

# Deals drive US adults to sign up for subscription services

Article

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## Reasons Why US Adults Sign Up for Subscription Services, May 2023

% of respondents



Note: n=2,000 ages 18+; includes delivery services, digital media, food and groceries, gaming and movies

Source: SurveyMonkey, "State of Retail Report," July 28, 2023

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Insider Intelligence | eMarketer

**Key stat:** 43% of US adults say discounts are the main reason they sign up for subscription services, per May data from SurveyMonkey.

### Beyond the chart:

- The most popular category of subscriptions among all consumers is digital media, followed by delivery services, gaming, and food and groceries, according to SurveyMonkey.
- Subscription OTT connected TV platform ad spending will grow 40.5% this year to reach \$7.54 billion, per our March forecast.
- On the retail side, paid retail membership fee revenues will hit \$35.12 billion this year, a 6.5% increase from 2022, per our March forecast.

### Use this chart:

- Identify customer attitudes around subscription services.
- Build out your subscription service to attract consumers.

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*Methodology: Data is from the July 2023 SurveyMonkey report titled "State of Retail Report." 2,000 US adults ages 18+ were surveyed online during May 2023. The sample was weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the US.*