LoopMe Consumer Snapshot: Streaming

In this week’s consumer behavior study, LoopMe surveyed 4,810 US consumers on May 15-17, 2020 to understand streaming intent during COVID-19. We also analyzed whether consumers intend to pay to stream new movie releases at home, try a new streaming service and how they decide what to stream next on their devices.

More than 1 in 5 consumers will be considering a new streaming service in the next 30 days.

Do you intend to try a new streaming service in the next 30 days?

- No: 79%
- Maybe: 13%
- Yes: 8%

19% of consumers are considering paying to stream a new movie release in the next 30 days.

How do you decide what to stream next?

- 49% Other
- 26% Word of Mouth
- 12% Trailers of Ads
- 8% Streaming Review Websites
- 5% Social Media

26% of consumers choose what to stream next based on word of mouth recommendations.

More than 1 in 10 consumers use Trailers and Ads to decide what content to stream.

How many streaming services have you used on your main TV in the last 30 days?

- 0 - 1: 60%
- 2 - 3: 26%
- More than 5: 8%

40% of consumers have used more than one streaming service on their main TV in the last 30 days.

26% of consumers have used 2 - 3 streaming services on their main TV in the last 30 days.

How many streaming services have you used on your phone or tablet in the last 30 days?

- 0 - 1: 73%
- 2 - 3: 17%
- More than 5: 5%

27% of consumers have used 2 or more streaming services on their phone or tablet in the last 30 days.