

Survey Link: [https://rady.qualtrics.com/jfe/form/SV\\_4HMIWss6xYzlhGt](https://rady.qualtrics.com/jfe/form/SV_4HMIWss6xYzlhGt)

# Netflix User Survey

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## Start of Block: Default Question Block

Thank you for your participation in the following survey about your watching experience on streaming service. This survey should only take your 4-5 minutes to complete. We will be assured that all valuable answers you provide will be kept in the confidentiality. Upon completion, you will be entered into a lottery for a chance to win a \$10 Target gift card.

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Q1 Indicate which online streaming services you currently use: (check all that apply)

- ☐ Netflix (1)
  - ☐ Amazon Prime (2)
  - ☐ Hulu+ (3)
  - ☐ HBO Now (4)
  - ☐ Apple TV+ (5)
  - ☐ Other (Please Specify) (6)
- 
- ☐ None (7)

*Skip To: Q18 If Indicate which online streaming services you currently use: (check all that apply) != Netflix*

*Skip To: Q19 If Indicate which online streaming services you currently use: (check all that apply) = None*

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Q2 Indicate the decisive factor in your selection of a streaming service: (check all that apply)

- ☐ Reasonable price (1)
- ☐ Variety of content available (2)
- ☐ Access to Movies (3)
- ☐ Access to international content (4)
- ☐ User-friendly interface (5)
- ☐ Complimentary service comes with a prepaid subscription (6)

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Page Break

Q3 How long have you been subscribing to Netflix?

- ☐ Less than a month (1)
- ☐ One month to one year (2)
- ☐ One year to two years (3)
- ☐ More than two years (4)

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Page Break

Q4 Which plan do you use?

- ☐ Basic (\$8.99) (1)
- ☐ Standard (\$12.99) (2)
- ☐ Premium (\$15.99) (3)
- ☐ Don't know (4)

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Page Break

Q5 How many people are you sharing your Netflix account subscriptions with?

☐ 0 (1)

☐ 1-2 (5)

☐ 3-5 (2)

☐ 5+ (3)

☐ Don't know (4)

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Page Break

Q6 Indicate how many times during a given month you stream online content through Netflix.  
(includes streaming movies and TV show)

- ☐ Every day (1)
- ☐ 3 – 6 times a week (2)
- ☐ 1 – 2 times a week (3)
- ☐ Once a month (4)
- ☐ Less than once a month (5)

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Page Break

Q7 Please tick one box in each row to assess your level of satisfaction with the following aspects of your watching experience on Netflix.

	Satisfied (1)	Somewhat Satisfied (2)	Neutral (3)	Somewhat Dissatisfied (4)	Dissatisfied (5)
<input checked="" type="radio"/> Overall (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/> Price Plans (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/> Streaming Quality (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/> Reliability (buffering, frozen shows, loading failures, etc.) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/> Content (Variety, update frequency) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="radio"/> User experience (content guide, recommendations, user interface, etc.) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q8 What do you use your Netflix subscriptions for the most?

- ☐ Netflix Original content (1)
- ☐ Non-original content (2)

*Skip To: Q11 If What do you use your Netflix subscriptions for the most? = Non-original content*

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Page Break

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Q9 Rank following Netflix original content from most favorite to least favorite (1 stands for the most favorite and 5 stands for the least favorite).

- \_\_\_\_\_ Reality TV (1)
- \_\_\_\_\_ TV shows/dramas (2)
- \_\_\_\_\_ Movies (3)
- \_\_\_\_\_ Docuseries (4)
- \_\_\_\_\_ Anime/Animation (5)

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Q10 The reason why you give this category the lowest rank.

\_\_\_\_\_

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Page Break

Q11 Disney is going to launch its own streaming service, will that affect your decision of staying on Netflix?

- ☐ Stay on Netflix (1)
- ☐ Switch to Disney+ (2)
- ☐ Keep both (3)

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Page Break

Q12 In general, are you satisfied with Netflix movie collection in terms of availability?

☐ Yes (1)

☐ No (2)

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Page Break

Q13 Suppose Netflix improves its variety of movies available, would you be more inclined to watch Netflix?

- ☐ Extremely unlikely (1)
- ☐ Somewhat unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat likely (4)
- ☐ Extremely likely (5)

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Page Break

Q14 On average, how engaged are you in watching Netflix interactive content?

- ☐ Extremely engaged (1)
- ☐ Somewhat engaged (2)
- ☐ Neutral (3)
- ☐ Somewhat engaged (4)
- ☐ Extremely engaged (5)

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Page Break

Q15 Suppose Netflix launches more interactive content, would you be more inclined to watch Netflix?

- ☐ Extremely likely (1)
- ☐ Somewhat likely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat unlikely (4)
- ☐ Extremely unlikely (5)

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Page Break

Q16 Would you like to see more international content on Netflix?

☐ Yes (1)

☐ No (2)

*Skip To: Q19 If Would you like to see more international content on Netflix? = No*

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Page Break

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Q17 If you choose Yes on the previous question, which of the following categories of international content would you like to see?

- ☐ Reality TV (1)
- ☐ TV shows/dramas (2)
- ☐ Movies (3)
- ☐ Docuseries (4)
- ☐ Anime/animation (5)

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Page Break



Q18 Indicate factors that you are not subscribed to Netflix:

- ☐ Price (1)
  - ☐ Not available in your region (2)
  - ☐ Outdated library (3)
  - ☐ High internet requirements (4)
  - ☐ Binge-watching, a waste of time (5)
  - ☐ Other (Please Specify) (6)
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Page Break

Q19 To which gender identity do you most identify?

☐ Female (1)

☐ Male (2)

☐ Others (3)

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Page Break

Q20 Which of the following age groups best describe you?

☐ Under 17 (1)

☐ 18 – 24 (2)

☐ 25 – 34 (3)

☐ 35 – 44 (4)

☐ 45 – 54 (5)

☐ 55+ (6)

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Page Break

Q21 What is your highest degree or level of education you have completed?

- ☐ Some High school (1)
- ☐ High School (2)
- ☐ Bachelor's Degree (3)
- ☐ Master's Degree (4)
- ☐ Ph. D or higher (5)
- ☐ Prefer not to say (6)

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Page Break

Q22 What is your ethnicity? Check all that apply.

- ☐ Caucasian (1)
- ☐ African-American (2)
- ☐ Asian (3)
- ☐ Hispanic (4)
- ☐ Native American (5)
- ☐ Middle Eastern (6)
- ☐ Other (7)

End of Block: Default Question Block

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