

Over a third of US Netflix users don't pay full price, if at all

Article

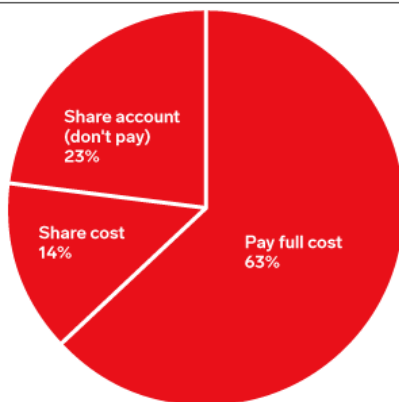
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Almost **one-quarter** of US adult Netflix users aren't paying to use the platform. The majority, or **63%**, pay full cost, while **14%** share the fee with other users. Netflix's challenge is to figure out how to get freeloaders to pay their dues.

Beyond the chart: More than **3 in 5** consumers worldwide feel they're overpaying for streaming services, per Fandom polling from January, the month Netflix announced its latest round of US price increases. Another reason for that view is the sheer number of subscriptions people have these days. Between 2019 and 2022, the share of US video subscribers paying for four streaming services rose **10 percentage points**, according to Nielsen. The uptick in streaming options means that viewers can be choosers—and may feel less compelled to shoulder Netflix's cost.

How Do US Netflix Users Access Netflix?

% of respondents, March 2022



Note: ages 18+

Source: CivicScience as cited in company blog, March 23, 2022

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