39% OF ADULTS WATCH VIDEO VIA A CONNECTED TV DEVICE DAILY

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82% of U.S. TV Households Have at Least One Connected TV Device

Durham, NH – June 4, 2021 – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 82% of U.S. TV households have at least one Internet-connected TV device, including connected Smart TVs, stand-alone streaming devices (like Roku, Amazon Fire TV stick or set-top box, Chromecast, or Apple TV), connected video game systems, and/or connected Blu-ray players. This compares to 80% with at least one connected TV device in 2020, 74% in 2019, 65% in 2016, and 30% in 2011.

Overall, 39% of adults in U.S. TV households watch video on a TV via a connected device daily – compared to 40% in 2020, 31% in 2019, 19% in 2016, and 3% in 2011. Younger individuals are most likely to use connected TV devices. Among all ages 18-34, 54% watch video on a TV via a connected device daily – compared to 43% of ages 35-54 and 22% of ages 55+.

These findings are based on a survey of 2,000 TV households in the U.S., and are part of a new LRG study, Connected TVs 2021. This is LRG’s eighteenth annual study on TVs in the U.S.

Other findings include:

- 35% of adults with a pay-TV service watch video via a connected TV device daily – compared to 50% of pay-TV non-subscribers
- 60% of adults watch video via a connected TV device at least weekly – compared to 59% in 2020, 52% in 2019, 40% in 2016, and 10% in 2011
- 55% of TV households have at least one stand-alone streaming device – up from 49% in 2019, 33% in 2016, and 3% in 2011
- About 43% of all TV sets in U.S. households are connected Smart TVs – an increase from 32% in 2019, 19% in 2016, and 7% in 2014
• In 2021, mean reported spending on a new TV was about $530 – compared to about $795 in 2016

• Given a choice of screens, 78% prefer to watch video on a TV set, 11% on a computer, 8% on a smartphone, and 3% on a tablet

“Use of connected TV devices levelled off over the past year after being pulled forward due to the coronavirus pandemic last year. Still, 39% of adults watch video on a TV via a connected device daily, and 60% at least weekly,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Over 80% of TV households in the U.S. now have at least one connected TV device, with a mean of 4.1 devices per connected TV 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.

Connected TVs 2021 is based on a survey of 2,000 adults ages 18+ from throughout the U.S. in households with a TV set. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic makeup of the U.S. The survey, conducted in April-May 2021, included a sample of about 1,250 online and about 750 via telephone (including landline and cell phone calls). The overall sample has a statistical margin of error of +/- 2.2%. The online sample used exclusively for some questions has a statistical margin of error of +/- 2.8%.

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