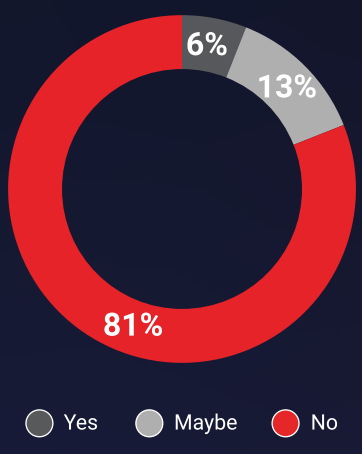
PurchaseLoop

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.

Do you intend to pay to stream new film releases at home in the next 30 days?

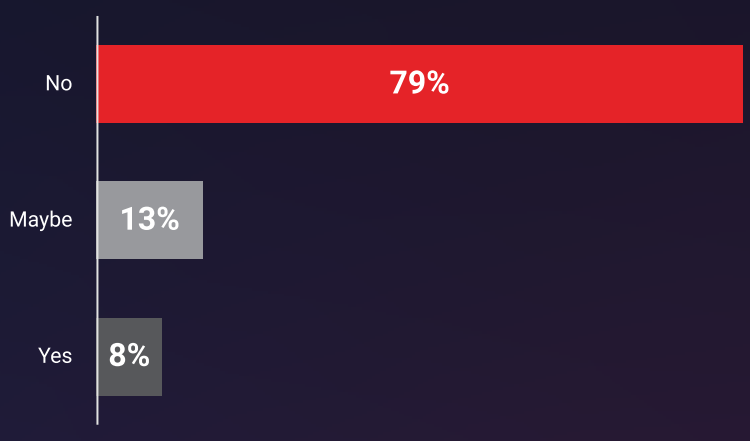


19%

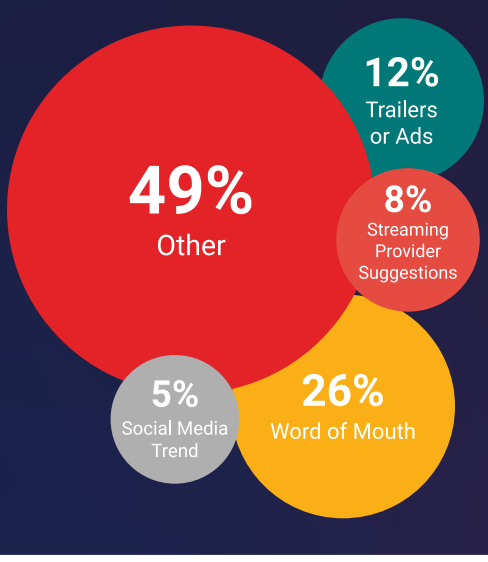
of consumers are considering paying to stream a new movie release in the next 30 days.

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?



How do you decide what to stream next?

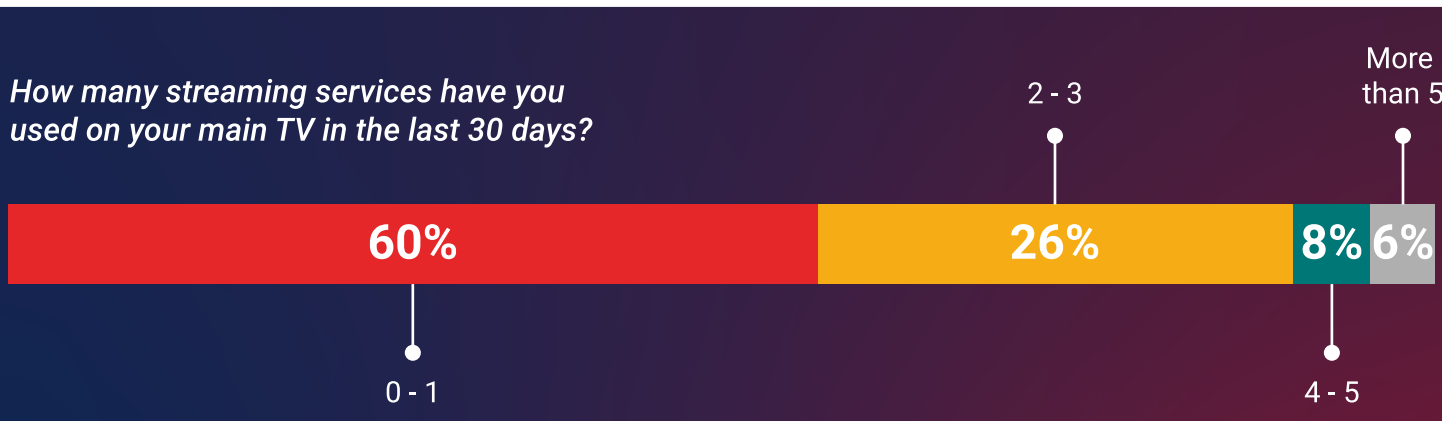


26%

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.

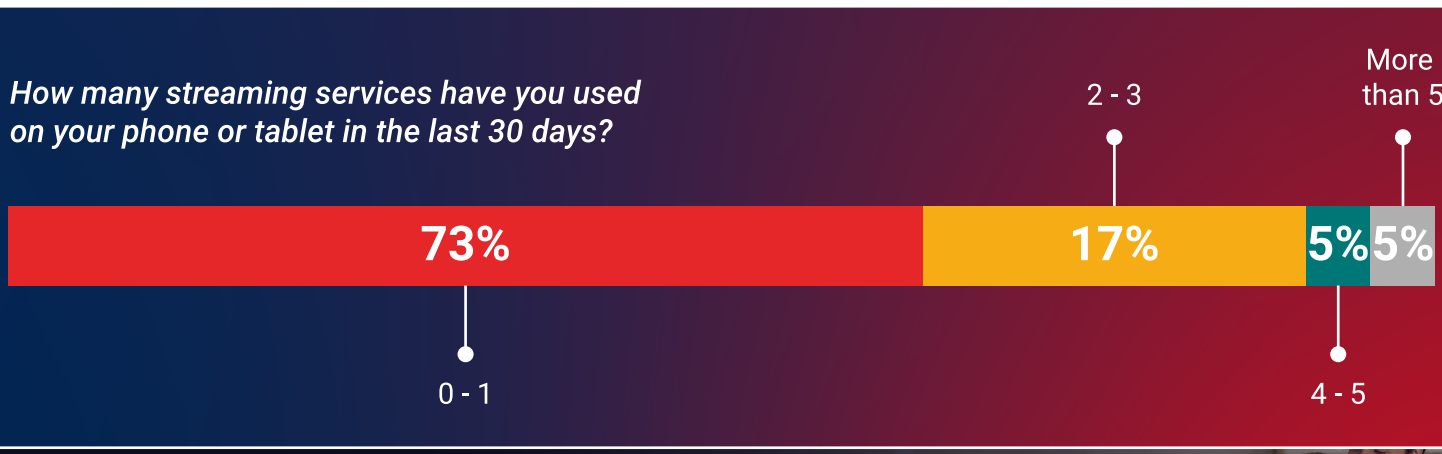
How many streaming services have you used on your main TV in the last 30 days?



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?



27%

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

Closing the Loop on Brand Advertising

For more information, contact your local sales rep or **solutions@loopme.com**

LoopMe