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Leichtman Research Group

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78% OF TV HOUSEHOLDS SUBSCRIBE TO A PAY-TV SERVICE

Pay-TV Penetration Varies Across Age Groups

Durham, NH – October 31, 2018 – New consumer research from Leichtman Research Group, Inc. (LRG) finds that about 78% of TV households nationwide subscribe to some form of pay-TV service. The percentage of TV households that subscribe to a pay-TV service is down from 86% in 2013, 87% in 2008, and 81% in 2004.

In TV households, 70% of adults ages 18-44 and 84% of ages 45+ subscribe to a pay-TV service. Comparatively, in 2013, 83% of adults ages 18-44 and 88% of ages 45+ had a pay-TV service.

These findings are based on a telephone survey of 1,152 households from throughout the United States, and are part of a new LRG study, *Pay-TV in the U.S. 2018*. This is LRG's sixteenth annual study of this topic.

Other related findings include:

- 32% of those that moved in the past year do not currently subscribe to a pay-TV service – a higher level than in previous years
- 44% using one TV at home are non-subscribers – compared to 23% using two TVs, and 12% using three or more TVs
- 27% of TV households with annual incomes <\$50,000 do not subscribe to a pay-TV service, compared to 20% with annual incomes >\$50,000
- Overall, about 7% of TV households last subscribed to a pay-TV service in the past three years, 7% last subscribed to a pay-TV service over three years ago, and about 8% never subscribed to a pay-TV service
- Mean reported monthly spending on pay-TV service among subscribers is about \$107 – an increase of 1% in the past year

“About 78% of households that use a TV currently subscribe to a pay-TV service, yet pay-TV subscriptions are not consistent across demographic group,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “The penetration of pay-TV among younger individuals and related groups, including renters, singles, and movers, has declined at a faster pace in recent years, expanding demographic divides in pay-TV.”

About Leichtman Research Group, Inc.

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on the broadband, media and entertainment industries. LRG combines ongoing consumer research studies with industry tracking and analysis, to provide companies with a richer understanding of current market conditions, and the adoption and impact of new products and services. For more information about LRG, please call (603) 397-5400 or visit www.LeichtmanResearch.com.

Pay-TV in the U.S. 2018 is based on a telephone survey of 1,152 adults age 18+ from throughout the continental U.S. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the U.S. The telephone survey (including landline and cell phone calls) was conducted in September-October 2018. The overall sample has a statistical margin of error of +/- 2.9%.

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