YouGov
April 23 - 24, 2014

YouGov

1. Netflix subscription
Do you currently subscribe to Netflix?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	37%	36%	38%	44%	46%	34%	21%	35%	38%	38%
No	63%	64%	62%	56%	54%	66%	79%	65%	62%	62%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(471)	(522)	(167)	(277)	(370)	(179)	(360)	(417)	(216)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	37%	38%	30%	40%	30%	38%	42%	52%	31%	43%	33%	40%
No	63%	62%	70%	60%	70%	62%	58%	48%	69%	57%	67%	60%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(770)	(120)	(103)	(384)	(252)	(74)	(121)	(162)	(200)	(357)	(274)

2. Cancel - increase $1
If the price of Netflix went up by $1 a month, would you cancel your subscription?
Asked of Netflix subscribers

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a Netflix subscriber	63%	64%	62%	56%	54%	66%	79%	65%	62%	62%
Yes	8%	9%	7%	11%	11%	6%	3%	7%	8%	9%
No	19%	18%	20%	24%	21%	17%	15%	21%	18%	20%
Not sure	10%	9%	10%	9%	14%	10%	4%	6%	13%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(471)	(522)	(167)	(277)	(370)	(179)	(360)	(417)	(216)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not a Netflix subscriber	63%	62%	70%	60%	70%	62%	58%	48%	69%	57%	67%	60%
Yes	8%	6%	9%	16%	7%	6%	7%	7%	7%	10%	7%	8%
No	19%	21%	14%	14%	14%	22%	29%	31%	16%	19%	19%	23%
Not sure	10%	10%	8%	9%	9%	10%	5%	14%	8%	15%	8%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(770)	(120)	(103)	(384)	(252)	(74)	(121)	(162)	(200)	(357)	(274)

3. Cancel - increase $2
If the price of Netflix went up by $2 a month, would you cancel your subscription?
Asked of Netflix subscribers

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a Netflix subscriber	63%	64%	62%	56%	54%	67%	79%	65%	62%	63%
Yes	16%	18%	15%	19%	19%	17%	7%	12%	20%	15%
No	13%	13%	14%	19%	14%	11%	9%	16%	11%	13%
Not sure	8%	5%	9%	6%	13%	5%	5%	7%	7%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(469)	(521)	(167)	(276)	(368)	(179)	(358)	(417)	(215)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not a Netflix subscriber	63%	63%	70%	60%	70%	62%	58%	48%	69%	57%	67%	60%
Yes	16%	15%	15%	24%	14%	17%	14%	18%	13%	18%	15%	19%
No	13%	15%	8%	10%	9%	13%	26%	24%	11%	13%	14%	14%
Not sure	8%	8%	8%	6%	7%	8%	2%	11%	7%	13%	5%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(768)	(119)	(103)	(382)	(252)	(74)	(120)	(161)	(199)	(357)	(273)

4. Price stability - 1 year
If the price of Netflix was going up by $1 a month, but you could keep the price you pay for one year, what would you do?
Asked of Netflix subscribers

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a Netflix subscriber	63%	64%	62%	56%	54%	66%	79%	65%	62%	62%
Cancel now	1%	1%	1%	2%	1%	0%	–	1%	1%	1%
Cancel after a year	11%	10%	11%	17%	11%	9%	5%	12%	10%	11%
Not cancel	18%	17%	18%	19%	20%	18%	12%	17%	18%	20%
Not sure	8%	8%	8%	6%	14%	6%	5%	6%	10%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(471)	(522)	(167)	(277)	(370)	(179)	(360)	(417)	(216)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not a Netflix subscriber	63%	62%	70%	60%	70%	62%	58%	48%	69%	57%	67%	60%
Cancel now	1%	1%	2%	1%	1%	0%	–	–	0%	1%	1%	1%
Cancel after a year	11%	9%	9%	21%	8%	10%	11%	15%	12%	12%	9%	11%
Not cancel	18%	20%	12%	12%	15%	19%	25%	27%	16%	17%	18%	19%
Not sure	8%	8%	6%	5%	6%	9%	6%	10%	3%	14%	5%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(770)	(120)	(103)	(384)	(252)	(74)	(121)	(162)	(200)	(357)	(274)

5. Price stability - 2 year
If the price of Netflix was going up by $1 a month, but you could keep the price you pay for two years, what would you do?
Asked of Netflix subscribers

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a Netflix subscriber	63%	64%	62%	56%	54%	66%	79%	66%	62%	62%
Cancel now	1%	2%	1%	5%	2%	0%	–	1%	2%	0%
Cancel after two years	9%	8%	10%	12%	12%	8%	2%	8%	8%	12%
Not cancel	21%	21%	21%	21%	24%	21%	15%	20%	21%	23%
Not sure	6%	5%	6%	6%	8%	5%	5%	5%	7%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(470)	(521)	(167)	(275)	(370)	(179)	(359)	(416)	(216)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not a Netflix subscriber	63%	62%	70%	61%	70%	62%	58%	48%	69%	57%	67%	60%
Cancel now	1%	1%	3%	3%	2%	2%	–	–	0%	1%	1%	3%
Cancel after two years	9%	8%	6%	19%	7%	6%	9%	15%	11%	13%	7%	7%
Not cancel	21%	23%	15%	16%	17%	23%	29%	32%	17%	19%	20%	26%
Not sure	6%	6%	6%	1%	4%	7%	3%	5%	3%	10%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(769)	(120)	(102)	(383)	(252)	(74)	(120)	(161)	(200)	(357)	(273)