

Disney+ Survey

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Date: November, 29, 2023

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EXECUTIVE SUMMARY

This is a survey of college students throughout the United States about how to improve their customer retention to Disney+. A total of 51 usable responses were received, meaning the respondent was an undergraduate or graduate student and was either a current or previous subscriber of Disney+ at the time of the survey. The research objective was to understand the current streaming platform subscriptions of college students and explore the factors influencing their loyalty to a specific streaming platform.

The questionnaire focused on how appealing the Disney+ content library is to student subscribers compared to other streaming platforms, what demographics or segments of students are more likely to stay engaged with Disney+, what features students value most in a streaming service, how external factors affect students' Disney+ usage, and what strengths of Disney+ customers acknowledge and how Disney+ can further capitalize on them. The survey also collected demographic information of the respondents, including gender, age, and ethnic origin. The data was obtained and analyzed using the online survey creator and reporting platform, Qualtrics. Cross-tabulations were developed to identify statistically significant relationships and patterns.

Results revealed most people stream Disney+ on a weekly or monthly basis, primarily on Saturdays, and often in the evening since this is when students have the most downtime. Statistically significant relationships indicated that age, ethnic origin, and gender influence how external elements like work commitments, family obligations, and academic schedules impact students' engagement with Disney+.

The top five content categories among students on Disney+ were Disney Originals, Marvel, comedy, action/adventure, and animation, with most respondents saying the primary reason they subscribed to Disney+ was for exclusive Disney content, specifically Disney Originals and Marvel, making it obvious that the exclusive content is highly valuable for the platform. Significant relationships pointed out which specific categories were preferred among different ages, ethnic origins, and genders. The majority of respondents are very satisfied or satisfied with the Disney+ content library, especially females, prefer movies over TV shows and short films, and were persuaded by family/peers to subscribe to Disney+, hinting that a referral program might be beneficial.

The top three streaming platform preferences found among students were a student discount, a group/family plan, and the ability to stream ad-free. However, the bulk of respondents are only willing to pay \$10 or less per month for a subscription, and the platform currently does not offer an option that both meets the students' needs and falls in their price range. The top three devices for students to stream on were TVs/Smart TVs, laptops, and phones, which are all available with

Disney+, and the top three streaming platforms among students were Netflix, Hulu/Amazon Prime tying for second, and Disney+.

In conclusion, in order to improve the customer experience for its college student audience base, the data suggests Disney+ should introduce a student discount, focus its marketing strategies on women, continue collaborating with other high-performing streaming platforms to combine subscription packages, implement a referral program, and increase its content categories to satisfy the various interests of its student demographic subscribers. With services more easily available to students and tailored to appeal to the consumption habits of diverse student groups, it's likely Disney+ would see an increase in college students' loyalty and customer retention to the platform.

PROBLEM DEFINITION & RESEARCH OBJECTIVE

Problem Definition: How to improve Disney+ customer retention among college students?

Research Objective: Conduct a survey among college students to understand their current streaming platform subscriptions and explore the factors influencing their loyalty to a specific streaming platform.

RESEARCH QUESTIONS

1. How appealing is the Disney+ content library to student subscribers compared to other streaming platforms?
2. What demographics or segments of students are more likely to stay engaged with Disney+?
3. What features do students value most in a streaming service?
4. How do external factors like academic schedules affect students' Disney+ usage?
5. What strengths of Disney+ do customers acknowledge, and how can Disney+ further capitalize on them?

METHODOLOGY

College students from the University of Texas at Dallas and other institutions were surveyed throughout the United States. The respondents included undergraduate and graduate students who are either current or previous subscribers of Disney+.

SURVEY FINDINGS

DEMOGRAPHICS OF RESPONDENTS

Ninety-seven college students responded to the survey, out of which 51 usable responses were found. Sixteen of those who responded were male and 35 were female, which means there was a bit of an unbalanced response from the audience. A breakdown of percentages can be found in Table 20.

Data was further separated by ethnic origin and age. Table 19 reflects the ethnic origin of respondents where 27 were Asian and 15 were White/Caucasian, making the majority of responses fall into these two categories. Table 18 displays the age of respondents with 48 out of the 51 responders falling between the ages of 19-30 years old.

The response rate among both gender and ethnic origin was unbalanced with 69% of responses coming from females and 82% of responses coming from those of Asian or White/Caucasian ethnicities. In addition, 94% of responders fell in either the 19-24 or 25-30 age group. Thus, the survey results analyzed in this report primarily came from Asian and White/Caucasian women ranging 19-30 years of age.

DISNEY+ USAGE PATTERNS

When looking at how often college students use Disney+ for streaming content, data showed that 41% use the streaming platform on a weekly basis and 33% on a monthly basis (Table 3). During cross-tabulation, a significant relationship was found between ethnic origin and frequency of Disney+ usage with those of Asian and White/Caucasian ethnicities streaming mainly on a weekly and monthly basis (Table 21). According to the usage frequency, as well as the correlation between ethnicity and streaming frequency, Disney+ is a part of students' regular entertainment routines, but not a daily one.

Further data reported most people stream Disney+ on Saturdays, Sundays, and Fridays in that order, but primarily on Saturdays (Table 4). A statistically significant relationship was found between females and choosing Saturday as the respondent's main day to stream content on Disney+ (Table 22). These findings are logical considering females were the primary survey responders and students often have the most free time on the weekends, using those days, specifically Saturday, to unwind.

To drill this down even further, information was collected on the time of day college students use Disney+, and 73% of respondents reported using the platform in the evening (Table 5). A significant relationship was found between age and the time of day people watch Disney+ where students in the 19-30 age group stream in the evening the majority of the time, specifically students 19-24 years old (Table 23). This, too, is a logical finding as students and people who fall

in this age range typically have class, work, and other commitments during the day which only leaves the evening for downtime.

The research into how external factors like academic schedules affect students' Disney+ usage reveals a nuanced relationship between demographics and perceived external influences. There were three statistically significant relationships found involving external factors. The first was a relationship between age and work commitments. People aged 25-30 uniquely perceived work commitments as the most significant factor influencing their Disney+ usage (Table 35). This suggests a correlation between age and the prioritization of work responsibilities over leisure activities like streaming. This is understandable considering most people in this age group are also working to be able to afford living and going to school.

The second relationship the study uncovered was between the variables of ethnic origin and family commitment. Individuals of Asian ethnic origin are more likely to consider family commitments as the most impactful external factor (Table 36). This insight points to cultural or familial dynamics potentially playing a significant role in shaping media consumption habits within this demographic. Gender also emerges as a significant variable in this context. The majority of those who viewed academic schedules as a significant external factor impacting Disney+ usage were female (Table 37). This finding might indicate that female students are more likely to perceive their academic responsibilities as directly influencing their leisure time and choices, including streaming services like Disney+.

The survey explored the type of content college students prefer to watch as well. It is clear from Table 11 that movies are the most frequently viewed content on Disney+ with 67% of respondents choosing movies over TV shows. The lack of a significant association between gender and content type suggests a broad appeal across different genders. When asked about their preferred content categories, the top five favorites are as follows and in this order: Disney Originals, Marvel, comedy, action/adventure, and animation (Table 12). There were two statistically significant relationships found associated with specific content categories. First, there was a relationship between age and Star Wars. With a 99% confidence level, people from ages 25-30 and 31-40 preferred Star Wars as the top content category on Disney+ (Table 29). This information is not surprising considering Star Wars rose to fame during this age group's childhood. The nostalgia the series most likely evokes for this age group could be the reason behind its popularity on Disney+.

Second is the relationship between ethnic origin and the content categories Star Wars and drama. For both content categories, most of the audience that preferred them were of Asian ethnicity (Table 30, Table 31). The third and final significant relationship associated with content categories was between gender and science fiction, Disney Originals, and "other" categories. For Science Fiction and the "Others" category, the majority of the sample is male, and for the Disney

Originals content category, the majority of the sample is female (Table 32, Table 33, Table 34). The significant association between age, ethnic origin, gender, and preferences for content categories like Star Wars, Drama, Science Fiction, and Disney Originals reflects specific interests in the student demographic. The gender-based differences within the student body suggest varied interests.

DISNEY+ STRENGTHS

Survey results in Table 7 revealed the content options available on Disney+ are well-liked among users with 87% of respondents very satisfied or satisfied with the content. Table 25 shows the significant relationship found between gender and satisfaction where a majority of female respondents report being satisfied with Disney+'s content library. In fact, there was another significant relationship found between gender and the likeliness of continuing a Disney+ subscription that revealed females are more likely to continue their subscription with Disney+ in the next six months (Table 39). Because of the satisfaction females have with Disney+, they would make a great demographic to focus marketing efforts toward.

When asked about their content preferences, 80% of students said their primary reason for subscribing to Disney+ is exclusive Disney content, specifically Disney Originals and Marvel as mentioned previously (Table 9). This highlights the unique appeal of Disney+'s content library, distinguishing it from other platforms. Currently, there are numerous streaming platforms available in the market but having exclusive content that is not available on any other platform coaxes the students into continuing their membership, making the exclusive content the platform's most valued feature.

Survey results in Table 14 also showed that 33 out of 51 respondents were persuaded to subscribe to Disney+ because of family/peers, meaning the opinions of those closest to them have a powerful influence on Disney+ subscriptions. Because this number is so high, it can be inferred that family/peers think positively about the platform and encourage others to join.

Another strength of Disney+ is its ability to stream on multiple types of devices. Survey responses revealed the top three devices people prefer to stream on are TVs/Smart TVs, laptops, and phones (Table 8). Disney+ is absolutely compatible with all three of these devices.

STREAMING PLATFORM PREFERENCES

There is no doubt that students prefer options that are budget-friendly because of their limited amount of money. Streaming platforms that provide student discounts are generally at a low price and mostly preferred by students. This point is supported by the survey results shown in

Table 17 where a student discount was recorded as the number one preferred feature for streaming platforms by students.

One survey question asked students about the amount they are willing to pay for a streaming platform on a monthly basis. Looking at Table 16, 42 out of 51 respondents (82%) said the most they are willing to pay for a monthly subscription to Disney+ is \$10 or less. Disney+ has monthly plans available for this amount, such as its Basic plan with ads for \$7.99 and its Duo Basic plan, which bundles Hulu with ads and Disney+ with ads for \$9.99 (*Choose Your Plan*). New Verizon customers are also given the option of adding the Disney+ bundle including ESPN+ and Hulu for \$10 (*MyPlan*).

The next most valued features were a group/family plan (65%) and watching without advertisements (59%), also seen in Table 17. Group or family plans help students stay on budget while enjoying individual choices of content. While Disney+ does not have a specific group or family plan, groups and families are still allowed to use one account for streaming. The ad-free feature really attracts students as it provides a smooth and more engaging experience, which influences the appeal of a streaming service. While Disney+ does currently provide several ad-free options, none of them are within the price point of college students as all ad-free plans are over \$10 per month. Also, cross-tabulations found a tendency among female respondents to prefer ad-free content (Table 40).

Data revealed that 78% of college students prefer to watch streaming services on TVs/Smart TVs (Table 8). However, a statistically significant relationship was found between age group and the devices people often use for streaming services, and according to the data in Table 26, the majority of people between ages 19-30 use phones as their streaming device, especially people 19-24 years old. Table 27 shows another significant relationship found between ethnic origin and devices revealing those of Asian ethnicity prefer streaming on laptops.

Research results show Disney+ ranks third in preference among students, following Netflix and a tie between Hulu and Amazon Prime (Table 6). According to this ranking, Disney+ is popular, but students may not choose it as their top streaming service. Most people seem to want more than just having Disney+ as their streaming platform. Instead, they subscribe to a platform like Netflix or Hulu and then have Disney+ as an add-on.

In terms of catering to student preferences and interests, Disney+ scores an average of 3 out of 5 on a scale of 1-5, indicating a moderate level of alignment (Table 10). Based on the significant relationship between this rating and students aged 19-24 in Table 28, it appears that this rating has particular resonance or lack of resonance with students in this age group.

LIMITATIONS OF STUDY

There are three main limitations to this survey:

- **Time constraint:** Since this was a survey for a class course, there was limited time to pass the survey among different people and collect data. Due to the limited time, the survey faced a temporal restriction that impacted the breadth and depth of the data collection. The time restriction imposed hindrances on the scope of the study, impacting the size of the sample and the comprehensiveness of the questionnaire.
- **Limited Generalizability:** Most participants in this survey are from the University of Texas at Dallas (UTD), as the survey was being conducted by UTD students. Taking into consideration the limited time, this was the most suitable approach. However, due to this, the results may not fully represent the broader population of students. The selected sample, while beneficial for the context of this study, may not reflect the diversity of experiences, perspectives, and individuality present in a more randomly selected population of students.
- **Small Sample Size:** This study was based on responses from only 51 college students. Of the responses, 16 were male and 35 were female. In addition, 42 out of 51 responders were either Asian or White/Caucasian. The small sample size of the survey restricts the analysis regarding the imbalance pattern in gender and ethnic origin.

While the data collected from the Qualtrics questionnaire provides valuable insights within the limited scope of the study it is important to recognize the potential limitations in making sweeping conclusions or generalizations.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this survey highlight key factors where Disney+ can enhance its strategies to better target its college student demographic. The survey dives into various aspects ranging from perceptions to possible marketing opportunities. While analyzing the results, several significant points emerged, each bearing suggestions for Disney+'s future direction.

Student-Centric Approach: The most important recommendation is introducing a student discount program. Students form a significant portion of the Disney+ subscriber base which can be clearly seen in Table 6 where the majority of the students selected Disney+ as one of their top streaming platforms. Streaming platforms that acknowledge and support students' financial circumstances are more likely to be preferred by students. This will not only attract new users but improve brand loyalty among students for Disney+ as well.

Targeted Marketing Strategies: The survey illuminates a gender-based trend pointing out that females exhibit a higher subscription rate to Disney+ compared to males. In the survey results, 35 out of 51 respondents were females (Table 20). This indicates an opportunity for Disney+ to

focus its marketing strategies on women for better profits. Creating promotional offers and advertisements that specifically relate to women would appeal to the diverse interests of women.

Strategic Partnerships and Bundling: As mentioned previously, the survey indicates that many students choose to subscribe to Disney+ in addition to other streaming platforms that have more content variety. Disney+ already has a bundling package with Hulu and ESPN+ that broadens the content selections to meet customer needs while also attracting potential subscribers to Disney+. Disney+ should continue to collaborate with other high-performing streaming platforms such as Netflix and Paramount to combine subscription packages that would attract a wider audience who are seeking variety or diversity of content. These joint subscription packages will not only tap into the popularity of various platforms but will also provide a pocket-friendly entertainment solution that will be highly preferred by students.

Referral Program Implementation: An effective yet often underutilized development strategy is implementing a referral program. The survey results in Table 14 clearly show that most of the participants were influenced by their family or friends in subscribing to Disney+. Disney+ should take advantage of word-of-mouth advertising through social media circles to highly influence subscriber acquisition. Through exclusive rewards or incentives, Disney+ can encourage its current subscribers to refer family and friends. This strategy can create a ripple effect, growing the subscriber base naturally.

Content Curation and Improvement: The survey results pointed out that students have a moderate satisfaction rating with the Disney+ content library. Disney+ can simply address this issue by increasing its content categories directed toward students. For example, Disney+ could create a “Summer Break” category that has summer content and/or a “Dare to Dream” category full of content with plots centered around chasing your dreams. In addition, it is important for Disney+ to understand the diverse interests of its student demographic subscribers and constantly deliver content that corresponds with their likings to retain and satisfy their consumers.

In conclusion, the survey findings showcase Disney+ with a plan for strategic improvements. The combination of the above-mentioned recommendations of a student discount, targeted marketing initiatives, additional bundled offerings, a referral program, and a refined content strategy can lead Disney+ into a much more competitive and subscriber-friendly market position.

By accepting and working upon these suggestions, Disney+ has the chance to not only improve its market share but also enhance its relationship with its subscribers, raising long-term loyalty and satisfaction. The dynamic environment of the streaming industry demands constant adaptation, and these insights present a valuable foundation for Disney+ to navigate in this ever-evolving situation.

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APPENDICES

APPENDIX A: QUESTIONNAIRE

Disney+ Usage Survey

The purpose of the following survey is to understand your opinion and usage of the online streaming platform Disney+. All responses are anonymous, and any information given will be kept confidential. Your honest responses and cooperation are appreciated.

1. Are you currently an undergrad student or graduate student? If yes, please specify.
 - a. Yes, I'm an undergrad student
 - b. Yes, I'm a graduate student
 - c. No, I am not a current undergrad or graduate student

2. Have you ever subscribed to Disney+?
 - a. Yes
 - b. No

3. How often do you use Disney+ for streaming content?
 - a. Daily
 - b. Weekly
 - c. Monthly
 - d. Rarely
 - e. Never

4. What days of the week do you use Disney+ the **most**? Please select all that apply.
 - a. Monday
 - b. Tuesday
 - c. Wednesday
 - d. Thursday
 - e. Friday
 - f. Saturday
 - g. Sunday

5. What time of day do you typically use Disney+?
 - a. Morning
 - b. Afternoon
 - c. Evening
 - d. After midnight

6. Which of the following streaming platform(s) do you prefer? Please select all that apply.
- a. Netflix
 - b. Hulu
 - c. Disney+
 - d. Peacock
 - e. Paramount
 - f. Amazon Prime
 - g. Other (please specify)
 - h. None
7. How satisfied are you with the content available on Disney+ compared to other streaming platforms that you use?
- a. Very Satisfied
 - b. Somewhat Satisfied
 - c. Somewhat Dissatisfied
 - d. Very Dissatisfied
8. What device(s) do you use to watch streaming services **most** often? Please select all that apply.
- a. iPhone
 - b. iPad
 - c. Laptop
 - d. Desktop computer
 - e. TV/Smart TV
 - f. Other (please specify)
9. What is the primary reason you use Disney+?
- a. Exclusive Disney content
 - b. Variety of content selections
 - c. Price
 - d. Easy to use
 - e. Content recommendations
 - f. Other (please specify)
10. Does Disney+ adequately cater to your preferences and interests in terms of content selection? Rate on a scale of 1-5 with 5 being the highest and 1 being the lowest.
- 1 2 3 4 5

11. What types of content do you **most** frequently watch on Disney+?
- Movies
 - TV shows
 - Short films
12. Which of the following Disney+ content categories do you enjoy the **most**? Check all that apply
- Action/Adventure
 - Animation
 - Comedy
 - Documentaries
 - Drama
 - Kids
 - Reality
 - Science fiction
 - Holiday-themed
 - Disney Originals
 - Star Wars
 - Marvel
 - Pixar
 - Others (please specify)
13. Which of the following external factors have the **most** significant impact on your Disney+ usage? Please select all that apply.
- Academic schedule
 - Work commitments
 - Family commitments
 - Social activities
 - Internet availability
 - Other (please specify)
14. Which of the following persuaded you to subscribe to Disney+? Please select all that apply.
- Family/peers
 - YouTube
 - Social media
 - Search engine
 - Disney+ website
 - Others (please specify)

15. How likely are you to continue your subscription with Disney+ in the next six months?
- Very Likely
 - Likely
 - Unlikely
 - Very Unlikely
16. How much are you willing to pay each month for a subscription to Disney+?
- Less than \$10
 - \$11 - \$15
 - \$16 - \$20
 - More than \$21
17. What features would you prefer the **most** in a streaming platform? Please select all that apply.
- Group/Family plan
 - Student discount
 - Content selections in different languages
 - Ability to watch with friends
 - Ability to send content recommendations to others
 - Ad-free
 - Downloadable content
 - Other (please specify)

The following questions are for classification purposes only:

18. In which age group do you fall:
- 18 and under
 - 19-24
 - 25-30
 - 31-40
 - 41 and above

19. What is your ethnic origin?

- a. White/Caucasian
- b. Asian
- c. Native Hawaiian or Pacific Islander
- d. Hispanic or Latino
- e. African-American
- f. Native American
- g. Two or more
- h. Other (please specify)
- i. Unknown

20. What is your gender?

- a. Male
- b. Female
- c. Non-Binary
- d. Transgender

APPENDIX B: SUMMARY STATISTICS

Table 1

Percentage Analysis Results		
Q1. Are you currently an undergrad student or graduate student ? If yes, please specify.		
Category	Frequency	Percent
Yes, I am an undergrad student	11	11%
Yes, I am a graduate student	76	78%
No, I am not an undergrad or graduate student	10	10%
Total	97	100%

Table 2

Percentage Analysis Results		
Q2. Have you ever subscribed to Disney+?		
Category	Frequency	Percent
Yes	62	74%
No	22	26%
Total	84	100%

Table 3

Percentage Analysis Results		
Q3. How often do you Disney+ for streaming content?		
Category	Frequency	Percent
Daily	2	4%
Weekly	21	41%
Monthly	17	33%
Rarely	10	20%
Never	1	2%
Total	51	100%

Table 4

Percentage Analysis Results		
Q4. What days of the week do you use Disney+ the most? Please select all that apply.		
Category	Frequency	Percent
Monday	7	14%
Tuesday	6	12%
Wednesday	8	16%
Thursday	9	18%
Friday	28	55%
Saturday	41	80%
Sunday	30	59%
Total	129	100%

Table 5

Percentage Analysis Results		
Q5. What time of day do you typically use Disney+?		
Category	Frequency	Percent
Morning	1	2%
Afternoon	6	12%
Evening	37	73%
After midnight	7	14%
Total	51	100%

Table 6

Percentage Analysis Results		
Q6. Which of the following streaming platform(s) do you prefer? Please select all that apply.		
Category	Frequency	Percent
Netflix	45	88%
Hulu	29	57%
Disney+	20	39%
Peacock	7	14%
Paramount	6	12%
Amazon Prime	29	57%
Other (please specify) - All HBO Max	7	14%
None	0	0%
Total	143	280%

Table 7

Percentage Analysis Results		
Q7. How satisfied are you with the content available on Disney+ compared to other streaming platforms that you use?		
Category	Frequency	Percent
Very satisfied	8	16%
Somewhat satisfied	36	71%
Somewhat dissatisfied	7	14%
Very dissatisfied	0	0%
Total	51	100%

Table 8

Percentage Analysis Results		
Q8. What Device(s) do you use to watch streaming services most often? Please select all that apply		
Category	Frequency	Percent
Phone	22	43%
iPad	7	14%
Laptop	23	45%
Desktop Computer	2	4%
TV/Smart TV	40	78%
Other(Please Specify)	0	0.00
Total	94	100%

Table 9

Percentage Analysis Results		
Q9. What is the primary reason you use Disney+?		
Category	Frequency	Percent
Exclusive Disney Content	41	80%
Variety of Content Selection	7	14%
Price	2	4%
Easy to Use	0	0%
Content Recommendations	1	2%
Other(Please Specify)	0	0 %
Total	51	100%

Table 10

Percentage Analysis Results		
Q10. Does Disney+ adequately cater to your preferences and interests in terms of content selection? Rate on a scale of 1-5 with 5 being the highest and 1 being the lowest.		
Category	Frequency	Percent
1	1	2%
2	6	12%
3	26	51%
4	13	25%
5	5	10%
Total	51	100%

Table 11

Percentage Analysis Results		
Q11. What types of content do you most frequently watch on Disney+?		
Category	Frequency	Percent
Movies	34	67%
TV shows	16	31%
Short films	1	2%
Total	51	100%

Table 12

Percentage Analysis Results		
Q12. Which of the following Disney+ content categories do you enjoy the most? Check all that apply.		
Category	Frequency	Percent
Action/Adventure	18	35%
Animation	18	35%
Comedy	19	37%
Documentaries	5	10%
Drama	6	12%
Kids	8	16%
Reality	5	10%
Science fiction	9	18%
Holiday-themed	11	22%
Disney originals	26	51%
Star Wars	5	10%
Marvel	24	47%
Pixar	11	22%
Others (please specify)	2	4%
Total	167	329%

Table 13

Percentage Analysis Results		
Q13. Which of the following external factors have the most significant impact on your Disney+ usage? Please select all that apply.		
Category	Frequency	Percent
Academic schedule	32	63%
Work commitments	21	41%
Family commitments	9	18%
Social activities	17	33%
Internet availability	6	12%
Other (please specify)	7	0.14
Total	92	181%

Table 14

Percentage Analysis Results		
Q14. Which of the following persuaded you to subscribe to Disney+? Please select all that apply.		
Category	Frequency	Percent
Family/peers	33	52%
YouTube	1	2%
Social media	9	14%
Search engine	2	3%
Disney+ website	13	21%
Others (Content/Marvel Shows/Bundled Subscri	5	8%
Total	63	100%

Table 15

Percentage Analysis Results		
Q15. How likely are you to continue your subscription with Disney+ in the next six months?		
Category	Frequency	Percent
Very Likely	12	24%
Likely	25	49%
Unlikely	12	24%
Very Unlikely	2	4%
Total	51	100%

Table 16

Percentage Analysis Results		
Q16. How much are you willing to pay each month for a subscription to Disney+?		
Category	Frequency	Percent
<= \$10	42	82%
\$11 - \$15	6	12%
\$16 - \$20	1	2%
>= \$21	2	4%
Total	51	100%

Table 17

Percentage Analysis Results		
Q17. What features would you prefer the most in a streaming platform? Please select all that apply.		
Category	Frequency	Percent
Group/Family plan	33	24%
Student discount	39	28%
Content selections in different languages	5	4%
Ability to watch with friends	10	7%
Ability to send content recommendations to other	5	4%
Ad-free	30	21%
Downloadable content	17	12%
Other (Ease of Use)	1	1%
Total	140	100%

Table 18

Percentage Analysis Results		
Q18. In which age group do you fall?		
Category	Frequency	Percent
18 and under	0	0%
19-24	30	59%
25-30	18	35%
31-40	2	4%
41 and above	1	2%
Total	51	100%

Table 19

Percentage Analysis Results		
Q19. What is your ethnic origin?		
Category	Frequency	Percent
White/Caucasian	15	29%
Asian	27	53%
Native Hawaiian or pacific Islander	0	0%
Hispanic or Latino	4	8%
African American	2	4%
Native American	1	2%
Two or more	2	4%
Other	0	0%
Unknown	0	0%
Total	51	100%

Table 20

Percentage Analysis Results		
Q20. What is your gender?		
Category	Frequency	Percent
Male	16	31%
Female	35	69%
Other	0	0%
Total	51	100%

APPENDIX C: SIGNIFICANT CROSS-TABULATIONS

Table 21

CROSSTABS VARIABLES ANALYZED						
Row Variable -->		Q19: What is your ethnic origin? - Selected Choice				
Column Variable -->		Q3: How often do you use Disney+ for streaming content?				
Observed Frequencies						
	Daily	Weekly	Monthly	Rarely	Never	Grand Total
White/Caucasian	0	2	7	6	0	15
Asian	1	17	6	2	1	27
Native Hawaiian or Pacific Islander	0	0	0	0	0	0
Hispanic or Latino	0	0	3	1	0	4
African-American	0	1	1	0	0	2
Native American	0	1	0	0	0	1
Two or more	1	0	0	1	0	2
Other (please specify)	0	0	0	0	0	0
Unknown	0	0	0	0	0	0
Grand Total	2	21	17	10	1	51
P-value = 0.028						
There IS a significant association between the variables of ethnicity and how often content is streamed.						
(95% Confidence Level)						

Table 22

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q20. Gender.	
Column Variable -->		Q4: What days of the week do you use Disney+ the most? Please select all that apply.	
Observed Frequencies			
	(Blank)	Saturday	Grand Total
Male	6	10	16
Female	4	31	35
Other	0	0	0
Grand Total	10	41	51
P-value = 0.030			
There IS a significant association between the variables gender and the day of the week 'Saturday'			
(95% Confidence Level)			

Table 23

CROSSTABS VARIABLES ANALYZED					
Row Variable ->>		Q18. Age Group			
Column Variable ->>		Q5. What time of day do you typically use Disney?			
Observed Frequencies					
	Morning	Afternoon	Evening	After midnight	Grand Total
18 and under	0	0	0	0	0
19-24	0	3	20	7	30
25-30	1	2	15	0	18
31-40	0	0	2	0	2
41 and above	0	1	0	0	1
Grand Total	1	6	37	7	51
P-value = 0.090					
There IS a significant relationship between age group and the time of day people use Disney+					
(90% confidence level)					

Table 24

CROSSTABS VARIABLES ANALYZED			
Row Variable ->>		Q20. Gender	
Column Variable ->>		Q6. Which of the following streaming platform(s) do you prefer?	
Observed Frequencies			
	(Blank)	Paramount	Grand Total
Male	11	5	16
Female	34	1	35
Other	0	0	0
Grand Total	45	6	51
P-value = 0.004			
There IS a significant relationship between gender and NOT preferring Paramount as a streaming platform			
(95% confidence level)			

Table 25

CROSSTABS VARIABLES ANALYZED					
Row Variable -->		Q20. Gender			
Column Variable -->		Q7. How satisfied are you with the content available on Disney+ compared to other streaming platforms that you use?			
Observed Frequencies					
	Very Satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Grand Total
Male	4	7	5	0	16
Female	4	29	2	0	35
Other	0	0	0	0	0
Grand Total	8	36	7	0	51
P-value = 0.012					
There IS a significant relationship between gender and satisfaction with Disney+ content compared to other streaming platforms (95% confidence level)					

Table 26

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q18. Age Group	
Column Variable -->		Q8: What Device(s) do you use to watch streaming services most often? Please select all that apply.	
Observed Frequencies			
	Blank	Phone	Grand Total
18 and under	0	0	0
19-24	21	9	30
25-30	6	12	18
31-40	2	0	2
41 and above	0	1	1
Grand Total	29	22	51
P-value = 0.029			
There IS a significant relationship between age group and what device (Phone) they use to watch streaming services. (95% confidence level)			

Table 27

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q19: What is your ethnic origin? - Selected Choice	
Column Variable -->		Q8: What Device(s) do you use to watch streaming services most often? Please select all that apply.	
Observed Frequencies			
	Blank	Laptop	Grand Total
White/Caucasian	11	4	15
Asian	9	18	27
Native Hawaiian or Pacific Islander	0	0	0
Hispanic or Latino	4	0	4
African-American	1	1	2
Native American	1	0	1
Two or more	2	0	2
Other (please specify)	0	0	0
Unknown	0	0	0
Grand Total	28	23	51
P-value = 0.024			
There IS a significant association between the variables of ethnicity and the device (laptop) they use to watch streaming services. (95% Confidence Level)			

Table 28

CROSSTABS VARIABLES ANALYZED						
Row Variable -->		Q18: Age Group				
Column Variable -->		Q10: Does Disney+ adequately cater to your preferences and interests in terms of content selection?				
Observed Frequencies						
	1	2	3	4	5	Grand Total
18 and under	0	0	0	0	0	0
19-24	0	3	17	6	4	30
25-30	0	3	8	6	1	18
31-40	1	0	0	1	0	2
41 and above	0	0	1	0	0	1
Grand Total	1	6	26	13	5	51
P-value = 0.003						
There IS a significant relationship between age group and the preferences and interests in terms of content selection on a scale of 1-5.						
(95% confidence level)						

Table 29

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q18: Age Group	
Column Variable -->		Q12: Which of the following Disney+ content categories do you enjoy the most? Check all that apply.	
Observed Frequencies			
	(Blank)	Star Wars	Grand Total
18 and under	0	0	0
19-24	29	1	30
25-30	16	2	18
31-40	0	2	2
41 and above	1	0	1
Grand Total	46	5	51
P-value = 0.0002			
There IS a significant association between the variables of Age and type of content preferred on Disney plus "Star Wars"			
(99% confidence level)			

Table 30

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q19: Ethnic Origin	
Column Variable -->		Q12: Which of the following Disney+ content categories do you enjoy the most? Check all that apply.	
Observed Frequencies			
	(Blank)	Star Wars	Grand Total
White/Caucasian	15	0	15
Asian	25	2	27
Native Hawaiian or Pacific Islander	0	0	0
Hispanic or Latino	3	1	4
African-American	1	1	2
Native American	0	1	1
Two or more	2	0	2
Other (please specify)	0	0	0
Unknown	0	0	0
Grand Total	46	5	51
P-value = 0.007			
There IS a significant association between the variables of Ethnic origin and type of content preferred on Disney plus "Star Wars"			
(99% confidence level)			

Table 31

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q19: Ethnic Origin	
Column Variable -->		Q12: Which of the following Disney+ content categories do you enjoy the most? Check all that apply.	
Observed Frequencies			
	(Blank)	Drama	Grand Total
White/Caucasian	15	0	15
Asian	23	4	27
Native Hawaiian or Pacific Islander	0	0	0
Hispanic or Latino	4	0	4
African-American	2	0	2
Native American	1	0	1
Two or more	0	2	2
Other (please specify)	0	0	0
Unknown	0	0	0
Grand Total	45	6	51
P-value = 0.003			
There IS a significant association between the variables of Ethnic origin and type of content preferred on Disney plus "Drama"			
(99% confidence level)			

Table 32

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q20: Gender.	
Column Variable -->		Q12: Which of the following Disney+ content categories do you enjoy the most? Check all that apply.	
Observed Frequencies			
	(Blank)	Science fiction	Grand Total
Male	10	6	16
Female	32	3	35
Other	0	0	0
Grand Total	42	9	51
P-value = 0.012			
There IS a significant association between the variables of Gender and type of content preferred on Disney plus "Science Fiction"			
(95% Confidence Level)			

Table 33

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q20: Gender.	
Column Variable -->		Q12: Which of the following Disney+ content categories do you enjoy the most? Check all that apply.	
Observed Frequencies			
	(Blank)	Disney originals	Grand Total
Male	12	4	16
Female	13	22	35
Other	0	0	0
Grand Total	25	26	51
P-value = 0.012			
There IS a significant association between the variables of Gender and type of content preferred on Disney plus "Disney Originals"			
(95% Confidence Level)			

Table 34

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q20: Gender.	
Column Variable -->		Q12: Which of the following Disney+ content categories do you enjoy the most? Check all that apply.	
Observed Frequencies			
	(Blank)	Others (please specify)	Grand Total
Male	14	2	16
Female	35	0	35
Other	0	0	0
Grand Total	49	2	51
P-value = 0.033			
There IS a significant association between the variables of Gender and type of content preferred on Disney plus "Others"			
(95% Confidence Level)			

Table 35

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q18: Age Group	
Column Variable -->		Q13: Which of the following external factors have the most significant impact on your Disney+ usage? Please select all that apply.	
Observed Frequencies			
	(Blank)	Work commitments	Grand Total
18 and under	0	0	0
19-24	22	8	30
25-30	8	10	18
31-40	0	2	2
41 and above	0	1	1
Grand Total	30	21	51
P-value = 0.038			
There IS a significant association between the variables of age and External factor that impact Disney plus usage "Work Commitments"			
(95% confidence level)			

Table 36

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q19: Ethnic Origin	
Column Variable -->		Q13: Which of the following external factors have the most significant impact on your Disney+ usage? Please select all that apply.	
Observed Frequencies			
	(Blank)	Family commitments	Grand Total
White/Caucasian	15	0	15
Asian	22	5	27
Native Hawaiian or Pacific Islander	0	0	0
Hispanic or Latino	1	3	4
African-American	1	1	2
Native American	1	0	1
Two or more	2	0	2
Other (please specify)	0	0	0
Unknown	0	0	0
Grand Total	42	9	51
P-value = 0.013			
There IS a significant association between the variables of Ethnic origin and External factor that impact Disney plus usage "Family Commitments"			
(95% confidence level)			

Table 37

CROSSTABS VARIABLES ANALYZED			
Row Variable -->		Q20. Gender.	
Column Variable -->		Q13: Which of the following external factors have the most significant impact on your Disney+ usage? Please select all that apply.	
Observed Frequencies			
	(Blank)	Academic schedule	Grand Total
Male	10	6	16
Female	9	26	35
Other	0	0	0
Grand Total	19	32	51
P-value = 0.012			
There IS a significant association between the variables of Gender and External factor that impact Disney plus usage "Academic Schedule"			
(95% Confidence Level)			

Table 38

CROSSTABS VARIABLES ANALYZED							
Row Variable -->		Q20. Gender.					
Column Variable -->		Q14: Which of the following persuaded you to subscribe to Disney+? Please select all that apply.					
Observed Frequencies							
	Family/peers	YouTube	Social media	Search engine	Disney+ websi	rvel Shows/Bu	Grand Total
Male	8	0	2	1	5	4	20
Female	25	1	7	1	8	1	43
Other	0	0	0	0	0	0	0
Grand Total	33	1	9	2	13	5	63
P-value =	0.137	0.5	0.514	0.562	0.523	0.014	
There IS a statistically significant relationship only between 'Content/Bundled Subscriptions' and 'Gender' Variables.							
(95% Confidence Level)							

Table 39

CROSSTABS VARIABLES ANALYZED					
Row Variable -->		Q20. Gender.			
Column Variable -->		Q15: How likely are you to continue your subscription with Disney+ in the next six months?			
Observed Frequencies					
	Very Likely	Likely	Unlikely	Very Unlikely	Grand Total
Male	3	5	8	0	16
Female	9	20	4	2	35
Other	0	0	0	0	0
Grand Total	12	25	12	2	51
P-value = 0.022					
There IS a statistically significant relationship between these two variables.					
(95% Confidence Level)					

Table 40

CROSSTABS VARIABLES ANALYZED									
Row Variable -->		Q20. Gender.							
Column Variable -->		Q17: What features would you prefer the most in a streaming platform? Please select all that apply.							
Observed Frequencies									
	Group/Family plan	Student discount	Content selections in different languages	Ability to watch with friends	Ability to send content recommendations to others	Ad-free	Downloadable content	Other (Ease of Use)	Grand Total
Male	9	11	2	2	2	6	4	0	36
Female	24	28	3	8	3	24	13	1	104
Other	0	0	0	0	0	0	0	0	0
Grand Total	33	39	5	10	5	30	17	1	140
P-value =	0.393	0.379	0.662	0.387	0.662	0.036	0.393	0.495	
There IS a statistically significant relationship only between 'Ad-free' and 'Gender' Variables.									
(95% Confidence Level)									