How this study was run

98 US adults on the $5 rise, fielded 23 Jul 2026. Every number in the bundle is reproducible from the data pack using what is set out here.

THE PANEL

Recruited

Ninety-eight panellists drawn from an existing synthetic US population against census quotas on labour status and age: 58 employed full time, 37 not in the labor force, 3 unemployed, ages 18 to 80, 47 men and 51 women.

Screened

Panellists entered the study as recruited, with no additional screening round.

Fielded

Four questions, put to all 98 in the same order with no branching and no substitutions. 392 responses, 34,479 words.

THE QUESTIONS, AS ASKED

Q1 Think about the streaming service you personally use and value most. If it raised its monthly price by $5 starting next month, what would you most likely do? Begin your answer with EXACTLY one word on the first line: Cancel, Downgrade, or Keep. Then briefly explain your choice.

Q2 When a new season of a show you love is released, which do you actually prefer: all episodes at once, or one episode per week? Begin your answer with EXACTLY one word on the first line: Binge or Weekly. Then explain why, and whether weekly release would change how long you stay subscribed.

Q3 Streaming services have been cracking down on password sharing over the past few years. Has this changed anything about how you use or feel about these services? Begin your answer with EXACTLY one word on the first line: PaidMore, StoppedWatching, or Unchanged. Then explain.

Q4 Would you rather pay full price for streaming with no ads, pay less with some ads, or watch free with more ads? Begin your answer with EXACTLY one word on the first line: FullPrice, Cheaper, or Free. Then explain how you think about that trade.

WHO ANSWERED

Employed FT	58
Not in labor force	37
Unemployed	3
Age range	18–80
Median age	46
States represented	34
Distinct occupations	59

HOW THE RESPONSES WERE READ

Coding

One analyst assigned each panellist to a group and recorded the first-line answer to each of the four questions. Every code is traceable to the response that produced it in responses.csv.

Counting

Each count is a count of panellists. Where a pattern is counted inside free text, the basis line under the finding states how it was matched.

Order

All panellists received the four questions in the same order in a single sitting.

QUALITY CHECKS

How the answers were tested against each other

Each panellist answered all four questions in one sitting, and two pairs of questions approach the same behaviour from different directions, so each panellist's answers can be tested against her own.

Price rise response vs ad-tier choice	Q1 asks what a $5 rise does to the subscription; Q4 asks the price-versus-ads trade directly. Matching pairs: Keep with FullPrice, Downgrade with Cheaper, Cancel with Free. **89 of 98 gave answers that agree.**	question_no 1, 4
Crackdown spend vs price rise	Q3 asks whether the crackdown made them pay more or stop watching; Q1 asks whether they absorb a $5 rise. Matching pairs: PaidMore with Keep, StoppedWatching with Cancel or Downgrade, Unchanged with any Q1 answer. **95 of 98 gave answers that agree.**	question_no 3, 1

DIVERGENT RESPONSES

Jocelynn Kalyanaraman, 57, a licensed practical nurse in Philadelphia PA, answered Keep, Weekly, Unchanged, FullPrice, the reverse of the modal Downgrade-Binge-Unchanged-Cheaper pattern on three of four questions. She wrote "I like having one solid episode to look forward to after a shift" and "Yes, weekly release keeps me subscribed longer - usually the whole run of the season plus a little buffer," and on ads, "Free-with-more-ads just feels like basic cable again, and I already left that." James Youngs, 46, a civil engineer in rural TN, is the second panelist whose weekly answer extends paid time: "Binge drops fast, then there is nothing for a year." Youngs also paid the extra member fee after the crackdown: "Cheaper than the phone calls asking why it quit and not worth the hassle of playing whack-a-mole."