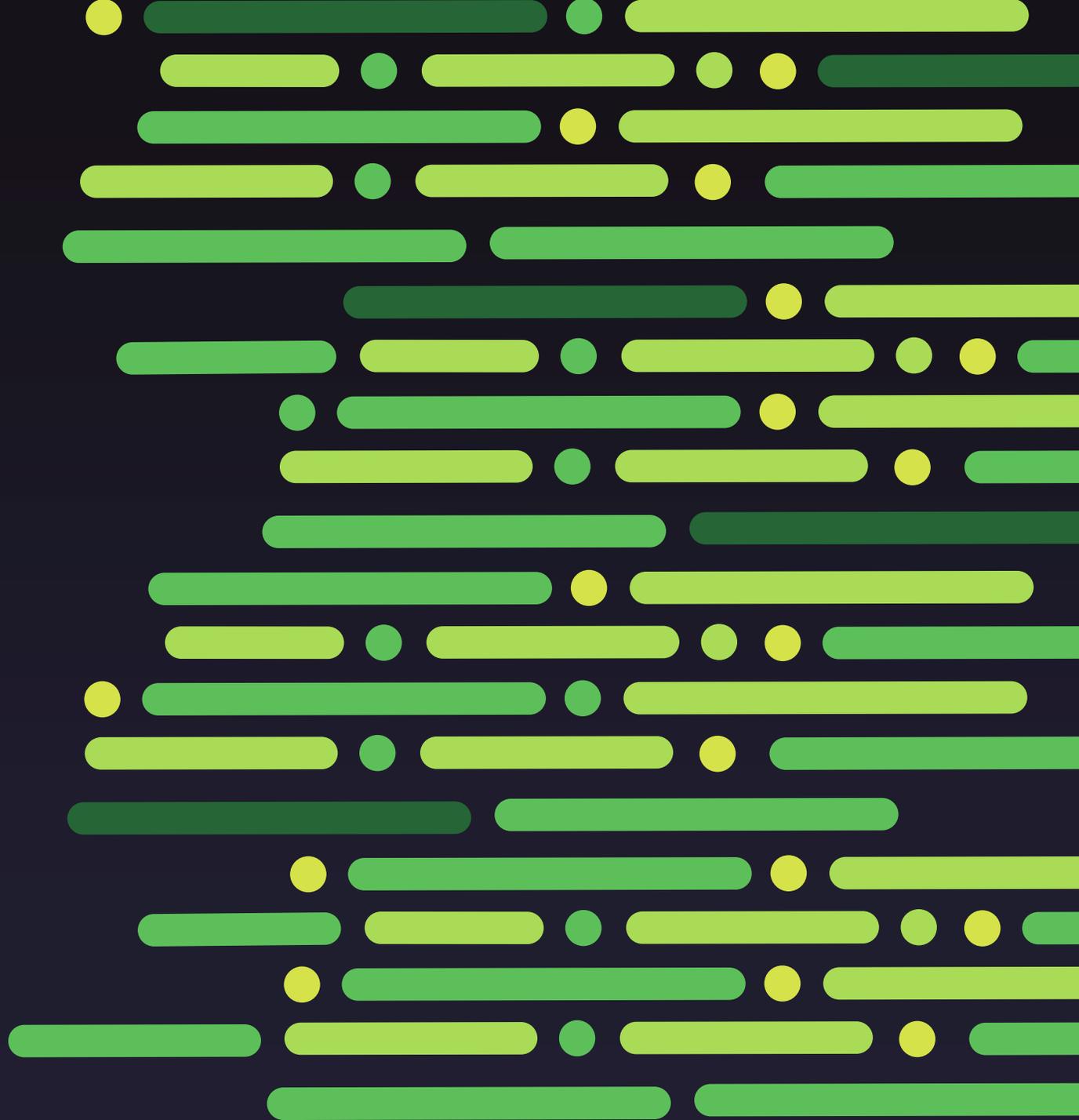


Holiday Viewing Habits & Preferences of Canadians with Netflix

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 to 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.

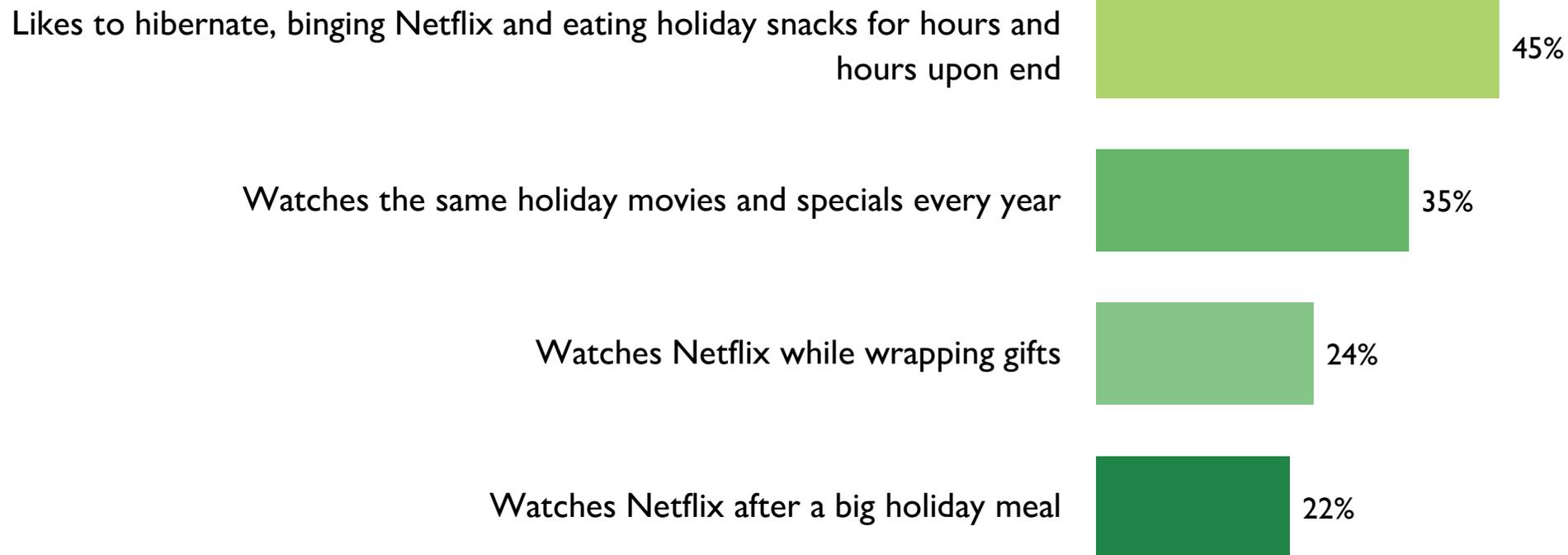
The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, and region. Totals may not add up to 100 due to rounding.





Now we want you to think specifically about the December holiday season and your viewing habits during that time of year. Are you someone that...? *Select all that apply.*

Viewing habits of Canadians with Netflix during the holidays:



Base: All respondents (n=1,001)



Now we want you to think specifically about the December holiday season and your viewing habits during that time of year. Are you someone that...? **LIKES TO HIBERNATE DURING THE HOLIDAYS, BINGEING CONTENT AND EATING HOLIDAY TREATS FOR HOURS AND HOURS UPON END.**

45%

of Canadians with Netflix like to hibernate during the holidays, bingeing content and eating holiday treats for hours and hours upon end – and that’s especially true of young adults.

Age	
18 - 44	53%
45+	39%

Base: All respondents (n=1,001)



Now we want you to think specifically about the December holiday season and your viewing habits during that time of year. Are you someone that...? **WATCHES THE SAME HOLIDAY MOVIES AND SPECIALS EVERY YEAR.**

35%

of Canadians with Netflix say they watch the same holiday movies and specials every year.

Base: All respondents (n=1,001)





Now we want you to think specifically about the December holiday season and your viewing habits during that time of year. Are you someone that...? **WATCHES NETFLIX WHILE WRAPPING GIFTS.**

24%

of Canadians with Netflix say they watch movies and shows while wrapping gifts – with women being a bit more likely to do so than men.

Gender	
Men	18%
Women	30%

Base: All respondents (n=1,001)



Now we want you to think specifically about the December holiday season and your viewing habits during that time of year. Are you someone that...? **WATCHES NETFLIX AFTER A BIG HOLIDAY MEAL.**

22%

of Canadians with Netflix say they watch movies and shows after a big holiday meal.

Base: All respondents (n=1,001)



Now we want you to think specifically about the December holiday season and your viewing habits during that time of year. Are you someone that...? *Select all that apply.*

Viewing habits of Canadians with Netflix during the holidays by key demo:

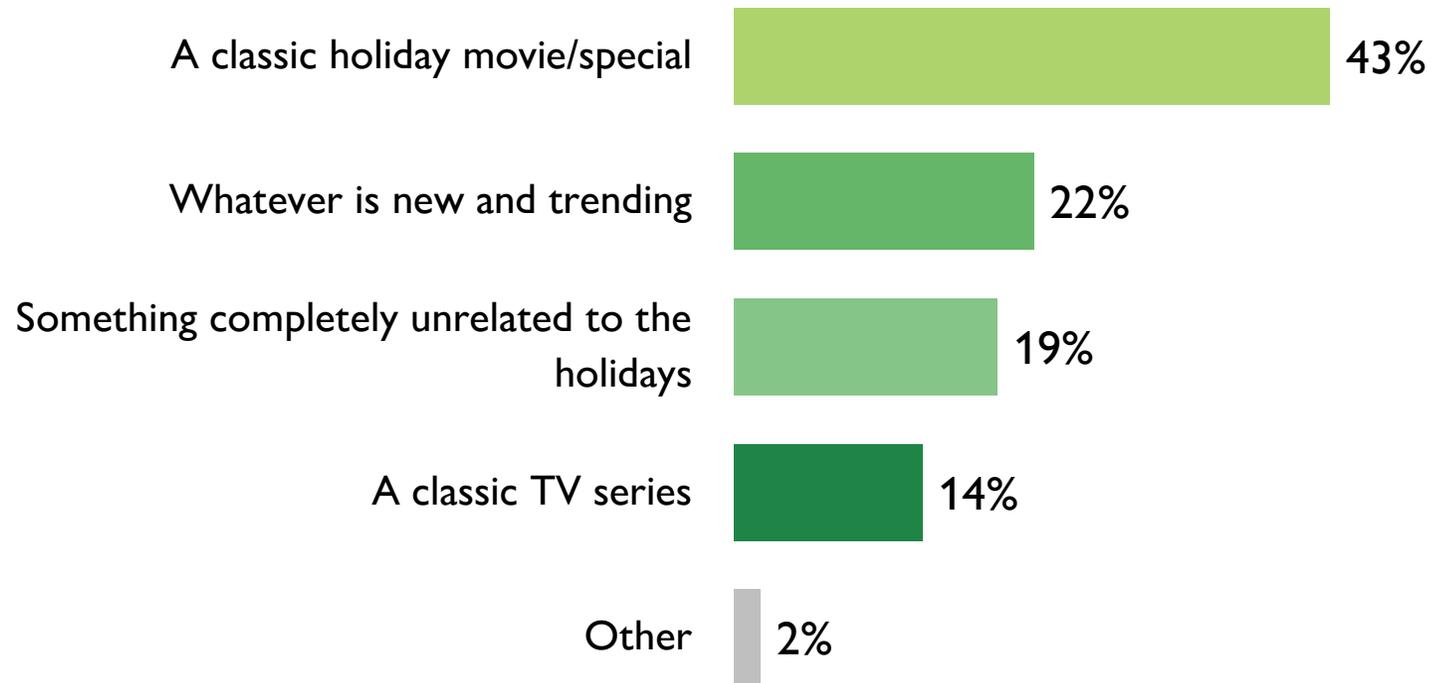
Likes/Habit	TOTAL	AGE				REGION						GENDER	
		18 to 29	30 to 44	45 to 59	60 and over	BC	AB	SK/MB	ON	QC	ATL	Male	Female
Hibernating by binging Netflix and eating holiday snacks	45%	52%	54%	45%	34%	38%	40%	55%	44%	50%	47%	43%	47%
Watches the same holiday movies and specials every year	35%	42%	39%	30%	31%	38%	36%	27%	37%	28%	44%	32%	37%
Watches Netflix while wrapping gifts	24%	23%	30%	28%	17%	28%	31%	36%	24%	16%	21%	18%	30%
Watches Netflix after a big holiday meal	22%	18%	26%	22%	20%	20%	29%	25%	24%	11%	26%	21%	22%

Base: All respondents (n=1,001)



What is your favourite kind of Netflix programming to watch during the holidays? Is it...?

Classic holiday movies and specials are popular, with 43% of Canadians with Netflix most drawn to that kind of content.

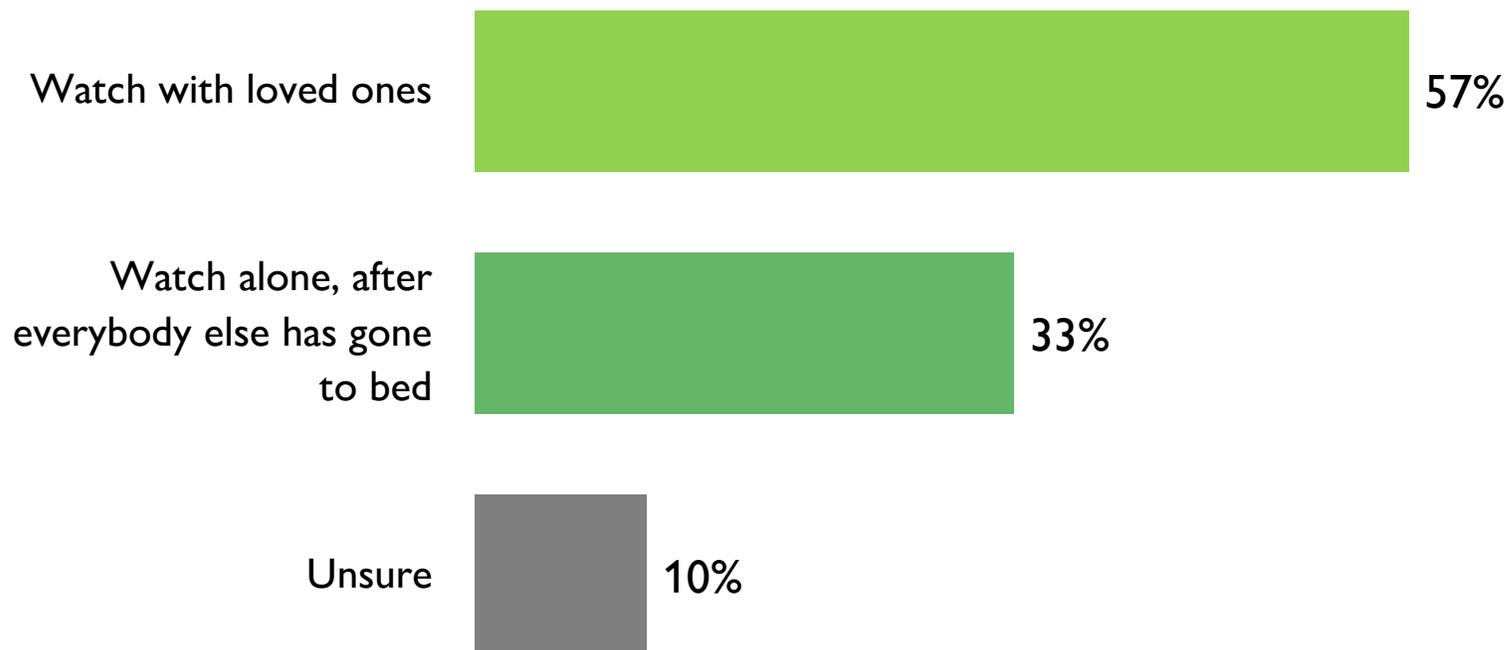


Base: All respondents (n=1,001)



During the holiday season, would you rather watch Netflix surrounded by loved ones or completely alone, after everybody has gone to bed?

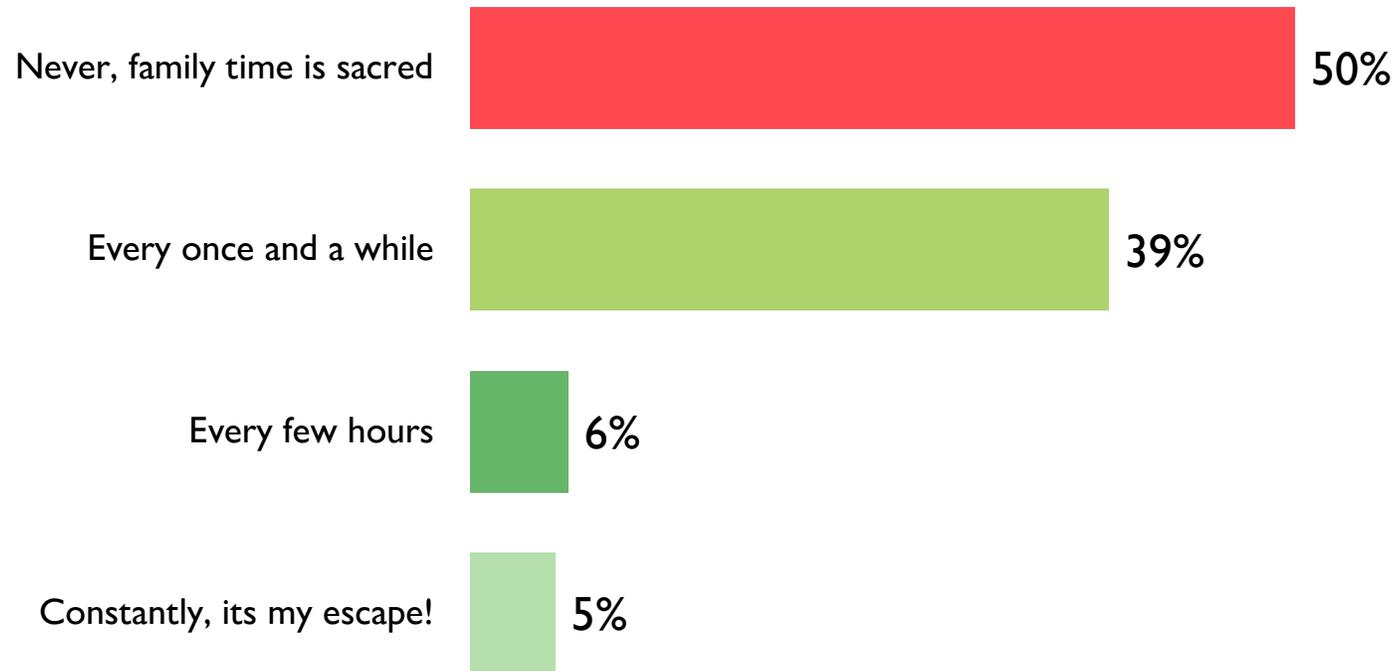
During the holiday season, Canadians with Netflix are more likely to watch movies and shows with loved ones than alone, but one-third still admit to doing it by themselves, after everyone else has gone to bed.



Base: All respondents (n=1,001)

During the holidays, how often do you sneak away to watch Netflix when you are supposed to be spending time with family members?

During the holiday season, half of all Canadians with Netflix (50%) say they sneak away to watch something on the platform when they are supposed to be spending time with family members, and young adults are particularly guilty of doing it.



Sneak away to watch Netflix

Age	Percentage
18 - 44	66%
45+	38%

Base: All respondents (n=1,001)

During the holidays, how often do you sneak away to watch Netflix when you are supposed to be spending time with family members

Sneaking-away-to-watch-Netflix during the holidays by key demo:

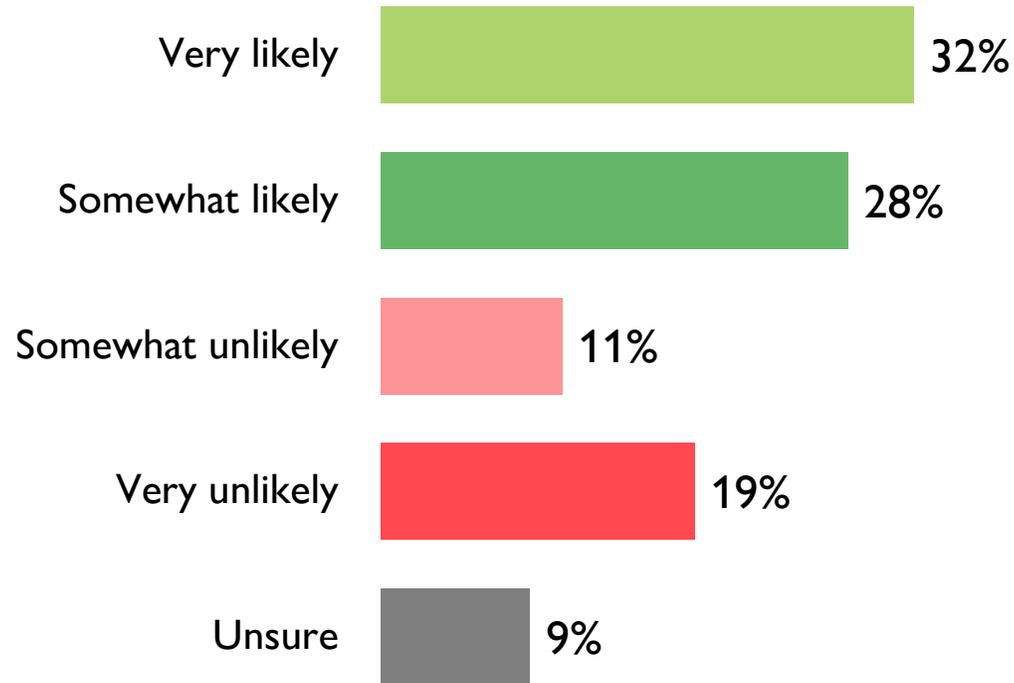
Habit	TOTAL	AGE				REGION						GENDER	
		18 to 29	30 to 44	45 to 59	60 and over	BC	AB	SK/MB	ON	QC	ATL	Male	Female
Never, family time is sacred	50%	34%	35%	50%	73%	50%	55%	55%	48%	48%	57%	46%	54%
Every once and a while	39%	52%	54%	37%	21%	40%	34%	35%	40%	41%	35%	42%	36%
Every few hours	6%	10%	9%	5%	1%	7%	5%	4%	7%	4%	6%	7%	5%
Constantly, it's my escape!	5%	4%	2%	8%	6%	2%	6%	6%	5%	7%	2%	5%	5%

Base: All respondents (n=1,001)



The Stranger Things fifth and final season will debut in three volumes this fall: four episodes on November 26, three episodes on Christmas, and the finale episode on New Year's Eve. How likely are you to watch some of these new episodes?

61% of Canadians with Netflix plan to watch at least some of the new Stranger Things episodes being released in November and December.



Likely to watch

Age	Percentage
18 - 44	72%
45+	52%

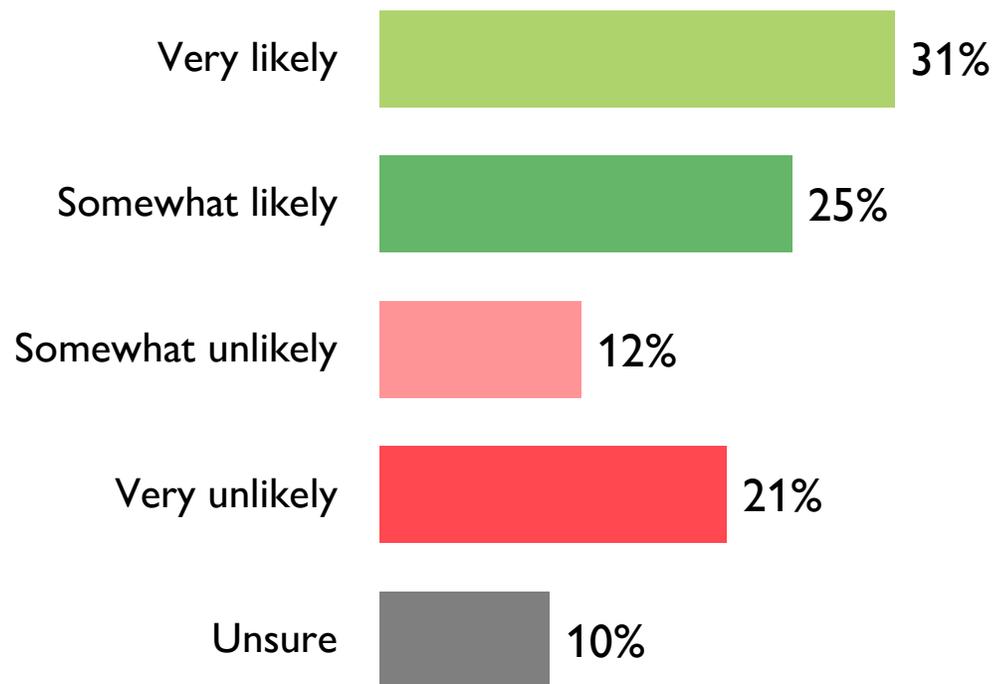
Gender	Percentage
Men	67%
Women	54%

Base: All respondents (n=1,001)



And how likely are you to watch all of these new [Stranger Things] episodes?

And 56% of Canadians with Netflix plan to watch all of the new Stranger Things episodes being released in November and December.



Likely to watch	
Age	
18 - 44	65%
45+	50%

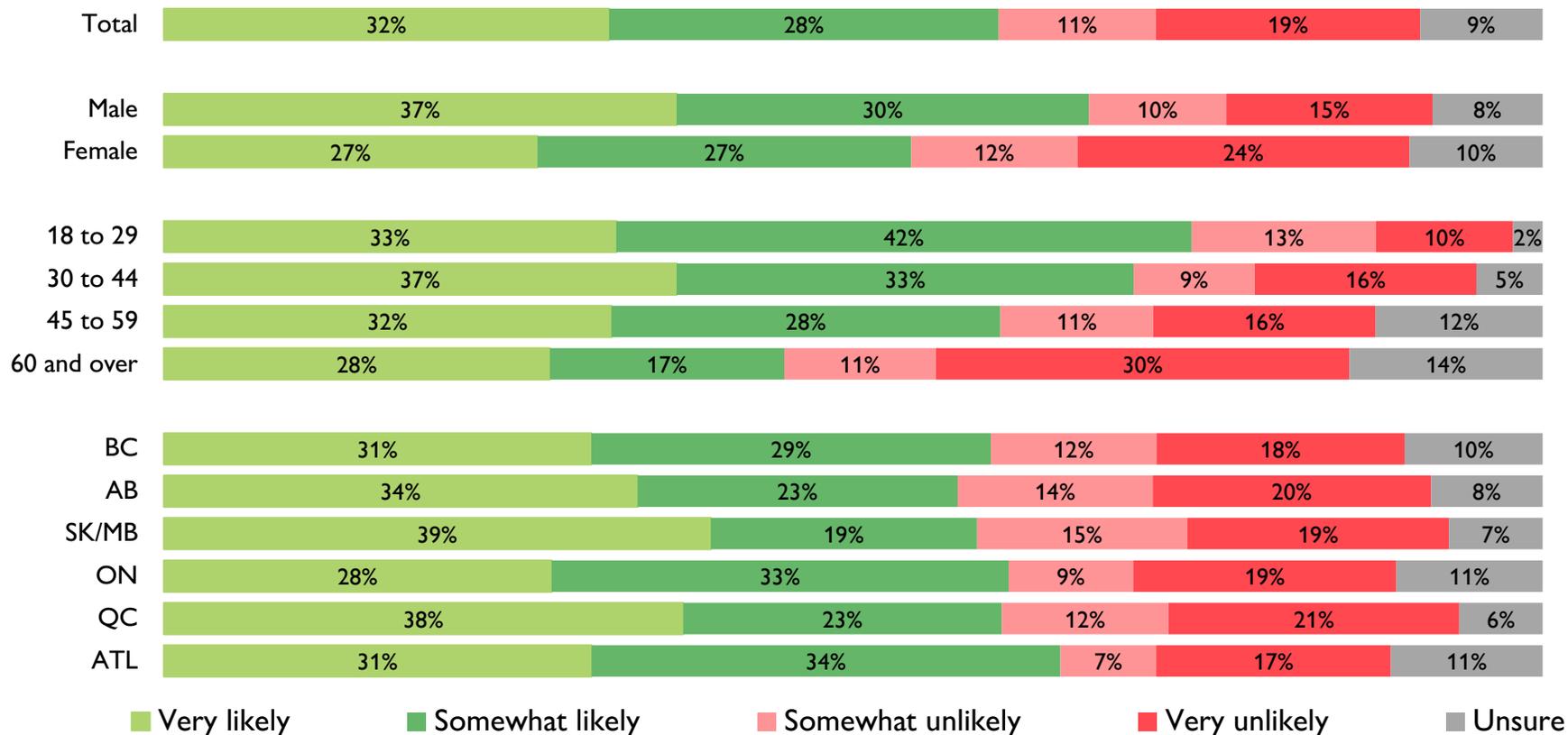
Gender	
Gender	
Men	63%
Women	50%

Base: All respondents (n=1,001)



The Stranger Things fifth and final season will debut in three volumes this fall: four episodes on November 26, three episodes on Christmas, and the finale episode on New Year's Eve. How likely are you to watch some of these new episodes?

Likelihood of watching at least some of the new Stranger Things episodes by key demo:

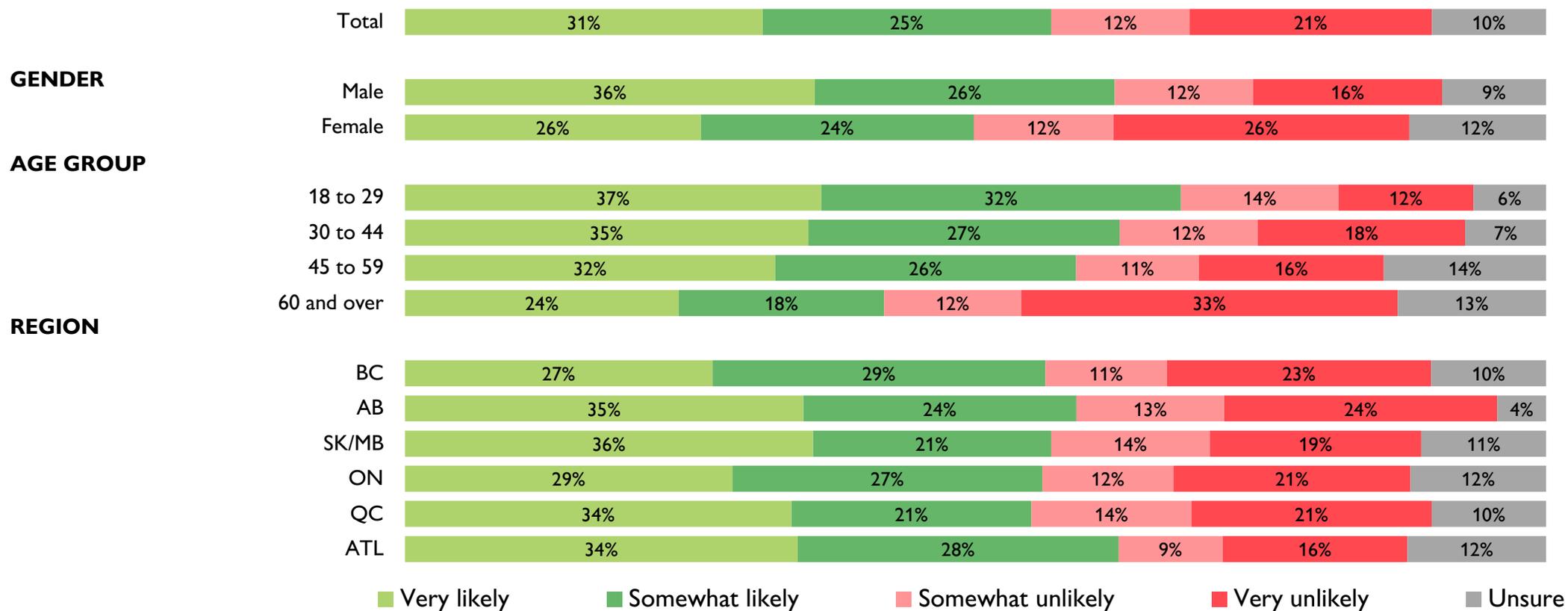


Base: All respondents (n=1,001)



And how likely are you to watch all of these new episodes?

Likelihood of watching all of the new Stranger Things episodes by key demo:



Base: All respondents (n=1,001)

**Good decisions
require good data.**

Good data drives success.

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