Demographic questions:

1. To which gender identity do you most identify
2. Which of the following age groups best describe you
3. What is your highest degree or level of education you have completed
4. What is your ethnicity? Check all that apply

Questions related to market research objectives:

1. In terms of general user experience, we want to find out the preferences and usage habits of customers and locate the aspects needed to be improved for Netflix. Simultaneously, we'd like to identify the current rivals.

   a. **Question: Indicate which online streaming services you currently use: (check all that apply)**
      - Identify current competitors
   b. **Question: Indicate the decisive factor in your selection of a streaming service? (check all that apply)**
      - Identify user preference for streaming service.
   c. **Question: How long have you been subscribing to Netflix? / Which plan do you use? / How many people are you sharing your Netflix account subscriptions with? / Indicate how many times during a given month you stream online content through Netflix? (includes streaming movies and TV show)**
      - User pattern/habits.
   d. **Question: Use the scale below to indicate your overall satisfaction your Netflix subscription / Please tick one box in each row to assess your level of satisfaction with the following aspects of your watching experience on Netflix.**
      - Customer's satisfaction level in terms of each aspect.
   e. **Question : Indicate factors that you are not subscribed to Netflix**
      - Explore the reasons for non-subscribers.
2. Since Netflix invests more on original content than on licensed content, we want to find out whether this strategy is effective and beneficial for the company in the following period and to determine which source of content that viewers are asking for more.

a. **Question: What do you use your Netflix subscriptions for the most? / Rank following Netflix original content from most favorite to least favorite?**
   - Identify content preference.
b. **Question: In general, how satisfied or dissatisfied are you with Netflix movie collection in terms of availability? / Suppose Netflix improve its variety of movies available, would you be more inclined to watch Netflix?**
   - Identify attitudes towards movie availability.

3. Netflix is launching an increasing amount of interactive content and foreign-language content. We want to find out how this approach will boost the stickiness of domestic users and expand the international subscriber population base.
   a. **Question: On average, how engaged are you in watching Netflix interactive content? / Suppose Netflix launches more interactive content, would you be more inclined to watch Netflix?**
      - Identify attitudes towards interactive content.
   b. **Question: Would you like to see more international content on Netflix? / If you choose likely on the previous question, which category of international content do you prefer?**
      - Identify attitudes and preferences for international content.

4. As legacy media companies pull these shows to launch their own streaming services, Netflix loses its license content and is dragged into intense competition. We want to find out how the loss of license content will impact the watching experience.

   a. **Question: Disney is going to launch its own streaming service, will that affect your decision of staying on Netflix?**
      - Identify the impact of the loss of license content.