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Final Assignment Part II: Quantitative Research Instrument

Research Question & Remaining Uncertainty

The original research question aimed to understand how families evaluate Disney+'s ad-supported model and provide actionable qualitative insights to guide retention strategies in a saturated streaming market. This study used IDIs, which created limitations because it could not determine how common certain concerns were. A key remaining uncertainty that still needs to be addressed is: "*Which ad-related concerns actually predict parents' intention to cancel or keep the service?*" This insight is crucial for understanding the connection between this ad tier, its messaging, and its impact on retention and pricing decisions.

Why a Quantitative Approach Is Needed

While qualitative insights captured depth, emotion, and narrative context, they could not answer questions about prevalence or statistical relationships between the ad-supported tier and retention decisions. Disney+ needs measurable insights to prioritize which challenges should be addressed first. Retention acts as the dependent variable, and the concerns raised by parents, such as intrusiveness, appropriateness, relevance, ad load, and perceived value, become the independent variables. Retention intention, rather than actual churn behavior, was selected as the dependent variable because it is measurable within a single survey wave and is a strong predictor of near-term subscription behavior in streaming research.

Rationale for Selecting an Online Survey

An online survey targeting U.S. parents currently using the ad tier would be the most effective method for measuring this relationship. A survey fits well here because it can measure prevalence, quantify attitudes, and compare subgroup differences. Using Likert scales allows us to capture the strength of concerns and test predictive relationships statistically to understand true significance. It is also a practical approach for reaching busy parents and is highly feasible within the scope of our study. This method also aligns with how streaming platforms typically evaluate retention factors, ensuring our findings mirror real industry analytics workflows. The sample would be recruited from a reputable online consumer panel to ensure geographic and demographic diversity among U.S. parents currently using the ad-supported tier.

Alternative Methods Considered

- Panel Study →
This was considered because it could measure changes in perceptions over time as families adjust to ads on the platform. It was ultimately rejected due to multi-wave data collection requirements, high dropout risk, and the unrealistic timeline given our deadline.
- Quasi-Experiment →
This method would have allowed us to test different ad loads or ad types by exposing parents to controlled stimuli. However, it was not selected due to ethical concerns involving children, the need for tightly controlled exposure, the production of stimuli, and the overall resource and time burden.

Why Surveys Are the Best Fit

Surveys directly address the biggest uncertainty: Which concern actually drives cancellation intent? They also allow us to capture segmentation differences such as child age, co-viewing habits, household income, and viewership frequency. Surveys provide actionable data on ad tolerance, price sensitivity, and content-safety expectations. Ultimately, surveys bridge qualitative and quantitative insights and can inform future experiments or pricing and messaging tests. Overall, the survey method is the most feasible, ethical, and aligned with real-world streaming retention analysis. By answering which concerns have the strongest predictive power, this survey directly resolves the primary uncertainty that emerged from the qualitative phase.

APPENDIX: Quantitative Survey Instrument

Objective

This appendix outlines the quantitative instrument 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 qualitatively, such as intrusiveness, ad load, appropriateness for children, and perceived value, and evaluates their statistical relationship with retention intention. The instrument is designed for online administration, optimized for busy U.S. parents, and follows a logical flow from screening to behavioral outcomes.

Introduction Script (for Online Survey)

“Thank you for taking part in this short survey about your family’s experience with Disney+ and its ad-supported tier. This study examines how parents feel about the ads shown on the platform and how those experiences may influence decisions about keeping or canceling the subscription. Participation is voluntary, anonymous, and for academic research only. There are no right or wrong answers—please respond honestly based on your household’s experience. Estimated time: 5–7 minutes.”

Survey Structure

Screening Questions:

1. Do you currently use Disney+?
 - a. Yes
 - b. No → Terminate
2. Which version of Disney+ does your household use?
 - a. Ad-supported
 - b. Ad-free → Terminate
3. Are you a parent or guardian of a child ages 3–13?
 - a. Yes
 - b. No → Terminate
4. Are you involved in decisions about keeping or canceling streaming subscriptions?
 - a. Yes
 - b. No → Terminate

Main Survey Questions:

1. Frequency of Use
 - a. How often does your household use Disney+?

- i. Daily / Several times a week / Weekly / Less than weekly
- 2. Co-Viewing Context
 - a. How often do you watch Disney+ with your child?
 - i. Always / Often / Sometimes / Rarely / Never
- 3. Ad Intrusiveness (Likert)
 - a. Ads on Disney+ feel disruptive to our viewing experience.
 - i. Strongly disagree → Strongly agree
- 4. Ad Appropriateness (Likert)
 - a. The ads shown on Disney+ feel appropriate for children in my household.
 - i. Strongly disagree → Strongly agree
- 5. Ad Relevance (Likert)
 - 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)
 - a. The Disney+ ad-supported plan provides good value for the price.
 - i. Strongly disagree → Strongly agree
- 8. Brand Trust (Likert)
 - a. I trust Disney+ to protect children's viewing experiences.
 - i. Strongly disagree → Strongly agree
- 9. Price Sensitivity
 - a. If the price of your current plan increased by \$3/month, how likely would you be to keep it?
 - i. Very likely → Very unlikely
- 10. Retention Intention (Dependent Variable)
 - 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. 3–5
 - b. 6–9
 - c. 10–13

Closing Statement:

“Thank you for your participation. Your responses help us better understand how families experience Disney+ and what matters most in their decision to keep or discontinue the service.”