

Bored At Home, US Consumers May Be Eyeing New Subscription Services

ARTICLE

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As consumers continue to practice social distancing, it's no surprise that some are considering subscribing to popular services to help pass the time.

Services that US Internet Users Are Considering Subscribing to as a Result of the Coronavirus Pandemic, March 2020

% of respondents

| | |
|---|-----|
| Netflix | 19% |
| Disney+ | 14% |
| Amazon Prime Music | 11% |
| Amazon Prime Video | 11% |
| Spotify | 11% |
| The New York Times | 10% |
| Apple Music | 8% |
| The Washington Post | 8% |
| Xbox Live | 7% |
| Deezer | 6% |
| SoundCloud | 6% |
| Financial Times | 5% |
| PSN (PlayStation Network) | 5% |
| The Economist | 5% |
| The Guardian | 5% |
| VICE | 4% |
| Other | 6% |
| I'm not planning to pay for any new subscriptions | 56% |

Note: ages 16-64 who did not have each service prior to the outbreak
Source: GlobalWebIndex, "Coronavirus Research Release 4: Media Consumption and Sport," April 14, 2020

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According to a March GlobalWebIndex (GWI) survey, while more than half of respondents (56%) said they aren't planning to pay for new subscriptions, the second-largest share (19%) said they're thinking about subscribing to Netflix. Disney+ and Amazon Prime Video were also up for consideration, by 14% and 11% of respondents, respectively.

GWl's findings show that US internet users are considering a plethora of new services as lockdown persists, **despite other data that suggests consumers are pausing spending**.

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