

31% Added a Streaming Service Subscription in March, April or May

52% of streamers shared an account with someone they don't live with

New York – June 1, 2020 – More than 3 in 10 (31%) U.S. adults added a streaming service subscription during the height of the coronavirus quarantine in March, April or May, according to a new CreditCards.com report. This includes 43% of millennials (ages 24-39), 33% of Gen Xers (ages 40-55) and 18% of boomers (ages 56-74). Additionally, 54% of those who use streaming services upped their usage during that time, compared to January and February. Click here for more information:

<https://www.creditcards.com/credit-card-news/streaming-services-poll/>

Overall, 81% of U.S. adults use streaming services, and 52% of them shared an account with someone they don't live with in March, April or May. Roughly two-thirds (63%) of millennial streamers admitted to sharing at least one account, compared to 51% of Gen Xers and 36% of baby boomers.

Netflix was the most commonly shared streaming service during the coronavirus quarantine in March, April and May. Over one-third (35%) of those who use streaming services shared Netflix with someone outside their household, more than Hulu (18%), Amazon Prime Video (17%) or Disney+ (14%).

People who borrow streaming subscriptions believe it saves them an average of \$513 annually, according to a March survey commissioned by CreditCards.com's sister site Bankrate.com. "These subscriptions may feel like \$10 here or \$20 there, but they can add up quickly," said CreditCards.com industry analyst Ted Rossman.

Some 23% of streamers acknowledged a significant uptick in streaming in March, April and May compared to the first two months of the year. Another 31% said their usage was somewhat higher, and 41% estimated their usage to be about the same. Just five percent indicated a drop in streaming consumption from the first two months of the year.

When it comes to paying for streaming services, 28% of paid subscribers pay little or no attention to what method they use. "Streaming is a rare category where spending is rising," Rossman added. "Unfortunately, more than a quarter of streaming subscribers pay little or no attention to how they pay for these services. That's a missed rewards opportunity, especially as more credit cards add bonus streaming rewards categories. Setting and forgetting your streaming payments can also lead to overspending."

Methodology:

CreditCards.com commissioned [YouGov Plc](#) to conduct the survey. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,520 adults, including 2,042 who use streaming services. Fieldwork was undertaken on May 22-26, 2020. The survey was carried out online and meets rigorous quality standards. It employed a non-probability-based sample using both quotas upfront during collection and then a weighting scheme on the back end designed and proven to provide nationally representative results.

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