

A close-up photograph of a person's hand pointing at a tablet. The tablet screen displays a grid of various movie and TV show thumbnails. The background is blurred, showing the person's face and the tablet's frame.

STREAMING SERVICE USE IN AMERICA

JANUARY 2023



87%

of Americans Use Streaming Services

25%

of Americans Watch Live Television Using a Streaming Service

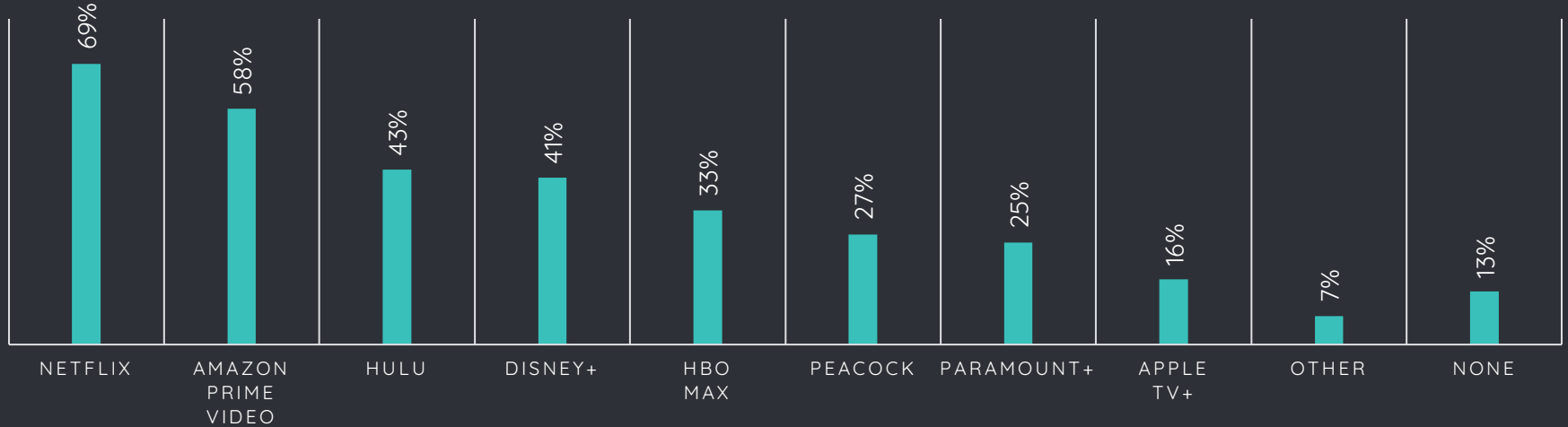
74%

of Americans Say Streaming Services are a Better Deal than Cable or Satellite

87% OF ADULTS USE STREAMING SERVICES

WHICH OF THE FOLLOWING STREAMING SERVICES DO YOU CURRENTLY USE TO WATCH ON-DEMAND TELEVISION OR MOVIES?

BASE: TOTAL RESPONDENTS

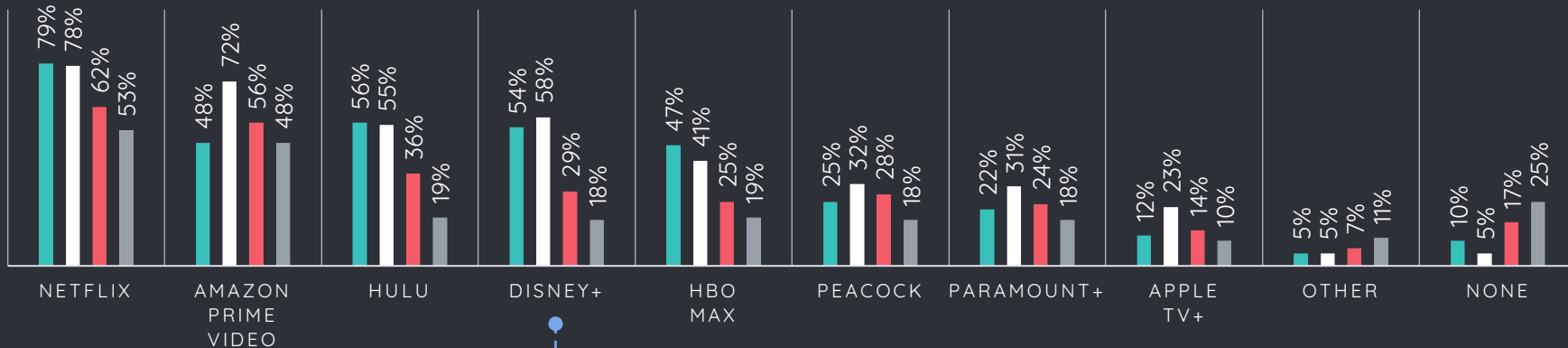


STREAMING SERVICE USE BY AGE

WHICH OF THE FOLLOWING STREAMING SERVICES DO YOU CURRENTLY USE TO WATCH ON-DEMAND TELEVISION OR MOVIES? BY AGE

BASE: TOTAL RESPONDENTS

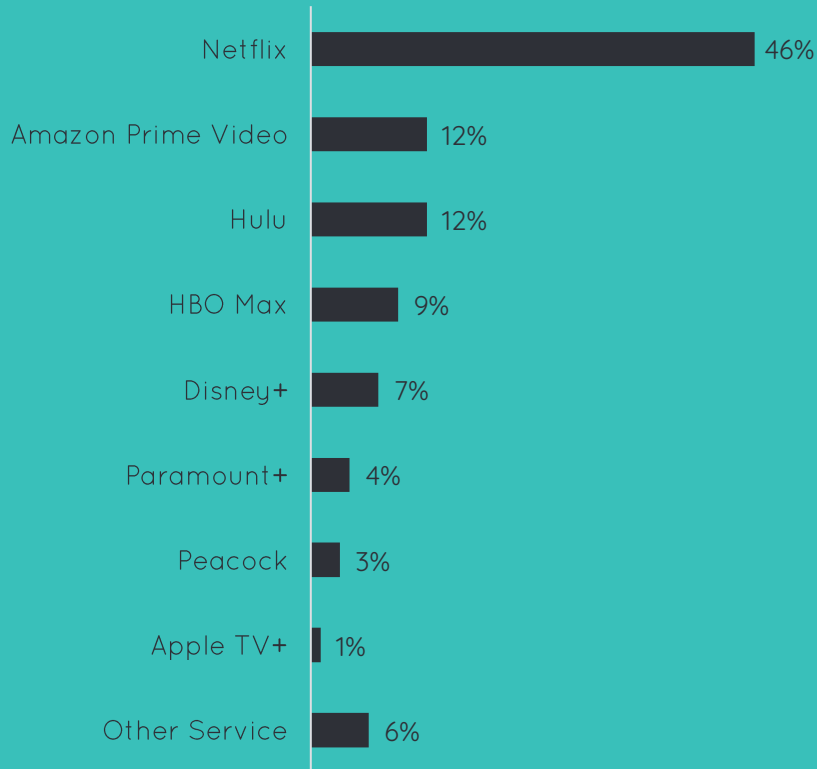
■ 18 to 29 (n=151) ■ 30 to 49 (n=382) ■ 50 to 64 (n=245) ■ 65+ (n=218)



65% of adults with kids use **Disney+** vs. 33% of adults without kids.

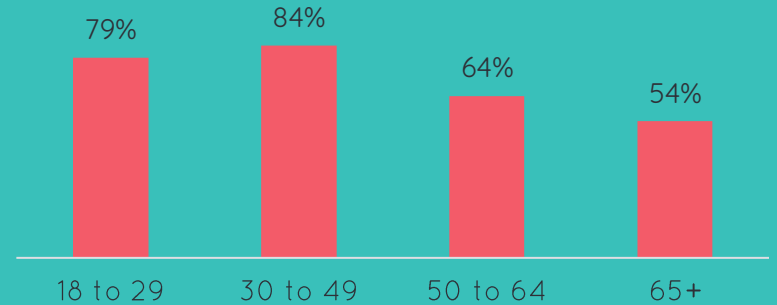
FAVORITE STREAMING SERVICE

BASE: TOTAL RESPONDENTS WHO USE AN ON-DEMAND STREAMING SERVICE



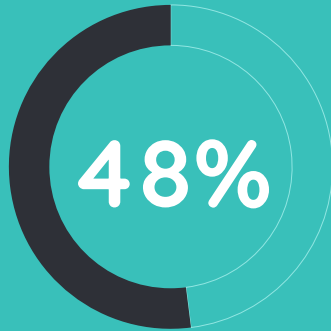
PROPORTION OF AGE GROUPS THAT USE MORE THAN ONE STREAMING SERVICE

BASE: TOTAL RESPONDENTS WHO USE AN ON-DEMAND STREAMING SERVICE

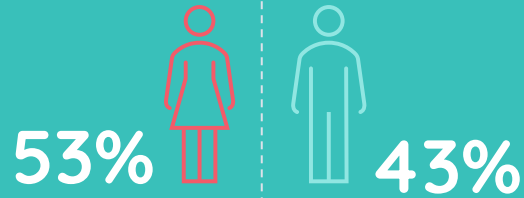


83% of adults making \$100K+ use more than one streaming service to watch on-demand television or movies compared to **71% of adults that make less than \$100K.**

AMONG ADULTS THAT USE
A STREAMING SERVICE:



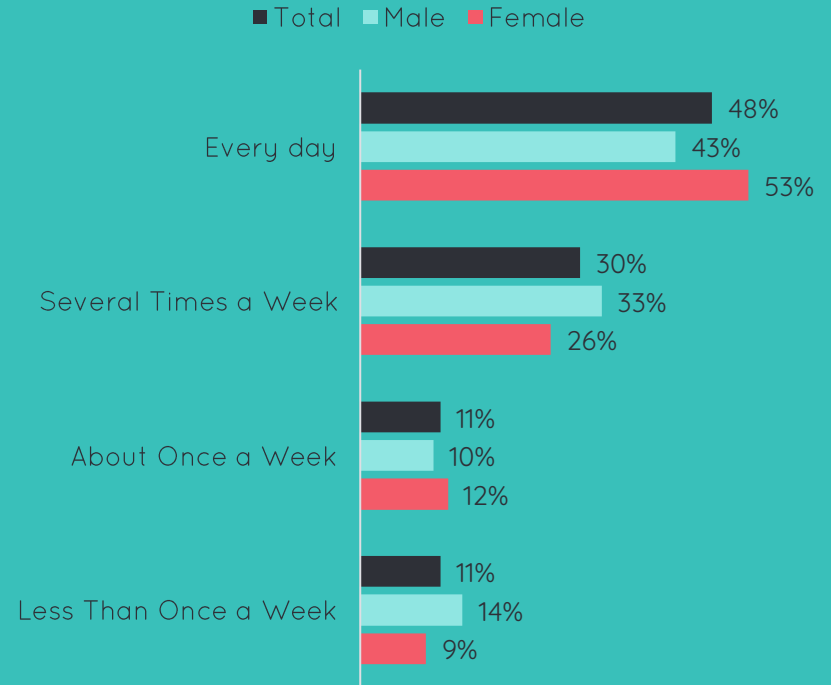
Nearly half use a streaming service **every day**.



Women are more likely than men to use a streaming service **every day**.

HOW OFTEN DO YOU USE A STREAMING SERVICE TO WATCH TV OR MOVIES?

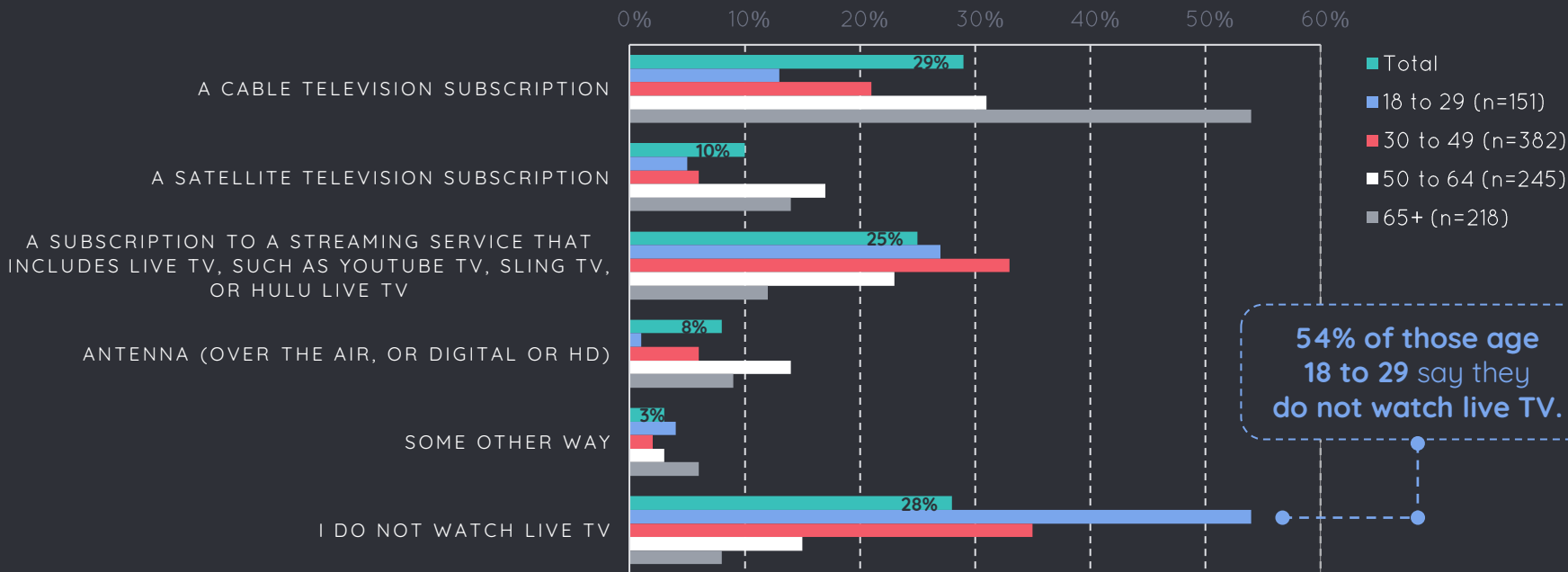
BASE: TOTAL RESPONDENTS WHO USE
AN ON-DEMAND STREAMING SERVICE



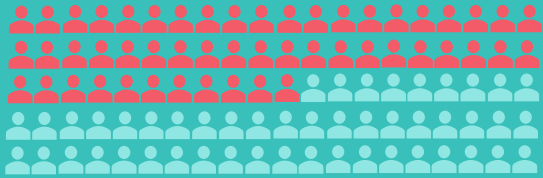
25% OF ADULTS WATCH LIVE TV USING A STREAMING SERVICE

HOW DO YOU WATCH LIVE TELEVISION?

BASE: TOTAL RESPONDENTS



54% of those age 18 to 29 say they do not watch live TV.

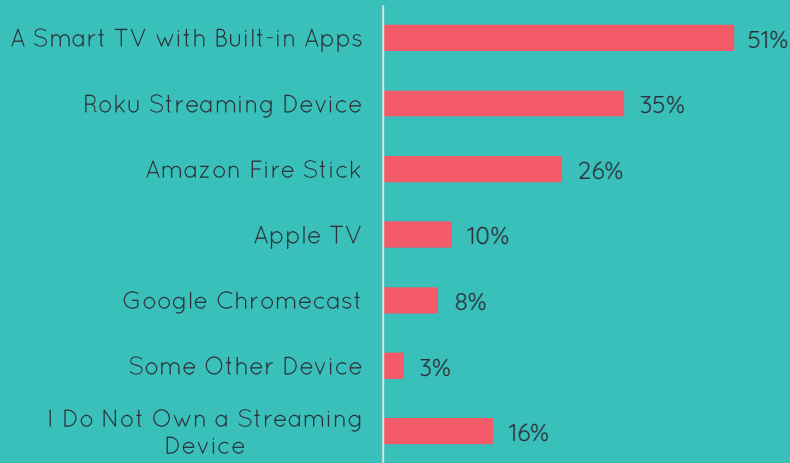


51%

of Adults Own a Smart TV

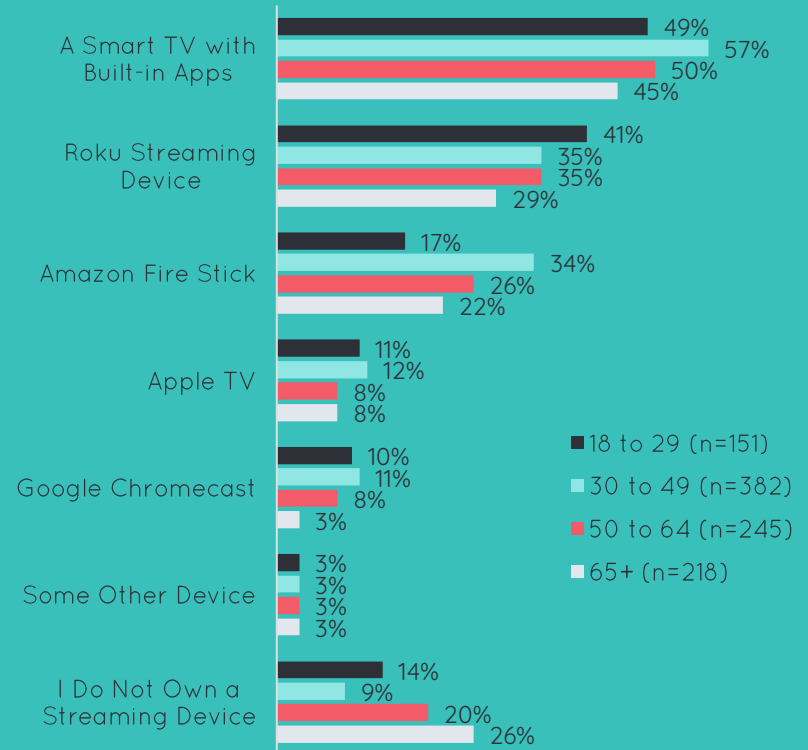
STREAMING DEVICES CURRENTLY OWNED

BASE: TOTAL RESPONDENTS



STREAMING DEVICES CURRENTLY OWNED - BY AGE

BASE: TOTAL RESPONDENTS

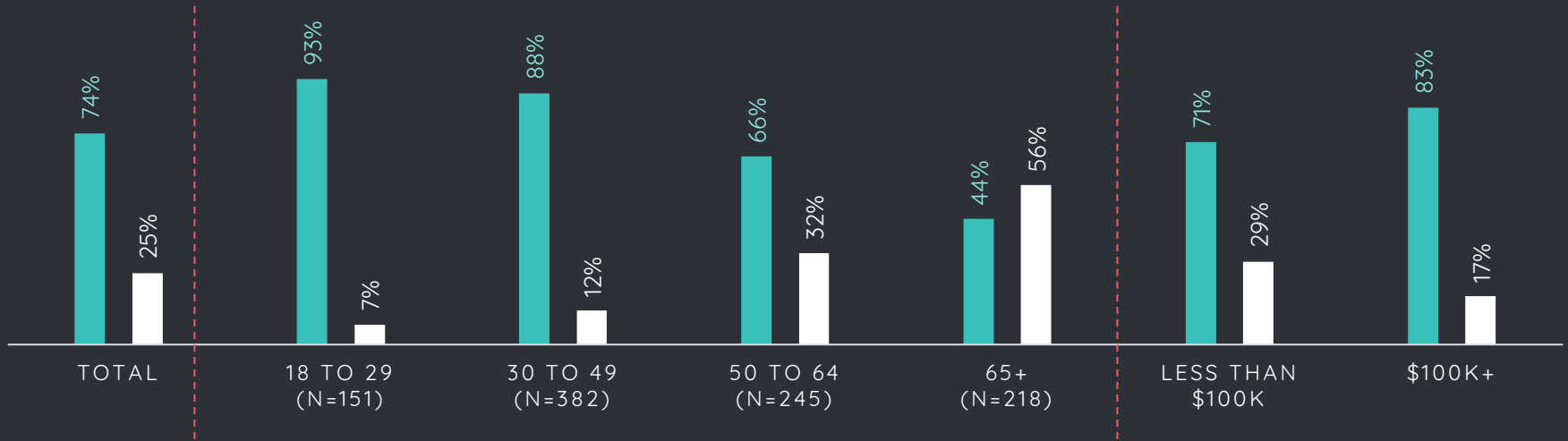


74% OF ADULTS SAY STREAMING SERVICES ARE A BETTER DEAL THAN CABLE OR SATELLITE

IN GENERAL, WHICH SERVICES ARE A BETTER DEAL FOR THE TYPE OF TELEVISION AND MOVIES YOU WATCH? BY AGE & HOUSEHOLD INCOME

BASE: TOTAL RESPONDENTS

■ Streaming Services ■ Cable or Satellite Services



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METHODOLOGY

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus from December 16 – 19, 2022, among a nationally representative sample of 1,003 respondents age 18 and older. The margin of error for total respondents is +/-3.5 percentage points at the 95% confidence level and the design effect is 1.27.

The SSRS Opinion Panel Omnibus is a multi-client, probability-based survey that fields twice a month. It delivers a nationally representative sample of 1,000 adults age 18 or older in English (with Spanish language option). Data collection is conducted online and via phone (for non-internet and web reluctant respondents) using the probability based SSRS Opinion Panel. [Learn more >>](#)