

**Six in Ten (58%) Netflix Subscribers Prefer Staying in to Watch
Netflix rather than Go Out to see a Movie (42%)
*Six in Ten (56%) Subscribers Find Someone More Attractive Based on
Shows They Like***

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Six in Ten (56%) Subscribers Find Someone More Attractive Based on Shows They Like

Toronto, ON – For Netflix subscribers, the ideal date night is a quiet night in watching Netflix rather than heading out to the movie theatre, according to a new Ipsos poll conducted on behalf of Netflix. In fact, six in ten (58%) prefer staying in to watch Netflix rather than go out to see a movie (42%), knocking heading to the cinema off its perch.

Moreover, Netflix is the catalyst to romance for some: six in ten (56%) subscribers report that they ‘find someone more attractive based on the shows that they like’ and four in ten (42%) subscribers report that ‘they have agreed to go out with someone solely on show compatibility’ or are considering to . Among those who have used online dating or set up a dating profile for themselves, a majority (53%) have listed various types of shows on their profile to make themselves look more attractive to potential suitors.

Once they decide to stay in, the next decision becomes what show or movie to watch. In order to avoid confrontation, most (71%) people say they negotiate with their spouse, partner or significant other when deciding which shows to watch. Nearly half (47%) say that they use the “show for show” tactic, whereby they watch a show the one partner chooses, and then the other partner chooses the next show that they like.

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As a relationship progresses, it hits certain milestones, one of which appears to be the sharing of a Netflix password. In fact, for one in three (32%) subscribers, the sharing of the password is a big step (8% huge/24% pretty big) towards being a serious relationship.

Why are shows such a focal point of a relationship? Seven in ten (67%) say it's because shows are more fun when watched together and half (52%) say it's because they bond over shows together'.

These are some of the findings of an Ipsos poll conducted between January 4 and January 8, 2016, on behalf of Netflix. For this survey, a sample of 501 Canadians who are Netflix subscribers and are currently in a relationship, was interviewed online via the Ipsos I-Say panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 5 percentage points, 19 times out of 20, had all Canadians in a relationship who subscriber to Netflix been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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For more information on this news release, please contact:

**Sean Simpson
Vice President
Ipsos Public Affairs
(416) 324-2002**

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