

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 168 APRIL 2025
INTERNET TOPLINE
APRIL 14-20, 2025
TOTAL N=9,397**

Note: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel. Other questions on this survey are being held for future release.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "not sure" was offered as an explicit option to web and telephone respondents, the "no answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

American Trends Panel surveys conducted between October 2016 and June 2024 were conducted fully online (with tablets and data plans provided to adults without home internet). For additional details, visit the methodology.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. adults	9,397	+/- 1.3 percentage points

**STREAM1
ASK ALL:**

Do you ever watch programming on streaming services, such as Netflix, Disney+ or Amazon Prime Video?

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83	Yes, I do
17	No, I do not
*	No answer

**CABLETV1
ASK ALL:**

Do you currently subscribe to cable or satellite television at home?

Apr 14-20, 2025

36	Yes, I do
63	No, I do not
1	No answer

STREAM2

ASK ALL:

[PN: RANDOMIZE ITEMS]

Do you ever watch programming on...

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. Netflix Apr 14-20, 2025	72	28	1
b. Amazon Prime Video Apr 14-20, 2025	67	31	1
c. Disney+ Apr 14-20, 2025	48	50	2
ASK IF FORM 1 (X_FORM=1) [N=4,697]:			
d. Hulu Apr 14-20, 2025	52	46	1
ASK IF FORM 2 (X_FORM=2) [N=4,700]:			
e. Apple TV+ Apr 14-20, 2025	25	71	4
ASK IF FORM 1 (X_FORM=1) [N=4,697]:			
f. Peacock Apr 14-20, 2025	41	57	1
ASK IF FORM 2 (X_FORM=2) [N=4,700]:			
g. Paramount+ Apr 14-20, 2025	44	53	2
ASK IF FORM 1 (X_FORM=1) [N=4,697]:			
h. Max, formerly known as HBO Max Apr 14-20, 2025	41	58	2
ASK IF FORM 2 (X_FORM=2) [N=4,700]:			
i. ESPN+ Apr 14-20, 2025	21	75	4

STREAM3

ASK IF USE STREAMING SERVICES (STREAM1=1) [N=8,045]:

[PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3 AND 99 LAST]

Overall, do you think the streaming services you watch programming on are...

Apr 14-20, 2025

44	Worth the cost
31	Not worth the cost
25	Not sure
*	No answer

STREAM4**ASK IF USE STREAMING SERVICES (STREAM1=1) [N=8,045]:**

Do you use the password to a streaming service from someone outside of your household?

Apr 14-20, 2025

26	Yes, I do
74	No, I do not
*	No answer

STREAM5**ASK IF USE STREAMING SERVICES (STREAM1=1) [N=8,045]:**

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 BASED ON ROTATION_GEN]

How satisfied are you with the programming you watch on streaming services?

Apr 14-20, 2025

7	Extremely satisfied
33	Very satisfied
50	Somewhat satisfied
8	Not too satisfied
1	Not at all satisfied
*	No answer

NOSTREAM1**ASK IF DOES NOT USE STREAMING SERVICES (STREAM1=2) [N=1,346]:**

Have you ever watched programming on any streaming services in the past?

Apr 14-20, 2025

43	Yes, I have
57	No, I have not
*	No answer

STREAM6**ASK ALL:**

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 BASED ON ROTATION_GEN]

How likely are you to watch programming on streaming services in the next year?

Apr 14-20, 2025

39	Extremely likely
26	Very likely
19	Somewhat likely
9	Not too likely
7	Not at all likely
*	No answer