Objectives:

- To help companies better understand the current pay-TV marketplace, and why consumers have adopted or disconnected core video services
- To assess the current landscape of pay-TV in the US and consumers’ perceptions of their providers
- To help companies better understand the factors that contribute to consumers’ decisions to switch video providers or not subscribe at all
- To understand the consumers who are most “at risk” and why
- To understand the role that premium and Subscription Video on-Demand (SVOD) services play

Methodology & Coverage Areas

In June 2015, LRG fielded a survey questionnaire via telephone interviews with 1,222 adults age 18+ from throughout the continental United States (including 220 cell phone calls). The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the U.S.

Questions/issues that the survey addresses includes:

- What are the different characteristics of current pay-TV subscribers?
- Who has disconnected or downgraded services in the past year, and who might be next?
- Why have consumers disconnected, downgraded or added services?
- Why might consumers disconnect, downgrade or add services in the future?
- What programming is most popular, and how does programming impact the decision to get pay-TV?
- How do current consumer opinions of pay-TV compare to last year?