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CONSUMERS & BRANDS

Video-on-demand: NPO Start users in the Netherlands

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of NPO Start users in the Netherlands: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark NPO Start users in the Netherlands ("brand users") against Dutch video-on-demand users in general ("category users"), and the overall Dutch consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including the Netherlands)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

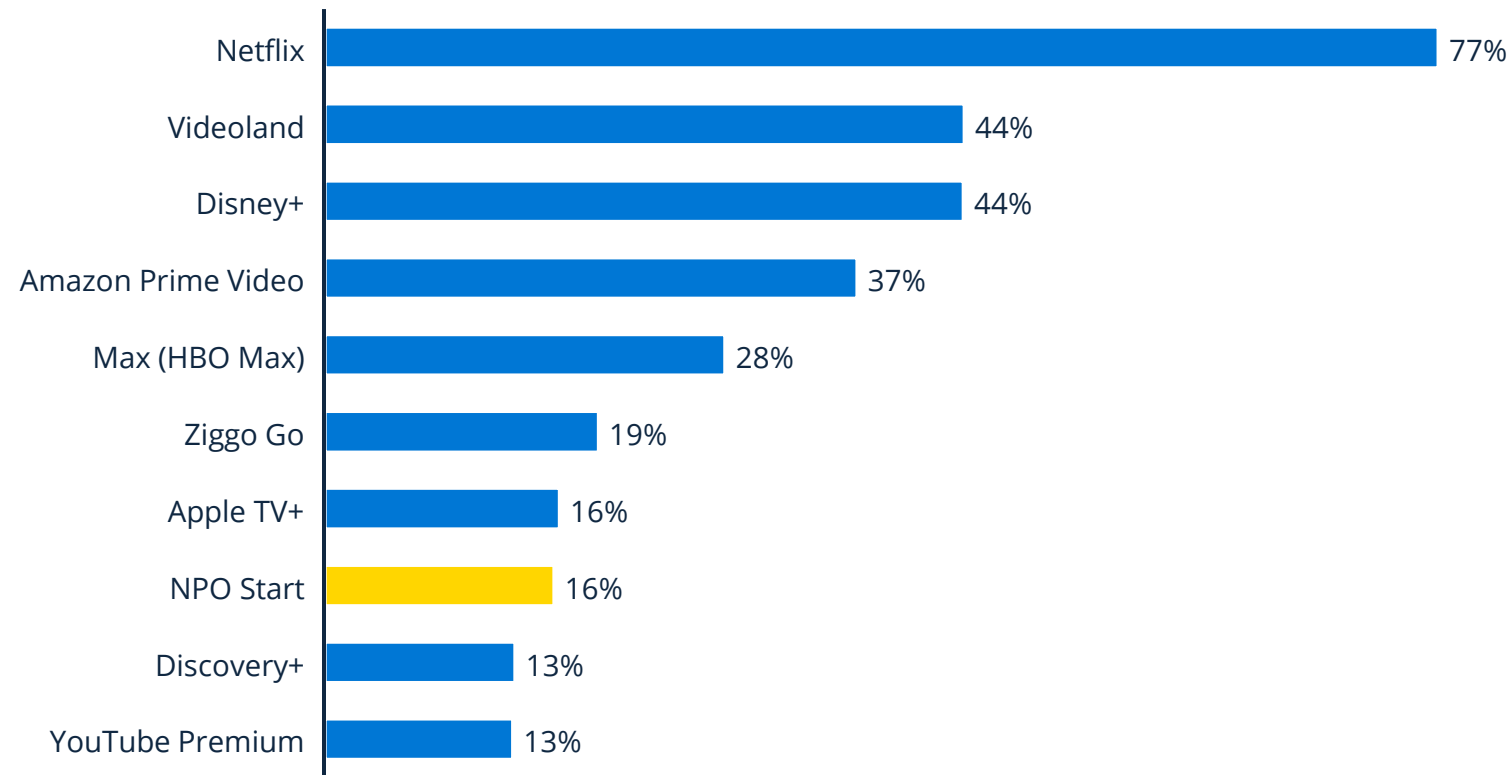
- Brand usage
- Key insights



NPO Start is the eighth most used video-on-demand service in the Netherlands with Netflix in first place

Management summary: brand usage and competition

Top 10 most used video-on-demand services in the Netherlands



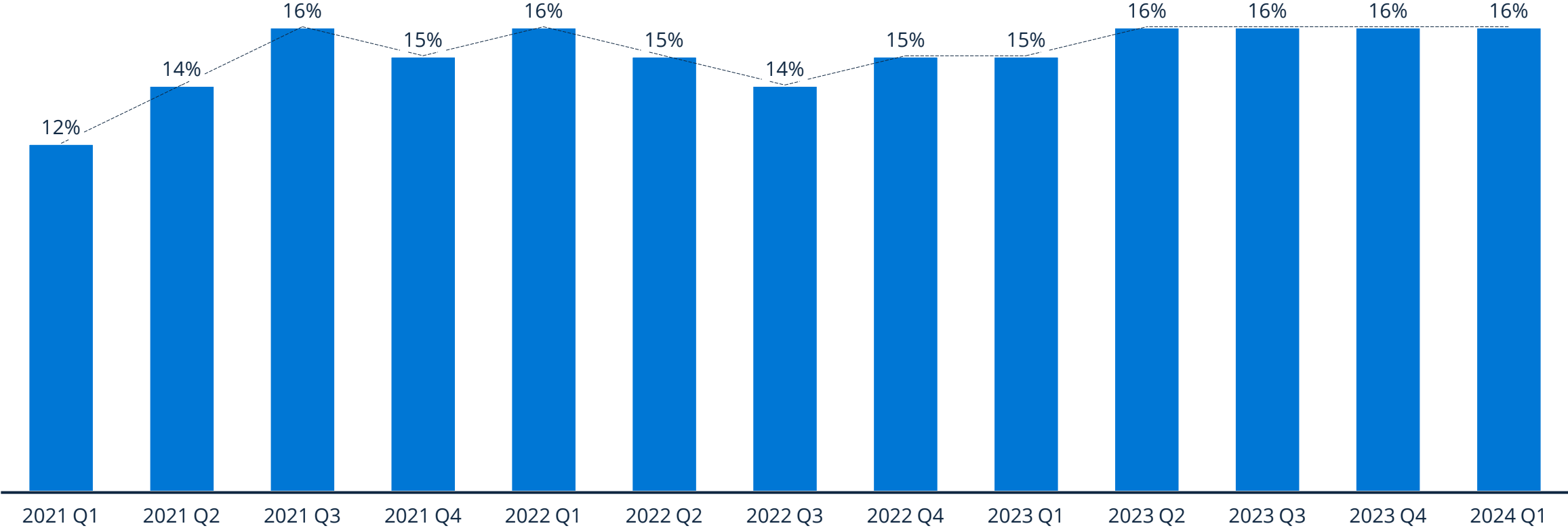
4 **Notes:** "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1,293 video-on-demand users

Sources: [Consumer Insights Global](#) as of June 2024

The share of video-on-demand users using NPO Start grew by 4 percentage points since 2021

Management summary: brand usage timeline

Timeline of video-on-demand users using NPO Start



5 Notes: "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=132 - 205 NPO Start users, n=1086 - 1299 video-on-demand users

Sources: [Consumer Insights Global](#) as of June 2024

NPO Start users in the Netherlands

Management summary: key insights

Demographic profile

32% of NPO Start users are Millennials. Compared to other video-on-demand services, NPO Start has a relatively high share of female users.

NPO Start has a larger share of users with a high income than other video-on-demand services.

NPO Start users are more likely to live in rural communities than video-on-demand users in general.

Consumer lifestyle

Having a good time is more important to NPO Start users than to other video-on-demand users.

Politics, society and current world events are relatively prevalent interests of NPO Start users.

NPO Start users are more likely to have reading as a hobby than other video-on-demand users.

Consumer attitudes

It stands out that 66% of NPO Start users say that digital services allow them to discover new and exciting content.

15% of NPO Start users are innovators or early adopters of new products.

A relatively high share of NPO Start users think that housing is an issue that needs to be addressed.

Marketing touchpoints

Podcasts is more popular among NPO Start users than the average video-on-demand user.

NPO Start users remember hearing ads in podcasts more often than other video-on-demand users.

CHAPTER 02

Demographic profile

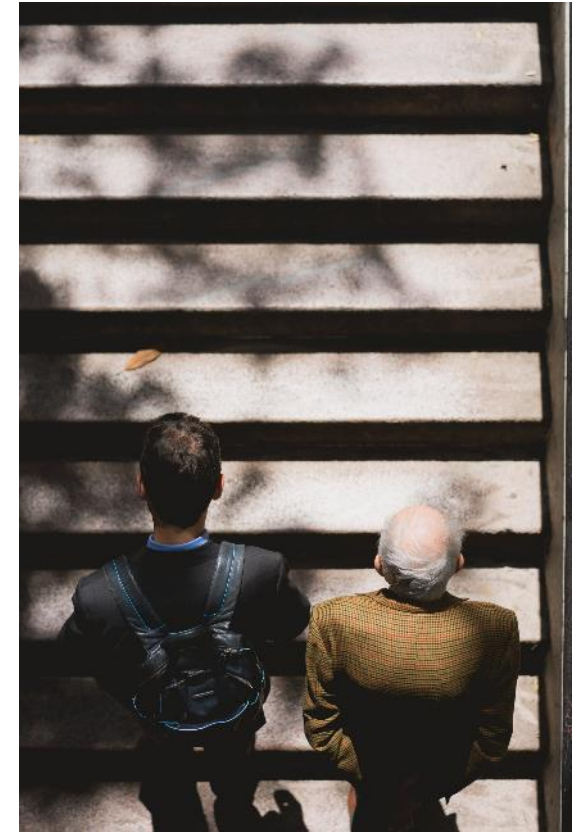
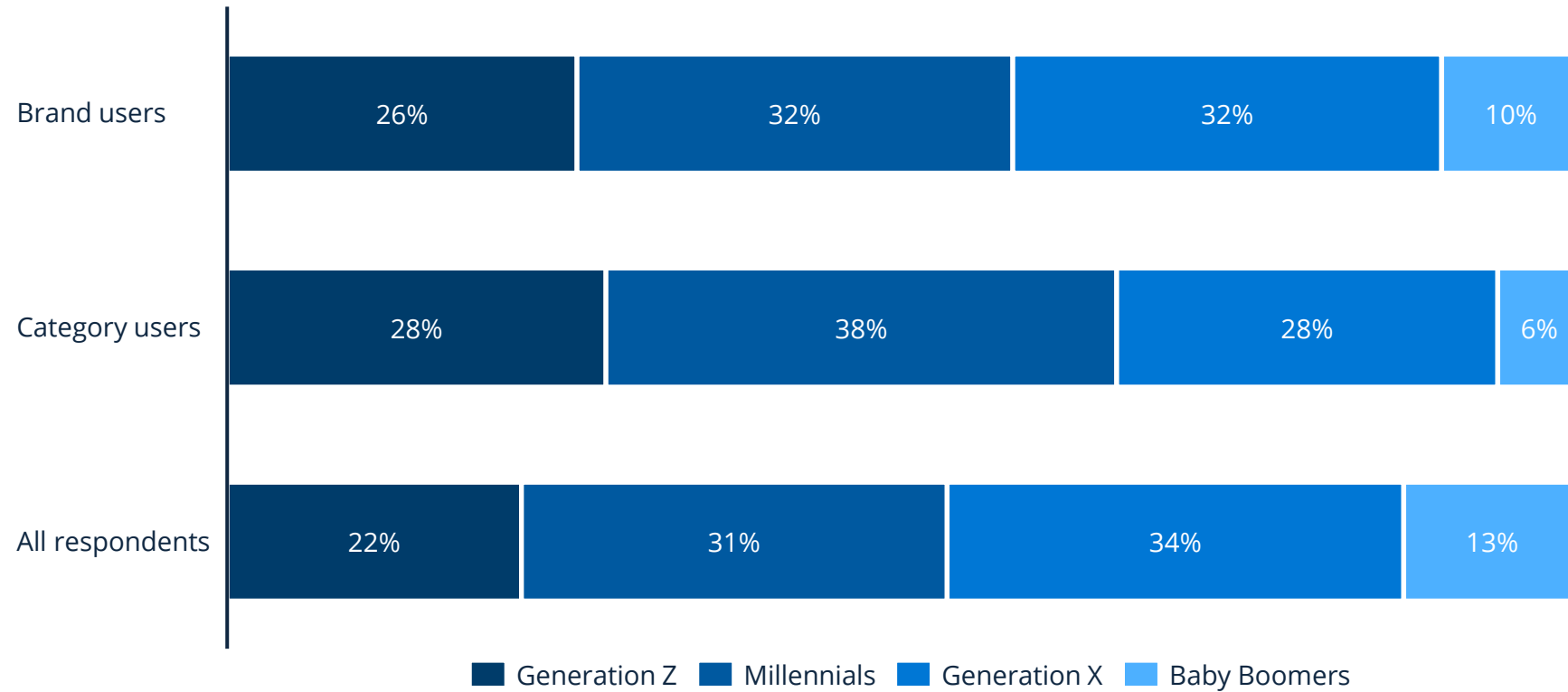
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



32% of NPO Start users are Millennials

Demographic profile: generations

Age of consumers in the Netherlands

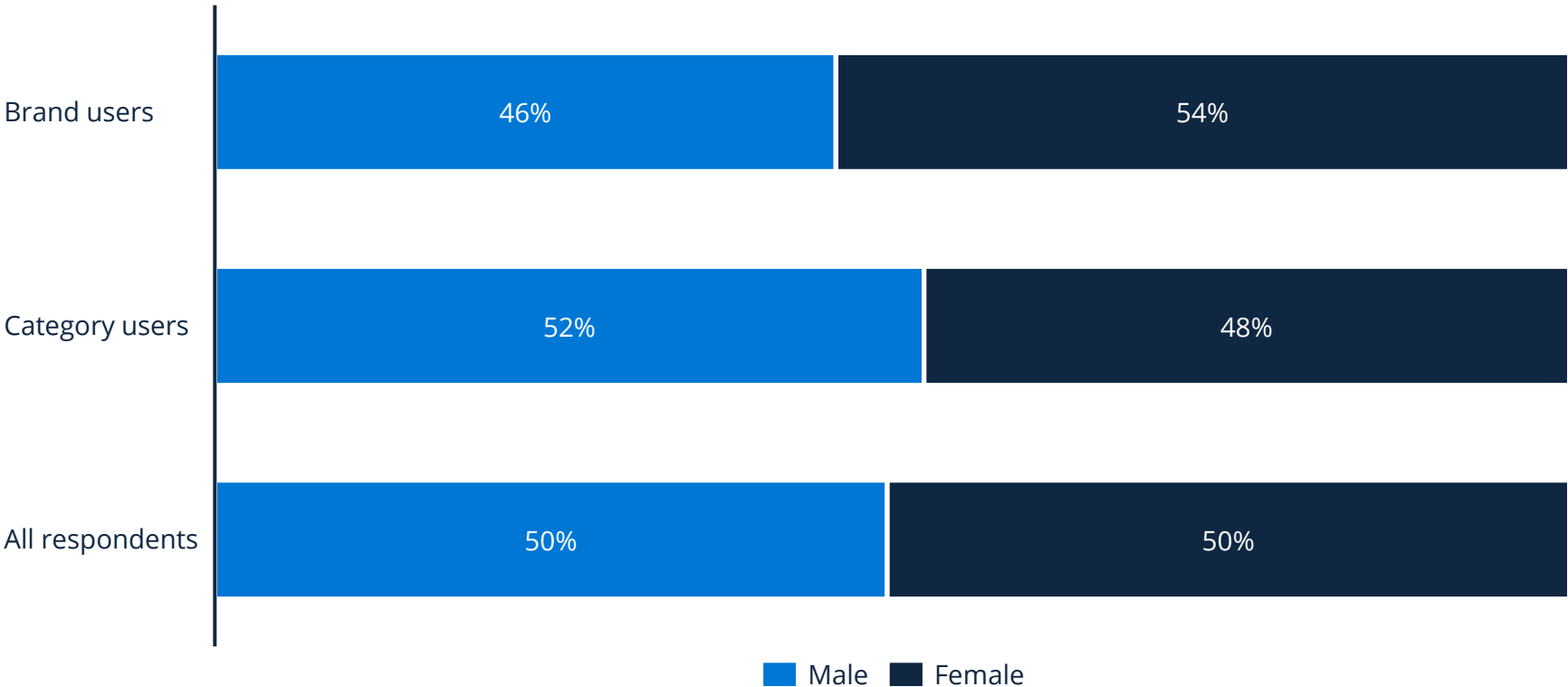


Compared to other video-on-demand services, NPO Start has a relatively high share of female users

Demographic profile: gender



Gender of consumers in the Netherlands



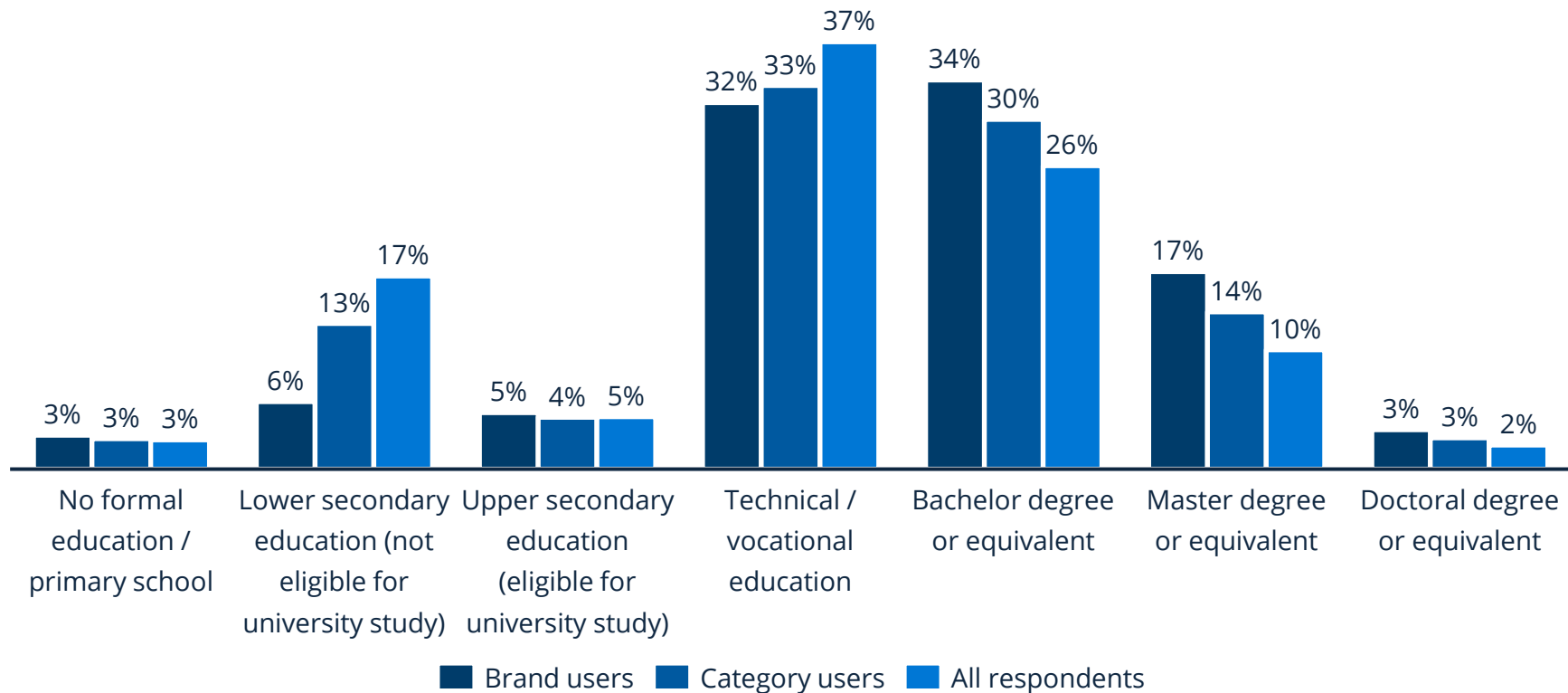
9 Notes: "What is your gender?"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=205 NPO Start users, n=1,293 video-on-demand users, n=12,161 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

A relatively high share of NPO Start users have a college degree

Demographic profile: education

Consumer's level of education in the Netherlands

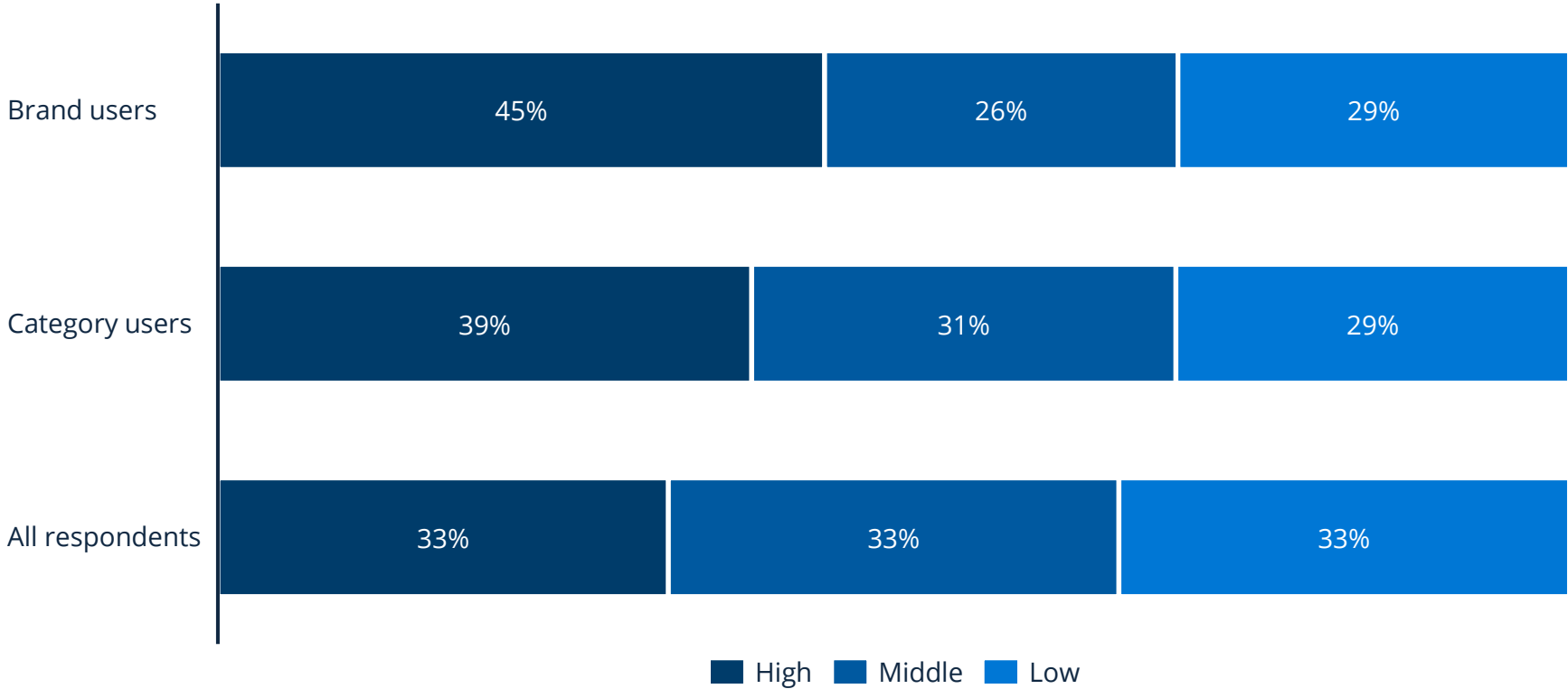


NPO Start has a larger share of users with a high income than other video-on-demand services

Demographic profile: income



Share of consumers in the Netherlands in the high, middle, and low thirds of monthly household gross income

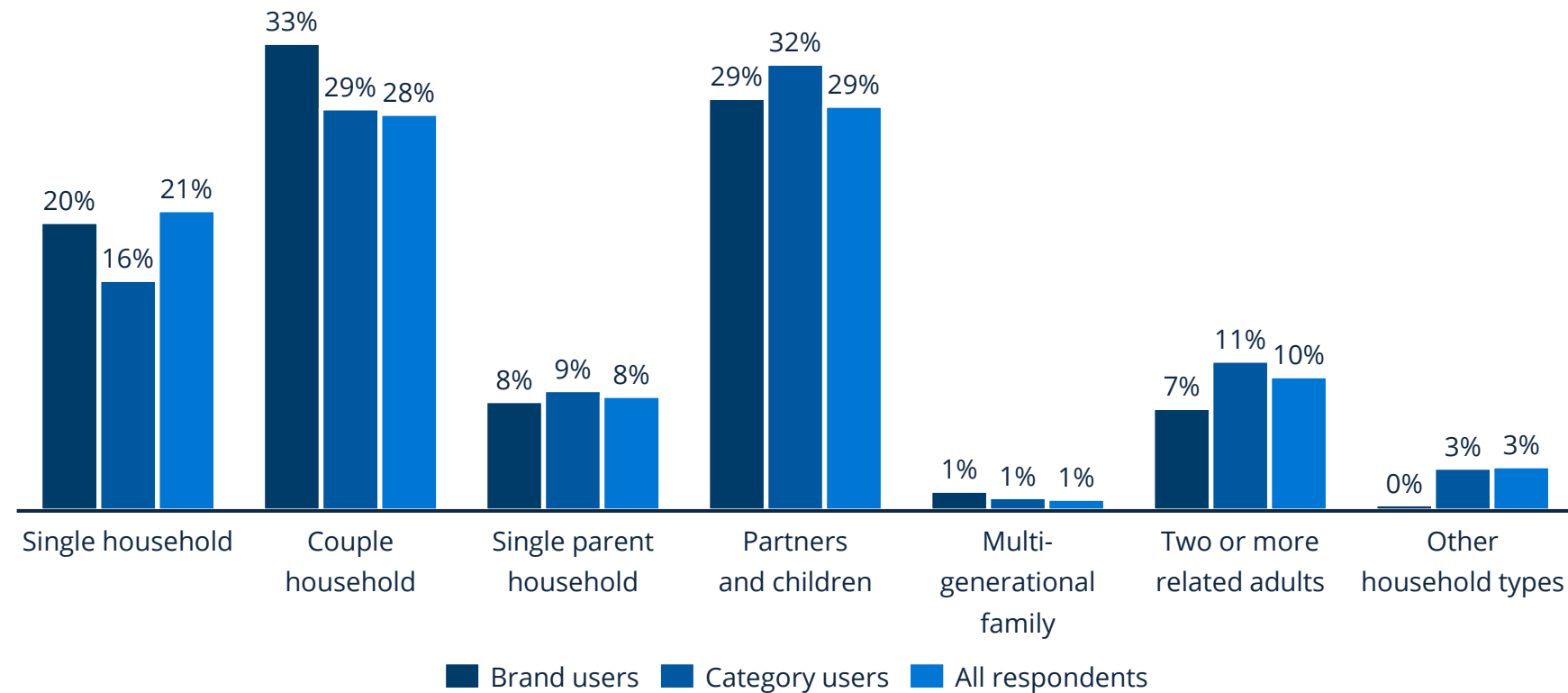


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=205 NPO Start users, n=1,293 video-on-demand users, n=12,161 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other video-on-demand users, NPO Start users are relatively likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in the Netherlands live



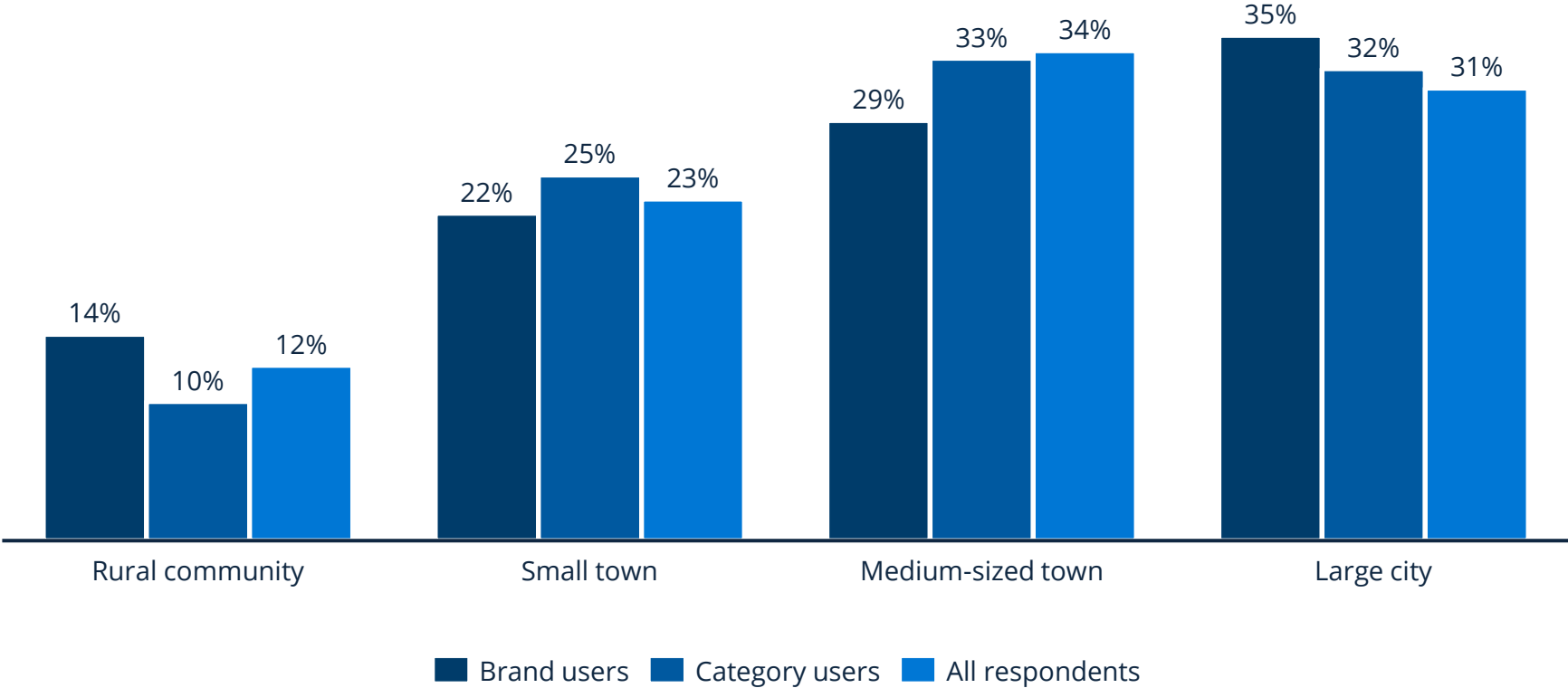
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=205 NPO Start users, n=1,293 video-on-demand users, n=12,161 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

NPO Start users are more likely to live in rural communities than video-on-demand users in general

Demographic profile: type of community



Communities where consumers live in the Netherlands

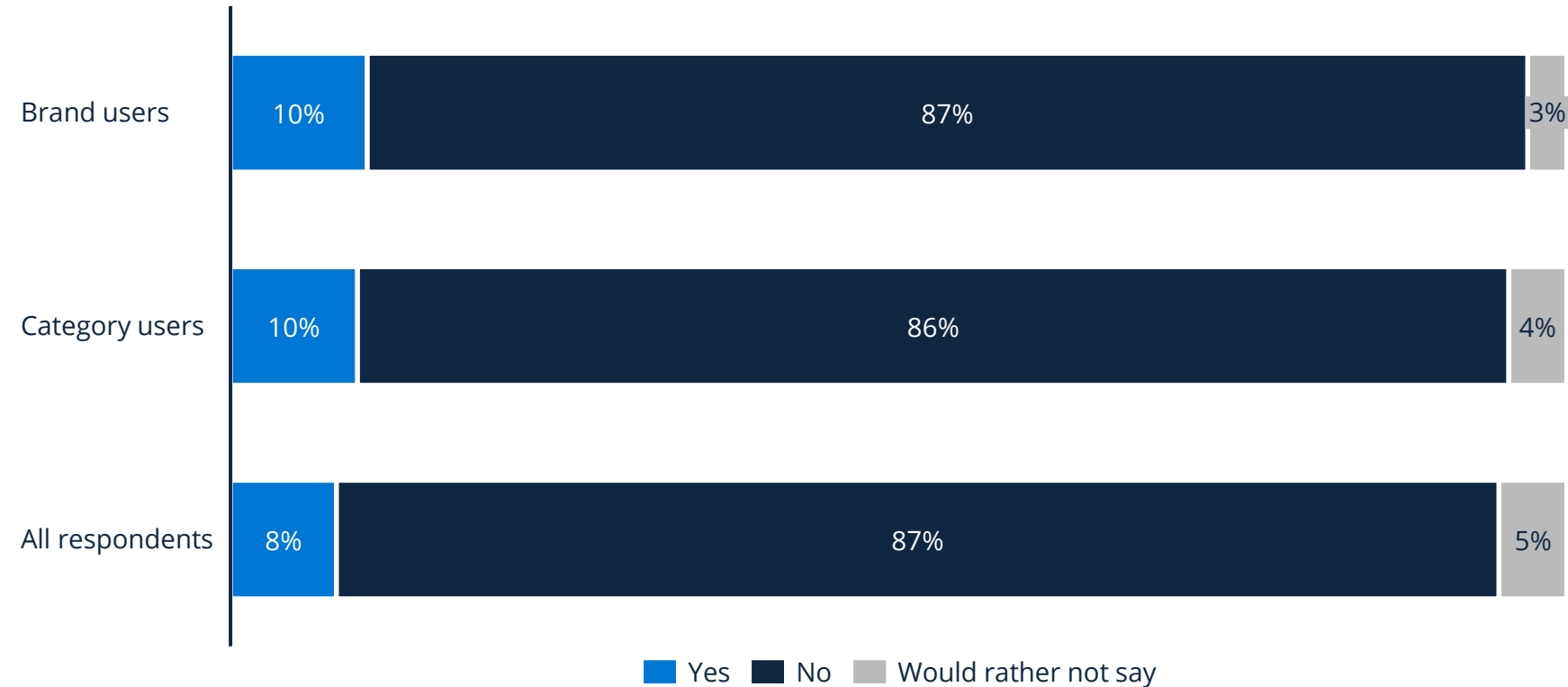


13 **Notes:** "In what type of community do you live?"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=205 NPO Start users, n=1,293 video-on-demand users, n=12,161 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

10% of NPO Start users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in the Netherlands



CHAPTER 03

Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



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