

What drives Americans' streaming choices in 2025

JANICE FERNANDES - SEPTEMBER 18TH, 2025

Key findings:

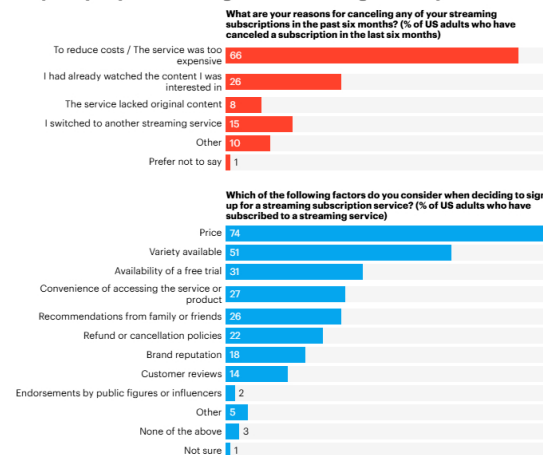
- Nearly half of Americans (49%) changed their streaming subscriptions in the past six months.
- Cost drives cancellations, with two-thirds (66%) saying they cancel because services are too expensive.
- Three-quarters (74%) consider cost when choosing a service, compared to 51% who focus on content variety and 31% who look for free trials.
- Unused subscriptions remain widespread, with 36% paying for at least one streaming service they haven't used in six months.

In a crowded streaming market, how are Americans managing which services they keep, cancel, or try? A YouGov Surveys: Self-serve poll sheds light on how US adults handle their media subscriptions — and what drives their decisions.

According to the survey, over half of Americans (49%) have made changes to their streaming subscriptions in the past six months. This includes 16% who signed up for a new service, another 16% who canceled an existing one, and 17% who did both. Meanwhile, 38% report no change in their subscriptions, and 10% say they do not use any streaming services at all.

Among those who canceled at least one subscription, the leading reason by far is cost. Two-thirds (66%) cite price as a factor, followed by 26% who say they had already watched the content they were interested in. A smaller portion (15%) switched to another streaming service, while fewer cite lack of original content (8%).

Why are people canceling their streaming subscriptions?



YouGov

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Nearly three-quarters of Americans cite price as a factor to consider when it comes to subscribing to a new service (74%). Content variety is the second most common reason (51%), and nearly one-third (31%) say the availability of a free trial influences their choice. Other considerations include convenience (27%), personal recommendations (26%), and cancellation policies (22%). Celebrity endorsements play a minimal role, with only 2% mentioning them as a factor.

Bundled streaming packages, which combine multiple platforms, may appeal to a segment of the population, but enthusiasm is mixed. While 40% of Americans said they are likely to subscribe to such bundles, 34% said they are unlikely to do so. Another 18% remained neutral.

Despite concerns over cost, many Americans still hold onto streaming services they haven't used recently. More than a third of respondents (36%) say they have at least one active subscription they haven't used in the past six months. Among

at least one active subscription they haven't used in the past six months. Among these, 15% have one unused subscription, and 8% have two. A small group (3%) report having more than five unused services.

As streaming platforms continue to compete for attention — and dollars — these findings suggest that Americans are both price-sensitive and willing to shop around. Services that fail to deliver ongoing value risk being dropped, especially as users become more strategic in managing their subscriptions.

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Methodology: YouGov polled 1,000 US adults online on September 9, 2025. The survey was carried out through YouGov Surveys: Self-serve. Data is weighted by age, gender, race, political affiliation, education level, and region. The margin of error is 3% for the overall sample.

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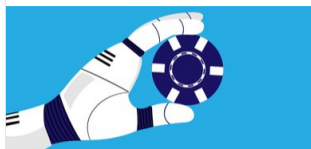
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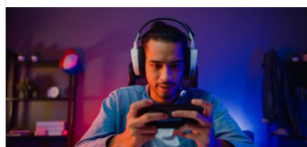
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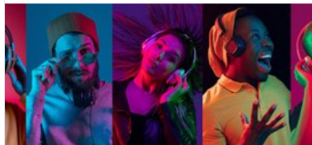
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