



5 Insights Marketers Should Know About People Who Watch Reality TV

Image Credit: Pinho via Unsplash

CivicScience contact@civicscience.com · Published: July 29, 2025

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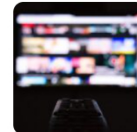
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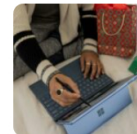
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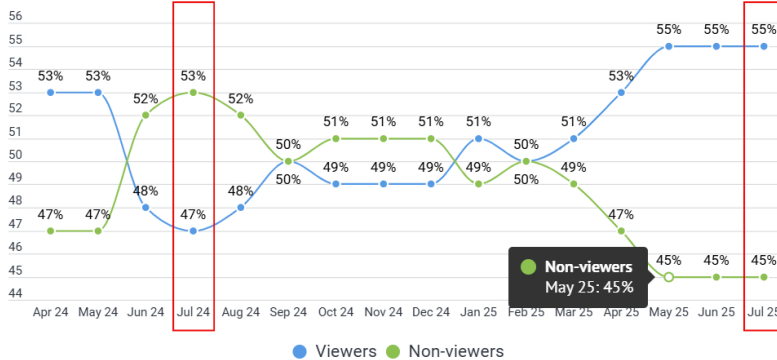
CivicScience is a consumer analytics and advertising platform capturing over one million survey responses daily — turn real-time data into actionable insights [here](#).

For many reality TV enthusiasts, summer means the return of several long-running reality TV shows like 'The Bachelorette,' 'Big Brother,' and 'Love Island.' This year, even with 'The Bachelorette' [skipping a production season](#), overall viewership of reality TV is up significantly compared to last July.

Most people watching reality TV are light viewers (1-5 hours per week). Viewers sway more female than male, but men hold their own when it comes to interest in reality TV. Documentaries are the most popular type of reality TV, but competition and dating/romance follow close behind.

Answer our Poll: [Would you ever participate in a reality TV show?](#)

How much would you say you watch reality TV in an average week?—Monthly Percentages



159,515 responses from 04/01/2024 to 07/23/2025
Weighted by U.S. Census 18+
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What else does CivicScience data have to say about reality TV viewers? Here are five more things all marketers should know about reality TV enthusiasts:



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All insights were derived from comparisons between U.S. respondents 18+ who watch at least one hour of reality TV per week compared to those who watch 0 hours per week (25,186 responses from 01/01/25 to 07/23/25).

1

Reality TV enthusiasts are 17 percentage points more likely to say their **personal spending was higher than usual over the last 7 days**.



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2

Fifty percent of reality TV viewers are likely to **switch smartphone manufacturers in the next 90 days**, compared to 7% of non-viewers.



Image Credit: Shiva ID on Unsplash

3

When it comes to movie genres, reality TV viewers are more likely to **prefer horror and thriller movies** than non-viewers.



Image Credit: Jeshan Jajota on Unsplash

4

Fifty-seven percent of reality TV watchers **say fashion trends influence what they wear**, while only 26% of non-watchers say the same.



Image credit: Cesar La Rosa on Unsplash

5

Reality TV viewers are 5x as likely to say they **have a positive perception of a brand** that uses AI in its advertising.



Image credit: boliviainteligente on Unsplash

CivicScience gives media and publisher partners the knowledge to create relevant content and build stronger audience connections.

We're Already Studying Your Audience
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Are you a fan of "Love Island"?

☐ Yes

☐ No

☐ Never heard of it

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