

Streaming Subscription Fatigue Survey

Methods and Results

We used the survey platform, Survey Sparrow, to construct a series of questions and collect data with the intent to understand user attitudes toward their video streaming service subscriptions.

A total of 8 to 10 questions were asked of 1005 total users to anonymously collect age and gender information about each user as well as learn which services they held, which they canceled in the last year, and why.

Questions and answers were analyzed using SurveySparrow's built-in reporting tools as well as a few standard Excel functions that allowed us to view data for specific certain cohorts such as age, gender, and household spending ranges, among others.

After parsing the raw data, we discovered several significant findings supporting our hypothesis that subscription fatigue is, in fact, real in addition to some other interesting facts about the market.

Methodology for the Streaming Subscription Fatigue

After reading droves of articles reporting on subscriber loss from various providers, we wanted to know more. We first identified services with at least 1 million subscribers that are active in North America, meaning they haven't been abandoned and don't require a VPN to change region.

During this time, we also dialed into the most important details we wanted to uncover such as:

- User demographics. We wanted to collect non-personally identifiable information about each respondent to be able to associate an age and gender to each set of answers.
- Household spending and feelings about their expenditures. For each user, we wanted to know their combined spending for all streaming services as well as how they felt (e.g., whether they're complacent or want lower pricing).
- Currently held subscriptions. Knowing the actual spread of services as reported by real people was critical to this endeavor.
- Video streaming services were canceled in the last year and why. This was the main goal of our study.
- How users handle ads. Some of us deal with ads while others simply won't so we wanted to understand how many will pay for premium services compared to those who will either delete or abandon a product.

The questions were arranged in SurveySparrow with logic programmed to skip questions that asked the user for their ideal, total monthly pricing when they answered they found their spending agreeable as well as a question that asked why the user canceled services if they had not canceled any services.

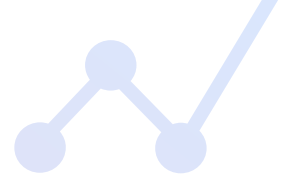


Collection & Reporting Process

SurveySparrow automatically compiles a running report which was used to identify several of the data points presented in the survey. In other cases, built-in reporting tools were used to filter certain answer question and answer combinations for more detailed insights about the selected group.

Data was also exported and analyzed in Microsoft Excel where it was used to perform certain calculations to learn more about respondents' ages.

Analysis



With all the data in place, we were able to determine the following information:

- The minimum and maximum respondent age as well as the mean, median, and mode
- Total percentage of respondents who have canceled services
- Most popular paid video streaming services with at least 1 million active users
- The most frequently canceled services from this group
- The amount households are spending each month on all services combined
- Household complacency with spending or ideal monthly spending
- What digital solutions people are using instead of video streaming services, if any
- How ads impact attitudes toward streaming services and what actions respondents take when ads are present (i.e., deal with ads, pay to remove ads, or delete/neglect the app).

With our data in place from our standard and custom reporting tools from SurveySparrow, as well as our Excel worksheets, we were able to analyze the data we collected to produce this report.

