

Which Retailers Have the Most – and Least – Netflix Users?

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CivicScience contact@civicscience.com · Published: August 7, 2025

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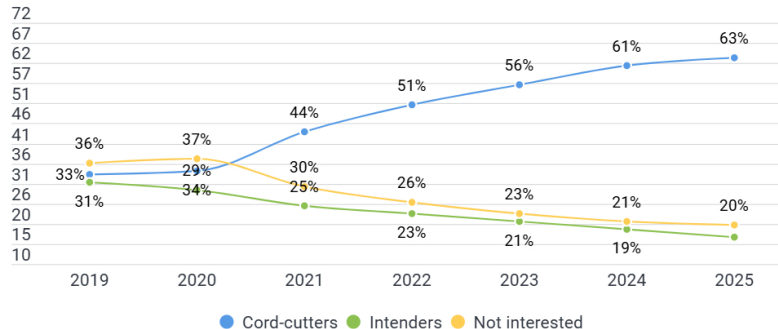
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CivicScience is a consumer analytics and advertising platform capturing over one million survey responses daily – turn real-time data into actionable insights [here](#).

Over the past several years, video streaming has rapidly replaced or complemented traditional TV, reshaping how people consume content and creating new opportunities for brands to reach engaged audiences. Netflix stands out as a leader in this space – CivicScience data show it attracts a tech-savvy audience that is highly likely to recommend products they like. Netflix continues to lead with fan-favorite original content. Usage has held since the pandemic, and weekly viewing has risen since 2021, making its users an influential consumer segment.

Have you cut the cord on your cable/satellite TV and moved to streaming-only services? – Yearly Percentages

Among those who pay for any form of TV service



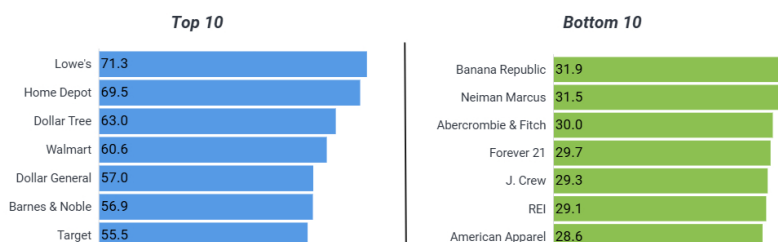
939,563 responses from 01/05/2019 to 08/06/2025
Among those who pay for any form of TV service
Weighted by U.S. Census 18+
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Weigh-In: Do you prefer traditional cable services or streaming services?

Understanding which retailers resonate with Netflix users offers valuable insights for brands aiming to connect with this audience. CivicScience's extensive database, which studies consumer sentiment across thousands of brands, reveals which retailers are most and least favored by Netflix users. For instance, Netflix users are most likely to be customers of Lowe's, The Home Depot, Dollar Tree, Walmart, and Dollar General – highlighting their preference toward home improvement and discount-focused retailers. Conversely, they're less likely to shop at niche, specialized retailers like Aerie, Express, Chico's, American Apparel, and REI. Even though these retailers rank lower among the Netflix customer segment, they still overindex the Gen Pop in shopping at those lower-ranking brands.

Top and bottom retailers among Netflix users



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Aside from retail preferences, Netflix users exhibit several other unique characteristics:

- Just over a quarter of Netflix users say they **use a second screen** – such as texting, scrolling on social media, and playing mobile games – while watching TV, with non-users 10 percentage points more likely to have other devices put away.
- The majority of Netflix users report **going to bed before 11 PM and waking up before 8 AM**.
- Roughly two-thirds of Netflix users say they're at least **'somewhat' dependent on tech as a form of escapism**, but they're less likely to feel this than Peacock and Disney+ users.
- Netflix users are 14pp more likely than non-users to **follow beauty trends** at least 'somewhat' closely.
- Netflix users are seven percentage points more likely than non-users to plan on doing the majority of their **holiday shopping at small businesses** compared to big brands this year (among those who holiday shop).

Answer our Poll: Do you generally prefer cheaper streaming subscriptions with ads or a more expensive, ad-free option?

As retailers roll out their H2 strategies and winter holiday campaigns, these insights reveal which brands have the strongest opportunity to engage Netflix users – and which may face challenges connecting with this audience. With CivicScience's extensive database, clients and partners can uncover insights like these to identify which brands resonate most with their customers and leverage key attributes to meet them where they are – and where they're headed.

Target smarter with CivicScience – know exactly what resonates with your customers and why.

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START ANSWERING QUESTIONS

Netflix or TV?

- ☐ Netflix
- ☐ TV
- ☐ Neither

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