

Wednesday, 28 October 2015

1 in 10 Kiwis have Netflix

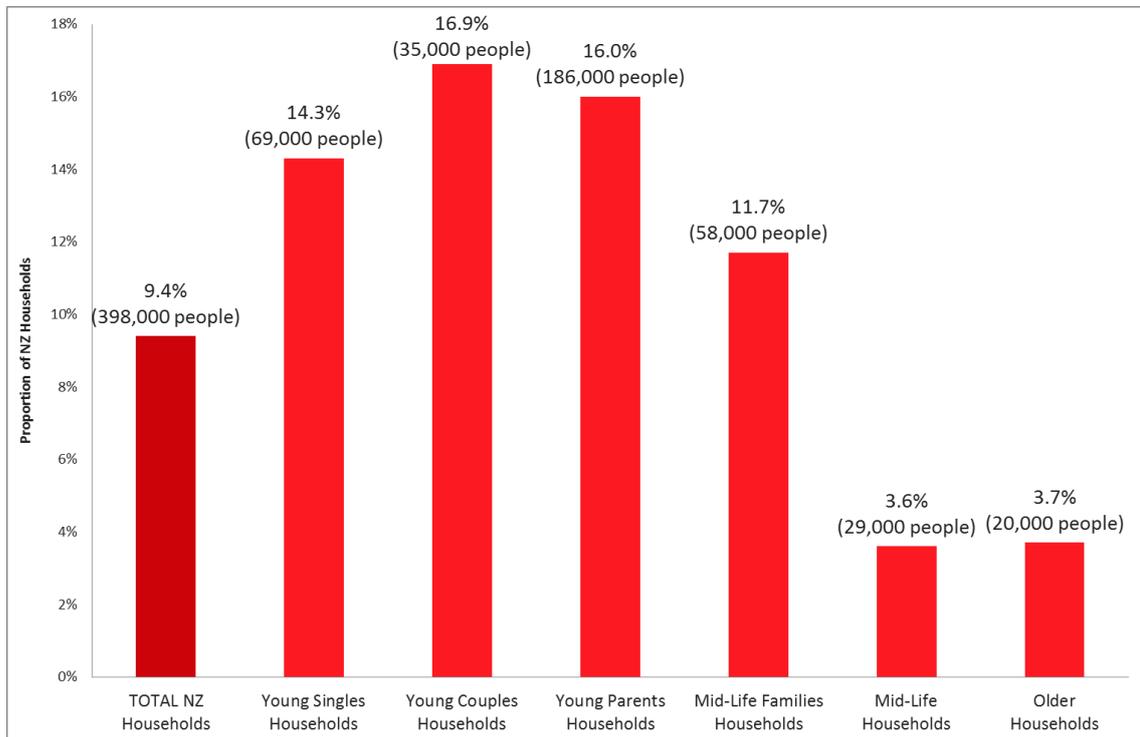
Three months into its local launch, Netflix was already reaching 398,000 Kiwis 14+ (10.9%), new subscription video on demand (SVOD) data for New Zealand from Roy Morgan Research shows.

In research undertaken throughout April to June 2015, 164,000 New Zealand homes (9.4%) had a Netflix subscription. This proportion is slightly lower than the per-person rate because the households that have been quickest to sign up to the US-based streaming giant (such as families, young couples and singles living in share-houses) often contain more people.

Young Couple households are the most likely to have Netflix (16.9%) , just ahead of Young Parents (16.0%) and households comprising Young Singles (14.3%). Mid-Life Families have also been more likely than average to subscribe (11.7%).

Much less likely to have subscribed to Netflix (so far) are Mid-Life Households (3.6%) and Older Households (3.7%)—the vast majority of which house just one or two Kiwis.

Proportion of NZ Households (and number of New Zealanders) with Netflix



Source: Roy Morgan Single Source New Zealand, April – June 2015, n = 1,721 New Zealanders 14+

John La Rosa, General Manager Client Services - ANZ, Roy Morgan Research, says:

“As has been the case around the world, including [Australia](#), New Zealand’s uptake of Netflix has been swift. These results, compiled over the first three months since Netflix landed, show that almost 400,000 Kiwis already have access to the 164,000 household subscriptions.

Discover your edge

“Over half of New Zealand homes already have Sky, but that hasn’t stopped them from adding Netflix to their Pay TV mix—the rate of Netflix uptake among households with Sky has been virtually identical to the national norm of just under 1 in 10.

“As new data comes in, we’ll be monitoring the trend in SVOD uptake across providers, and exploring the impacts on traditional media consumption.”

To learn more about Roy Morgan’s incoming research on subscription video on demand and pay television trends in New Zealand, contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in New Zealand, Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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