



Video Streaming gets ready for Apple TV+ and Disney+

A look at users' behaviors, awareness of new entrants,
and intention to subscribe

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About our study

We launched 2 survey waves on the SurveyMonkey Audience consumer panel

Research Goal

To understand the behaviors and attitudes of users of video streaming services in the U.S. in preparation for the launch of new services, including Apple TV+ and Disney+.

Sample size and targeting

- March 20, 2019: 1,030 U.S. Adults 18+
- June 20, 2019: 1,064 U.S. Adults 18+

(Apple announced its new service Apple TV+ on March 25th, 2019.)



About SurveyMonkey Audience

A market research solution where anyone can get global survey responses fast

DIY Market Research

Audience enables teams of all sizes to conduct market research on their own schedule and within their budget.

Fast

Responses start arriving in minutes, and a typical project completes in under 24 hours.

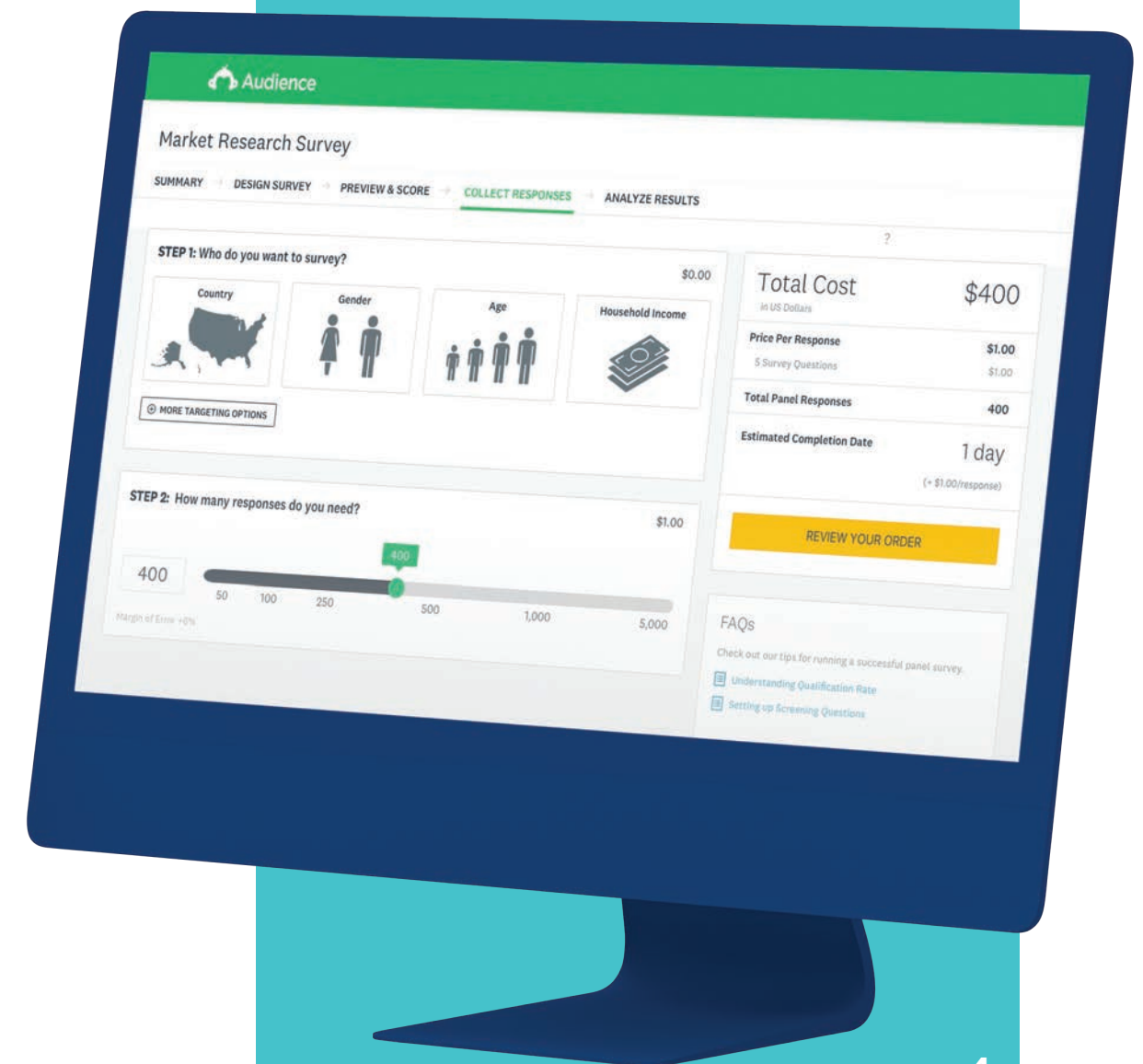
Global

You can target respondents by demographics, location, and professional attributes in more than 100 countries.

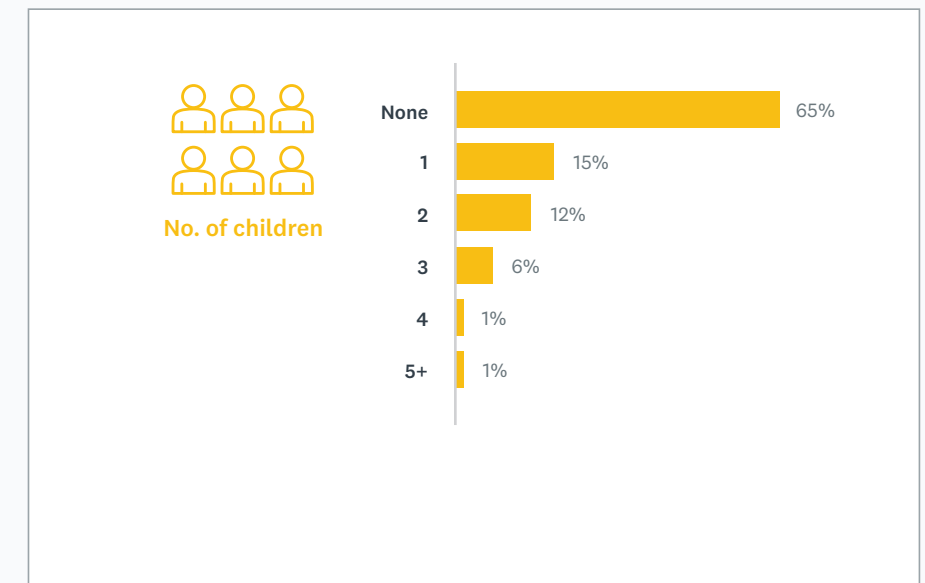
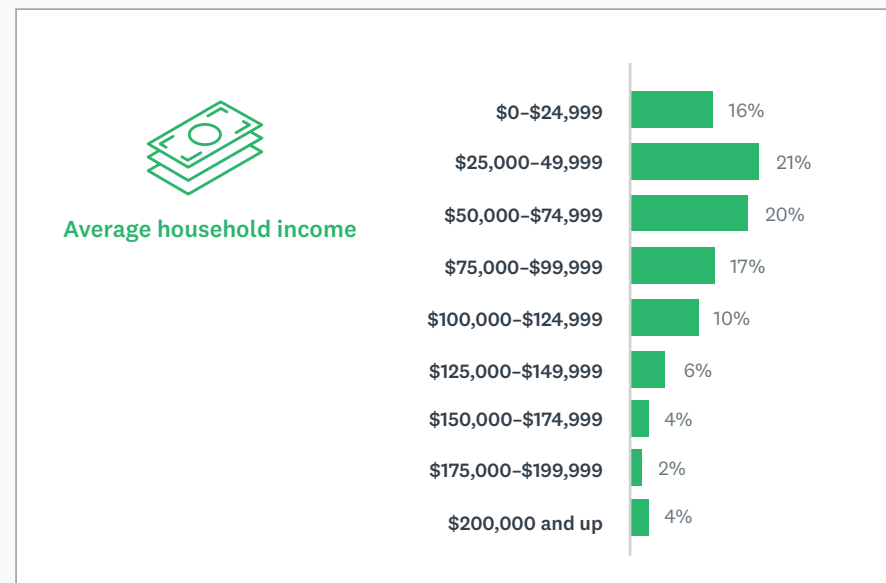
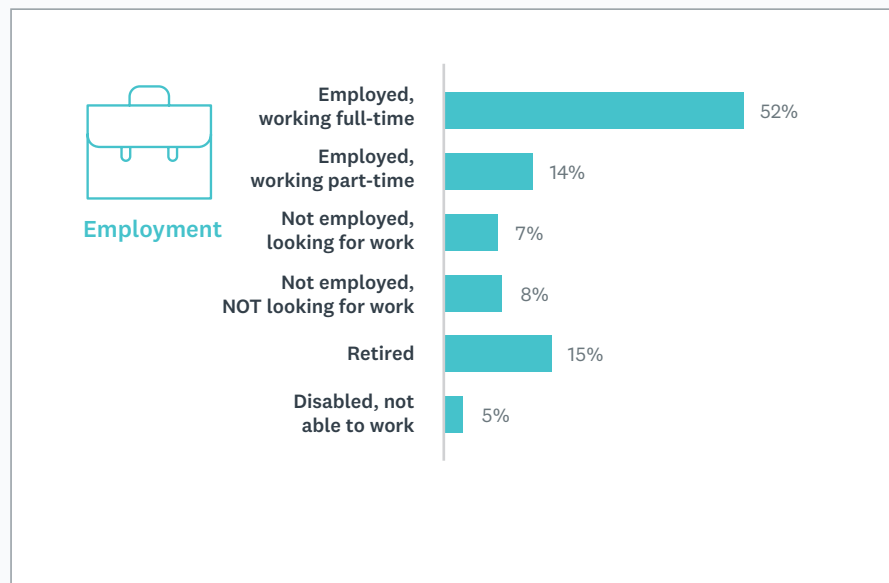
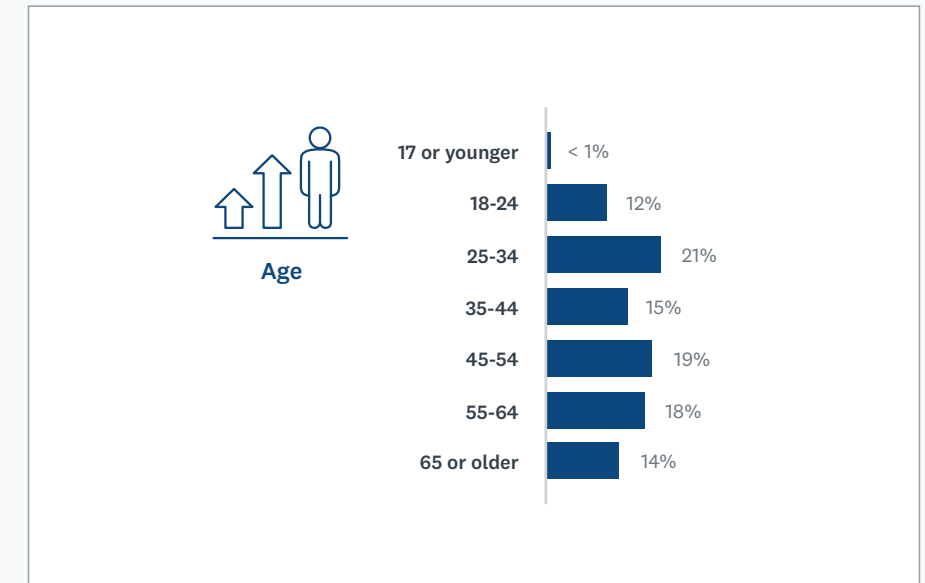
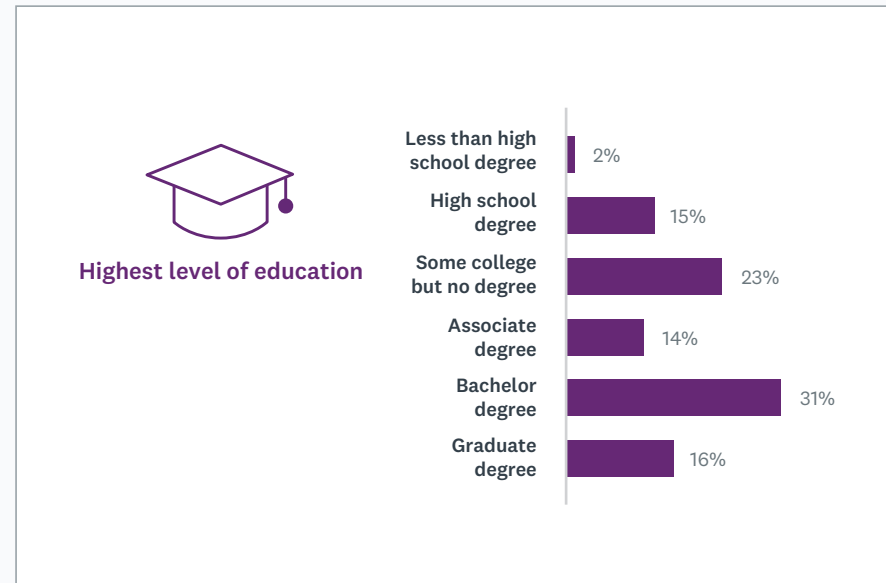
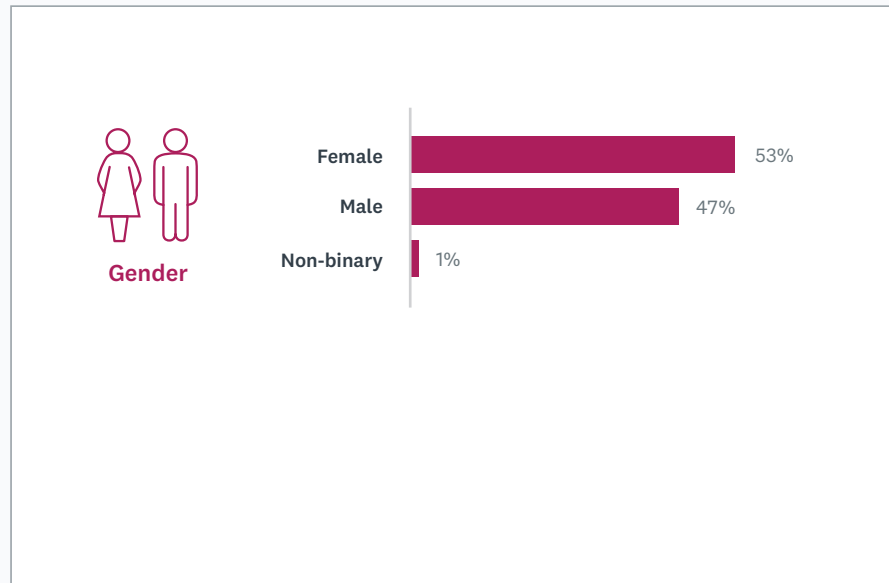
Premium support

Our team of product and research experts are available for trainings, survey consultation, and more!

Explore our [market research services](#)



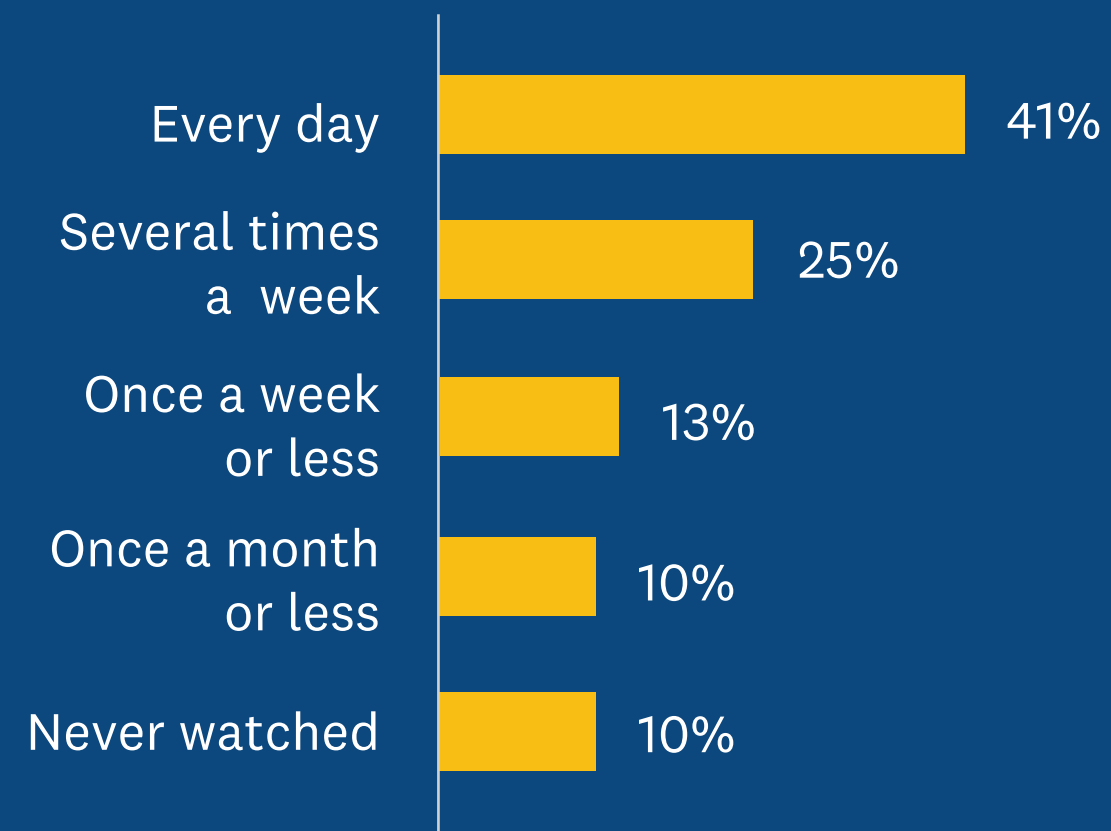
Who took our survey



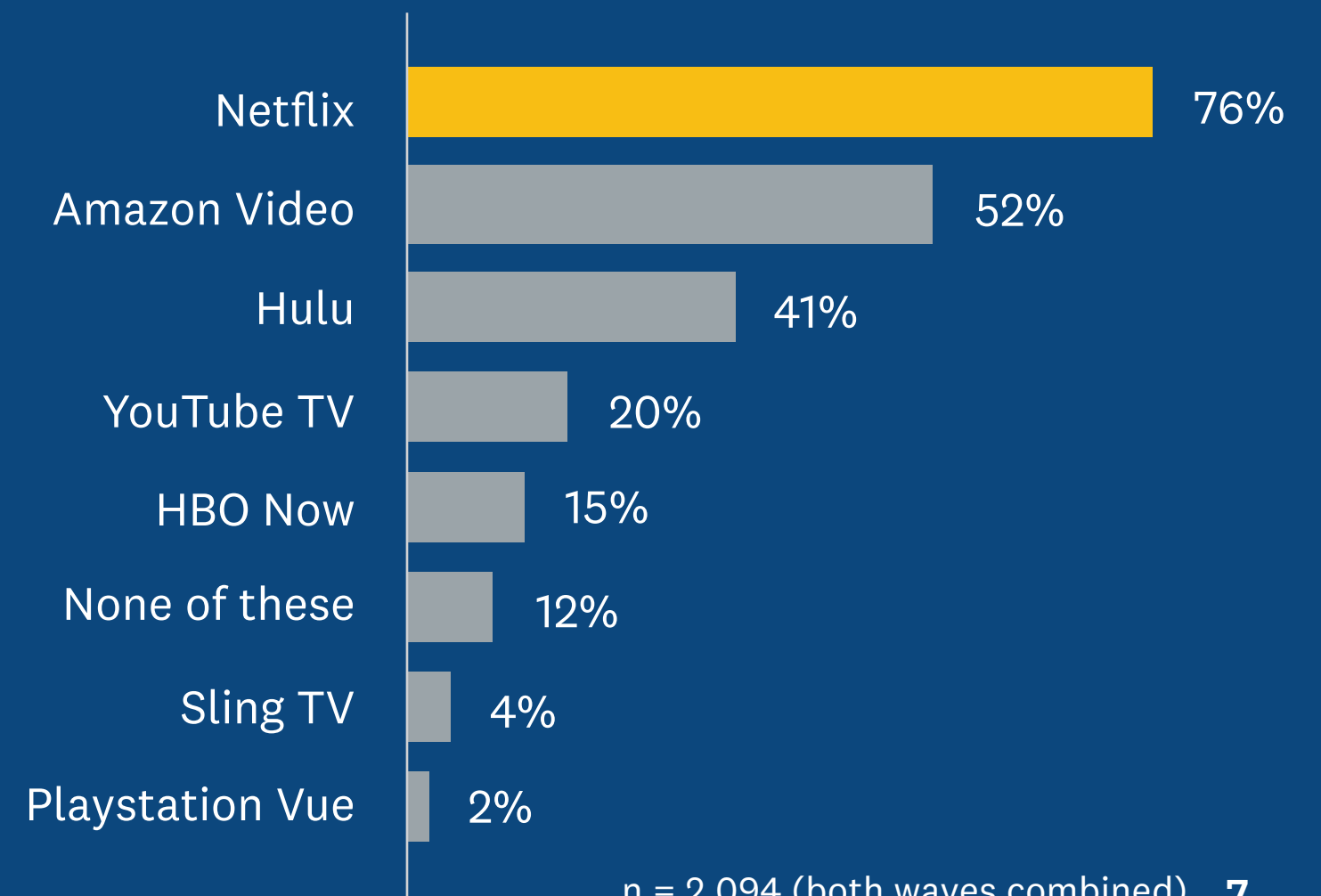
Streaming users' behaviors and attitudes

67% of US adults stream video at least several times a week, with Netflix being the most popular service.

How often do you use streaming services?



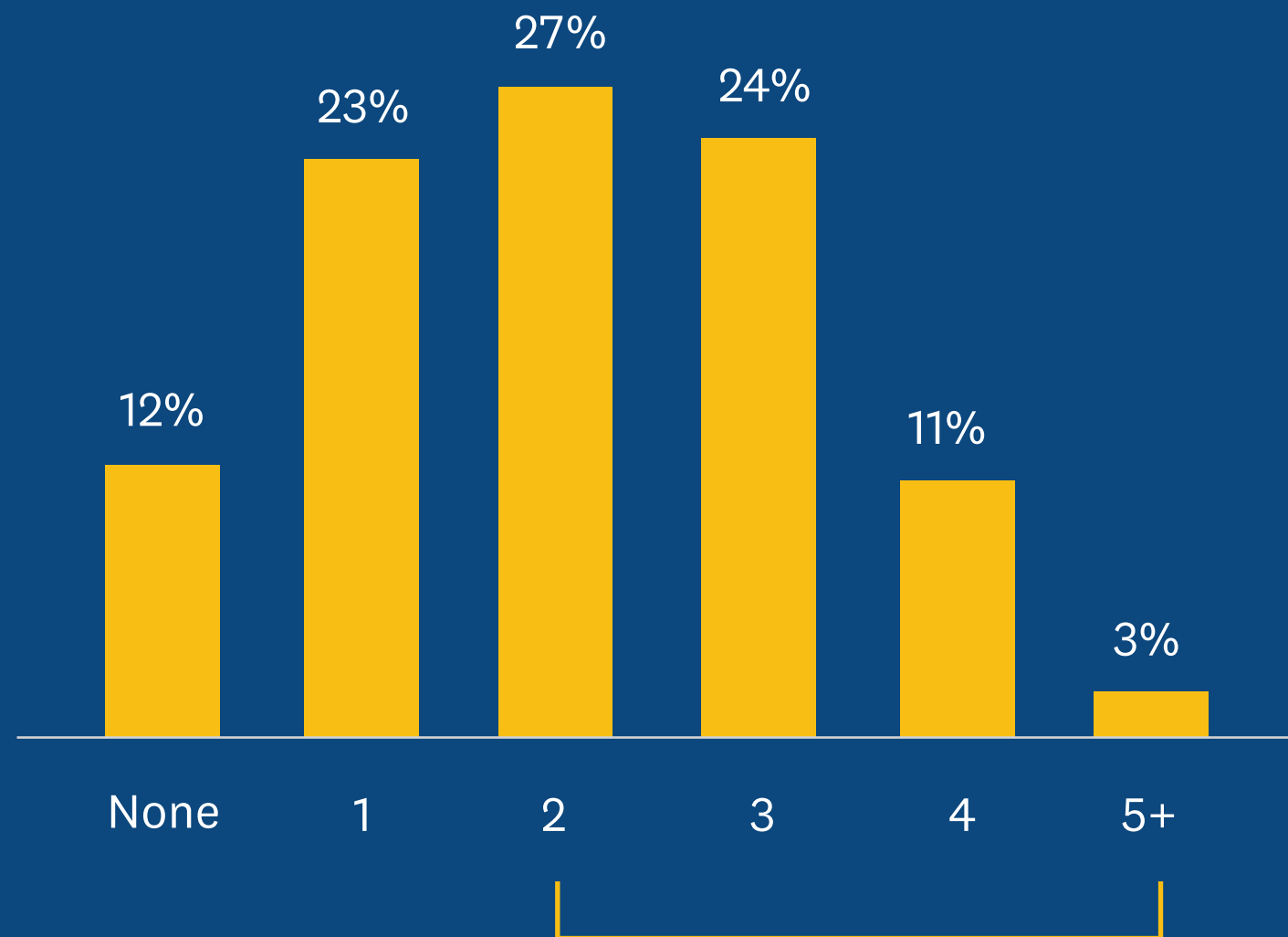
Which of the following streaming services do you currently use?



n = 2,094 (both waves combined) 7

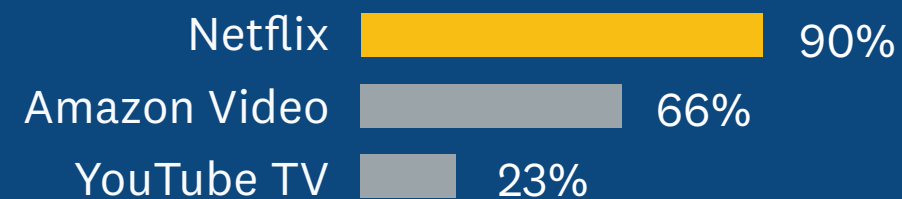
65% of users subscribe to more than one service

Number of streaming services used:



Netflix is the top choice for users who subscribe to its biggest competitors

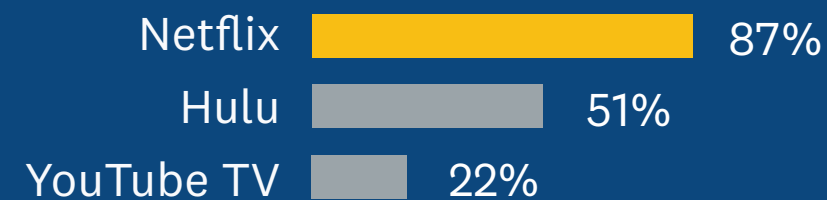
Hulu users also subscribe to:



HBO Now users also subscribe to:



Amazon Video users also subscribe to:



Netflix users also subscribe to:

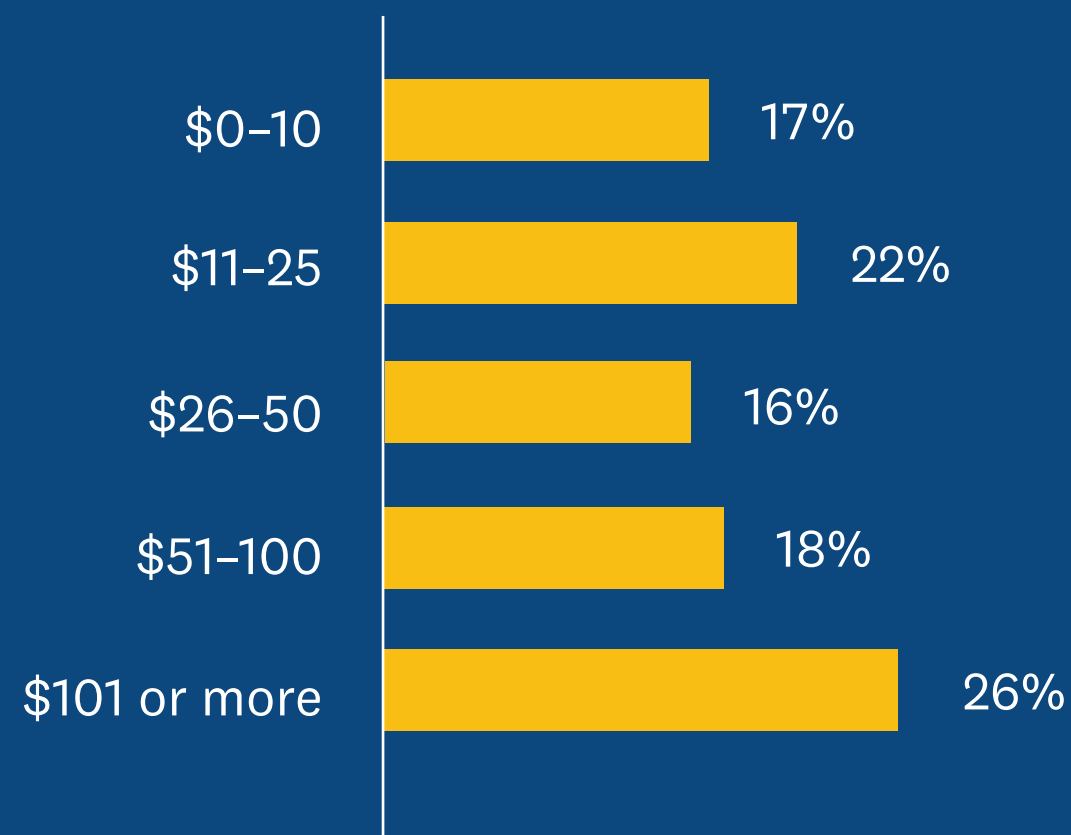


YouTube TV users also subscribe to:



Almost two thirds of U.S. adults spend over \$25 on streaming

How much do you spend on streaming services every month, on average?



And users are willing to spend more

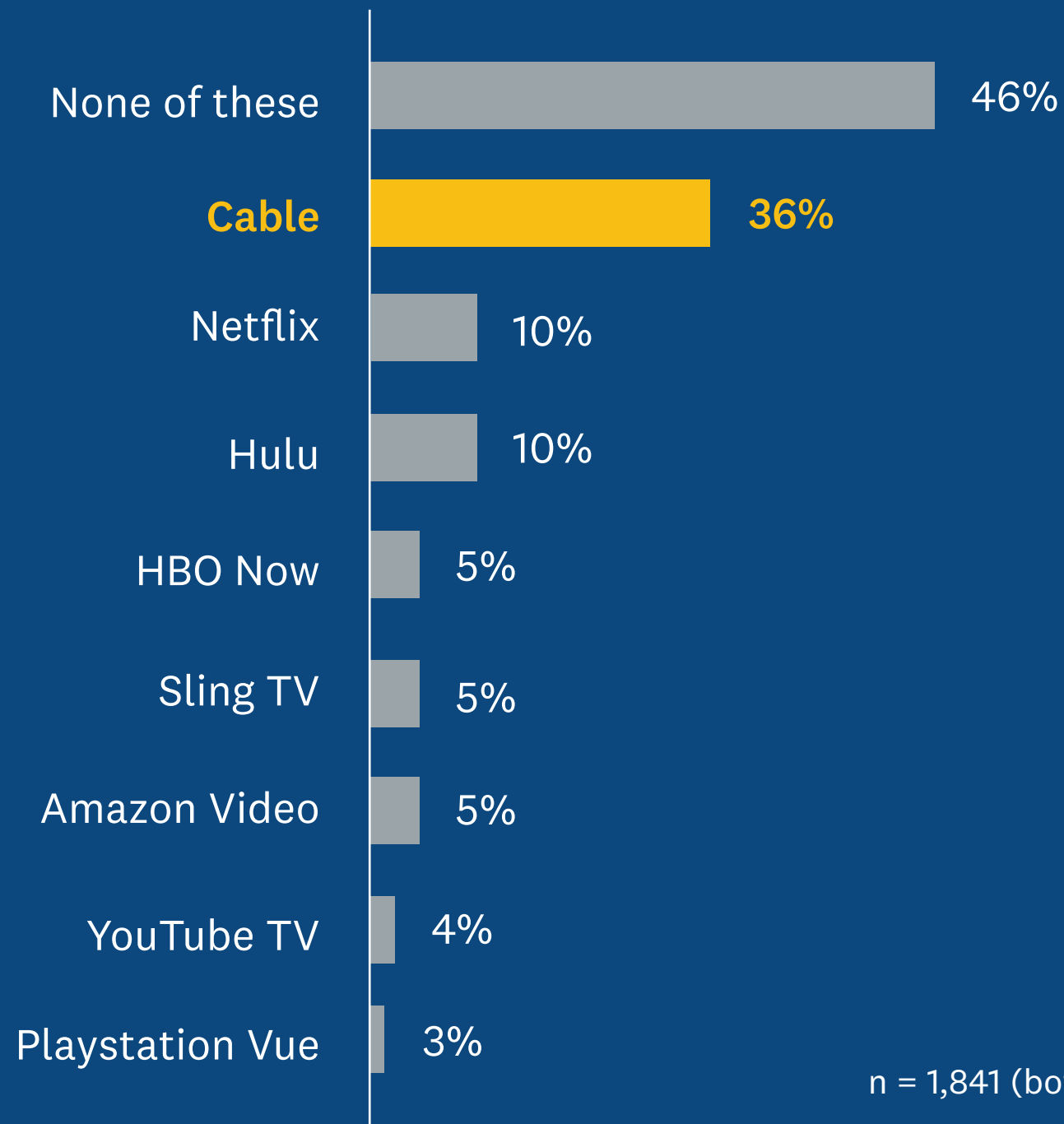
\$35/mo

Average price increase at which users would consider canceling one or more services

People are more likely to quit cable than streaming services

Nearly half of current customers haven't quit any streaming television

Have you stopped using any of these services?



n = 1,841 (both waves combined) 11

Why are people quitting streaming services?

need channels Netflix
save money using free
movies expensive commercials
enough
stopped much money
nothing Cost watch Price
money afford cable

“The person whose account I was using stopped paying.”

25–34 y/o female

“Netflix’s price went up so I got CBS All Access. Cable is also too expensive.”

55–64 y/o female

15% of users are 'free riders' using someone else's login

Demographic profile of those who said they access video streaming services via someone else's login

58% Female

53% Under 34

26% Some college and no degree

38% Household income between \$0-\$24,999

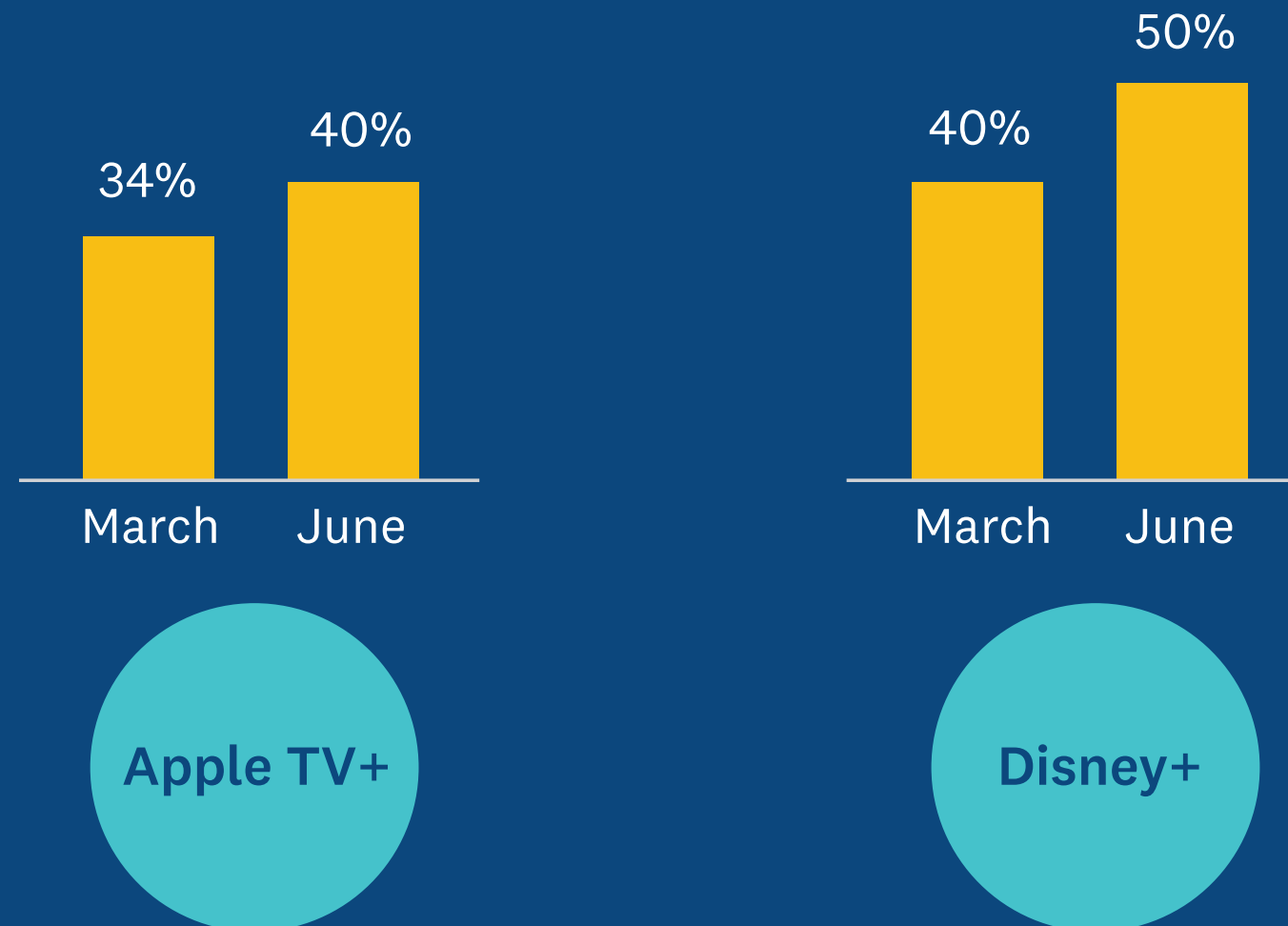
A woman with curly hair is sitting on a bed, smiling and reading a book. The scene is dimly lit, with a blue tint. The text 'Deep dive into Apple TV+ and Disney+' is overlaid in yellow.

Deep dive into Apple TV+ and Disney+

Powerful new entrants are waiting at the gates

Awareness of both services is increasing with Disney+ being more top of mind

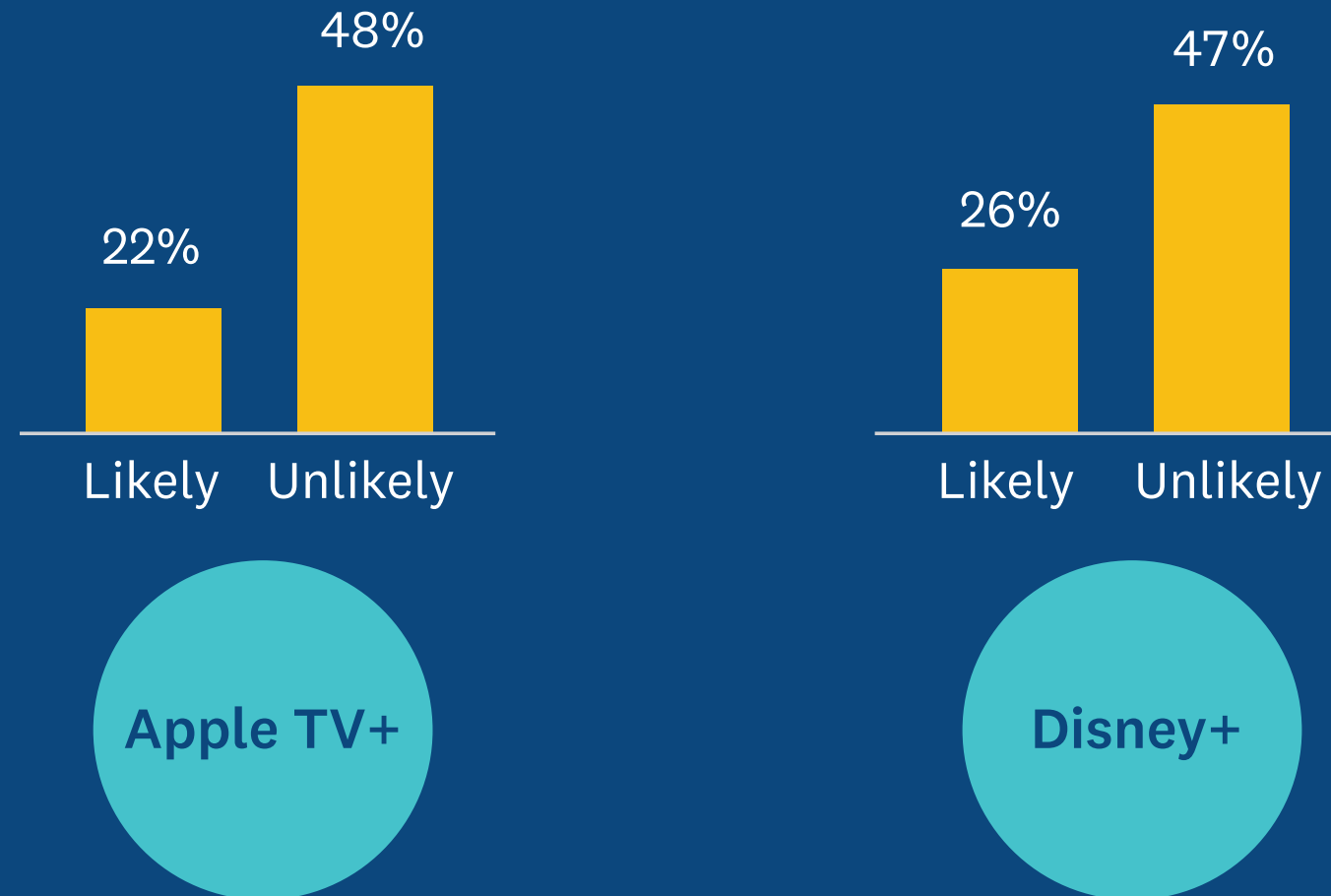
People who reported seeing or hearing anything in the news about a new video streaming service from...



More people are unlikely to subscribe to a new streaming service

There is nearly equal interest in subscribing to both services

When launched, how likely are you to subscribe to a new video streaming service from...



Likely users of Apple TV+ trend older and more female

Demographic profile of those who said they were likely or very likely to subscribe to Apple TV+

59% Female

31% 30–44 y/o

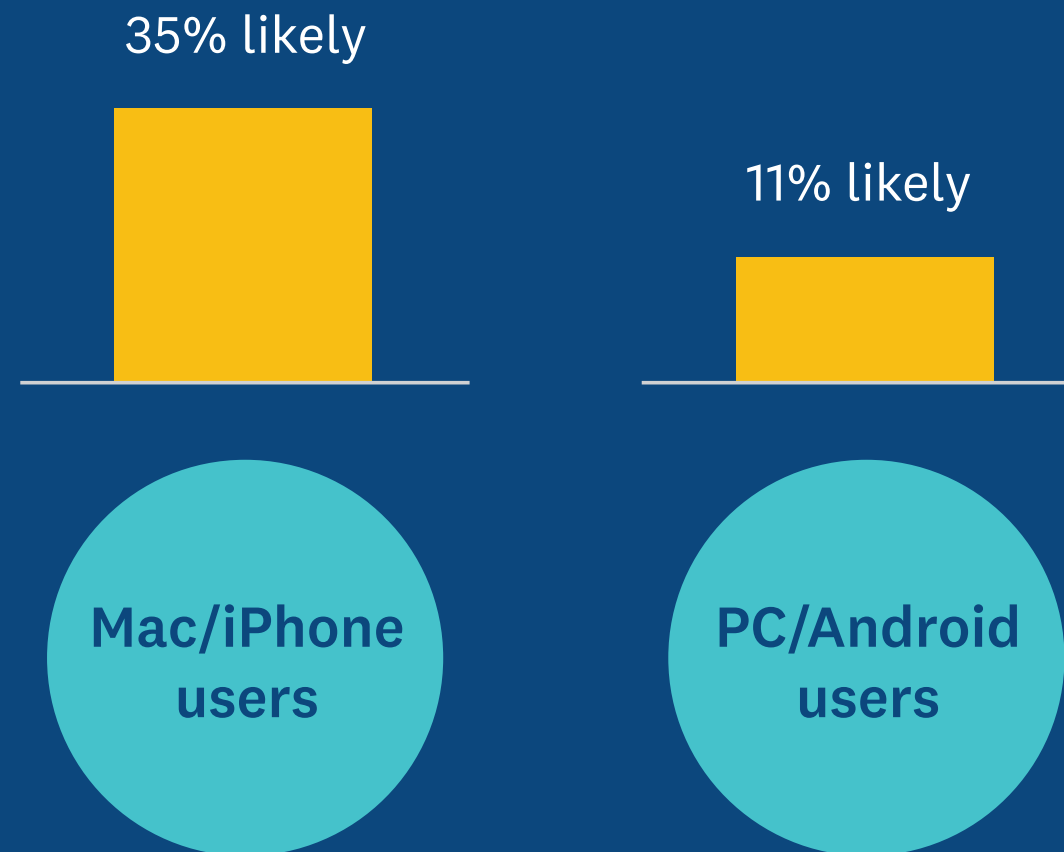
52% College or graduate degree

38% Household income over \$75,000/yr

Those who use Apple products are loyal to the brand

Mac and iPhone users are more likely than Android and PC users to say they're likely to subscribe to Apple TV+

When launched, how likely are you to subscribe to the new video streaming service from Apple?



Disney+ generates interest in more users under 30

Demographic profile of those who said they were likely or very likely to subscribe to Disney+

54% Female

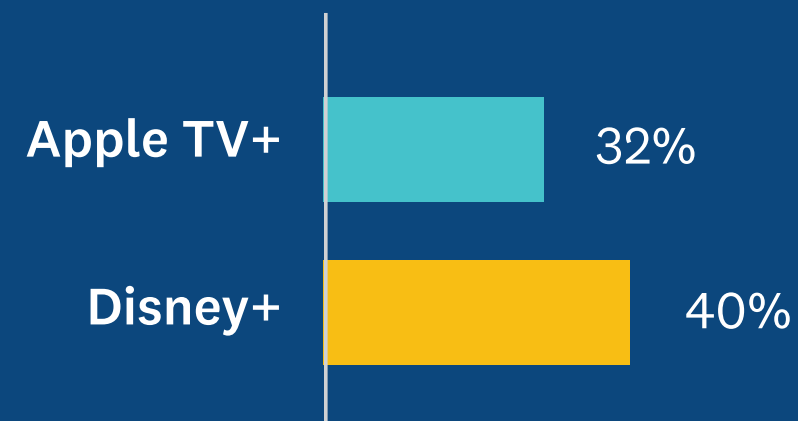
32% 18–29 y/o

54% College or graduate degree

39% Household income over \$75,000/yr

Parents are more interested in Disney+ than Apple TV+

Likelihood to subscribe to Apple TV+ and Disney+, among parents



of parents say they are likely to subscribe to both Disney+ and Apple TV+



To book a consultation with our research experts,
email audience-sales@surveymonkey.com