



Quarterly Consumer Surveys Volume 10



Market Sizing and Share  
(Click Buttons to View)

Near-Term Trends  
(Click Buttons to View)

Longer-Term Trends  
(Click Buttons to View)

Click Here For Executive Summary and Key Takeaways

Pay TV vs. Streaming

Subscriber Metrics

Internet Devices / Price Sensitivity

Pay TV Subscribers and Cord Cutting

Netflix Subscribers Tracker and Churn Tracker

Internet Connected Devices and Impact on Netflix

Preferred Methods for Watching Movies and TV Shows

Netflix Subscriber Plan Breakdown

Current Subscription Price and Price Increases

Streaming Market Share

Engagement / Usage

Subscriber Price Sensitivity

Streaming Media Subscribers and Market Share

Netflix Subscriber Engagement

Original Content

Netflix vs. Pay TV by Age and Income

Netflix Usage Frequency

Children's Programming on Netflix

Competitors

Netflix Usage Changes

Netflix Original Content Impacts

HBO Now Awareness and Opinion

Satisfaction / Content

Marco Polo Awareness and Viewers

Sling TV Awareness

Netflix Subscriber Satisfaction

Marco Polo Episodes Watched and Satisfaction

Sling TV Opinion

Netflix Content Tracker

House of Cards Awareness and Viewers

Amazon Prime Subscribers

Churn

House of Cards Episodes Watched and Satisfaction

Amazon Prime Original Content

Cancelled Netflix Subscriptions

Orange is the New Black Awareness and Viewers

Amazon Prime Free Benefits

Cancelled in Past, Plans to Sign up Next Few Months

Orange is the New Black Episodes Watched and Satisfaction

Pay TV vs. Netflix Value For Money

Considering Cancelling and Future Subscribers

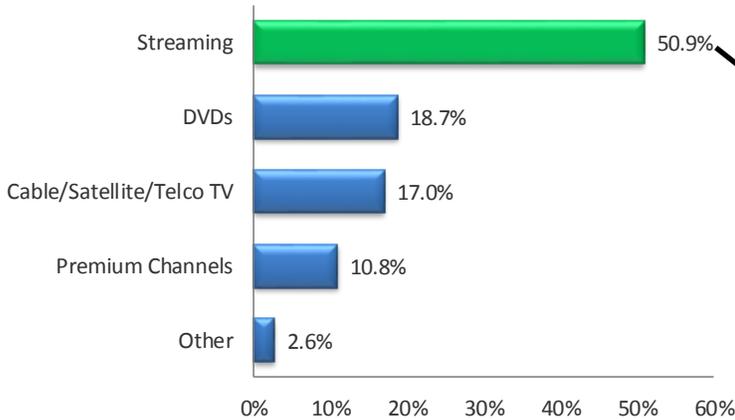
Original Content Curbing Churn and New Subs

## Preferred Method for Watching Movies and TV Shows

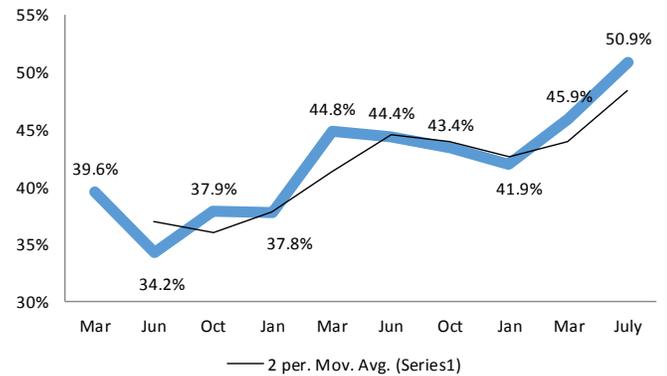
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**Streaming is the most popular method for watching movies and continues to gain popularity among the target audience with each volume, hitting a new high this quarter.**

### Preferred Method: Watching Movies

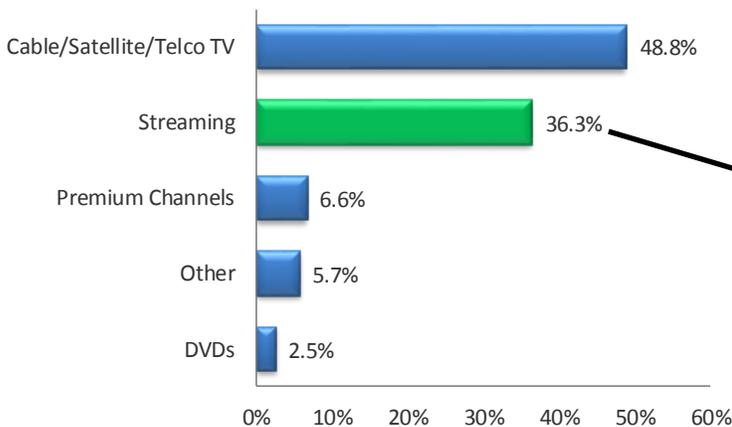


### Streaming Tracker

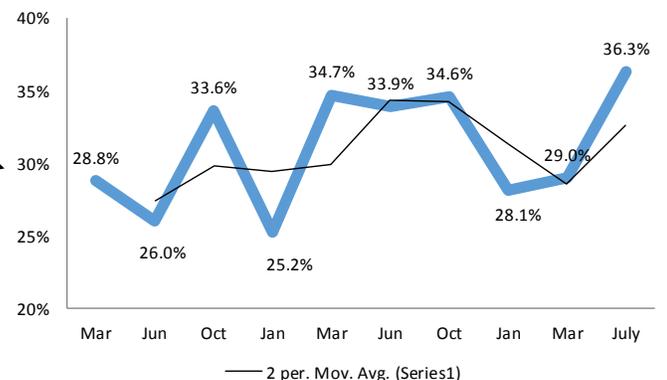


**Streaming remains the second most popular method for watching television shows. The percentage of respondents who selected streaming reached a new high this quarter.**

### Preferred Method: Watching TV Shows



### Streaming Tracker

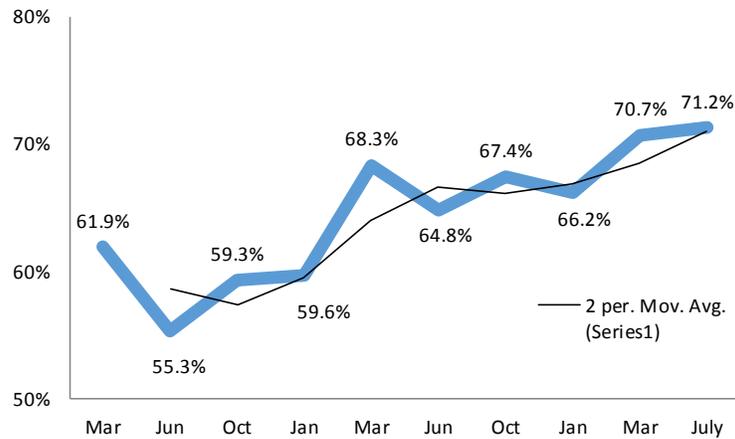


# Streaming Media Subscribers and Market Share

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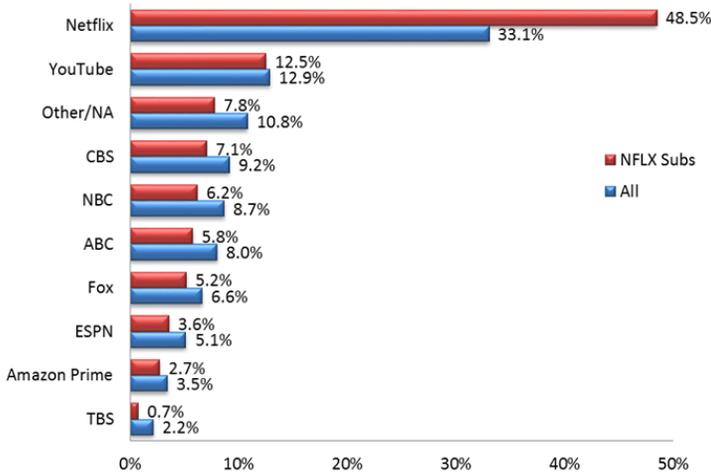
**The percentage of consumers who are subscribed to streaming video services registered its highest reading in all of our volumes at 71.2%.**

## Streaming Media Subscribers Tracker



**Netflix has consistently tested as the most popular streaming service. Amazon Prime showed a noticeable drop this month, while HBO Go has shown consistent improvement over the course of our surveys.**

## Which Do You Watch Most Often?



## Methods For Watching Video: Tracker

