

angus reid group
questions that matter

REPORT

Netflix Account Sharing

Those affected are not happy.
Is Netflix alienating its future?



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Context

Netflix has introduced new account access restrictions for users in Canada. Some tiers of the service will allow subscribers to add extra members for a cost, but the net effect will be that many users who share an account will lose access to the platform. Netflix has asked users to set their primary location by Feb. 21, 2023. The company may also set a default location for users using IP address, device IDs, and account activity.

Methodology

Between February 8 and 9, Angus Reid Group surveyed a representative sample of n=1,504 Canadian adults (18+). The sample frame was balanced and weighted on age, gender, education and region according to the latest census data. For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 2.5 percentage points, 19 times out of 20. The survey was fielded in English and French.

Key Insights:

**1 in 6 Canadians
will lose access
to Netflix**

as a result of this change

**1 in 5 will have a
family member
lose access**

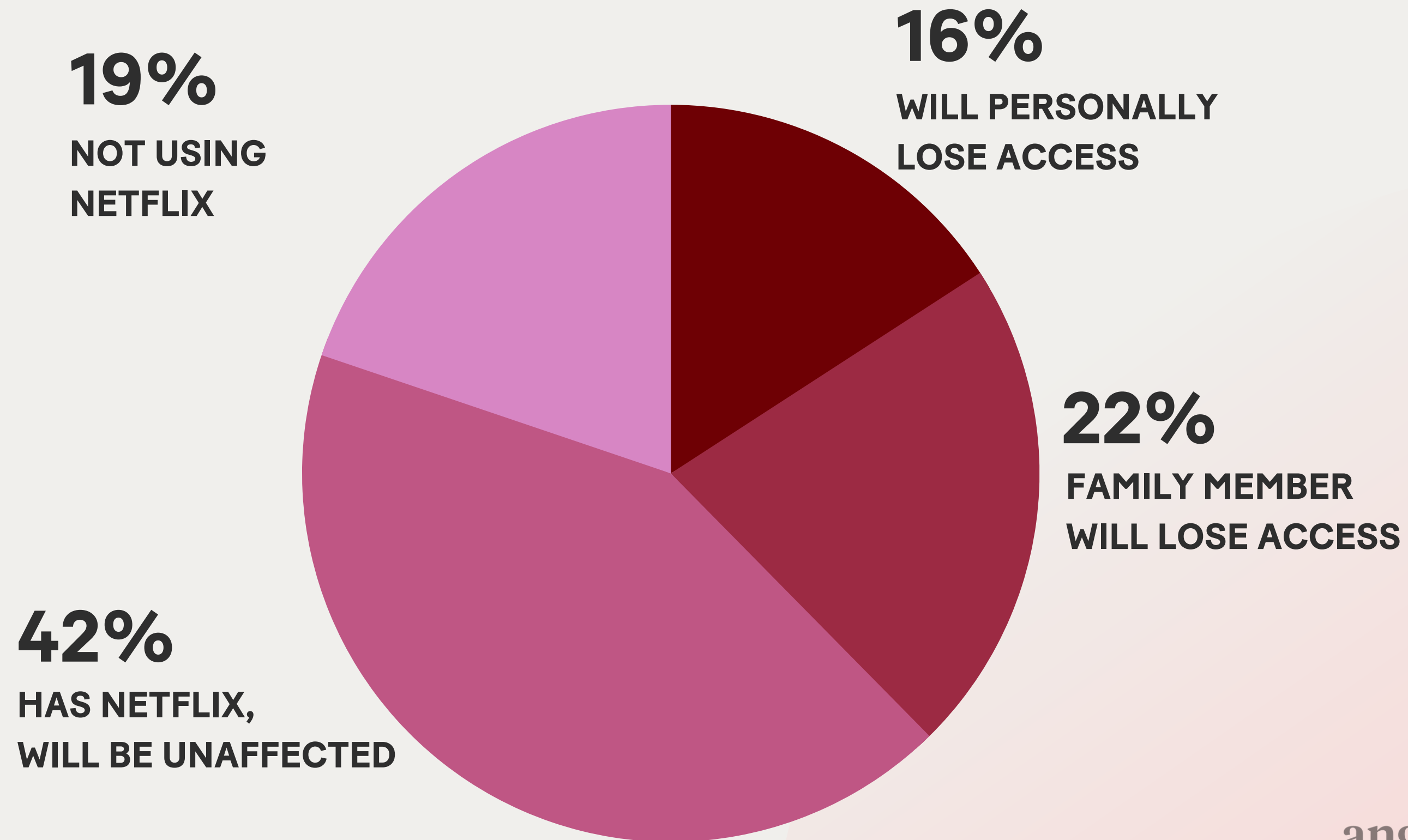
as a result of this change

**Younger people
are more
affected**

**Unaffected
subscribers are
split:**

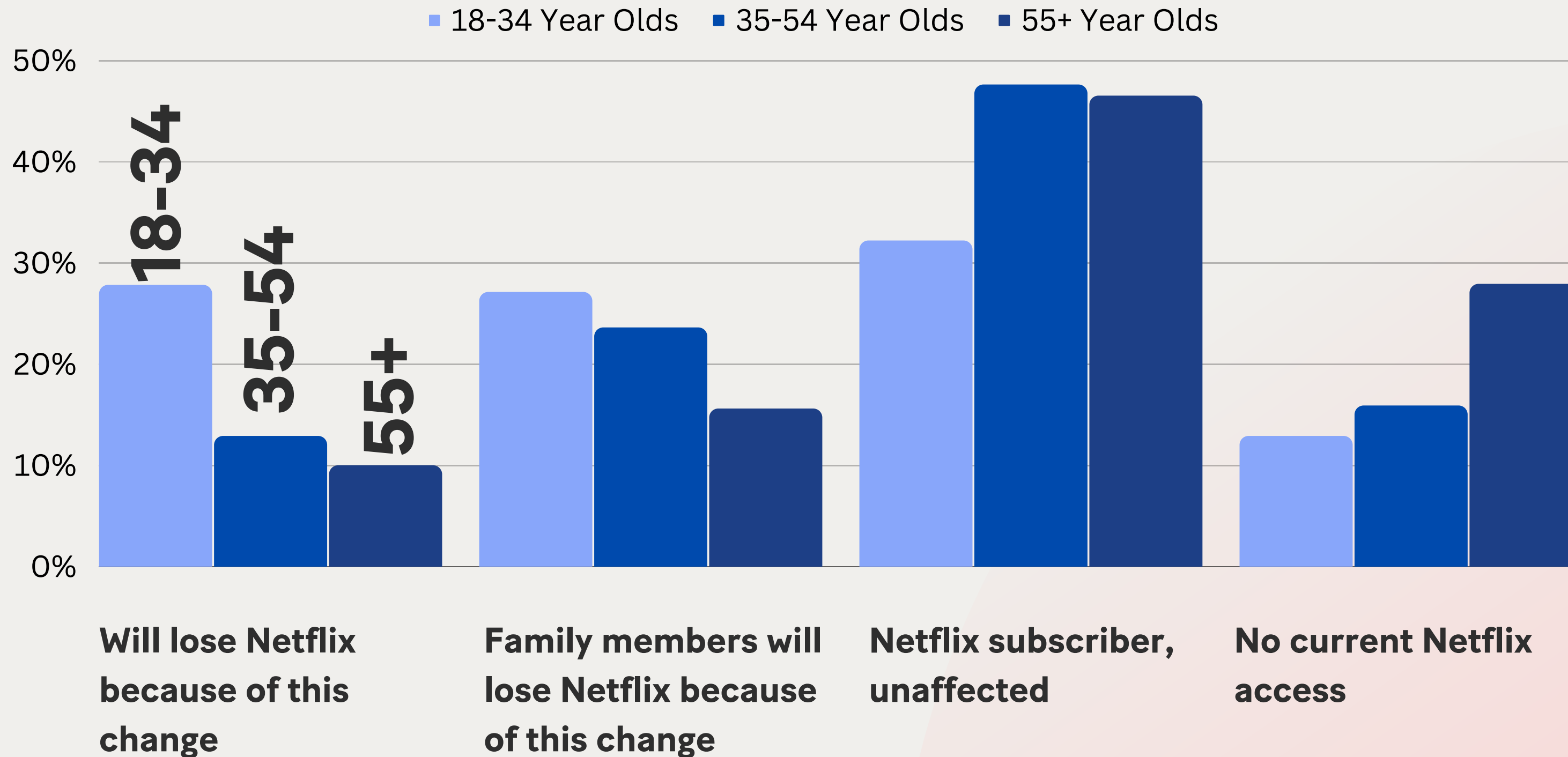
rip-off or reasonable

One in six Canadians will lose access to Netflix

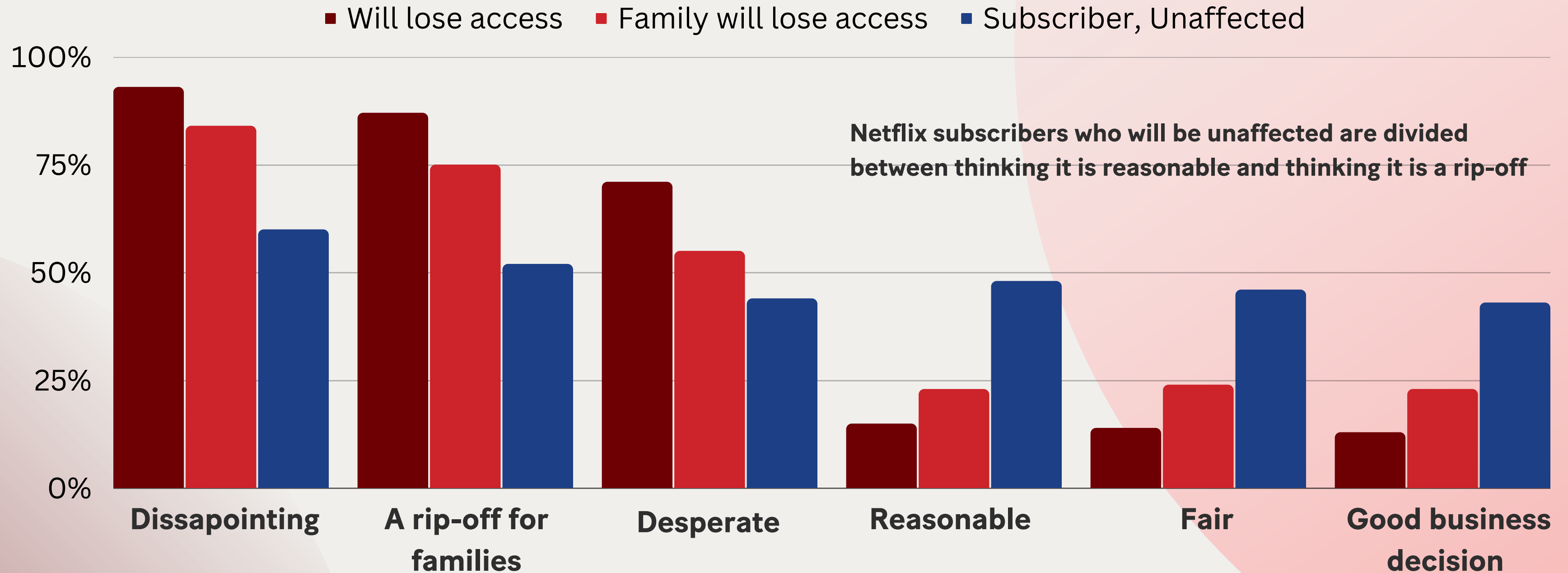


Who stands to lose access to Netflix?

Younger people are disproportionately affected



Those affected are not happy, especially those personally losing access.



Canadians on the Netflix subscription change:

As a university student, using my parents' Netflix account while living away from home and unable to afford paying for my own account or cable, I hope you burn in hell while I sit in my single bedroom apartment in silence. If this happens, I will never support Netflix again.

Cancel my subscription

You are dumb. I'll just pirate

I would ask that options be given for a small increase in price to allow sharing.

Thanks for the freebie for so long.

I am very disappointed by this greedy move to extort money from hardworking families when Netflix is the largest streaming service in the world. I am looking to take my business elsewhere to other streaming providers.

If sharing accounts was an issue in the first place then why allow it? Now to be told we can no longer share accounts seems simply like a cash grab by your company. Please reconsider.

I share account with my mother who is on an extremely limited income and this is her only source of entertainment. She can't afford cable or satellite.

Ready for answers? hello@angusreid.com

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