

2022-23 - Streaming Survey – Student Version

This survey explores your habits and preferences related to streaming services such as Netflix, YouTube, Disney+, and more.

Section 1: Background Information

1. How old are you?

Type: Short answer (number)

2. How many streaming services are you currently subscribed to (including free ones like YouTube)?

Type: Short answer (number)

3. Which streaming platform do you use the most?

Type: Multiple choice

Options
Netflix
Disney+
Amazon Prime Video
YouTube
Apple TV
Other

4. On average, how many hours per week do you spend watching content on streaming platforms?

Type: Short answer (number)

Section 2: User Experience

- 5. The platform recommends shows/movies I actually enjoy.
- 6. The app's interface is easy to use.
- 7. I often feel overwhelmed by too many options.
- 8. Streaming content helps me relax and unwind.

Answer options:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Section 3: Viewing Behavior

- 9. During your most recent streaming session, how many episodes or movies did you watch in one sitting?

Type: Short answer (number)

- 10. What time of day do you most often stream content?

Type: Multiple choice

Time of Day
Early Morning (6AM–9AM)
Late Morning (9AM–12PM)
Afternoon (12PM–5PM)
Evening (5PM–9PM)
Late Night (9PM–2AM)

- 11. How much do you enjoy each genre of content?

Type: Grid (1–5 Likert scale)

Answer options:

- 1 = Do not enjoy at all

2 = Slightly enjoy

3 = Neutral

4 = Enjoy

5 = Love it

Genre	1	2	3	4	5
Comedy					
Drama					
Sci-Fi/Fantasy					
Documentary					
Horror					
Romance					
Reality TV					
Animation					

12. Do you watch content alone or with others most of the time?

Type: Multiple choice

Options
Alone
With family
With partner
With friends

13. Do you usually finish shows you start?

Type: Yes/No

Options
Yes
No

14. How likely are you to recommend your main streaming platform to a friend?

Type: Linear scale (1–10)

1 = Not likely at all

10 = Extremely likely

15. Have you ever binged more than 5 episodes in one sitting?

Type: Yes/No

Options
Yes
No

16. When you choose something to watch, how important is it that it matches your current mood?

Type: Linear scale (1–10)

1 = Not important at all

10 = Extremely important

17. Watching TV/movies is mostly a social activity for me.

Type: Likert scale (1–5)

Answer options:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

18. Please rate how important each of the following is when choosing what to watch.

Type: Grid (1–5 Likert scale)

Answer options:

1 = Not important at all

2 = Slightly important

3 = Neutral

4 = Important

5 = Very important

Factor	1	2	3	4	5
Story/Plot					
Characters & Acting					
Visual Effects / Cinematography					
Genre					
Length					
Recommendation from others					
Platform convenience					

19. Over the last 3 years, how has your weekly streaming time changed?

Type: Short answer grid (hours/week)

Year	Hours per Week
2022	
2023	
2024	