



# LRG

Leichtman Research Group

**FOR IMMEDIATE RELEASE**

## **75% OF TV HOUSEHOLDS SUBSCRIBE TO A PAY-TV SERVICE**

*Consumer Spending on Pay-TV is Leveling off*

**Durham, NH – November 5, 2019** – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 75% of TV households nationwide subscribe to some form of live pay-TV service. The percentage of TV households that subscribe to a live pay-TV (cable, satellite, Telco, or Internet-delivered) service is down from 84% in 2014, 87% in 2009, and 81% in 2004.

Mean reported spending on pay-TV service among subscribers is \$109.60 per month, an increase of about 6% since 2016. Including non-subscribers, mean spending on pay-TV across all households is about \$80 per month, a figure that is slightly lower than the per household spending in 2015.

These findings are based on a telephone survey of 1,115 households from throughout the United States, and are part of a new LRG study, *Pay-TV in the U.S. 2019*. This is LRG's seventeenth annual study of this topic.

Other related findings include:

- 60% of pay-TV subscribers have a bundle of services from a provider – compared to 67% in 2014
- 83% of adults ages 45+ have a pay-TV service – compared to 64% of ages 18-44
- 87% of households with three or more TVs have a pay-TV service – compared to 75% with two TVs, and 52% with one TV
- 47% of all TV sets in use have a pay-TV providers' set-top box – marking the first year since 2010 that set-tops have been connected to less than half of all TVs
- 27% of TV households have an over-the-air TV antenna – including 53% among pay-TV non-subscribers

- 54% of TV households have both a pay-TV service and an SVOD service, 21% only have a pay-TV service, 20% only have an SVOD service, and about 5% have neither pay-TV nor SVOD

“Three-quarters of households that use a TV currently subscribe to a pay-TV service. This is similar to the total receiving an SVOD service,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “With more options for watching live and on-Demand video, consumers are increasingly choosing to cobble together the services that meet the viewing and economic needs of their household.”

**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](http://www.LeichtmanResearch.com).

*Pay-TV in the U.S. 2019* is based on a telephone survey of 1,115 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 2019. The overall sample has a statistical margin of error of +/- 2.9%.

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