

**France, Germany, UK, Brazil  
(Click Buttons Below to View)**

**China  
(Click Buttons Below to View)**

**Click Here for Key Takeaways**

Background	Netflix Subscribers	Non-Netflix Subscribers	China	
Personal Finances	Streaming Subscribers	Cancelled Subscriptions	Personal Finances	Internet Connected Devices
Spending Money	Net Adds Growth Rate	Date of Cancellation	Quality vs. Price	TV Watching Preference
Employment Status	Date of Netflix Start	Reason for Not Subscribing	Income Changes	Movies Watching Preference
Market Sizing	Netflix Watching Frequency	Likelihood of Subscribing	Accessing Internet	Desire for Services
Company Awareness	Paid vs. Free Trial	Demand for Netflix by Country	Mobile App Usage	Netflix Popularity
TV Show Awareness	Free Trial – Cancel or Continue?	Popularity vs. Three Months Ago	Company Awareness	Likelihood of Subscribing - Netflix
Internet Connected Devices	Net Promoter Score		Streaming Awareness	Willingness to Pay for Netflix
Preferred Method – Watching TV Shows	Satisfaction		Likelihood of Subscribing - TMO	Willingness to Pay for TMO
Preferred Method – Watching Movies	Value for Price		TV Shows Awareness	Demand for Netflix
Cable TV Subscribers	Price Sensitivity		TV Shows Watched	
Cord Cutters				
Likelihood of Cutting Cord				

**Survey Sample (respondents): China 563, France 523, Brazil 515, Germany 566, UK 537**  
**\*\*Please note that the sample in China and Brazil skews primarily urban**

**Awareness of Netflix is highest in Brazil and the UK. Awareness is still high in Germany and France, but relatively lower than the UK and Brazil.**

Awareness

