly
2. Co-Viewing Context (as a control)
  - a. How often do you watch Disney+ with your child?
    - i. Always / Often / Sometimes / Rarely / Never
3. Ad Intrusiveness (Likert, 1-5)
  - a. Ads on Disney+ feel disruptive to our viewing experience.
    - i. Strongly disagree → Strongly agree
4. Ad Appropriateness (Likert, 1-5)
  - a. The ads shown on Disney+ feel appropriate for children in my household.
    - i. Strongly disagree → Strongly agree
5. Ad Relevance (Likert, 1-5)
  - a. The ads shown on Disney+ feel relevant to my household's interests.
    - i. Strongly disagree → Strongly agree
6. Perceived Ad Load
  - a. How would you rate the number of ads shown during a typical viewing session?
    - i. Too few / Just right / Slightly too many / Far too many
7. Perceived Value (Likert, 1-5)
  - a. The Disney+ ad-supported plan provides good value for the price.
    - i. Strongly disagree → Strongly agree
8. Brand Trust (Likert, 1-5)
  - a. I trust Disney+ to protect children's viewing experiences.
    - i. Strongly disagree → Strongly agree
9. Price Sensitivity (Multiple Levels)
  - a. If the price of your current plan increased:
    - i. By \$2/month → Very likely to keep / Likely / Neutral / Unlikely / Very unlikely
    - ii. By \$3/month → Very likely to keep / Likely / Neutral / Unlikely / Very unlikely
    - iii. By \$5/month → Very likely to keep / Likely / Neutral / Unlikely / Very unlikely
10. Retention Intention (Dependent Variable, Likert 1-5)
  - a. How likely are you to cancel Disney+ in the next 3 months?

- i. Very unlikely → Very likely

**Demographic Questions:**

These demographic variables are included to test whether ad-related concerns vary across household characteristics and whether they moderate retention intention.

1. Parent age range
  - a. 18–24
  - b. 25–34
  - c. 35–44
  - d. 45–54
  - e. 55+
2. Household income range
  - a. Under \$25,000
  - b. \$25,000–\$49,999
  - c. \$50,000–\$74,999
  - d. \$75,000–\$99,999
  - e. \$100,000–\$149,999
  - f. \$150,000–\$199,999
  - g. \$200,000+
3. Number of children
  - a. 1
  - b. 2
  - c. 3
  - d. 4+
4. Child age group (Select all that apply)
  - a. 6–8
  - b. 9–12

**Closing Statement:**

“Thank you for participating in this survey. Your responses are anonymous, will be used exclusively for academic research, and you may exit at any time. Your feedback helps us understand how families experience Disney+ and what factors influence decisions to continue or cancel the service.”