

1. Netflix subscription

Do you currently subscribe to Netflix' online streaming video service?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	31%	34%	27%	51%	38%	22%	12%	34%	31%	26%
No	69%	66%	73%	49%	62%	78%	88%	66%	69%	74%
Totals (Unweighted N)	100% (995)	100% (474)	100% (521)	100% (165)	100% (270)	100% (378)	100% (182)	100% (341)	100% (444)	100% (210)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	31%	29%	32%	40%	28%	31%	38%	37%	26%	28%	31%	37%
No	69%	71%	68%	60%	72%	69%	62%	63%	74%	72%	69%	63%
Totals (Unweighted N)	100% (995)	100% (785)	100% (127)	100% (83)	100% (364)	100% (281)	100% (67)	100% (105)	100% (151)	100% (208)	100% (361)	100% (275)

2. Cancel - increase \$1

If the price of Netflix' streaming video service went up by \$1 a month, would you cancel your subscription?

Asked of Netflix streaming video service subscribers

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a Netflix streaming video service subscriber	69%	66%	73%	49%	62%	78%	89%	67%	70%	74%
Yes	6%	6%	6%	9%	9%	3%	2%	7%	5%	5%
No	17%	18%	17%	28%	23%	12%	7%	17%	18%	16%
Not sure	8%	11%	5%	15%	6%	7%	2%	10%	7%	5%
Totals (Unweighted N)	100% (993)	100% (472)	100% (521)	100% (165)	100% (270)	100% (378)	100% (180)	100% (340)	100% (443)	100% (210)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not a Netflix streaming video service subscriber	69%	71%	69%	60%	72%	69%	62%	63%	74%	72%	69%	63%
Yes	6%	5%	6%	7%	5%	5%	4%	10%	3%	3%	7%	8%
No	17%	16%	17%	25%	16%	18%	21%	21%	17%	15%	18%	19%
Not sure	8%	7%	8%	8%	7%	8%	13%	5%	6%	10%	6%	9%
Totals (Unweighted N)	100% (993)	100% (784)	100% (126)	100% (83)	100% (362)	100% (281)	100% (67)	100% (105)	100% (150)	100% (208)	100% (360)	100% (275)

3. Cancel - increase \$2

If the price of Netflix' streaming video service went up by \$2 a month, would you cancel your subscription?

Asked of Netflix streaming video service subscribers

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a Netflix streaming video service subscriber	70%	66%	73%	49%	63%	78%	88%	67%	70%	74%
Yes	14%	17%	12%	26%	14%	11%	7%	17%	13%	12%
No	8%	8%	9%	14%	10%	7%	4%	9%	9%	6%
Not sure	8%	9%	6%	11%	13%	5%	2%	8%	8%	8%
Totals (Unweighted N)	100% (993)	100% (473)	100% (520)	100% (164)	100% (269)	100% (378)	100% (182)	100% (340)	100% (443)	100% (210)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not a Netflix streaming video service subscriber	70%	71%	68%	61%	72%	69%	62%	63%	75%	72%	69%	64%
Yes	14%	13%	20%	17%	14%	13%	16%	19%	13%	10%	15%	17%
No	8%	9%	9%	5%	6%	11%	8%	12%	8%	9%	7%	10%
Not sure	8%	7%	3%	17%	8%	7%	14%	6%	5%	8%	9%	8%
Totals (Unweighted N)	100% (993)	100% (784)	100% (127)	100% (82)	100% (363)	100% (281)	100% (67)	100% (105)	100% (150)	100% (208)	100% (361)	100% (274)

4. Price stability - 1 year

If the price of Netflix' streaming video service 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 streaming video service subscribers

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a Netflix streaming video service subscriber	69%	66%	73%	49%	62%	78%	88%	66%	69%	74%
Cancel now	1%	2%	1%	3%	2%	0%	1%	2%	1%	2%
Cancel after a year	8%	8%	9%	15%	12%	4%	3%	10%	8%	6%
Not cancel	15%	18%	13%	26%	19%	11%	4%	16%	15%	14%
Not sure	6%	7%	6%	8%	5%	7%	4%	6%	6%	5%
Totals (Unweighted N)	100% (995)	100% (474)	100% (521)	100% (165)	100% (270)	100% (378)	100% (182)	100% (341)	100% (444)	100% (210)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not a Netflix streaming video service subscriber	69%	71%	68%	60%	72%	69%	62%	63%	74%	72%	69%	63%
Cancel now	1%	1%	2%	3%	2%	1%	—	—	0%	—	2%	2%
Cancel after a year	8%	7%	10%	14%	8%	7%	6%	12%	8%	5%	9%	11%
Not cancel	15%	15%	10%	17%	12%	18%	21%	16%	13%	15%	14%	18%
Not sure	6%	6%	10%	7%	6%	5%	11%	8%	5%	8%	6%	7%
Totals (Unweighted N)	100% (995)	100% (785)	100% (127)	100% (83)	100% (364)	100% (281)	100% (67)	100% (105)	100% (151)	100% (208)	100% (361)	100% (275)

5. Price stability - 2 year

If the price of Netflix' streaming video service 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 streaming video service subscribers

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Not a Netflix streaming video service subscriber	70%	66%	73%	49%	63%	78%	88%	67%	69%	74%
Cancel now	2%	2%	2%	6%	1%	0%	1%	2%	1%	2%
Cancel after two years	6%	6%	6%	9%	10%	3%	2%	9%	5%	4%
Not cancel	17%	19%	14%	26%	20%	15%	5%	15%	17%	17%
Not sure	6%	8%	4%	11%	5%	5%	4%	6%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(474)	(518)	(164)	(268)	(378)	(182)	(339)	(443)	(210)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Not a Netflix streaming video service subscriber	70%	71%	69%	61%	72%	69%	62%	63%	75%	72%	69%	63%
Cancel now	2%	1%	2%	5%	3%	1%	1%	1%	1%	—	2%	3%
Cancel after two years	6%	5%	10%	10%	4%	6%	4%	12%	3%	3%	8%	8%
Not cancel	17%	17%	14%	16%	13%	22%	21%	19%	13%	17%	15%	21%
Not sure	6%	6%	5%	9%	8%	2%	11%	5%	7%	7%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(785)	(125)	(82)	(361)	(281)	(67)	(105)	(148)	(208)	(361)	(275)