

Most US adults aren't canceling their video subscriptions

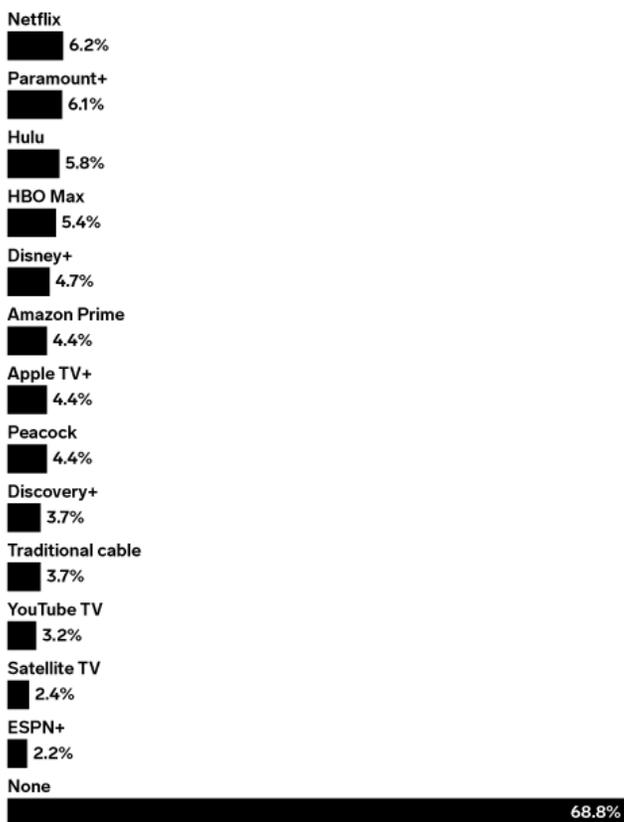
Article

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More US adults have canceled Netflix so far this year than any other subscription TV or video service, at **6.2%**. That said, **68.8%** of US adults have not canceled any of these subscriptions.

Subscription TV and Video Services That US Adults Have Canceled, July 2022

% of respondents



Note: ages 18+

Source: Big Village, "The Pulse: The Best Streaming Service," Aug 3, 2022

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Beyond the chart: Netflix lost subscribers in Q1 and Q2 2022. All eyes will be on its Q3 stats, which come out tomorrow. The platform will release its cheaper, ad-supported tier in the US on November 3, in an effort to win back cost-conscious subscribers.

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Methodology: Data is from an August 2022 Big Village report titled "The Pulse: The Best Streaming Service." A demographically representative sample of 1,000 US adults ages 18+

were surveyed online during July 26-27, 2022.