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Cord-cutting conundrum: Streaming costs rise, cancellations mount, but cable continues its long decline

Compared to 2022, twice as many say they've cancelled multiple streaming subs in past six months

November 5, 2026 – For years, cutting the cord was supposed to be the cheaper, simpler alternative to cable television. But as streaming services multiply, subscription fees climb and Canadians find themselves paying for an ever-growing collection of platforms, the promise of affordable entertainment is increasingly being tested.

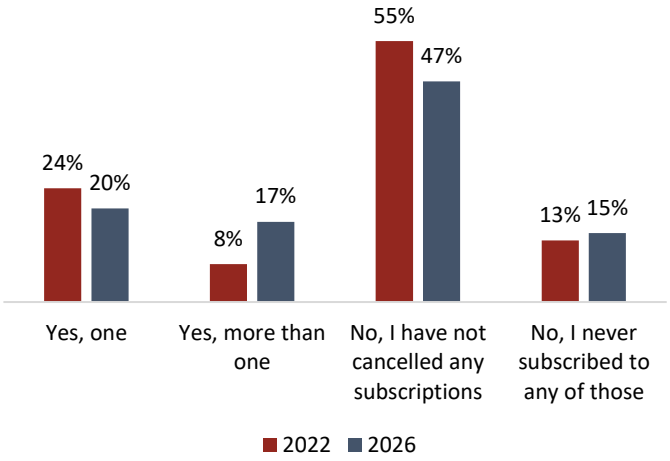
A new study from the non-profit Angus Reid Institute finds that while streaming has become a fixture in Canadian households, the cost of keeping up is prompting more subscribers to reconsider what they're paying for.

More than four-in-five Canadians (84%) subscribe to at least one streaming service, unchanged from 2022, with Amazon Prime Video (62%) and Netflix (60%) leading the way. But subscription fatigue appears to be growing. Nearly two-in-five Canadians (37%) say they've cancelled at least one streaming service in the past six months, up from 32 per cent four years ago. The proportion cancelling multiple services has more than doubled, from eight to 17 per cent. For two-thirds (66%) of those who have cancelled, saving money is the primary motivation.

Meanwhile, the traditional cable television industry continues its long decline. Just half of Canadians (50%) now subscribe to cable or satellite television, down from 71 per cent in 2018 and 88 per cent in 2012. The generational divide is particularly stark: fewer than three-in-10 adults aged 18 to 34 (29%) currently have cable, while nearly half (47%) have never subscribed at all. Among Canadians aged 65 and older, however, more than three-quarters (77%) remain connected to traditional television services.

Yet as the price of streaming rises, cable may be finding a renewed argument for its value. Although two-thirds of current cable subscribers (67%) consider their television packages too expensive, two-in-five (40%) agree that traditional television is becoming a better deal than paying for multiple streaming

Have you cancelled any of your subscriptions to streaming services such as Netflix, Amazon Prime, Crave, etc. in the last six months?



METHODOLOGY:

The Angus Reid Institute conducted an online survey from October 19-22 2026, among a randomized sample of 1,806 Canadian adults. Respondents are drawn from the Angus Reid Forum, a large-scale online panel developed to include Canadian residents in each of the 343 federal ridings in Canada and representative of the Canadian population by age, gender, family income, ethnic status and education. The sample was weighted to be representative of adults nationwide according to region, gender, age, household income, and education, based on the Canadian census. For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by ARI. Detailed tables are found at the end of this release.

For more information on our polling methods, click here.

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subscriptions. And despite the continued decline in cable subscriptions, fewer than one-third of those who still have the service (31%) say they're likely to abandon it altogether. For Canadians weighing an expanding menu of entertainment options, the choice between streaming and cable may increasingly be less about convenience and more about which offers the better value.

About ARI

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research foundation established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

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Part One: Streaming

More than four in five are subscribed to at least one service

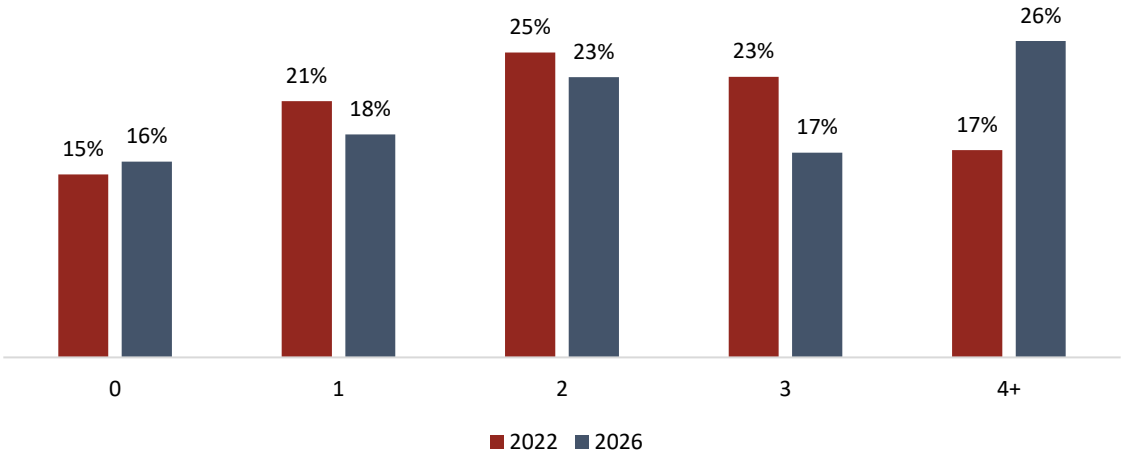
While the dynamics of streaming subscriptions are ever changing, with platforms launching and folding each year, they are firmly a part of Canadians' lives. There are two industry leaders with much different profiles. Amazon Prime Video, buoyed by the benefits of also receiving product deliveries through Prime itself, is used by three-in-five. The same number use Netflix, which has been the major name in streaming since it launched in Canada in 2010. Overall, 84 per cent say they subscribe to at least one service, the same number who said so in 2022.

Which of the following do you subscribe to?				
	All respondents (n=1,806)	Age		
		18-34 (n=483)	35-54 (n=587)	55+ (n=736)
Amazon Prime Video	62%	56%	71%	59%
Netflix	60%	57%	67%	57%
Disney+	30%	38%	39%	18%
Crave	29%	29%	35%	24%
Apple TV	18%	15%	21%	18%
Paramount Plus	12%	8%	15%	13%
Sportsnet+	8%	7%	7%	9%
TSN+	7%	4%	5%	9%
DAZN	2%	4%	2%	1%
Other platforms not listed	13%	8%	17%	13%
None of the above	16%	18%	10%	20%

One-in-four Canadians say they subscribe to four or more services. This is noticeable higher than when Angus Reid Institute asked in 2022, suggesting that as platforms have spread, the portfolios of Canadians have expanded.

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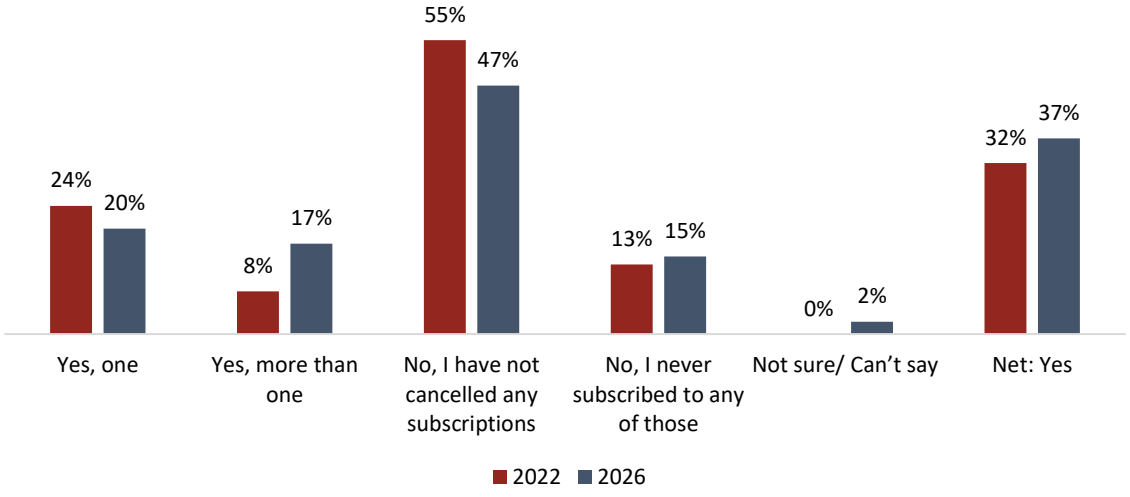
The number of streaming services to which Canadians subscribe:



Cancellation is becoming more common

Much like 2022, many Canadians are cancelling subscriptions, but that number appears to have only risen. Asked if they have cancelled any streaming service in the past six months, 37 per cent have, compared to 32 per cent who said this four years ago. More notably, the number who have cancelled multiple subscriptions has doubled, suggesting the environment is even more dynamic now.

Have you cancelled any of your subscriptions to streaming services such as Netflix, Amazon Prime, Crave, etc. in the last six months?



For those who have cancelled, cost is the most common complaint. Two-thirds say they just couldn't afford the amount they were paying (66%), while one-in-three (32%) say they cancelled one they weren't using.

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And for what reason would you say you cancelled your subscriptions to those services?				
	Have cancelled (n=662)	Age		
		18-34 (n=208)	35-54 (n=266)	55+ (n=188)
To save money/couldn't afford them all	66%	76%	68%	54%
I wasn't watching it	32%	29%	34%	32%
Because there wasn't anything to watch on it	28%	30%	27%	25%
Had too many	25%	24%	32%	15%
They removed a show or shows I liked	13%	19%	14%	4%
They're all the same	8%	9%	10%	4%
Other	12%	7%	15%	14%

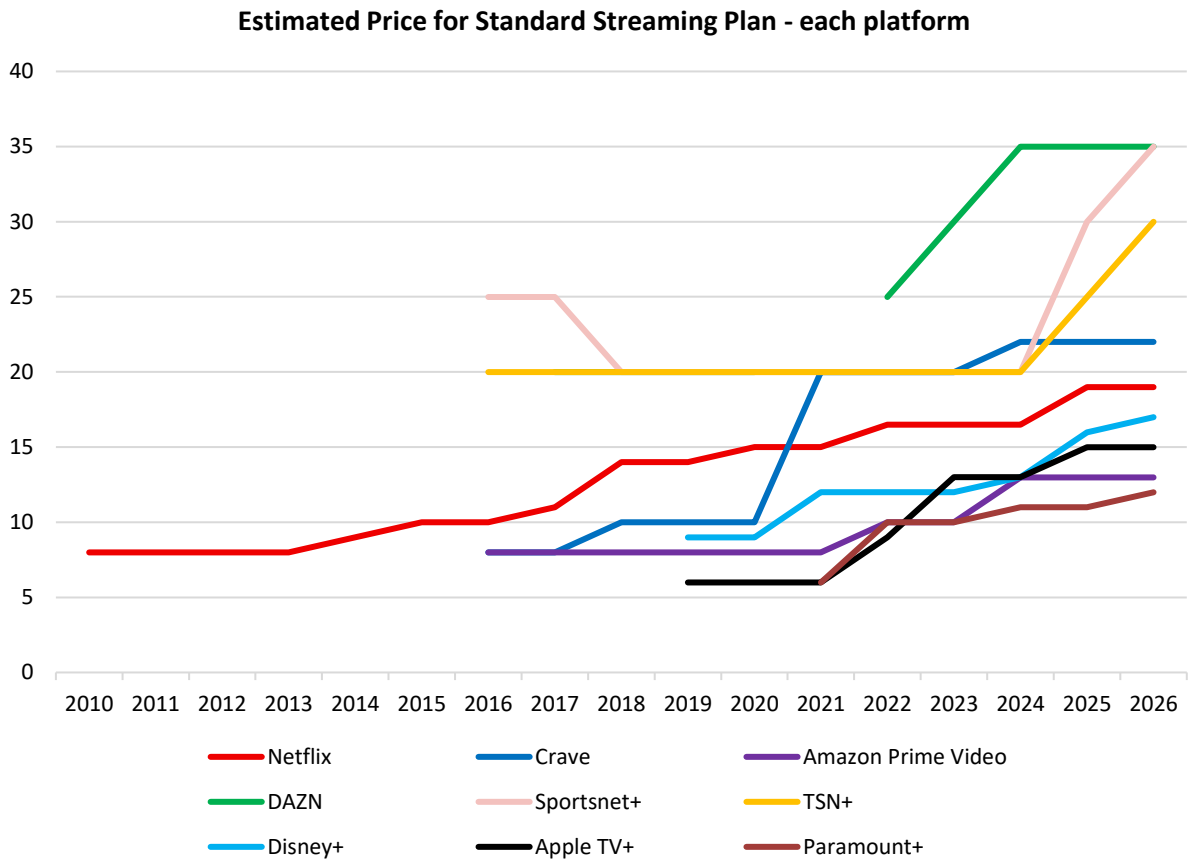
Sports platforms cause the most financial stress

Price increases are a common frustration for streaming service users. With the introduction of ad-supported options, some prices have been reduced but now come with interruptions before unknown to streamers. Standard plans have been rising in cost however, and among those most frustrated with the price increases are those streaming sports.

And would you say the monthly cost you pay for the following is…			
	Too expensive	About the right price	A good deal
DAZN	71%	26%	3%
Sportsnet+	63%	31%	6%
Disney+	57%	36%	7%
Netflix	55%	41%	5%
TSN+	52%	38%	10%
Paramount Plus	51%	41%	8%
Apple TV	47%	44%	8%
Crave	46%	40%	14%
Amazon Prime	33%	54%	13%

The prices for both DAZN and Sportsnet+ have reached $34.99 a month, while TSN's platform costs $29.99. Angus Reid Institute reported on the frustrations of sports fans in a previous release here.

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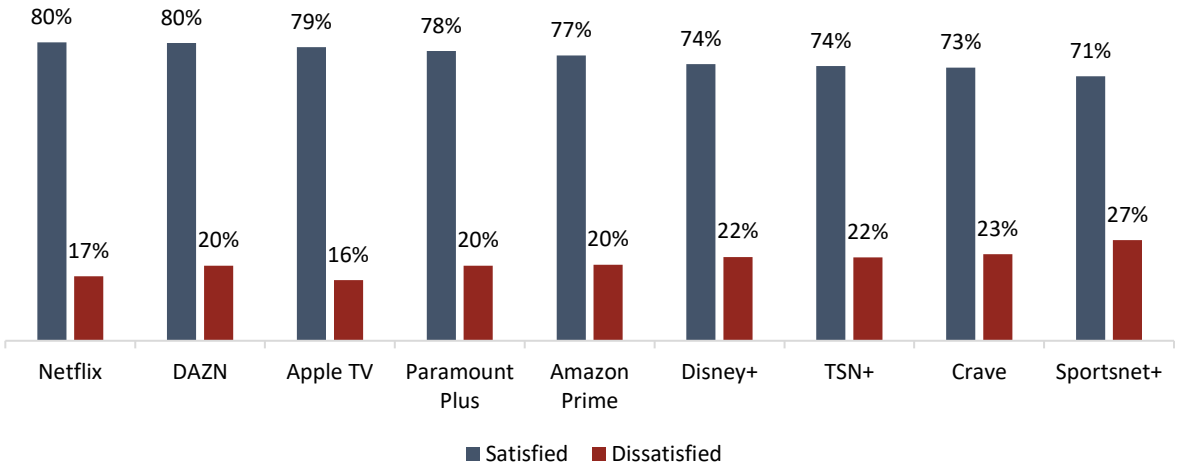


Satisfaction, however, is high

Despite cost concerns, satisfaction remains elevated. At least seven-in-10 across every platform say they are satisfied with what they're receiving, while no more than 27 per cent are dissatisfied:

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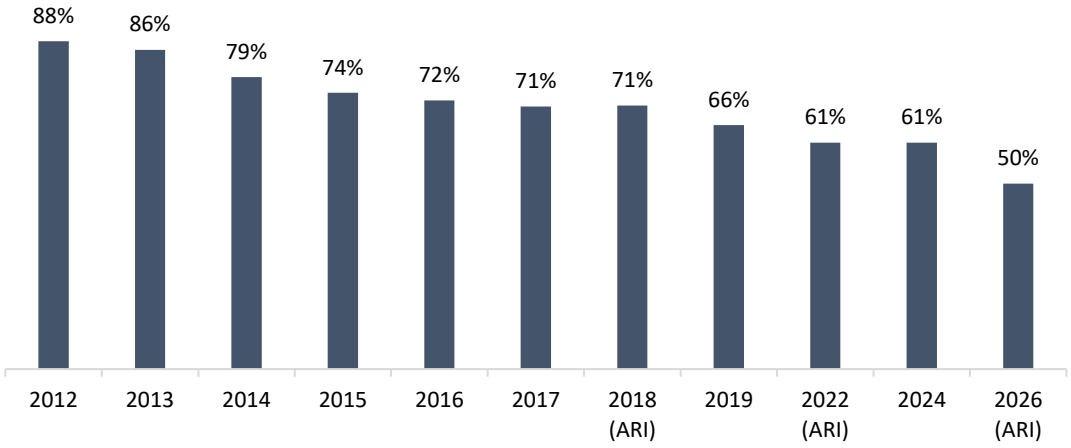
Overall, would you say you are satisfied or dissatisfied with your subscription to…



Part Two: So, what about cable?

Streaming now dominates traditional cable. While 84 per cent of Canadians have at least one streaming subscription, half are subscribed to cable. This represents a continuing reduction in the presence of cable in Canadian households.

Percentage of Canadians who subscribe to cable/satellite television: (2018, 2022 and 2026 data from ARI, other data from StatsCan)

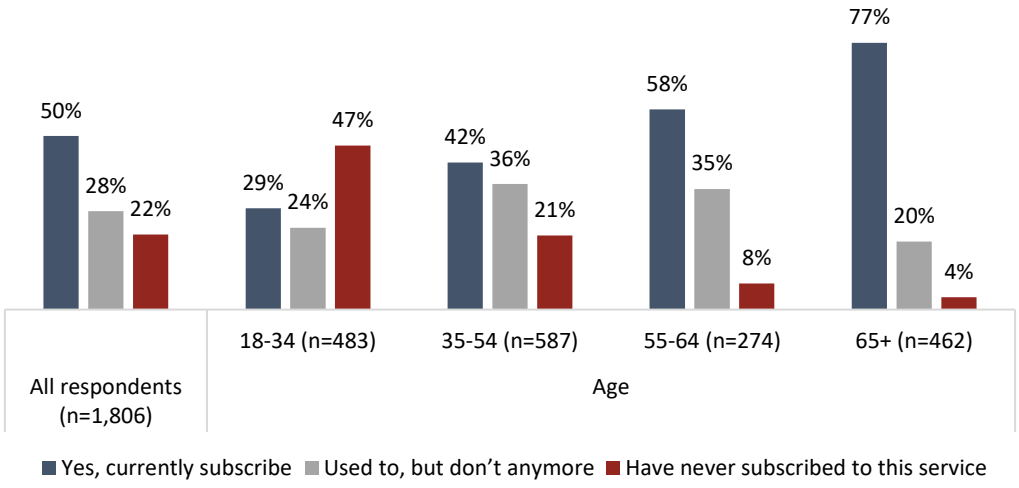


<u>The end of an era?</u>

The generational gap here is immense. While three-quarters of retirement aged Canadians still have cable, one-third as many 18- to 34-year-olds join them. Half among this latter cohort have never had it.

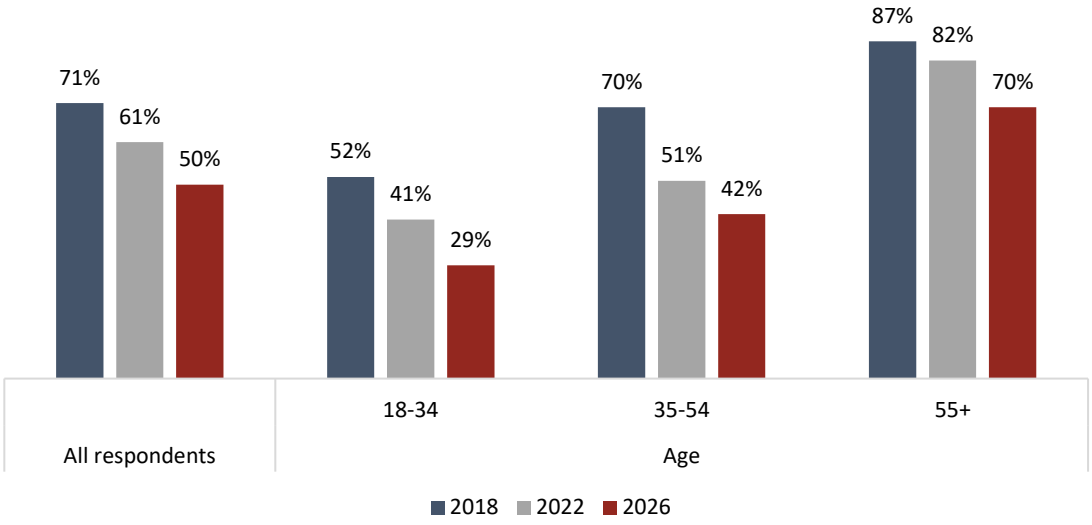
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Have you ever subscribed to cable/satellite television



The proportion of younger groups who subscribe to cable has been reduced significantly over the past decade. In 2018, half of 18- to 34-year-olds said they had cable, compared to 29 per cent now. That number dropped from 70 to 42 per cent among 35- to 54-year-olds, and less starkly from 87 to 70 per cent among those over 55:

Cable/satellite subscribers over time

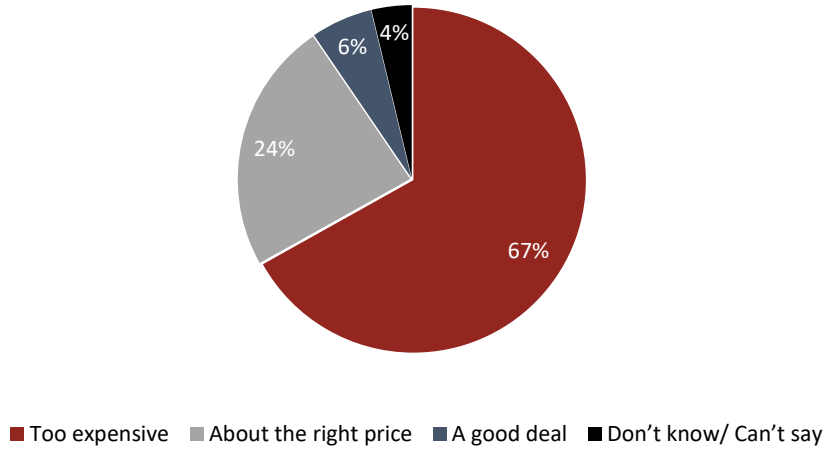


Cable subscribers may continue to drop

Much like those with streaming subscriptions, cable subscribers, too, are not happy with the cost. Two-thirds of this group say they feel the price of their package is too expensive:

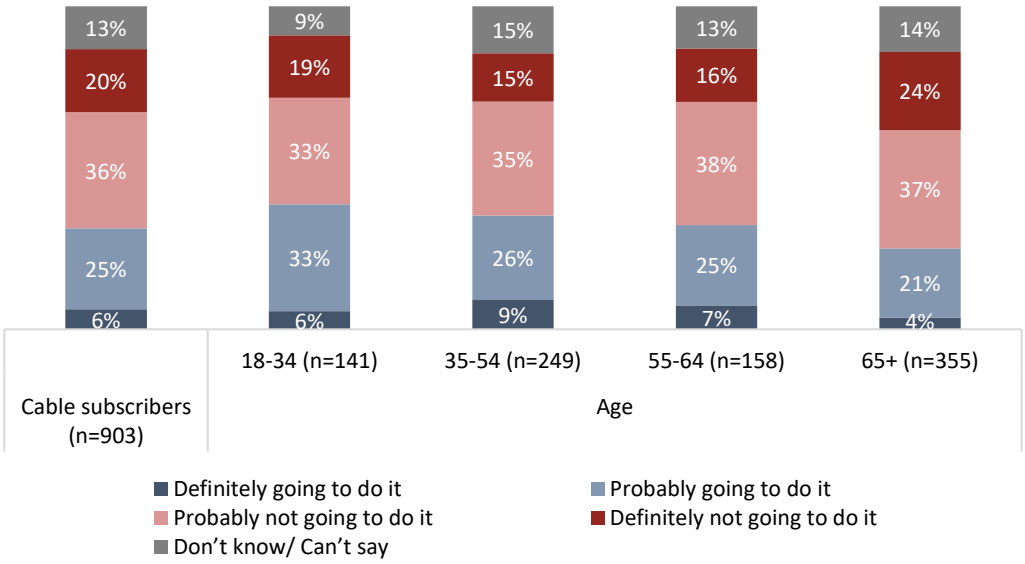
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You indicated that your household currently subscribes to cable or satellite television service. How would you describe the amount you currently pay for television service? (n=903)



And while the majority say they're unlikely to cancel their cable entirely, a significant group say they're leaning that way, suggesting that the number of households with cable will fall below the majority mark in the coming years:

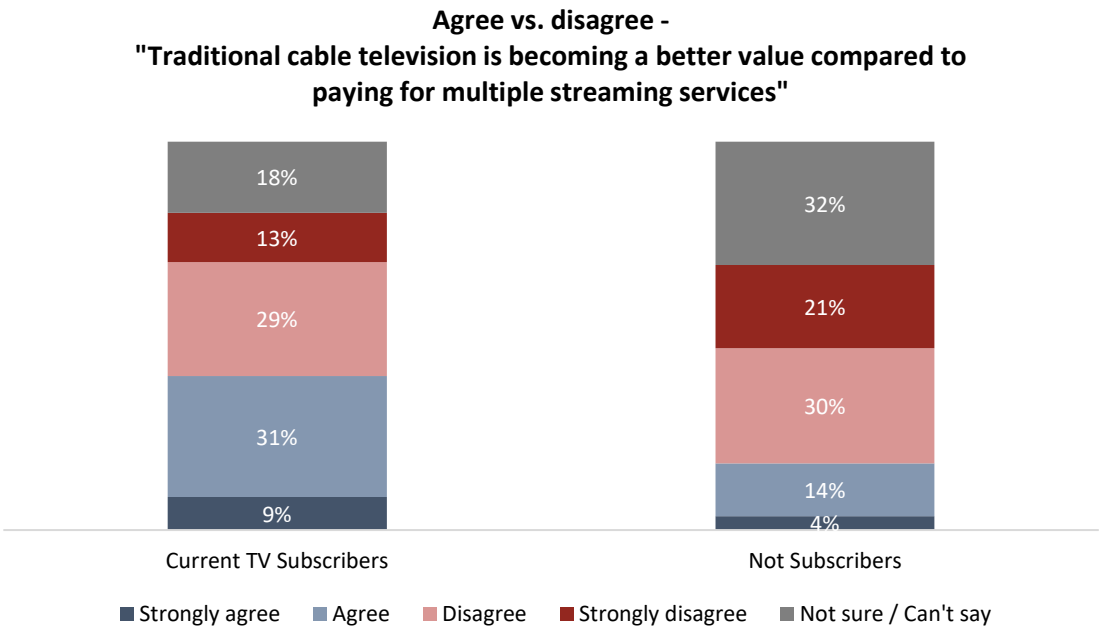
How likely are you to cancel your television service altogether and move to using online streaming services such as Netflix, Amazon Prime, Crave, etc. for your home entertainment needs?



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But current subscribers see better value as streaming costs rise

Some of the disinterest in cancelling appears to be grounded in the idea that cable is becoming more appealing while prices rise:



For detailed results by age, gender, region, education, and other demographics, click here.

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