

Survey Data – Millennials Aged 24-34

NOTES

1. Percentages bias in survey questions due to significant number respondents who later (1) were terminated; or (2) dropped out
2. Age 24-34 data is predominately male and does not reflect the streaming population at large
3. Responses very different about the Imagine RIT sample for same age range (Were they exposed to the demo before taking the survey)?
4. Questions 18 and 19 focused on one’s favorite character rather than interest in fashion worn by any character.

	S1 – FB (VideoStreaming-A) Age 24-34 (82% Male)	S2 – FB (VideoStreaming-J) Age 24-34 (Female)	S3 – Reddit Age 24-34 (87% Male)	S4 - Imagine RIT Age 24-34 (55% Male)
Sample	97 Responded (all ages) 42 Responded (age 24-34) 38 Completed (age 24-34)	45 Responded (all ages) 1 Responded (age 24-34) 1 Completed (age 24-34)	39 Responded (all ages) 16 Responded (age 24-34) 4 Completed (age 24-34)	37 Responded (all ages) 9 Responded (age 24-34) 9 Completed (age 24-34)
2. Gender	18% Female N=42 82% Male	100% Female N=1 0% Male	13% Female N=15 87% Male	44% Female N=9 55% Male
3. Relationship status	61% Single N=42 39% Married 0% Divorced/Widowed	0 % Single N=1 100% Married 0% Divorced/Widowed	73% Single N=15 27% Married 0% Divorced/Widowed	44% Single N=9 55% Married 0% Divorced/Widowed
4. Children	95% No children N=42 5% Some children	100% No children N=1 0% Some children	93% No children N=15 7% Some children	67% No children N=9 33% Some children
5. Primary interest areas*	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>
6. Frequency online buying	13% Frequent (1x/wk) N=42 76% Moderate (1-3x/mo) 8% Rarely (1-6x/yr) 0% Seasonal	0% Frequent (1x/wk) N=1 100% Moderate (1-3x/mo) 0% Rarely (1-6x/yr) 0% Seasonal	21% Frequent (1x/wk) N=14 36% Moderate (1-3x/mo) 14% Rarely (1-6x/yr) 29% Seasonal	22% Frequent (1x/wk) N=9 56% Moderate (1-3x/mo) 22% Rarely (1-6x/yr) 0% Seasonal
7. Monthly online spending	50% Under \$100/mo N=42 37% \$100 - 249/mo 13% \$250 - 499/mo 0% \$500 – 999/mo 0% \$1000 & above	0% Under \$100/mo N=1 100% \$100-249/mo 0% \$250-499/mo 0% \$500 – 999/mo 0% \$1000 & above	71% Under \$100/mo N=14 21% \$100-249/mo 7% \$250-499/mo 0% \$500 – 999/mo 0% \$1000 & above	56% Under \$100/mo N=9 22% \$100-249/mo 22% \$250-499/mo 0% \$500 – 999/mo 0% \$1000 & above
8. Wish-list	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Q Discontinued for Reddit</i>	<i>Q Discontinued for Imagin RIT</i>

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8. Replacement Q Buy yourself Online	N/A	N/A	31% Art (visual & performing) 38% Books N=13 8% Camera, video gear, etc 31% CDs, DVDs, BluRay 23% Clothing 23% Dining & kitchen 69% Electronics 8% Gardening & Lawn 31% Home & furniture 31% Jewelry & watches 23% Shoes 31% Sports/outdoor items 15% Tools 31% Vacations 54% Video Games 31% Do not make wish-lists	11% Art (visual & performing) 57% Books N=9 11% Camera, video gear, etc 0% CDs, DVDs, BluRay 44% Clothing 44% Dining & kitchen 57% Electronics 22% Gardening & Lawn 22% Home & furniture 11% Jewelry & watches 22% Shoes 0% Sports/outdoor items 22% Tools 21% Vacations 22% Video Games 0% Do not make wish-lists
9. Wish-list Use	<i>Not productive – omitted data</i>	<i>Not productive – omitted data</i>	<i>Q Discontinued for Reddit</i>	<i>Q Discontinued for ImagineRIT</i>
10. Watch Methods	42% TV (as it airs) N=42 45% TV (from recording) 82% Streaming (TV, Tab, PC) 24% Streaming (Mobile) 18% Rented DVDs	100% TV (as it airs) N=1 100% TV (from recording) 100% Streaming (TV, Tab, PC) 0% Streaming (Mobile) 0% Rented DVDs	9% TV (as it airs) N=11 9% TV (from recording) 91% Streaming (TV, Tab, PC) 36% Streaming (Mobile) 9% Rented DVDs	11% TV (as it airs) N=9 0% TV (from recording) 100% Streaming (TV, Tab, PC) 22% Streaming (Mobile) 0% Rented DVDs

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11. Memberships	<p>55% Amazon Prime N=42</p> <p>11% Apple TV</p> <p>11% HBO Now</p> <p>18% Hulu</p> <p>76% Netflix</p> <p>3% Showtime</p> <p>53% YouTube</p> <p>5% None</p>	<p>0% Amazon Prime N=1</p> <p>0% Apple TV</p> <p>0% HBO Now</p> <p>100% Hulu</p> <p>100% Netflix</p> <p>0% Showtime</p> <p>0% YouTube</p> <p>0% None</p>	<p>18% Amazon Prime N=11</p> <p>0% Apple TV</p> <p>18% HBO Now</p> <p>9% Hulu</p> <p>55% Netflix</p> <p>0% Showtime</p> <p>27% YouTube</p> <p>36% None</p>	<p>78% Amazon Prime N=9</p> <p>56% Apple TV</p> <p>0% HBO Now</p> <p>44% Hulu</p> <p>89% Netflix</p> <p>0% Showtime</p> <p>56% YouTube</p> <p>0% None</p>
	<p>S1 – FB (VideoStreaming-A) Age 24-34 (82% Male)</p>	<p>S2 – FB (VideoStreaming-J) Age 24-34 (Female)</p>	<p>S3 – Reddit Age 24-34 (87% Male)</p>	<p>S4 - Imagine RIT Age 24-34 (55% Male)</p>
12. Netflix Subscriber	<p>83% Yes N=40</p> <p>17% No</p>	<p>100% Yes N=1</p> <p>0% No</p>	<p>86% Yes N=7</p> <p>14% No</p>	<p>89% Yes N=9</p> <p>11% No</p>
13. (3) Favorite Netflix Genres	<p>66% Action & Adventure N=33</p> <p>7% Children & Family</p> <p>69% Comedy</p> <p>48% Documentary</p> <p>14% Drama</p> <p>7% Foreign</p> <p>3% Horror</p> <p>27% Sci-Fi & Fantasy</p> <p>57% TV Series</p> <p>0% Thrillers</p>	<p>0% Action & Adventure</p> <p>100% Children & Family N=1</p> <p>100% Comedy</p> <p>0% Documentary</p> <p>0% Drama</p> <p>0% Foreign</p> <p>0% Horror</p> <p>0% Sci-Fi & Fantasy</p> <p>100% TV Series</p> <p>0% Thrillers</p>	<p>50% Action & Adventure N=6</p> <p>0% Children & Family</p> <p>67% Comedy</p> <p>33% Documentary</p> <p>17% Drama</p> <p>0% Foreign</p> <p>0% Horror</p> <p>50% Sci-Fi & Fantasy</p> <p>67% TV Series</p> <p>17% Thrillers</p>	<p>75% Action & Adventure N=9</p> <p>0% Children & Family</p> <p>25% Comedy</p> <p>13% Documentary</p> <p>50% Drama</p> <p>25% Foreign</p> <p>0% Horror</p> <p>13% Sci-Fi & Fantasy</p> <p>75% TV Series</p> <p>25% Thrillers</p>
14. YouTube browse?	<p>66% Yes N=39</p> <p>34% No</p>	<p>100% Yes N=1</p> <p>0% No</p>	<p>57% Yes N=7</p> <p>43% No</p>	<p>89% Yes N=9</p> <p>11% No</p>

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<p>15. Favorite YouTube Channels</p>	<p>48% Automotive N=26 4% Beauty & Fashion 61% Comedy 35% Cooking & Health 35% Film & Entertainment 57% Fitness 39% Gaming 48% Music 22% News & Politics 0% Paid Channels 13% Religion & Spirituality 44% Science & Education 43% Sports 48% Technology 4% Unable to answer</p>	<p>0% Automotive N=1 0% Beauty & Fashion 100% Comedy 0% Cooking & Health 0% Film & Entertainment 100% Fitness 0% Gaming 100% Music 0% News & Politics 0% Religion & Spirituality 0% Science & Education 0% Sports 0% Technology 0% Unable to answer</p>	<p>0% Automotive N=4 0% Beauty & Fashion 50% Comedy 25% Cooking & Health 75% Film & Entertainment 0% Fitness 50% Gaming 50% Music 50% News & Politics 0% Religion & Spirituality 50% Science & Education 50% Sports 25% Technology 0% Unable to answer</p>	<p>0% Automotive N=8 0% Beauty & Fashion 50% Comedy 13% Cooking & Health 50% Film & Entertainment 25% Fitness 0% Gaming 38% Music 38% News & Politics 0% Religion & Spirituality 25% Science & Education 0% Sports 63% Technology 0% Unable to answer</p>
	<p>S1 – FB (VideoStreaming-A) Age 24-34 (82% Male)</p>	<p>S2 – FB (VideoStreaming-J) Age 24-34 (Female)</p>	<p>S3 – Reddit Age 24-34 (87% Male)</p>	<p>S4 - Imagine RIT Age 24-34 (55% Male)</p>
<p>16. Favorite character</p>	<p>Omitted – too little consistency</p>			
<p>16. (3) Fav TV shows</p>	<p>Content Analysis</p>			
<p>17. Character’s show</p>	<p>Dropped – too little consistency</p>			
<p>17. (3) Fav Movies</p>	<p>Content Analysis</p>			
<p>18. Extent dress like fav character</p>	<p>26% Ignore that style N=38 29% Rarely notices 41% Sometimes mimics 3% Looks for that style 0% Usually wears that look</p>	<p>0% Ignore character’s style N=1 0% Rarely notices 100% Sometimes mimics 0% Looks for that style 0% Usually wears that look</p>	<p>50% Ignore character’s style N=4 50% Rarely notices 0% Sometimes mimics 0% Looks for that style 0% Usually wears that look</p>	<p>33% Ignore that style N=9 0% Rarely notices 44% Sometimes mimics 22% Looks for that style 0% Usually wears that look</p>
<p>19. Likelihood to buy items from fav shows/movies</p>	<p>35% Not interested N=38 56% Occasional / somewhat 9% Definitely</p>	<p>0% Not interested N=1 0% Occasional / somewhat 100% Definitely</p>	<p>0% Not interested N=4 100% Occasional / somewhat 0% Definitely</p>	<p>22% Not interested N=9 56% Occasional / somewhat 22% Definitely</p>

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20. Income	18% Under \$25k 16% \$25,000 – 49,999 45% \$50,000 – 99,999 18% \$100,000 – 149,999 3% \$150,000 – 449,999 0% \$500,000 & above	N=38	0% Under \$25k 0% \$25,000 – 49,999 100% \$50,000 – 99,999 0% \$100,000 – 149,999 0% \$150,000 – 449,999 0% \$500,000 & above	N=1	25% Under \$25k 25% \$25,000 – 49,999 50% \$50,000 – 99,999 0% \$100,000 – 149,999 0% \$150,000 – 449,999 0% \$500,000 & above	N=4	0% Under \$25k 56% \$25,000 – 49,999 22% \$50,000 – 99,999 22% \$100,000 – 149,999 0% \$150,000 – 449,999 0% \$500,000 & above	N=9

Future Research:

Collect Data on: \$ spent on clothing per month / \$ spent on décor per month / Education level

FOCUS GROUPS - MUST with various age segments (in-person or online):

- Q-15 is inconclusive indicator of alternative direction for BeScene ... highly established markets and channels
- Q-15 – Do they buy through YouTube or simply watch to learn?
- Q-15 – Where do they typically buy and perceptions of BeScene as an alternative channel (e.g. automotive, music, fitness, tech, etc.)? Quite possible answers could vary by category of product.
- Concept test of BeScene where it can be discussed to hear various perceptions/opinions/attitudes that influence its use/adoption.

Survey Analysis Conclusions

The surveys seemed to be a bit biased since it was primarily men that responded. We will need to do more testing with women

Question 10 – Streaming video is the primary way of viewing. It was the highest number for every survey (and every age group?) This supports our business model

Question 11 – Primarily above 75% of survey responses view Netflix. This supports our business model

Question 12 – Almost everyone surveyed is a Netflix subscriber. This supports our business model

Question 14 – High percentage of people surveyed view YouTube as well. This supports our business model

Question 13 – TV Series shows the highest popularity in Genre across all surveys. This supports our business model

Question 15 – Automotive and paid channels are not popular categories

Question 18 & 19 – people surveyed are in between on dressing like their favorite character or buying items that their favorite character wears. We could have been more general in asking about the whole show instead of like their favorite character. In the future, don't limit to favorite character. (Could be anyone in the show)