

# **U.S. Mobile Consumer Video Streaming Habits**





---

# **U.S. Mobile Consumer Video Streaming Habits**

---

## **A Market Study**

Published Third Quarter, 2023  
Version 1.0  
Report Number: 3Q2023-04

iGR  
12400 W. Hwy 71  
Suite 350 PMB 341  
Austin TX 78738

# Table of Contents

<b>Abstract .....</b>	<b>1</b>
<b>Executive Summary.....</b>	<b>2</b>
Figure A: Stream video while at home and on the go.....	2
Figure B: Average percentage of video time on an Internet video streaming service, 2020, 2023.....	3
<b>What This Means .....</b>	<b>4</b>
<b>Methodology.....</b>	<b>5</b>
<b>Devices Used to Stream Video .....</b>	<b>6</b>
Table 1: Devices that can be used to stream video.....	6
Figure 1: Devices that can be used to stream video .....	7
Table 2: Devices that can be used to stream video, 2020, 2023.....	7
Figure 2: Devices that can be used to stream video, 2020, 2023 .....	8
Table 3: Number of devices that can be used to stream video .....	8
Figure 3: Number of devices that can be used to stream video .....	9
Table 4: Number of devices that can be used to stream video, 2018-2020, 2023 .....	9
Figure 4: Number of devices that can be used to stream video, 2018-2020, 2023 .....	10
<b>Watching Streaming Video at Home and On the Go .....</b>	<b>11</b>
Table 5: Stream video while at home and on the go .....	11
Figure 5: Stream video while at home and on the go .....	11
Table 6: Frequency of streaming video while at home and on the go .....	12
Figure 6: Frequency of streaming video while at home and on the go .....	12
Table 7: Stream video while at home and on the go, 2019, 2020, 2023 .....	13
Figure 7: Stream video while at home and on the go, 2019, 2020, 2023 .....	13
Table 8: Frequently stream video while at home and on the go, 2019, 2020, 2023.....	13
Figure 8: Frequently stream video while at home and on the go, 2019, 2020, 2023.....	14
<b>Streaming as Part of Total Video Consumption .....</b>	<b>15</b>
Table 9: Hours of watching video .....	15
Figure 9: Hours of watching video .....	15
Table 10: Average number of video hours per day .....	16
Figure 10: Average number of video hours per day .....	16
Table 11: How consumers watch TV at home.....	17
Figure 11: How consumers watch TV at home.....	17
Table 12: Where consumers watch TV .....	18
Figure 12: Where consumers watch TV .....	19
<b>Internet Video Streaming Services .....</b>	<b>20</b>
Table 13: Internet video streaming services.....	20
Figure 13: Internet video streaming services.....	21
Table 14: Percentage of respondents with Internet video streaming service, 2020, 2023 ....	21
Figure 14: Percentage of respondents with Internet video streaming service, 2020, 2023....	22
Table 15: Internet video streaming services for sports .....	22
Figure 15: Internet video streaming services for sports.....	23
Table 16: Percentage of respondents with Internet sports streaming service, 2020, 2023....	23
Figure 16: Percentage of respondents with Internet sports streaming service, 2020, 2023....	24
Table 17: How often watch an Internet video streaming service .....	24

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2023 iGillottResearch, Inc. Reproduction is forbidden unless authorized.  
FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Figure 17: How often watch an Internet video streaming service.....	25
Table 18: Percentage of video time on an Internet video streaming service.....	26
Figure 18: Percentage of video time on an Internet video streaming service.....	26
Table 19: Average percentage of video time on an Internet video streaming service, 2020, 2023.....	27
Figure 19: Average percentage of video time on an Internet video streaming service, 2020, 2023.....	27
Table 20: Percentage of respondents who watch Internet video more than half the time, 2020, 2023.....	27
Figure 20: Percentage of respondents who watch Internet video more than half the time, 2020, 2023.....	28
<b>Survey Demographics .....</b>	<b>29</b>
<b>Demographic Profile of U.S. Consumer Respondents .....</b>	<b>29</b>
Table D-1: Respondent Age .....	29
Figure D-1: Respondent Age .....	30
Table D-2: Respondent Gender .....	30
Figure D-2: Respondent Gender .....	30
Table D-3: Respondent Marital Status .....	31
Figure D-3: Respondent Marital Status .....	31
Table D-4: Respondent Annual Household Income .....	31
Figure D-4: Respondent Annual Household Income .....	32
Table D-5: Respondent Level of Education .....	32
Figure D-5: Respondent Level of Education.....	33
Table D-6: Size of Household.....	33
Figure D-6: Size of Household .....	34
Table D-7: Age of Children in Household .....	34
Figure D-7: Age of Children in Household .....	35
Table D-8: Respondent Region .....	35
Figure D-8: Respondent Region.....	36
<b>Definitions .....</b>	<b>37</b>
Definitions Table .....	37
<b>About iGR .....</b>	<b>56</b>
<b>Disclaimer .....</b>	<b>56</b>

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2023 iGillottResearch, Inc. Reproduction is forbidden unless authorized.  
FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

# Abstract

U.S. mobile consumers have a large number of streaming services available to watch a wide variety of quality content. Video streaming is important, as it drives data usage on both the mobile and home broadband networks.

How frequently are mobile consumers streaming video? How does their Internet-based video time compare to their total TV time?

This market study answers these questions and provides more information about the video streaming behaviors of U.S. consumers, including both streaming at home and streaming on the go. The study, which uses results from iGR's June 2023 survey of over 1,000 U.S. mobile consumers, also identifies usage trends by comparing current data to past years' results.

Key questions addressed:

- How many devices that can be used to stream video are typically used in mobile consumers' households?
- How many mobile consumers stream video at home and on the go?
- How frequently do mobile consumers stream video at home and on the go?
- How many total hours of video/TV do mobile consumers watch? And on which devices?
- Which Internet video streaming services do U.S. mobile consumers use to watch entertainment programs and sports?
- What percentage of mobile consumers' total video time is on one or more Internet video streaming service?
- How have mobile consumers' video streaming habits changed over the last two years?
- How do mobile consumers' video streaming habits differ by demographic variables?

Who should read this report?

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2023 iGillottResearch, Inc. Reproduction is forbidden unless authorized.  
FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

- Financial analysts and investors.

Quoting information from an *iGillottResearch* publication: external — any *iGillottResearch* information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from *iGillottResearch*. *iGillottResearch* reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from *iGillottResearch*. The use of large portions or the reproduction of any *iGillottResearch* document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2023 *iGillottResearch*, Inc. Reproduction is forbidden unless authorized.  
FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.