

STREAMING PROVIDER EXPERIENCES DURING COVID-19 PULSE STUDY

NETFLIX

85%

Netflix has the highest penetration of any streaming service | Followed by Amazon Prime Video [66%], Hulu [48%] and Disney+ [37%]



35%

of respondents rate streaming providers as **excellent** or **perfect** | 55% rate them as good or great | Only 1.4% say they are poor or unacceptable



3.4

The average streamer subscribes to **3.4 services**



20%

of customers recently subscribed to a streaming service because they have **more free time due to COVID-19**



67%

of respondents say they are **spending more time streaming** | The average viewer spent 18 hours streaming in the past 7 days [about 2.5 hours per day] | 10% of viewers streamed more than 5 hours per day



25%

of respondents connect to streaming using an app on their **smartphone** or **tablet**



35%

Most households stream to **large TV screens** [50+ inches] | Streaming to laptops or computers makes up 14% of screen viewing | Streaming to smartphones or tablets makes up 13% of screen viewing



78%

Most people have **no quality problems** streaming



84%

Despite financial woes, most customers don't expect to **change anything** with streaming providers | 11% plan to add a new service | 5% plan to drop a service



Ozark and **Tiger King** are the most-watched shows this month



WANT MORE DETAILS?

Contact your J.D. Power data and analytics expert or email us at TMTInfo@jdpa.com to learn more.