

A Majority of Americans Use Apps to Watch Streaming Content on Their Televisions

Men, Younger Adults, Higher Income Earners, and Those with a College Degree Are Among Those Most Likely to Use a Variety of Streaming Apps

Public Release Date: 5/18/2017



Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research. Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

To learn more visit: www.ipsos-na.com

For copies of other news releases, please visit:

<http://www.ipsos-na.com/news-polls/>.

© Ipsos

Washington • New York • Boston • Los Angeles • Austin • Chicago • St. Louis
Cincinnati • Minneapolis • Seattle • San Francisco • Vancouver • Calgary
Winnipeg • Toronto • Guelph • Ottawa • Montreal • St. John



A Majority of Americans Use Apps to Watch Streaming Content on Their Televisions

Men, Younger Adults, Higher Income Earners, and Those with a College Degree Are Among Those Most Likely to Use a Variety of Streaming Apps

New York, NY - According to a recent online study conducted by Ipsos on behalf of TCL, just over half of Americans (52%) use apps - either on their TV or by connecting to a smart device - to watch streaming content on their television. Those who are most likely to use apps to watch streaming content on their televisions include men (54% vs. 50%, women), younger adults (77%, ages 18-34 vs. 27%, ages 55+), the more affluent (56% vs. 44%, earning less than \$50,000 annually), parents with children living at home (71% vs. 43%, no kids), those with a college degree (58% vs. 46%, no college degree), and those who are married (55% vs. 48%, other).

When it comes to the different types of apps used to stream online content onto television, movie/TV/clip streaming apps stand out as being most commonly used in the U.S., as selected by nearly nine in ten (87%) app users. Netflix (73%) and YouTube (51%) are especially popular, with a majority of Americans opting to use these when streaming content onto their televisions. In addition, at least three in ten app users stream content using Amazon Instant Video (36%) and/ or Hulu (30%), while other movie/ TV/ clip stream apps such as Crackle (11%), Google Play Movies & TV (11%), VUDU (7%), Sling TV (6%), and PlayStation Vue (6%) are used by roughly one in ten.



- Women (90%) and 18-54 year olds (88%) are significantly more likely to use movie/ TV/ clip streaming apps compared to men (83%) and older adults (81%, ages 55+), respectively.

Music apps are also relatively common, used by a majority of Americans (51%) to stream content onto their televisions – with younger adults (63%, ages 18-34 vs. 24%, 55+), the more affluent (53% vs. 47% earning less than \$50,000 annually), parents (61% vs. 42%, no kids), and those with a college degree (54% vs. 46%, no degree) especially likely to be using these. Among the different music apps included in the survey, Pandora (32%), and Spotify (24%) are top ranked, while just over one in ten use the iHeartRadio app (14%). Not quite as many report using Vevo (9%) and/ or MTV (8%) for streaming content, while fewer mention using TuneIn Radio (5%).

Apart from movie and music apps, another two in five (43%) say that they use premium & basic cable network apps to stream content on their TV, with HBO GO/ HBO Now (27%) top ranked in this category. Other premium & basic cable network apps such as NBC (16%) and ABC (15%) are used by about one in six, while one in ten turn to Showtime/ Showtime anytime (10%), Starz (10%), CBS News (10%), FXNOW (10%), CBS All Access (9%), and the CW (8%).

- Once again, younger adults, higher income earners, parents with children living at home, the more educated, and those who are married stand out, demonstrating increased usage of premium & basic cable network apps.



Men (48%) are also more likely to use these types of apps compared to women (39%).

Looking at Sports Apps, just over a third of Americans use these to stream online content onto their televisions (34%) – most notably here the WatchESPN app (17%). Just over one in ten also use Fox Sports Go (14%) and NFL (12%) apps to stream content onto their TV's, while the proportion who turn to other sports apps such as WWE Network (8%), NFL Sunday Ticket (7%), and/or NHL (6%) falls below this threshold.

- Men (48%) are significantly more likely to report using Sport Apps to stream online content onto their TVs compared to women (19%) – regardless of the specific app used.
- Younger adults, the more affluent, parents with children living at home, those with a college degree, and those who are married are also significantly more likely to report using Sports Apps compared to their demographic counterparts.

Of the different apps categories presented, Americans are least likely to be using kids programming apps when streaming online content onto their televisions, although more than a quarter (28%) nevertheless use these. Disney Channel (17%), Disney Junior (13%), Nickelodeon (15%), and Nick Jr. (12%) are each used by just over one in ten, while other kid programming apps are not used as frequently (9%, PBS KIDS and 3% HappyKids.tv).



Miscellaneous apps – such as Xfinity TV (4%), Spectrum TV (3%), and Kodi (3%) - account for roughly one in ten mentions (11%), while a similar proportion (12%) mention using another app not listed here when streaming online content onto their televisions.

These are findings from an Ipsos poll conducted March 6 – 10, 2017 on behalf of TCL. For the survey, a sample of 4,024 U.S. adults ages 18 and over was interviewed online, in English, including 2,115 adults who say they use apps - either on their TV or via a smart device - to watch streaming content on their TV. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.8 percentage points for all respondents surveyed, and plus or minus 2.4 percentage points for app users.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage



error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (All respondents: n=4,024, DEFF=1.5, adjusted Confidence Interval=3.3; App Users: n=2,115, DEFF=1.5, adjusted Confidence Interval=3.9).

For more information about Ipsos' online polling methodology, please go here

<http://goo.gl/yJBkuf>

--

For more information on this news release, please contact:

Negar Ballard
Senior Account Manager
US, Ipsos Public Affairs
312-292-8366
Negar.Ballard@ipsos.com

News releases are available at: <http://www.ipsos-na.com/news-polls/>