

2023

US media consumption

Essential insight
for media planning



Introduction

We've been tracking Americans' consumption of media since 2019. While our quarterly media consumption tracker gives you quarter-by-quarter data, our annual report analyzes the longer-term trends.

We'll explore year-on-year changes – and what these mean for your 2023 media planning – with top tips to help you make the most of the opportunities.

Sample

1,000 nationally representative US consumers.
Survey concluded 30 March 2023. [View the survey.](#)

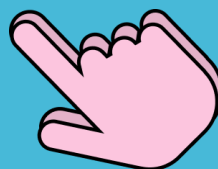
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TV trends

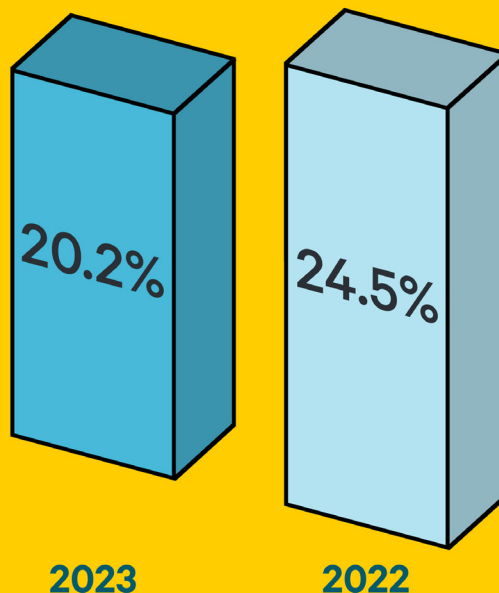
Live TV is making a comeback

Since we started tracking in 2019, the number of people watching live TV has continually declined, but that trend has reversed this year. In 2023, 20.2% of Americans say they typically don't watch live TV, which is a -4.3 percentage point decline compared to 2022.

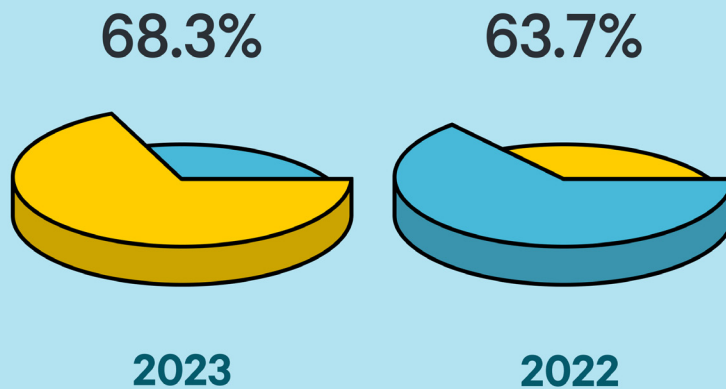
Tip

Gen Z are the least likely to watch live TV, but all other demographics spend a reasonable amount of time in front of the box daily.

Americans who don't watch live TV



Americans using free on-demand TV services



Increased demand for free on-demand TV

More people use free on-demand TV services: 68.3% typically use one daily, versus 63.7% in 2022. They're also watching them for longer than last year, with 2+ hour sessions increasing by +4.9 percentage points from 14.9% to 19.8%.

Tip

*The number of free TV services is growing; conduct research to find out which ones your **target audience** are watching.*

America's leading TV streamers



71.7%

+0.5pp



47.5%

+2.3pp



47.4%

+6.1pp

Netflix's growth initiatives have yet to make an impact

Despite introducing cheaper ad-supported pricing tiers and cracking down on password sharing, Netflix saw the smallest year-on-year growth of all the streaming platforms in our survey. Weekly users increased only fractionally, from 71.2% to 71.7%.

Tip

*Netflix plans to produce less original content in 2023 but make it **higher quality** - more hits like *The Night Agent* might help to turn its fortunes around.*

Fastest growing TV streaming services



+13.4pp



+9.7pp



+9.0pp



Paramount+ chalks up the biggest growth among streamers

Hit shows like Yellowstone have helped Paramount+ achieve the most significant year-on-year increase of all the TV streaming platforms in our survey: weekly users grew by +13.4 percentage points to 31.8%. YouTube TV saw the second biggest growth, rising from 15.7% to 25.4%.

Tip

According to Paramount, its free, ad-supported streaming service Pluto TV has also chalked up growth, now boasting 78.5 million global monthly active users.

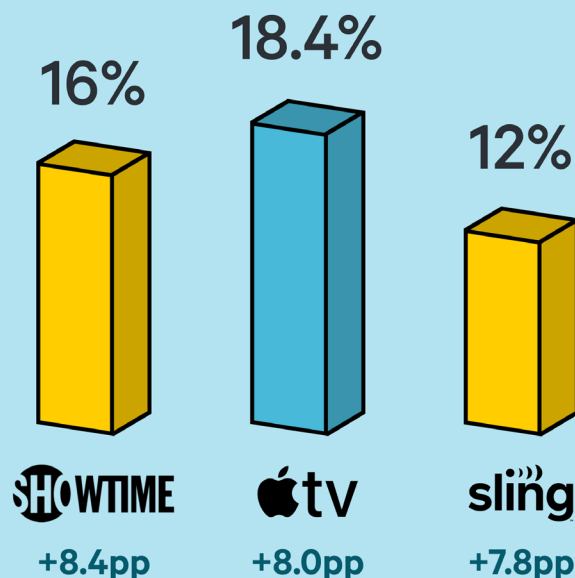
Small streaming players double their market share

Sling, which lets ‘cord cutters’ stream live TV via an app instead of paying for cable, has grown its market share from 4.2% to 12%. Showtime, meanwhile, has doubled weekly users from 7.6% to 16.0%, attracting attention from Paramount+ in the process. The two platforms have recently merged (called Paramount+ with Showtime).

Tip

Sling has introduced Freestream, which provides free access to over 300 channels and offers new opportunities for advertisers.

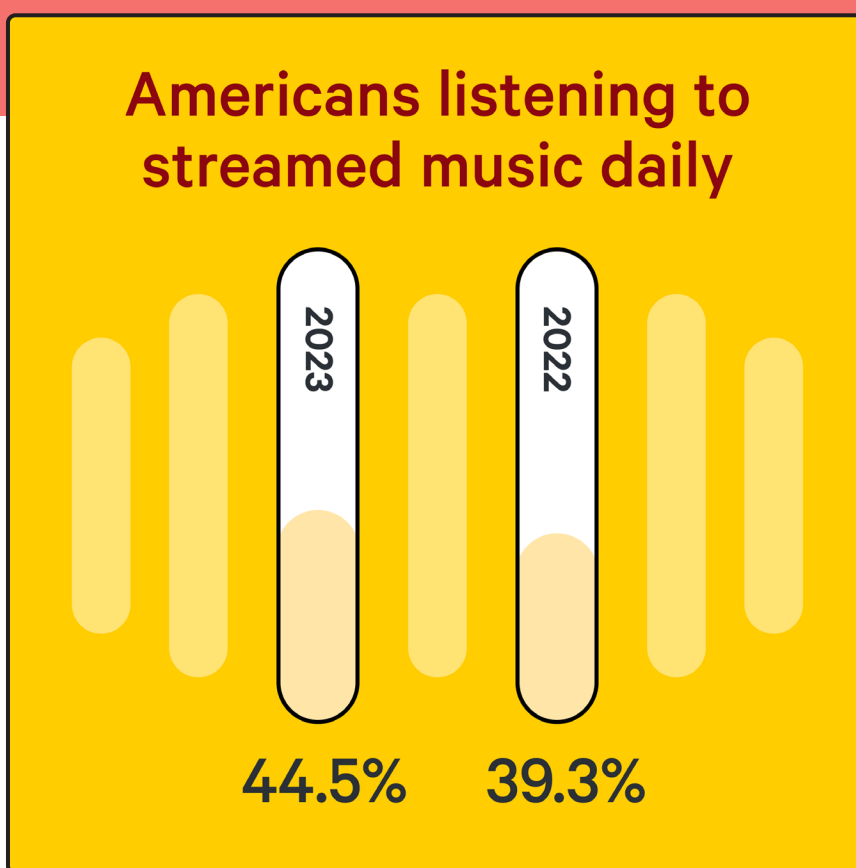
Market share among smaller TV streamers



Audio trends

Music streaming continues to grow

Almost half of Americans now listen to streamed music daily. The medium continues to grow steadily, recording a +5.2 percentage point increase in daily listeners year-on-year to 44.5%.



Tip

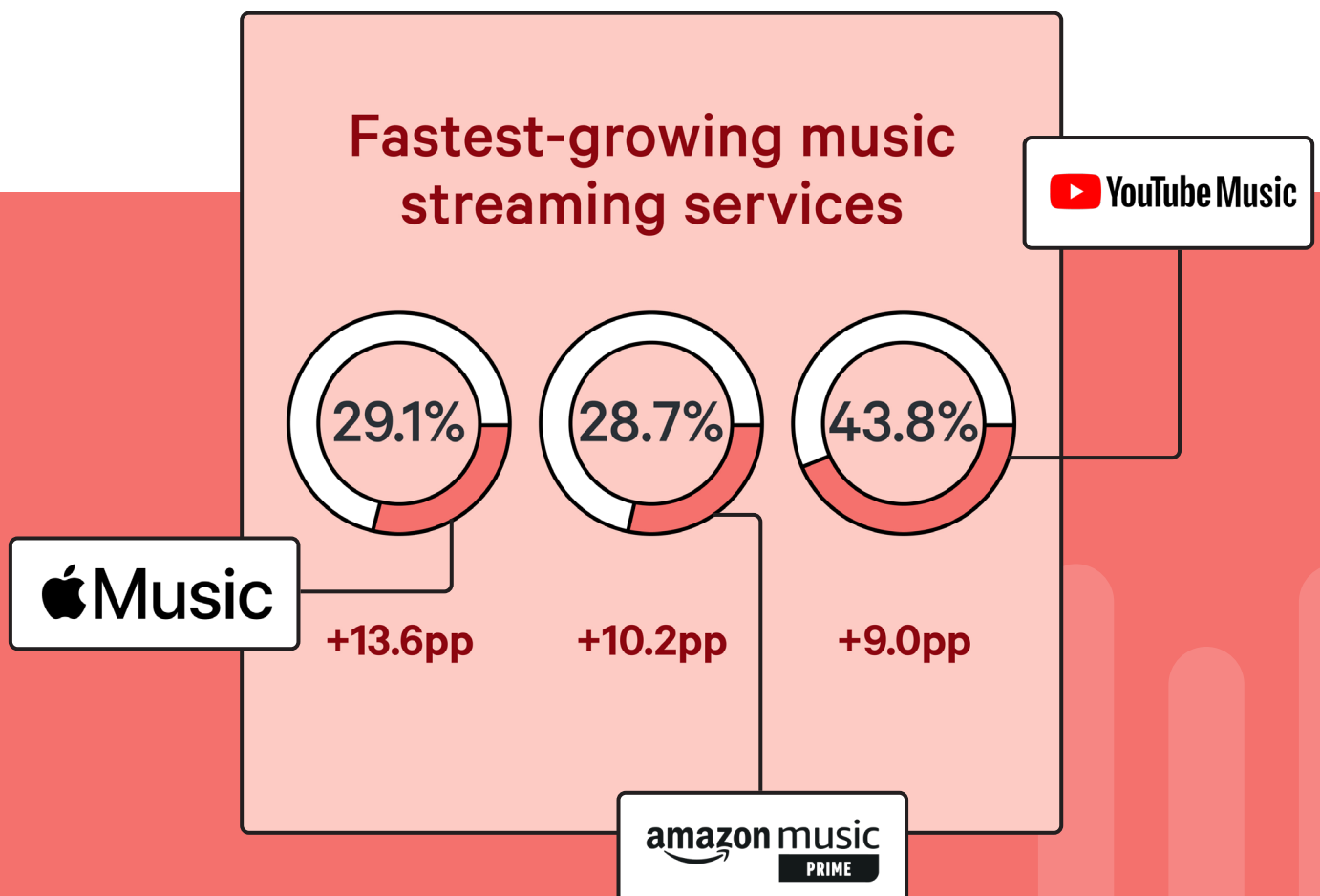
A massive 64.8% of Gen Z stream music daily, making streaming platforms a great place to reach this audience.

Apple Music catches up with rivals

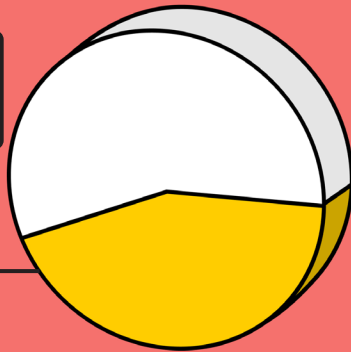
Apple Music has nearly doubled its market share since last year, growing +13.6 percentage points to 29.1%. It's the largest growth of all the music streaming platforms in our survey, putting it neck and neck with Amazon Music (28.7%).

Tip

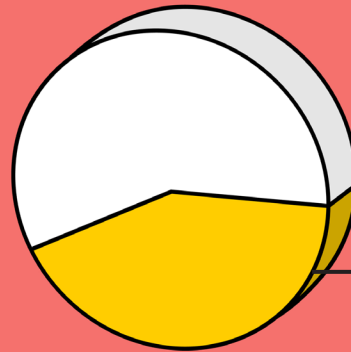
The adoption of Apple Music is much higher among younger Americans, which could indicate more growth to come.



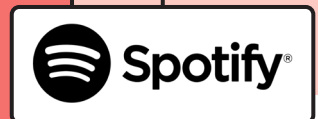
America's leading music streamers



43.8%



42.6%



YouTube Music knocks Spotify off the top spot

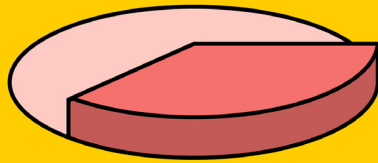
Spotify and YouTube Music have been duking it out for the last few quarters, but year-on-year data shows YouTube has the upper hand, with +9 percentage point growth to Spotify's +3.9. It's now the leader, with 43.8% of the US market.

Tip

*Millennials are YouTube Music's biggest fans:
58.7% use it regularly.*

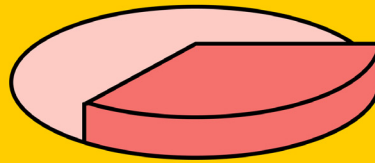
Americans listening to radio daily

37.0%



2023

35.4%



2022

Radio rallies against streaming

While music streaming is more popular than listening to the radio, this medium continues to grow modestly year-on-year. Daily radio listeners increased from 35.4% in 2022 to 37.0% in 2023.

Tip

Millennials and Gen X are likeliest to say they listen to the radio daily.

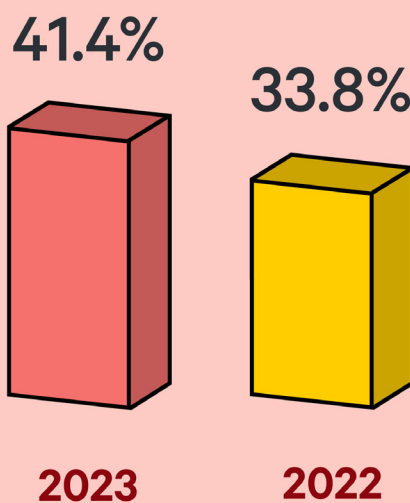
Podcast listening hits new high

The number of Americans listening to podcasts every week has increased by +7.6 percentage points to 41.4% (this includes a +5.4pp increase in daily listeners to 15.8%). Millennials drive most of the growth.

Tip

Comedy and true crime podcasts are the most popular, with close to 30% of listeners seeking them out.

Americans listening to podcasts weekly

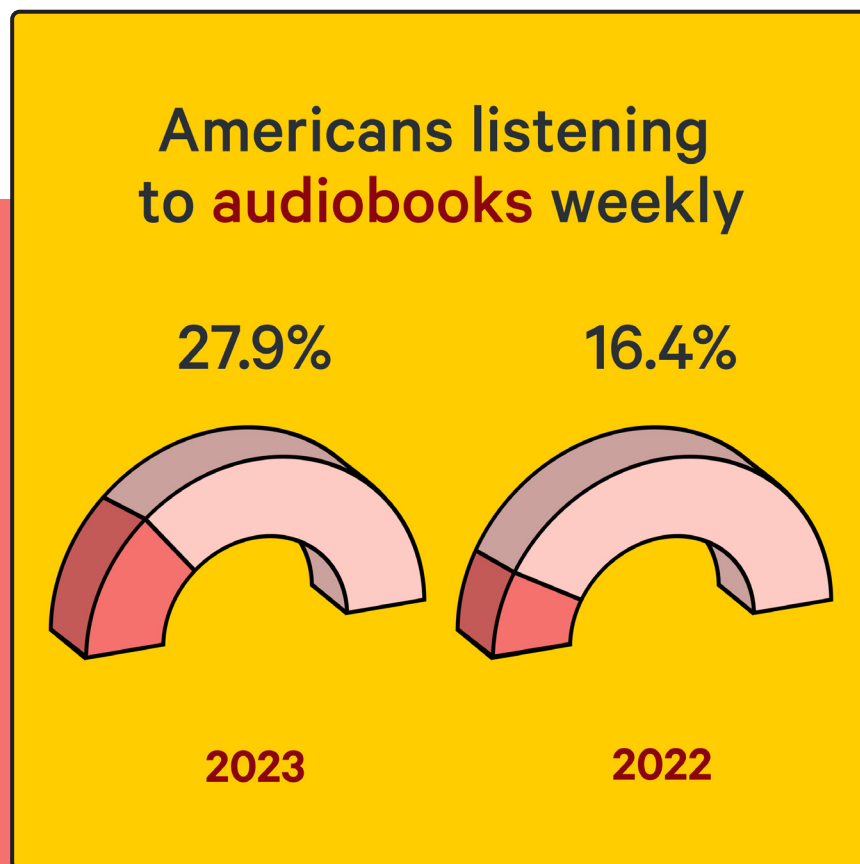


Weekly Audiobook listening leaps +11.5 percentage points

Perhaps it's thanks to the launch of Spotify's audiobook player, but weekly audiobook listening has received a big boost, growing +11.5 percentage points to 27.9%. What's more, daily listening has doubled from 4.02% to 8.95%.

Tip

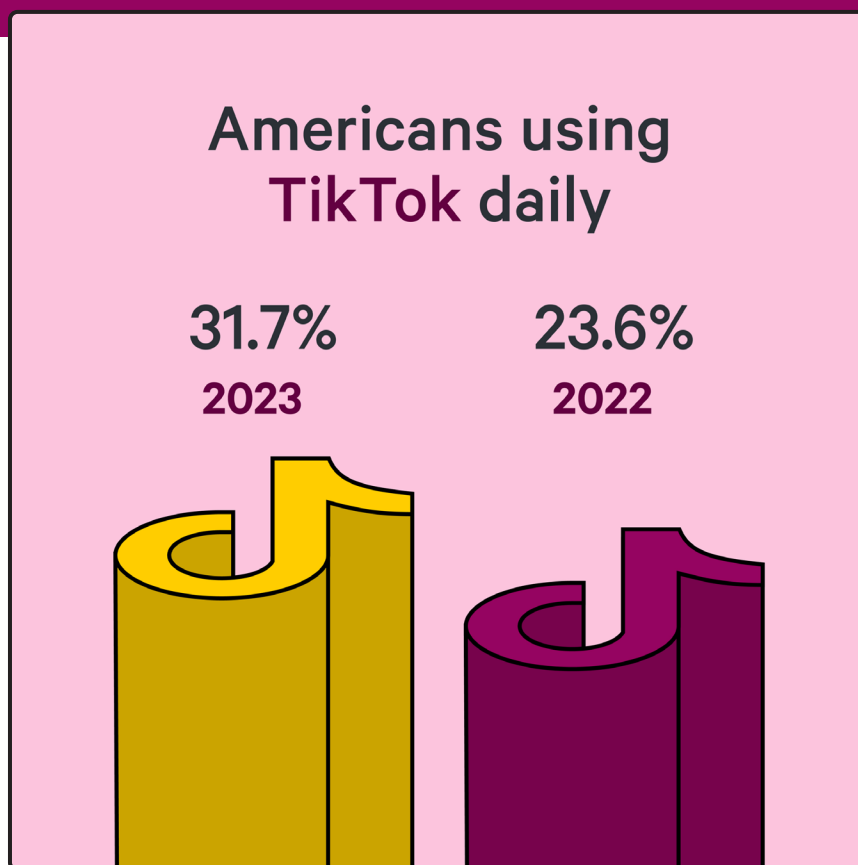
Millennials have embraced audiobooks far more than any other demographic: 47.3% listen to them weekly.



Social media trends

Americans clocking up time on Tiktok while they still can

With a looming TikTok ban, Americans are using the platform more than ever. Nearly 32% use it daily, an increase of +8.1 percentage points on 2022. We also see a slew of new users, with those who say they never use TikTok declining -12.2 percentage points to 34.6%.



Tip

Advertising on TikTok is not slowing. Some of the biggest US brands are said to be upping their spending.

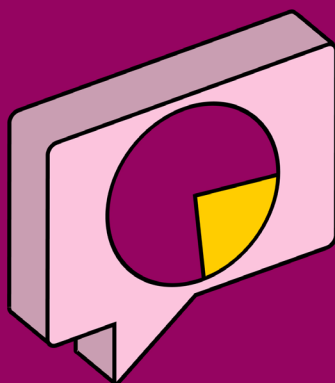
Musk takeover stimulates renewed interest in Twitter

The number of Americans using Twitter since Elon Musk took over has increased by +8.3 percentage points to 57.8%. Frequency of usage has also grown, with daily users rising from 18.8% to 23.3%: but that's still considerably below that of the platform's main competitors.

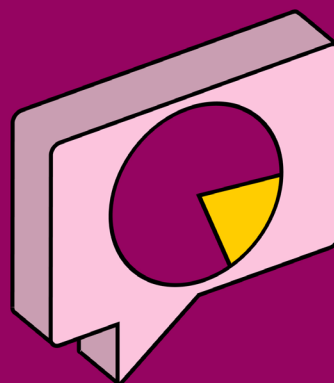
Tip

Many brands have paused their Twitter ads while Musk establishes new platform policies meaning there's less competition.

Americans using Twitter daily

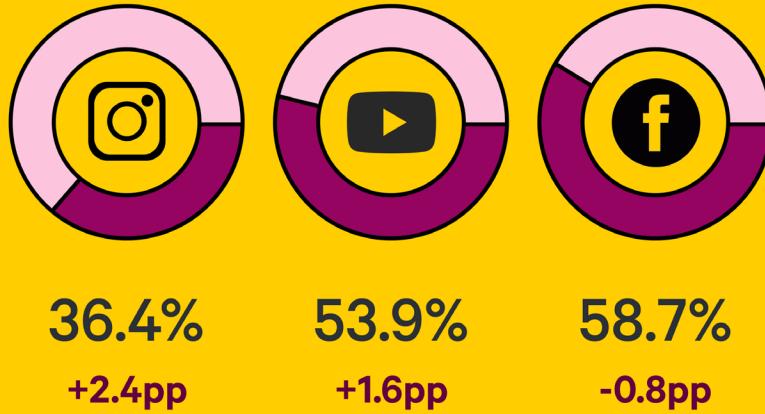


23.3%
2023



18.8%
2022

America's biggest social media platforms




Slow growth among the social behemoths

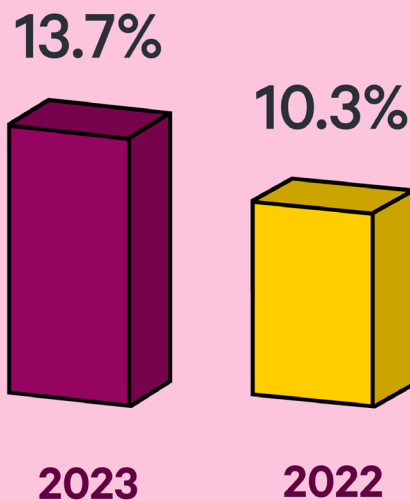
The top social media platforms failed to chalk up much growth over the last year. The number of daily Facebook users stagnated at 58.7%, while YouTube recorded a fractional increase to 53.9%. Instagram did manage to add some new users, with those who never use the platform decreasing by -6.2 percentage points to 27.9%.

Tip

New AI tools from Meta promise to make creating high-performing adverts on its platforms easier than ever.



Americans using Pinterest daily



Pinterest pins hopes on social shopping

New shopping features could be starting to stimulate growth for Pinterest. The number of Americans who use the platform, at least occasionally, has increased by +8.4 percentage points to 63.6%, while daily users have crept up to 13.7%.

Tip

'Pinterest Premiere Spotlight' is a new feature that prominently showcases a brand when users do a relevant search.

Snapchat fights TikTok for Gen Z engagement

Nearly 30% of Americans use Snapchat daily (an increase of +7.1pp on 2022), rising to 49.0% of Gen Z. The platform's popularity with this demographic is just behind that of TikTok, which 55.4% use daily. But YouTube still reigns supreme for Gen Z engagement, with 67.5% using it daily.

Tip

*Don't put all your eggs in TikTok's basket.
Snapchat still has a solid **Gen Z** reach.*

Gen Z daily users



67.5%



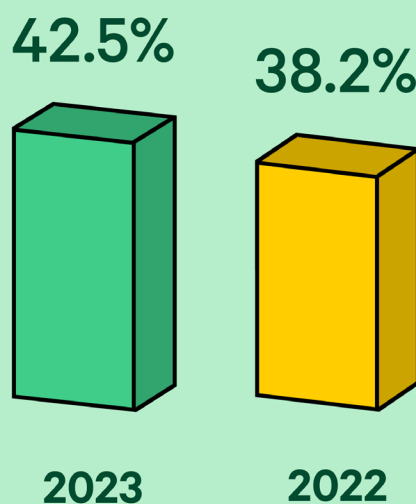
55.4%



49.0%

Print and digital media trends

Americans with paid-for content subscription



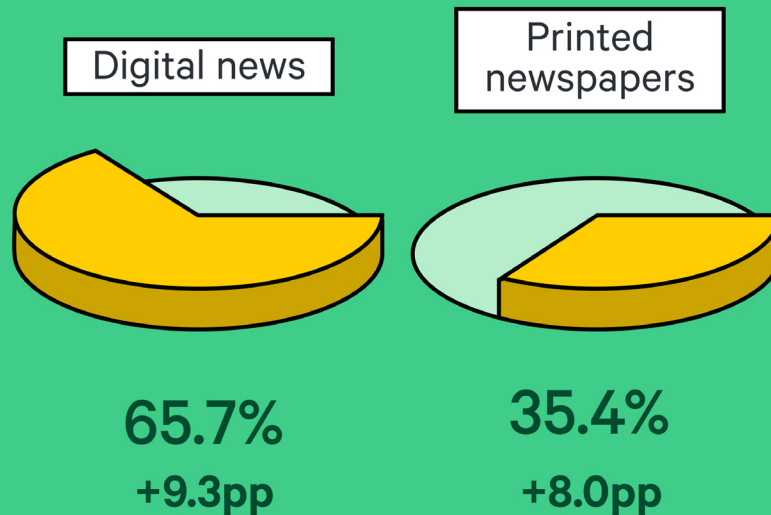
Content subscriptions defy inflation

Despite inflationary pressures, more Americans are paying for content than in 2022: 42.5% have subscriptions to newspapers and magazines (an increase of +4.3pp). We also see a +9.8 percentage point increase in the number of people with digital and print subscriptions, to 18.8%.

Tip

Millennials are the most likely to pay for content: 58.0% have a subscription.

Percentage of Americans reading news weekly



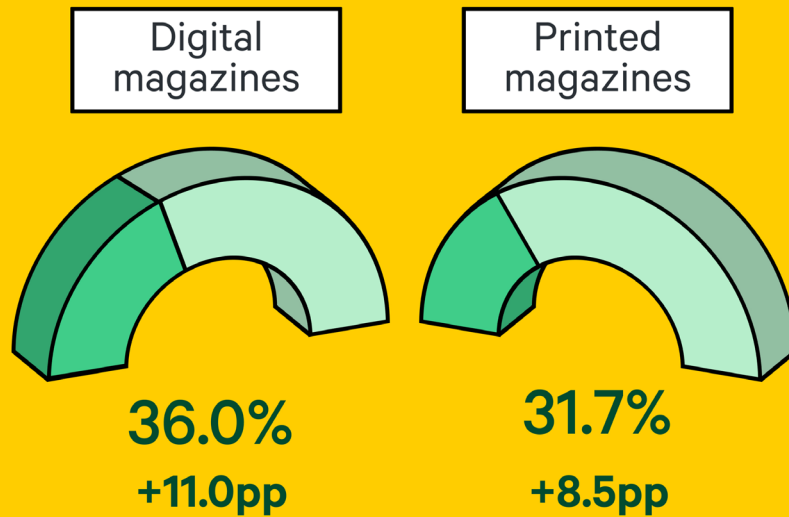
Increased appetite for news

The number of Americans accessing digital news at least once a week has grown by +9.3 percentage points to 65.7% (including a +3.6pp boost in daily users to 29.6%). Meanwhile, those reading printed newspapers every week has also grown by +8 percentage points to 34.0%.

Tip

Boomers are the biggest consumers of digital news, with 39.2% accessing it daily.

Percentage of Americans reading magazines weekly



Uptick in magazine reading

Digital magazines get a +11 percentage point boost in 2023, with 36% of Americans now accessing this content at least once a week. Weekly readership of printed magazines has also increased by +8.5 percentage points to 31.7%.

Tip

Millennials like picking up a printed magazine: 49.7% read one weekly, so it's worth finding out their favorite titles.

**Need to drill down into
your target audience's
media usage?**

Let us show you how

**Book a demo today
www.askattest.com**

