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Leichtman Research Group

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## **78% OF U.S. HOUSEHOLDS HAVE AN SVOD SERVICE**

*40% of all Adults Stream an SVOD Service Daily*

**Durham, NH – August 28, 2020** – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 78% of all U.S. households have a subscription video on-Demand (SVOD) service from Netflix, Amazon Prime, and/or Hulu – up from 69% in 2018, and 52% in 2015. In addition, 55% of U.S. households now have more than one of these SVOD services, an increase from 43% in 2018, and 20% in 2015.

Usage of these SVOD services has also significantly increased in recent years. Daily, 40% of all adults stream an SVOD service – up from 30% in 2018, and 16% in 2015. Younger adults are the most active streamers, with ages 18-44 accounting for 63% of daily SVOD users.

These findings are based on a survey of about 1,990 households nationwide and are part of a new LRG study, *Emerging Video Services 2020*. This is LRG's fourteenth annual study on this topic.

Other related findings include:

- 55% of ages 18-44 stream an SVOD service daily – compared to 27% of ages 45+
- 30% with Netflix agree that their subscription is shared with others outside their household – compared to 23% with Hulu, and 20% with Amazon Prime
- Including twelve additional streaming video services, 82% of all households have at least one SVOD or DTC service, and 49% have three or more services
- 55% of adults watch video on non-TV devices (including mobile phones, home computers, tablets, and eReaders) daily – up from 46% in 2018, and 33% in 2015

- 44% of adults watch video on a mobile phone daily – up from 35% in 2018, and 20% in 2015

“Nearly four-fifths of U.S. households now have a top SVOD service, and 40% of all adults stream an SVOD service daily, including over half of all ages 18-44,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “The adoption and use of these established SVOD services along with newer direct-to-consumer streaming video options have increased over the past year, spurred more recently by the impact of the coronavirus pandemic.”

**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](http://www.LeichtmanResearch.com).

*Emerging Video Services 2020* is based on a survey of about 1,990 adults age 18+ from throughout the 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 survey, conducted in June-July 2020, included a sample of about 1,175 online and about 815 via telephone (including landline and cell phone calls). The overall sample has a statistical margin of error of +/- 2.2%.

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