

Default Report

Q1 - We are conducting a survey about Netflix. We are looking only for participants that are familiar with Netflix. This survey should only take around 10 minutes to complete.

Participation in this survey is voluntary, you may withdraw at any point during this survey.

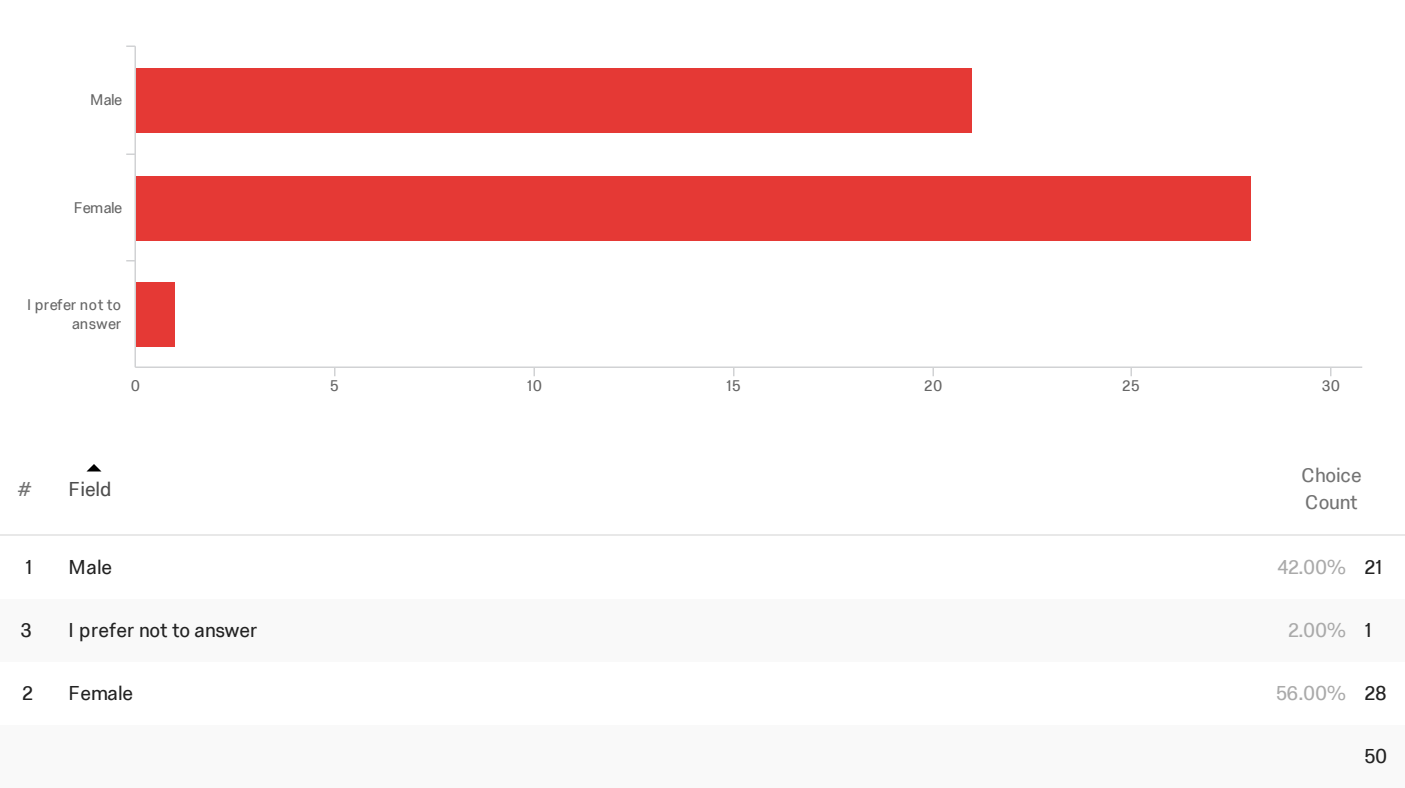
Any information you share with us will be confidential and will only be used for research purposes. If you wish to give your consent to participate in this survey, click I give consent and then the arrow to advance to the next page.



#	Field	Choice Count
1	I give consent	0.00% 0
2	I do not give consent	0.00% 0

0

Q23 - What is your gender?



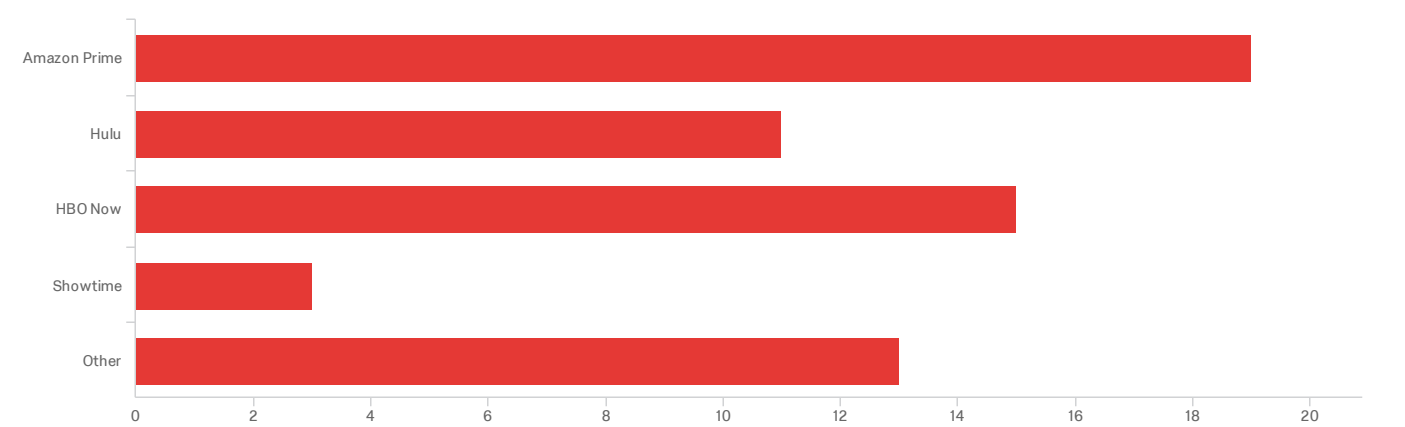
Showing rows 1 - 4 of 4

Q24 - What is your age? (Please enter your age in numbers Ex: 22)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age? (Please enter your age in numbers Ex: 22)	19.00	61.00	24.48	8.09	65.49	50

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age? (Please enter your age in numbers Ex: 22)	19.00	61.00	24.48	8.09	65.49	50

Q6 - Please select any other streaming services you use. (Please choose all that apply)



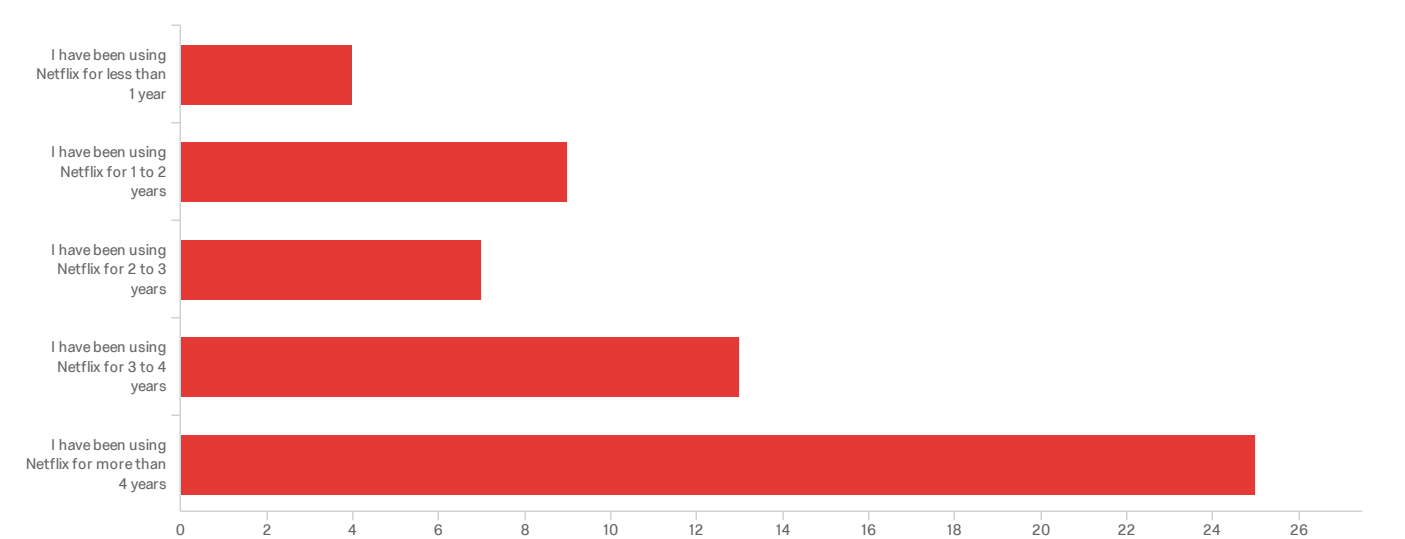
#	Field	Choice Count
1	Amazon Prime	31.15% 19
3	Hulu	18.03% 11
4	HBO Now	24.59% 15
5	Showtime	4.92% 3
6	Other	21.31% 13
		61

Showing rows 1 - 6 of 6

Other

WIDGET_ERROR.ERROR

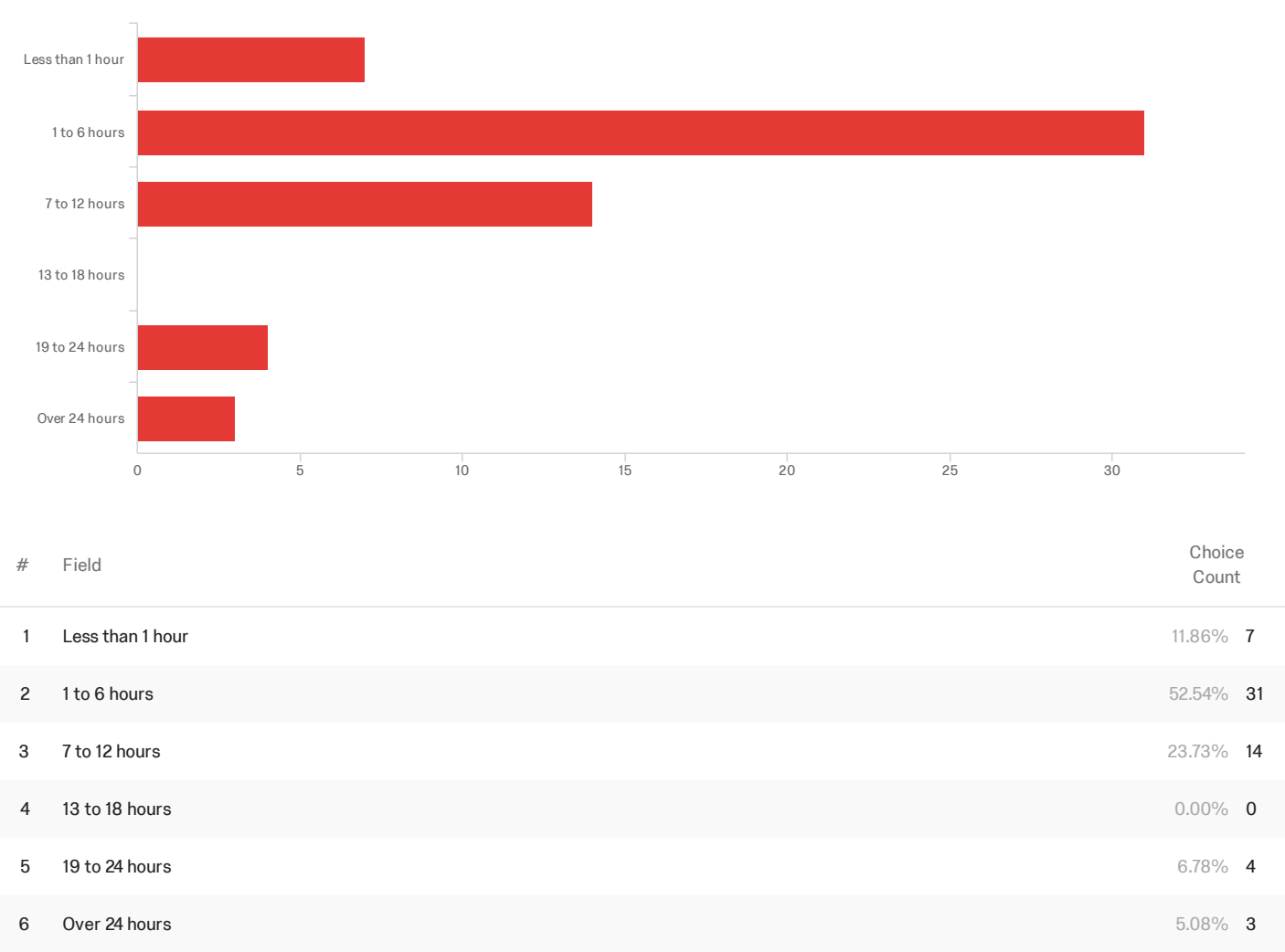
Q3 - How long have you been using Netflix?



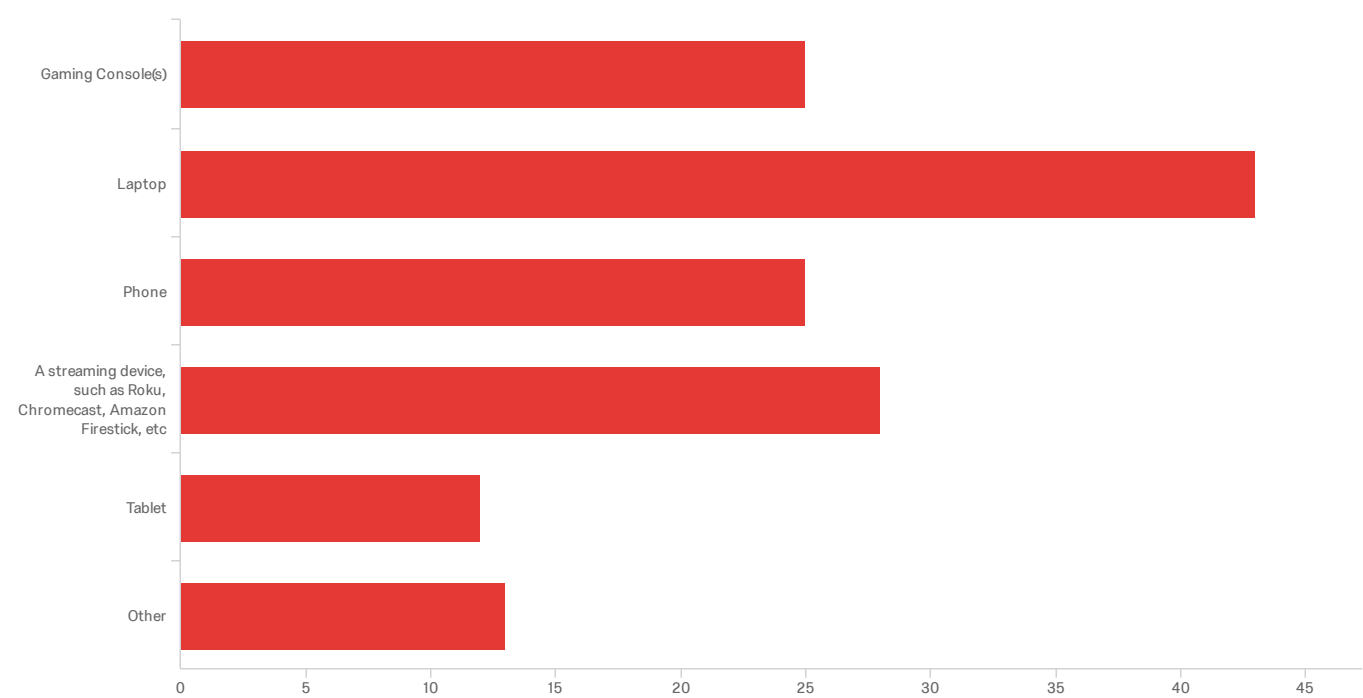
#	Field	Choice Count
1	I have been using Netflix for less than 1 year	6.90% 4
2	I have been using Netflix for 1 to 2 years	15.52% 9
3	I have been using Netflix for 2 to 3 years	12.07% 7
4	I have been using Netflix for 3 to 4 years	22.41% 13
5	I have been using Netflix for more than 4 years	43.10% 25
		58

Showing rows 1 - 6 of 6

Q5 - How many hours per week do you spend watching something on Netflix?



Q4 - What platform(s) do you watch Netflix on? (Please choose all that apply)



#	Field	Choice Count
1	Gaming Console(s)	17.12% 25
2	Laptop	29.45% 43
3	Phone	17.12% 25
4	A streaming device, such as Roku, Chromecast, Amazon Firestick, etc	19.18% 28
6	Tablet	8.22% 12
5	Other	8.90% 13

146

Showing rows 1 - 7 of 7

Other

Other

PC

Television

Tv

Other

Smart TV

Smart tv

Smart TV

Smart tv

Smart TV

Tv

TV

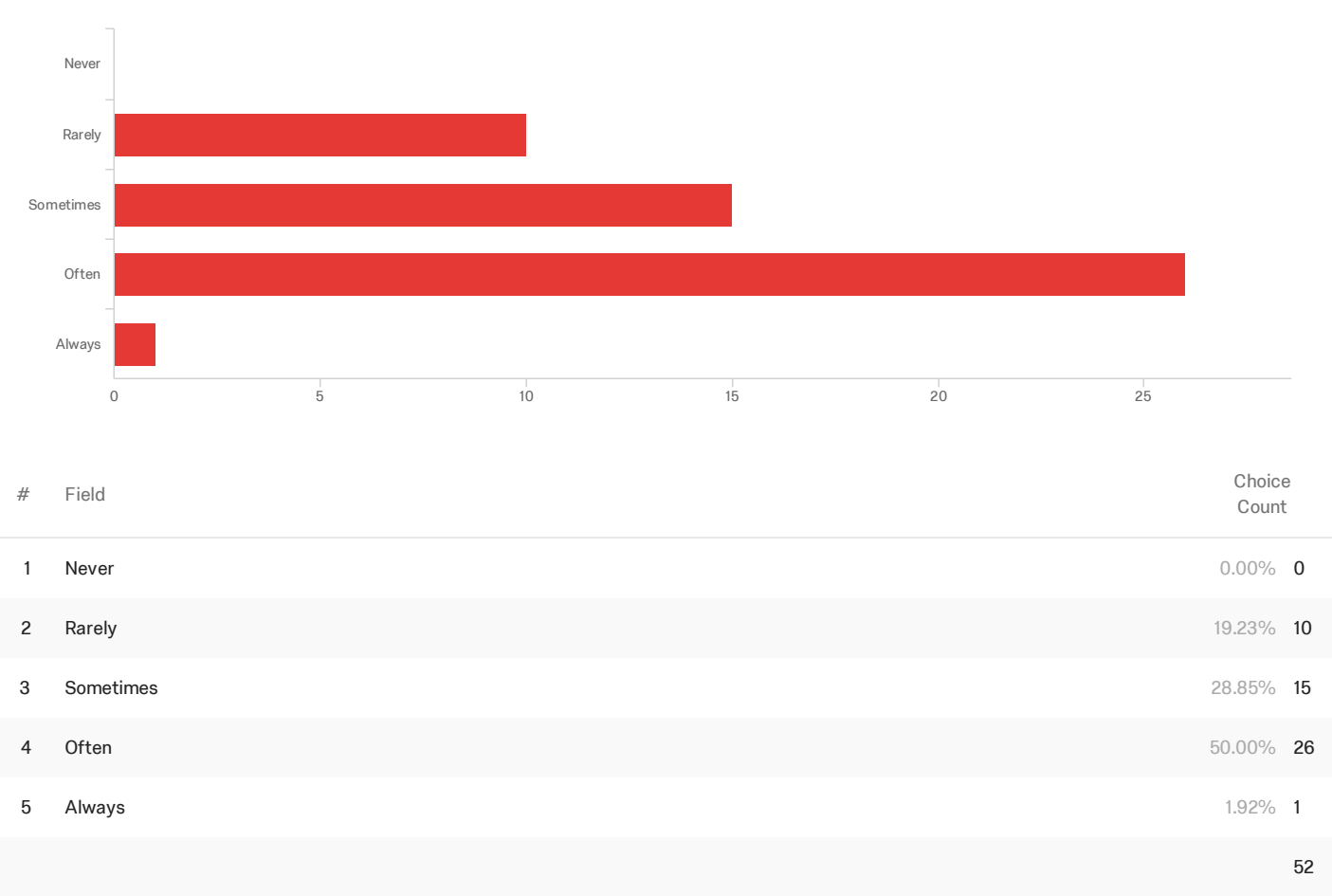
Smart TV

Chromecast

Q7 - How likely are you to watch something in the following Netflix categories? (1 star being the least likely and 5 stars being the most likely.)

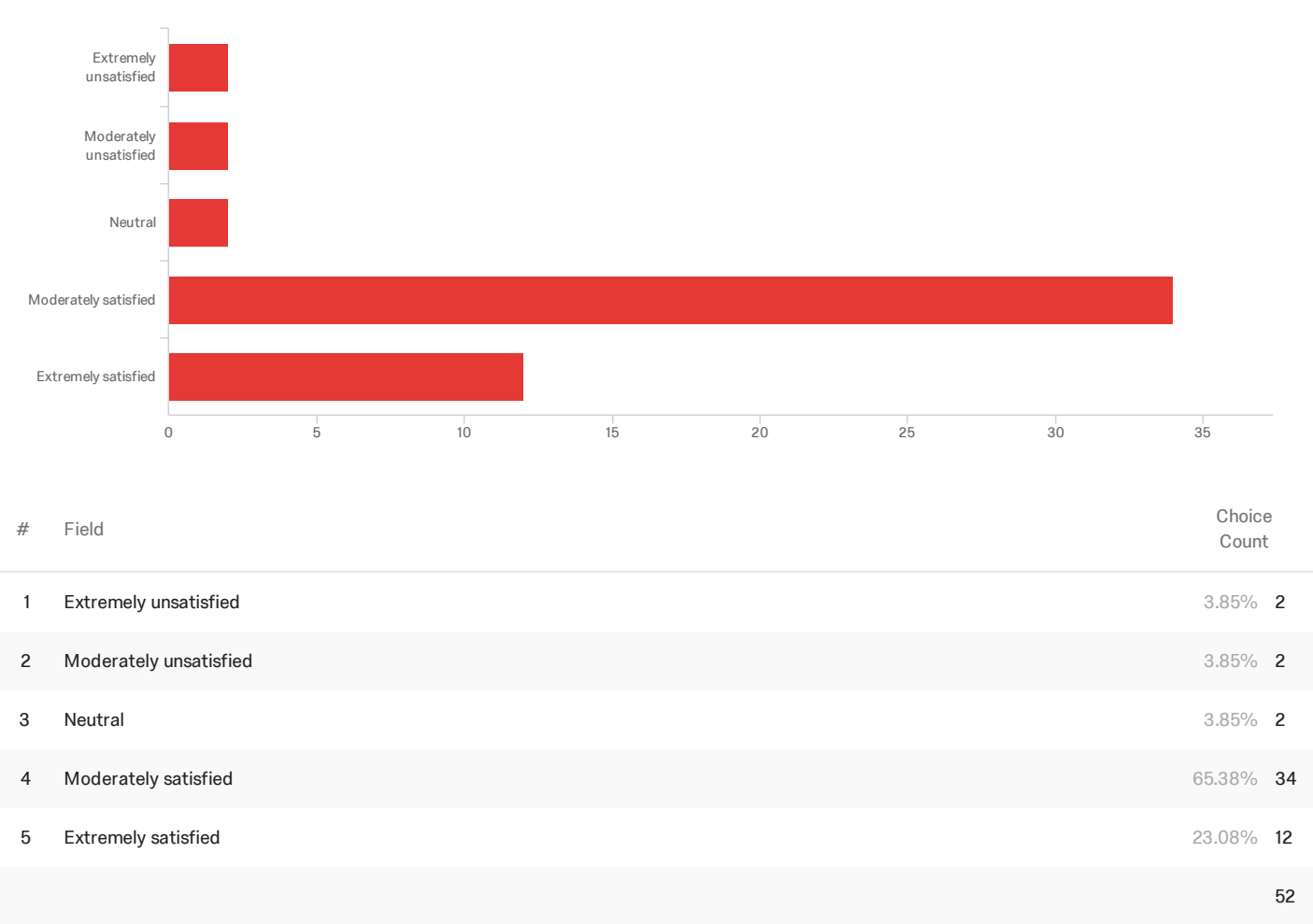
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Comedies	1.00	5.00	3.98	1.22	1.49	49
2	Trending	1.00	5.00	3.22	1.30	1.68	49
3	Documentaries	1.00	8.00	2.92	1.55	2.40	49
4	Action	0.00	5.00	3.16	1.28	1.65	49
5	Popular on Netflix	1.00	5.00	3.49	1.23	1.52	49
6	Sci-Fi & Fantasy	0.00	5.00	2.71	1.58	2.49	49
7	Classics	1.00	5.00	2.88	1.29	1.66	49
8	Recently Added	1.00	5.00	3.47	1.05	1.11	49
9	Independent	0.00	5.00	2.31	1.45	2.09	49
10	Thrillers	1.00	5.00	3.22	1.39	1.93	49
11	Dramas	1.00	5.00	3.24	1.29	1.65	49
12	Horror	0.00	7.00	2.61	1.64	2.69	49
13	TV Shows	1.00	7.00	4.43	1.12	1.27	49
14	My List	0.00	10.00	3.75	1.84	3.40	48

Q8 - How often do you know what you are going to watch before you open Netflix?



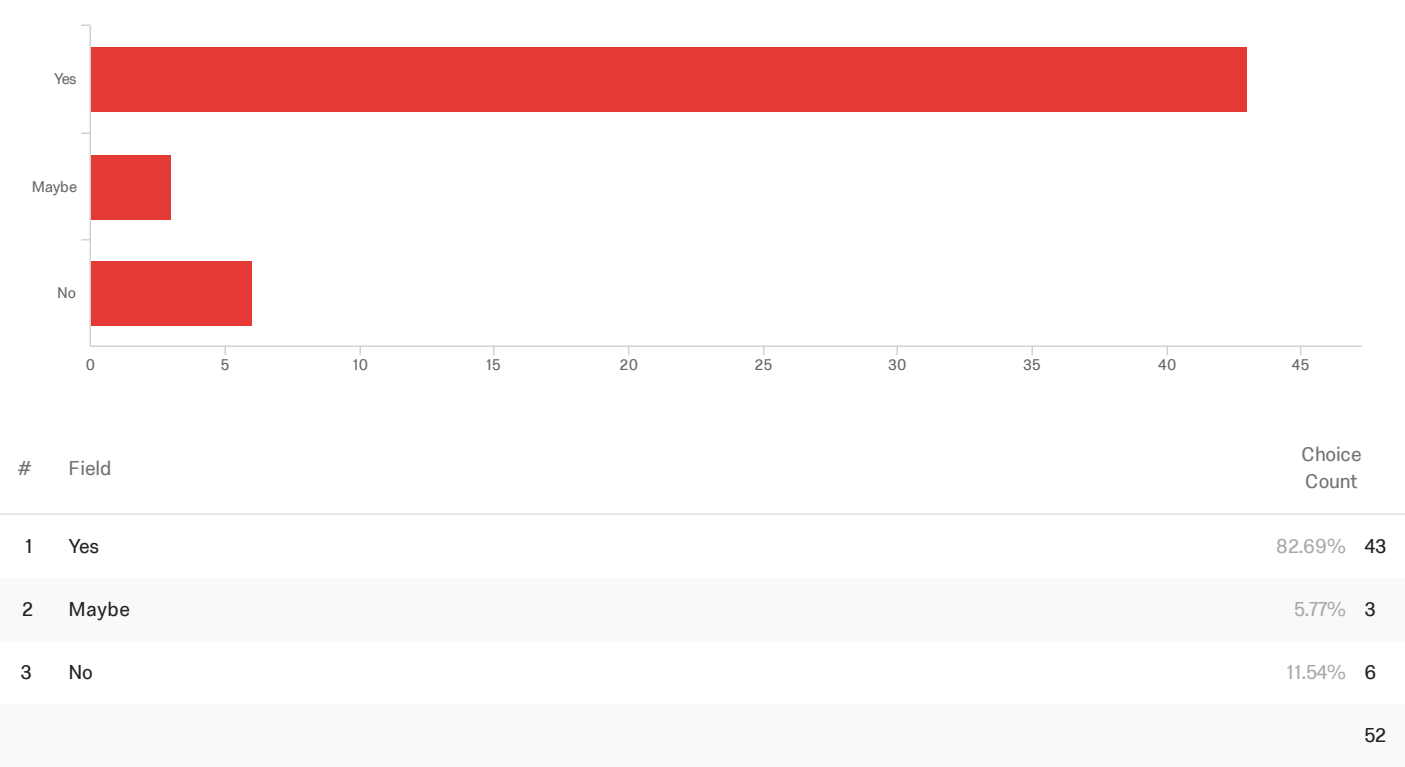
Showing rows 1 - 6 of 6

Q9 - Normally how satisfied are you with what you choose to watch on Netflix?



Showing rows 1 - 6 of 6

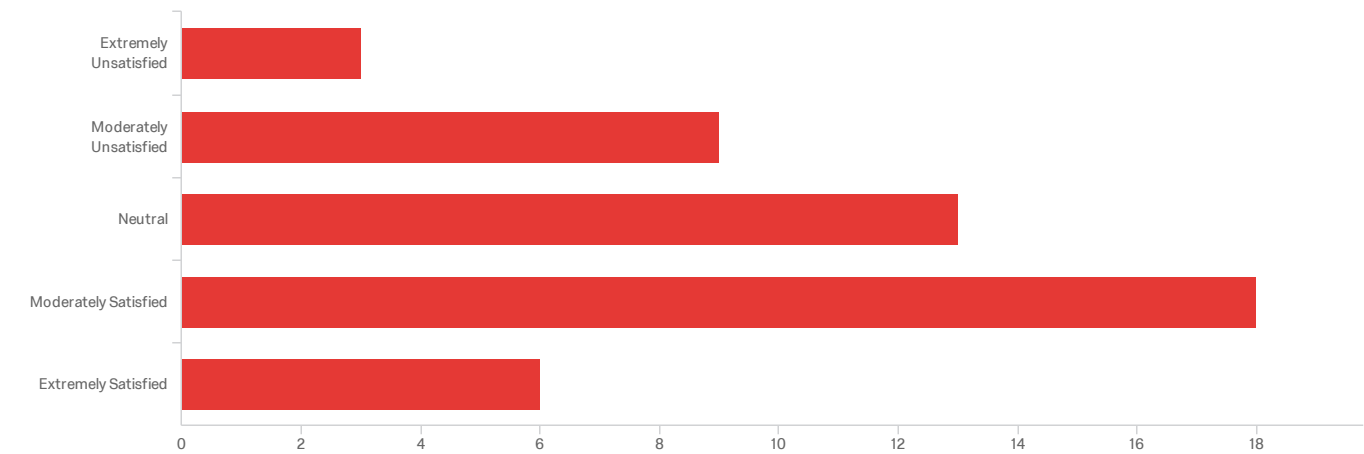
Q12 - Has there been a time when you could not find something to watch on Netflix?



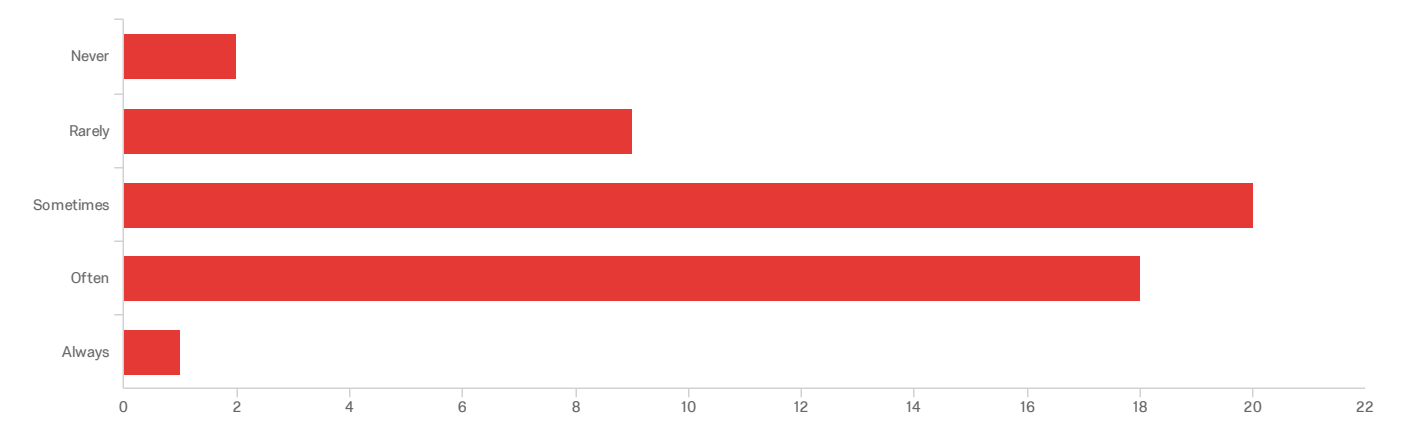
Showing rows 1 - 4 of 4

Q14 - How satisfied are you with the content displayed in the Netflix categories on your home page?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How satisfied are you with the content displayed in the Netflix categories on your home page?	1.00	7.00	4.68	2.10	4.42	50



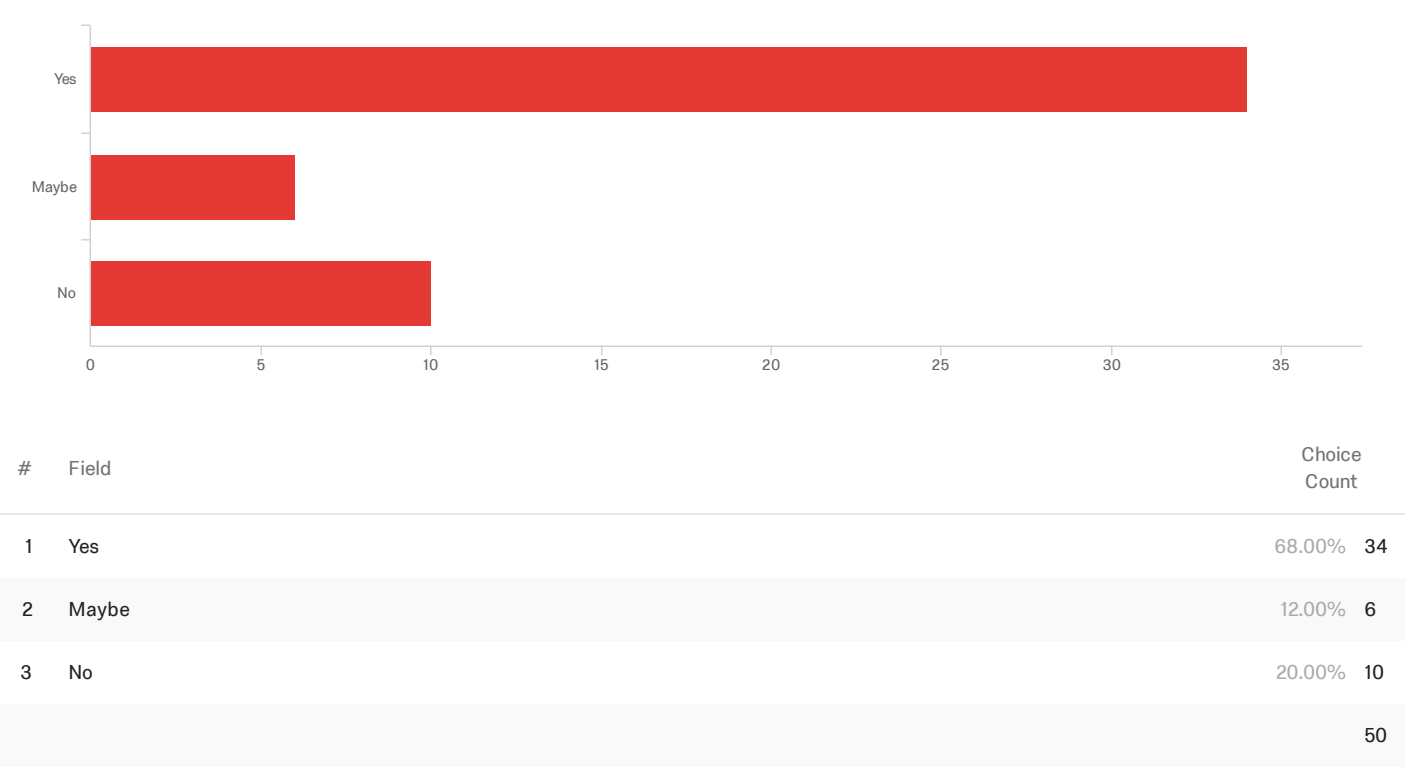
Q16 - How often do you start watching something on Netflix and then decide you want to watch something else on Netflix?



#	Field	Choice Count
1	Never	4.00% 2
2	Rarely	18.00% 9
3	Sometimes	40.00% 20
4	Often	36.00% 18
5	Always	2.00% 1
		50

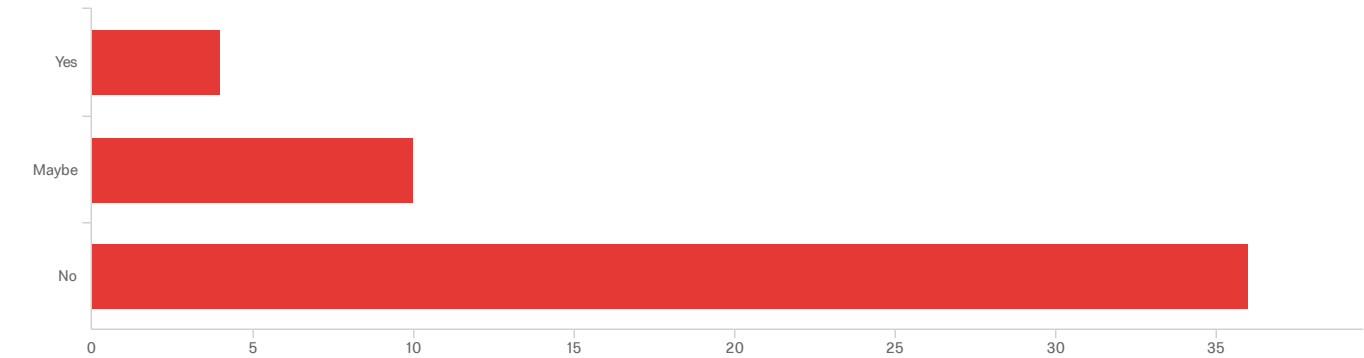
Showing rows 1 - 6 of 6

Q17 - Are there times when you use Netflix but do not actively watch what you put on?



Showing rows 1 - 4 of 4

Q19 - Do you believe there are too many options to choose from on the Netflix homepage?



#	Field	Choice Count
1	Yes	8.00% 4
2	Maybe	20.00% 10
3	No	72.00% 36
		50

Showing rows 1 - 4 of 4

Q18 - What color is the Netflix logo?

What color is the Netflix logo?

red and white

red

red

Red

Black with Red Text

Red, black, white

Red

Red black and white

Red

Green

red

Red and white

Red

Red

Red

Red and White

Red

Red

Black with read text

Red

Red

Red/black

What color is the Netflix logo?

Red?

Red

red

Red

Red

Red

red

Red

Red

Red

Red and Black

Red

Red

Red

Red or something

Black and res

Red

Red and white

Red

Red

Red

Red

Red

Red

What color is the Netflix logo?

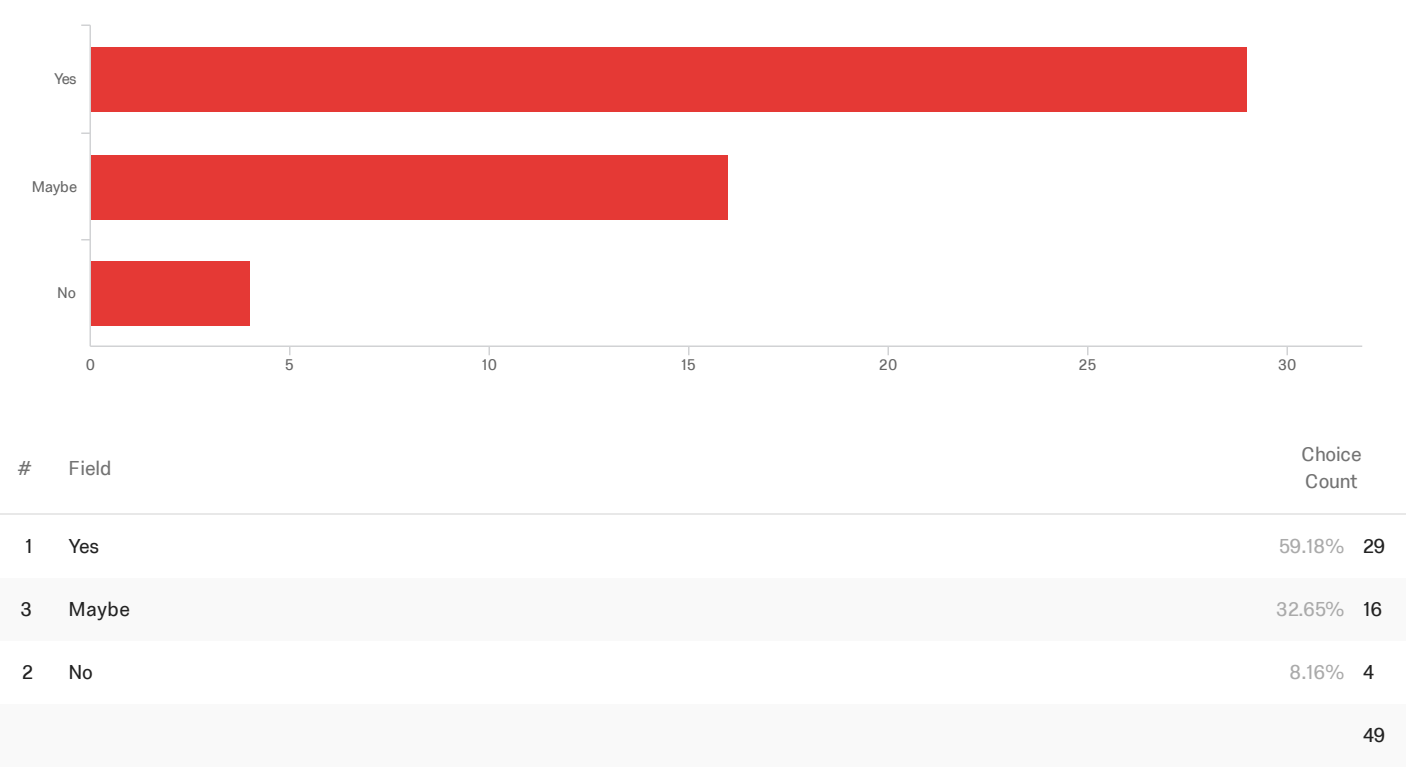
Red,white, black

Red

red

It's red!

Q20 - Do you think think that the Netflix homepage can be improved?



Showing rows 1 - 4 of 4

Q22 - Please explain in a few sentences how you think the Netflix homepage can be improved.

Please explain in a few sentences how you think the Netflix homepage can be...

need a full library list of titles instead of just categories or search

Allow options like text only, or sort by ratings, other criteria. Show IMDB or Rotten Tomatoes ratings--which Netflix has refused to do, maybe because they are embarrassed... And I have a pretty low opinion of the Netflix ratings system, as apparently either the people rating are morons, or Netflix has rigged the system to make their own trash look better than it is.

It should show sections more relevant to the user and more titles in line with their taste. I get too many options that are bad B-movies than something I would actually watch.

I wish it wouldn't promote Netflix's content nearly as much as it does now, even if that makes business sense for them, since they're investing into the content. I also wouldn't mind if the categories were a little more accurate, and if they displayed more of the baseline categories before branching into odd ones, like "Independent Foreign Horror-Comedies Featuring Dogs"

Idk

Maybe less to look at

They need to give a way to filter titles by rating and stuff

Better options

Make it easier to find the episode you are looking for.

Instead of scrolling threw horizontally, the shows/movies should be displayed as a list. This would make it easier to see what's in each category.

Better options

It need more options

There are too many categories on the home page. In order to get back to my list, or the search bar, I may have to scroll up 20 times in order to reach the other categories or tools I want to use. There are also many shows recommended to me that I would not watch, and I wish there was an option to remove shows from the categories on my homepage. That way when I look for something to watch, I'm not constantly scrolling over the same shows/movies I know that I am not going to watch.

They need to have more movies that are relevant to search topics and make movies more available that are currently not available. Hulu seems to have better factors when it comes to shows and that brings down Netflix. Netflix should have been able to corner the market but they haven't due to contract issues.

Porn

Well, I feel although it gives headings for each section you are in, it could be a little less cluttered making it more user friendly.

Sort automatically by categories. NOT by "since you watched this, you may like this"

Please explain in a few sentences how you think the Netflix homepage can be...

Being able to add friends on Netflix and seeing what they watched/ liked/ didn't like.

Easier

I think that the homepage should be simplified. I'm often logging on knowing what I want to watch and am overwhelmed by a plethora of options; sometimes forgetting what I wanted to watch and turning it off completely. A simplified homepage with previously watched and things similar might make the original selection easier.

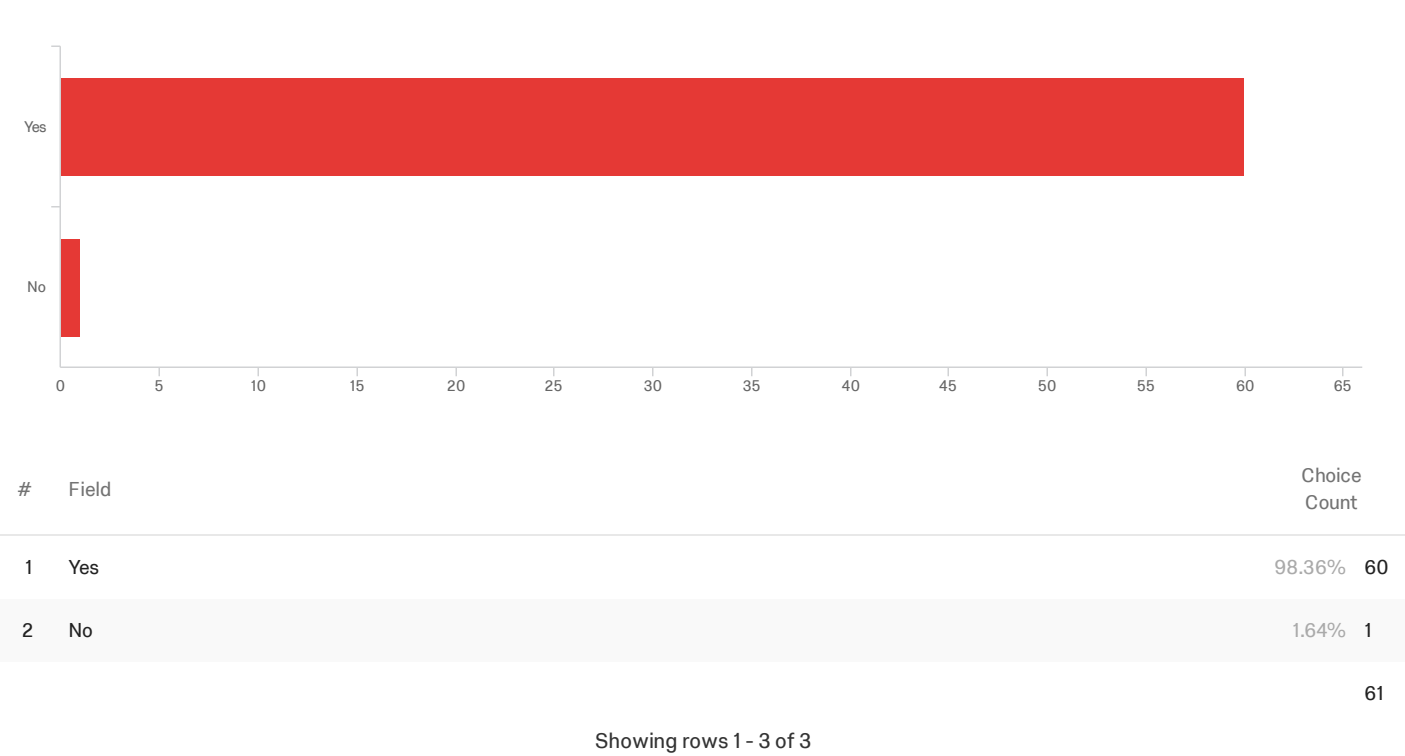
It's fantastic the way it is.

Maybe more user friendly. Maybe suggest random shows not always based on previous habits.

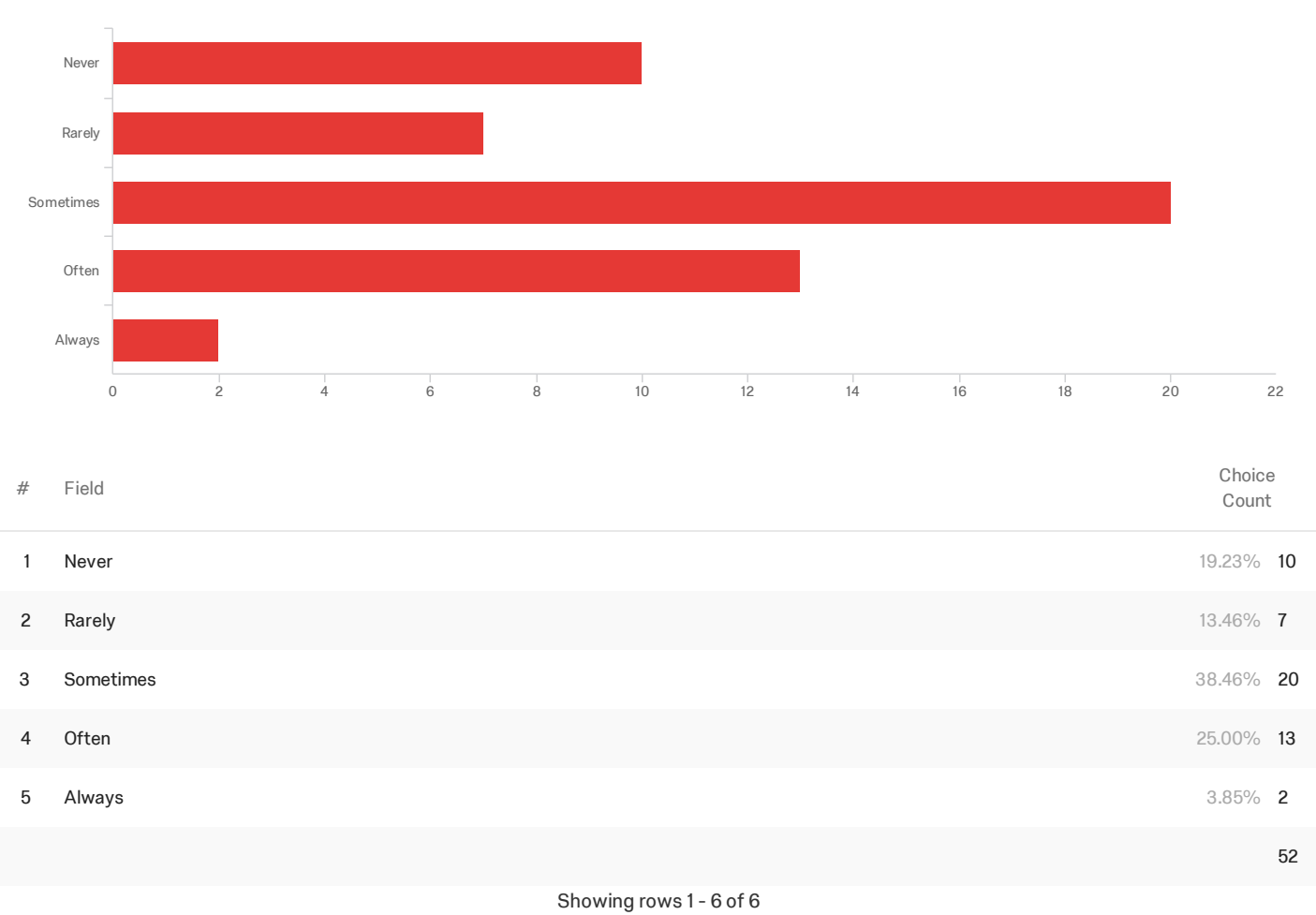
It was a little hard to figure out when I first started using it so a demo or instruction page would help form new users

Reduce clutter. Allow the user to expand lists from a hierarchical menu rather than just displaying all of the movie titles on the home page.

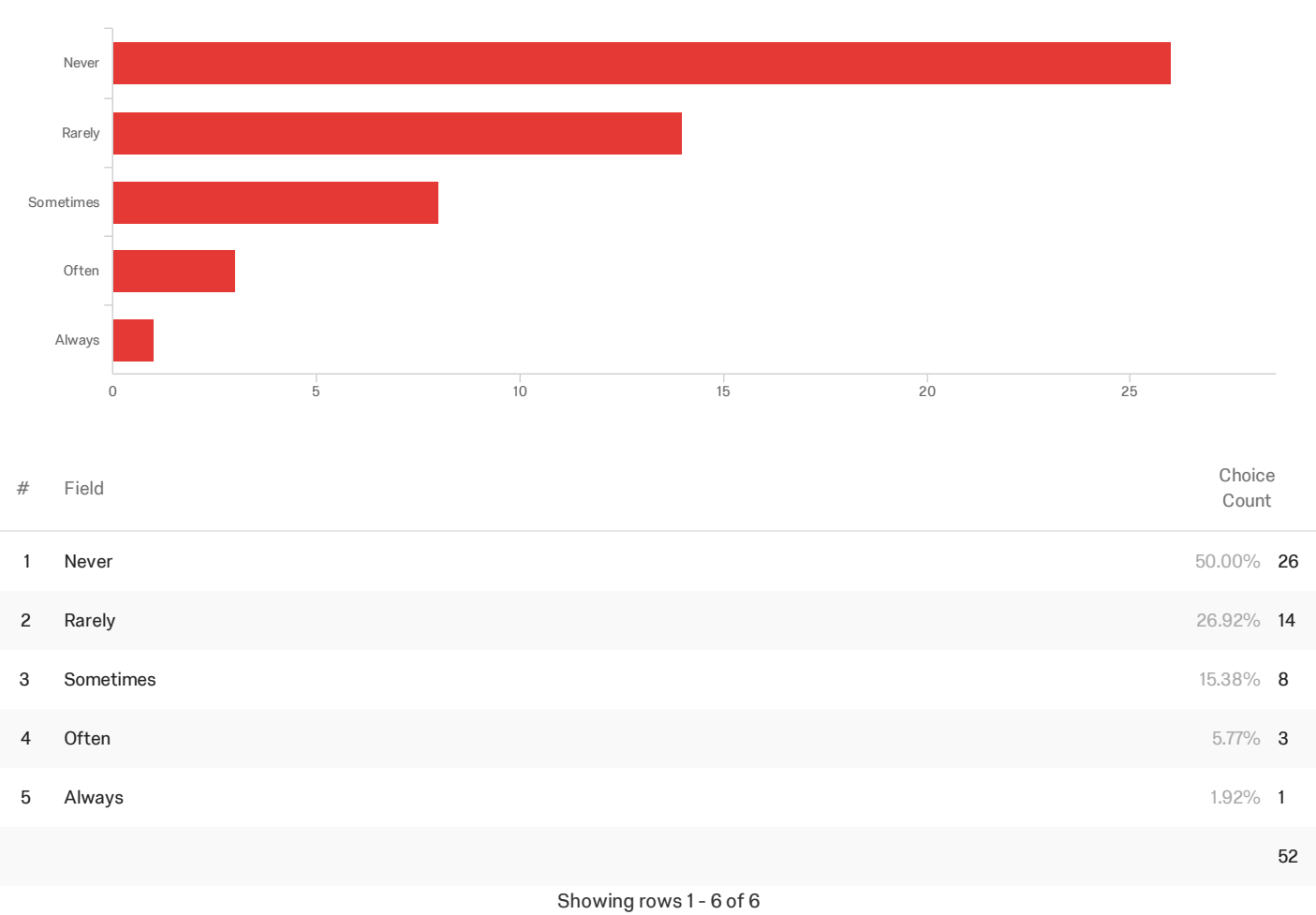
Q2 - Have you used Netflix before?



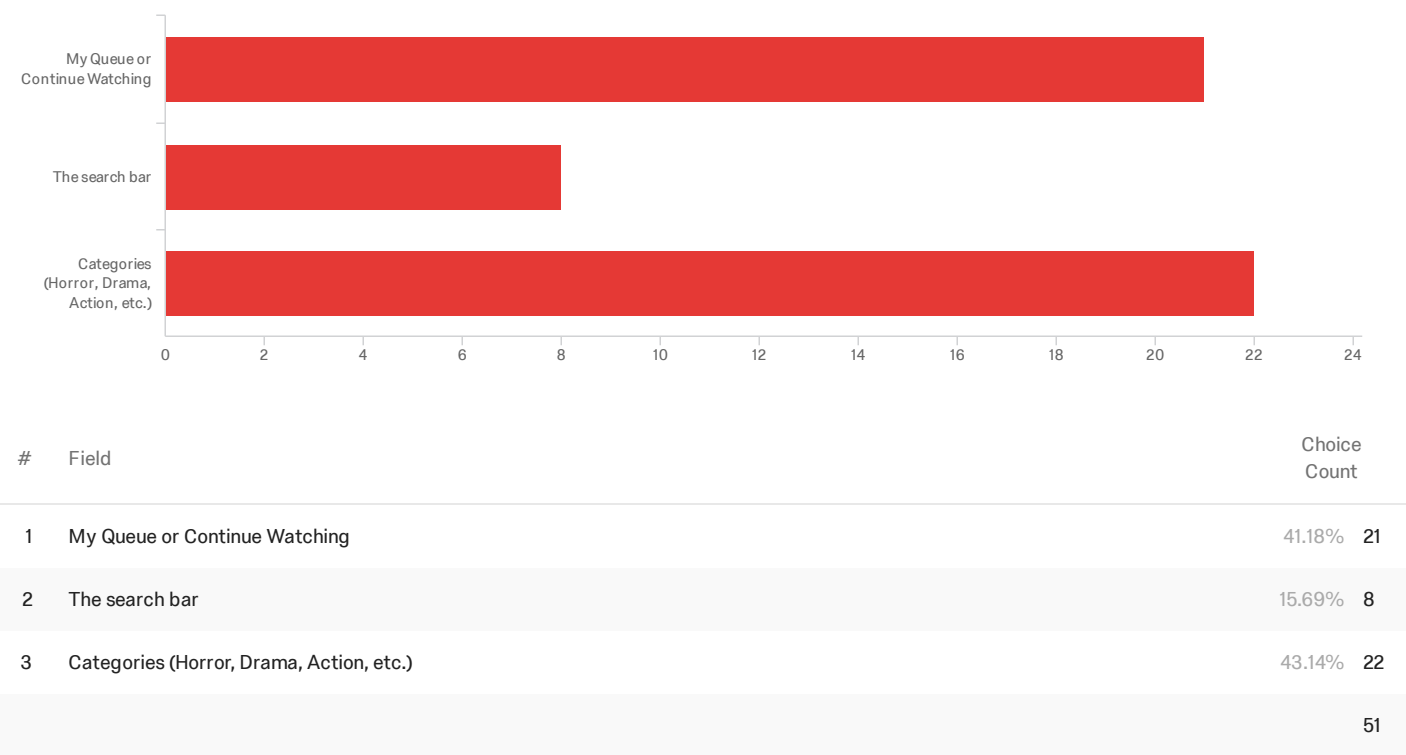
Q10 - How often do you use the Netflix star ratings to help you decide what to watch?



Q11 - How often do you rate what you watch on Netflix?



Q31 - What tool do you most often use to select what to watch?

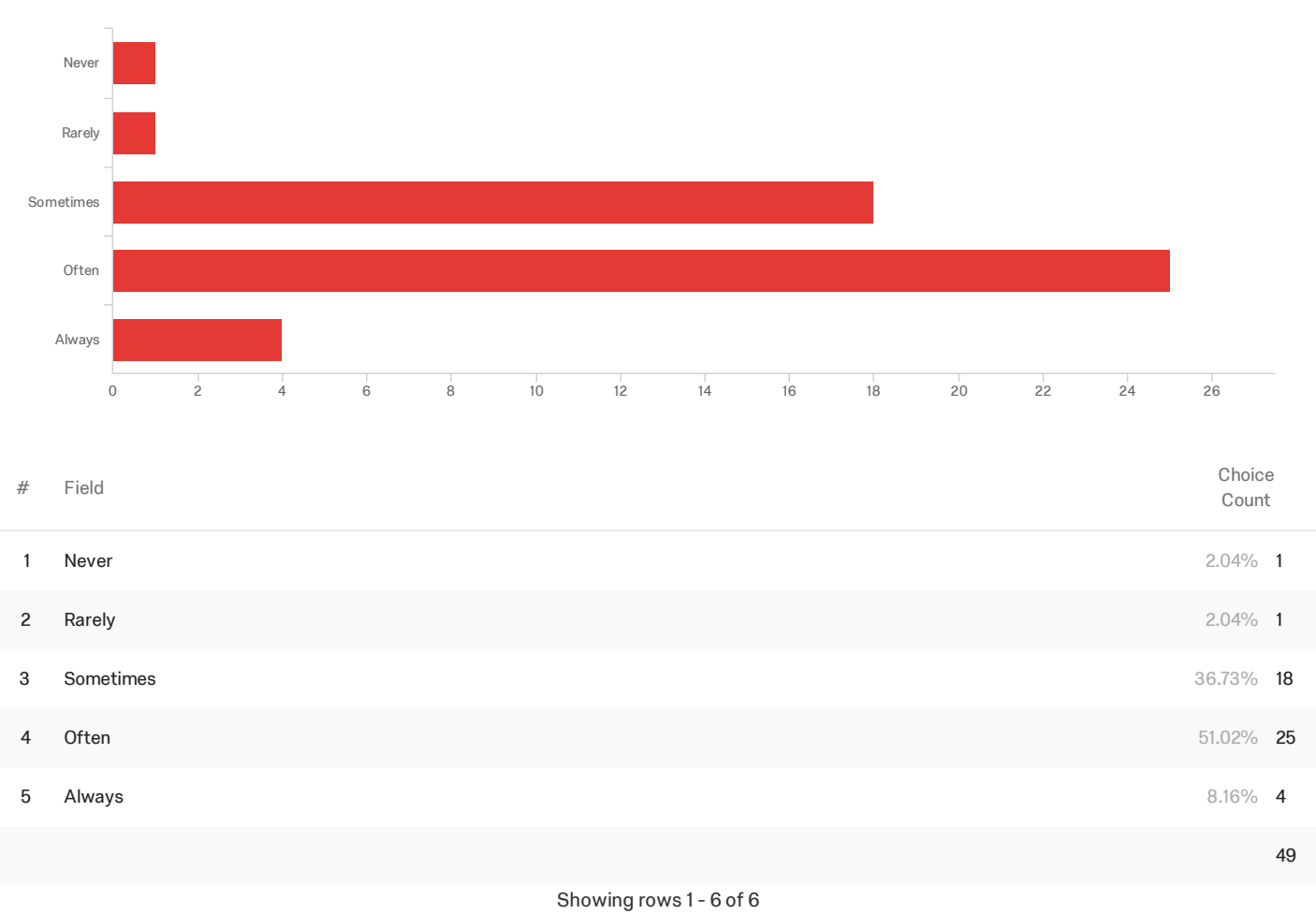


Showing rows 1 - 4 of 4

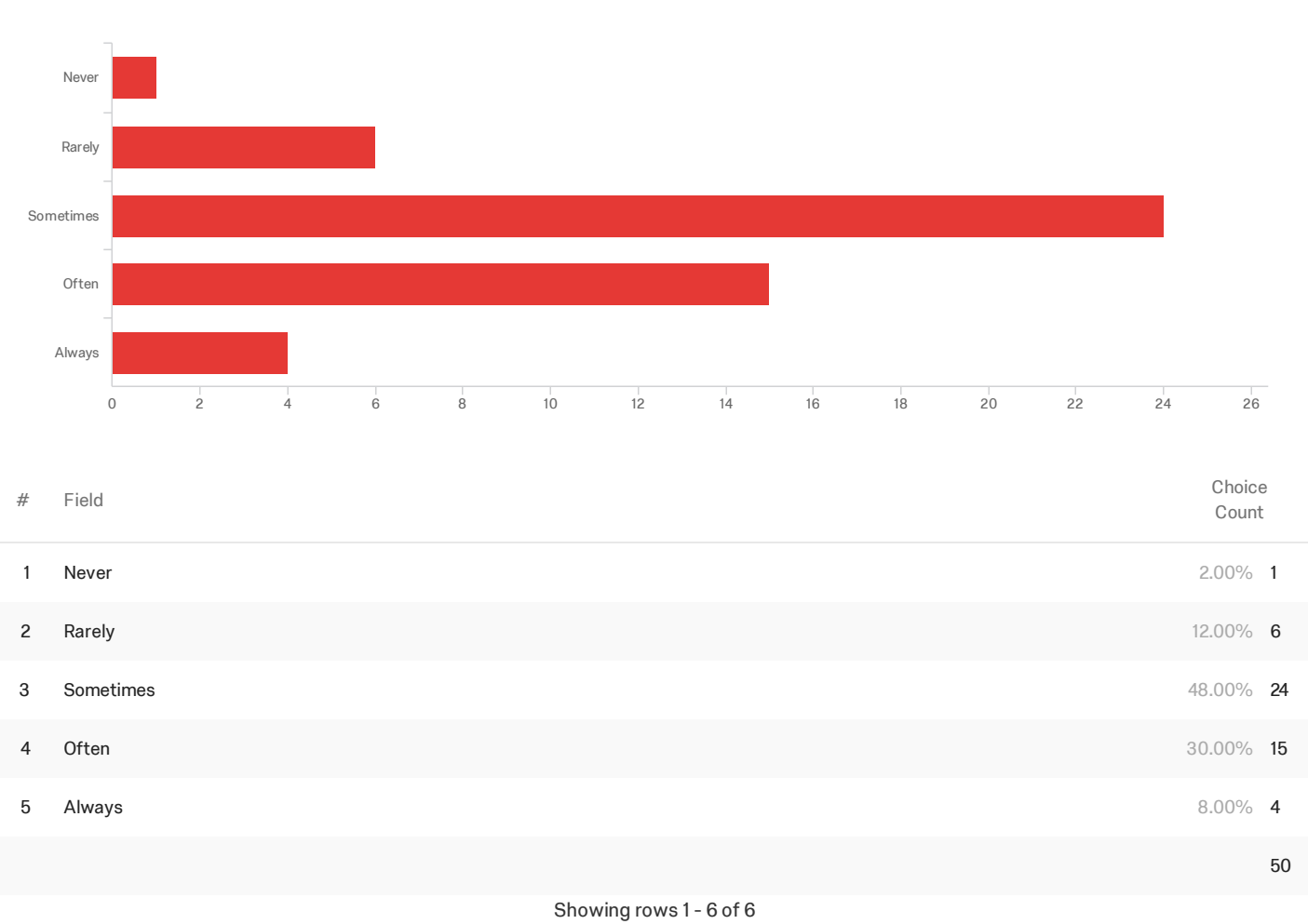
Q13 - How likely would you be to watch something on Netflix that is given the following rating? (0 being the least likely and 10 being the most likely.)

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	One Star	0.00	5.00	1.52	1.38	1.90	46
2	Two Stars	0.00	6.00	2.56	1.48	2.20	48
3	Three Stars	0.00	10.00	4.65	1.77	3.12	49
4	Four Stars	1.00	10.00	7.22	2.11	4.46	49
5	Five Stars	0.00	10.00	8.67	1.97	3.89	49

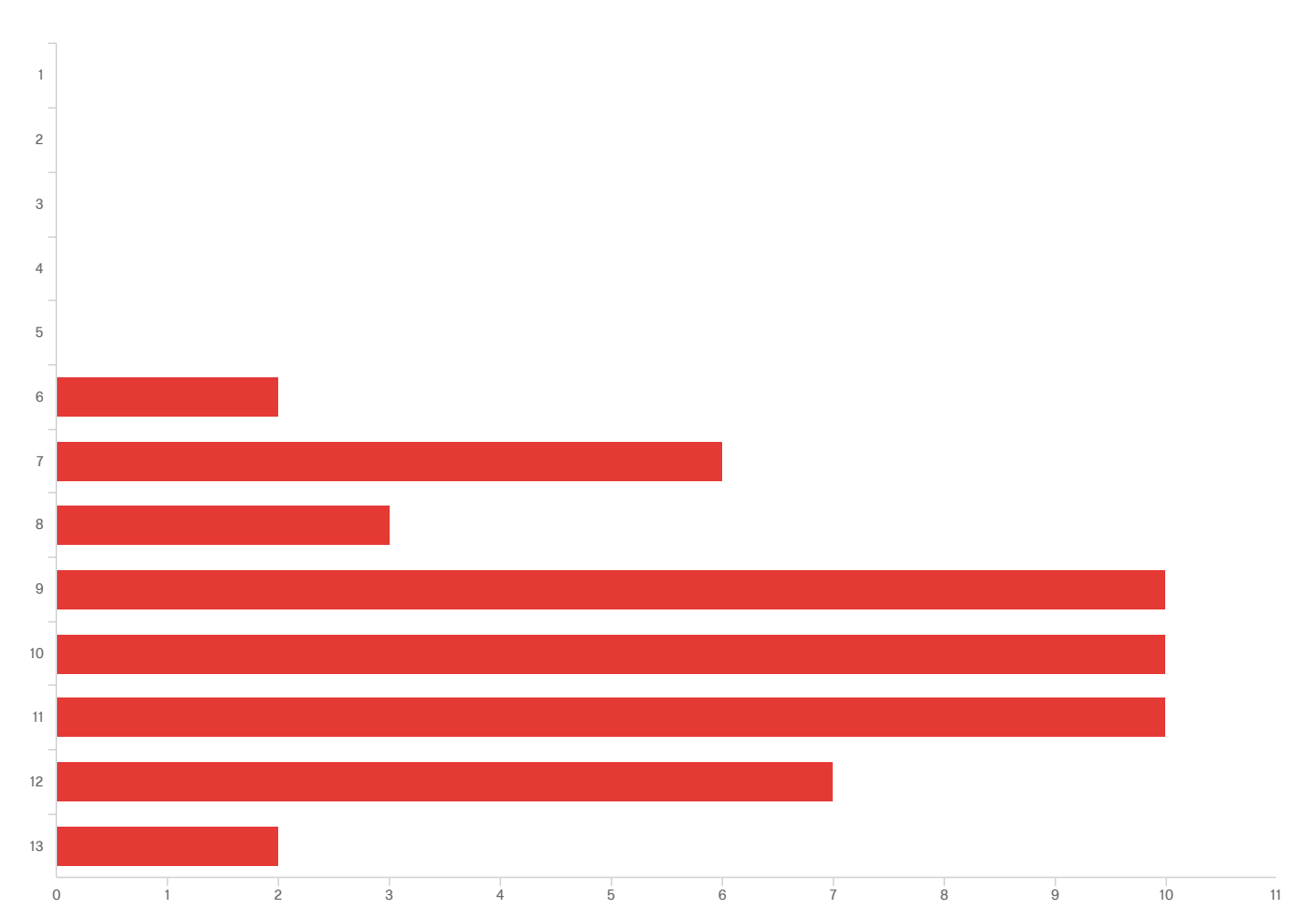
Q30 - Do you find the options within each category to be relevant to the category?



Q15 - How often do you use the search feature to find something to watch on Netflix?



Q21 - Overall what letter grade would you give the Netflix homepage?

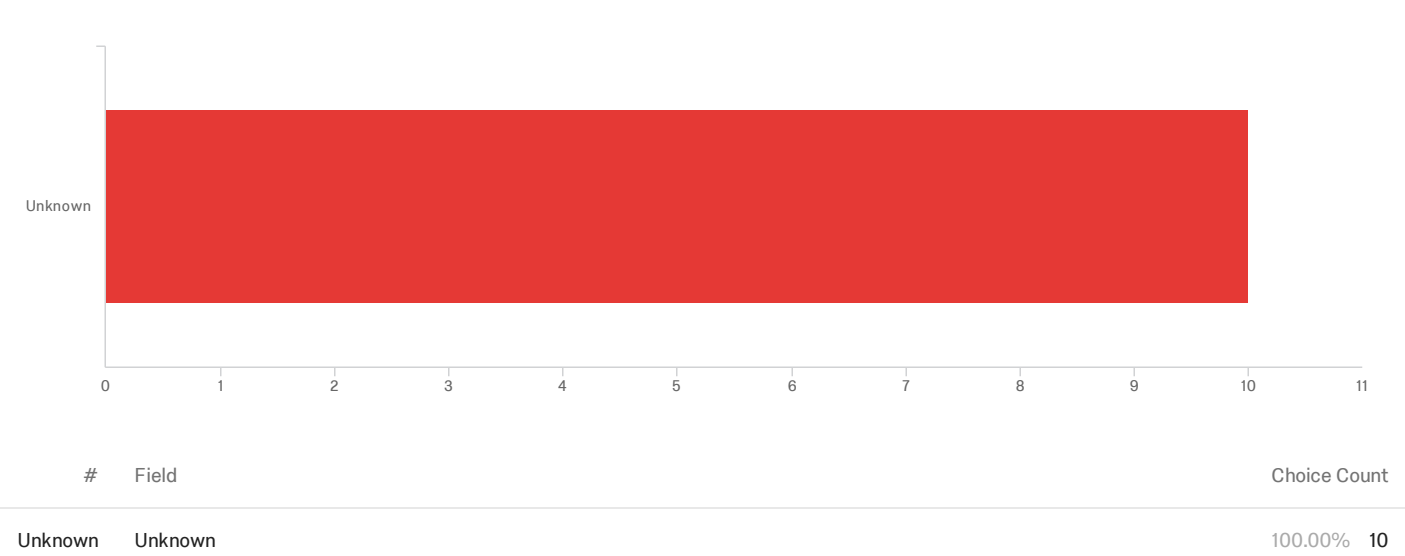


#	Field	Choice Count
1	1	0.00% 0
2	2	0.00% 0
3	3	0.00% 0
4	4	0.00% 0
5	5	0.00% 0
6	6	4.00% 2
7	7	12.00% 6
8	8	6.00% 3
9	9	20.00% 10
10	10	20.00% 10
11	11	20.00% 10

#	Field	Choice Count
12	12	14.00% 7
13	13	4.00% 2
		50

Showing rows 1 - 14 of 14

Q4_5_TEXT - Topics



Showing rows 1 - 1 of 1

End of Report