

Would Netflix's account-sharing crackdown trigger an exodus?

Article

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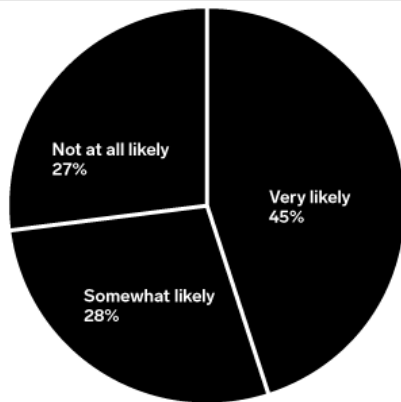
Among US Netflix subscribers who share their account with others, nearly **half** said they'd very likely cancel their subscription if the platform began charging them extra for sharing it.

An additional **28%** said they'd be somewhat likely to delete their accounts, while just **27%** said they would stay subscribed.

Beyond the chart: Netflix loyalists won't be quick to pay such a fee, however. Only **26%** of respondents said they'd be just as likely to share their account if the streaming service charged them extra to do so. If Netflix takes this approach, it could be throwing not just subscribers, but significant viewing hours, out with the password moochers. But with its **loss of 200,000 subscribers** worldwide in Q1 2022 due in part to password sharing, the platform is seeking any way to convert more of its viewers into paying subscribers.

How Likely Are US Netflix Users to Cancel Their Subscription if Netflix Begins Charging Extra for Account Sharing?

% of respondents, March 2022



Note: ages 18+ who have an account and share it with others not in their household
Source: CivicScience as cited in company blog, March 23, 2022

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