

# Viewing Habits of Canadians with Netflix & their Romantic Relationships

n=1,000 Canadians with Netflix

October 2025



# Methodology

This research was conducted by online survey with 1,000 Canadians (age 18+) with a Netflix account or access to a Netflix account from October 16 - 21, 2025.

A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 3.10%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, and region. Totals may not add up to 100 due to rounding.





Have you ever watched Netflix...? Please select all that apply. **ON A DATE**

# 14%

of Canadians with Netflix say they've watched it **on a date**.

Age	
18 - 44	25%
45+	5%

Gender	
Men	17%
Women	10%

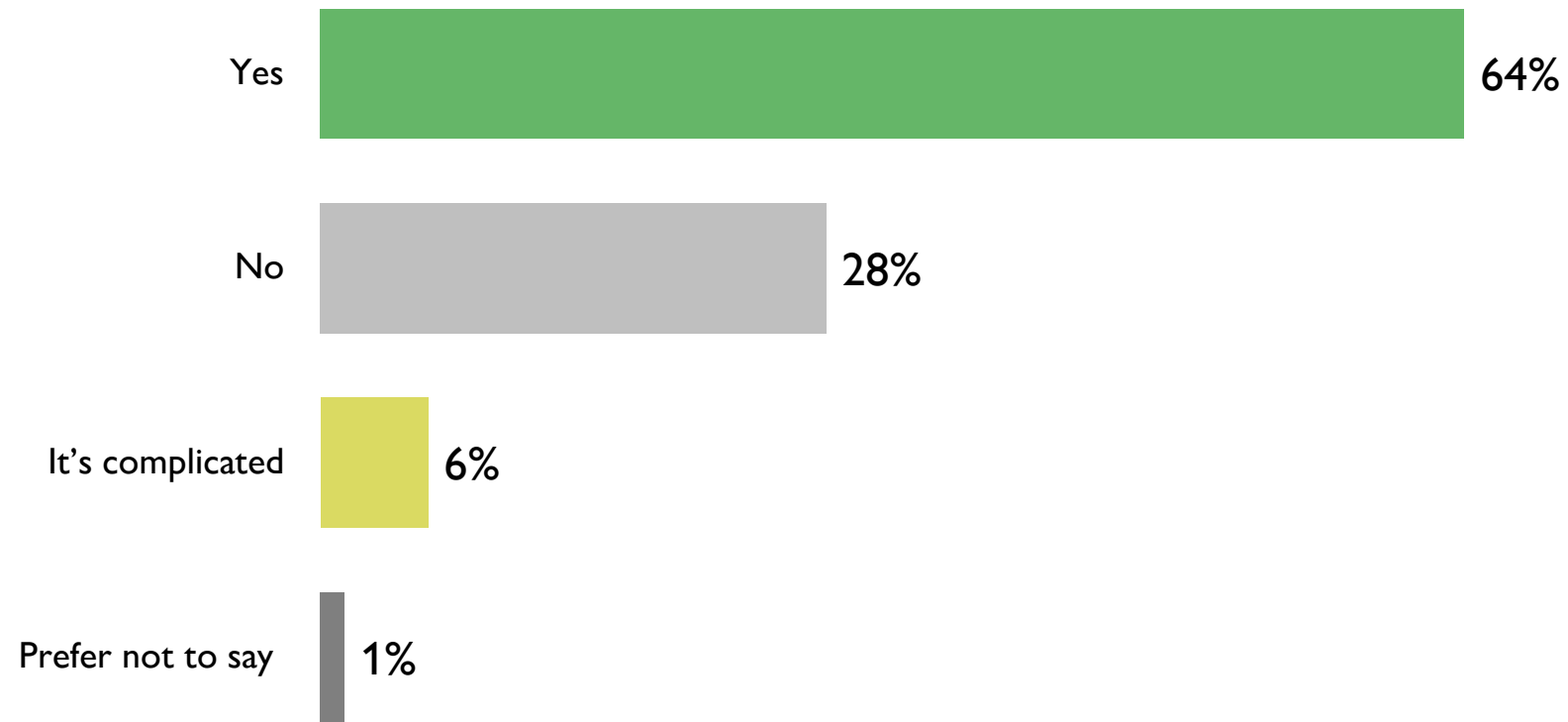
Region	
BC	14%
AB	14%
SK/MB	19%
ON	14%
QC	10%
ATL	17%

Base: All respondents (n=1,001)



Do you currently have a romantic partner?

## 7 in 10 Canadians with Netflix currently have a romantic partner or say “it’s complicated.”

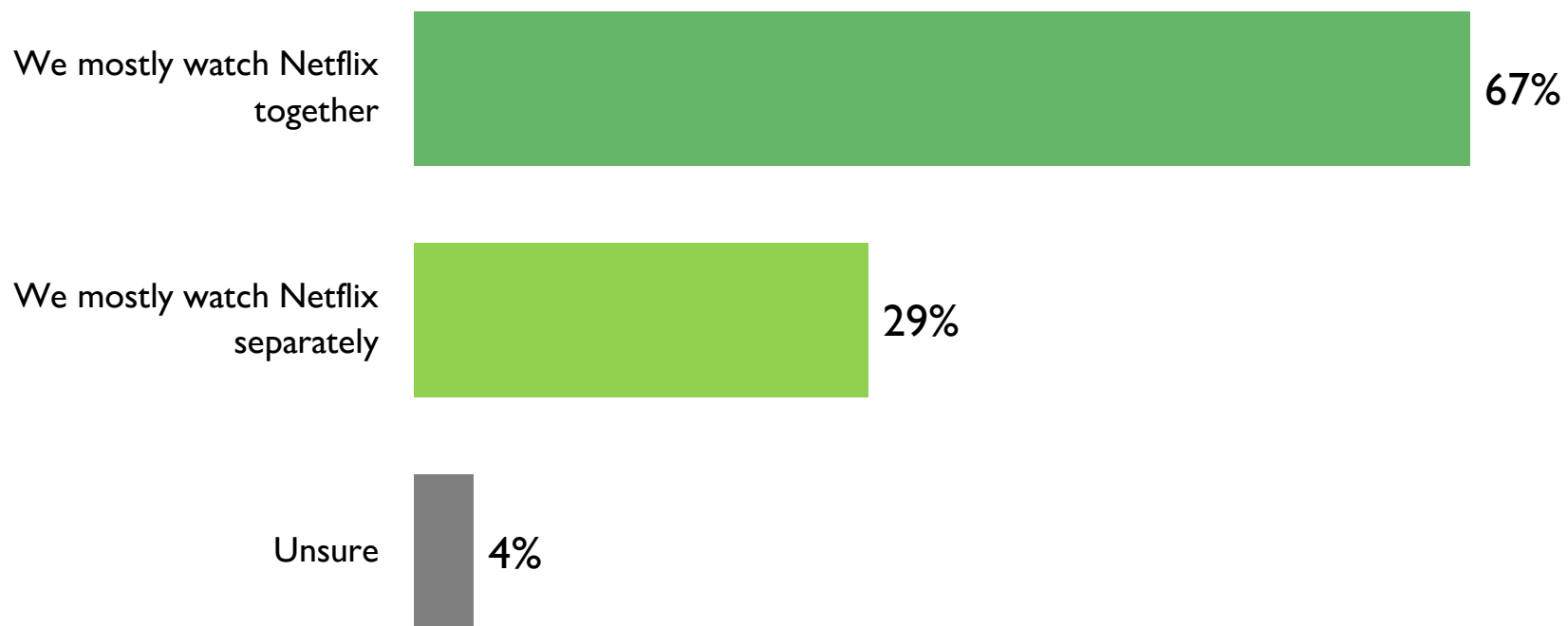


Base: All respondents (n=1,001)



Do you and your partner mostly watch Netflix together or separately?

## And those with a romantic partner tend to watch Netflix as a couple instead of separately.

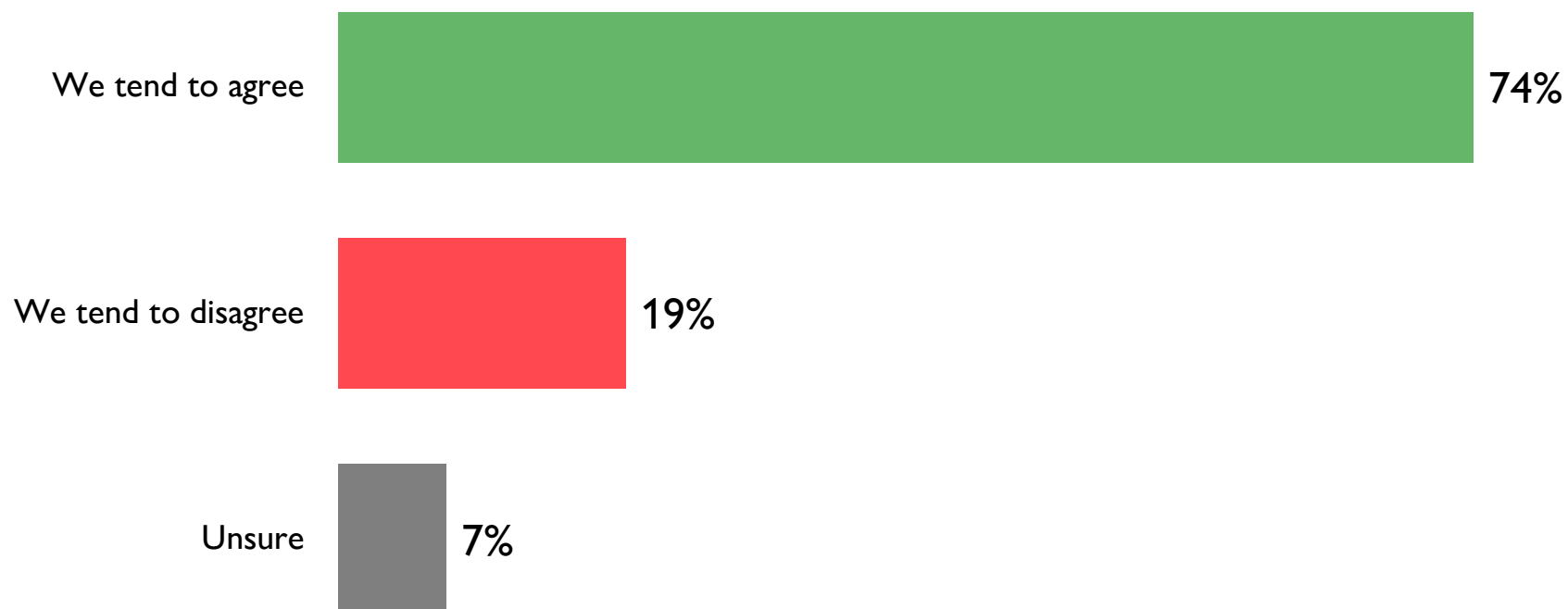


Base: Those who have a romantic partner (n=707)



Do you and your partner tend to agree or disagree about what to watch on Netflix?

**Netflix is only causing the *occasional* domestic argument, with three-quarters (74%) of all viewers with romantic partners generally agreeing with their ‘better half’ about which movies and TV shows to watch.**

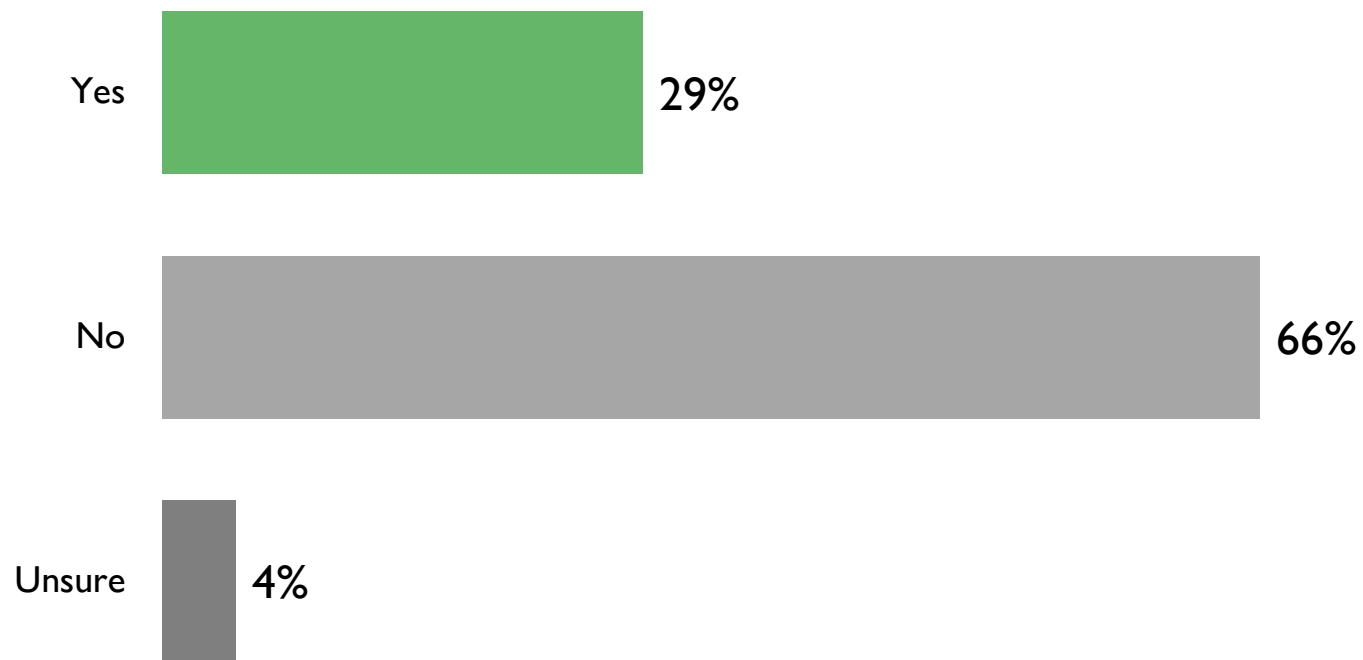


Base: Those who have a romantic partner (n=707)



Does your partner ever force you to watch movies or TV shows that you would prefer not to watch?

**But... Slightly more than one-quarter (29%) say their partner has forced them to watch something they would have rather skipped.**

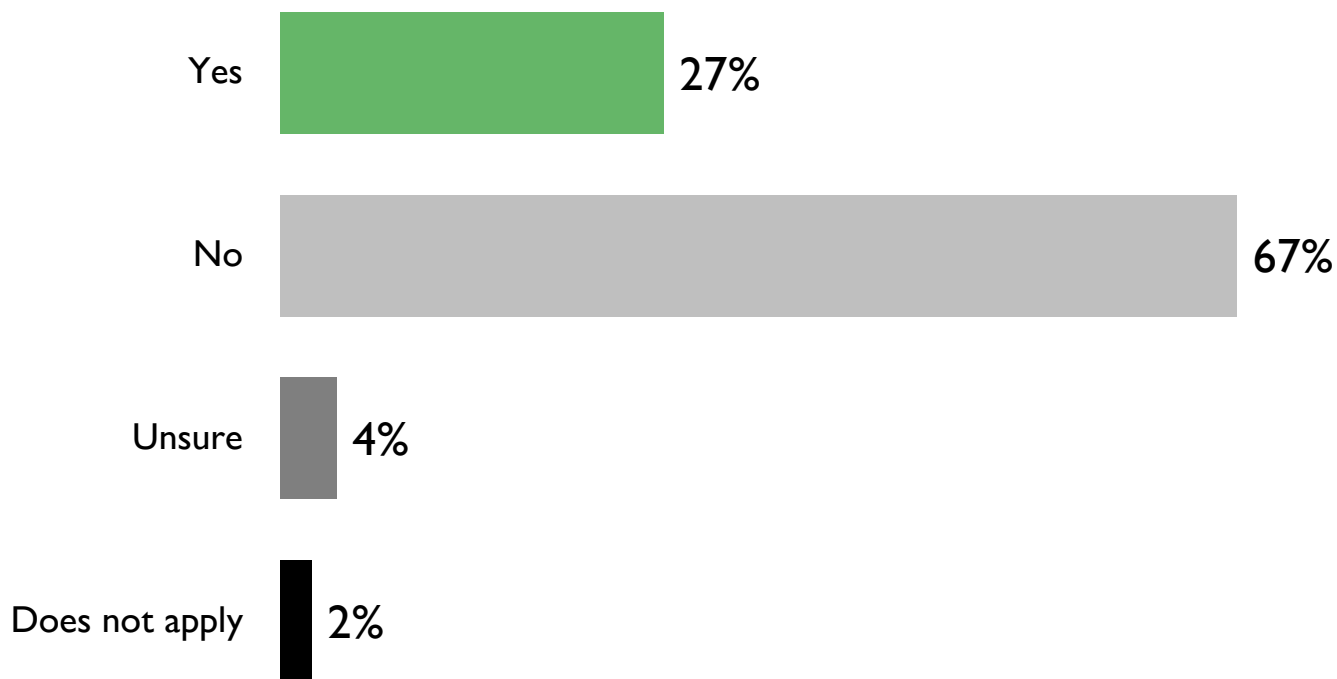


Base: Those who have a romantic partner (n=707)



Have you ever “cheated” on your partner by watching a movie or a TV show alone that you agreed to watch together?

**About one-quarter (27%) admit to Netflix ‘cheating’ on their partner, with young adults (38%) being particularly guilty of watching a movie or TV show alone that they agreed to watch together.**



#### Have Netflix ‘Cheated’

Age	Percentage
18 - 44	38%
45+	19%

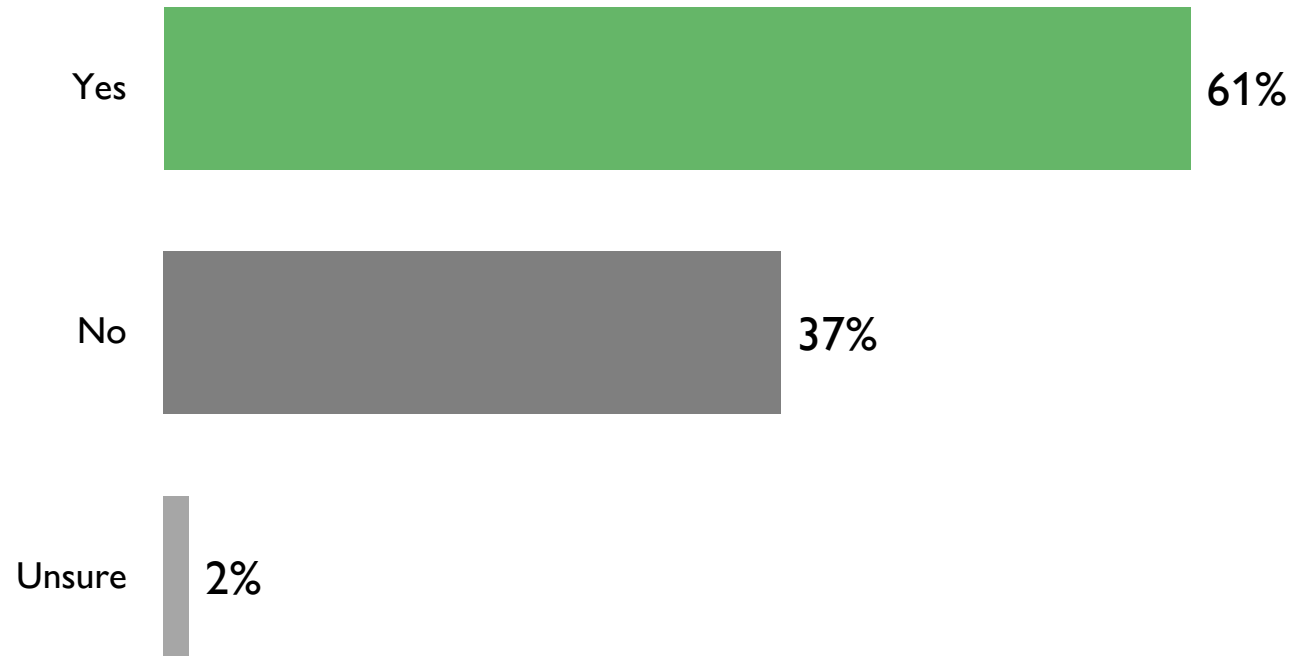
Gender	Percentage
Men	26%
Women	27%

Base: Those who have a romantic partner (n=707)



And in any of those cases... Did you pretend that you hadn't seen it and watch it again with them?

**And hiding Netflix 'cheating' is common, with 61% of all 'content cheaters' and 66% of young 'content cheaters' covering their (bad) behaviour up.**



#### Have Concealed Netflix 'Cheating'

Age	Percentage
18 - 44	66%
45+	55%

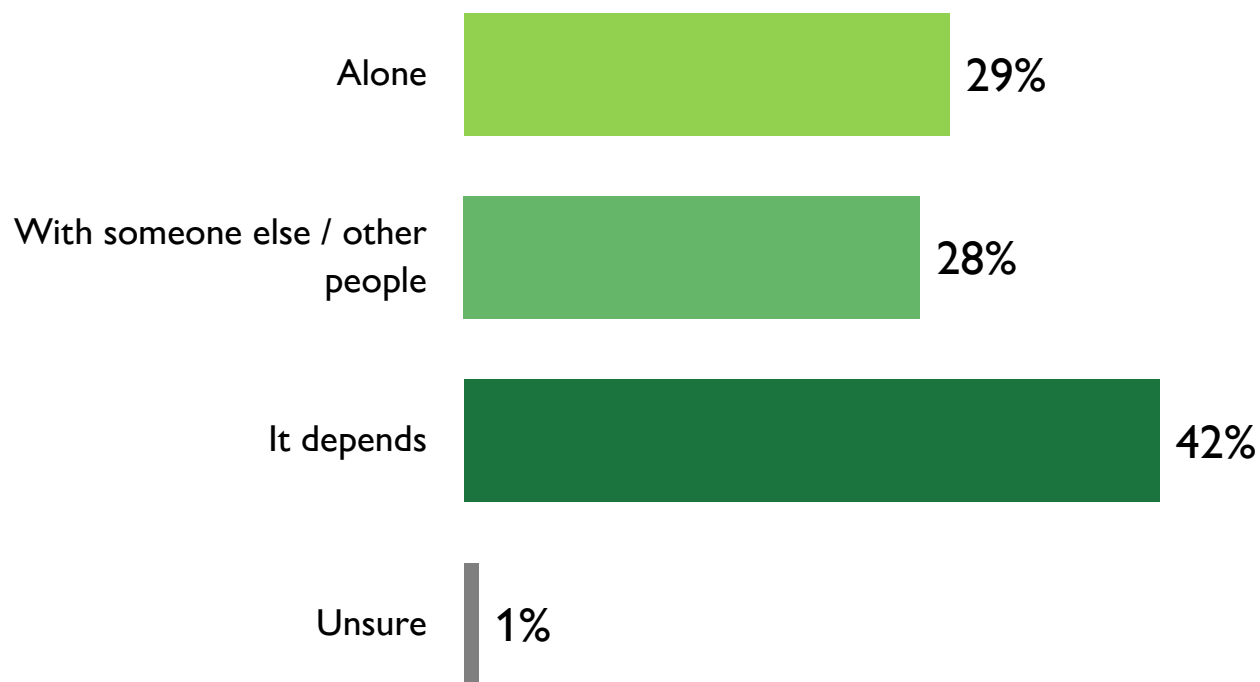
Gender	Percentage
Men	60%
Women	63%

Base: Those who have a romantic partner on whom they have "cheated" on by watching a movie or TV show alone that they agreed to watch together (n=185).



Do you generally prefer to watch Netflix alone or with someone else/other people?

**As many Canadians with Netflix prefer to watch the platform alone (29%) as watch it with others (28%), with the most common answer being “it depends” (42%).**



Base: All respondents (n=1,001)



Do you generally prefer to watch Netflix alone or with someone else/other people?

## Watching Netflix-alone-or-with-company by key demo:

	TOTAL	AGE				REGION						GENDER	
		18 to 29	30 to 44	45 to 59	60 and over	BC	AB	SK/MB	ON	QC	ATL	Male	Female
Alone	29%	32%	30%	29%	28%	19%	21%	33%	29%	38%	33%	30%	28%
With someone else / other people	28%	31%	28%	25%	28%	28%	33%	26%	28%	26%	26%	31%	24%
It depends	42%	37%	41%	45%	44%	52%	45%	41%	42%	34%	41%	37%	47%
Unsure	1%	0%	2%	1%	0%	1%	2%	0%	1%	1%	0%	1%	1%

Base: All respondents (n=1,001)

**Good decisions  
require good data.**

**Good data drives success.**

CONTACT:

[Info@abacusdata.ca](mailto:Info@abacusdata.ca)