

TV Viewership Index

A 2021 poll examining consumer trends and investments in the TV-viewing experience.



The pandemic redefined the meaning of “watching television.” As Americans stayed home to stay safe, television became a lifeline — keeping us entertained, informed and connected.

70%

Say watching local news programs makes them feel connected to their community

75%

Bought new devices to upgrade their TV-viewing experience in the past year

TV viewership is now dramatically different with many Americans investing in new devices, subscribing to new services, and craving new types of content.

To understand these evolving consumer demands and preferences for watching TV, Mohu commissioned a survey* of 1,200 U.S. adults ages 18 and older that currently subscribe to at least one TV service. The report exposes the renewed value of television in Americans’ daily lives and the lengths they’ll go to get their fix.

1 in 3

Spend more than 7 hours a week watching TV at home

3 in 5

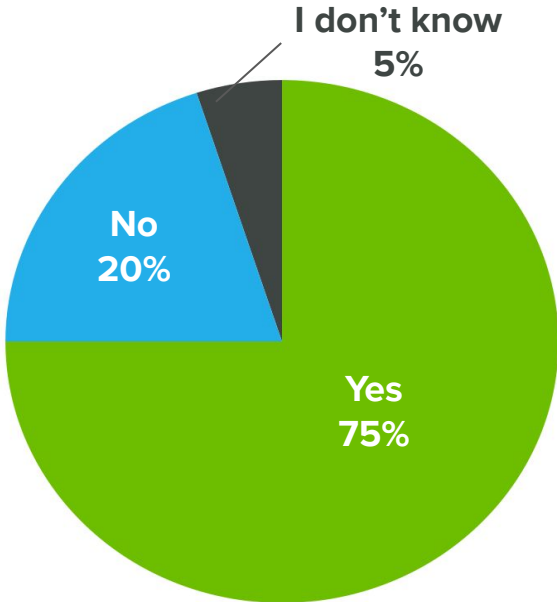
Subscribe to more TV services than they did last year

* Survey conducted September 2021 with a mobile survey platform

Upgrading the TV Experience

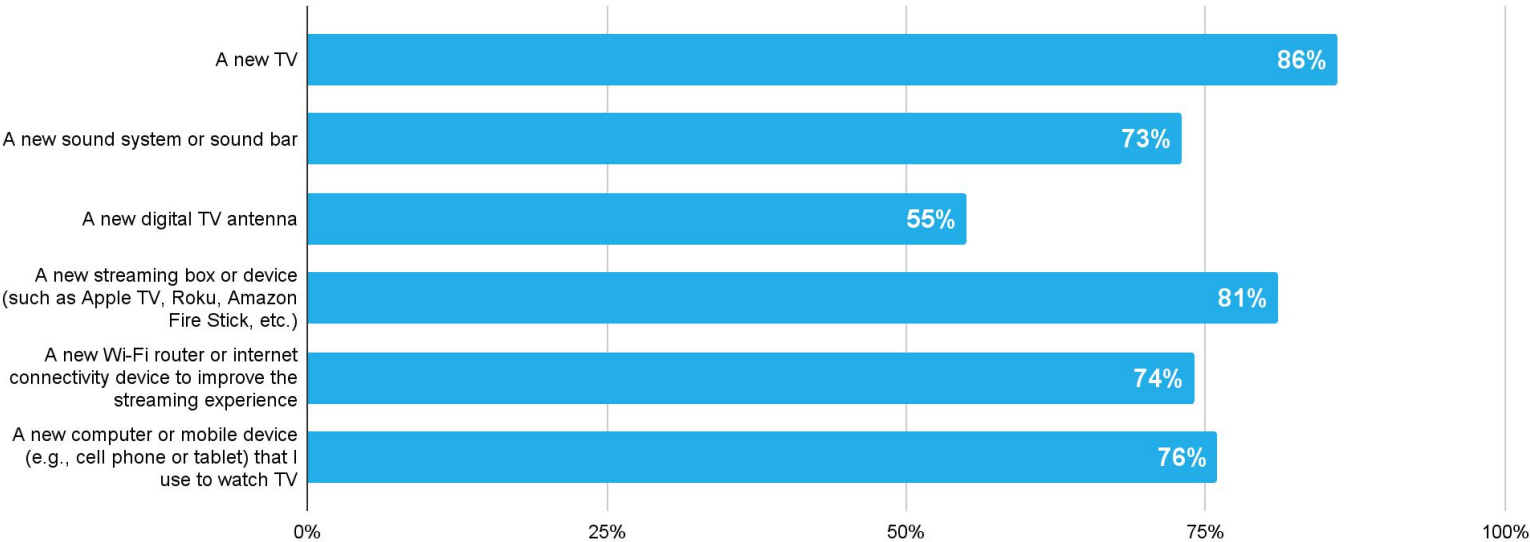
FINDINGS: TV Experience

In the past year, have you upgraded your television set-up with new devices (i.e. purchased a new TV or other viewing device, TV sound system, etc.)?



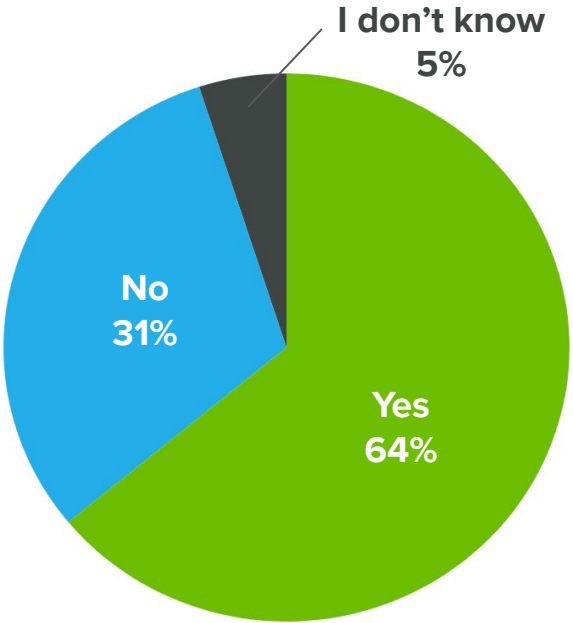
Watching TV is an important investment for Americans. **3 in 4 have upgraded their TV set-up in the past year.**

The top devices Americans have invested in include new TVs (86%), streaming boxes (81%) and mobile devices for viewing (76%).



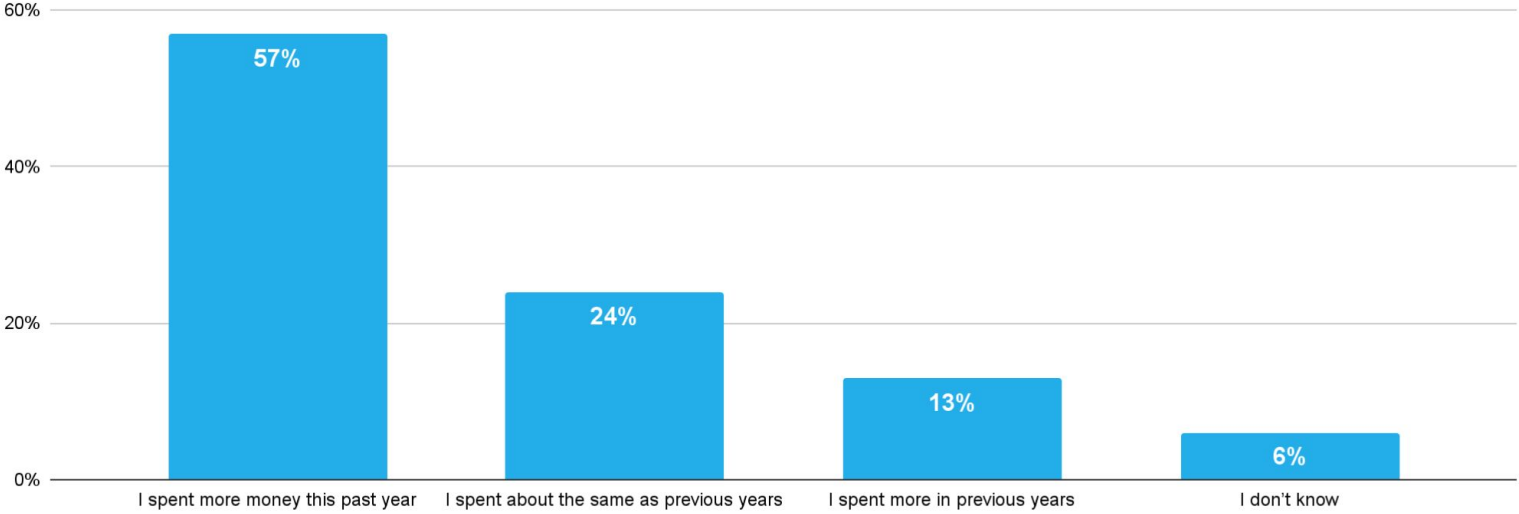
FINDINGS: TV Experience

In the past year, have you purchased new seating, furniture or other home décor to improve your TV-viewing experience?



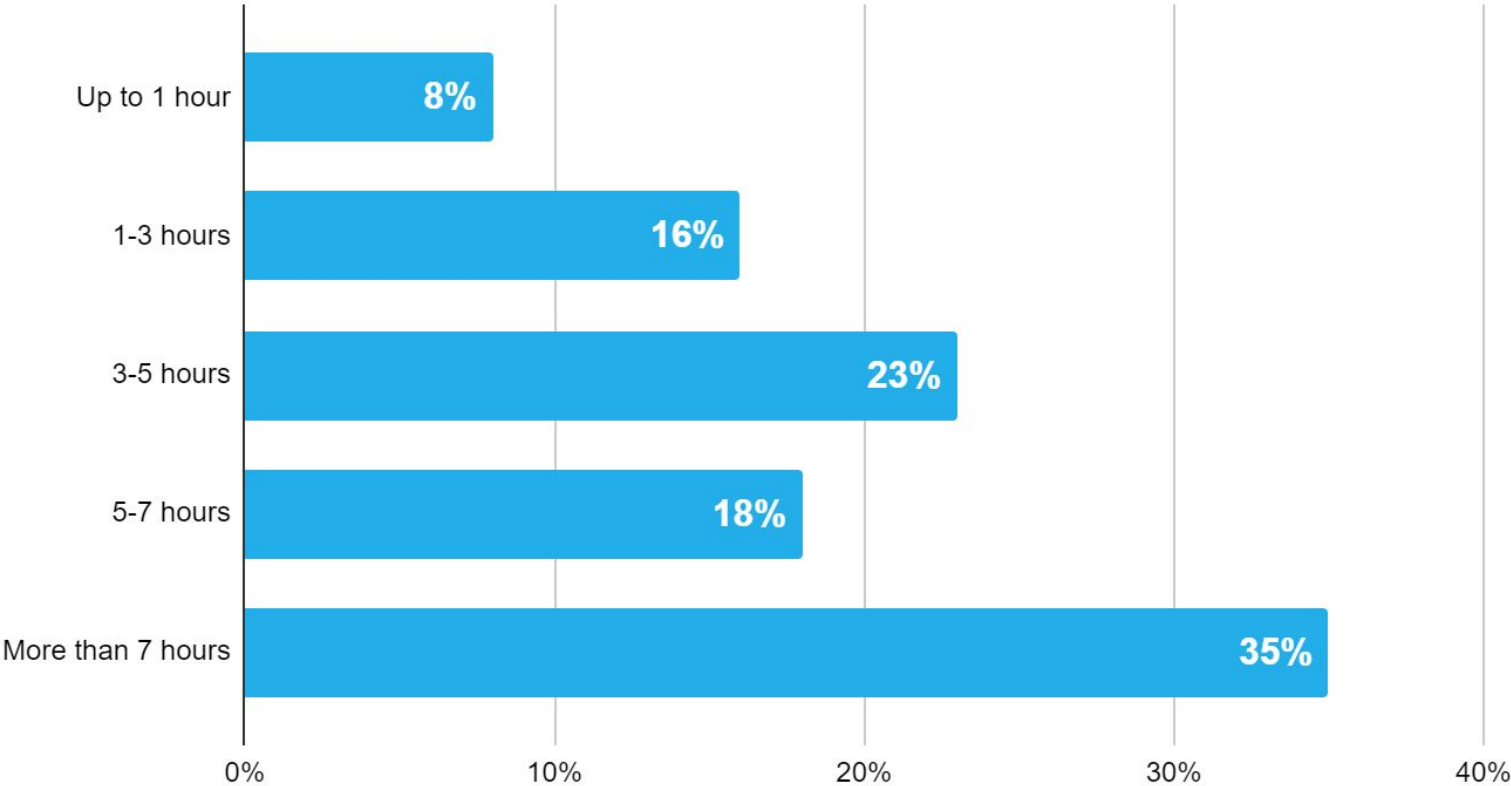
Watching television is so important to Americans that **2 in 3** have purchased new home items such as furniture to improve the experience.

While pandemic restrictions have lifted, many Americans continue to stay home, resulting in more TV screen time. **Most have spent more money upgrading their TV-viewing experience** than previous years.



FINDINGS: TV Experience

On average, how much time do you spend watching television in your home each week (whether on a TV, computer or mobile device)?

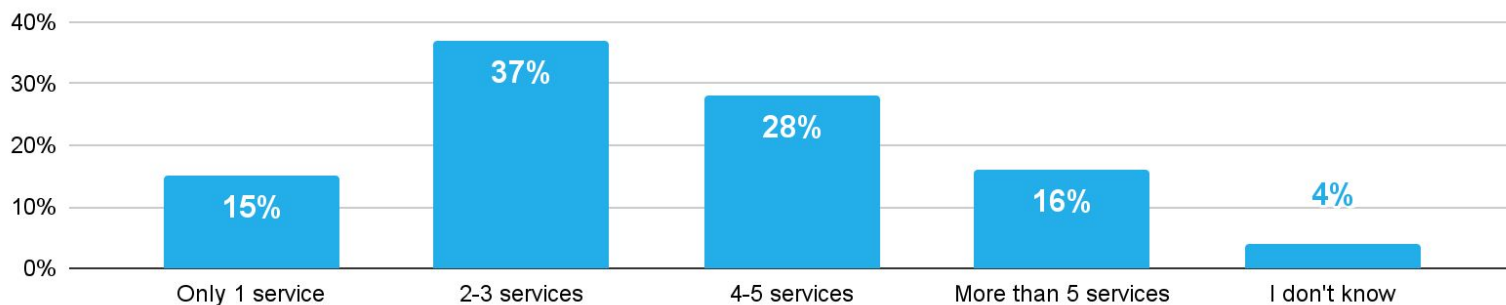


Watching TV has become a great American pastime with **more than 1 in 3 viewers spending more than seven hours per week in front of their screens.**

Evolving TV Subscription Habits

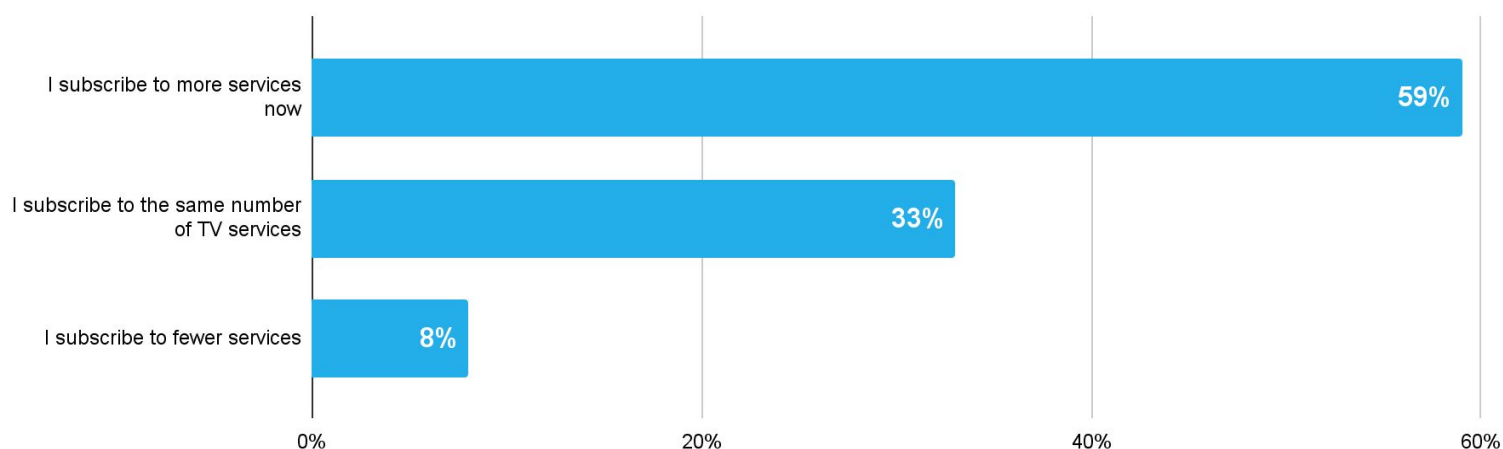
FINDINGS: TV Subscriptions

How many TV subscriptions (including broadcast, cable packages and/or streaming services) do you currently subscribe to?



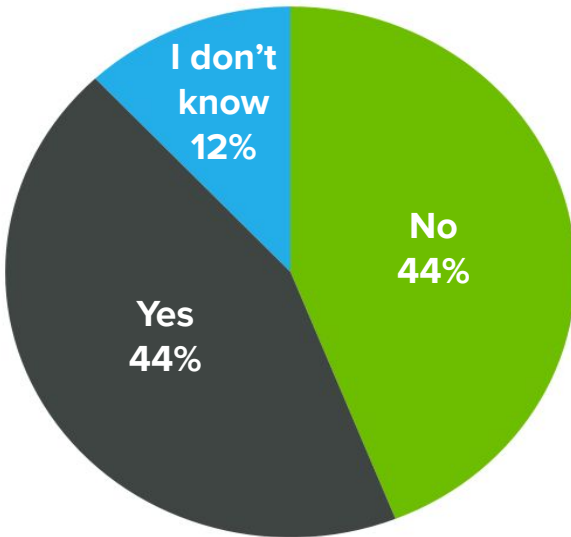
Americans are diversifying their TV-viewing experience with new subscriptions.

- **More than 2 in 5 Americans subscribe to four or more TV services**
- 3 in 5 currently subscribe to more services than they did last year



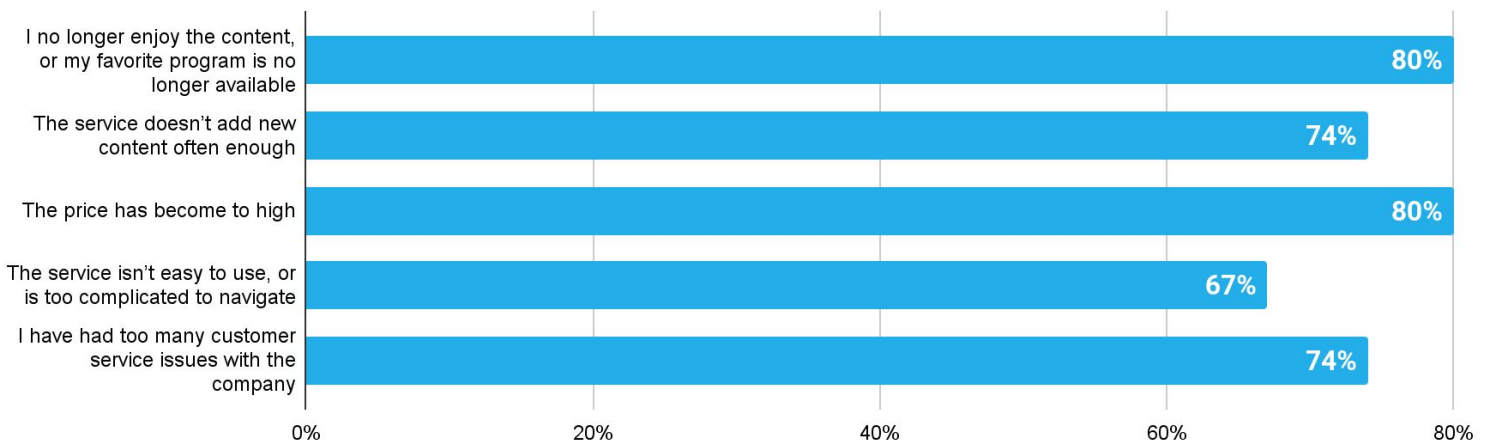
FINDINGS: TV Subscriptions

Do you expect to cancel any of your current TV packages or streaming subscriptions in the next 6 months?

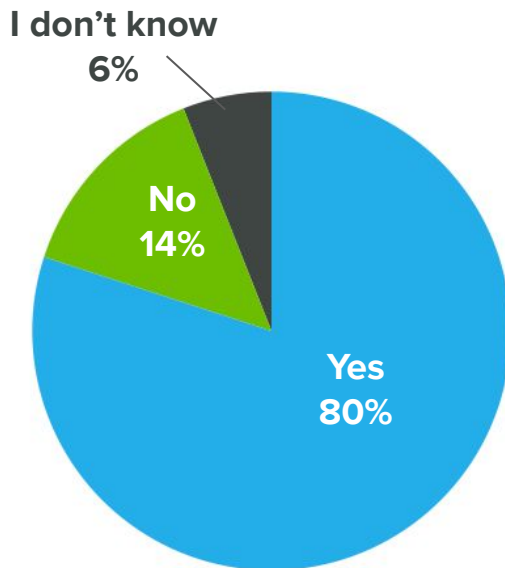


More than **2 in 5 Americans** plan to cancel at least one TV subscription in the short term.

Of those who plan to cancel subscriptions, **the top reasons are rising costs and lacking content (80% each).**



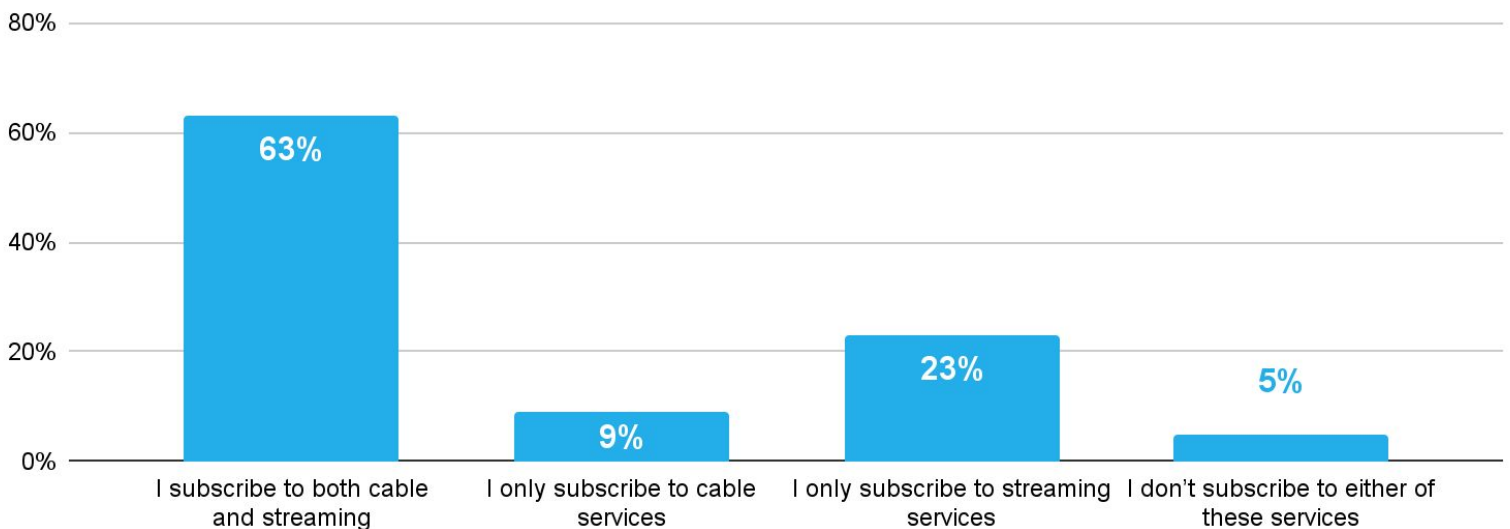
Typically when you subscribe to a new TV service, do you expect to keep the subscription for the long-term (i.e. more than a year)?



TV subscriptions are a long-term commitment for Americans. **4 in 5 expect to keep their TV subscriptions for more than year.**

1 in 7 admit to experimenting with shorter-term TV subscriptions.

Streaming and cable aren't mutually exclusive. In fact, **3 in 5 Americans don't want to choose between the two, so they subscribe to both.**



FINDINGS: TV Subscriptions

Do any of the following describe your behaviors or preferences with TV services today?

“Yes” responses

I have subscribed to a TV service through a free trial, but cancelled it before I was charged.

55%

I have cut the cord (i.e. cancelled cable TV packages), or I plan to cut the cord in the next 6 months.

54%

I have used a friend’s or family member’s TV subscription login so I didn’t have to pay for my own.

48%

My TV subscription costs have forced me to tighten my budget for other personal spending (e.g., going to restaurants, shopping, traveling, etc.)

48%

Americans are getting creative with cutting costs to support their TV viewing behaviors. **More than half have leveraged free trials to access content and many are cutting the cable cord.**

New Demands for TV Content

FINDINGS: TV Content

What is the primary way you access the following TV content?

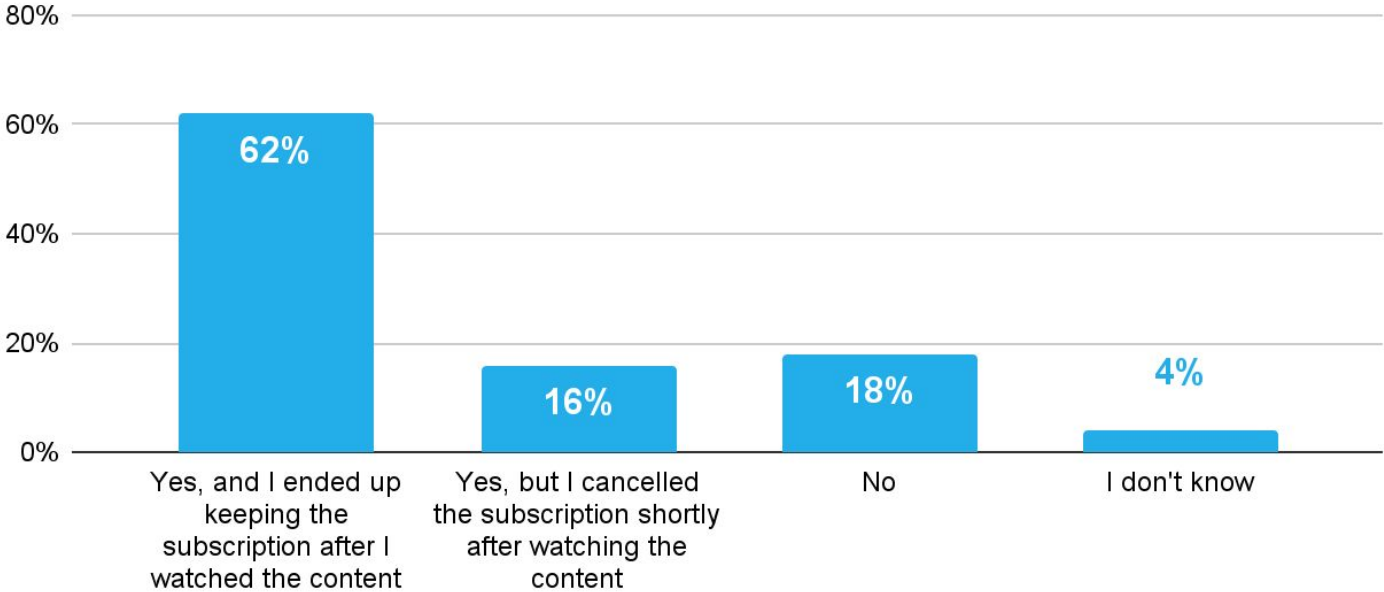
	Cable / Satellite	Streaming	TV Antenna	I don't know
Local news programming	54%	26%	12%	8%
National news programming	46%	34%	11%	9%
Professional sports	44%	33%	11%	12%
Your favorite TV show(s)	36%	50%	10%	4%
Movies	30%	57%	8%	5%

Cable reigns as the go-to source for informative news programs, while Americans increasingly depend on streaming services for entertainment content. In fact, **half of Americans say their favorite TV show is on a streaming service.**

TV antennas have a dedicated group of viewers with about 1 in 10 using these devices to access all the different types of TV content.

FINDINGS: TV Content

Have you ever signed up for a specific streaming service or cable package solely to watch one particular piece of content (e.g., a new movie, show, sports game, or other TV programming)?



Americans are easily enticed by new TV content. **3 in 4 have subscribed to a new TV service just to watch one particular show, movie or program.** Of this group, 62% ended up keeping the subscription after watching the content.

Do any of the following describe how you feel about the types of TV content you watch?

“Yes” responses

I subscribe to different TV services because I like to have a lot of content options available.

74%

I enjoy watching local news programs because it makes me feel connected to my community.

70%

I feel overwhelmed by the amount of content available via streaming services.

57%

I keep my cable package solely to watch sports content.

49%

How much content is too much? **3 in 4 Americans subscribe to different services so their content well never dries up.**

At the same time, more than half feel overwhelmed by the amount of content available on streaming services.

A Final Word

CONCLUSION

As Americans spend more time at home, TV no longer just serves as a source of entertainment — it's how we access critical news and information that connects us to our communities and the world.

In fact, TV has become so important that consumers are putting spend behind creating an optimal at-home viewing experience — from investing in new devices and subscriptions to even upgrading the furniture in their living rooms.

However, the financial investments have hit a tipping point. Cost is the main reason that many plan to cancel streaming subscriptions or cut the cable cord in the near future. The rising price of TV services could leave millions in the dark with no way of accessing entertainment, critical information or local news. **It's time we shine a light on smarter, more cost-effective ways to watch TV.**

Our mission is to ensure every American has access to the TV content they want and need, regardless of their financial situation. We're committed to seamlessly delivering live TV and broadcast without the hefty monthly bill, so viewers never have to sacrifice content for cash.

As the leading provider of digital antennas for over-the-air TV, we're committed to supporting consumers' cord-cutting journeys and allowing them to reduce monthly TV costs while maintaining access to essential TV programming.

Thank you!

For more information about this survey, contact
mohu@shiftcomm.com.