74% OF U.S. HOUSEHOLDS HAVE AN SVOD SERVICE
More Than Half of all Households Have More Than one SVOD Service

Durham, NH – August 27, 2019 – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 74% of all U.S. households have a subscription video on-Demand (SVOD) service from Netflix, Amazon Prime, and/or Hulu – up from 64% in 2017, and 52% in 2015.

Among those that have an SVOD service, 69% have more than one of these services – up from 51% in 2017, and 38% in 2015. Overall, 51% of U.S. households now have more than one SVOD service, an increase from 33% in 2017, and 20% in 2015.

These findings are based on a survey of 1,116 households nationwide and are part of a new LRG study, Emerging Video Services 2019. This is LRG’s thirteenth annual study on this topic.

Other related findings include:

- 64% of all adults stream an SVOD service at least monthly, and 41% stream more than one SVOD service at least monthly
- 33% of adults stream an SVOD service daily – compared to 29% in 2017, and 16% in 2015
- 51% of ages 18-34 stream an SVOD service daily – compared to 34% of ages 35-54, and 15% of ages 55+
- 27% with Netflix agree that their subscription is shared with others outside their household – compared to 19% with Hulu, and 10% with Amazon Prime
- 51% of adults watch video on non-TV devices (including mobile phones, home computers, tablets, and eReaders) daily – up from 43% in 2017, and 31% in 2014
“Nearly three-quarters of all U.S. households have at least one SVOD service, and one-third of all adults stream an SVOD service daily, including half of all ages 18-34,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “With over half of all households now getting multiple SVOD services, and new streaming services on the way, it is inevitable that the number of households having and using multiple services will continue to grow. However, with expanded options, consumers will increasingly decide which streaming services they pay for directly, and which they share with others.”

About Leichtman Research Group, Inc.
Leichtman Research Group, Inc. (LRG) specializes in research and analysis on the broadband, media and entertainment industries. LRG combines ongoing consumer research studies with industry tracking and analysis, to provide companies with a richer understanding of current market conditions, and the adoption and impact of new products and services. For more information about LRG, please call (603) 397-5400 or visit www.LeichtmanResearch.com.

Emerging Video Services 2019 is based on a survey of 1,116 adults age 18+ throughout the continental U.S. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the U.S. The telephone survey (including landline and cell phone calls) was conducted in June 2019. The overall sample has a statistical margin of error of +/- 2.9%.

##