

CONSUMERS & BRANDS

Video-on-demand: Netflix users in the United States

Consumer Insights report

Consumer Insights
by statista 

February 2025



Statista Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Netflix users in the United States: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Netflix users in the United States ("brand users") against U.S. video-on-demand users in general ("category users"), and the overall U.S. consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including the United States)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Statista Consumer Insights Global](#) as of February 2025

CHAPTER 01

Management summary

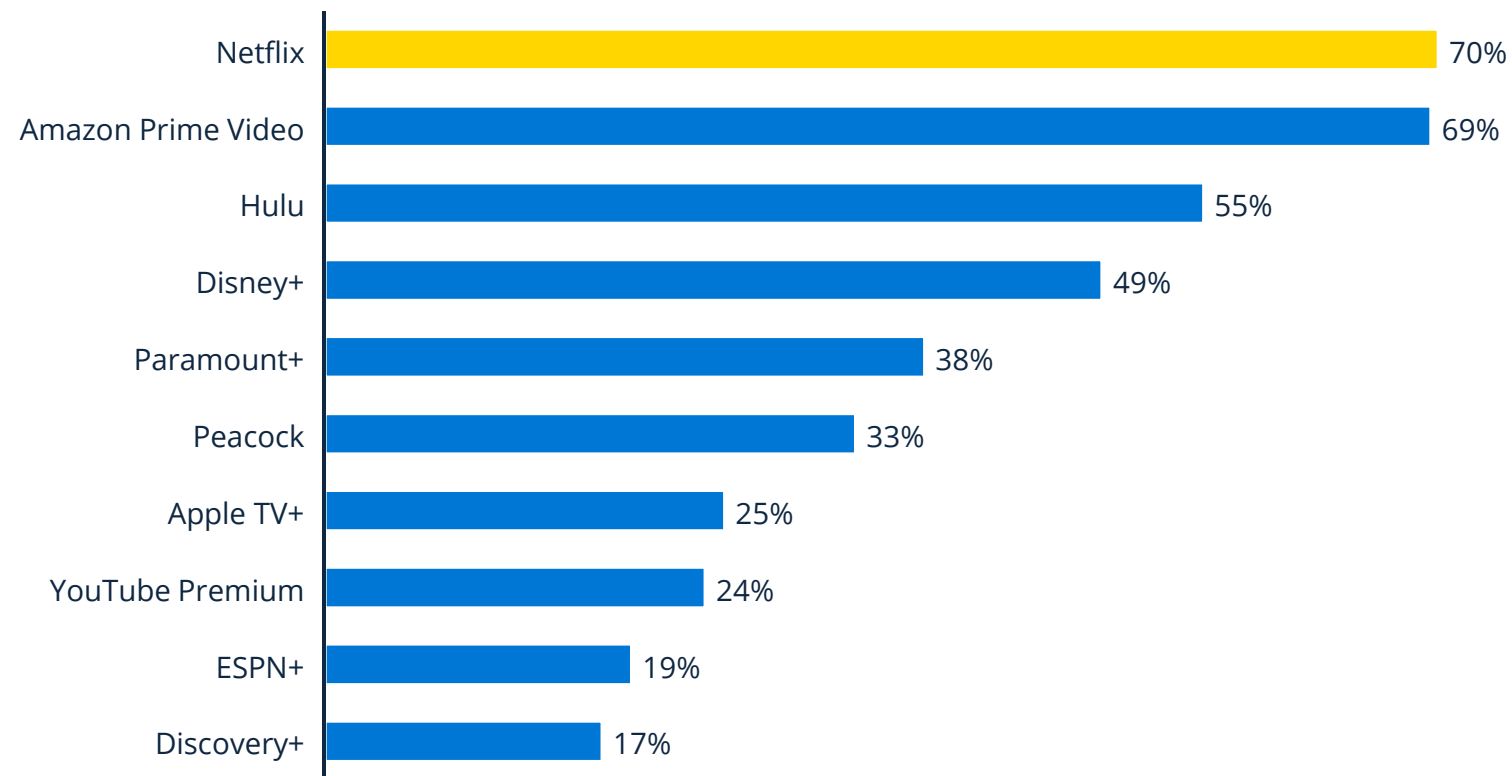
- Brand usage
- Key insights



With a user share of 70%, Netflix is the most used video-on-demand service in the U.S.

Management summary: brand usage and competition

Top 10 most used video-on-demand services in the U.S.



4 **Notes:** "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=6,319 video-on-demand users

Sources: [Statista Consumer Insights Global](#) as of February 2025

Netflix users in the United States

Management summary: key insights

Demographic profile

The age distribution of Netflix users and video-on-demand users overall is fairly similar.

There is a fairly even split of male and female Netflix users.

Compared to the average consumer, Netflix users are more likely to have a high income.

Video-on-demand users in general and Netflix users specifically, live in a similar type of community.

Consumer lifestyle

Similar aspects of life are important to Netflix users and other video-on-demand users.

Movies, TV shows and music are relatively prevalent interests of Netflix users.

Netflix users are more likely to have video gaming as a hobby than the average consumer.

Consumer attitudes

It stands out that 70% of Netflix users want to access their media on all their devices.

14% of Netflix users are early adopters, when it comes to innovation.

Rising prices, inflation & cost of living and the economic situation are issues of particular concern to Netflix users.

Marketing touchpoints

TikTok is more popular among Netflix users than the average video-on-demand user.

Netflix users remember seeing ads on video streaming services more often than other video-on-demand users.

CHAPTER 02

Demographic profile

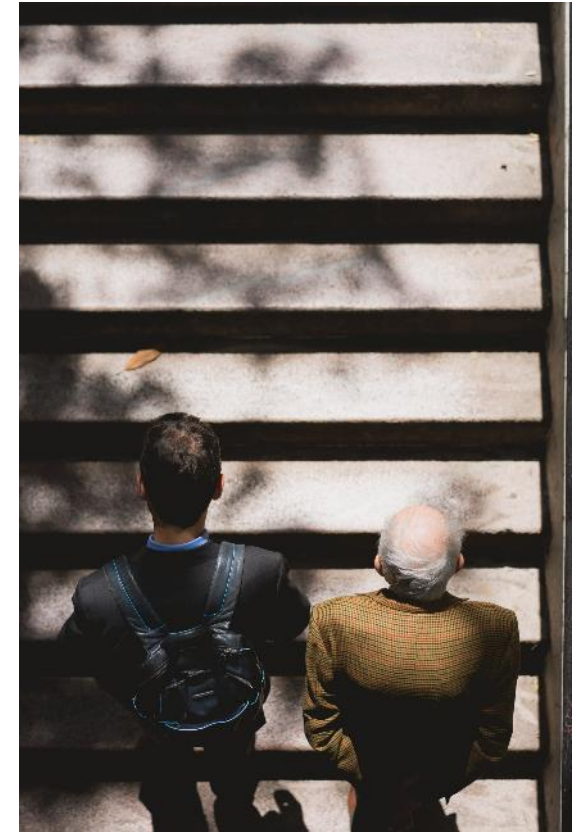
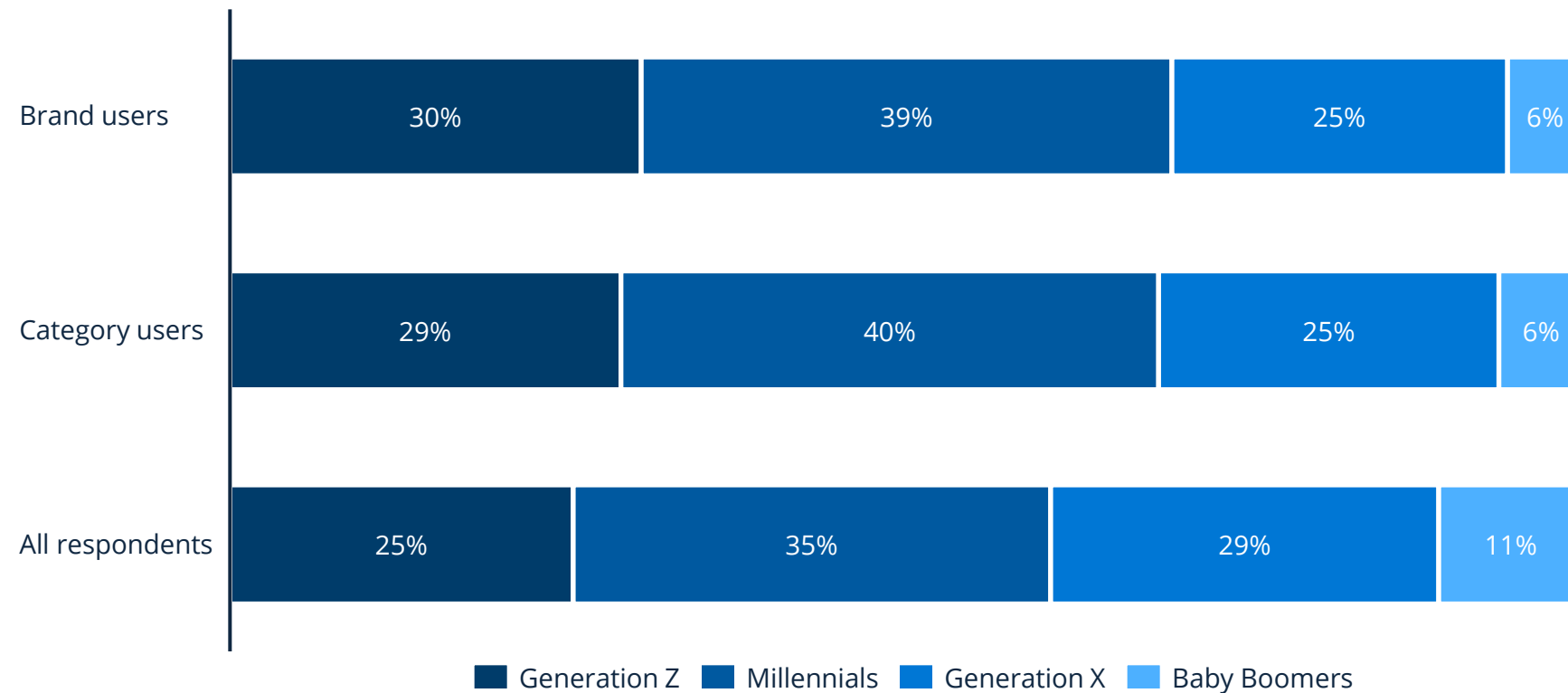
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



The age distribution of Netflix users and video-on-demand users overall is fairly similar

Demographic profile: generations

Age of consumers in the U.S.

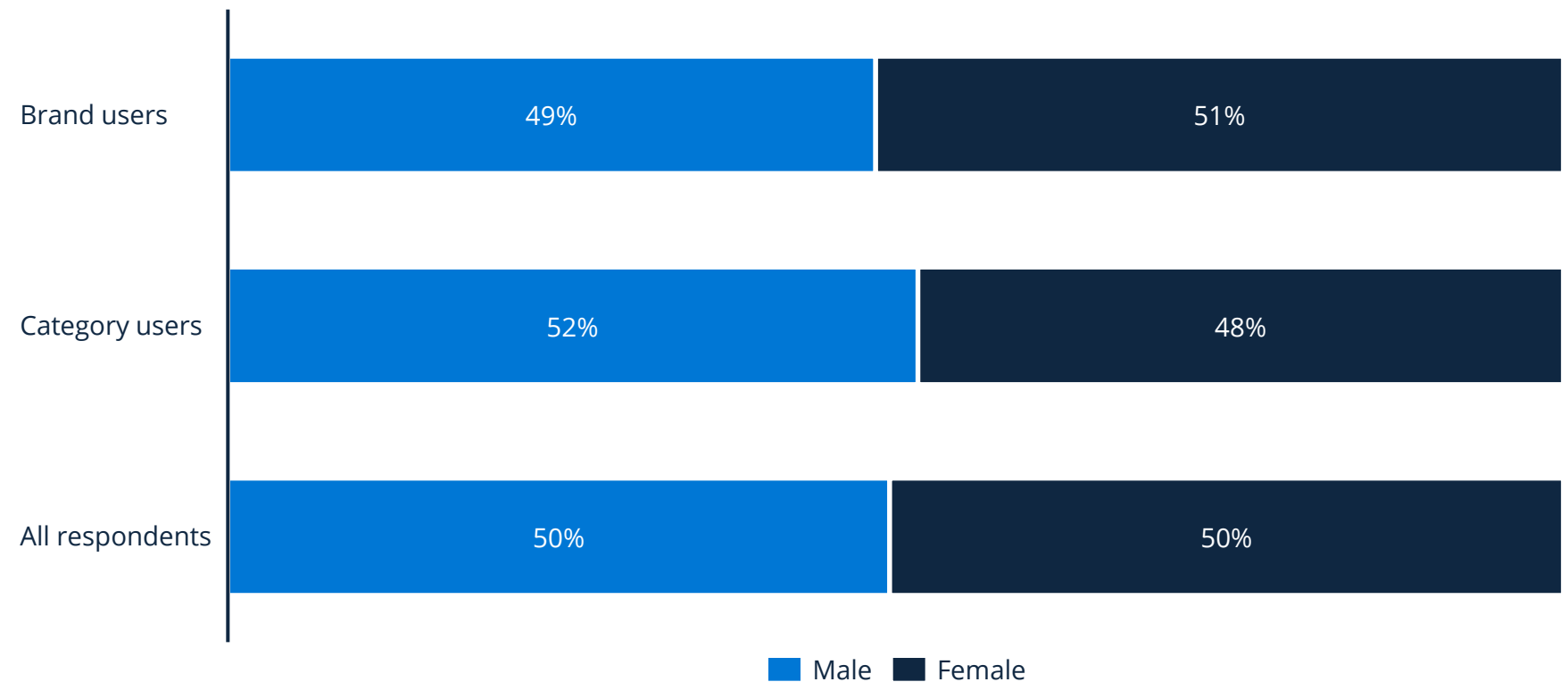


There is a fairly even split of male and female Netflix users

Demographic profile: gender



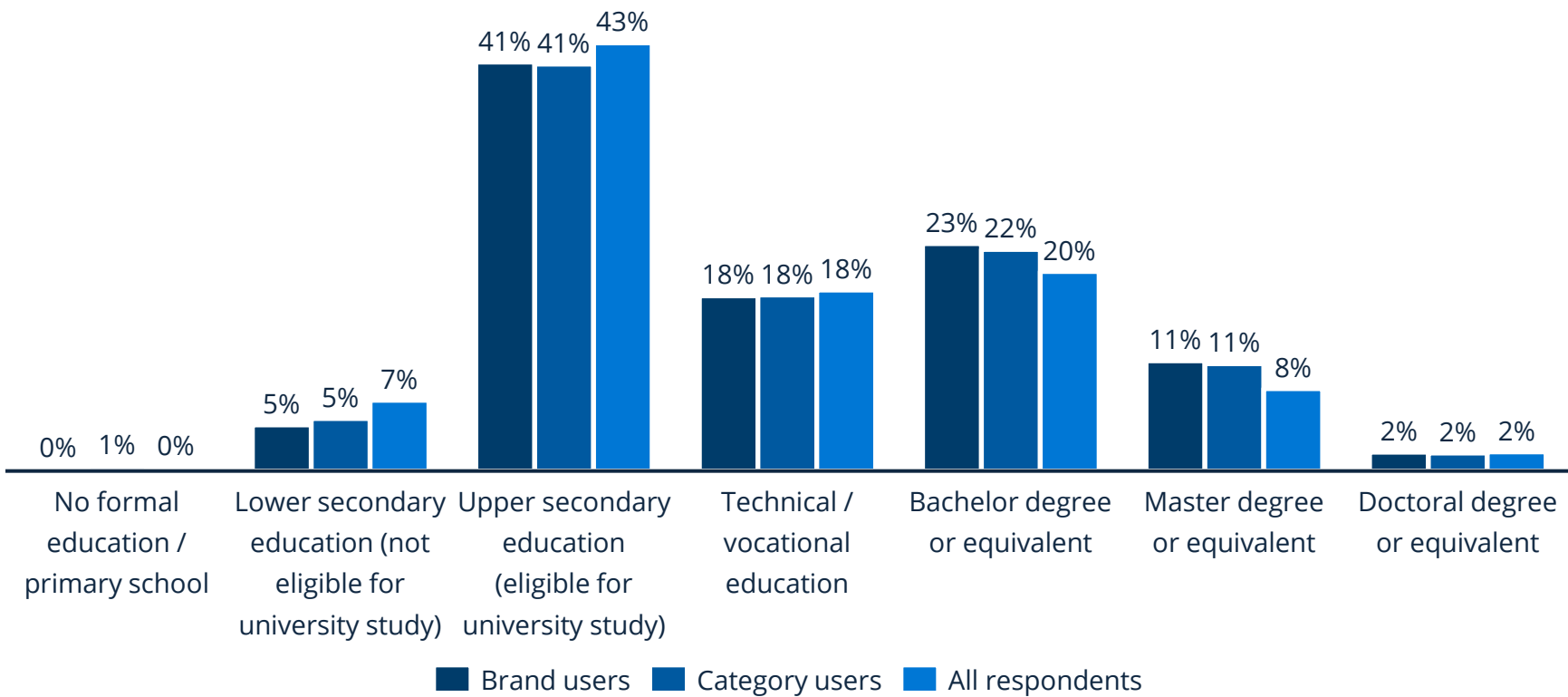
Gender of consumers in the U.S.



36% of Netflix users have a college degree

Demographic profile: education

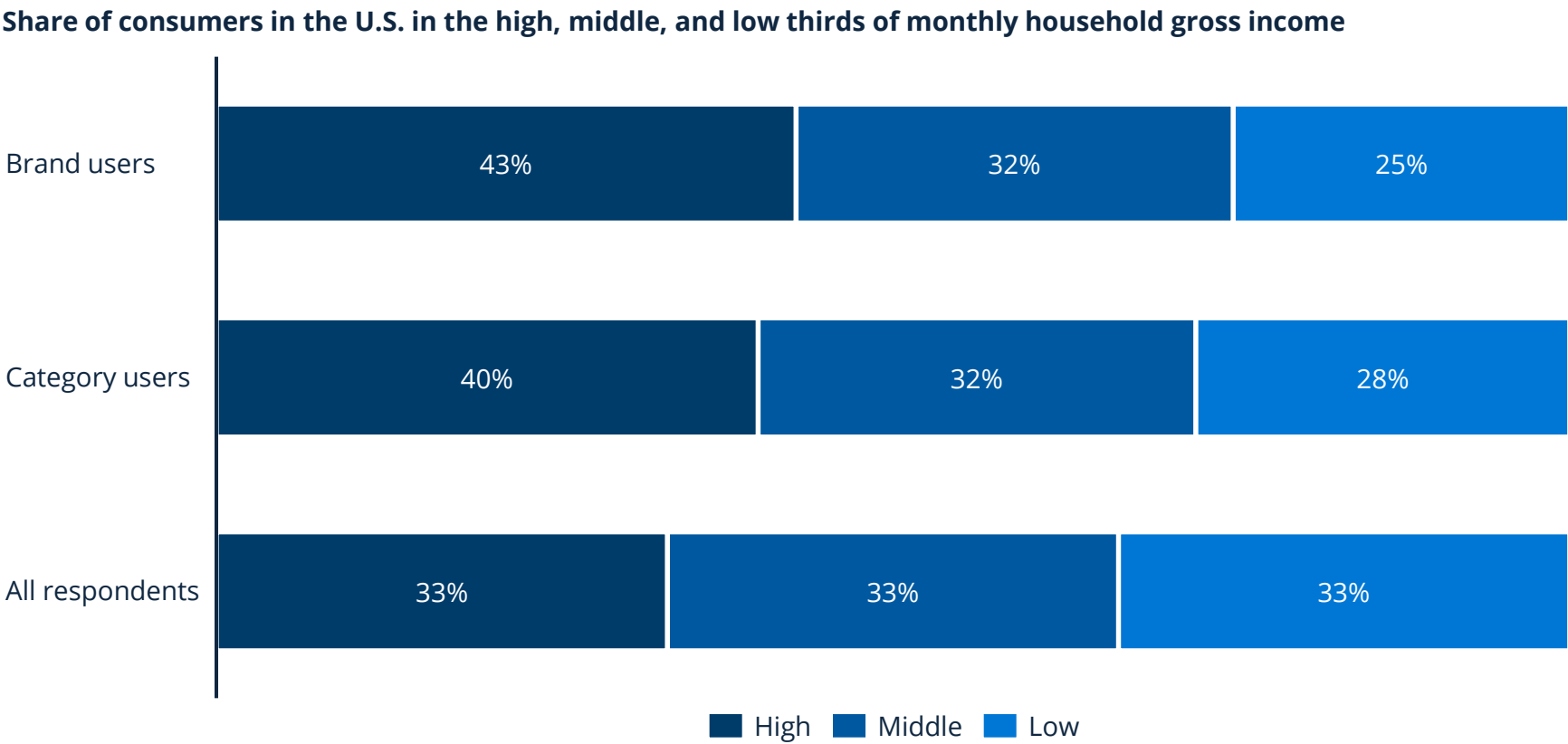
Consumer's level of education in the U.S.



9 | **Notes:** "What is the highest level of education you have completed?"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=4,406 Netflix users, n=6,319 video-on-demand users, n=60,869 all respondents
Sources: Statista Consumer Insights Global as of February 2025

Compared to the average consumer, Netflix users are more likely to have a high income

Demographic profile: income

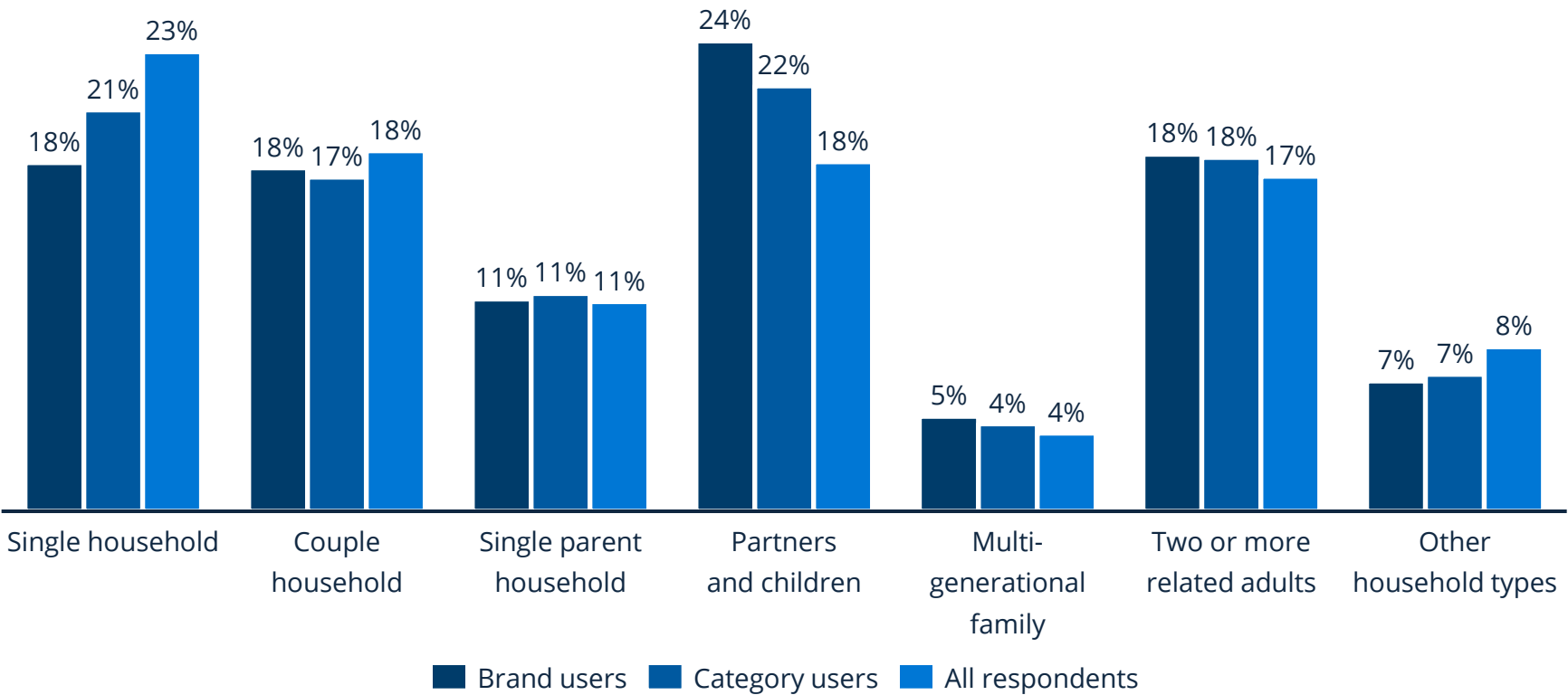


10 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=4,406 Netflix users, n=6,319 video-on-demand users, n=60,869 all respondents
Sources: Statista Consumer Insights Global as of February 2025

24% of Netflix users live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in the U.S. live



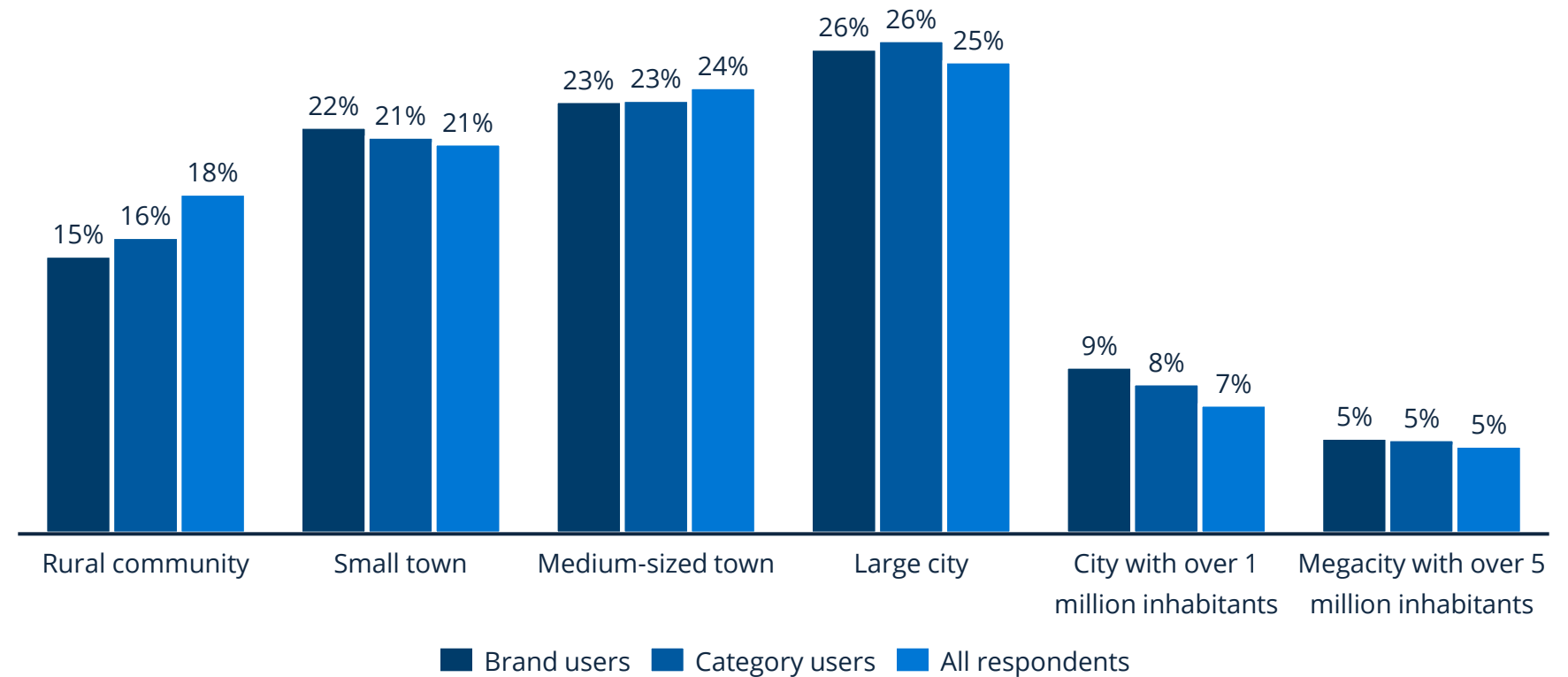
11 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=4,406 Netflix users, n=6,319 video-on-demand users, n=60,869 all respondents
Sources: Statista Consumer Insights Global as of February 2025

Video-on-demand users in general and Netflix users specifically, live in a similar type of community

Demographic profile: type of community



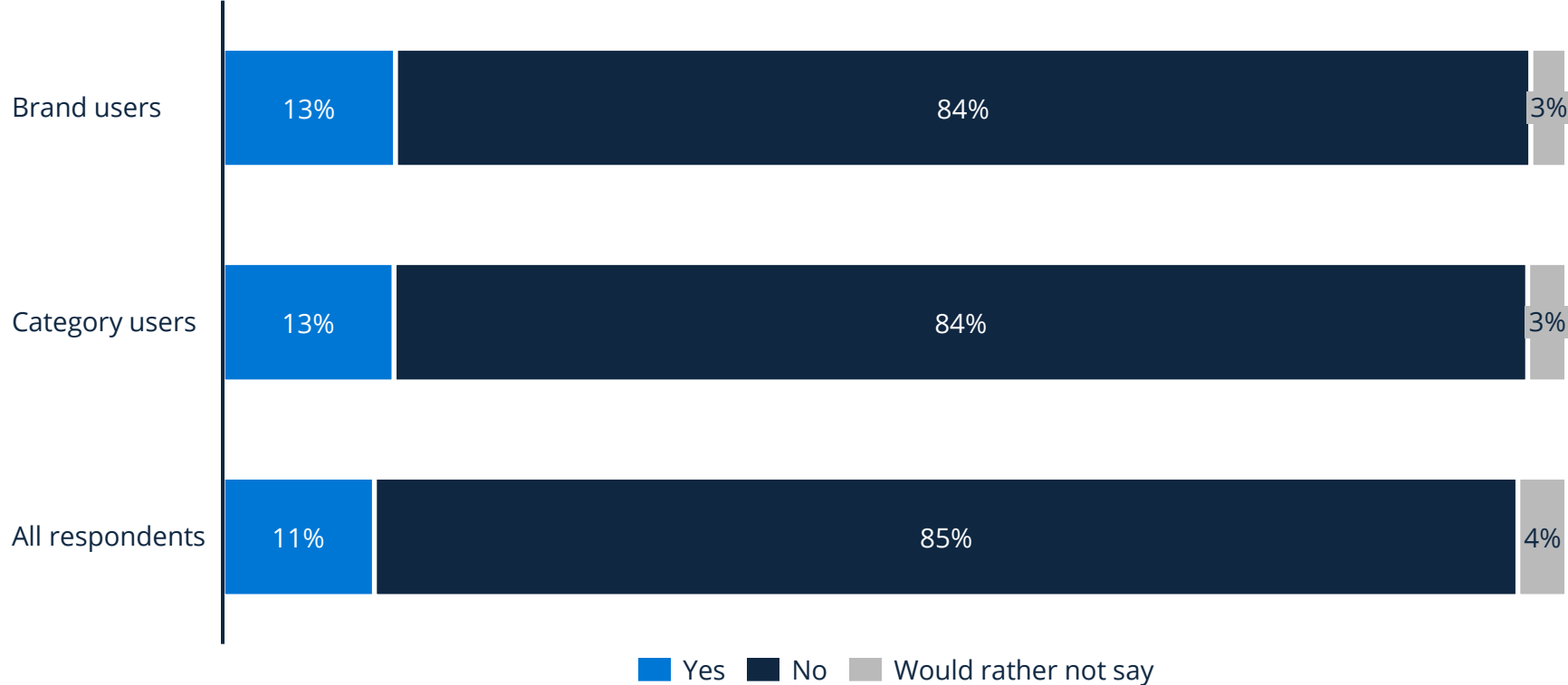
Communities where consumers live in the U.S.



13% of Netflix users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in the U.S.



CHAPTER 03

Consumer lifestyle

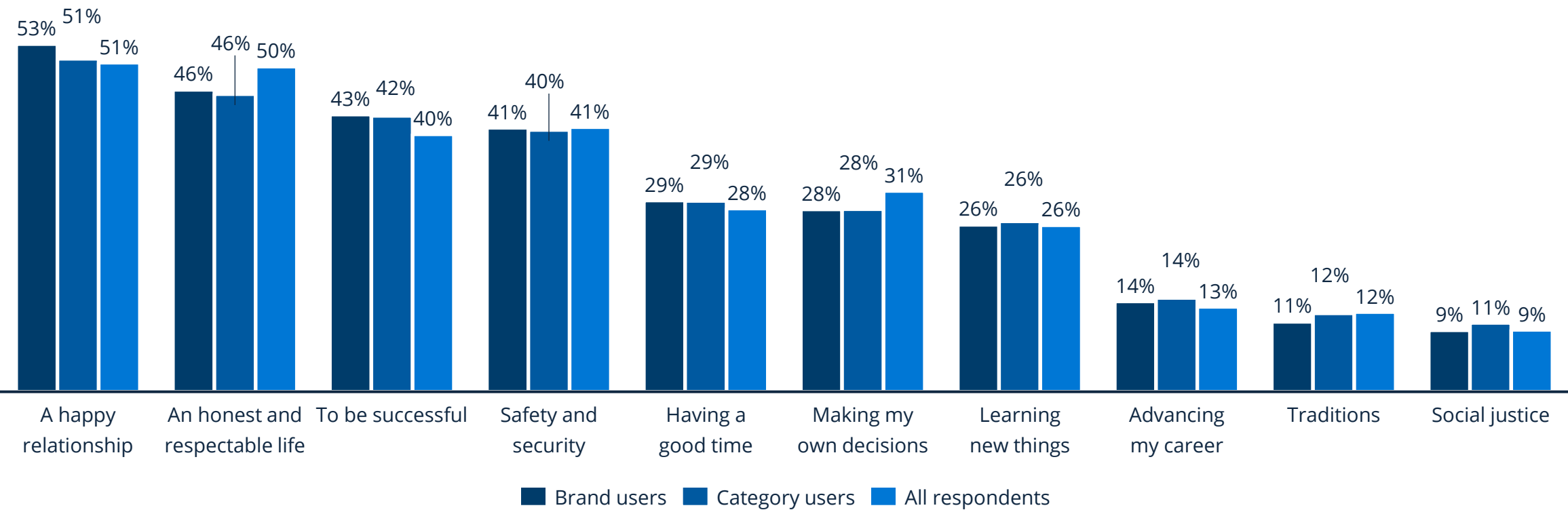
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Similar aspects of life are important to Netflix users and other video-on-demand users

Consumer lifestyle: life values

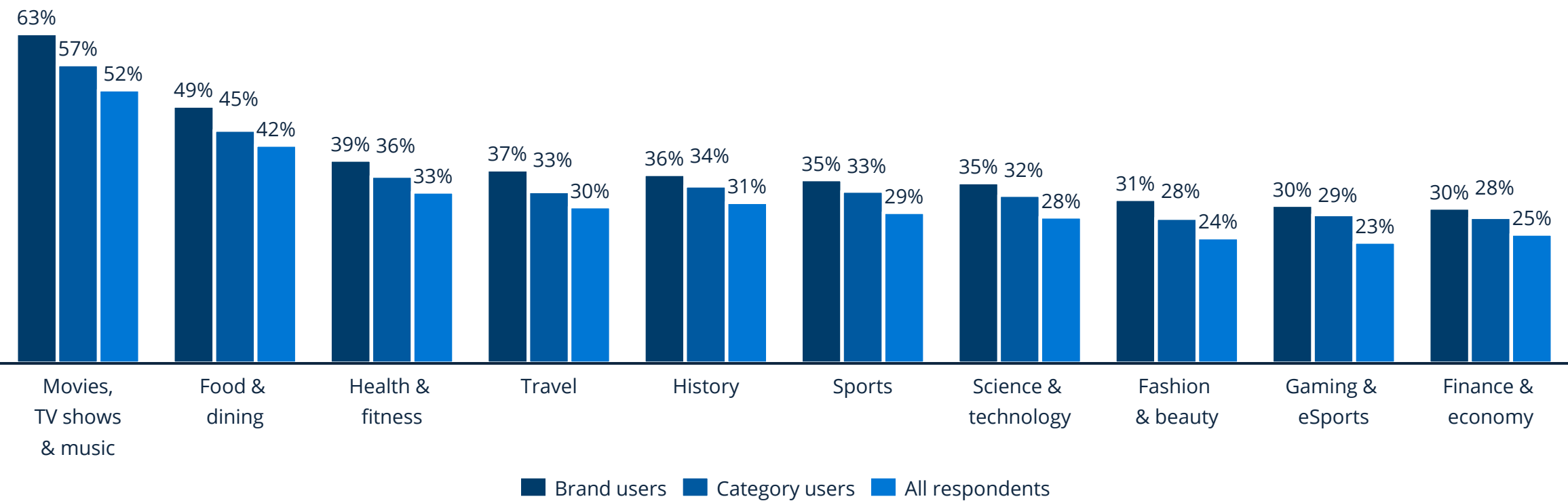
Most important aspects of life for consumers in the U.S.



Movies, TV shows and music are relatively prevalent interests of Netflix users

Consumer lifestyle: main interests

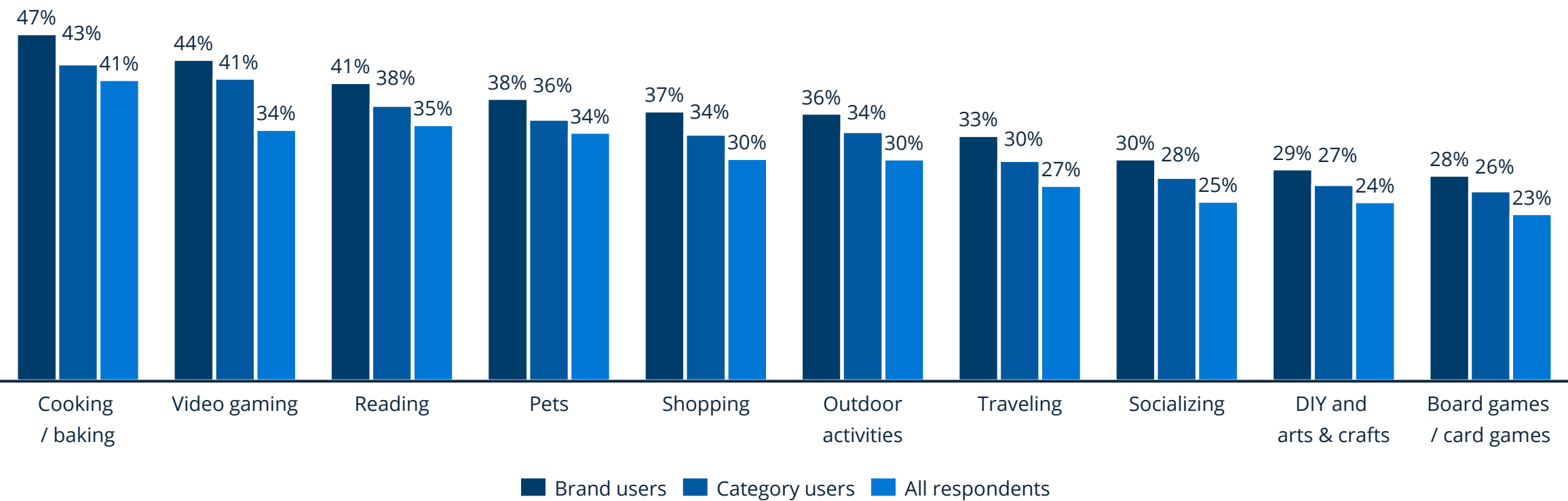
Top 10 interests of Netflix users in the U.S.



Netflix users are more likely to have video gaming as a hobby than the average consumer

Consumer lifestyle: hobbies & leisure activities

Top 10 hobbies and leisure activities of Netflix users in the U.S.

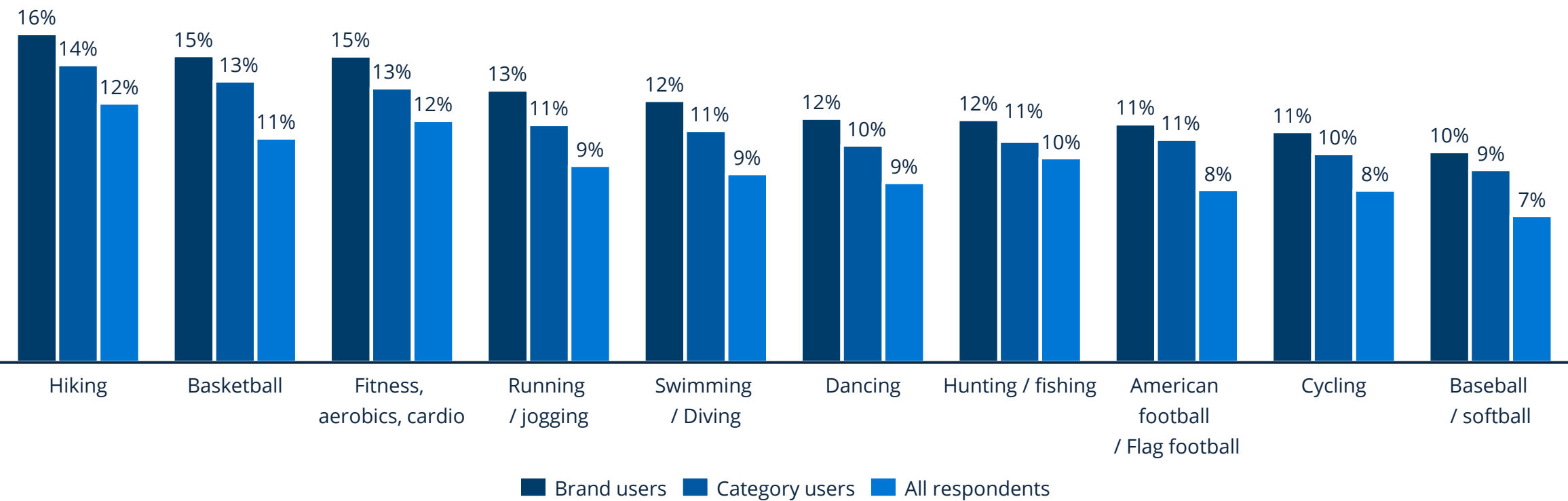


17 **Notes:** "What are your personal hobbies and activities?"; Multi Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=4,406 Netflix users, n=6,319 video-on-demand users, n=60,869 all respondents
Sources: Statista Consumer Insights Global as of February 2025

Netflix users participate in similar sports and activities as other video-on-demand users

Consumer lifestyle: sports activities

Top 10 sports activities of Netflix users in the U.S.

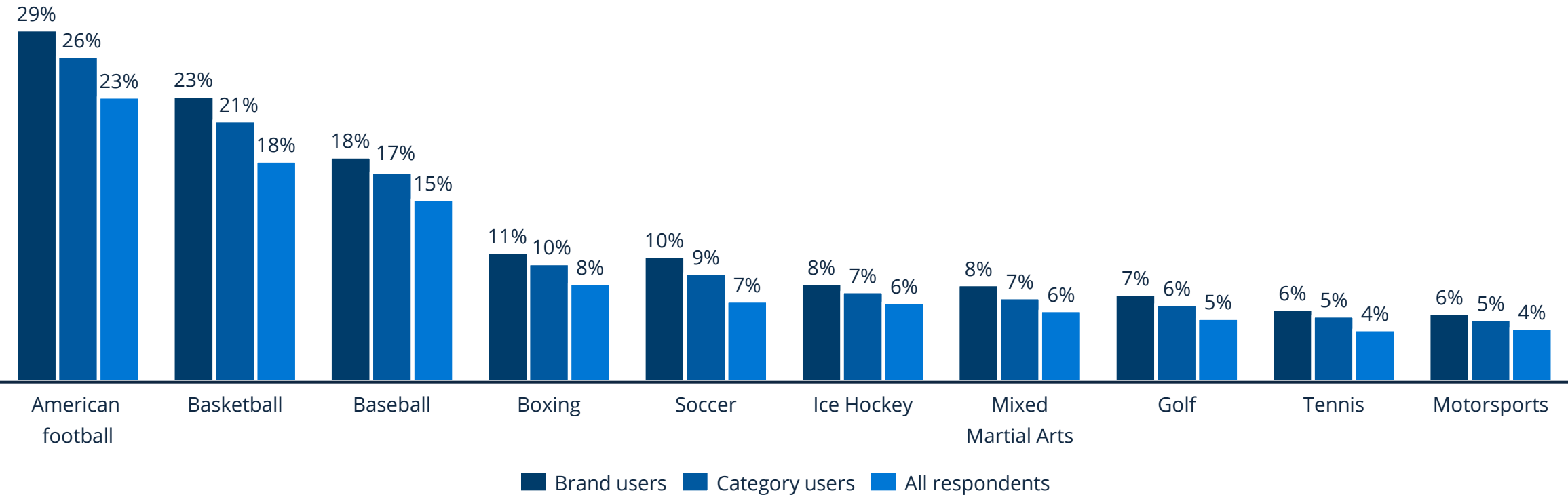


18 Notes: "Which of these sports or activities do you do at least occasionally?"; Multi Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1,896 Netflix users, n=6,319 video-on-demand users, n=21,954 all respondents
Sources: Statista Consumer Insights Global as of February 2025

Netflix users follow similar sports leagues, teams, and competitions as users of other video-on-demand services

Consumer lifestyle: sports followed

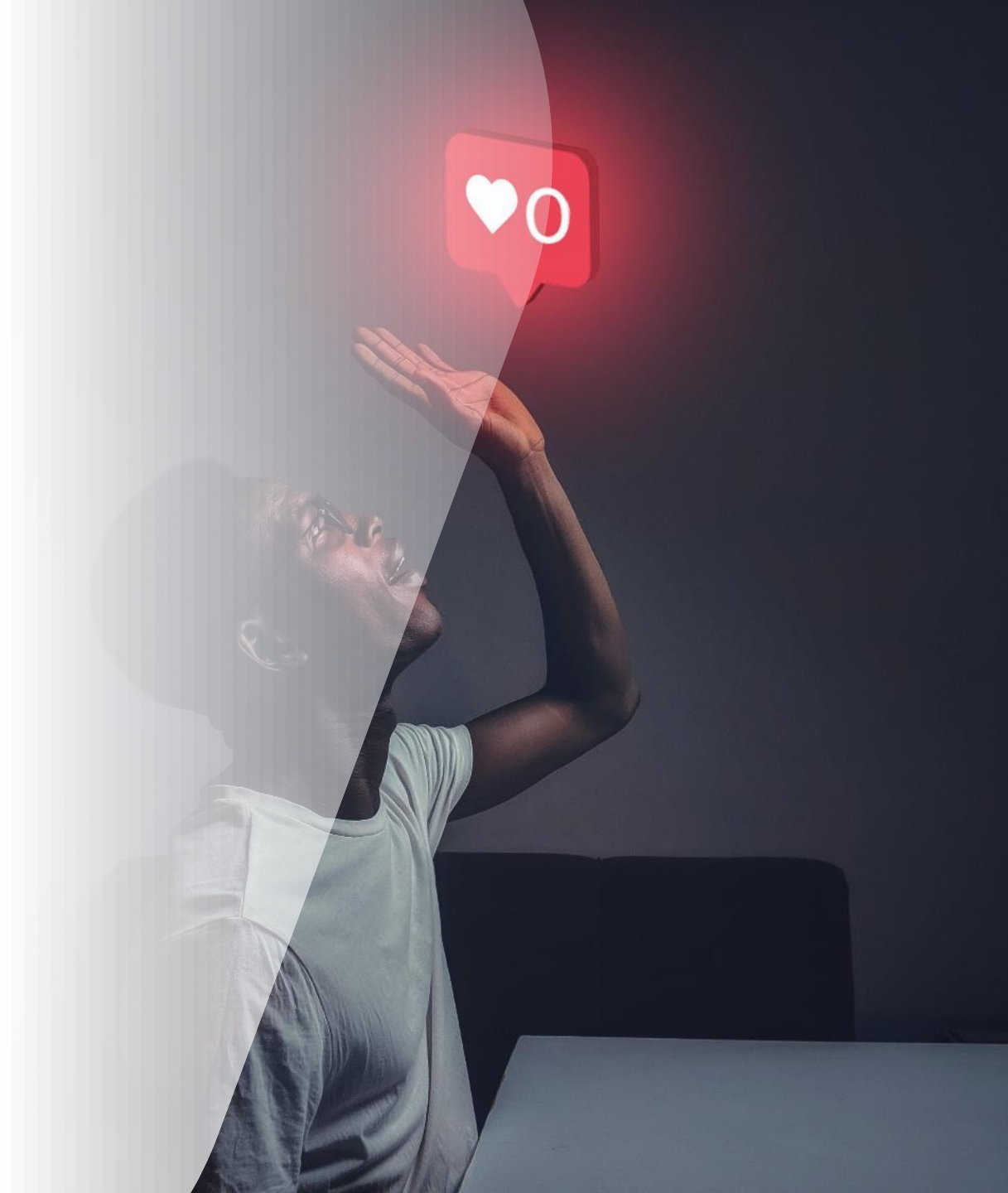
Top 10 sports followed by Netflix users in the U.S.



CHAPTER 04

Consumer attitudes

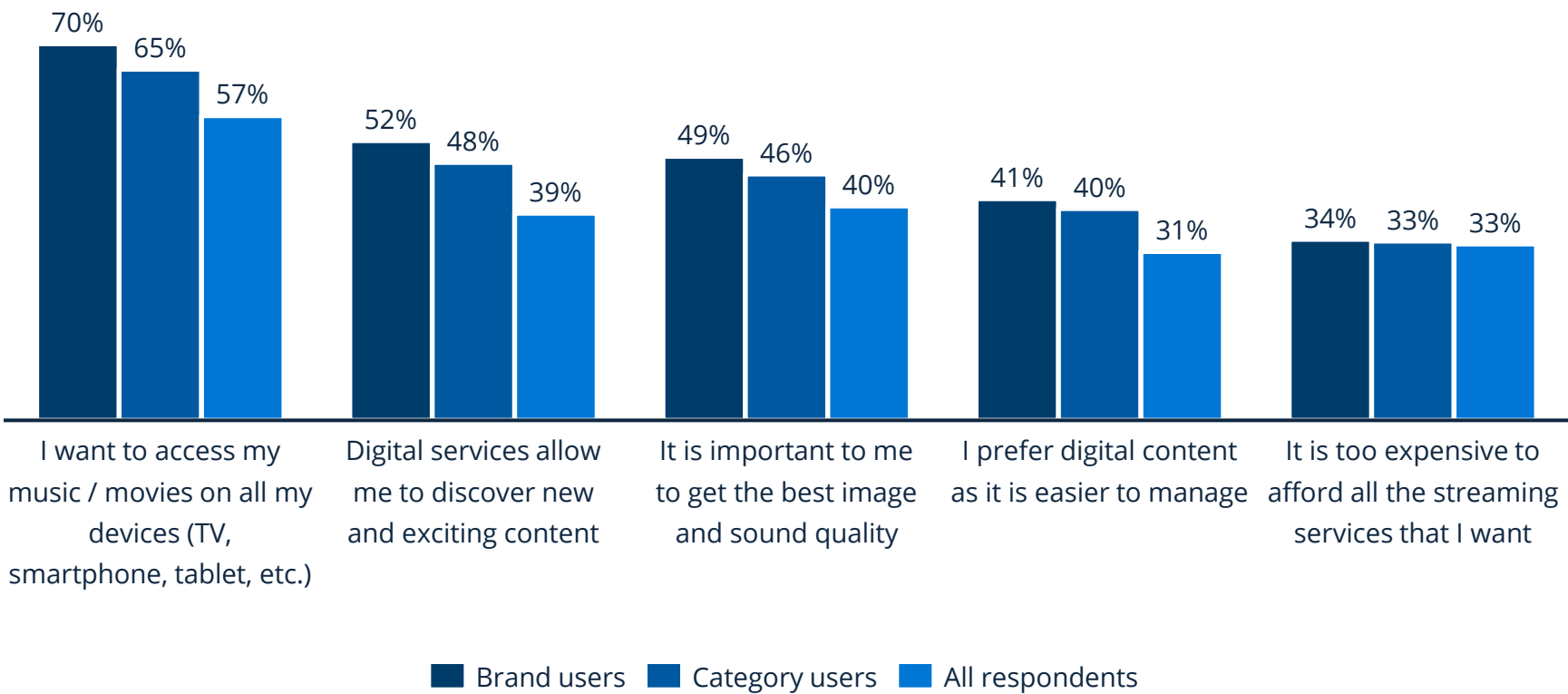
- Attitudes towards digital media
- Innovation adoption
- Challenges facing the country
- Politics



It stands out that 70% of Netflix users want to access their media on all their devices

Consumer attitudes: media & digital media

Agreement with statements towards media & digital media in the U.S.



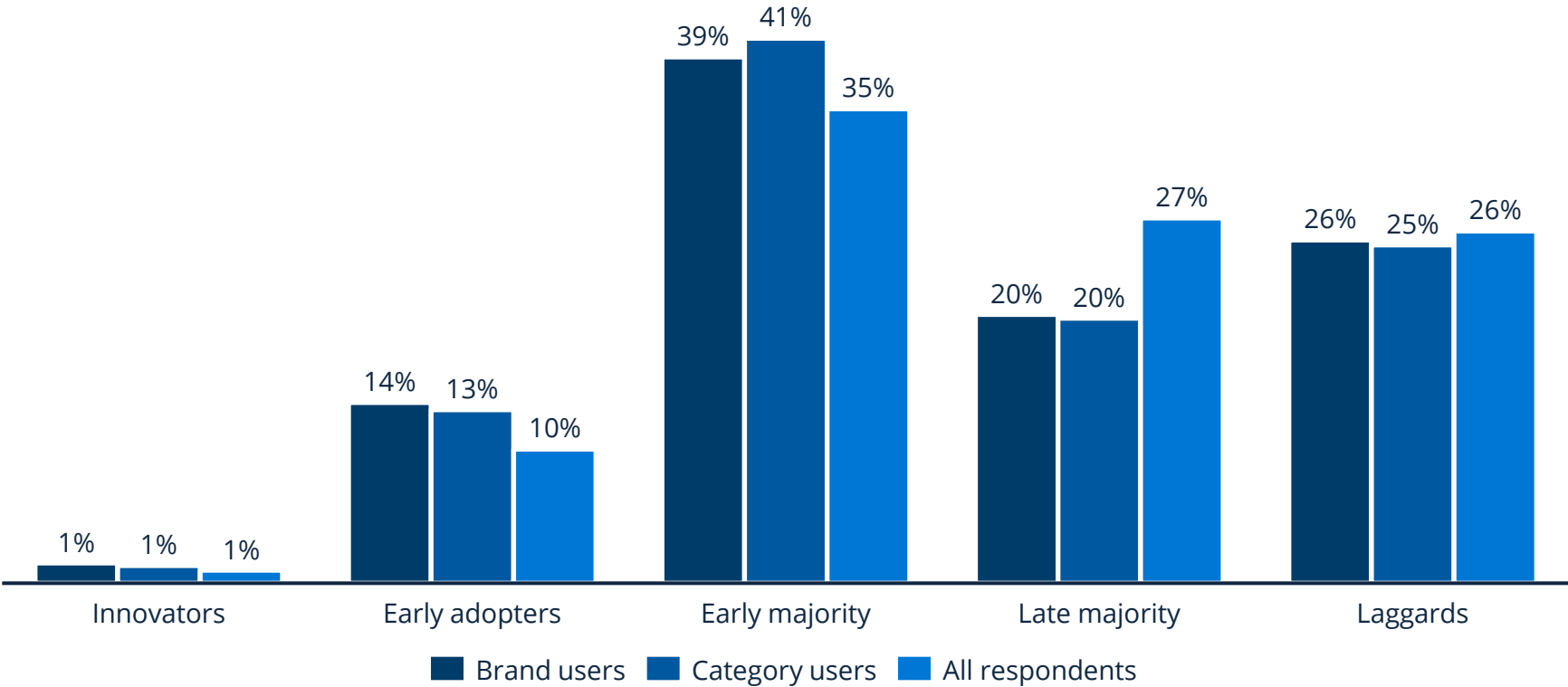
21 **Notes:** "Which of these statements apply to you?"; Multi Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=4,406 Netflix users, n=6,319 video-on-demand users, n=10,145 all respondents
Sources: [Statista Consumer Insights Global](#) as of February 2025

14% of Netflix users are early adopters, when it comes to innovation

Consumer attitudes: innovation adoption



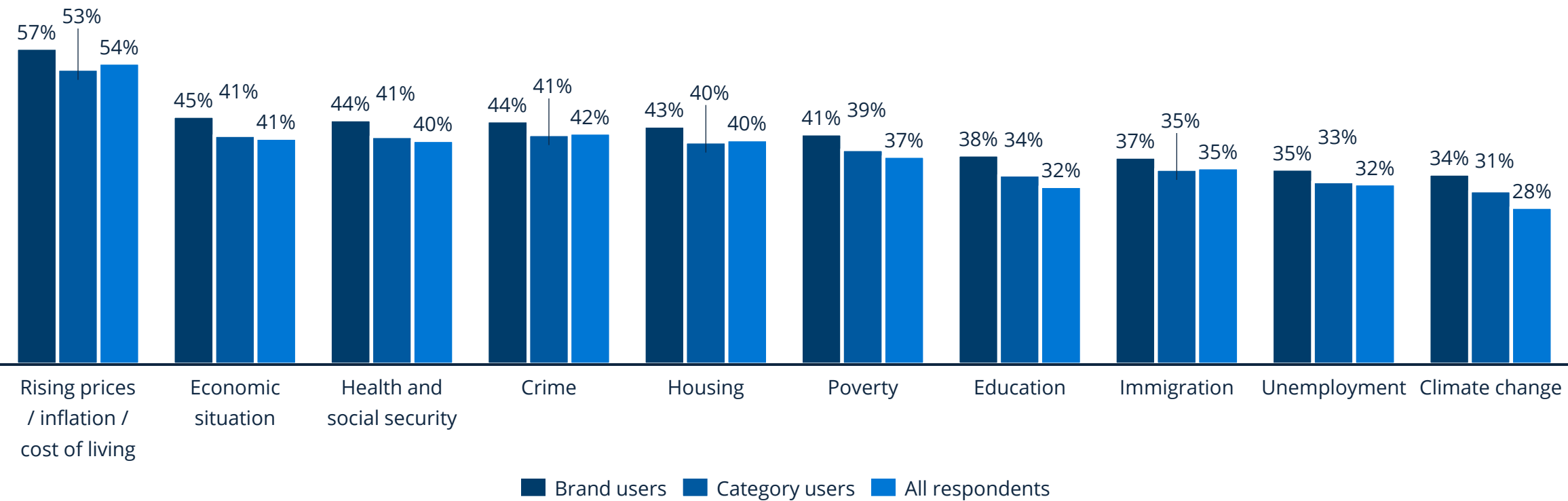
Innovation adopter types based on statements towards innovation by consumers in the U.S.



Rising prices, inflation & cost of living and the economic situation are issues of particular concern to Netflix users

Consumer attitudes: challenges facing the country

The 10 most important issues facing the United States according to Netflix users

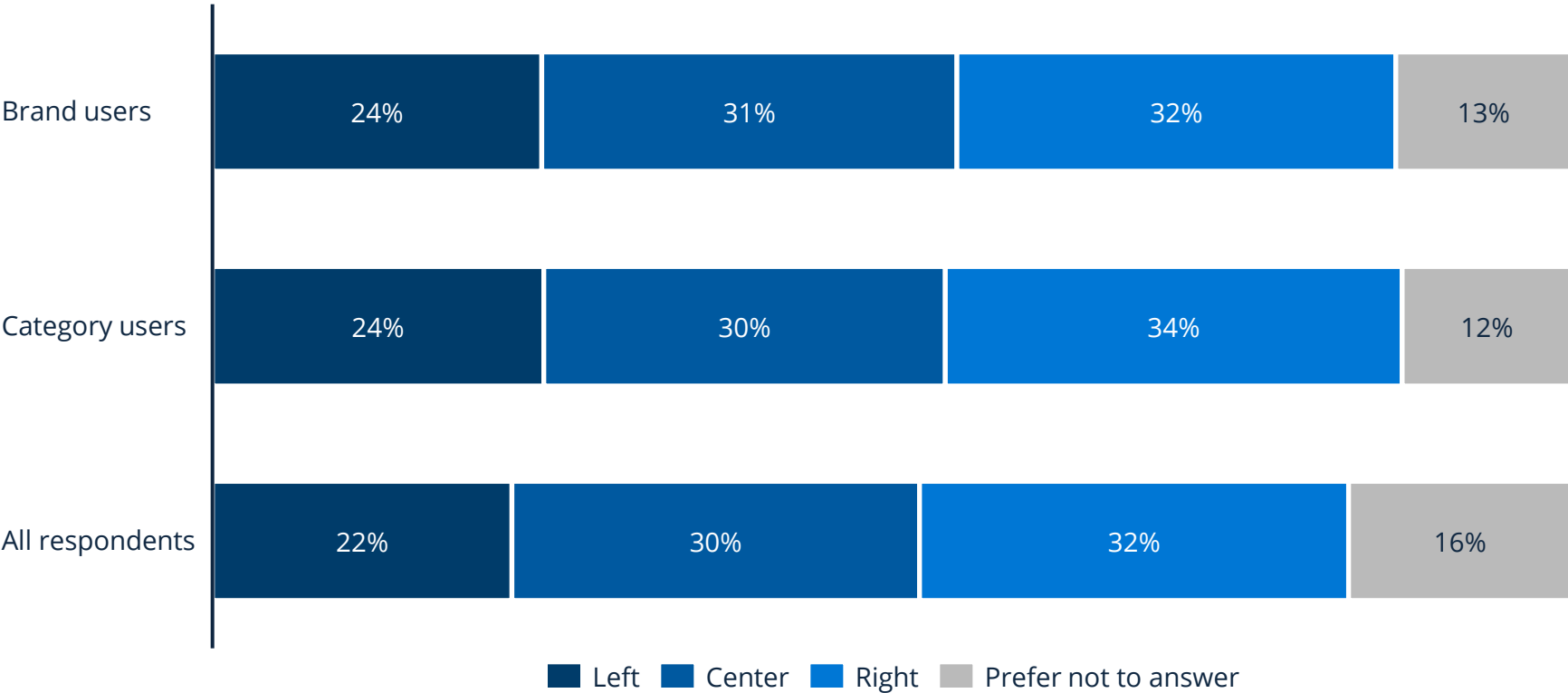


Netflix users reflect the general political landscape

Consumer attitudes: politics



Political attitudes of consumers in the U.S.



CHAPTER 05

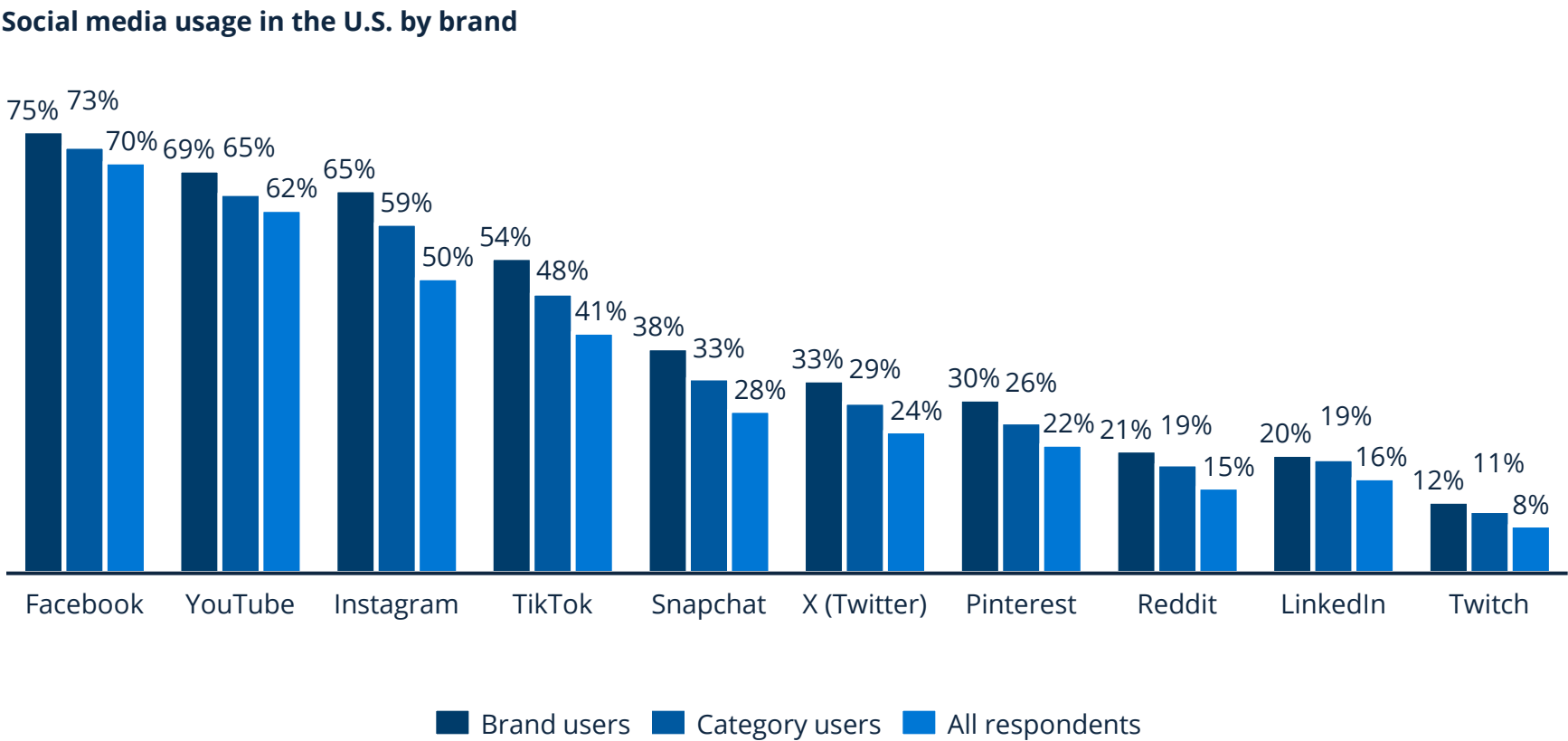
Marketing touchpoints

- Social media usage
- Media usage by channel
- Digital advertising touchpoints
- Non-digital advertising touchpoints



TikTok is more popular among Netflix users than the average video-on-demand user

Marketing touchpoints: social media usage

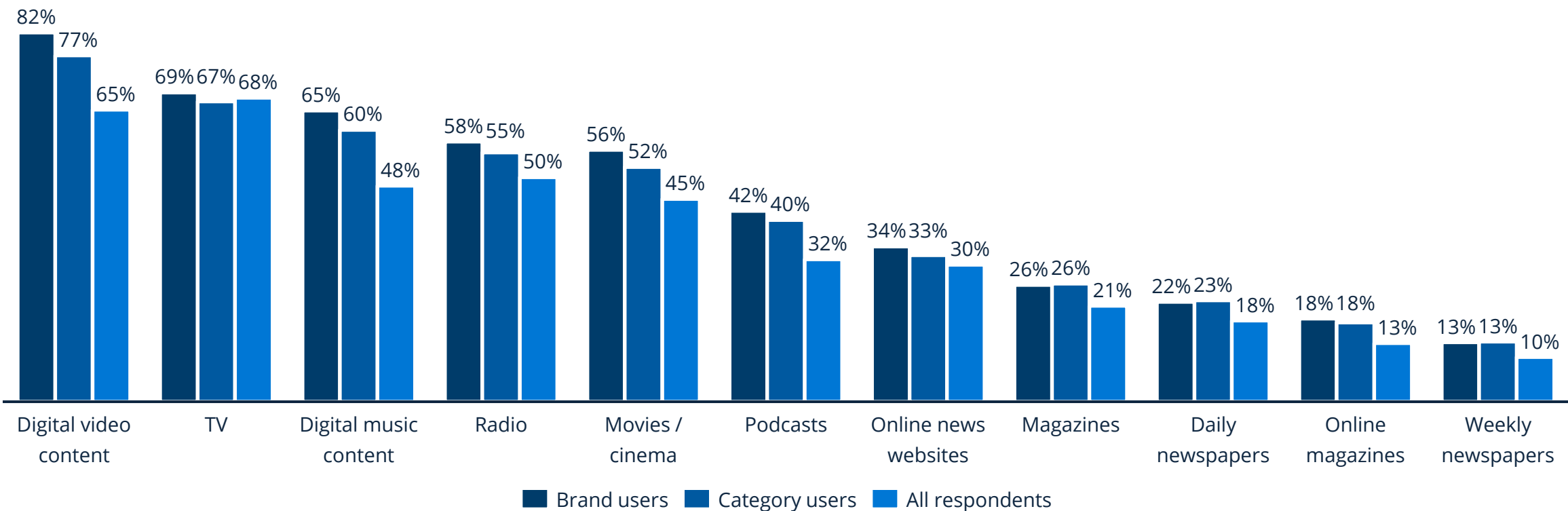


26 **Notes:** "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp."; Multi Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=4,406 Netflix users, n=6,319 video-on-demand users, n=60,869 all respondents
Sources: Statista Consumer Insights Global as of February 2025

Netflix users tend to watch digital video content more often than video-on-demand users in general

Marketing touchpoints: media usage by channel

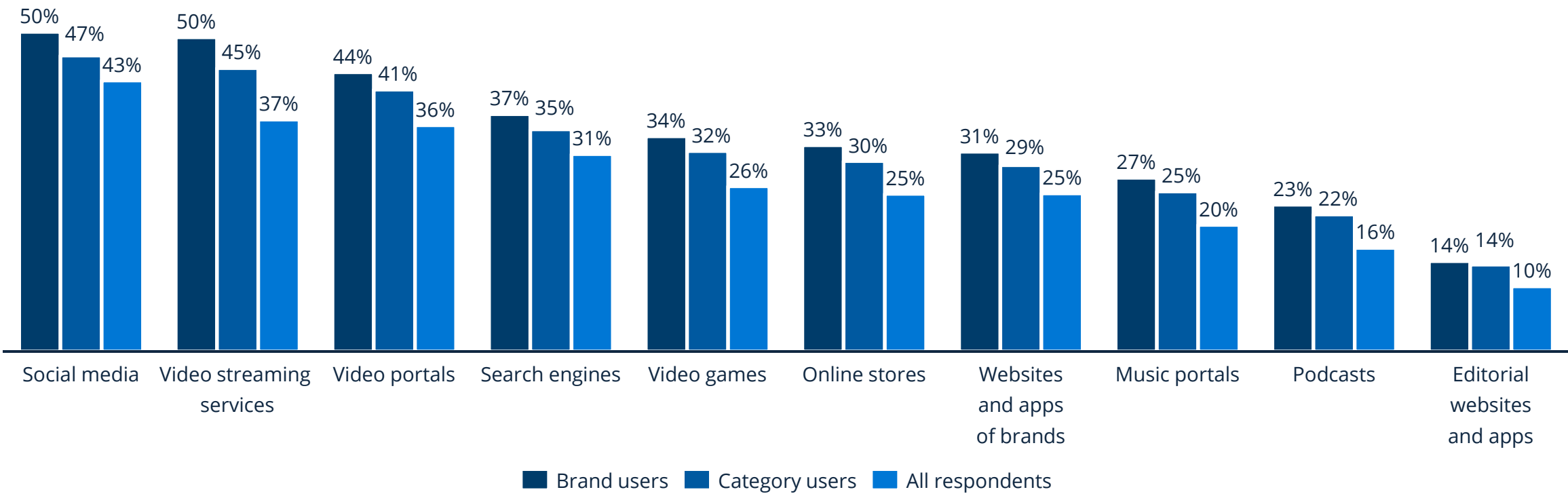
Type of media consumers in the U.S. have been using in the past 4 weeks



Netflix users remember seeing ads on video streaming services more often than other video-on-demand users

Marketing touchpoints: digital advertising touchpoints

Top 10 places where Netflix users in the U.S. have come across digital advertising in the past 4 weeks



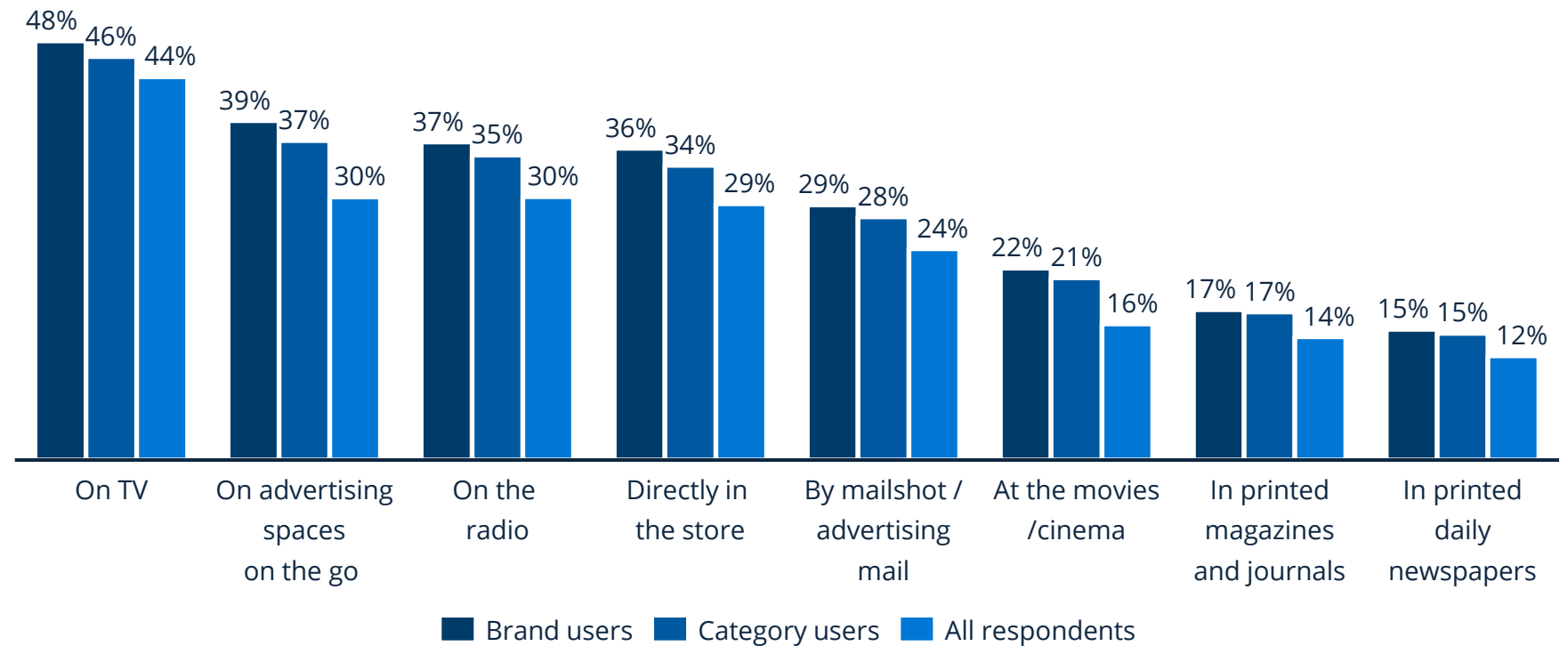
28 | Notes: "Where have you come across digital advertisements in the past 4 weeks?"; Multi Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=4,406
Netflix users, n=6,319 video-on-demand users, n=60,869 all respondents
Sources: Statista Consumer Insights Global as of February 2025

Non-digital advertising touchpoints of Netflix users are similar to those of all video-on-demand users

Marketing touchpoints: non-digital advertising touchpoints



Places where consumers in the U.S. have come across non-digital advertising in the past 4 weeks



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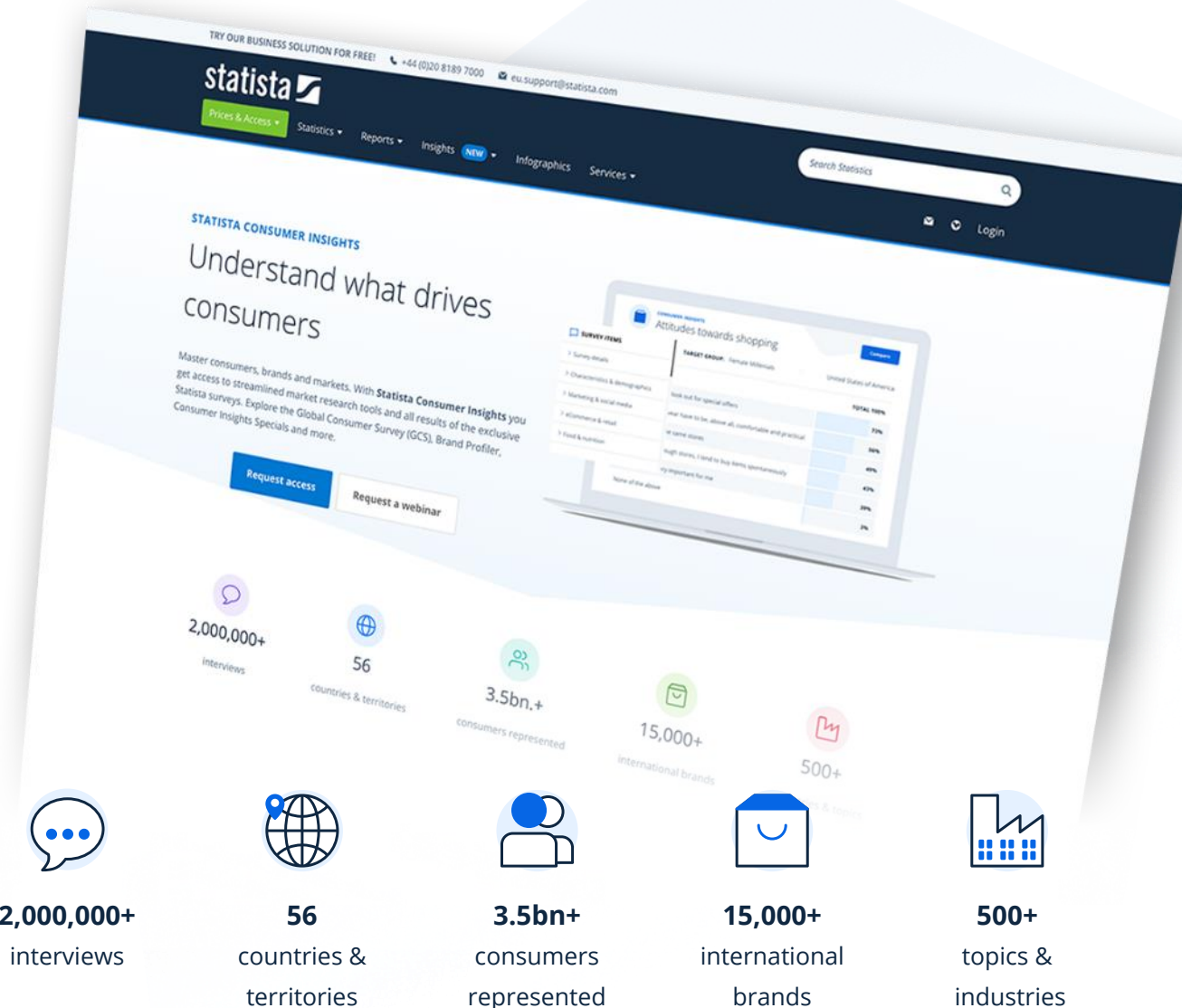
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represented

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Authors



Stefan Rau

Senior Data Ops Engineer

s.rau@statista.com

Stefan Rau studied Economics (B.Sc.) at the Ludwigs-Maximilian-University in Munich and Public and Nonprofit Studies (M.Sc.) at the University of Hamburg. During his studies, he interned at TNS Infratest.

Stefan's current role in the Consumer Insights team focuses on process design and report automation, specifically QA processes. Stefan's expertise also includes Python and developing the teams AI tools.



Jilson Varghese

Analyst

j.varghese@statista.com

Jilson Varghese has a background in Financial Accounting & Auditing and Business Economics from the University of Mumbai. Additionally, he pursued studies in Retail Banking Sales Management at ITM University, Raipur, gaining practical experience through an internship at ICICI Bank.

In his current position within the Consumer Insights team, Jilson provides support with creating reports, as well as being the resident expert for quality assurance.



Shadha Al-iriani

Analyst

s.al-iriani@statista.com

Shadha Al-Iriani holds a degree in Multimedia Design from Segi University Malaysia and is currently pursuing a degree in International Business at Leuphana University in Lüneburg.

In her current position within the Consumer Insights team, Shadha is responsible for writing reports, factsheets and other insights material. Shadha also provides in-depth quality assurance and contributes to the layout and design of reports.