Netflix helped popularize binge viewing by releasing full seasons of ‘House of Cards’ in one day.

Last week NBC said it would make all the episodes of the upcoming drama “Aquarius” available at once, just like Amazon and Netflix do with their shows, and the network may be on to something.

Binge viewing is now the preferred method of watching TV shows, according to a new study from E-Poll Market Research, with more than two-thirds of all viewers and 75 percent of Millennials saying that having a full season of episodes available makes their viewing experience more enjoyable.

Even when it comes to traditional TV shows that air on a weekly basis on cable or broadcast, some viewers are willing to wait so they can binge. The study found more than half of TV viewers say they’ve waited for a full season of episodes to be made available before viewing.

Also, more than 70 percent of subscribers to streaming video on demand (SVOD) services such as Netflix say they stream shows during primetime hours, which cuts into traditional TV viewing.

The appetite for binging is being fed by the fact that viewers seem to like the original content offered by the various SVOD services. More than 85 percent of SVOD subscribers say the quality of original programming is as good or better than network TV programming, according to the study.

Also, six out of seven Netflix subscribers think that service’s original programs such as “House of Cards” are better than what’s available on traditional TV.