PRESS RELEASE

Americans plan to keep their new pandemic entertainment habits and streaming subscriptions

Ipsos finds the future of media is pervasive and we're not going back

NEW YORK, May 13, 2021 – Americans' dependence on screens grew in the past year and will stick in the future, according to Ipsos' latest issue of **What the Future** magazine. Today we have multiple screens – and screenless voice assistants – always mediating our work, our entertainment, our social lives, our classrooms and our doctor's visits. We're not going back, we're pushing forward, into the metaverse.

Consumer behavior signals this future as nearly all new streaming subscribers – about nine in ten (87%) on average – say they'll stick with the services after pandemic restrictions are lifted, according to a recent Ipsos Coronavirus Consumer Tracker survey. People also have grown accustomed to watching new release films from home. Almost half of adults surveyed (47%) say they would rather watch at home, given the choice, even if going in-person was equally safe.

This leads to a growing tension for parents who say their children are spending more time on screens for entertainment than they would like. "Regardless of how much time parents want their children to spend on screens, kids are spending more time and the parents know that," says Peter Minnium, a president at Ipsos U.S.

In this new reality, creators, platforms, companies, brands and even our cars compete for the audience's attention. With the lines all blurred, Ipsos asks how can brands engage audiences where they're headed? That's what this issue of **What the Future** aims to answer. With these insights, Ipsos asks leading experts in the realms of media and entertainment four big questions:

- Ted Schilowitz, futurist-in-residence, Paramount Pictures — How will technology shape entertainment content?
- Kai Gayoso, partner-digital, Range Media Partners — Who will control the future of entertainment content and marketing?
- Dave Meeker, head of design & innovation, Americas, and global chief innovation officer, Denstu Creative — What are the limits of virtual today and tomorrow?
- Christina Wootten, VP, brand partnerships, Roblox — Will the metaverse be the next Madison & Vine?

The Entertainment issue also features Ipsos researchers' guidance on how to answer these questions for consumers, society and brands. The full issue is here. Below are research highlights followed by a topline of the survey results:

- 48% of those with children at home have three to five streaming subscriptions, compared to 31% of households with no children at home. Nine in ten people with six or more streaming subscriptions say they would be interested in bundling their services.
- 67% of Americans spend less than $50 each month for paid streaming video services.

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- 22% of parents say their children spend 10 hours or more per week on screen time for entertainment during their free time. That's more than double the percentage of parents who wish their child would spend that amount of time (9%). For people with children ages 13 to 17 in the household, that reality gap is the largest at 19 points (29% actual versus 10% wish).
- 2x is how much more likely Americans are to say search engines are important in shopping decisions than influencers. Black (29%), Asian (32%) and Hispanic (40%) consumers are more likely than white consumers (22%) to purchase things they saw influencers, bloggers and celebrities using them on social media.
- 50% of parents with a child or children under age 13 are familiar with buying virtual gear on gaming or social platforms.
- 34% of U.S. adults ages 25 to 34 would want to interact with a brand in a virtual world.

These are the findings of an Ipsos poll conducted between April 15-19, 2021. For this survey, a sample of 1,284 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.1 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

1. Are you a member of any of these social networks? Select all that apply.

	Total (N=1,284)
Facebook	75%
YouTube	53%
Instagram	47%
Twitter	33%
Pinterest	29%
Snapchat	25%
TikTok	20%
Twitch	8%
Clubhouse	2%
Gab	1%
Other	2%
None of the above	12%

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2. **[Skipped if Q1="None of the above", Asked item only if selected in Q1]** How do you use each of the platforms listed below? Select all that apply.

   a. Facebook

	Total (N=974)
Socializing/messaging	71%
Entertainment	35%
News	24%
Relaxing	22%
Learn something new	19%
Scout new products/shop	10%
Listen to music/new music	9%
Something else	11%

   b. Instagram

	Total (N=632)
Socializing/messaging	57%
Entertainment	51%
Relaxing	28%
Learn something new	20%
Scout new products/shop	18%
News	15%
Listen to music/new music	9%
Something else	10%

   c. Snapchat

	Total (N=360)
Socializing/messaging	69%
Entertainment	38%
Relaxing	16%
News	9%
Learn something new	8%
Listen to music/new music	6%
Scout new products/shop	6%
Something else	9%

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d. Twitter

	Total (N=408)
News	43%
Entertainment	41%
Socializing/messaging	38%
Learn something new	23%
Relaxing	15%
Listen to music/new music	9%
Scout new products/shop	8%
Something else	11%

e. TikTok

	Total (N=288)
Entertainment	78%
Relaxing	34%
Learn something new	28%
Listen to music/new music	22%
Socializing/messaging	17%
Scout new products/shop	15%
News	10%
Something else	4%

f. Pinterest

	Total (N=404)
Learn something new	60%
Scout new products/shop	35%
Relaxing	24%
Entertainment	21%
News	5%
Socializing/messaging	4%
Listen to music/new music	1%
Something else	18%

g. Twitch

	Total (N=116)
Entertainment	69%
Socializing/messaging	32%
Relaxing	28%
Learn something new	20%
Listen to music/new music	19%
News	12%
Scout new products/shop	10%
Something else	9%

h. Clubhouse

	Total (N=22)
Entertainment	36%
Learn something new	35%
Socializing/messaging	24%
News	21%
Relaxing	17%
Scout new products/shop	16%
Listen to music/new music	11%
Something else	4%

i. Gab

	Total (N=10)
Scout new products/shop	28%
Entertainment	27%
News	25%
Listen to music/new music	14%
Learn something new	12%
Socializing/messaging	10%
Relaxing	7%
Something else	11%

j. YouTube

	Total (N=706)
Entertainment	65%
Listen to music/new music	53%
Learn something new	47%
Relaxing	32%
News	21%
Scout new products/shop	13%
Socializing/messaging	10%
Something else	6%

k. Other

	Total (N=22)
Socializing/messaging	67%
News	28%
Relaxing	28%
Learn something new	20%
Entertainment	17%
Scout new products/shop	5%
Listen to music/new music	2%
Something else	36%

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3. When thinking about your typical process of shopping and buying things, how important are each of the following sources of information in your decision making?

Total Important Summary

	Total
Search engines like Google, Yahoo! or Bing	80%
Shopper reviews on shopping websites	74%
Online content or reviews from people I know personally	69%
Online videos on sites like YouTube	52%
Advertising	50%
Online content from people I only know through the internet (e.g., influencers, bloggers, celebrities)	39%

a. Advertising

	Total
Very important	10%
Somewhat important	40%
Not very important	36%
Not at all important	14%
Important (Net)	*50%*
Not Important (Net)	*50%*

b. Online videos on sites like YouTube

	Total
Very important	16%
Somewhat important	35%
Not very important	28%
Not at all important	20%
Important (Net)	*52%*
Not Important (Net)	*48%*

c. Search engines like Google, Yahoo! or Bing

	Total
Very important	31%
Somewhat important	49%
Not very important	14%
Not at all important	6%
Important (Net)	*80%*
Not Important (Net)	*20%*

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d. Shopper reviews on shopping websites

	Total
Very important	26%
Somewhat important	47%
Not very important	17%
Not at all important	9%
Important (Net)	*74%*
Not Important (Net)	*26%*

e. Online content or reviews from people I know personally

	Total
Very important	22%
Somewhat important	47%
Not very important	21%
Not at all important	11%
Important (Net)	*69%*
Not Important (Net)	*31%*

f. Online content from people I only know through the internet (e.g., influencers, bloggers, celebrities)

	Total
Very important	12%
Somewhat important	27%
Not very important	31%
Not at all important	30%
Important (Net)	*39%*
Not Important (Net)	*61%*

4. How often, if at all, do you purchase things because you saw people you follow, **but don't know personally** (like influencers, bloggers, celebrities, etc.), using them on social media?

	Total
Often	4%
Sometimes	22%
Rarely	31%
Never	43%
Often/Sometimes (Net)	*27%*
Rarely/Never (Net)	*73%*

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5. **[Asked if parent]** On average, how many hours does your child spend per week doing the following activities in their free time (outside of school, chores, or other family obligations) when allowed?

a. Screen time, for entertainment

	Total (N=325)
None	5%
Less than 1 hour	8%
1 hour to less than 5 hours	36%
5 to less than 10 hours	29%
10 to less than 20 hours	16%
20 to less than 30 hours	4%
30 or more hours	2%

b. Screen time, educational

	Total (N=325)
None	7%
Less than 1 hour	15%
1 hour to less than 5 hours	32%
5 to less than 10 hours	27%
10 to less than 20 hours	11%
20 to less than 30 hours	7%
30 or more hours	2%

c. Reading

	Total (N=325)
None	7%
Less than 1 hour	22%
1 hour to less than 5 hours	42%
5 to less than 10 hours	20%
10 to less than 20 hours	8%
20 to less than 30 hours	1%
30 or more hours	1%

d. Family time/games

	Total (N=325)
None	3%
Less than 1 hour	11%
1 hour to less than 5 hours	45%
5 to less than 10 hours	28%
10 to less than 20 hours	10%
20 to less than 30 hours	2%
30 or more hours	2%

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e. TV/Streaming

	Total (N=325)
None	5%
Less than 1 hour	11%
1 hour to less than 5 hours	33%
5 to less than 10 hours	28%
10 to less than 20 hours	17%
20 to less than 30 hours	6%
30 or more hours	2%

f. Audio (books or music)

	Total (N=325)
None	22%
Less than 1 hour	21%
1 hour to less than 5 hours	32%
5 to less than 10 hours	15%
10 to less than 20 hours	7%
20 to less than 30 hours	3%
30 or more hours	*

g. Social media

	Total (N=325)
None	31%
Less than 1 hour	15%
1 hour to less than 5 hours	25%
5 to less than 10 hours	19%
10 to less than 20 hours	6%
20 to less than 30 hours	2%
30 or more hours	2%

h. Playing outside

	Total (N=325)
None	8%
Less than 1 hour	12%
1 hour to less than 5 hours	33%
5 to less than 10 hours	32%
10 to less than 20 hours	10%
20 to less than 30 hours	3%
30 or more hours	2%

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i. Creative play inside

	Total (N=325)
None	13%
Less than 1 hour	15%
1 hour to less than 5 hours	32%
5 to less than 10 hours	24%
10 to less than 20 hours	13%
20 to less than 30 hours	3%
30 r more hours	*

j. Organized sports or music and lessons, etc.

	Total (N=325)
None	29%
Less than 1 hour	13%
1 hour to less than 5 hours	29%
5 to less than 10 hours	20%
10 to less than 20 hours	7%
20 to less than 30 hours	2%
30 or more hours	1%

6. **[Asked if parent]** How much time do you wish your child would spend per week doing the following activities in their free time (outside of school, chores, or other family obligations) when allowed?

a. Screen time, for entertainment

	Total (N=325)
None	8%
Less than 1 hour	23%
1 hour to less than 5 hours	41%
5 to less than 10 hours	20%
10 to less than 20 hours	7%
20 to less than 30 hours	1%
30 or more hours	1%

b. Screen time, educational

	Total (N=325)
None	3%
Less than 1 hour	10%
1 hour to less than 5 hours	35%
5 to less than 10 hours	26%
10 to less than 20 hours	18%
20 to less than 30 hours	5%
30 or more hours	2%

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c. Reading

	Total (N=325)
None	2%
Less than 1 hour	7%
1 hour to less than 5 hours	30%
5 to less than 10 hours	36%
10 to less than 20 hours	17%
20 to less than 30 hours	4%
30 or more hours	3%

d. Family time/games

	Total (N=325)
None	1%
Less than 1 hour	7%
1 hour to less than 5 hours	35%
5 to less than 10 hours	36%
10 to less than 20 hours	13%
20 to less than 30 hours	5%
30 or more hours	3%

e. TV/Streaming

	Total (N=325)
None	7%
Less than 1 hour	24%
1 hour to less than 5 hours	39%
5 to less than 10 hours	19%
10 to less than 20 hours	8%
20 to less than 30 hours	2%
30 or more hours	1%

f. Audio (books or music)

	Total (N=325)
None	9%
Less than 1 hour	14%
1 hour to less than 5 hours	43%
5 to less than 10 hours	24%
10 to less than 20 hours	7%
20 to less than 30 hours	1%
30 or more hours	1%

g. Social media

	Total (N=325)
None	35%
Less than 1 hour	18%
1 hour to less than 5 hours	29%
5 to less than 10 hours	10%
10 to less than 20 hours	5%
20 to less than 30 hours	1%
30 or more hours	1%

h. Playing outside

	Total (N=325)
None	3%
Less than 1 hour	8%
1 hour to less than 5 hours	27%
5 to less than 10 hours	38%
10 to less than 20 hours	16%
20 to less than 30 hours	5%
30 or more hours	3%

i. Creative play inside

	Total (N=325)
None	6%
Less than 1 hour	8%
1 hour to less than 5 hours	36%
5 to less than 10 hours	30%
10 to less than 20 hours	13%
20 to less than 30 hours	5%
30 or more hours	2%

j. Organized sports or music and lessons, etc.

	Total (N=325)
None	10%
Less than 1 hour	11%
1 hour to less than 5 hours	33%
5 to less than 10 hours	29%
10 to less than 20 hours	13%
20 to less than 30 hours	4%
30 or more hours	1%

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7. How familiar are you of the following activities for games or other virtual environments?

Total Familiar Summary

	Total
Buying things like virtual costumes, clothing, weapons or accessories for an avatar on a gaming or social platform	25%
Attending free events in a virtual world like TikTok, Roblox, or Twitch	20%
Attending paid events in a virtual world like TikTok, Roblox, or Twitch	18%
Buying virtual artwork via the blockchain or NFTs	16%
Buying virtual makeup or clothing for yourself to "wear" on Zoom calls	14%

a. Buying things like virtual costumes, clothing, weapons or accessories for an avatar on a gaming or social platform

	Total
Very familiar	9%
Somewhat familiar	17%
Not very familiar	15%
Have heard of it, know nothing about it	19%
Have not heard of it	40%
Familiar (Net)	*25%*

b. Attending free events in a virtual world like TikTok, Roblox, or Twitch

	Total
Very familiar	8%
Somewhat familiar	13%
Not very familiar	19%
Have heard of it, know nothing about it	21%
Have not heard of it	40%
Familiar (Net)	*20%*

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c. Attending paid events in a virtual world like TikTok, Roblox, or Twitch

	Total
Very familiar	6%
Somewhat familiar	12%
Not very familiar	18%
Have heard of it, know nothing about it	20%
Have not heard of it	45%
Familiar (Net)	*18%*

d. Buying virtual artwork via the blockchain or NFTs

	Total
Very familiar	5%
Somewhat familiar	10%
Not very familiar	16%
Have heard of it, know nothing about it	16%
Have not heard of it	52%
Familiar (Net)	*16%*

e. Buying virtual makeup or clothing for yourself to “wear” on Zoom calls

	Total
Very familiar	5%
Somewhat familiar	9%
Not very familiar	15%
Have heard of it, know nothing about it	16%
Have not heard of it	55%
Familiar (Net)	*14%*

8. How many streaming video services in total, including those that are free, do you or your household subscribe to or use regularly? Your best guess is fine.

	Total
None	24%
1-2	34%
3-5	35%
6-9	5%
10 or more	1%

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9. **[Skipped if Q8="None"]** Thinking specifically about **paid** streaming video services, how much do you estimate that you/your household spends each month? Your best guess is fine.

	Total (N=987)
$0/Nothing	14%
Less than $50	53%
$50-$99	22%
$100-$149	7%
$150-$199	3%
$200 or more	1%

10. How interested would you be in a service that bundles multiple streaming services?

	Total
Very interested	19%
Somewhat interested	39%
Not very interested	17%
Not interested at all	26%
Interested (Net)	*58%*
Not Interested (Net)	*42%*

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About the Study

These are some of the findings of an Ipsos poll conducted between April 15-19, 2021. For this survey, a sample of 1,284 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.1 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,284, DEFF=1.5, adjusted Confidence Interval=+/-4.6 percentage points).

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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