



Population survey digital content

On digital content services and subscription traps

Population survey undertaken by YouGov for The Norwegian Consumer Council

December 2020

Translated from Norwegian to English by The Norwegian Consumer Council



Sample and methodology

Sample

Nationally representative sample 18+ years old. The results are weighted by gender, age, and geography according to public statistics.

The selection is recruited through YouGovs web panel, which consists of around 115 000 people who regularly respond to surveys.

Methodology and time period for fieldwork

The data collection was performed as web interviews in November 2020.

Number of interviews

1000

Description of variables

Consumer lifecycle

- Pre family: The person is between 15 and 45 years old without children
- Young family: The person has children who live at home, where the youngest child is between 0 and 6 years old
- Adult family: The person has children who live at home, where the youngest child is 7 years old or older
- Active Empty Nest'ers: The person is 46 years old or older, has no children that live at home, and is active in the job market
- Senior Citizens / Inactive Empty Nest'ers : The person is 46 years old or older, has no children that live at home, and is not active in the job market

Income groups

Annual household income (gross)

Household size

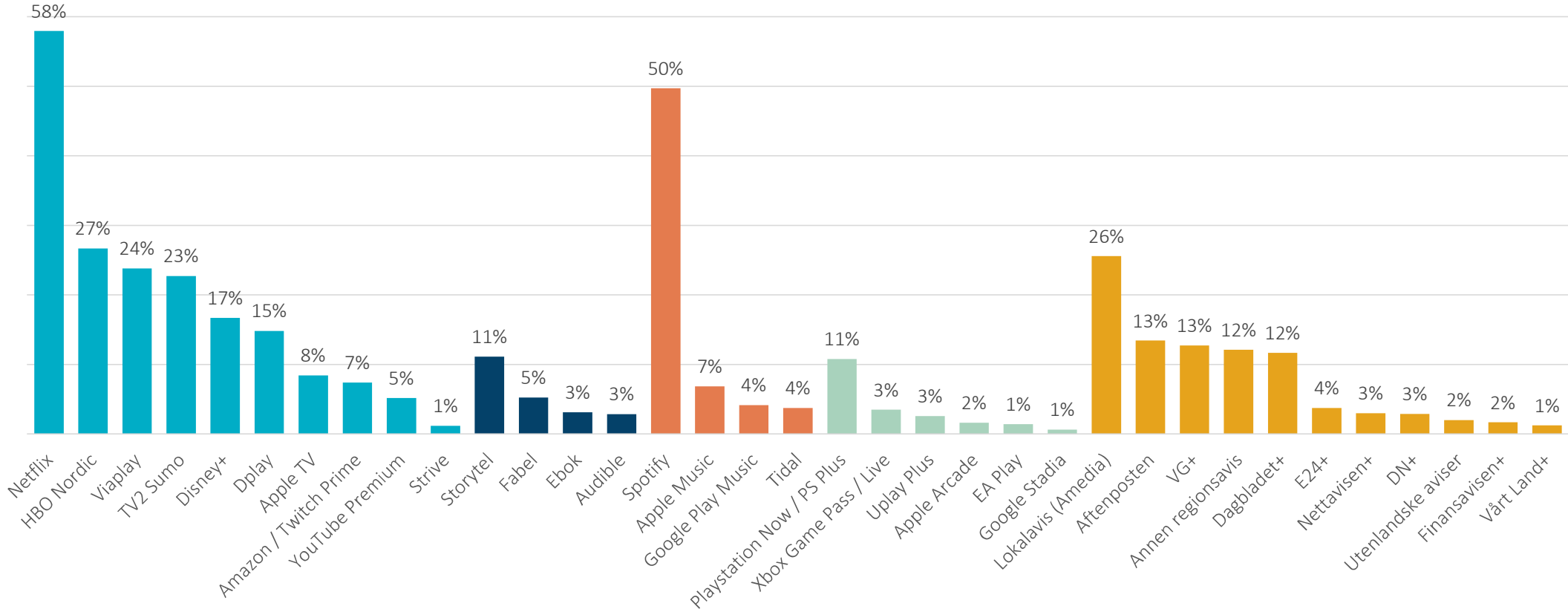
Lives alone = One person household

Lives two = Two person household

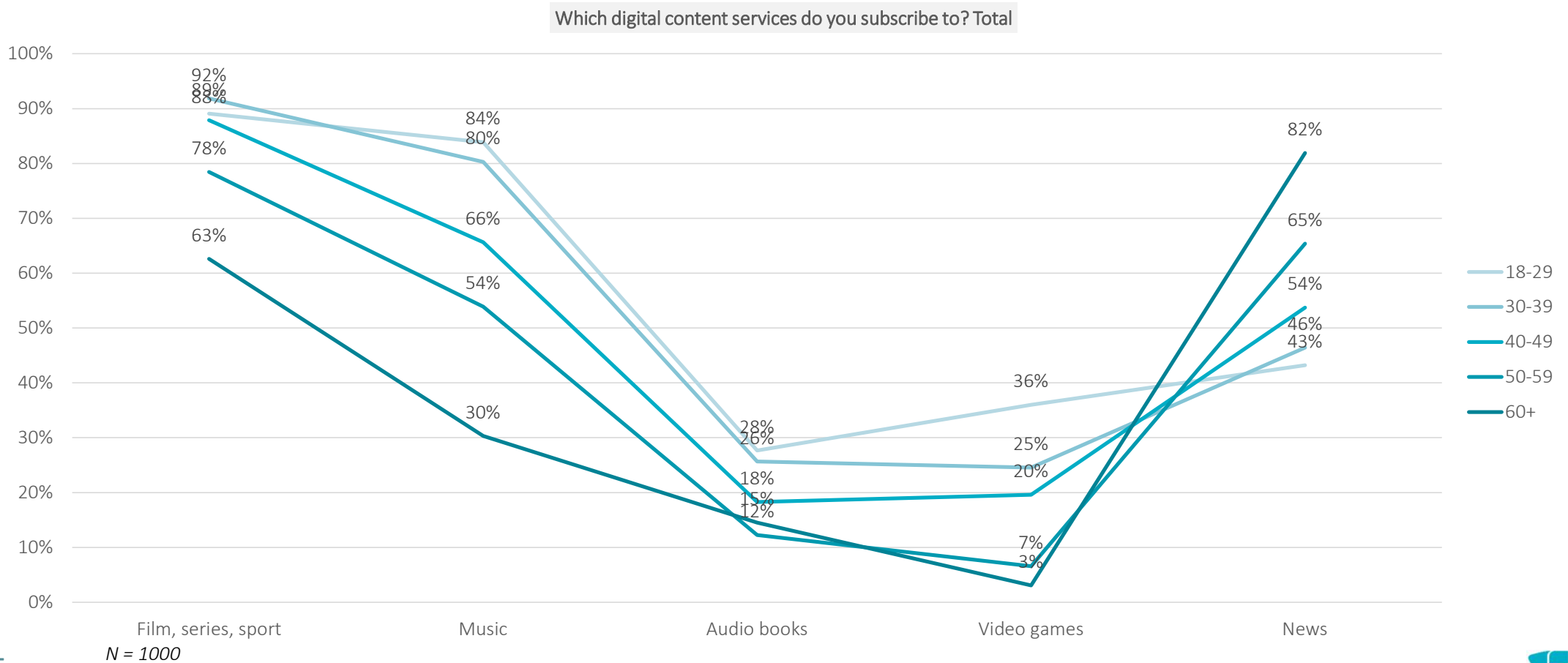
Lives 3+ = Household with 3 or more people

Netflix and Spotify are the most popular subscriptions

Which digital content services do you subscribe to? Total

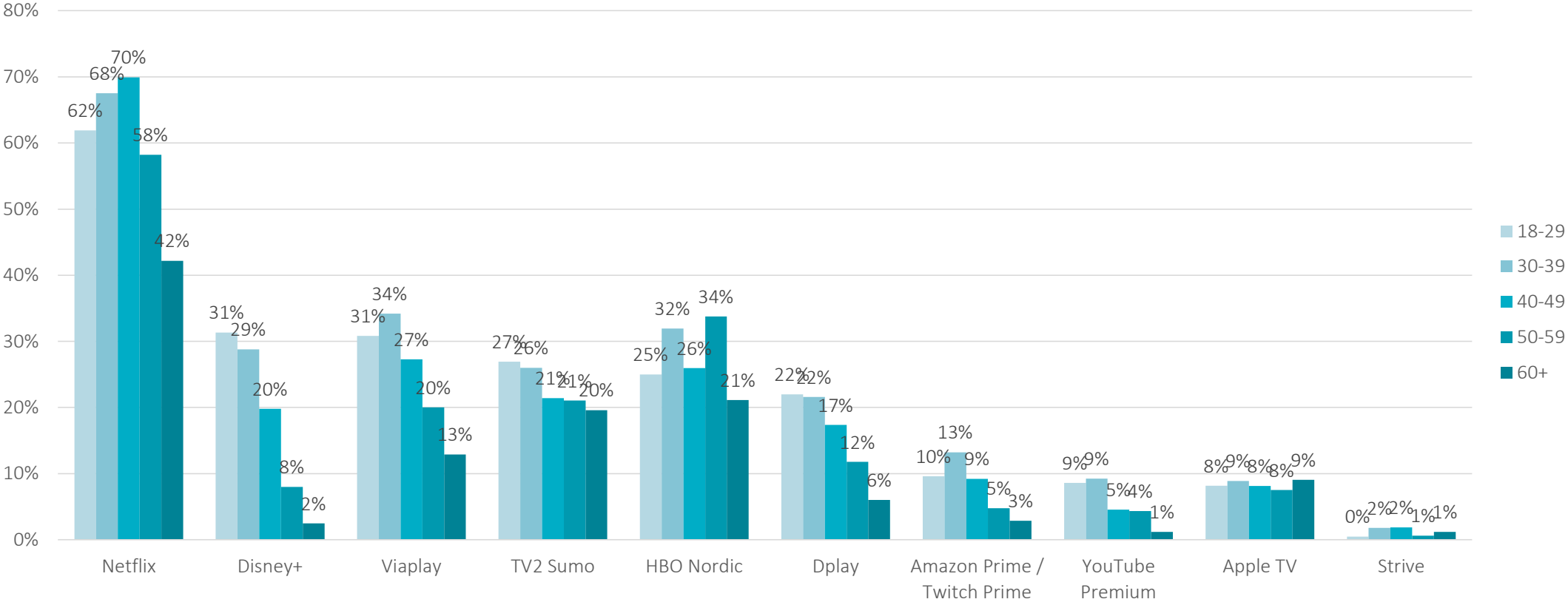


More young people have subscriptions to movies, music, books, and video games



Netflix is the largest in all age groups

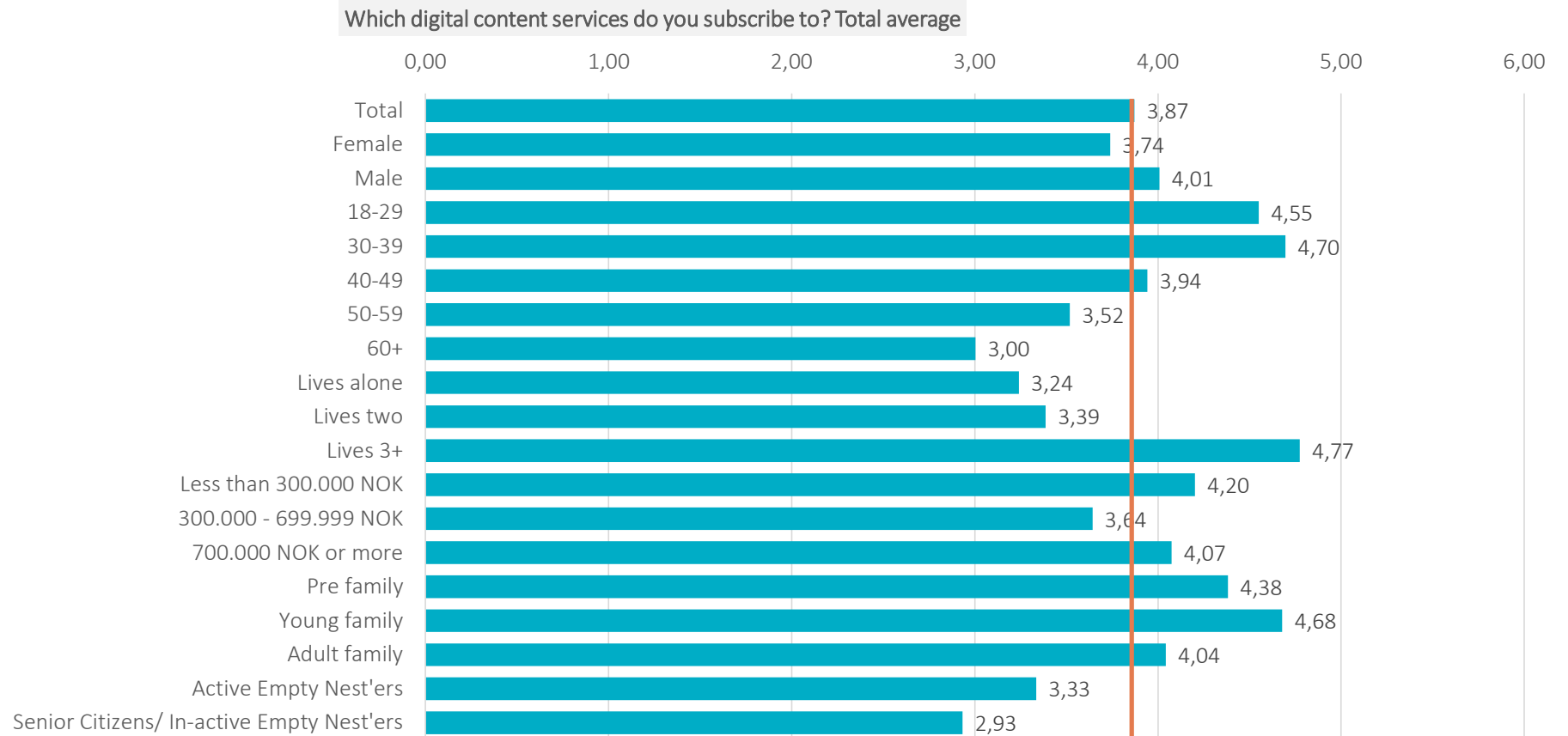
Which digital content services do you subscribe to? Total



N = 1000

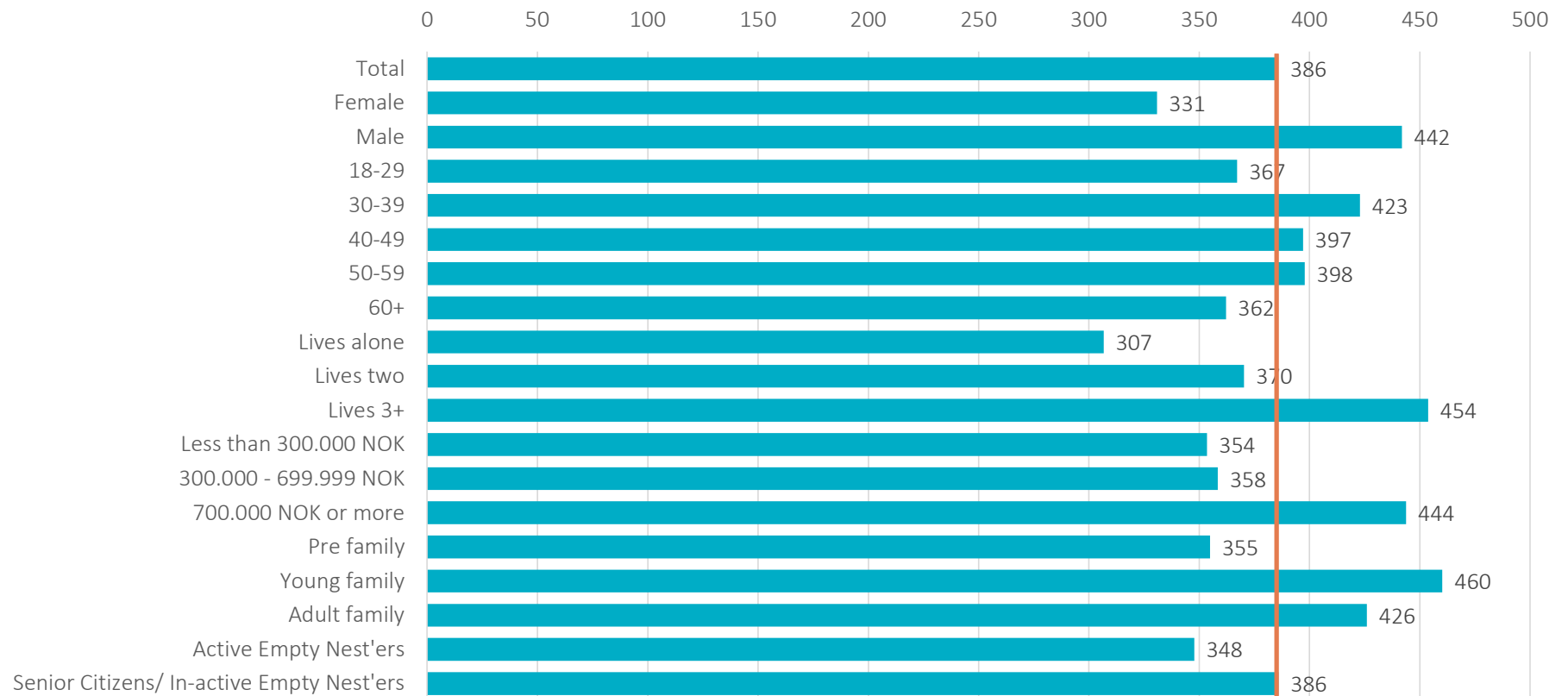


On average, people have 3,87 different subscriptions



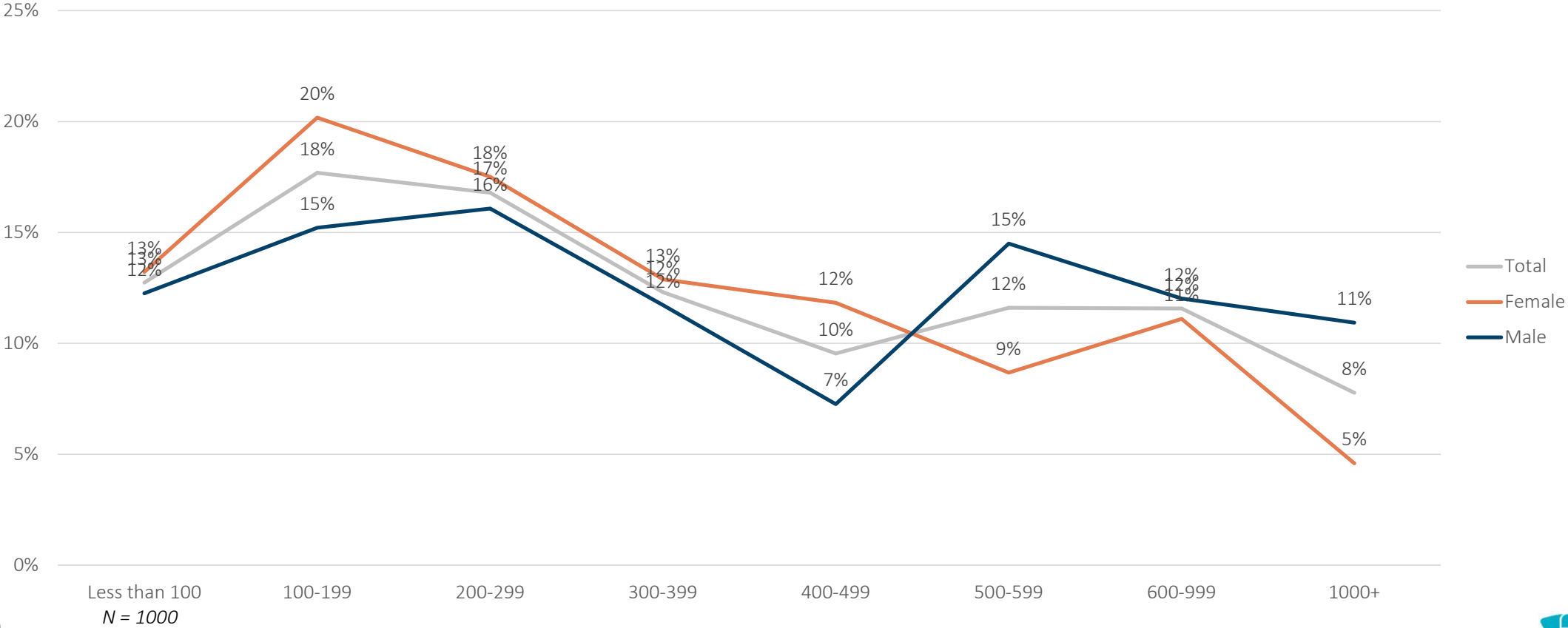
People estimate on average that they pay 386 NOK per month, ca 100 NOK per subscription

Approximately how much do you think that you pay per month for digital content services? On average



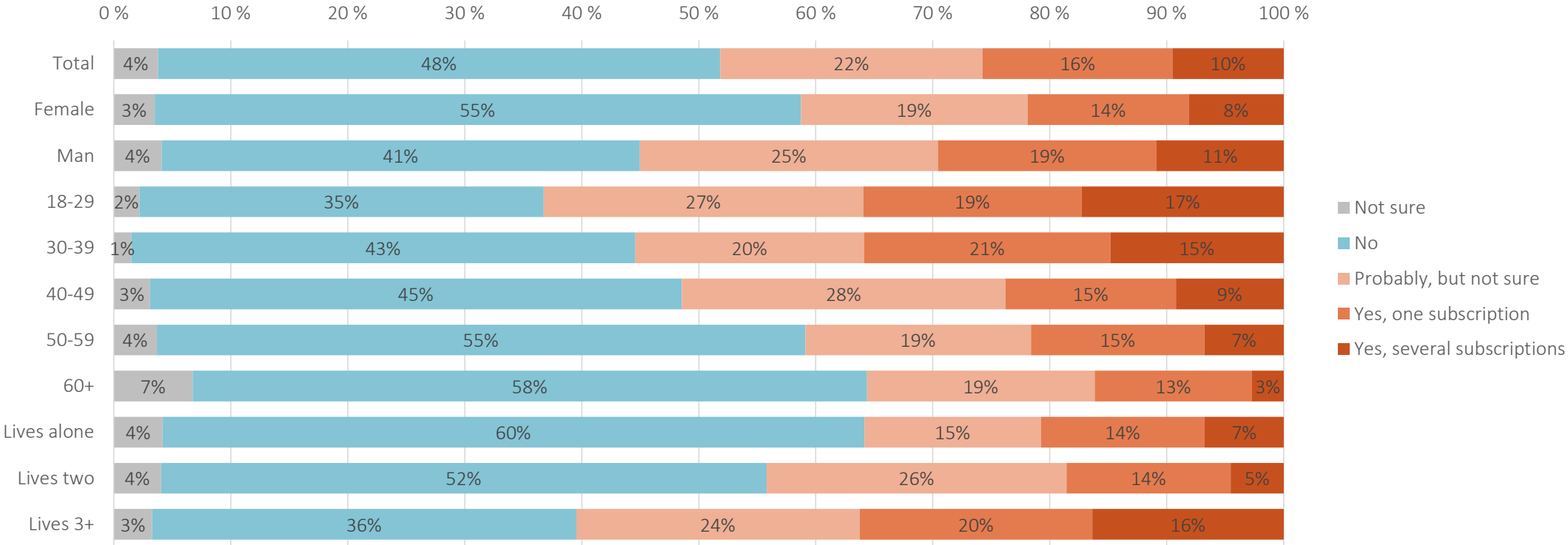
1 out of 10 men spend more than 1000 NOK per month

Approximately how much do you think that you pay per month for digital content services? Intervals



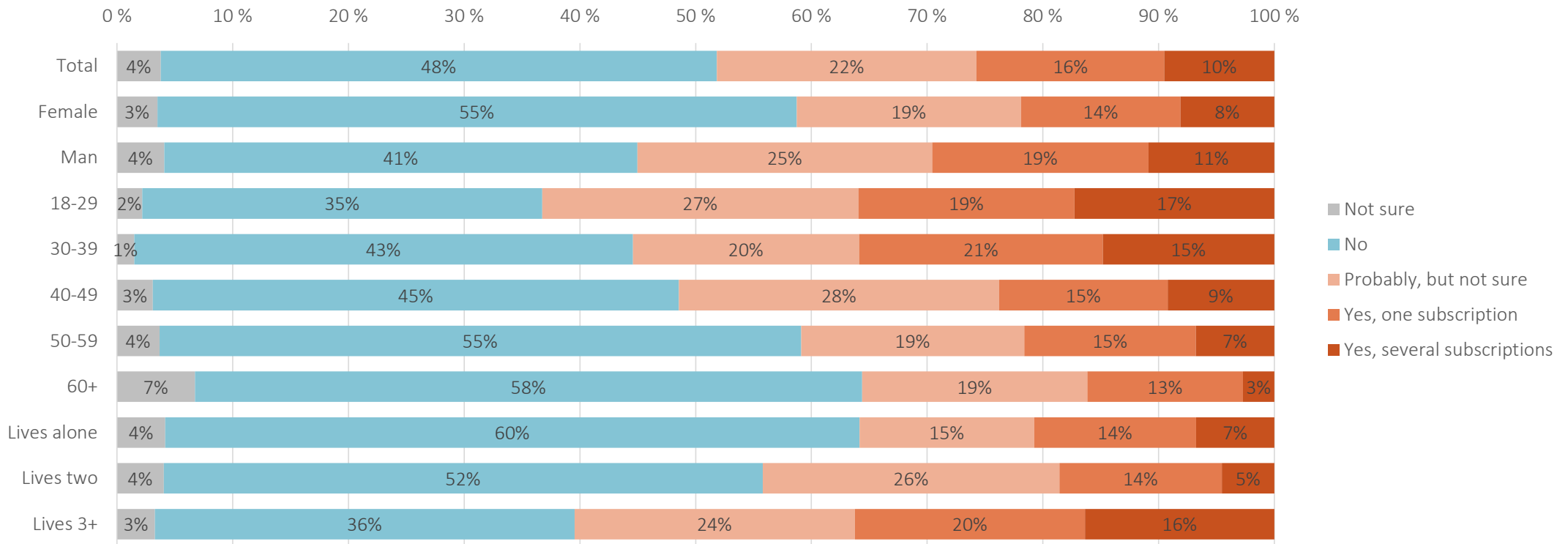
1 out of 4 pay for services they rarely use

Do you/your household pay for digital content services that are used so rarely that the subscription should be cancelled?



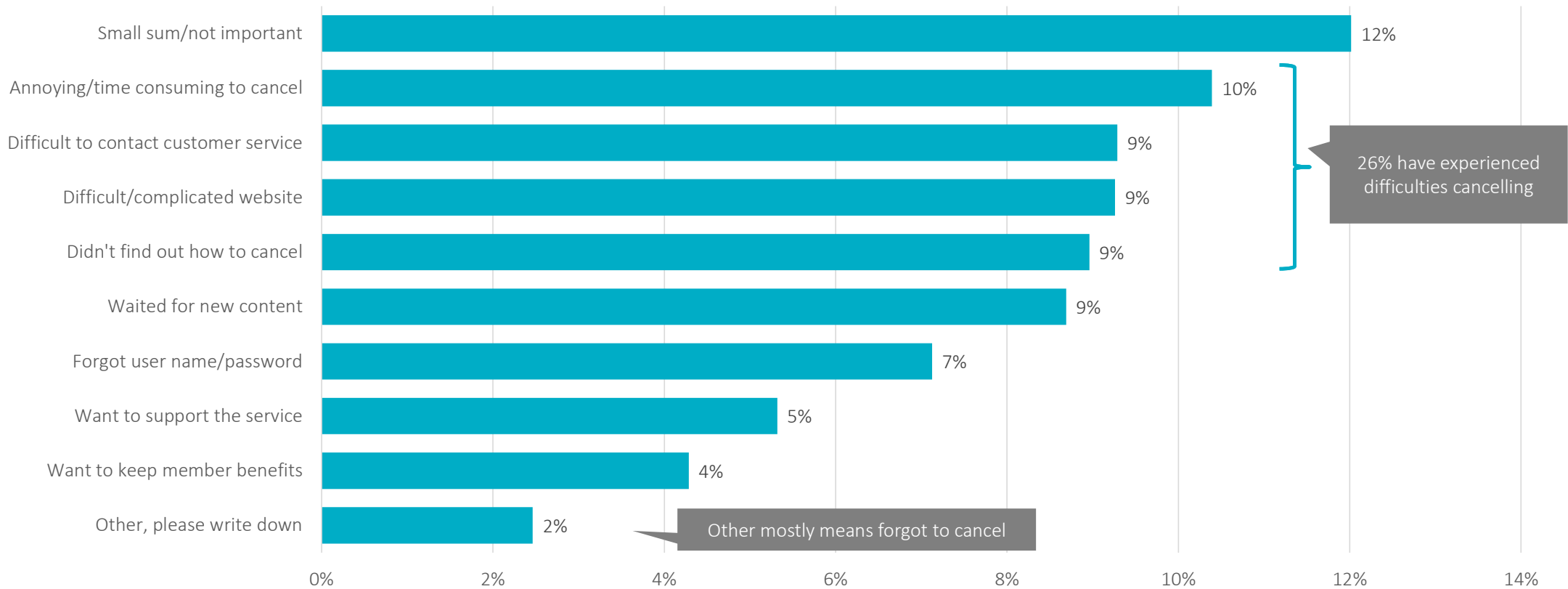
Amongst young people 1 out of 3 pay for services they rarely use

Do you/your household pay for digital content services that are used so rarely that the subscription should be cancelled?



1 out of 4 have experienced difficulties with cancelling a subscription

Have you ever not cancelled, or postponed cancelling subscription, because of one of the following reasons?

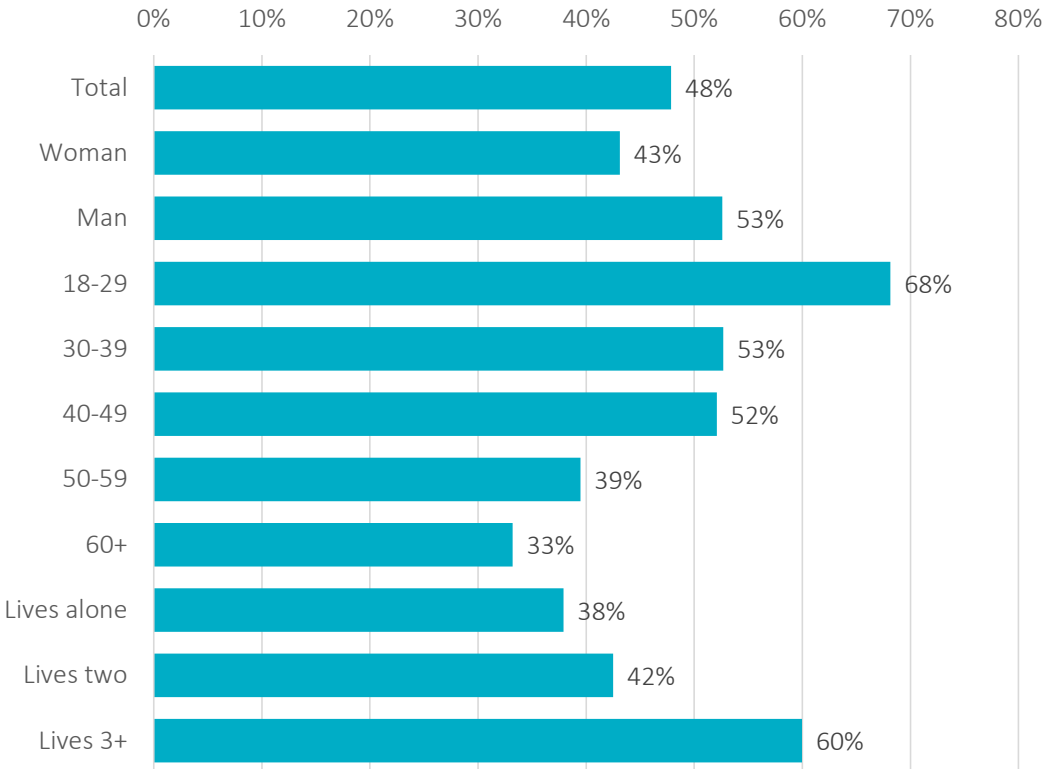


N = 1000

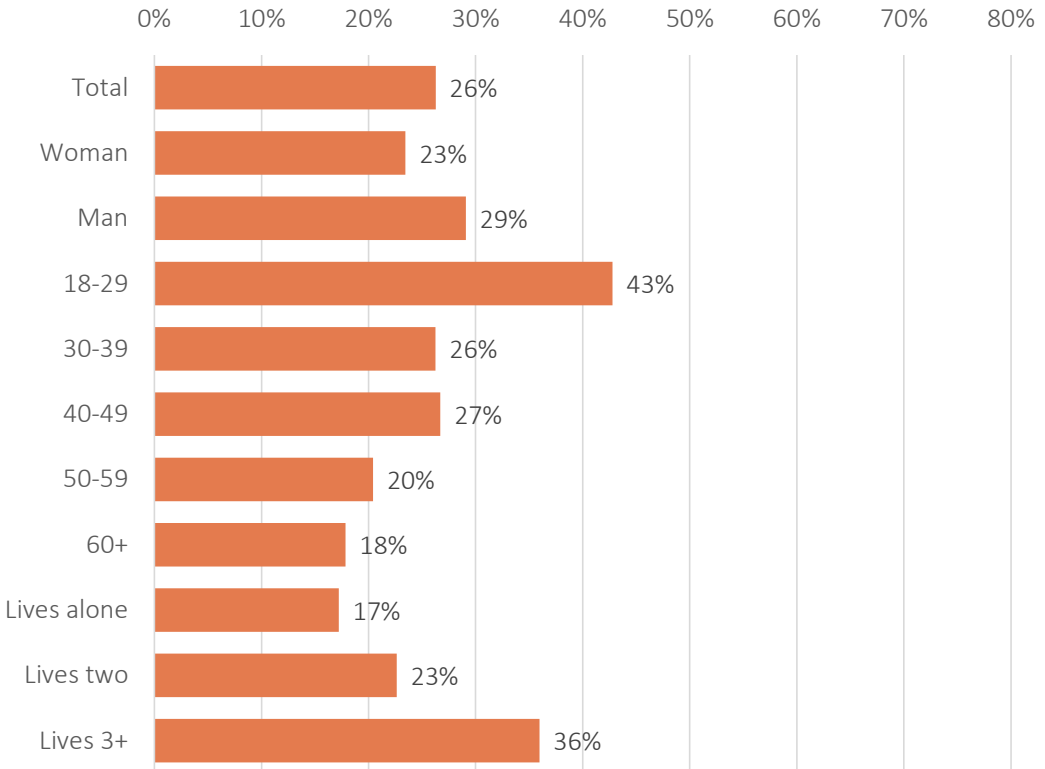


More young people experience difficulties with unsubscribing

Have you ever not cancelled, or postponed cancelling subscription, because of one of the following reasons? Total sum

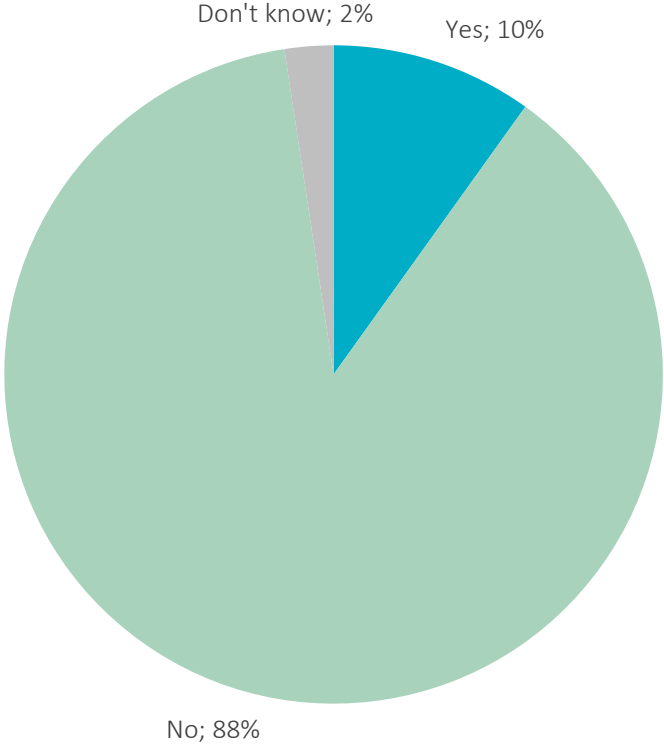


Have you ever not cancelled, or postponed cancelling subscription, because of one of the following reasons? Sum difficulties with cancelling



1 out of 10 has experienced being shut out

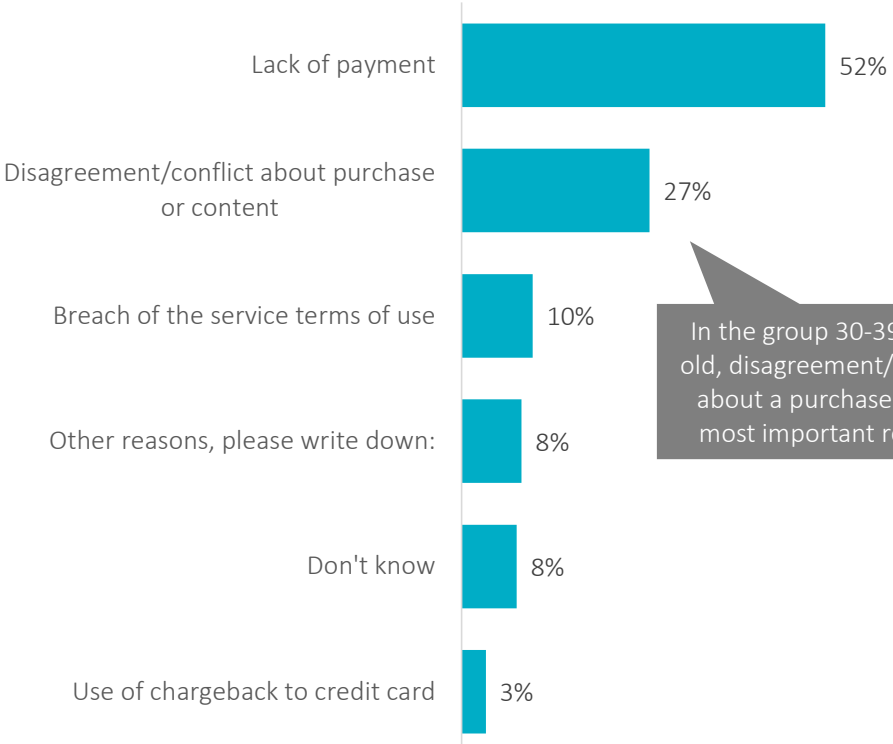
Have you ever experienced that a service provider has shut out/banned you/your household from a digital content service?



N = 1000



Why were you/your household shut out/banned?



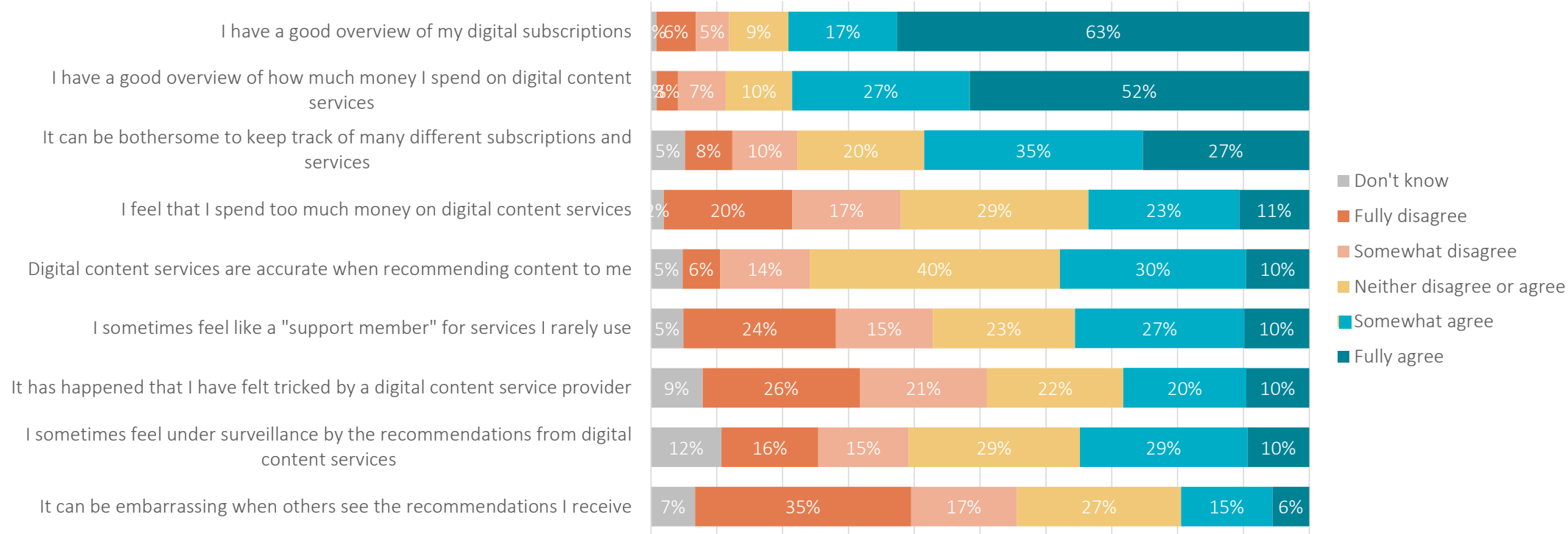
N = 96

In the group 30-39 years old, disagreement/conflict about a purchase is the most important reason

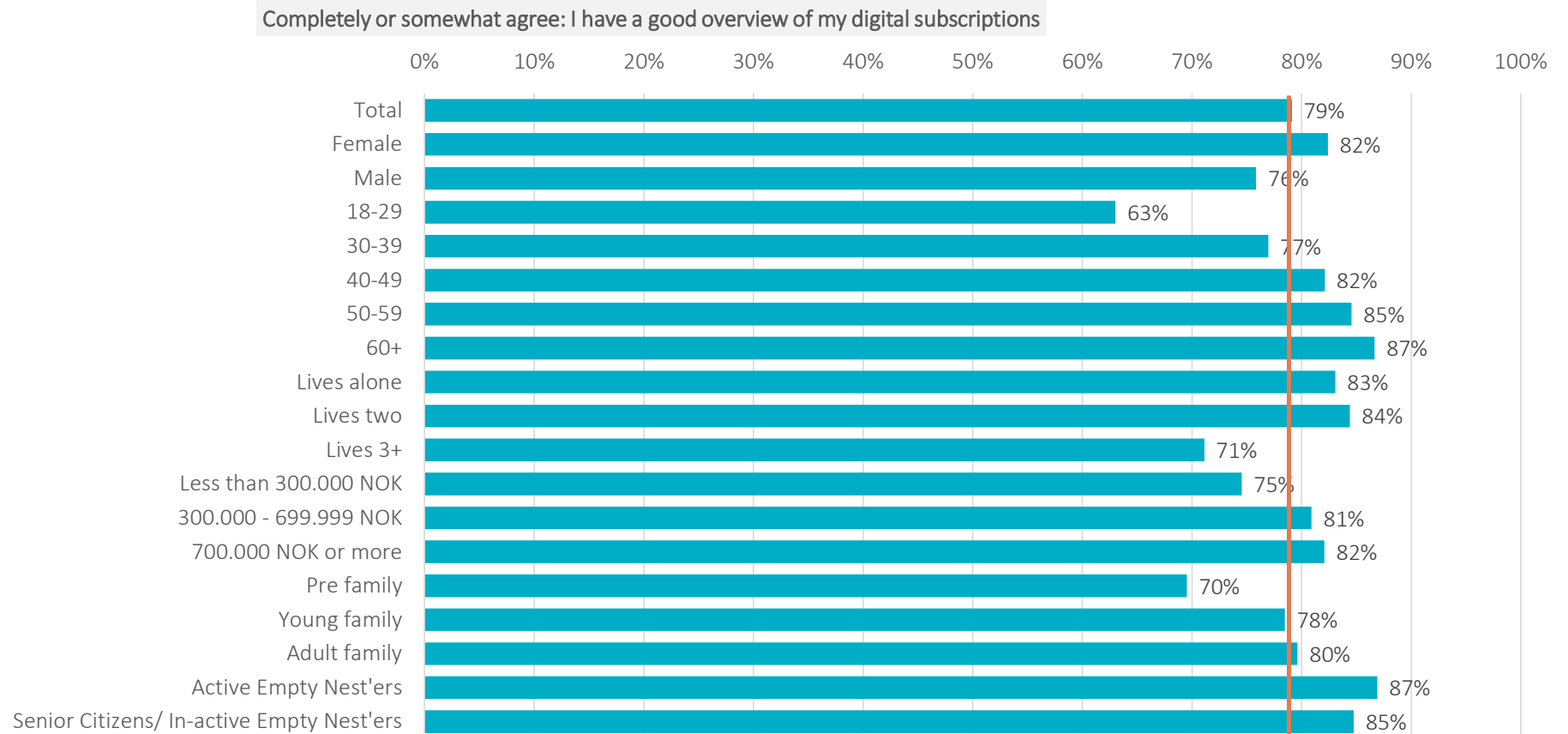


Many users claim to have control over their subscriptions

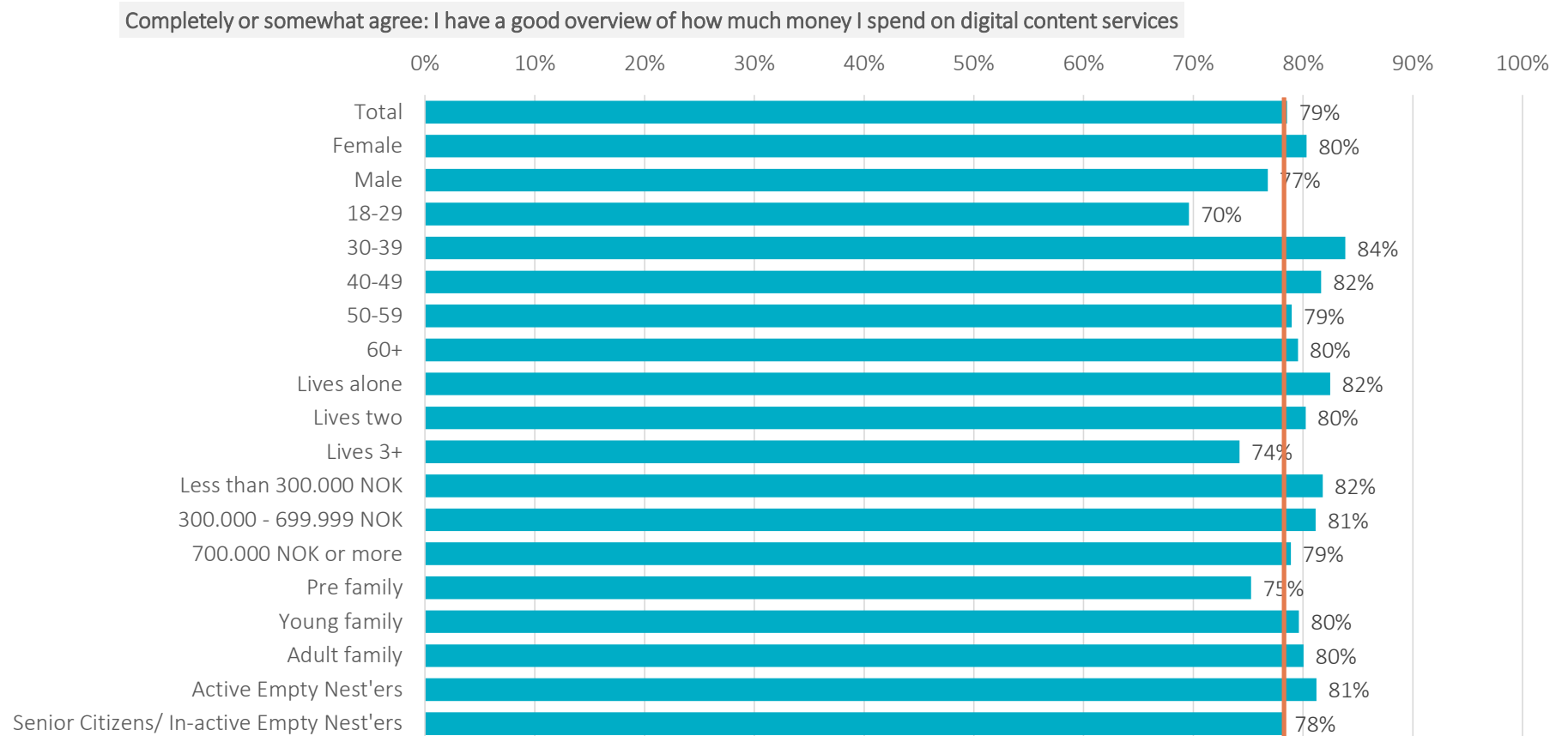
How much do you agree or disagree with the following statements regarding digital content services?



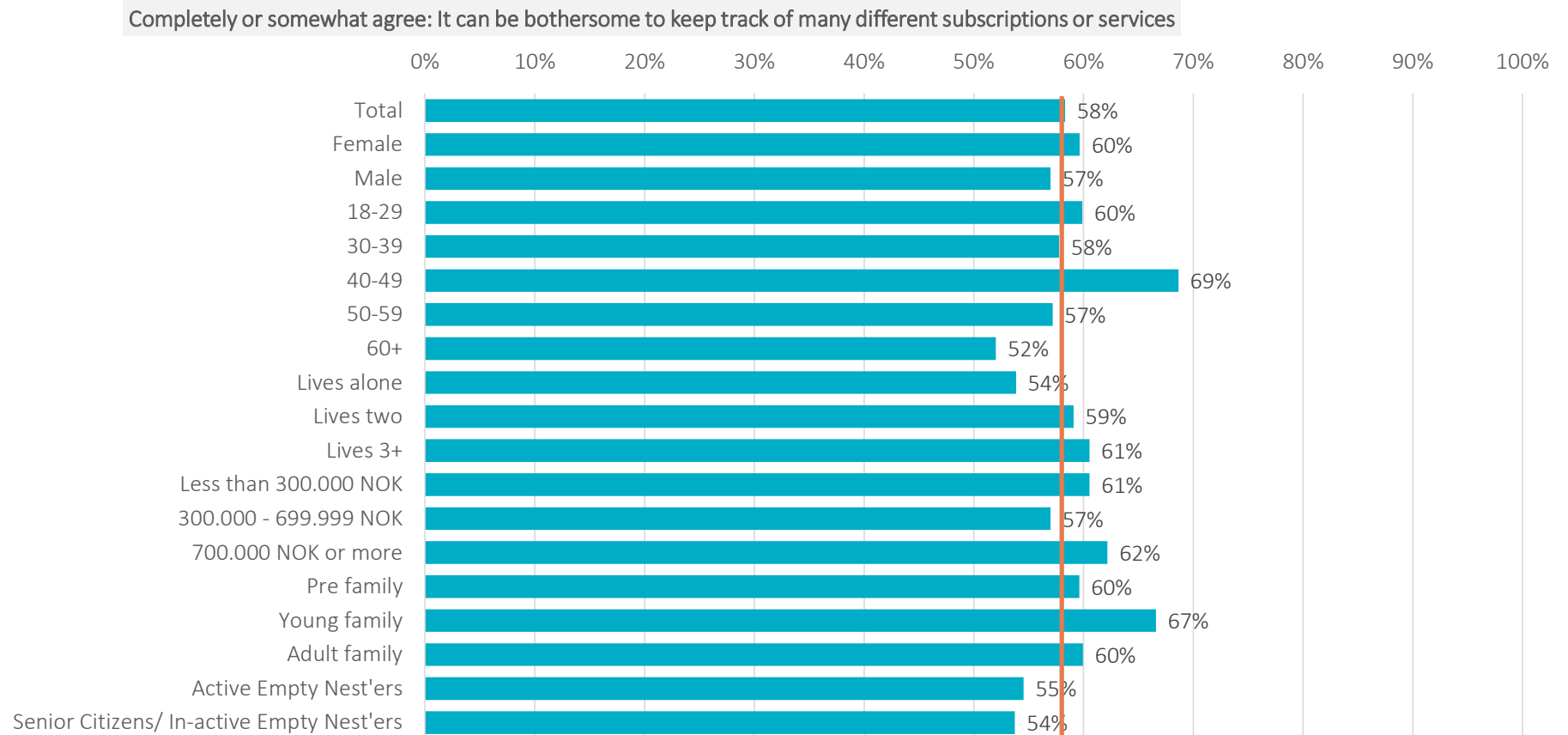
Young men have the least control over their subscriptions



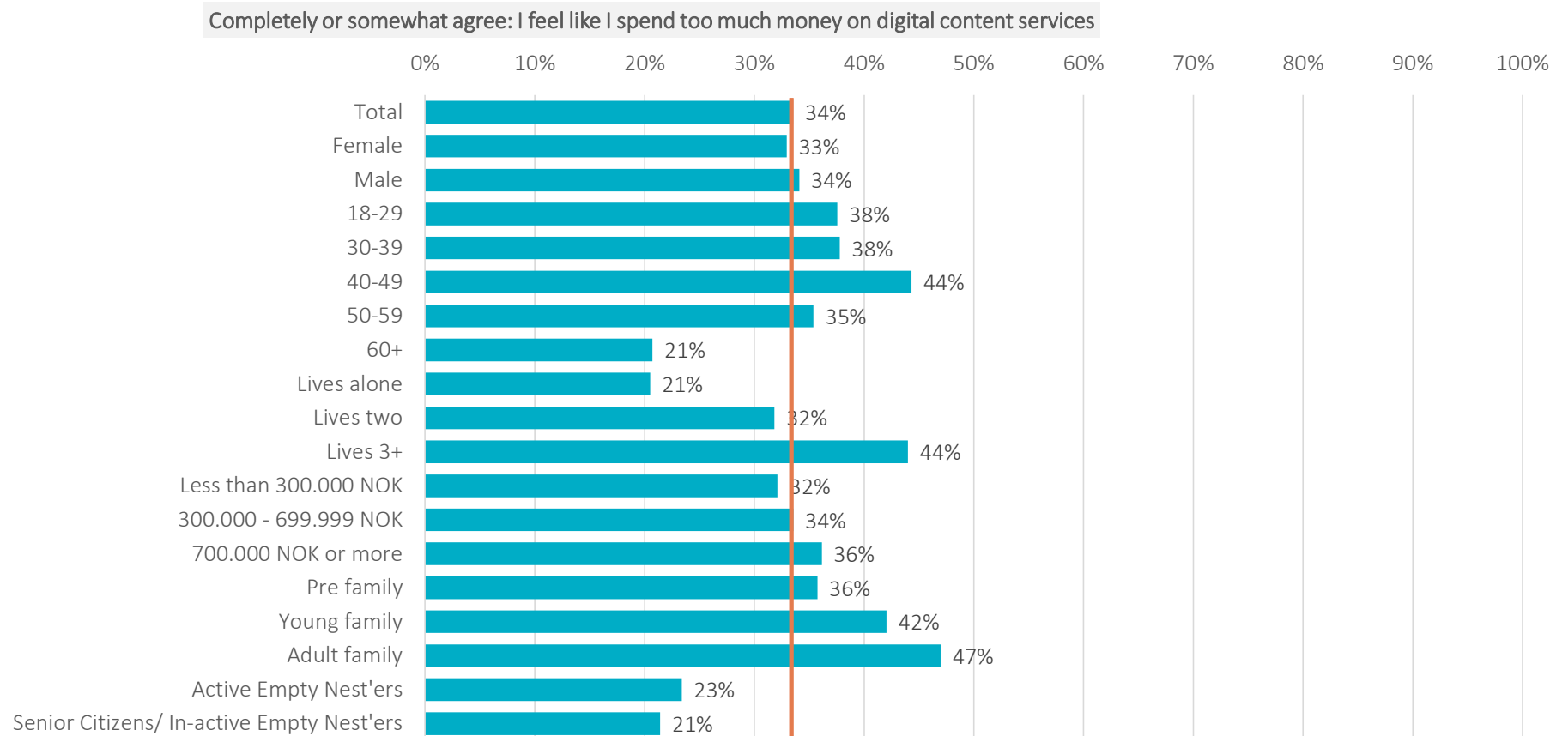
Young people experience the least control on spending



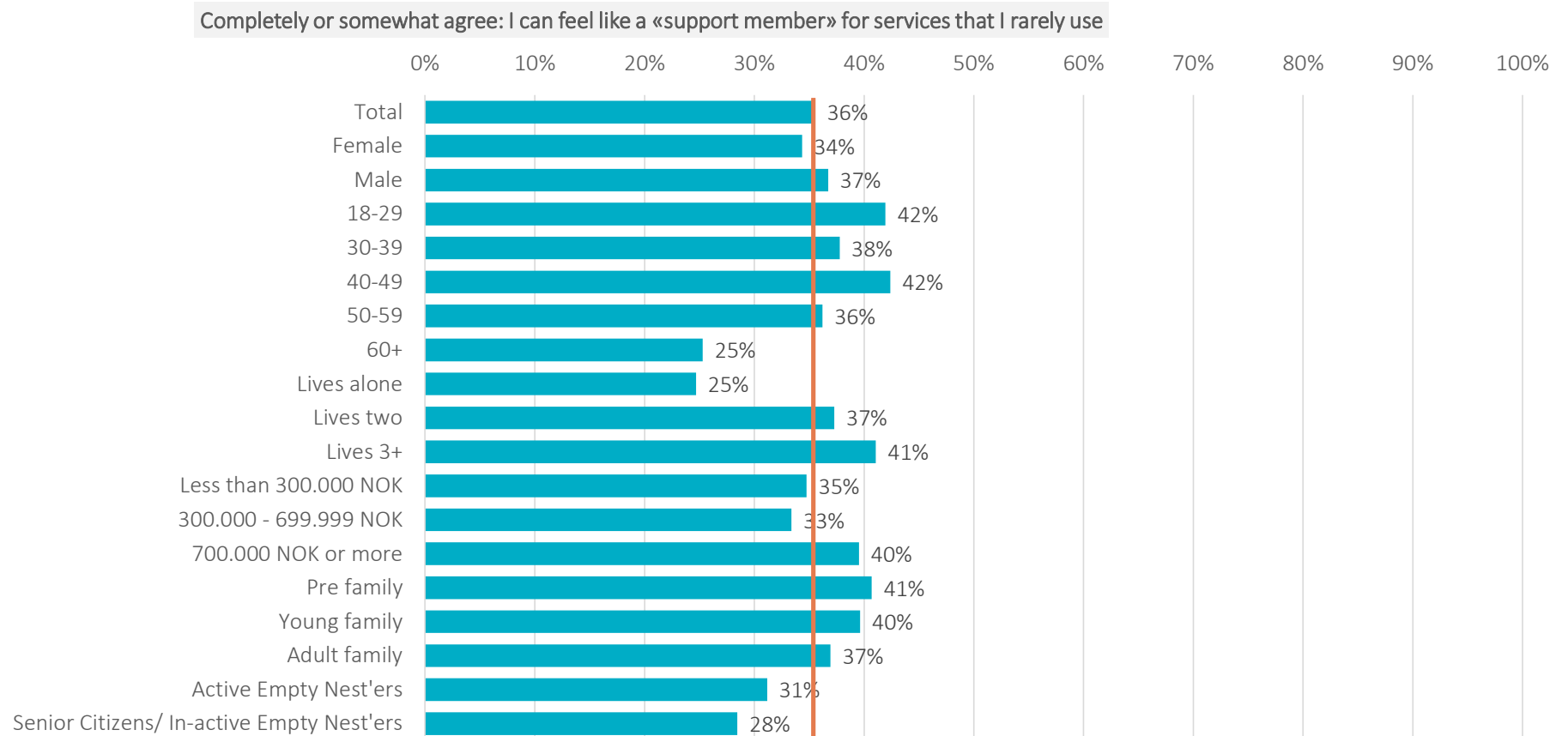
The age group 40-49 experience it as most bothersome to have many subscriptions



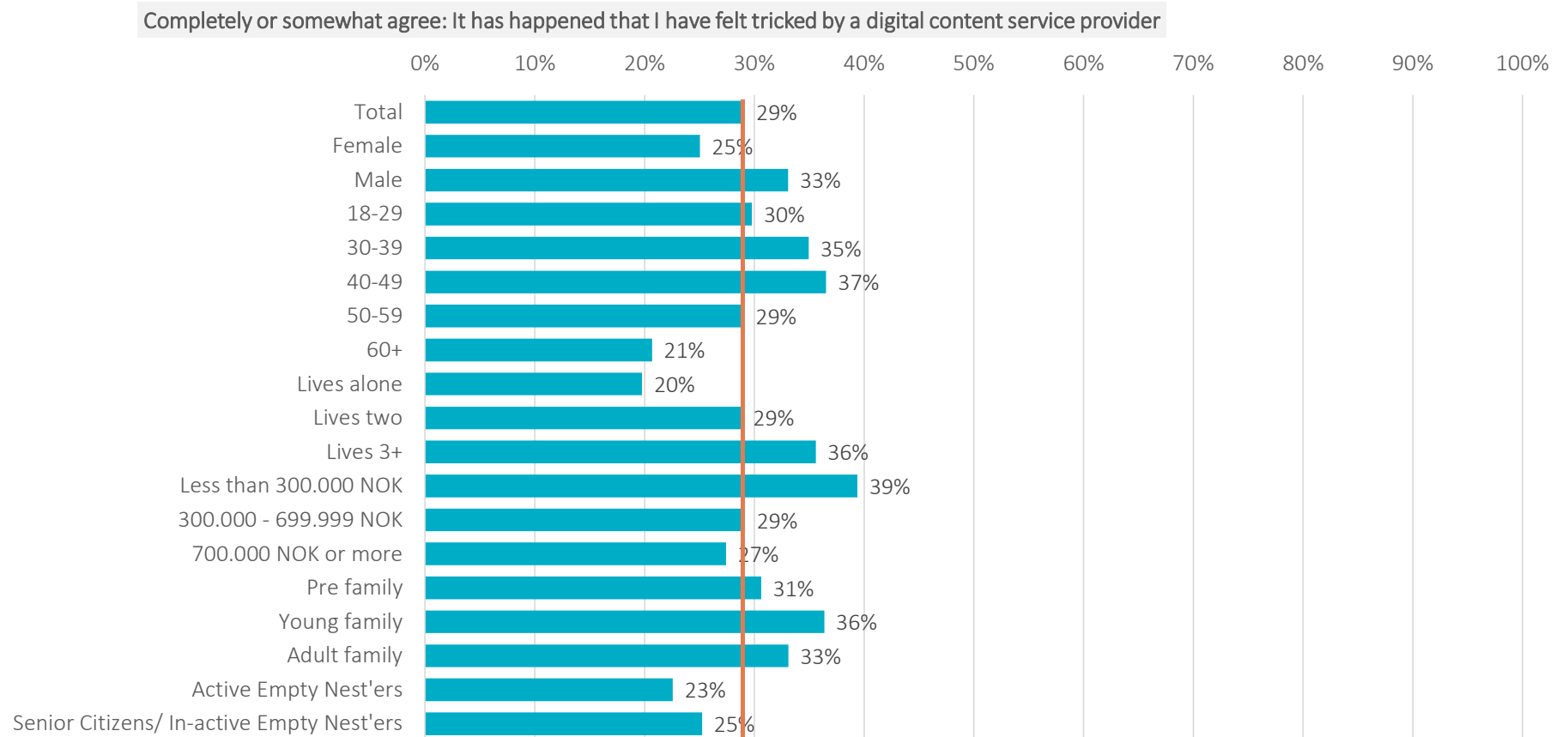
Families with older children feel like they spend too much money



People from larger households more often feel like support members

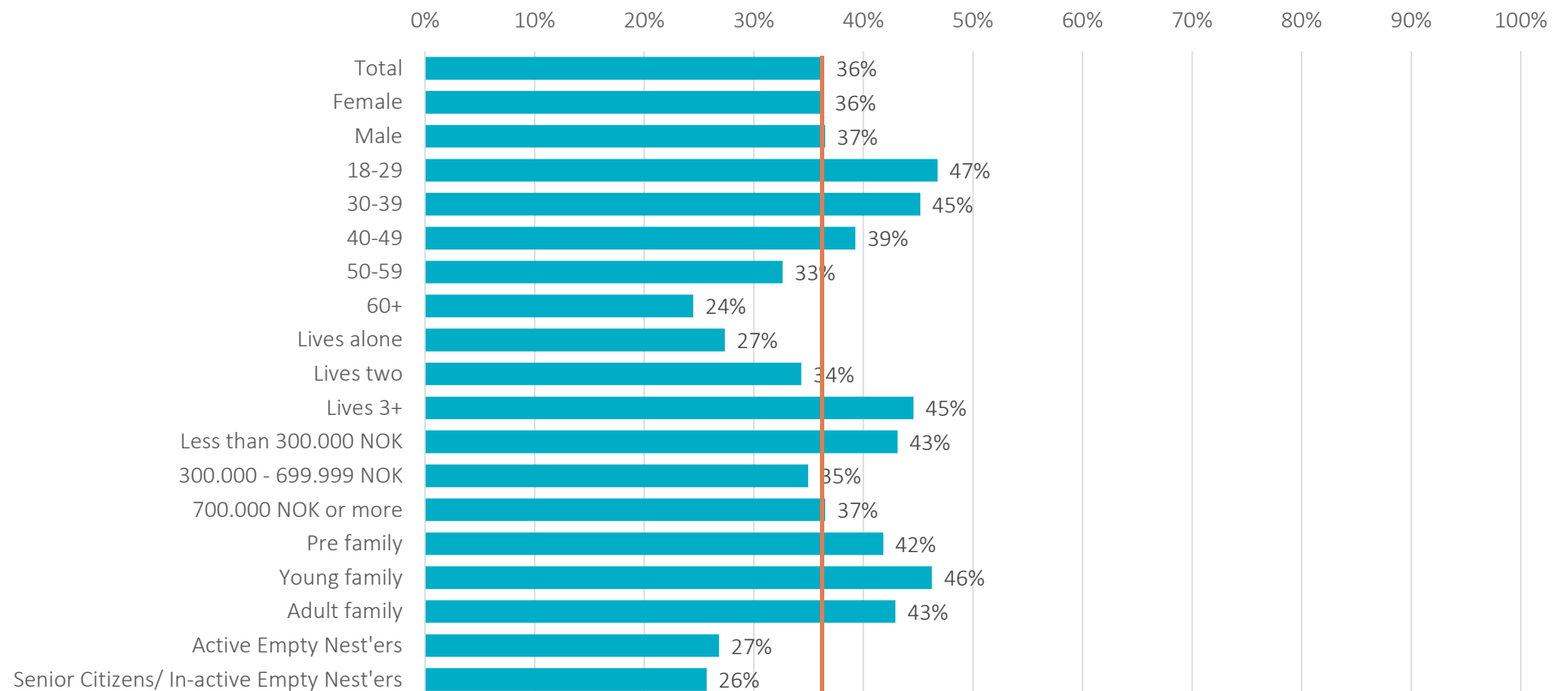


Those with low income more often feel tricked

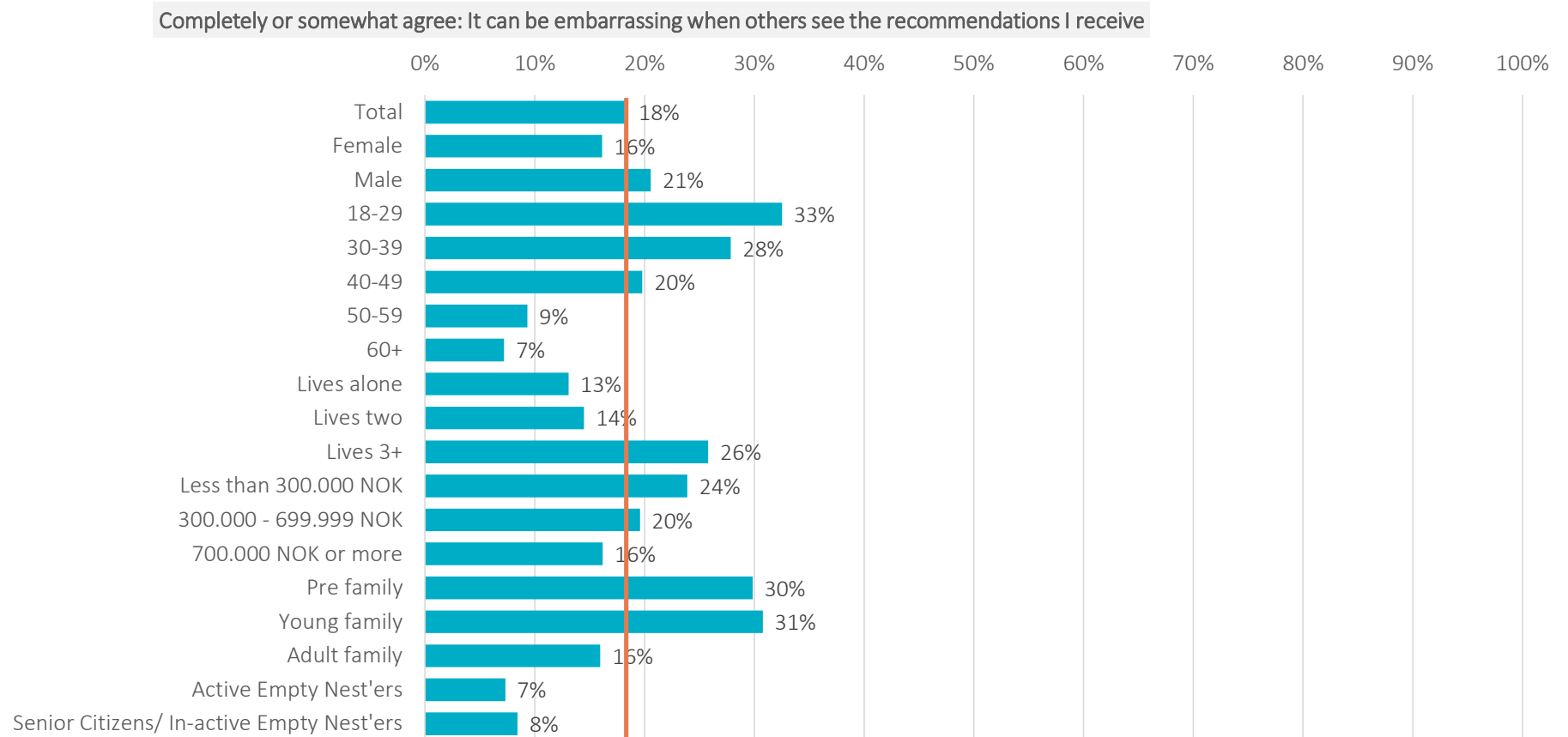


Young people feel that services give accurate recommendations

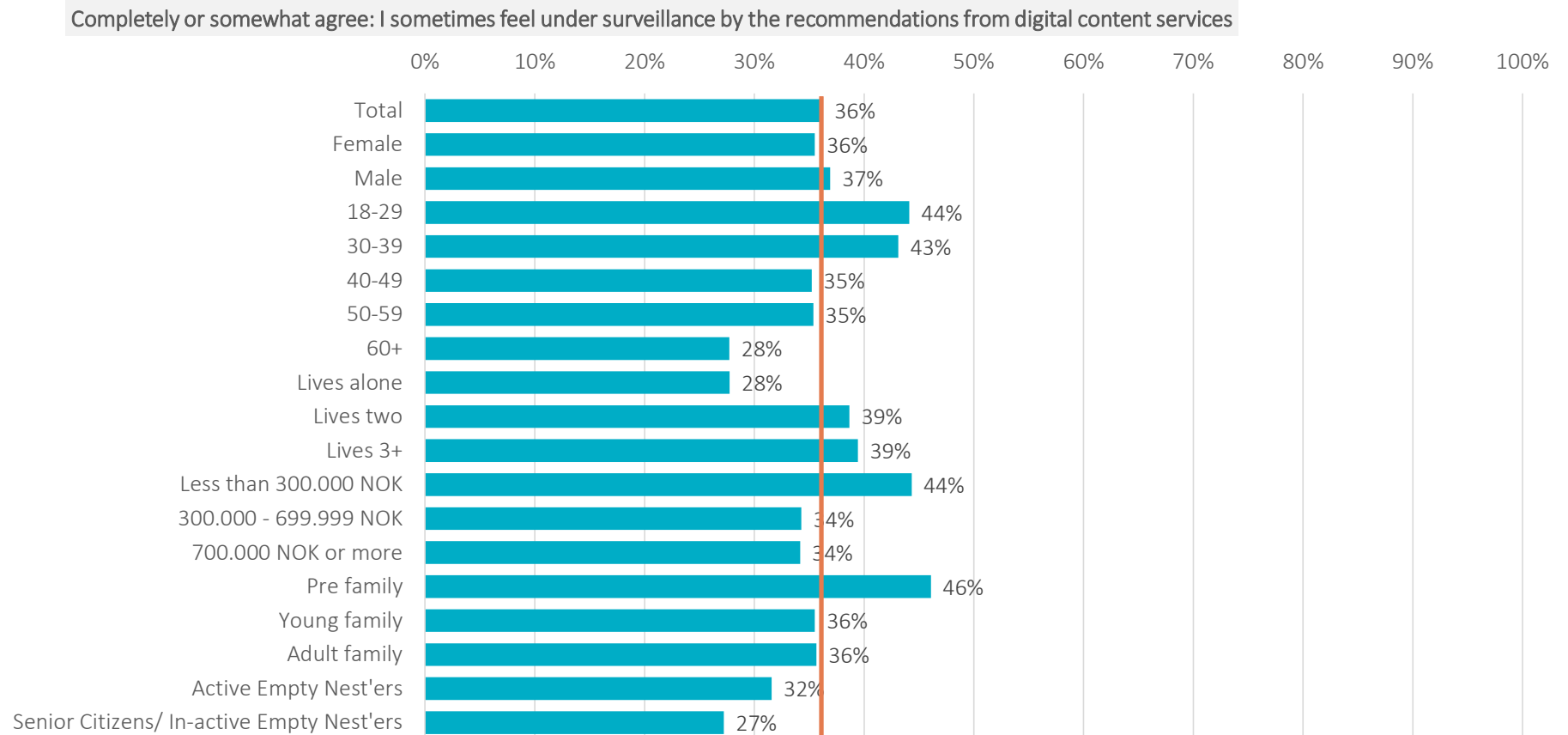
Completely or somewhat agree: Digital content services are accurate with their recommendations to me

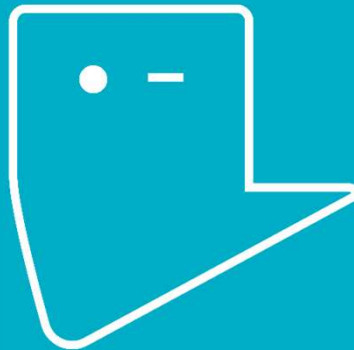


1 out of 3 under 30 feel embarrassed when others see their recommendations



44% of people under 30 feel surveilled





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