



TOPLINE & METHODOLOGY

Cost and content are key for those deciding to keep, or drop, streaming services

New NPR/Ipsos poll also finds that a majority of streaming service users are overwhelmed by the amount of content available

Washington, DC, October 28, 2022 — A recent NPR/Ipsos poll among Americans who use streaming services to watch TV or movies finds that nine in ten say the cost of a streaming subscription is important in their decision to subscribe, including nearly two in three who feel it is *very* important. This is closely followed by access to specific content.

At the same time, most streaming service users feel that there are too many choices, and nearly three in five agree that they are overwhelmed with amount of content available. Lastly, while crackdowns on login sharing are not a big concern among most streaming service users, they are of bigger concern to younger streaming users.

Detailed Findings

1. While streaming service users view cost as a very important factor when choosing to keep or drop a streaming service, it is not the only factor, as content also plays a key role.
 - Ninety-two percent of respondents who use streaming services say the monthly or annual cost of a streaming platform is important in their decision to subscribe. Nearly two in three (65%) feel that it is **very important**.
 - Parents with children under the age of 18 (74%) are more likely than those without children under 18 (62%) to say cost is very important.
 - While cost is an important factor, so too is the content provided on the platform. Eighty-seven percent report that whether a streaming service has specific shows or movies available is important in their decision to subscribe. Forty-six percent say that it is **very important**.
 - When asked about the motivating factors to *drop* a service, the numbers closely mirror that of the question around keeping a service. Again, cost and available content are at the top of the list.
 - Our poll shows streaming service users do have a tipping point in regard to how much more they would pay for their favorite service each month. Fifty-eight percent agree that they would continue to pay for their most used streaming service if the cost increased by \$5 per month. However, just one in three would continue to use that service if the cost increased by \$10 per month.



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2. While most streaming service users currently subscribe to more than one streaming service, they are also signaling the amount of choice available in the market is starting to become overwhelming.
 - Sixty-nine percent of streaming service users agree that there are too many streaming services and platforms available, and 58% agree that they feel overwhelmed by the amount of content available through streaming services.
 - Along these lines, 55% of streaming service users say that it has gotten harder to navigate what content is on which streaming platform they use.
 - On average, these users subscribe to at least three platforms (3.55). Half say they have changed the number of streaming services they use, either by adding or dropping, in the past year.

3. As some platforms look to crack down on login sharing, most streaming users do not rank the ability to share high on their list of deciding factors to keep or drop a service. It is, however, more important to younger streaming users.
 - Among those who report using someone else's login information to access at least one streaming platform (28% of respondents), the vast majority say they are sharing with an immediate family member outside of their household (77%).
 - Streaming users under age 35 are more likely to report sharing login information than older users, but they still report doing so with someone in their family.
 - The ability to share login information is not a key driver in streaming users' decisions to subscribe to platforms. Less than half (43%) say that the ability to share login information is important in their decision to subscribe, including just 18% say that is **very important**. However, among 18-34 year old users, 57% say that being able to share login information is important, including 27% that say this is **very important**.
 - When forced to choose which behavior by platforms concerns them more, increasing prices or cracking down on login sharing, the vast majority say increasing prices is more concerning (83% vs. 15%). Once again, 18–34-year-old streaming users are the most concerned age group about streaming services cracking down on login sharing (23%).



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NPR/Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: September 9 – 11, 2022

Number of interviews: 1,031

Number of interviews with those that use streaming services: 765

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 3.7 percentage points at the 95% confidence level for those that use streaming services

To qualify for the survey, respondents needed to use streaming services (either paid/subscription based streaming service or live TV streaming service).

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:

1. Do you use any of the following to watch TV or movies?

Total Yes Summary

	Total (N=1,031)
Paid/Subscription based streaming service with a library of shows and movies (e.g., Netflix, Hulu, Amazon Prime, Disney+, HBO Max, Apple TV+)	71
Cable, satellite, or fiber (e.g., DIRECTV, Xfinity, DISH, Verizon FiOS, Spectrum)	48
Free, ad-supported streaming service (e.g., broadcast TV channel websites, Tubi, Pluto TV, Crackle, VUDU)	31
Live TV streaming service (e.g., AT&T TV NOW, YouTube TV, Hulu Live TV, Sling TV, Philo TV)	27
Over-the-air broadcasts using an antenna (no monthly cable fee)	19





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1. Do you use any of the following to watch TV or movies? *(Continued)*

a. Cable, satellite, or fiber (e.g., DIRECTV, Xfinity, DISH, Verizon FiOS, Spectrum)

	Total
Yes	48
No	51
Skipped	1

b. Over-the-air broadcasts using an antenna (no monthly cable fee)

	Total
Yes	19
No	80
Skipped	1

c. Free, ad-supported streaming service (e.g., broadcast TV channel websites, Tubi, Pluto TV, Crackle, VUDU)

	Total
Yes	31
No	68
Skipped	1

d. Paid/Subscription based streaming service with a library of shows and movies (e.g., Netflix, Hulu, Amazon Prime, Disney+, HBO Max, Apple TV+)

	Total
Yes	71
No	28
Skipped	1

e. Live TV streaming service (e.g., AT&T TV NOW, YouTube TV, Hulu Live TV, Sling TV, Philo TV)

	Total
Yes	27
No	72
Skipped	1

Q2 – Q17 was asked of those who use streaming services. To qualify, respondents needed to select “Paid/Subscription based streaming service with a library of shows and movies” or “Live TV streaming service” in Q1.





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2. How many streaming services or platforms do you currently use to watch TV or movies?

	Use Streaming Services (N=765)
Mean	3.55

3. Thinking about the streaming services you use, which of the following statements comes closest to your view?

	Use Streaming Services
My household pays for all of the services we subscribe to	70
My household pays for most of the services we subscribe to, but borrows someone else's login for a few of them	19
My household borrows someone else's login for most of the services we use, but we pay for a few of them	6
My household borrows someone else's login for all of the services we use and does not pay for any	3
Skipped	1



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4. Thinking about the streaming services you pay for, do you share your login information with anyone outside of your household?

Base: Did not select “My household borrows someone else’s login for all of the services we use and does not pay for any” in Q3

	Use and Pay For Streaming Services (N=741)
Yes	28
No	72
Skipped	1

5. Who do you share streaming service login information with? Please select all that apply.

Base: Selected “My household borrows someone else’s login for all of the services we use and does not pay for any” in Q3 or “Yes” in Q4

	Pays For and Shares Streaming Services (N=231)
An immediate family member who does <u>not</u> live in your home (e.g., a parent, sibling, or child)	77
A friend	24
An extended family member (e.g., a cousin, aunt, or uncle)	15
A significant other	9
A neighbor	2
A coworker	*
Someone else	1
None of these	*
Skipped	-

6. Do you have any streaming services that you currently access through a free trial, promotional deal, or phone plan?

	Use Streaming Services
Yes	21
No	79
Skipped	*





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7. What are the main reasons why you signed up for the streaming service(s) that you have through a free trial or promotion? *Please select all that apply.*

Base: Selected "Yes" in Q6

	Using Free Trial (N=150)
To watch a specific show or movie	38
To try it out and see if it's worth the cost	32
Someone in my household wanted it	13
As a way to save money by cutting or canceling another service	13
To watch a sport that is seasonal	7
Recommendation from friend/family	5
Other	5
No specific reason/Just because it was free or low cost	31
Skipped	1

8. How likely, if at all, are you to continue subscribing to the streaming service(s) once your free trial or promotion ends?

Base: Selected "Yes" in Q6

	Using Free Trial (N=150)
Very likely	16
Somewhat likely	42
Not very likely	29
Not at all likely	14
Skipped	-
<i>Likely (net)</i>	<i>58</i>
<i>Not Likely (net)</i>	<i>43</i>

9. On average, how much money per month do you pay for streaming services? If you pay for more than one, please enter the total amount you spend. Your best estimate is fine

	Use Streaming Services
Mean	\$42.38





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10. Compared to a year ago, do you now pay more or less per month for streaming subscriptions, or do you pay about the same amount?

	Use Streaming Services
More	38
Less	8
About the same	47
Don't know	6
Skipped	*

11. In the past year, how often, if at all, have you changed the number of streaming services you use (either by adding or dropping)?

	Use Streaming Services
Every month	2
Quarterly/Once every three months	4
Twice/Every six months	13
Once	31
Never	48
Skipped	1
<i>At least once (Net)</i>	<i>50</i>

12. How important, if at all, are each of the following in your decision to subscribe to a streaming service?

Total Important Summary

	Use Streaming Services
The monthly or annual cost	92
If they have specific shows or movies available	87
The option to choose whether or not to have ads	70
If they have original programming	67
If they offer a free trial or promotional deal	55
If they have movies released before or at the same time as theaters	51
Ability to share login with those outside of your household	43
If they have live TV	40
If they have specific sports	37





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12. How important, if at all, are each of the following in your decision to subscribe to a streaming service? (Continued)

a. If they have specific shows or movies available

	Use Streaming Services
Very important	46
Somewhat important	41
Not very important	8
Not at all important	4
Skipped	1
<i>Important (net)</i>	<i>87</i>
<i>Not Important (net)</i>	<i>12</i>

b. If they have live TV

	Use Streaming Services
Very important	15
Somewhat important	25
Not very important	29
Not at all important	30
Skipped	1
<i>Important (net)</i>	<i>40</i>
<i>Not Important (net)</i>	<i>59</i>

c. The monthly or annual cost

	Use Streaming Services
Very important	65
Somewhat important	27
Not very important	5
Not at all important	3
Skipped	1
<i>Important (net)</i>	<i>92</i>
<i>Not Important (net)</i>	<i>8</i>

d. The option to choose whether or not to have ads

	Use Streaming Services
Very important	31
Somewhat important	39
Not very important	19
Not at all important	10
Skipped	1
<i>Important (net)</i>	<i>70</i>
<i>Not Important (net)</i>	<i>29</i>



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12. How important, if at all, are each of the following in your decision to subscribe to a streaming service? (Continued)

e. Ability to share login with those outside of your household

	Use Streaming Services
Very important	18
Somewhat important	25
Not very important	25
Not at all important	32
Skipped	1
<i>Important (net)</i>	<i>43</i>
<i>Not Important (net)</i>	<i>57</i>

f. If they have movies released before or at the same time as theaters

	Use Streaming Services
Very important	17
Somewhat important	34
Not very important	30
Not at all important	18
Skipped	1
<i>Important (net)</i>	<i>51</i>
<i>Not Important (net)</i>	<i>48</i>

g. If they have specific sports

	Use Streaming Services
Very important	15
Somewhat important	22
Not very important	17
Not at all important	45
Skipped	1
<i>Important (net)</i>	<i>37</i>
<i>Not Important (net)</i>	<i>62</i>

h. If they offer a free trial or promotional deal

	Use Streaming Services
Very important	21
Somewhat important	34
Not very important	25
Not at all important	19
Skipped	1
<i>Important (net)</i>	<i>55</i>
<i>Not Important (net)</i>	<i>44</i>

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12. How important, if at all, are each of the following in your decision to subscribe to a streaming service? *(Continued)*

i. If they have original programming

	Use Streaming Services
Very important	22
Somewhat important	45
Not very important	20
Not at all important	13
Skipped	1
<i>Important (net)</i>	<i>67</i>
<i>Not Important (net)</i>	<i>33</i>

13. What is the single most important factor in your decision to subscribe to a streaming service?

	Use Streaming Services
The monthly or annual cost	37
If they have specific shows or movies available	35
If they have original programming	6
If they have live TV	4
The option to choose whether or not to have ads	4
If they have specific sports	4
If they have movies released before or at the same time as theaters	3
Ability to share login with those outside of your household	2
If they offer a free trial or promotional deal	2
Other	3
Refused	2

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14. How important, if at all, are each of the following in your decision to drop or cancel a streaming service?

Total Important Summary

	Use Streaming Services
The monthly or annual cost	91
If the content changes	83
There is another streaming service you like better or want to try	72
Presence of ads	61
If the free trial or promotion ends	57
If a specific show you watch ends or takes a seasonal break	56
If they charge more to share logins with those outside of your household	50

a. If the content changes

	Use Streaming Services
Very important	31
Somewhat important	52
Not very important	11
Not at all important	5
Skipped	1
<i>Important (net)</i>	83
<i>Not Important (net)</i>	16

b. If a specific show you watch ends or takes a seasonal break

	Use Streaming Services
Very important	18
Somewhat important	38
Not very important	29
Not at all important	13
Skipped	2
<i>Important (net)</i>	56
<i>Not Important (net)</i>	42



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14. How important, if at all, are each of the following in your decision to drop or cancel a streaming service? (Continued)

c. The monthly or annual cost

	Use Streaming Services
Very important	61
Somewhat important	30
Not very important	5
Not at all important	3
Skipped	1
<i>Important (net)</i>	<i>91</i>
<i>Not Important (net)</i>	<i>8</i>

d. If they charge more to share logins with those outside of your household

	Use Streaming Services
Very important	26
Somewhat important	24
Not very important	20
Not at all important	29
Skipped	1
<i>Important (net)</i>	<i>50</i>
<i>Not Important (net)</i>	<i>49</i>

e. Presence of ads

	Use Streaming Services
Very important	26
Somewhat important	35
Not very important	28
Not at all important	11
Skipped	1
<i>Important (net)</i>	<i>61</i>
<i>Not Important (net)</i>	<i>39</i>

f. If the free trial or promotion ends

	Use Streaming Services
Very important	24
Somewhat important	33
Not very important	23
Not at all important	18
Skipped	1
<i>Important (net)</i>	<i>57</i>
<i>Not Important (net)</i>	<i>41</i>





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14. How important, if at all, are each of the following in your decision to drop or cancel a streaming service? (Continued)

g. There is another streaming service you like better or want to try

	Use Streaming Services
Very important	20
Somewhat important	52
Not very important	18
Not at all important	9
Skipped	1
<i>Important (net)</i>	<i>72</i>
<i>Not Important (net)</i>	<i>27</i>

15. How much do you agree or disagree with the following statements?

Total Agree Summary

	Use Streaming Services
Streaming services do a good job of showing characters from diverse backgrounds in their content	80
There are too many streaming services and platforms available	69
I prefer subscribing to streaming services over traditional cable	68
I worry that my favorite streaming service(s) will get rid of the content I like to watch	65
Streaming services do a good job of showing characters who share my identity in their content	60
If my most used streaming service charged me \$5 more a month, I would pay it	58
I feel overwhelmed by the amount of content available through streaming services	58
If a streaming service charged for additional logins to share with people, I would pay it if it meant I could split the monthly fee with someone else	39
If my most used streaming service charged me \$10 more a month, I would pay it	33



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15. How much do you agree or disagree with the following statements? (Continued)

a. If my most used streaming service charged me \$5 more a month, I would pay it

	Use Streaming Services
Strongly agree	18
Somewhat agree	40
Somewhat disagree	27
Strongly disagree	14
Skipped	1
<i>Agree (net)</i>	<i>58</i>
<i>Disagree (net)</i>	<i>41</i>

b. If my most used streaming service charged me \$10 more a month, I would pay it

	Use Streaming Services
Strongly agree	10
Somewhat agree	23
Somewhat disagree	31
Strongly disagree	34
Skipped	1
<i>Agree (net)</i>	<i>33</i>
<i>Disagree (net)</i>	<i>65</i>

c. If a streaming service charged for additional logins to share with people, I would pay it if it meant I could split the monthly fee with someone else

	Use Streaming Services
Strongly agree	8
Somewhat agree	31
Somewhat disagree	30
Strongly disagree	30
Skipped	1
<i>Agree (net)</i>	<i>39</i>
<i>Disagree (net)</i>	<i>60</i>

d. There are too many streaming services and platforms available

	Use Streaming Services
Strongly agree	31
Somewhat agree	38
Somewhat disagree	20
Strongly disagree	9
Skipped	2
<i>Agree (net)</i>	<i>69</i>
<i>Disagree (net)</i>	<i>29</i>

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15. How much do you agree or disagree with the following statements? (Continued)

e. I feel overwhelmed by the amount of content available through streaming services

	Use Streaming Services
Strongly agree	17
Somewhat agree	41
Somewhat disagree	26
Strongly disagree	15
Skipped	1
<i>Agree (net)</i>	<i>58</i>
<i>Disagree (net)</i>	<i>41</i>

f. I prefer subscribing to streaming services over traditional cable

	Use Streaming Services
Strongly agree	35
Somewhat agree	33
Somewhat disagree	20
Strongly disagree	10
Skipped	1
<i>Agree (net)</i>	<i>68</i>
<i>Disagree (net)</i>	<i>30</i>

g. Streaming services do a good job of showing characters from diverse backgrounds in their content

	Use Streaming Services
Strongly agree	22
Somewhat agree	58
Somewhat disagree	13
Strongly disagree	5
Skipped	2
<i>Agree (net)</i>	<i>80</i>
<i>Disagree (net)</i>	<i>18</i>

h. Streaming services do a good job of showing characters who share my identity in their content

	Use Streaming Services
Strongly agree	12
Somewhat agree	48
Somewhat disagree	28
Strongly disagree	10
Skipped	2
<i>Agree (net)</i>	<i>60</i>
<i>Disagree (net)</i>	<i>38</i>



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15. How much do you agree or disagree with the following statements? (Continued)

i. I worry that my favorite streaming service(s) will get rid of the content I like to watch

	Use Streaming Services
Strongly agree	18
Somewhat agree	47
Somewhat disagree	25
Strongly disagree	9
Skipped	1
<i>Agree (net)</i>	<i>65</i>
<i>Disagree (net)</i>	<i>34</i>

16. In each of the following pairs of statements, please select the one statement you agree with more, even if neither is exactly right.

	Use Streaming Services
I would rather pay more for an ad-free experience when I stream TV or movies	51
I would rather pay less, but see ads, when I stream TV or movies	47
Skipped	2

	Use Streaming Services
I would prefer to “bundle” and sign up for multiple streaming services at once, paying one flat fee	61
I would prefer to sign up for individual streaming services and pay for each of them separately	37
Skipped	2

	Use Streaming Services
It has gotten harder to navigate what content is on what streaming platform(s) I use	55
It is easy to remember which shows and movies can be found on the streaming platform(s) I use	43
Skipped	2





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16. In each of the following pairs of statements, please select the one statement you agree with more, even if neither is exactly right. *(Continued)*

	Use Streaming Services
I am more concerned about streaming services increasing their prices	83
I am more concerned about streaming services cracking down on login sharing	15
Skipped	2

17. Which of the following streaming services do you or someone in your household subscribe to?
Please select all that apply.

	Use Streaming Services
Netflix	78
Amazon Prime Video	72
Hulu	50
Disney+	47
HBO Max	36
Peacock	27
Paramount+	25
Apple TV+	19
Discovery+	9
Refused	2





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About the Study

This NPR/Ipsos poll was conducted September 9 – 11, 2022, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,031 general population adults age 18 or older. The sample includes 765 people who use streaming services. To qualify for the survey, respondents needed to subscribe to streaming services (either paid/subscription based streaming service or live TV streaming service).

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.10. For those who use streaming services, the margin of sampling error is plus or minus 3.7 percentage points at the 95% confidence level. This margin of sampling error takes into account the design effect, which was 1.10 for those who use streaming services. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2021 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, 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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