

Netflix Features Feedback

This survey is about the name ubiquitous with movie and TV show streaming - Netflix. We'd like to get your opinions about some existing and potential features of Netflix. This helps us better understand what customers think about the product and what matters to them.

Please read the entire description for each feature and answer how you would feel if you did and did not have that feature available in Netflix.

* Indicates required question

1. Name *

2. Age group *

Mark only one oval.

- <18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 59
- 60+

3. Gender *

Mark only one oval.

- Male
- Female
- Prefer not to say
- Other: _____

4. Occupation *

Mark only one oval.

Student

Employed

Retired

In between jobs

Other: _____

Please answer the following questions with one of these options

1. **I like it** : Indicates that you find the feature enjoyable and it adds value, but is not essential.
2. **I expect it** : Indicates that the feature is essential and its absence would be a significant issue.
3. **I'm neutral to it** : Indicates that the feature has no impact on your satisfaction.
4. **I can tolerate it** : Indicates that the feature is acceptable, but it's not ideal
5. **I dislike it** : Indicates that the feature is undesirable and its presence negatively impacts your satisfaction.

1. What do you think about 4K content streaming in Netflix?

4K resolution (3840 x 2160 pixels) has 4 times the pixel count as traditional full HD resolution (1920 x 1080), so that you can enjoy Breaking Bad, 3 Body Problem or your favorite show or movie in immersive detail.



5. How would you feel if Netflix **DOES** have 4k streaming? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

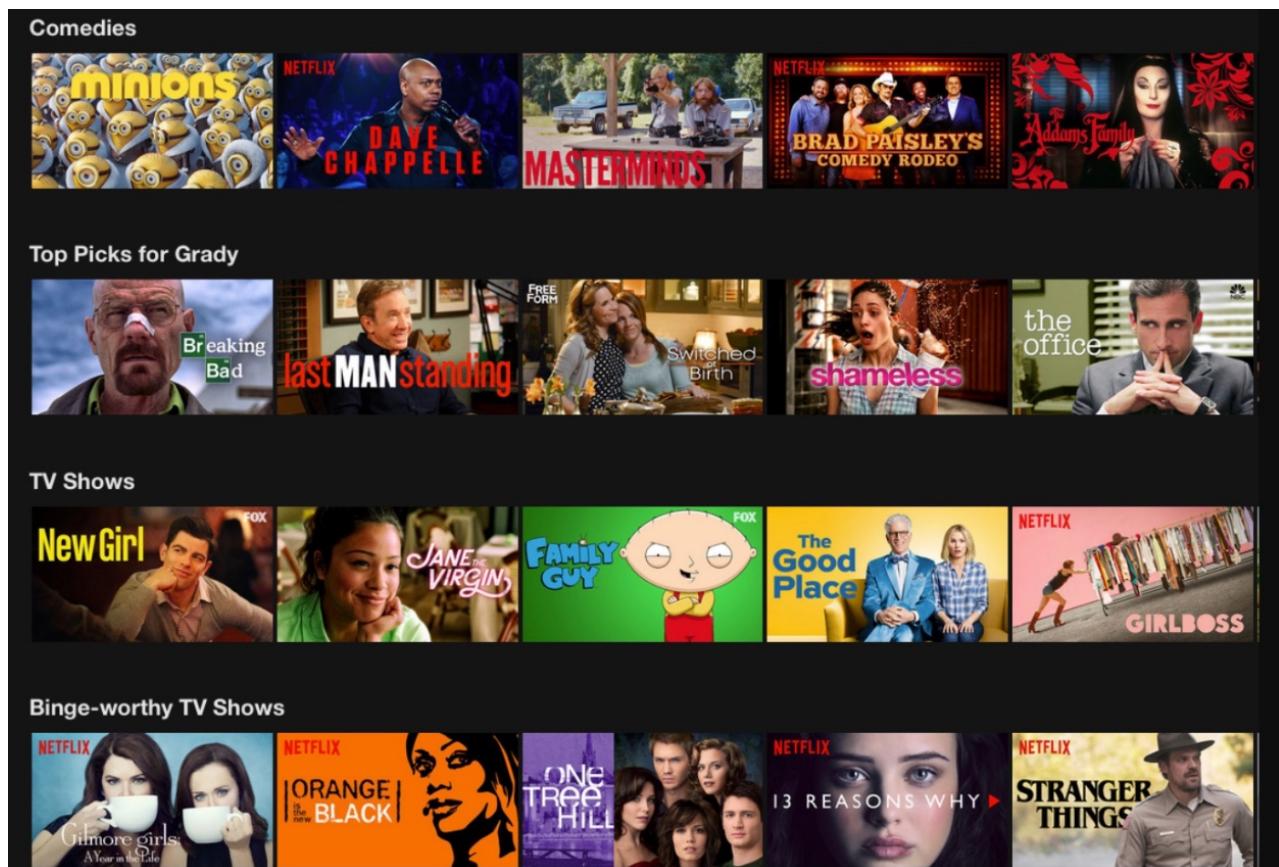
6. How would you feel if Netflix **DOES NOT** have 4k streaming? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

2. What do you think about personalized recommendations in Netflix?

Personalized recommendations suggests shows and movies based on your watch history, watch list and what you have told us you liked by clicking the like button.



7. How would you feel if Netflix **DOES** have personalized recommendations? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

8. How would you feel if Netflix **DOES NOT** have personalized recommendations? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

3. What do you think about offline viewing (downloading) in Netflix?

Offline viewing allows you to download episodes, seasons or movies to the Netflix app to watch later without an internet connection.

N SERIES
The Umbrella Academy

2022 TV-MA 3 Seasons

It's Official: The Final Season is Coming

▶ Play

⬇ Download S3:E1

S3:E1 "Meet the Family"

After averting a doomsday in Dallas, the Umbrella siblings return to a very different Academy — now ruled by the powerful and hostile Sparrows.

Starring: Elliot Page, Tom Hopper, David Castañeda... more

Creator: Steve Blackman

✓ My List

Rate

Share

⬇
Download Season 3

9. How would you feel if Netflix **DOES** have offline viewing (downloading)? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

10. How would you feel if Netflix **DOES NOT** have offline viewing (downloading)? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

4. What do you think about multi device support in Netflix?

The Netflix app is offered on TVs, streaming devices, phones, tablets, computers, cable boxes, game consoles and VR/AR headsets to ensure that you can watch netflix whenever and wherever you want to.



11. How would you feel if Netflix **DOES** have multi device support? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

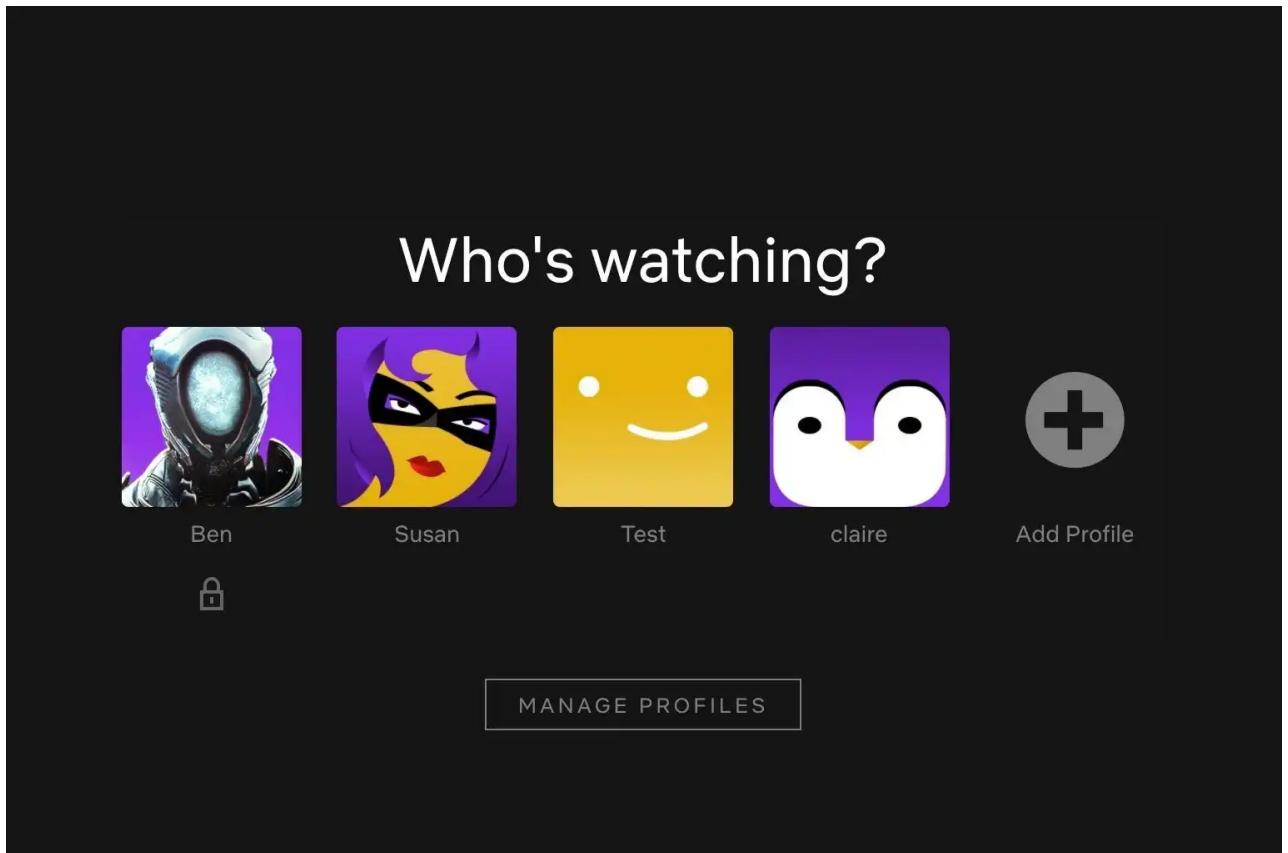
12. How would you feel if Netflix **DOES NOT** have multi device support? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

5. What do you think about user profiles in Netflix?

User profiles provide personalized experiences to everyone in the household, from language preferences watchlists and recommendations. You can also restrict access to a specific profile using a pin.



13. How would you feel if Netflix **DOES** have profile support? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

14. How would you feel if Netflix **DOES NOT** have profile support? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

6. What do you think about a cheaper ad-supported pricing plan in Netflix?

We recognize that not everyone uses Netflix enough to justify the price. That's why we offer a cheaper plan with all the content of Netflix, supported using minimal advertisement.

Plan Features	Basic with Ads	Basic	Standard	Premium
Monthly Price (USD)	\$6.99	\$9.99	\$15.49	\$19.99
Resolution	720p HD	720p HD	1080p HD	4K+HDR
Watch on Your Laptop, TV, Phone, and Tablet	✓	✓	✓	✓
Easy Change or Cancel	✓	✓	✓	✓
Downloads		✓	✓	✓
Ads	✓			N

15. How would you feel if Netflix **DOES offer** a cheaper ad-supported pricing plan? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

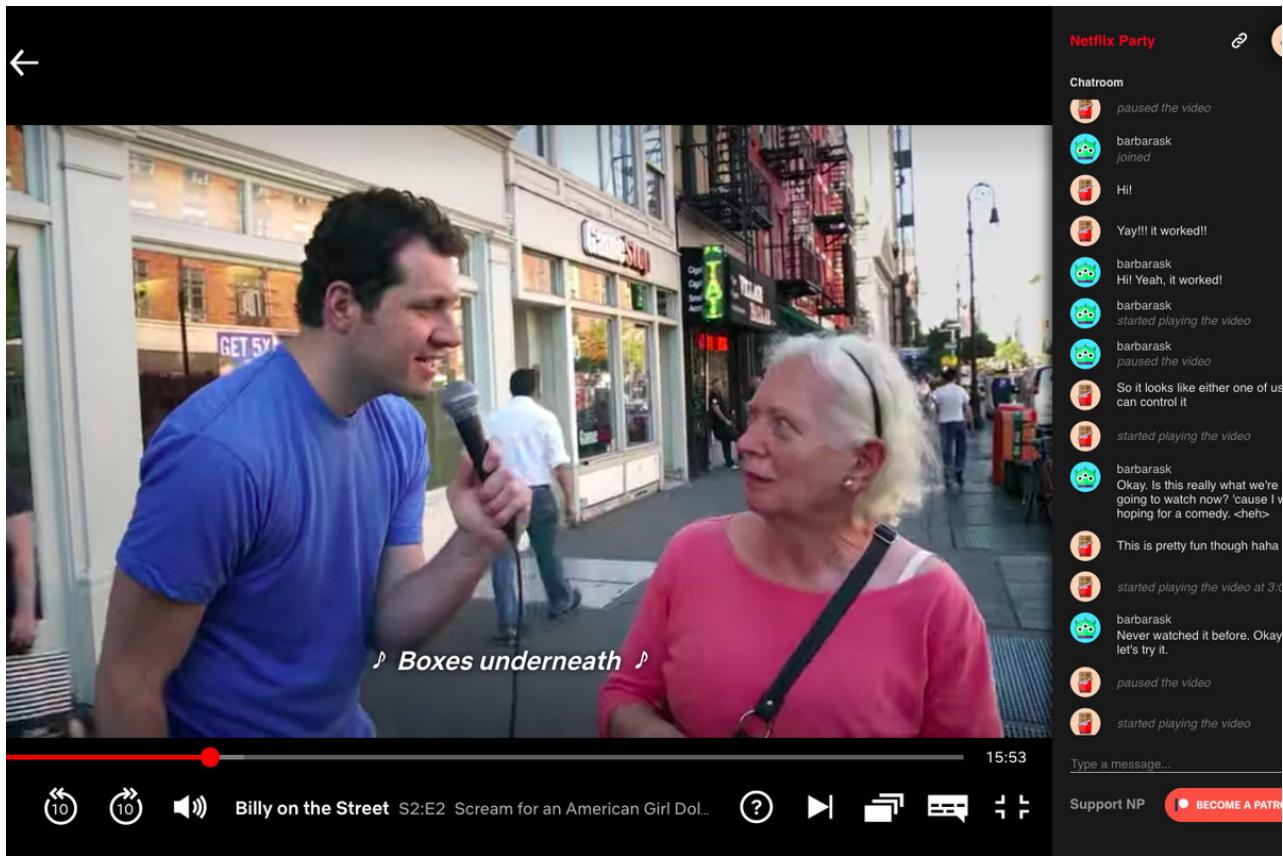
16. How would you feel if Netflix **DOES NOT offer** a cheaper ad-supported pricing plan? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

7. What do you think about watch parties in Netflix?

Watch parties allow you to watch Netflix together with your friends or family from around the world using separate accounts, and even chat while you watch



17. How would you feel if Netflix **DOES** have watch parties? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

18. How would you feel if Netflix **DOES NOT** have watch parties? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

8. What do you think about interactive content in Netflix?

Netflix's interactive content puts you in the movie, where you make your choices to advance the story



19. How would you feel if Netflix **DOES** have interactive content? *

Mark only one oval.

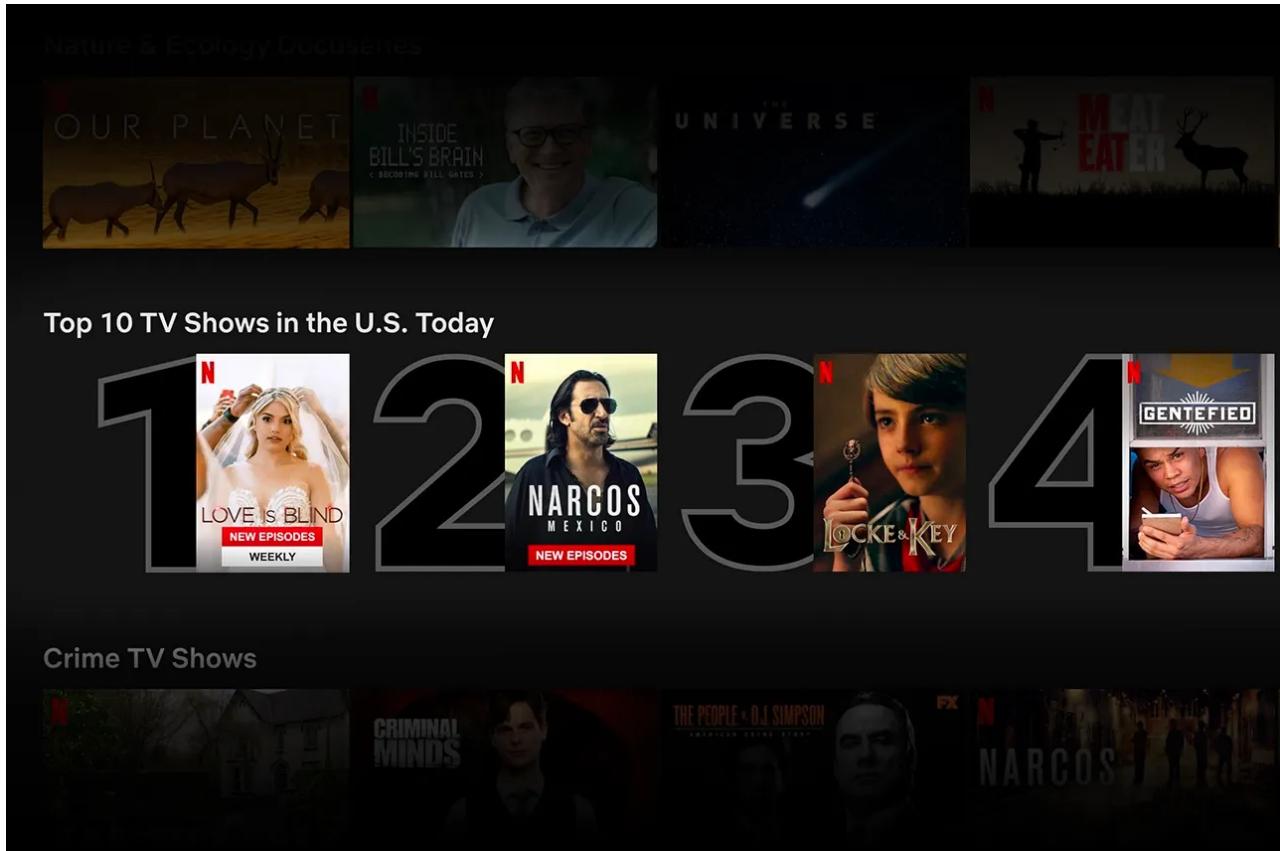
- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

20. How would you feel if Netflix **DOES NOT** have interactive content? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

9. What do you think about "Top 10 in your country" list in Netflix?



21. How would you feel if Netflix **DOES** have Top 10 in your country? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

22. How would you feel if Netflix **DOES NOT** have Top 10 in your country? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

10. What do you think about advanced audio features like Dolby Atmos and spatial audio Netflix?

Experience immersive surround audio with Dolby Atmos and head tracking audio with Spatial Audio



23. How would you feel if Netflix **DOES** have advanced audio features? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

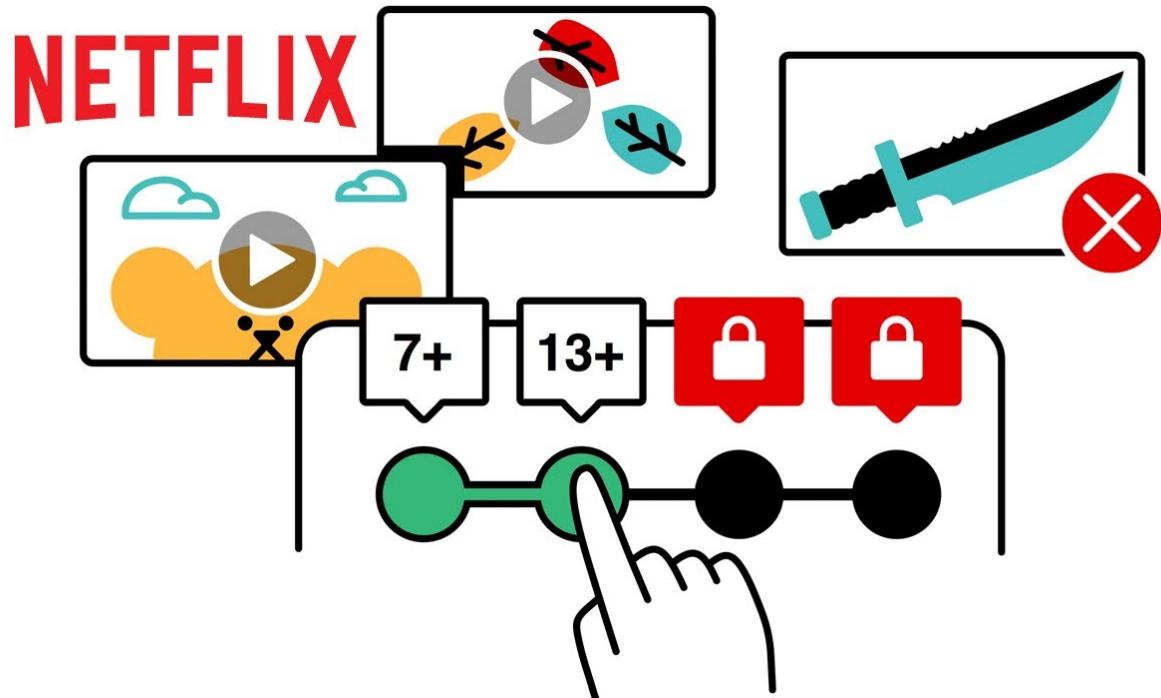
24. How would you feel if Netflix **DOES NOT** have advanced audio features? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

11. What do you think about child profiles with additional parental controls in Netflix?

Child profiles can be configured with specific rules about graphic content such as gore, sexually explicit content and can be filtered to content based on age.



25. How would you feel if Netflix **DOES** have child profiles with additional parental controls? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

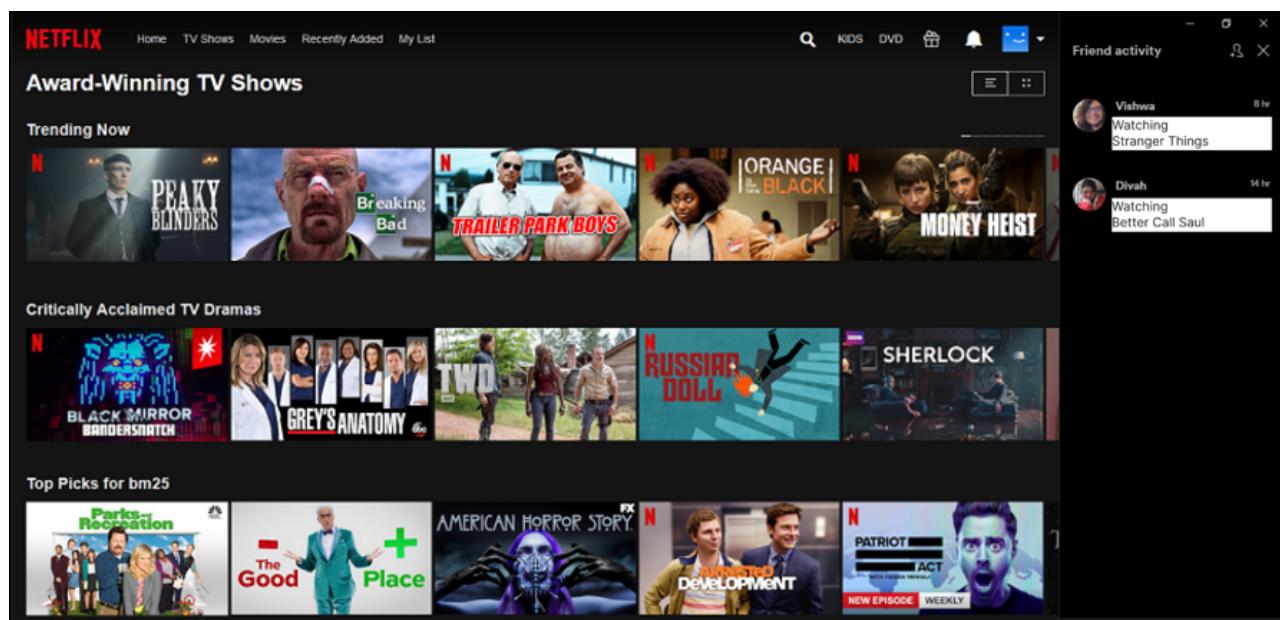
26. How would you feel if Netflix **DOES NOT** have child profiles with additional parental controls?

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

12. What do you think about friend activity in Netflix?

Friend activity shows you what your friends are watching/have recently watched, so that you can watch together or bond over



27. How would you feel if Netflix **DOES** have friend activity? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

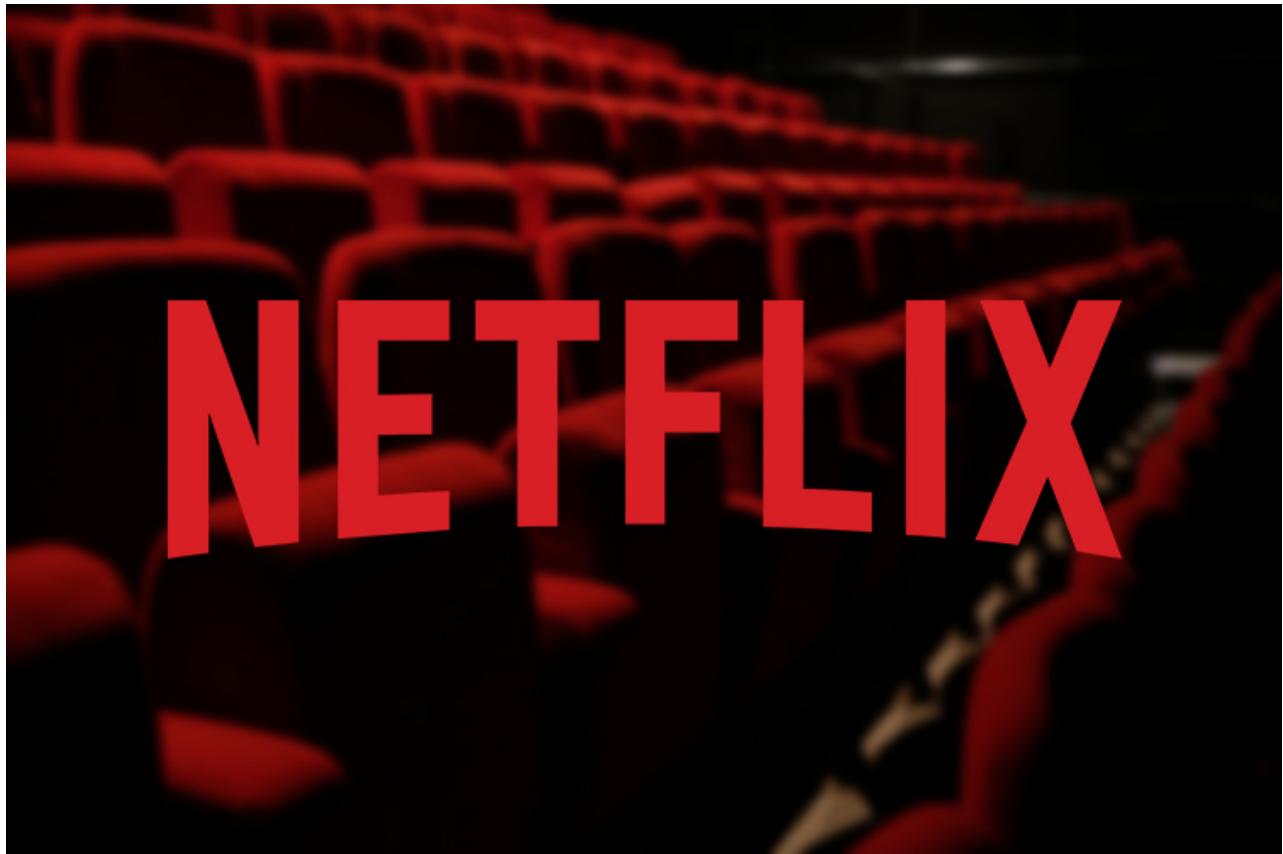
28. How would you feel if Netflix **DOES NOT** have friend activity? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

13. What do you think about pay-per-view films that release alongside theater in Netflix?

Going to the theater can be a hassle, wouldn't it be amazing if you could enjoy that latest blockbuster in the comfort of your own home?



29. How would you feel if Netflix **DOES** have pay-per-view films that release alongside theater?

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

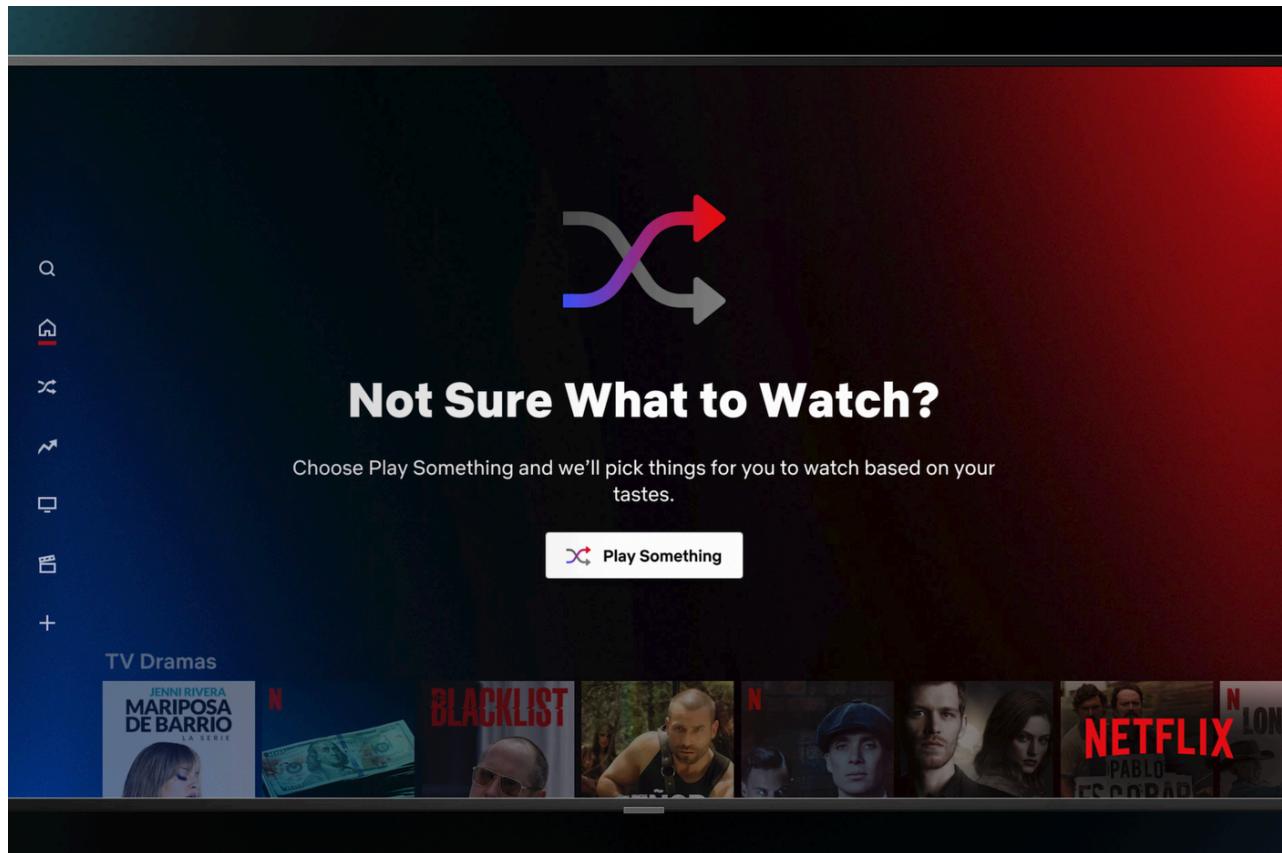
30. How would you feel if Netflix **DOES NOT** have pay-per-view films that release alongside theater?

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

14. What do you think about surprise me in Netflix?

It's hard to choose what to watch, but don't worry, we have you covered. With surprise me, we pick things you to watch based on your tastes.



31. How would you feel if Netflix **DOES** have surprise me? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

32. How would you feel if Netflix **DOES NOT** have surprise me? *

Mark only one oval.

- I like it
- I expect it
- I'm neutral to it
- I can tolerate it
- I dislike it

Thank you!

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