

# Why do so many people still not cancel their Netflix subscription?

Netflix has a few perks that make it hard for many people to give up the service. These are the reasons why they keep renewing their subscriptions, despite the recent price hikes.

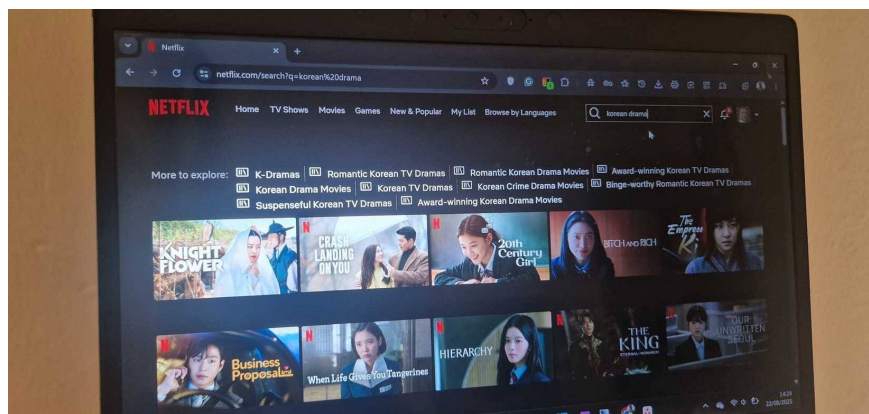
Netflix has quietly transformed itself from an affordable cable TV alternative to one of the most expensive streaming subscriptions around, rising from around \$8 a month in 2014 to \$25 a month for its Premium plan. Restrictions on password sharing further limit the platform, as users can't save money by splitting the cost of a plan with family and friends who live elsewhere in the country.

So many people wonder if Netflix is still worth it. There are plenty of cheaper alternatives to Netflix that still offer a pretty good selection of content. For example, with Roku's \$3 streaming plan, you'll be surprised at the variety it offers, while being completely ad-free.

However, Netflix has a few perks that make it hard for many people to give up the service, and these are the reasons why they continue to renew their subscriptions, despite the recent price hikes.

1. Netflix raises Standard package price to \$17.99

## Almost unrivaled content and catalog

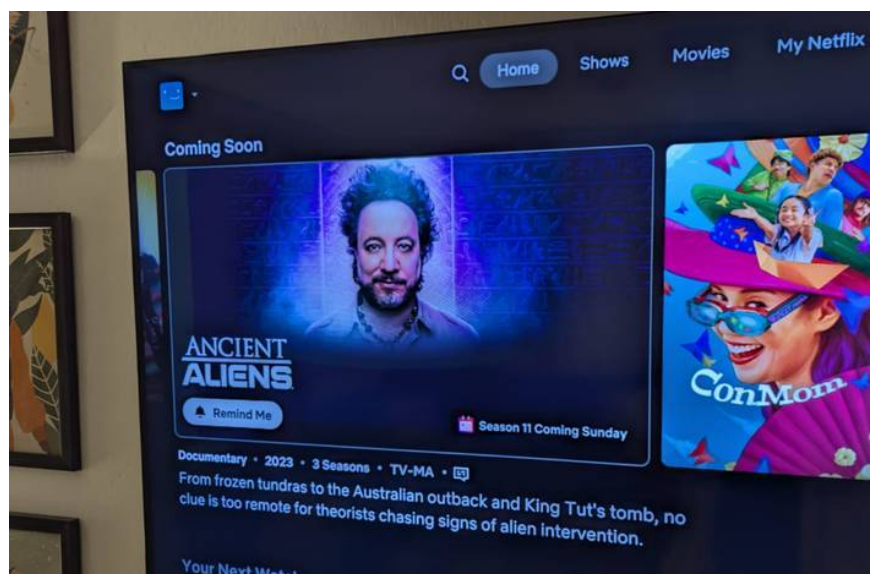


People really like the variety of content on Netflix, and the fact that no movies or shows are locked behind a paywall is an added benefit. Prime Video is often frustrating because a lot of the content you want to watch on the platform requires you to rent or buy it.

Luckily, with Netflix, once you pay your monthly fee, you don't have to worry about any hidden costs. People really appreciate this, especially since Netflix has a huge amount of content, from documentaries to international films and even Netflix Originals, all of which are worth exploring. While not every show/movie is a hit, there's a lot of great content that keeps people coming back, and it's nice to know that they'll never be surprised by a rental fee when they're excited to watch something on the platform.

## **Can stream easily while traveling**

**No restrictions means you can watch your favorite shows abroad**



If you travel a lot, you know how frustrating it can be to not be able to access your favorite streaming sites. With Netflix, you don't have to worry about this as you can continue to use it as normal on your phone and computer.

Of course, there may be some minor differences in the list of movies and TV shows you can watch, but it doesn't make much of a difference. This should give you one less thing to worry about when you're traveling or working.

## **The algorithm works well**

**Netflix's recommendations rarely disappoint users.**

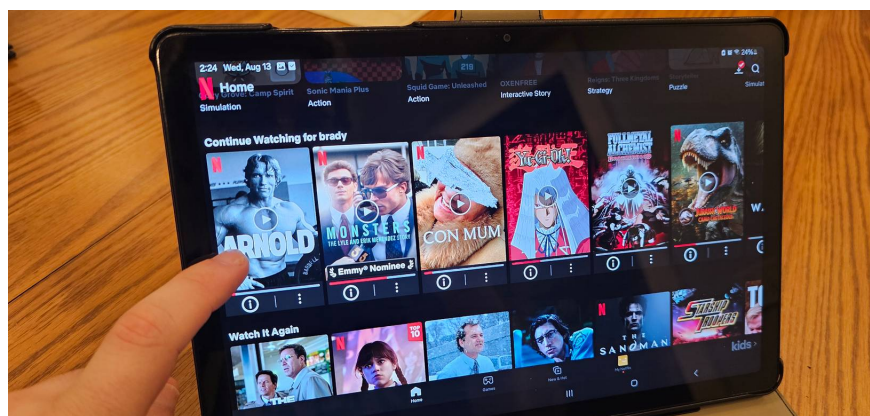


If you've been watching Netflix for a while, the platform's algorithm does a great job of recommending content that really resonates with your tastes. From hidden gems to new releases, you'll find some great content that you might otherwise miss out on.

This often brings you back to the platform because you can't find anything else to watch elsewhere as the recommendations have proven to be quite accurate.

## **Share Netflix with everyone in the house**

**You don't need to set a completely private password.**



If you live with family, sharing your Netflix password with them makes the subscription more affordable and worthwhile. Everyone gets their own profile and personalized recommendations, which means everyone can watch what they want without having to pay for the service separately.

## **Things You Can Do If You Don't Want to Spend Too Much Money on Netflix**

There are plenty of reasons to avoid Netflix, but it's one of those platforms that's been around for so long and has such a huge library that it's hard to ignore it completely. If you find the price too high and can't afford a discount, consider rotating your subscriptions. Only sign up for Netflix when you know you'll want to watch something and cancel when you're done. Another option is to downgrade to a more affordable ad-supported plan. The cheapest plan is just \$8 a month and still gives you access to Netflix's huge library.

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