

How Can Netflix Stay Competitive in the Growing Streaming Market?

Final Report

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Netflix

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Executive Summary



For our Marketing 4000 Research Project, our group chose to conduct exploratory and descriptive research to find out how Netflix can continue to stay competitive in the growing streaming market. The purpose of the research is to provide Netflix with a comprehensive understanding of how their streaming service compares to that of their competitors. In addition, our research will assist Netflix with considering different recommendations they can utilize to stay competitive in the current streaming services market. The research problems we will address are (1) determining what streaming services people use and (2) what features are most valuable to customers.

About the Research. First, we conducted a focus group and then we created a survey using Qualtrics to reach a sample of mainly college students who have used one or more streaming

services. We received 181 usable survey responses whereas the respondents stated that they do utilize a streaming service. This group made up the vast majority (98.4%) of our respondents.

Key Results.

- Netflix has the highest streaming account access out of all the subscription services we surveyed, meaning that (170) out of (172) respondents of the question said that they have access to a netflix account. They are followed by Hulu (140/172) and Amazon Prime (123/172).
- Netflix also has the highest usage among all of the streaming services with (142) out of (172) respondents reporting that they use the Netflix account that they have access to. They are again followed by Hulu and Amazon Prime.
- The average number of hours spent on streaming networks a week is 10 hours.
- The highest valued feature among all of the subscription services is the quality of content, followed by the services functionality and it's commercial-free aspect. Price was ranked fourth, while customer service is deemed the least important feature.
- The vast majority of respondents (124) said that a family member or friend pays for their streaming account compared to paying for it themselves or getting it free with another service.
- TV shows are the most watched content among all streaming services, followed by movies, documentaries, and then lastly live sports.
- Respondents said that classic content was the most important to them, followed closely by original content.

- 60.26% of respondents said they never think about cancelling their netflix subscription while 38.1% said they sometimes think about cancelling.
- The majority of respondents said that they agreed with the fact that Disney+ content being taken away from other streaming services will affect the streaming service they choose.

Recommendations. We offer a total of three recommendations based on these results:

1. In order to stay competitive, Netflix should add more original content and live TV to their service to keep their subscribers loyal to them.
2. Join with another streaming provider to provide a discounted rate.
3. Continue to provide people with classic content (e.g. *The Office, Friends, Grey's Anatomy*).

Introduction

We as MARK 4000 students were tasked with figuring out how Netflix can remain competitive in the growing streaming market. Netflix was founded in 1997 by two men in California, and grew to become the world's leading internet entertainment platform. Their target market includes males and females between the ages 16-70 and households with income levels of \$30,000 and above. By paying a monthly fee, individuals are granted access to all of Netflix's content.

Netflix started as a DVD rental business facilitated by the internet, developed an entirely new streaming business from scratch, and finally invested in original content creation. There are several different competitors that threaten to chip away the market share from Netflix, including Amazon, Hulu, and the upcoming streaming service at the time of the survey, Disney +. Simply stated, the decision facing managers and guiding this research effort is, **“How does Netflix remain competitive in the growing streaming market?”**

In order to help Netflix stay competitive, we need to figure out what people are looking for in a streaming service. We need to know what they are watching, how much they pay, and how they

perceive Netflix and the advantages it has compared to other streaming services. As a result, we advise Netflix to start the research process with a discovery-oriented project designed to address two specific research problems: **(1) Determine what streaming services people use, and (2) investigate what is most valuable to the customer.**

On the following pages, we describe the method used, detail the results of our analyses, and offer recommendations based on our conclusions.

Method



Research Design. We began the data collection process with **exploratory research**. We initially collected and analyzed different resources on the current US streaming market, finding that “as of 2018, Netflix has 66 million subscribers in North America and projected to grow to 77 million by 2023” (Burton, Lazich). Next, we held a focus group which included five college-aged individuals who said that they use one or more streaming services. The goal of this research was to gain an understanding of why and how consumers use streaming services. As a result of this exploratory research, we found that the majority of college students use Netflix as their main streaming service, and they use it to watch mostly TV shows.

For **descriptive research**, we collected primary data using a Qualtrics survey that aimed to reach a sample of mainly college students who use streaming services. We chose a digital survey over personal interviews or a printed survey to keep our research cost and time effective. We also knew that the population we wanted to reach, college students, are utilizers of the internet and that we would be able to easily reach them through a digital survey.

The questionnaire contained all close-ended questions in order to gather the information we needed to answer our research problems.

Our sampling frame was University of Georgia students who had access to the internet in order to complete the survey. Most responses we received were from the survey link that our professor sent out to students. We used non-probability sampling. We had a goal of receiving at least 150 quality responses to our survey. When we cut off the data collection period after three weeks, we had received 184 usable responses for a response rate of 98.4%.

Results

Section One - Overall Streaming Network

(A) Streaming Account Access Across Platforms

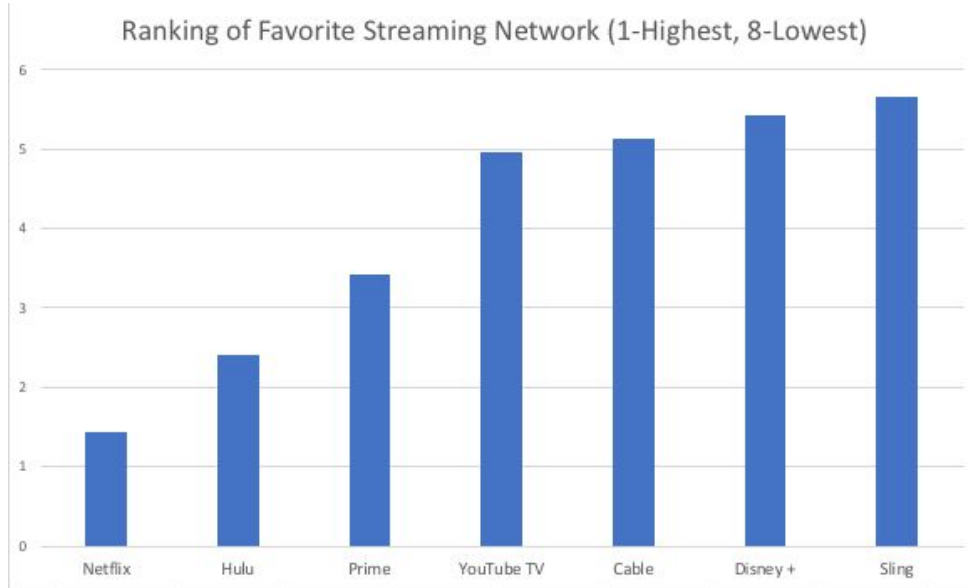


- (1) Most respondents have access to Netflix, Hulu, and Amazon Prime. (170) Respondents have access to Netflix while (140) have access to Hulu and (125) have access to Prime. When asked what platform they use most. (141) respondents said Netflix, (68) said Hulu, and (20) said Prime. (83%) of respondents who have access to Netflix use it. (54%) of respondents who have access to Hulu use it. Lastly, only (16%) of respondents who have access to use Amazon Prime. (see Graph 1.1 in Appendix)

(B) Highest Valued Features of Streaming Platforms

- (1) Respondents were asked to give a rating from 5 (highest value) to 1 (lowest value). The highest valued feature was **Content**, with a mean of 4.76 out of 5. Content is defined as the programs offered for viewing like certain television shows and movies. Secondary data was found proving that “41% of 18-24-year-olds agree they would like to have Netflix included with their pay TV subscriptions” proving that the merger of streaming platforms and the enhanced access to more content is important to our demographic of consumers (Poelking).
- (2) **Functionality**, being how easy the website is to use, like the overall user friendliness of the streaming platform. Functionality was rated with a mean of 3.99 out of 5.
- (3) **Commercial Free** as a feature was rated with a mean of 3.94 out of 5.
- (4) **Price**, which is the price that you pay each month/year to use the service came in at a mean of 3.74 out of 5.
- (5) Lastly, **Customer Service** was the least valued feature with a mean of 2.82 out of 5.

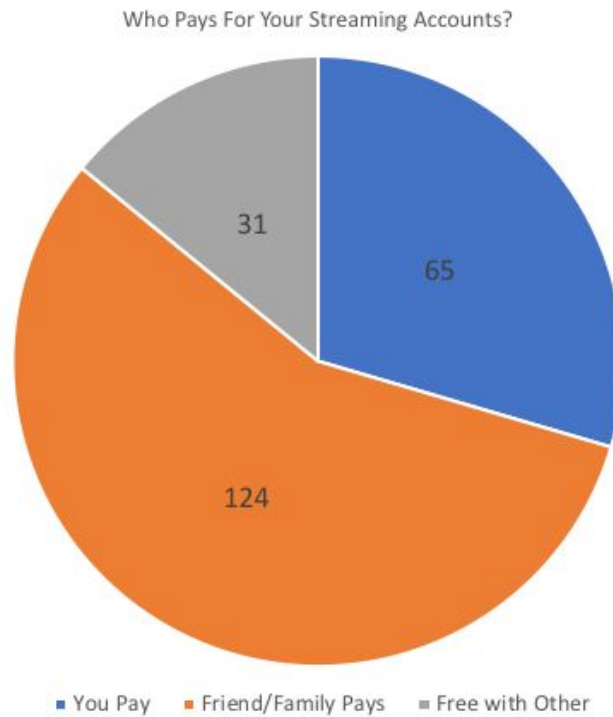
(C) Ranking of Favorite Streaming Network



(1) Respondents were asked to rank the following streaming platforms from 1 (highest) to 8 (lowest). Netflix has an overall rating of (1.43), being the highest rated streaming platform on the survey. Hulu followed behind Netflix with a (2.4) rating. Sling came in with the lowest rating at a (5.67) rating.

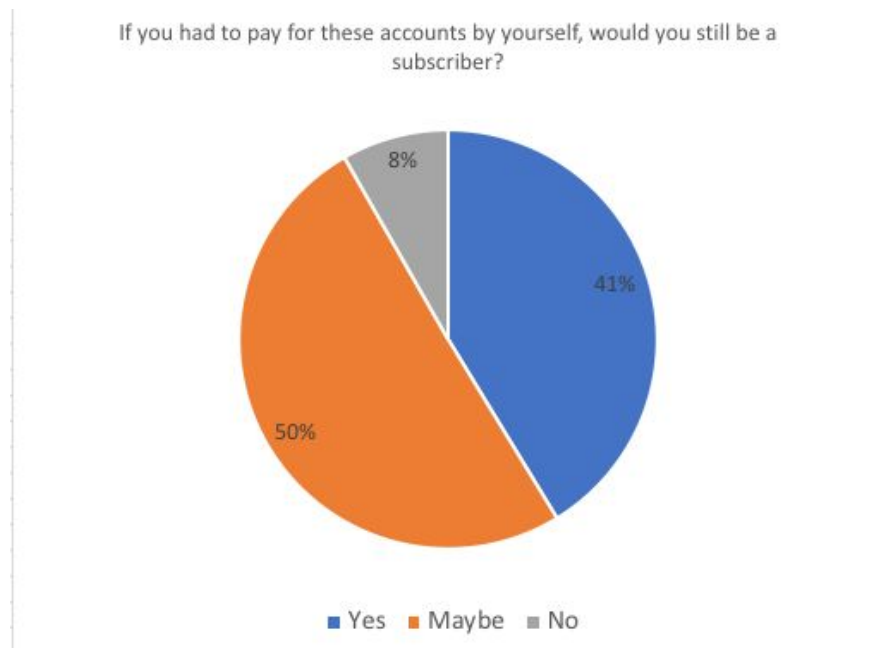
(2) (See Graph 1.2 in Appendix) The following question asked respondents to rank the same streaming platforms by content they offered. The same scale of 1 (highest) to 8 (lowest) was used. Netflix had a slightly lower overall rating of (1.83) for its content. Hulu had a higher rating on content at (2.38). Every streaming platform but Netflix and Prime received a higher rating for content than overall.

(D) Streaming Account Payments



- (1) The majority of respondents (124) have their streaming services paid for by friends and family. Either they are using other people's accounts or their family all shares an account. (65) of the respondents pay for their own access to streaming platforms. (31) respondents have access to streaming accounts through another way. For example, Spotify offers students a free Hulu account with their Spotify account.

(E) Pay For Streaming Services



- (1) When respondents were asked if they would pay for their account if they were the ones who were paying, only (41%) said Yes. (50%) said Maybe and only (8%) said No.

(F) Price vs. Those Who Pay - Table 1.1

- (1) Of the 64 people who pay for their own streaming accounts (represented by row value 1), 42.4% say price is Extremely Important.
- (2) There is a relationship between those who pay for their streaming accounts and the importance of price given the significance level .023. At this significance level, we can reject the null hypothesis with reasonable confidence.

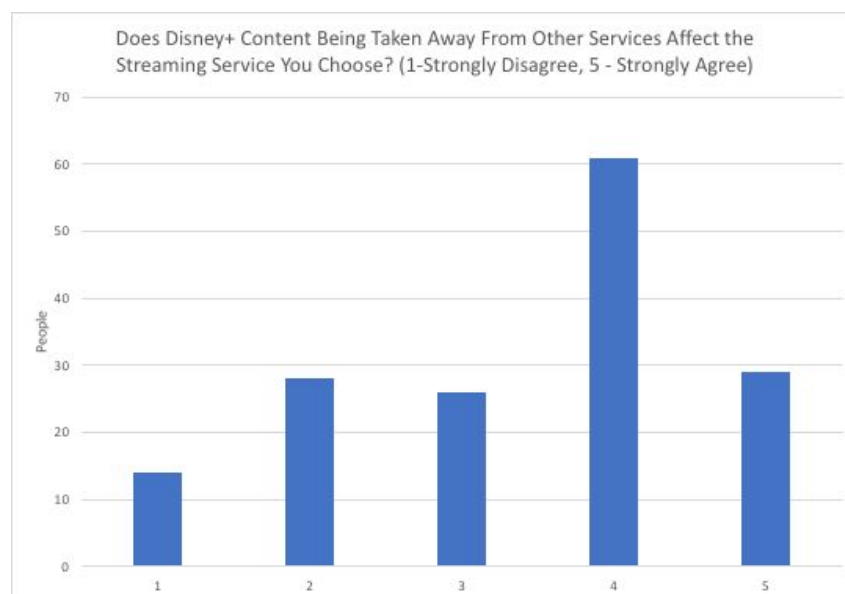
(G) Content Overview

(1) Respondents were asked what they watched on the streaming platforms. (151)

respondents watch TV Shows, (118) watch movies, (61) watch documentaries, and (41) watch live sports.

(2) Next, respondents were asked to rank certain types of content from 1 (most important) to 5 (least important). Classic Content was rated overall (2.45), being the most important type of content available. Right behind that was Original Content with a rating of (2.52). Live TV had a rating of (2.91) and Live Sports had the lowest rating with a (3.08).

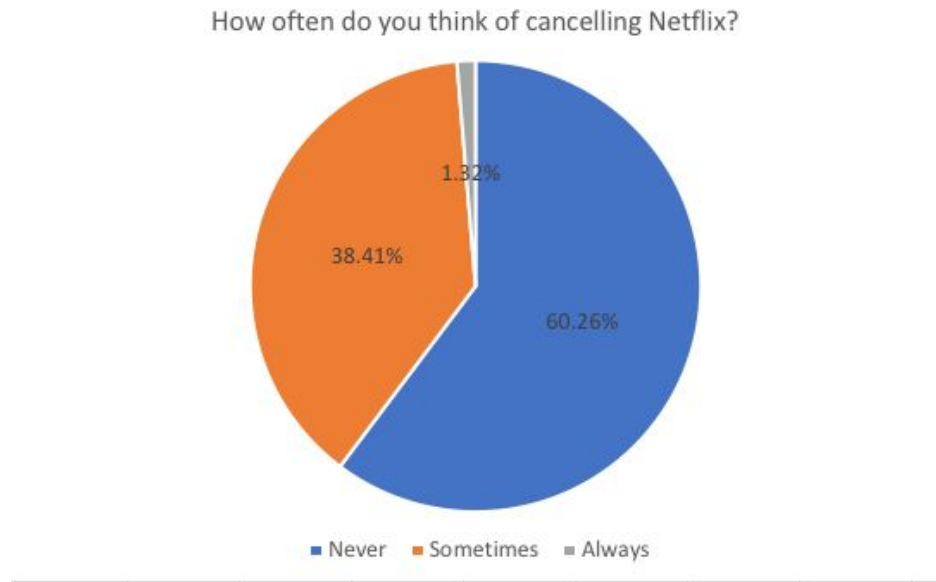
(H) Disney+ Competitive Outlook



(1) Respondents were asked if Disney+ as a streaming platform would change the service platform that they would choose. The answer choices were 1 (strongly disagree) and (5) strongly agree. While most people said they Agree, the overall mean was 3.4, which is in between Neither Agree or Disagree and Agree.

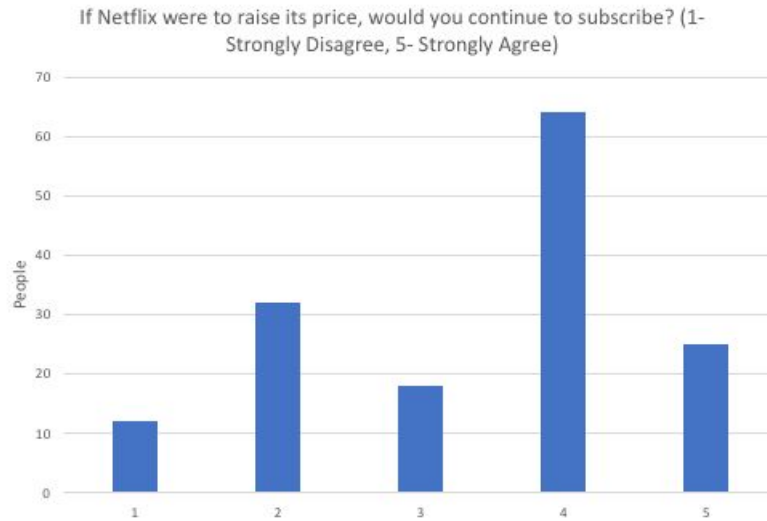
Section Two - Netflix As A Streaming Network

(I) How Often Do You Think of Cancelling Netflix



(1) When asked how often do you think of cancelling Netflix, most respondents (60.26%) said Never, while (38.41%) said Sometimes. Only (1.34%) of respondents said Always.

(J) If Netflix Raises Its Price, Would You Continue To Subscribe?



(1) In order to see how important price really is to respondents, they were asked the above question. Respondents were given a scale of 1 (strongly disagree) to 5 (strongly agree).

(K) Price vs. Wanting to Cancel Netflix - Table 1.2

(1) Of the people who sometimes and always consider cancelling Netflix (represented by rows 2 and 3), 5.2% say price is extremely important.

(2) The null hypothesis is rejected. There is no difference between those who consider cancelling their Netflix subscription and the importance of price given the significance level of .000, meaning price is not the primary reason people consider cancelling their subscription.

(L) Content vs. Wanting to Cancel Netflix - Table 1.3

(1) Of the people who sometimes and always consider canceling Netflix (represented by rows 2 and 3), 12.1% say the addition of more original content is extremely important

- (2) The null hypothesis is rejected. There is no difference between those who consider canceling their Netflix subscription and the importance of more original content given the significance level of .000, meaning there is a relationship between more original content and people considering canceling their subscription.

(M) Live TV vs. Wanting to Cancel Netflix - Table 1.4

- (1) Of the people who sometimes and always consider canceling Netflix (represented by rows 2 and 3), 22.4% say adding Live TV is extremely important
- (2) The null hypothesis is rejected. There is no difference between those who consider canceling their Netflix subscription and the importance of adding Live TV given the significance level of .002, meaning there is a relationship between adding Live TV and people considering canceling their subscription.

(N) Content Overview

- (1) Respondents were asked: If Netflix were to add more Original Content, would you continue to subscribe? On a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). The overall mean was 3.9. So, respondents overall Agree.
- (2) They were also asked: If Netflix were to add Live TV, would you continue to subscribe? Using the same 1 to 5 scale, the overall mean was 4.09. This was the highest mean.

Conclusions



- Respondents who have access to Netflix use it more than other streaming networks that they have access to.
- Overall, Netflix has the highest overall rating as a streaming platform in comparison to the others. Netflix also has the highest rating for content as well. Netflix however had a lower overall rating for content than it did overall. Most of the other streaming networks had an increase in rating when asking about content. Netflix needs to improve their content and keep around the popular options.
- When people were asked if they would pay on their own for the accounts they have, 50% of respondents said Maybe. It is important that Netflix doesn't lose this many people. They will need to keep a competitive platform that offers many features that no other service offers.
- With classic and original content as the highest rated content, it is important that Netflix continues to offer all their original shows and movies as well as old favorites.
- Disney+ will potentially have a huge effect on which streaming platform people choose because of the classic content.

Recommendations

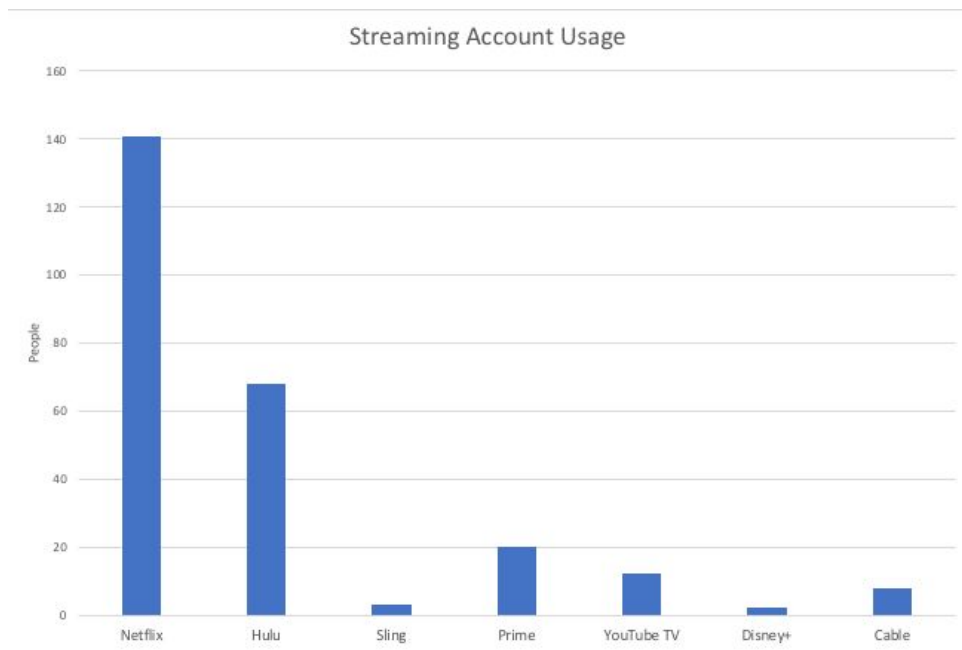
Given our findings based on the questionnaire results from 172 respondents, our group is able to make three clear and definite recommendations, based on statistical evidence, for Netflix to include in their strategy to remain competitive in the growing streaming market.

- In order to stay competitive, Netflix should add more original content and live TV to their service to keep their subscribers loyal to their brand.
 - Evidence was found in both our results and the results of secondary sources suggesting the original content and live TV are strong motivators for users within our designated target market. In order to increase loyalty to the Netflix brand, it would be wise for Netflix to respond to these findings with the appropriate additions of both content options.
- Continue to provide people with classic content (e.g. *The Office*, *Friends*, *Grey's Anatomy*).
 - Among the top priorities found for members of this streaming market, was the continued availability of classic content not produced by streaming services. Shows, movies, and other forms of content with cult followings, known as “classics,” are a major reason that consumers are drawn to certain streaming providers and will likely continue to prove important as the market grows and progresses into its next phase.
- Join with another streaming provider to provide a discounted rate.
 - Primary and secondary evidence was also found suggesting that a collaboration between Netflix and another content provider would be an excellent decision in their push to remain the market leader. This practice is already seen in the subscription options of other streaming services and is now expected by market consumers. This may allow them to lower their price or offer additional services

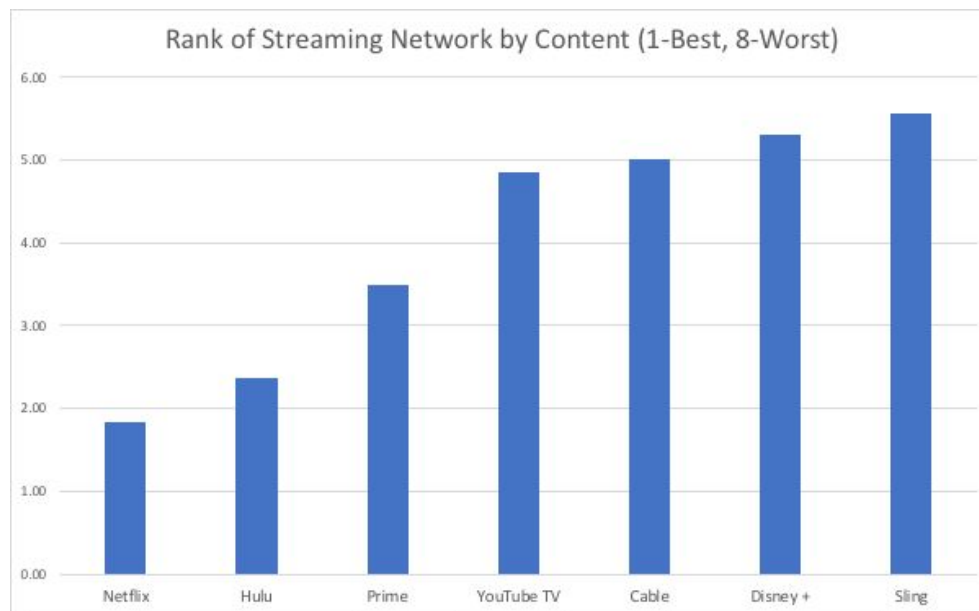
at the same price, again appeasing consumer demands. Further, Netflix may be able to include the two earlier recommendations made by way of choosing a partner who already offers both live TV and classic content.

Appendices

(A) Graph 1.1



(B) Graph 1.2



(C) Table 1.1

you pay * Price Crosstabulation

		Price					Total	
		1	2	3	4	5		
you pay	0	Count	13	9	20	37	28	107
		% within you pay	12.1%	8.4%	18.7%	34.6%	26.2%	100.0%
		% within Price	100.0%	64.3%	60.6%	66.1%	50.9%	62.6%
		% of Total	7.6%	5.3%	11.7%	21.6%	16.4%	62.6%
1	Count	0	5	13	19	27	64	
	% within you pay	0.0%	7.8%	20.3%	29.7%	42.2%	100.0%	
	% within Price	0.0%	35.7%	39.4%	33.9%	49.1%	37.4%	
	% of Total	0.0%	2.9%	7.6%	11.1%	15.8%	37.4%	
Total	Count	13	14	33	56	55	171	
	% within you pay	7.6%	8.2%	19.3%	32.7%	32.2%	100.0%	
	% within Price	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	7.6%	8.2%	19.3%	32.7%	32.2%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.336 ^a	4	.023
Likelihood Ratio	15.655	4	.004
Linear-by-Linear Association	7.401	1	.007
N of Valid Cases	171		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.87.

(D) Table 1.2

cancel netflix * price raise Crosstabulation

		price raise					Total	
		18	19	20	21	22		
cancel netflix	24	Count	5	12	8	44	22	91
		% within cancel netflix	5.5%	13.2%	8.8%	48.4%	24.2%	100.0%
		% within price raise	41.7%	37.5%	44.4%	68.8%	88.0%	60.3%
		% of Total	3.3%	7.9%	5.3%	29.1%	14.6%	60.3%
	25	Count	5	20	10	20	3	58
		% within cancel netflix	8.6%	34.5%	17.2%	34.5%	5.2%	100.0%
		% within price raise	41.7%	62.5%	55.6%	31.3%	12.0%	38.4%
		% of Total	3.3%	13.2%	6.6%	13.2%	2.0%	38.4%
	26	Count	2	0	0	0	0	2
		% within cancel netflix	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within price raise	16.7%	0.0%	0.0%	0.0%	0.0%	1.3%
		% of Total	1.3%	0.0%	0.0%	0.0%	0.0%	1.3%
Total		Count	12	32	18	64	25	151
		% within cancel netflix	7.9%	21.2%	11.9%	42.4%	16.6%	100.0%
		% within price raise	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	7.9%	21.2%	11.9%	42.4%	16.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.950 ^a	8	.000
Likelihood Ratio	30.866	8	.000
Linear-by-Linear Association	21.404	1	.000
N of Valid Cases	151		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .16.

(E) Table 1.3

cancel netflix * add more original

Crosstab

		add more original					Total	
		1	2	3	4	5		
cancel netflix	1	Count	1	5	17	31	37	91
		% within cancel netflix	1.1%	5.5%	18.7%	34.1%	40.7%	100.0%
		% within add more original	25.0%	50.0%	56.7%	49.2%	84.1%	60.3%
		% of Total	0.7%	3.3%	11.3%	20.5%	24.5%	60.3%
	2	Count	1	5	13	32	7	58
		% within cancel netflix	1.7%	8.6%	22.4%	55.2%	12.1%	100.0%
		% within add more original	25.0%	50.0%	43.3%	50.8%	15.9%	38.4%
		% of Total	0.7%	3.3%	8.6%	21.2%	4.6%	38.4%
	3	Count	2	0	0	0	0	2
		% within cancel netflix	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within add more original	50.0%	0.0%	0.0%	0.0%	0.0%	1.3%
		% of Total	1.3%	0.0%	0.0%	0.0%	0.0%	1.3%
Total		Count	4	10	30	63	44	151
		% within cancel netflix	2.6%	6.6%	19.9%	41.7%	29.1%	100.0%
		% within add more original	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	2.6%	6.6%	19.9%	41.7%	29.1%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	89.029 ^a	8	.000
Likelihood Ratio	31.345	8	.000
Linear-by-Linear Association	13.948	1	.000
N of Valid Cases	151		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .05.

(F) Table 1.4

cancel netflix * add live sports

Crosstab

		add live sports					Total	
		1	2	3	4	5		
cancel netflix	1	Count	4	8	5	31	43	91
		% within cancel netflix	4.4%	8.8%	5.5%	34.1%	47.3%	100.0%
		% within add live sports	66.7%	57.1%	35.7%	50.8%	76.8%	60.3%
		% of Total	2.6%	5.3%	3.3%	20.5%	28.5%	60.3%
	2	Count	1	6	9	29	13	58
		% within cancel netflix	1.7%	10.3%	15.5%	50.0%	22.4%	100.0%
		% within add live sports	16.7%	42.9%	64.3%	47.5%	23.2%	38.4%
		% of Total	0.7%	4.0%	6.0%	19.2%	8.6%	38.4%
	3	Count	1	0	0	1	0	2
	% within cancel netflix	50.0%	0.0%	0.0%	50.0%	0.0%	100.0%	
	% within add live sports	16.7%	0.0%	0.0%	1.6%	0.0%	1.3%	
	% of Total	0.7%	0.0%	0.0%	0.7%	0.0%	1.3%	
Total	Count	6	14	14	61	56	151	
	% within cancel netflix	4.0%	9.3%	9.3%	40.4%	37.1%	100.0%	
	% within add live sports	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	4.0%	9.3%	9.3%	40.4%	37.1%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.665 ^a	8	.002
Likelihood Ratio	18.673	8	.017
Linear-by-Linear Association	4.851	1	.028
N of Valid Cases	151		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .08.

(G) Questionnaire

Netflix Market Survey

Start of Block: Introduction

Intro 1.1 We are Marketing 4000 students from the University of Georgia conducting a survey on how Netflix can remain competitive in the growing streaming market. Survey respondents were randomly selected based on the target market audience of college aged students who use streaming platforms. Your results will remain confidential.

Intro 1.2 Do you use streaming platforms (i.e. Netflix, Hulu, Prime Video, YouTube TV, Cable, etc.)?

Yes (1)

No (2)

End of Block: Introduction

Start of Block: Non streaming user

1.1 What is the primary reason you do not use a streaming platform? (select all that apply)

Price (1)

Content (2)

Lack of time (3)

Other (4) _____

End of Block: Non streaming user

Start of Block: User Behavior and Preferences

2.1 What streaming platforms do you have access to? (select all that apply)

- Netflix (1)
 - Hulu/Hulu Plus (2)
 - Sling (3)
 - Prime Video (4)
 - YouTube TV (5)
 - Disney+ (to be released) (6)
 - Cable and/or DISH TV (7)
 - Other (8) _____
-

2.2 What is the streaming platform that you use most often? (select all that apply)

Netflix (1)

Hulu/Hulu Plus (2)

Sling (3)

Prime Video (4)

YouTube TV (5)

Disney+ (to be released) (6)

Cable and/or DISH TV (7)

Other (8) _____

2.3 On average, how many hours per week do you use a streaming platform?

- <1 hours per week (1)
- >1 or (2)
- >5 or (3)
- >10 or (4)
- >15 or (5)
- >20 or (6)
- 25+ hours per week (7)

2.4 What do you value most in a streaming service?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
Price (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Functionality (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial Free (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: User Behavior and Preferences

Start of Block: Subscription Finances

3.1 How are your streaming services paid for? (select all that apply)

- You pay for your own account (1)
- A friend/family member pays for your account (2)
- Free through another streaming service (3)
- Other (4) _____

3.3 Rank your streaming platforms of choice from favorite to least favorite

- _____ Netflix (\$8.99, \$12.99, \$15.99 per month) (1)
- _____ Hulu/Hulu Plus (\$11.99, live TV \$44.99 per month) (2)
- _____ Sling (\$15, \$25 per month) (3)
- _____ Prime (\$12.99 per month) (4)
- _____ YouTube TV (\$49.99 per month) (5)
- _____ Disney+ (\$7 per month; 3 year \$140) (6)
- _____ Cable and/or DISH TV (varies) (7)
- _____ Other (8)

3.4 Rank your streaming platforms of choice from favorite to least favorite regarding content.

- _____ Netflix (1)
- _____ Hulu/ Hulu Plus (2)
- _____ Sling (3)
- _____ Prime Video (4)
- _____ YouTube TV (5)
- _____ Disney+ (to be released) (6)
- _____ Cable and/or DISH TV (7)
- _____ Other (8)

End of Block: Subscription Finances

Start of Block: Self Financing Question

3.2 If you had to pay for these accounts yourself, would you become a subscriber?

- Yes (1)
- Maybe (2)
- No (3)

End of Block: Self Financing Question

Start of Block: Content

4.1 What type of content do you normally watch? (select all that apply)

- TV Shows (1)
- Documentaries (2)
- Movies (3)
- Live Sports/News (4)
- Other (5) _____

4.2 Regarding content, how important is...

	Extremely important (1)	Very important (2)	Moderately important (3)	Slightly important (4)	Not at all important (5)
Classic Content (old movies, re-run TV shows, cult movies) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Original Content (i.e. Netflix originals,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hulu originals, etc.) (2)					
Live Sports (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live TV (news, Bachelorette) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4.3 If all other streaming platforms lose their licensed Disney content (i.e. Star Wars, Marvel, Pixar, Disney original) would that affect the streaming service you choose?

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

End of Block: Content

Start of Block: Netflix Branch Question

5.1 Do you use Netflix?

- Yes (1)
- No (2)

End of Block: Netflix Branch Question

Start of Block: Netflix specific

6.1 How often have you thought about canceling your Netflix subscription?

- Never (24)
 - Sometimes (25)
 - Always (26)
-

6.2 If Netflix were to raise its price, how likely would you continue to subscribe?

- Extremely unlikely (18)
 - Somewhat unlikely (19)
 - Neither likely nor unlikely (20)
 - Somewhat likely (21)
 - Extremely likely (22)
-

6.3 If Netflix were to add more original content, would you continue to subscribe?

- Strongly disagree (31)
- Somewhat disagree (32)
- Neither agree nor disagree (33)
- Somewhat agree (34)
- Strongly agree (35)

6.4 If Netflix were to add live TV streaming such as Live Sports, Live News or Live Reality TV, would that make Netflix more appealing to you?

- Definitely not (67)
- Probably not (68)
- Might or might not (69)
- Probably yes (70)
- Definitely yes (71)

End of Block: Netflix specific

Citations



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