



APRIL 2026

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Media Consumption Survey

2026

Internal

Background and Methodology



Background

Streaming platforms continue to dominate the entertainment landscape, capturing audiences with an abundance of content across genres and interests. While streaming has revolutionized how consumers engage with entertainment, traditional cable/satellite television remains a strong contender. Building on the findings from the 2025 study, this year’s research aims to dive deeper into the shifting dynamics of media consumption

Research Objectives:

- Capture preferred channels and reasons that drive change with a focus on return to cable / new to cable customers
- Understand the key factors driving channel choice such as price, exclusive content, and bundling
- Explore devices used primarily for watching content and usage of double screens
- Capture monthly spend for cable vs streaming, frequency of subscription reviews, anticipated change to cost and number of subscriptions
- Impact of ads: reaction to ads and actions taken after viewing an ad during movies, shows, news, or sports



Survey Respondents (Total n=1,627)

To qualify for the research, respondents had to be between 18 and 77 years of age

	Number of completes (unweighted base)	Sample distribution for reporting
 Gen Z (18 to 29 yrs old)	322	20%
 Millennials (30 to 45 yrs old)	445	27%
 Gen X (46 to 61 yrs old)	419	26%
 Boomers (62 to 77 yrs old)	441	27%



Data Collection

- March 12th to March 20th 2026

N.B.

- Results in this report that are statistically significantly different are shown at the 95% confidence interval level.

Summary of Key Findings

Overall Key Takeaways

Prime and Netflix are the top platforms used to watch movies, shows, news, or sports followed by cable/ satellite TV

- 1 in 3 consumers use both cable/ satellite TV and streaming services; 1 in 10 use only cable/ satellite TV.
- Other widely used streaming services are Peacock, Disney+, Paramount, and YouTube, each used by 1/3rd of consumers.
- Cable/ satellite TV is likely to have long term subscribers (more than 5 years) followed by Prime and Netflix.

Cable/ Satellite TV is preferred for news and sports whereas streaming services are preferred for movies and shows

- 6 in 10 Gen X and 8 in 10 Boomers prefer cable/ satellite TV for shows.
- Majority prefer streaming services to watch movies, but Boomers are more split between cable/ satellite TV and streaming services.

Unsurprisingly price is a key factor while choosing Cable TV/ Satellite or streaming services and second to it is variety of content

- Consumers spend an average of \$120 on cable/ satellite and \$42 on streaming services per month.
- While yearly review is most common, 1 in 5 Gen Z and Millennials review their subscription every month.
- More than 7 in 10 streaming service users appreciate the ability to pause or cancel their subscription anytime.
- Millennials and Gen Z streaming service users prefer access to new and unique content more than older users.

Majority of Cable/ satellite TV users feel that the service has something for everyone and is easy to manage

- 1 in 4 Gen Z consumers who have never had cable/ satellite TV and about 3 in 10 Millennials who used to have the service in the past year are considering getting it (back) in the next 12 months.
- Top reasons to get cable among those who currently do not have it are related to streaming services getting more expensive and the availability of special promotions/ discounts.
- However, cost related concerns are still prevalent when it comes to cable/ satellite TV.



Overall Key Takeaways

9 in 10 use another device while watching something on their primary device

- 4 in 10 report using a secondary screen often or always which is typically a cellphone.
- Half of those who double screen are on social media or texting and about a third are shopping online while watching movies, shows, news, or sports.

9 in 10 consumers pay attention to ads to some extent and generally neutral or open to watching ads

- 1 in 5 of those who pay attention to ads look up the brand online via websites or reviews.
- 1 in 10 report having purchased a product after seeing an ad.



Detailed Findings

Channel use and preferences

Consistent with past waves, cable/satellite TV use skews older, while the younger generations are more likely to be streaming. Virtually all Millennials and Gen Z respondents use a streaming service.

- Overall, 3 in 10 use FAST channels; least used by Boomers.
- About 1 in 5 Gen Z and Millennials currently subscribe to sports channels.
- The average number channels used decreases with age.

Summary of service usage						
		Total (n=1,627)	Gen Z (n=322)	Millennials (n=445)	Gen X (n=419)	Boomers (n=441)
	Cable/satellite TV	40%	29%	32%	40%	56%
	Streaming service(s)	89%	98%	96%	89%	76%
	Cable/satellite TV <u>and</u> streaming service(s)	31%	27%	30%	31%	35%
	Cable/satellite TV only	9%	1%	2%	9%	20%
	Streaming service(s) only	58%	71%	66%	58%	41%
	FAST	31%	30%	35%	34%	23%
	Sports Programmers	15%	20%	23%	9%	8%
	Selected only 1 service	15%	9%	6%	16%	29%
	Average number of services	4.7	5.3	5.6	4.5	3.7
	None	2%	1%	2%	3%	4%

Netflix and Amazon Prime Video continue to rank higher than cable/satellite TV; each is currently used by just over half of respondents, while 4 in 10 use cable or satellite TV.

- As seen over the last few years, Netflix, Prime, cable/satellite TV continue to round out the top 3 services used; particularly by Gen Z, Millennials and Gen X.
- Compared to other generations, Boomers are least likely to subscribe to the streaming services listed and are most likely to use cable or satellite TV.

Channels used to watch shows, movies, sports, or news Table 1 of 2						
		Total (n=1,627)	Gen Z (n=322)	Millennials (n=445)	Gen X (n=419)	Boomers (n=441)
	59%	59%	68%	65%	58%	45%
	57%	57%	73%	69%	51%	40%
Cable or satellite TV	40%	40%	29%	32%	40%	56%
	35%	35%	35%	45%	33%	28%
	35%	35%	49%	43%	31%	20%
	33%	33%	30%	39%	33%	27%
 YouTubeTV (paid version + live channels)	30%	30%	38%	41%	23%	19%
	29%	29%	39%	41%	24%	15%
	29%	29%	41%	33%	26%	18%
	27%	27%	24%	28%	32%	25%
	26%	26%	27%	33%	28%	19%
	17%	17%	11%	16%	22%	15%

While relatively less popular overall, AppleTV+, and ESPN+ resonate with the younger generations.

Channels used to watch shows, movies, sports, or news						
Table 2 of 2		Total (n=1,627)	 Gen Z (n=322)	 Millennials (n=445)	 Gen X (n=419)	 Boomers (n=441)
	15%	20%	20%	14%	9%	
	14%	19%	21%	9%	8%	
	7%	5%	8%	10%	5%	
	4%	5%	5%	4%	3%	
	2%	3%	2%	2%	2%	
 (paid version + live channels)	2%	2%	3%	3%	2%	
	2%	3%	3%	<1%	<1%	
	1%	2%	2%	1%	1%	
	1%	3%	2%	1%	<1%	
	1%	2%	2%	<1%	0%	
Other	5%	2%	2%	9%	9%	
None of the above	2%	1%	2%	3%	4%	

Cable/satellite TV is the service used most often, driven primarily by Gen Xers and Boomers.

- Netflix continues to be ranked second overall, followed by YouTube, Amazon Prime Video, and Hulu.
- The top-ranking service among Gen Z and Millennials is Netflix, followed by YouTube.
- The shift in the ranking of YouTube that was noted in 2025 (compared to 2023) continues to hold true: YouTube was ranked fifth in 2023, but maintains its position as the third most popular channel.

Top 10 channels used most often (ranked 1st)

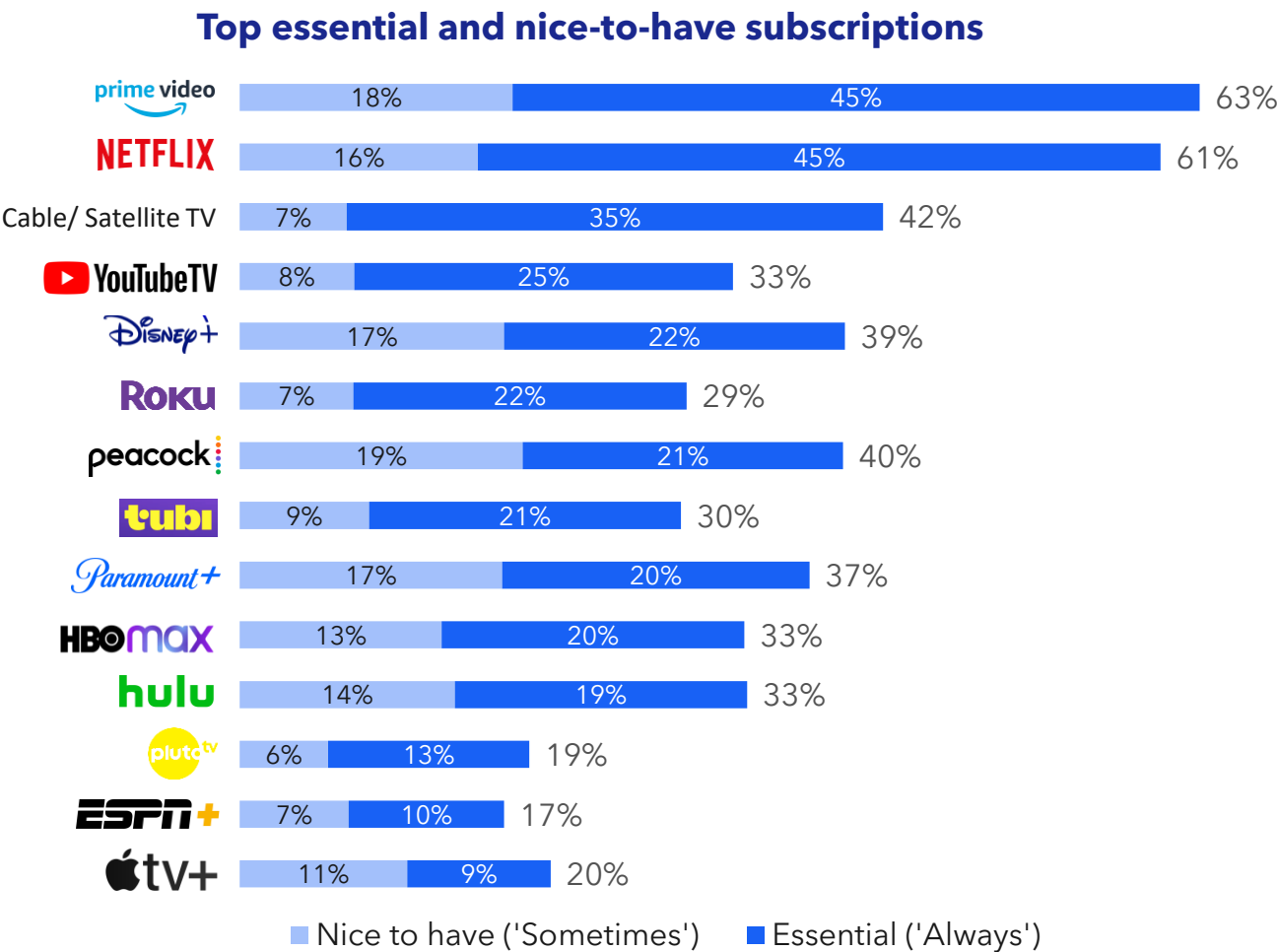
Top 5 services ranked 1st:

	2023	2025	2026
Cable/sat. TV	35%	29%	28%
Netflix	17%	20%	19%
YouTube	4%	10%	13%
Amazon Prime	9%	9%	8%
Hulu	9%	7%	6%

	Total (n=1,587)	 Gen Z (n=320)	 Millennials (n=435)	 Gen X (n=408)	 Boomers (n=424)
Cable or satellite TV	28%	8%	16%	31%	52%
NETFLIX	19%	30%	25%	15%	8%
 YouTubeTV (paid version + live channels)	13%	16%	17%	10%	10%
 prime video	8%	10%	9%	9%	6%
 hulu (paid version + live channels)	6%	9%	7%	6%	4%
 Roku	4%	1%	3%	5%	5%
 Disney+	3%	8%	4%	1%	1%
 HBO max	3%	5%	5%	3%	<1%
 tubi	2%	2%	3%	3%	2%
 Paramount+	2%	2%	2%	4%	1%

Between being nice-to-have and essential to consumers, Amazon Prime and Netflix are the top channels.

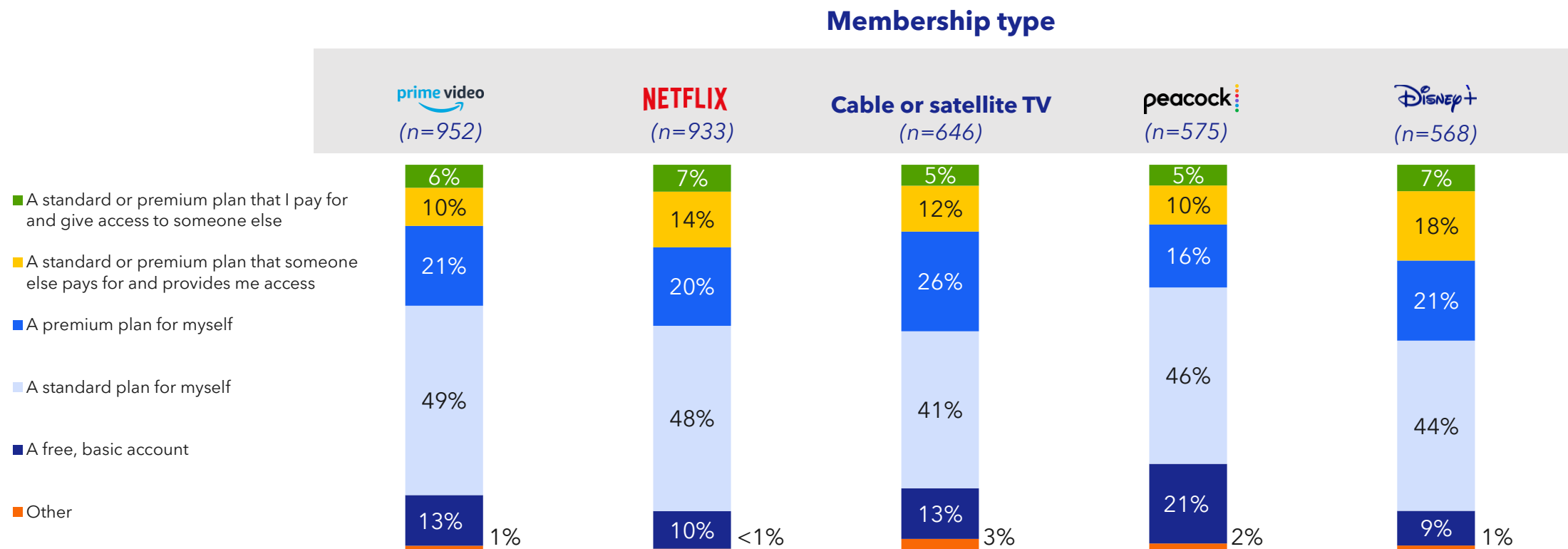
- Cable/satellite TV is far more likely to be considered essential versus a channel that is nice-to-have.
- Among users, Disney+, Peacock, Paramount+, and AppleTV+ are almost evenly split between being essential and nice-to-have.



Base: All respondents (n=1,627)
Q23. You indicated that you have used the following for watching shows, movies, sports, and news. Please indicate which services you always have (they are essential to your household) and which ones you sometimes have (you add or drop for various reasons, such as watching a specific show or budget constraints). (please select one for each)

Prime, Netflix, Cable, Peacock, Disney+ and Paramount (next slide), the most popular channels currently being used, are most likely to be subscribed to with a standard plan paid for by the respondent.

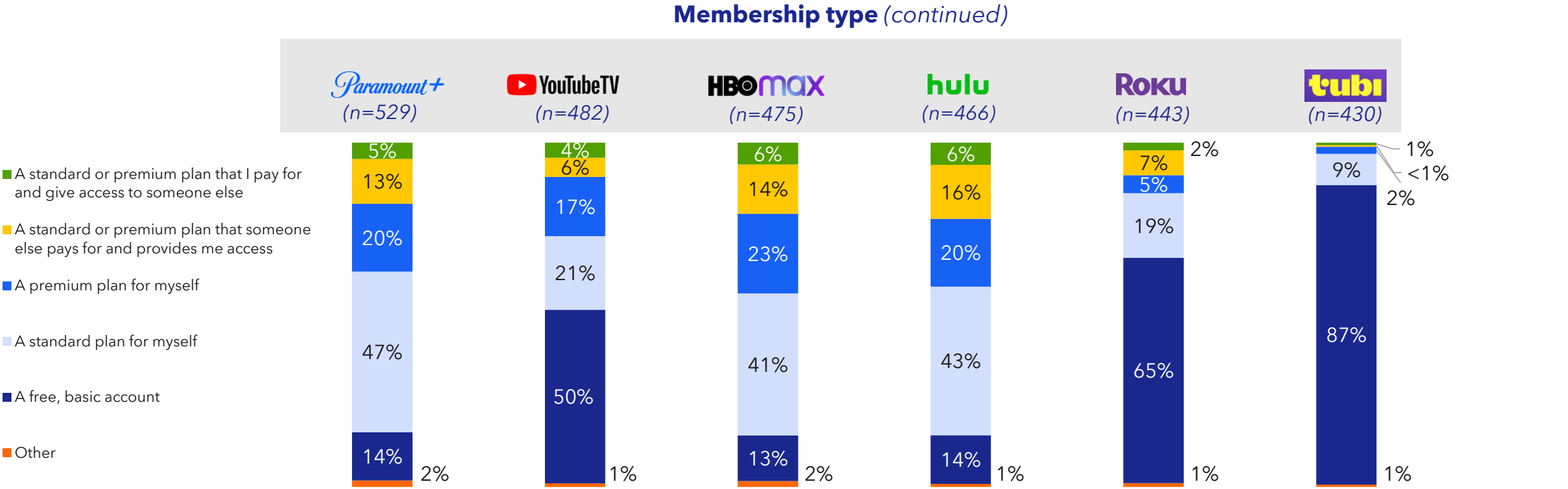
- 1 in 5 that subscribe to Peacock, have a free, basic account.



Base: Respondents that use the service noted (bases vary)

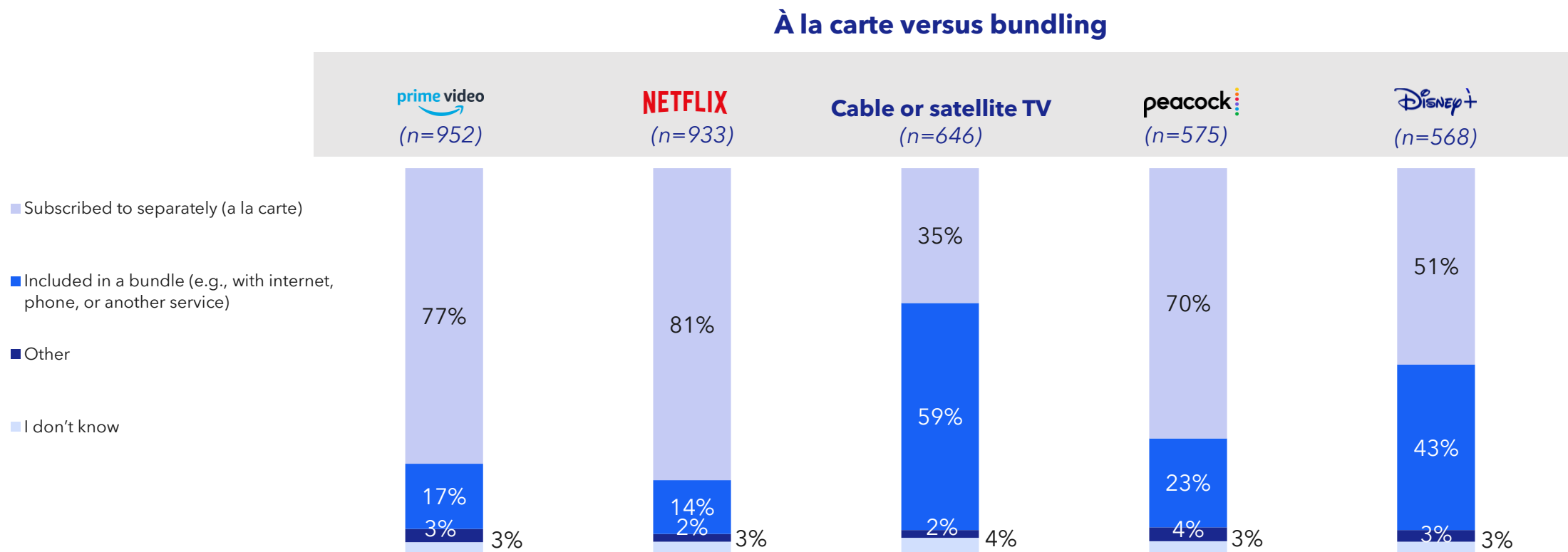
Q7. You mentioned that you use the following to watch shows, movies, sports, or news. Which type of membership or subscription do you currently have for each one? (please select one for each)

Of the services shown, Tubi, Roku, and YouTubeTV are most commonly used with a free basic account.

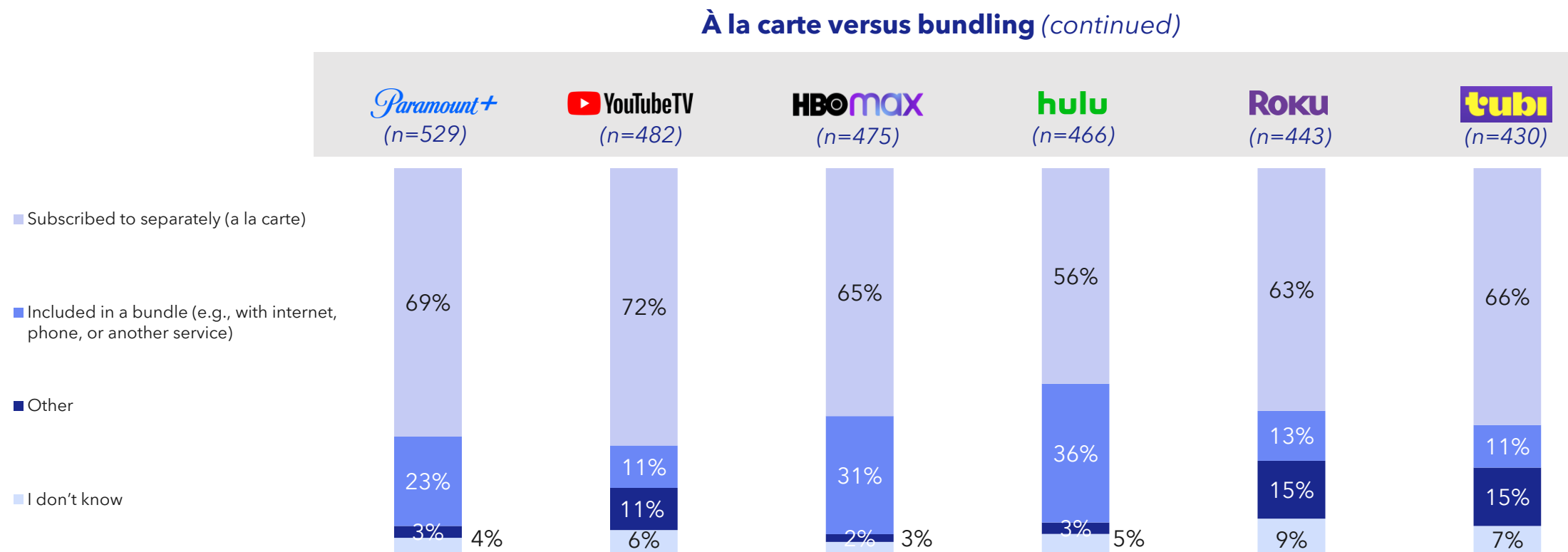


Prime, Netflix, and Peacock are typically subscribed to à la carte, while cable is more likely to be part of a bundle. Disney is split.

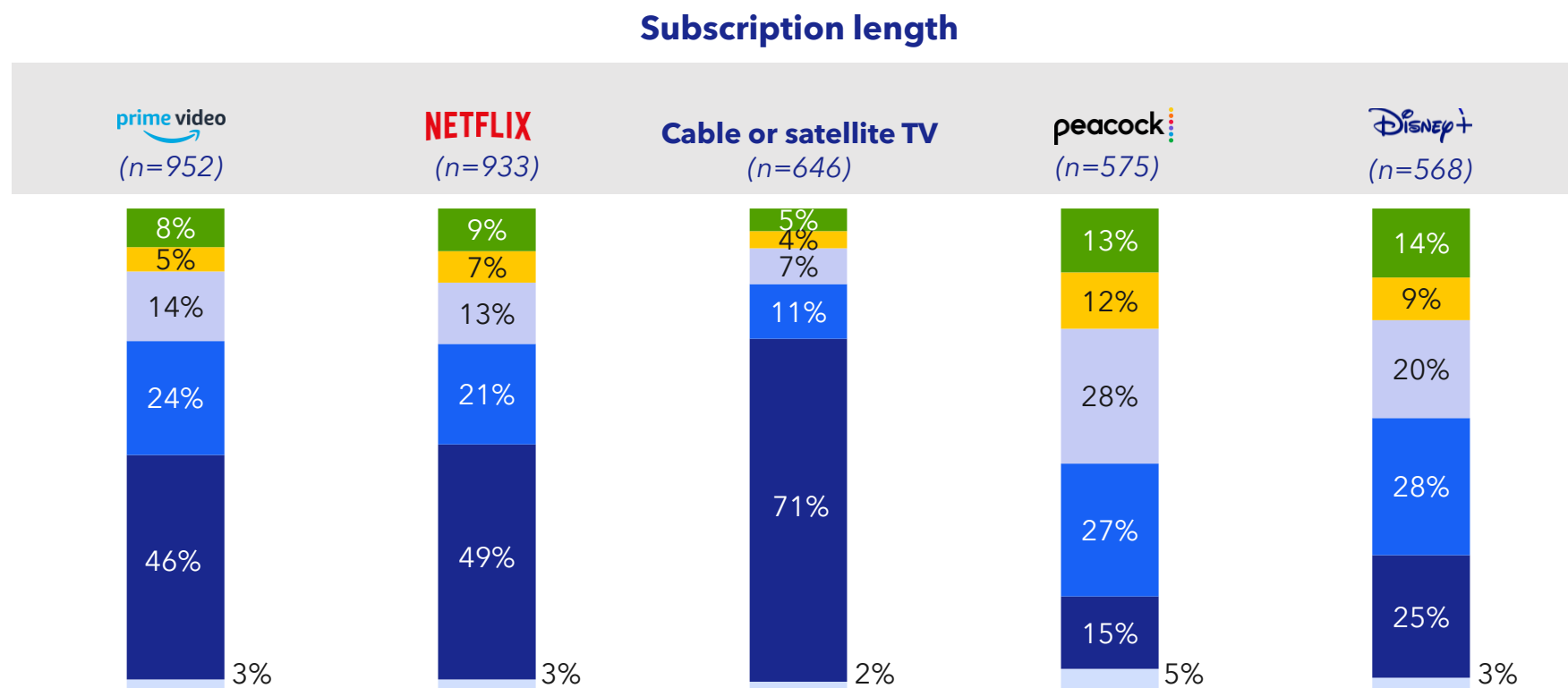
- Among those that use cable/satellite TV, GenX, Boomers and Millennials are more likely to subscribe to it separately, while Gen Z is split between à la carte and bundling.



While all of the streaming services shown are more likely to be paid for à la carte, for Hulu and HBO Max there is a notable share of subscribers have them as a part of a bundle.



Cable is most likely to have long-term subscribers (more than 5 years) followed by Netflix and Amazon Prime.

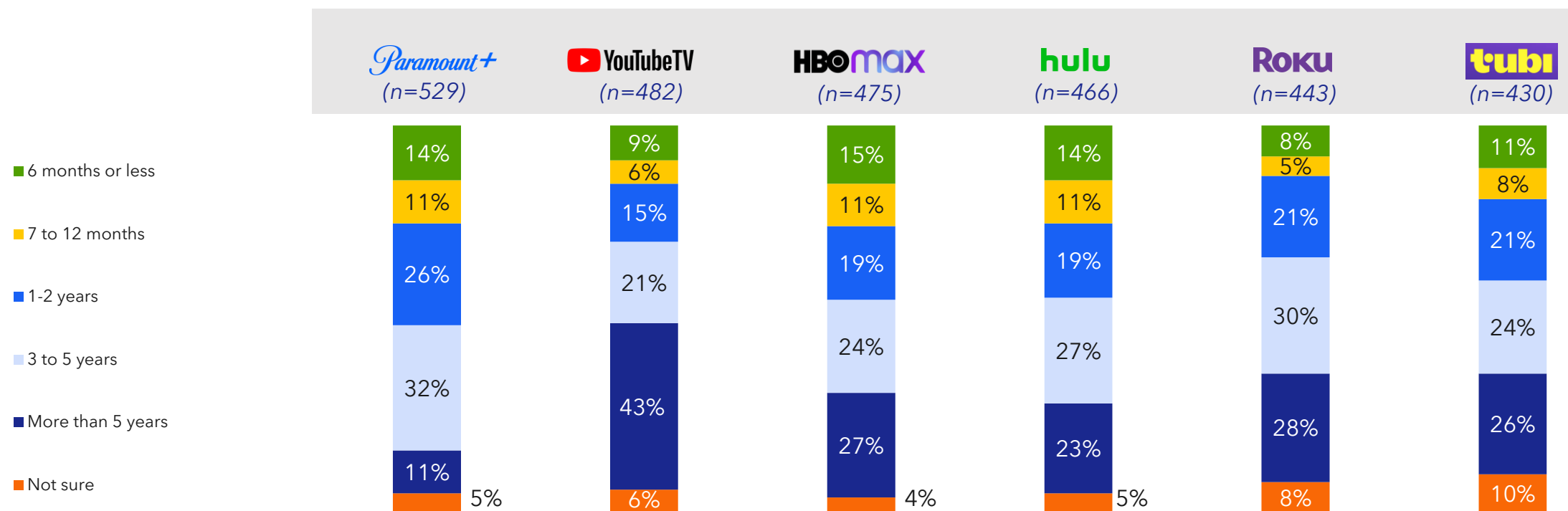


Base: Respondents that use the service noted (bases vary)

Q8b. Thinking about all the services you currently use to watch shows, movies, sports, or news, for how long have you been subscribed to each of these services? (please select one for each)

Of the services below, YouTube is most likely to have longer-term subscribers, while subscription length for the other services is fragmented.

Subscription length (continued)

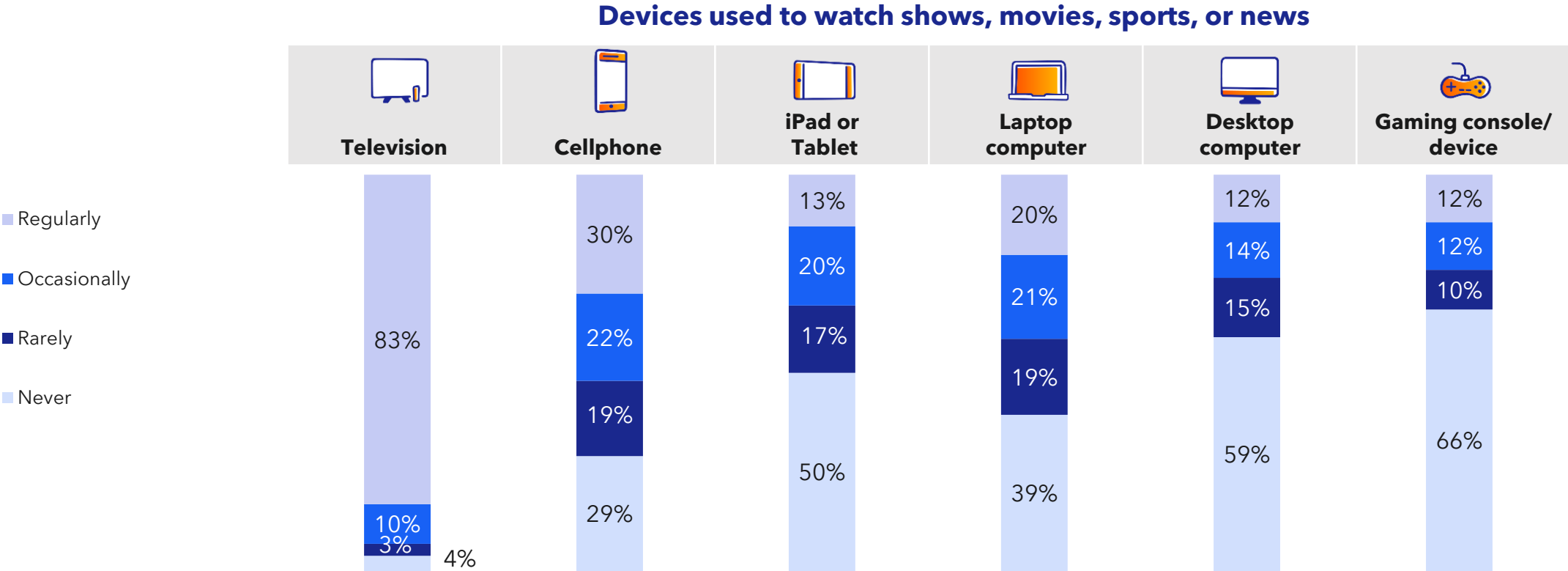


Base: Respondents that use the service noted (bases vary)

Q8b. Thinking about all the services you currently use to watch shows, movies, sports, or news, for how long have you been subscribed to each of these services? (please select one for each)

The majority of respondents regularly use their televisions to watch shows, movies, sports, or news especially Boomers (92% regularly).

- The younger the respondent, the more likely they are to regularly use devices other than a TV; half of Gen Z indicated they regularly use their cellphone to watch shows, movie, sports or news.



Double-screening

TV is used most often to watch shows, movies, sports, or news by majority of Millennials, Gen X, and Boomers. Boomers are most likely to use TV than any other generation.

- Gen Z are most likely to use laptop computers to watch content more than any other generation.

Devices used most often to watch shows, movies, sports, or news		Total (n=1,613)	Gen Z (n=321)	Millennials (n=441)	Gen X (n=415)	Boomers (n=436)
	Television	76%	51%	70%	84%	92%
	Cellphone	8%	16%	11%	5%	3%
	Laptop computer	6%	15%	7%	4%	2%
	iPad or tablet	4%	5%	5%	3%	2%
	Desktop computer	4%	6%	4%	4%	2%
	Gaming console / device	2%	7%	3%	<1%	0%

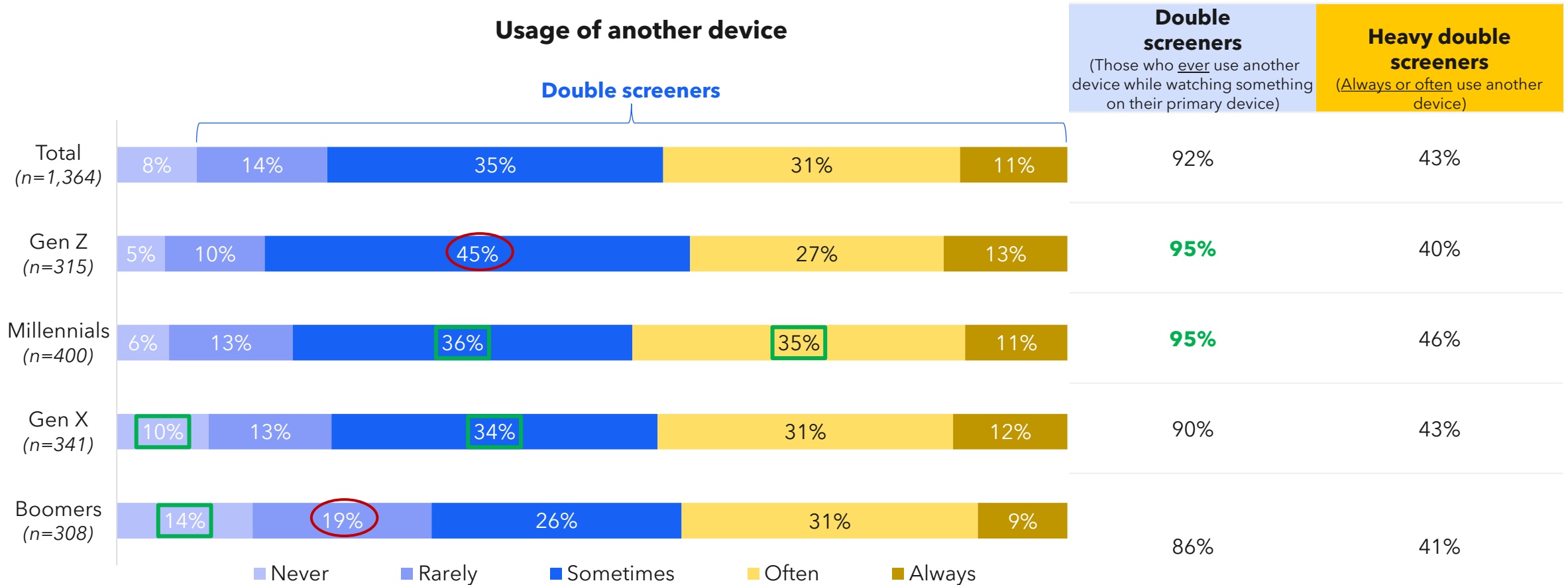
Base: Those who own at least one device (based on Q14)

Q14a. Which one of the following devices do you use most often for watching shows, movies, sports, or news? (please select one)

 / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. Result for that subgroup is statistically significantly higher than ALL other subgroups.

The majority of consumers double screen at least sometimes with 4 in 10 saying they do it often or always.

- Boomers are least likely to use a secondary device while watching movies, shows, sports, or news.



Base: Those who use more than one device (based on Q14)

Q14b. When you are watching shows, movies, sports, or news on your [pipe in answer from Q14a], how often do you use another device (e.g., TV, laptop, cellphone, tablet) at the same time?

For example, watching TV and checking your cellphone, actively scrolling on your cellphone with a show or movie on in the background, watching a show or movie on one device and sports or the news on another, and so on. (please select one) [Never, Rarely, Sometimes, Often, Always]

10% / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. 45% Result for that subgroup is statistically significantly higher than ALL other subgroups.

Among consumers who ever double screen*, most cite smartphones as the secondary device they typically use, laptops and tablets follow at a distance.

- Boomers are least likely to use cellphones as their secondary device.

Other device used while watching shows, movies, sports, or news		Total (n=1,249)	Gen Z (n=299)	Millennials (n=378)	Gen X (n=308)	Boomers (n=264)
	Cellphone	49%	46%	55%	52%	42%
	Laptop computer	14%	13%	12%	12%	19%
	iPad or tablet	13%	12%	11%	16%	16%
	Television	8%	12%	9%	6%	4%
	Desktop computer	5%	5%	3%	5%	9%
	Gaming console	3%	7%	4%	1%	<1%
	Other device not listed	7%	5%	6%	7%	9%

*Double screening defined as ever using another device(s) while watching shows, movies, sports, or news on their primary device

Base: Respondents who use a secondary device while watching shows, movies, sports, or news

Q14c. You mentioned that you use another device while watching shows, movies, sports, or news on your [pipe in answer from Q14a]. What is the other device that you typically use? (please select one)

 / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level.  Result for that subgroup is statistically significantly higher than ALL other subgroups.

Almost half of those that are double-screening are on social media and/or texting and a third are online shopping.

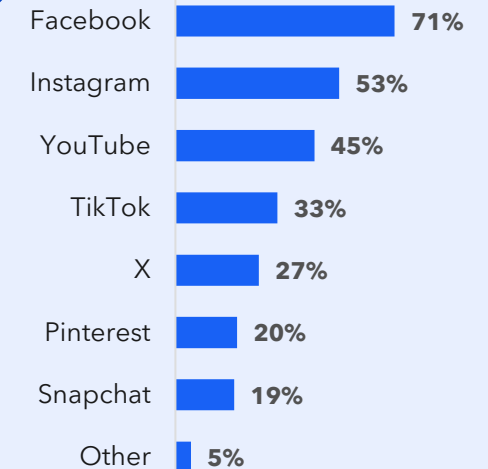
- Among those who scroll, Facebook and Instagram are the most frequently used platforms, followed by YouTube and TikTok.
- Compared to the other generations, Gen Z are the most likely to watch shows or movies while watching content on their primary device.

Activity on the other device while watching shows, movies, sports, or news on one device

	Total (n=1,249)	Gen Z (n=299)	Millennials (n=378)	Gen X (n=308)	Boomers (n=264)
On social media	54%	57%	58%	55%	45%
Messaging / texting	51%	48%	52%	55%	48%
Online shopping	35%	28%	38%	38%	35%
Looking up information about what I'm watching	31%	22%	32%	35%	33%
Working / checking work emails	29%	24%	34%	31%	23%
Gaming	28%	31%	29%	28%	22%
Talking to someone	27%	28%	31%	27%	20%
Reading articles or books	17%	11%	20%	19%	14%
Listening to music	16%	27%	21%	10%	6%
Watching shows / movies	15%	24%	18%	12%	5%
Watching the news	13%	16%	16%	9%	9%
Watching sports	11%	15%	15%	7%	5%
Other	5%	3%	2%	6%	10%

Social media usage

Total (n=678)



*Double screening defined as usage of other device(s) while watching shows, movies, sports, or news on their primary device

Base: Respondents who use a secondary device while watching shows, movies, sports, or news

Q14d. When you are watching shows, movies, sports, or news on your [pipe in answer from Q14a], what are you doing on your [pipe in answer from Q20]? (please select all that apply)

Base: Respondents who scroll on social media on one device while watching shows, movies, sports, or news on another device

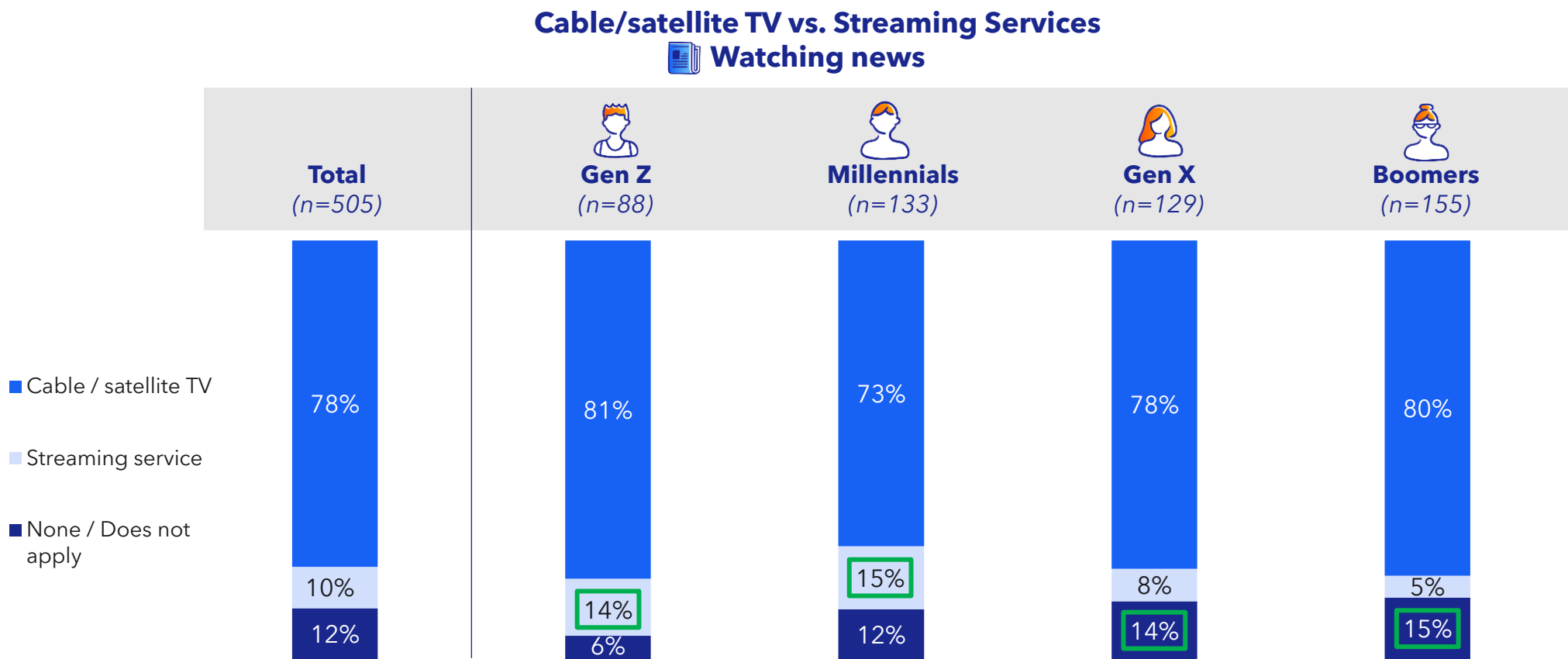
Q14e. When you are on your [pipe in answer from Q14c on social media], which of the following are you typically using? (please select all that apply)

□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. ○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

Cable/satellite TV vs. streaming services

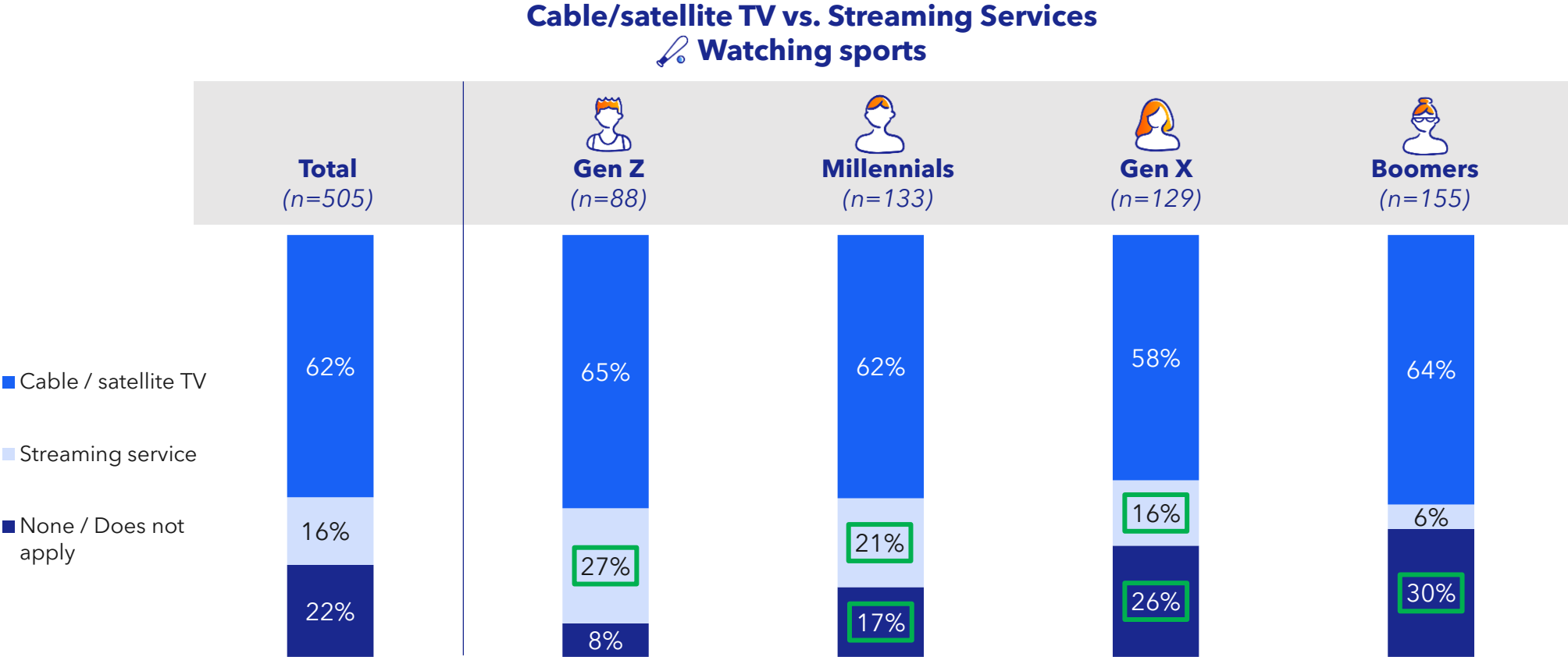
Consistent across all generations, cable/satellite TV is highly preferred over streaming for watching news.

- Although cable/ satellite TV is still the method of choice among Millennials and Gen Z for watching news, they are more likely than older age groups to say they prefer streaming news.



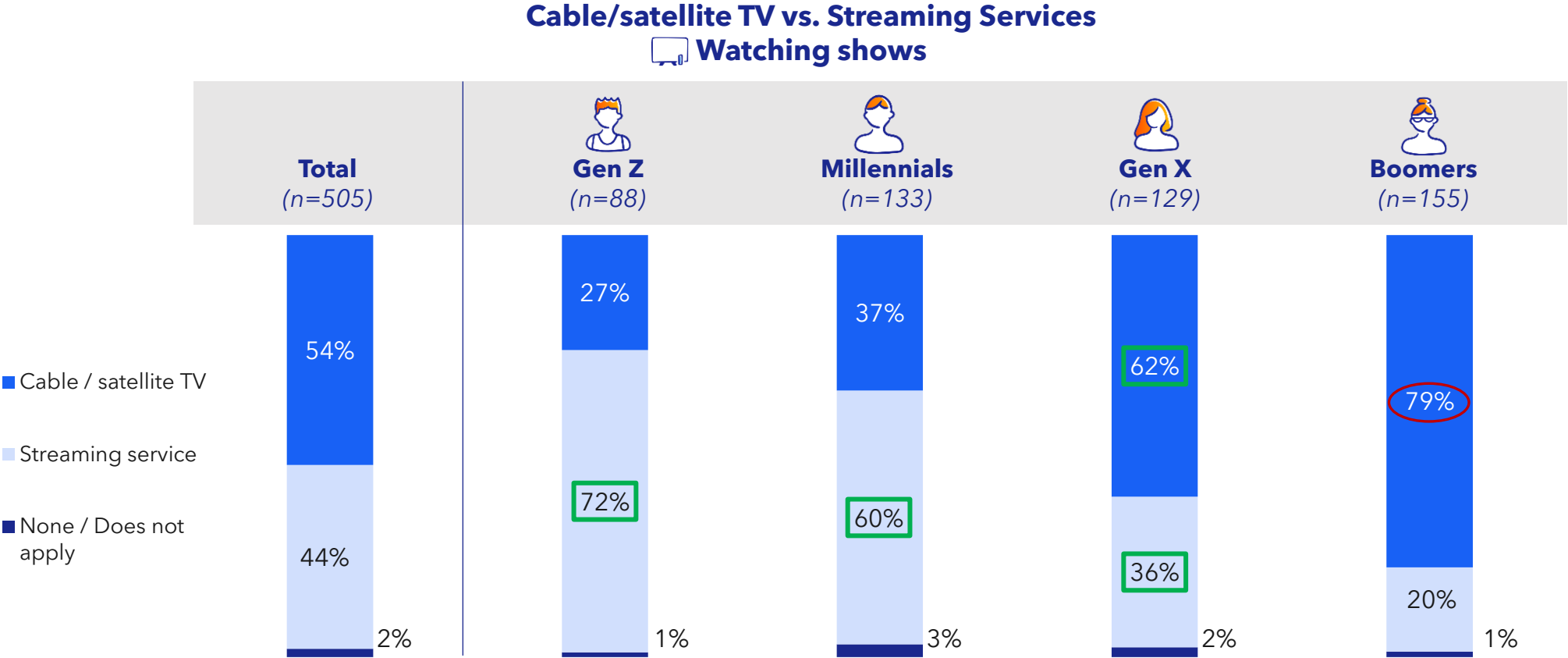
For watching sports, cable/satellite TV is preferred over streaming – this is consistent across all generations.

- Watching sports via a streaming service is the least common among Boomers.



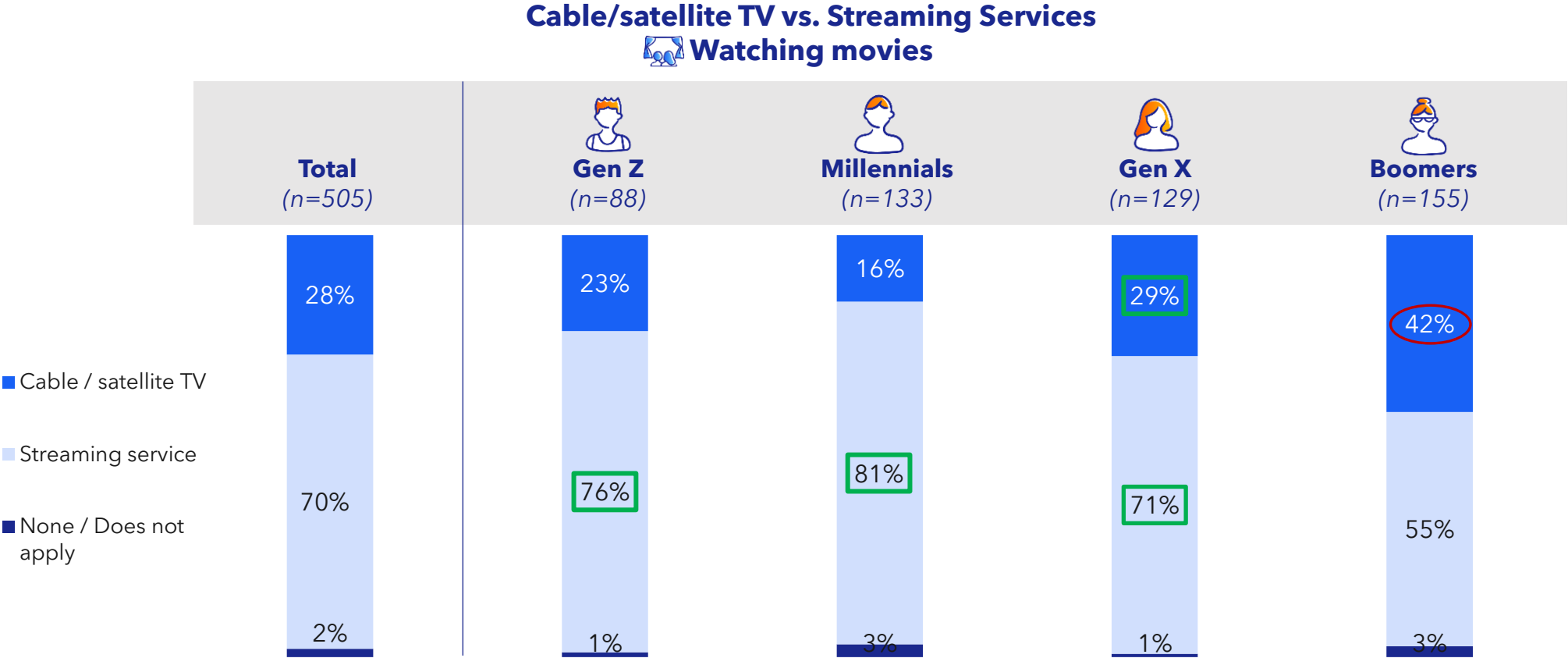
Overall, preference for watching shows is split between cable/ satellite TV and streaming services.

- Gen Z and Millennials tend to favor streaming services for watching shows whereas Boomers are most likely to watch TV shows via cable/ Satellite TV.



When it comes to watching movies, streaming services are preferred across all generations, particularly among Gen Z, Millennials, and Gen X.

- Boomers are more likely than the other generations to prefer cable/satellite TV to watch movies, however 55% of the group prefer streaming services.



Not surprisingly, price is key when choosing which services to use; variety of content is the next most important factor, particularly among Gen Z and Millennials.

- 1 in 10 Boomers ranked availability of live news as the most important factor.

Important factors for using cable/satellite TV or streaming services Ranked 1 st			 Gen Z (n=322)	 Millennials (n=445)	 Gen X (n=419)	 Boomers (n=441)
	Price	48%	41%	44%	53%	51%
	More variety of content	19%	21%	22%	14%	18%
	Convenience to watch on-demand	11%	14%	9%	12%	10%
	Availability of live sports	8%	8%	11%	8%	6%
	Availability of live news	8%	6%	5%	8%	12%
	New content being added	6%	9%	8%	5%	4%

Base: All respondents

Q11. Which are the most important factors in your decision to use cable / satellite TV or streaming services? Please use '1' to indicate the factor that's most important, '2' for second most important, '3' for the third most important, and so on. (please type a value beside each option)

 / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. Result for that subgroup is statistically significantly higher than ALL other subgroups.

8 in 10 streaming service users prefer the flexibility of being able to pause or cancel at any time.

- 7 in 10 indicated they cancel subscriptions when the prices increase too much.
- Consistent across all generations, about 6 in 10 use an ad-supported streaming service to reduce costs.

Attitudes & behaviors related to service offerings (Strongly agree or somewhat agree)					
	Total (n=1,446)	 Gen Z (n=316)	 Millennials (n=425)	 Gen X (n=371)	 Boomers (n=334)
I prefer flexibility in subscriptions, like the ability to pause or cancel anytime	77%	77%	80%	76%	73%
I cancel subscriptions when prices increase too much	69%	67%	69%	72%	69%
I prefer access to new and unique content	65%	72%	72%	60%	58%
I use an ad-supported streaming service to reduce costs	65%	65%	65%	67%	63%
I prefer access to exclusive or original content	61%	65%	70%	54%	52%
I am more likely to subscribe to a streaming service if it offers a free trial	60%	68%	66%	53%	52%

While of less interest to Boomers, many streaming service users like the ability to stream on multiple devices at the same time.

- Mainly driven by younger generations, close to half sometimes temporarily subscribe to a streaming service for specific content.
- Gen Z and Millennials are far more likely than the older generations to be willing to pay for ad-free experiences.

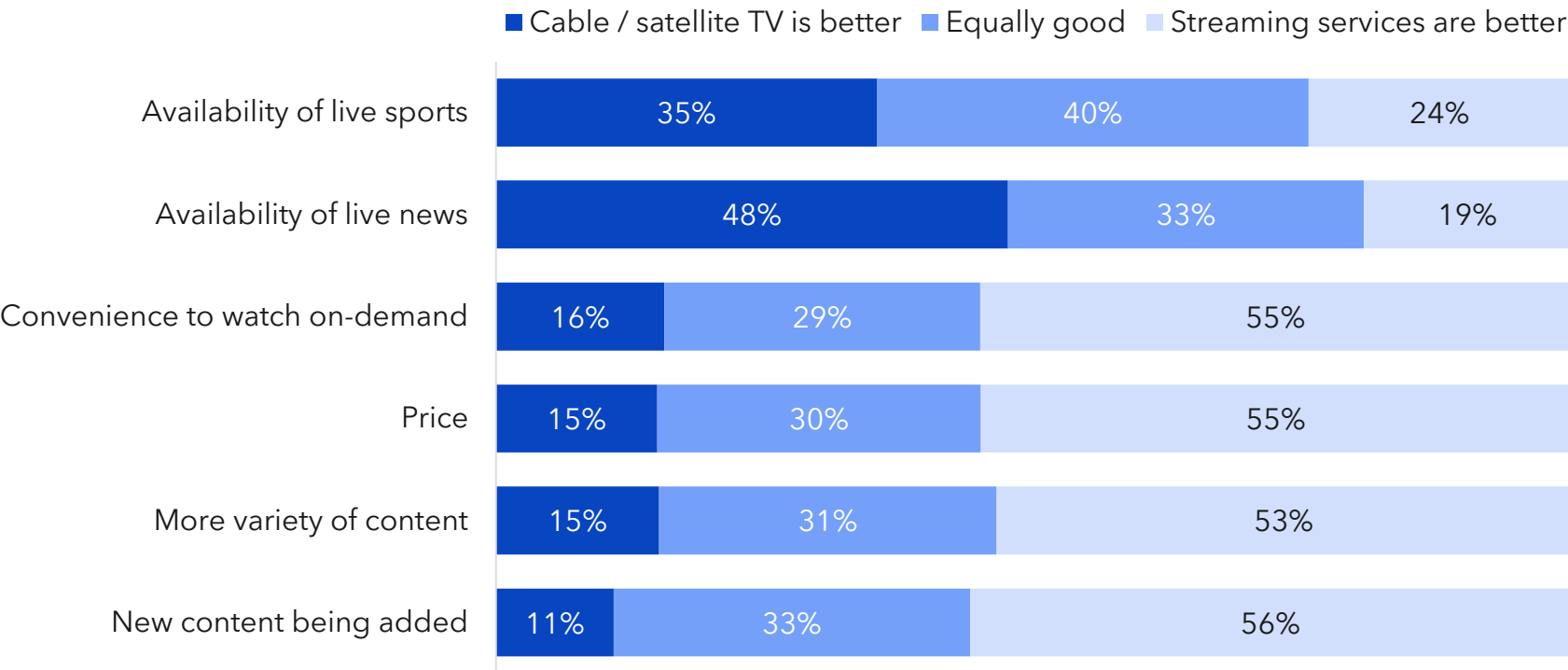
Attitudes & behaviors related to service offerings (continued)
(Strongly agree or somewhat agree)

		 Gen Z (n=316)	 Millennials (n=425)	 Gen X (n=371)	 Boomers (n=334)
I like the ability to stream on multiple devices at the same time	60%	71%	68%	56%	43%
I prefer subscriptions that are offered as part of bundled deals or discounts	56%	62%	59%	50%	51%
I only keep streaming services that consistently provide new content	52%	61%	61%	42%	43%
I sometimes subscribe to a streaming service for a specific show or movie and then cancel after	44%	53%	55%	42%	25%
I am willing to pay more for ad-free experiences	37%	53%	49%	23%	22%
I feel like I have too many subscriptions to keep track of	36%	45%	42%	32%	23%

Respondents agree that streaming services are better for on-demand convenience, pricing, content variety, and new content; for live sports and news, respondents lean toward cable.

- For all factors, about a third believe that cable and streaming services are equally good.

Which is better: Cable/satellite TV or streaming services



Overall, streaming service users are satisfied with the availability and variety of content available.

- Satisfaction with availability of new and unique content is slightly lower among Boomers especially when compared to Millennials.

Satisfaction rate for new content on streaming services (Very satisfied or satisfied)					
	Total (n=1,446)	 Gen Z (n=316)	 Millennials (n=425)	 Gen X (n=371)	 Boomers (n=334)
The variety of content available	78%	77%	81%	77%	75%
The availability of new content	73%	73%	77%	72%	70%
The availability of unique content	72%	69%	76%	71%	68%

36

1.31.23

Among users, streaming services win marginally over cable/satellite TV on quality of content.

- On average, it takes respondents 10 minutes to find something to watch, with Gen Z and Millennials taking a few minutes longer than Boomers.

Rating score on the quality of content (Top 3 Box: Scores 8 - 10)			 Gen Z	 Millennials	 Gen X	 Boomers
Cable/satellite TV users:		(n=646)	(n=92)	(n=143)	(n=166)	(n=245)
Quality of content on cable/satellite TV		57%	58%	52%	56%	61%
Streaming service users:		(n=1,446)	(n=316)	(n=425)	(n=371)	(n=334)
Quality of content on streaming services		66%	64%	68%	64%	68%
		(n=1,587)	(n=320)	(n=435)	(n=408)	(n=424)
Average time to find something to watch (mins)		10	12	12	9	7

Base: Cable / satellite TV users
Q16. How would you rate the quality of the content on cable / satellite TV for shows, movies, sports, or news? (please select one) [1 - poor, 2, 3, 4, 5, 6, 7, 8, 9, 10 - excellent]

Base: Streaming service users
Q17. How would you rate the quality of the content on streaming services for shows, movies, sports, or news? (please select one) [1 - poor, 2, 3, 4, 5, 6, 7, 8, 9, 10 - excellent]

Base: Respondents that use at least one service
Q19. Approximately how many minutes do you spend looking for something to watch? (please input a number)

 / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level.  Result for that subgroup is statistically significantly higher than ALL other subgroups.

Among streaming service users, about 7 in 10 agree that the search menus are easy to navigate, there is always something new to watch and like binge-watching shows.

- Gen Z and Millennials streaming service users are more likely than older counterparts to feel overwhelmed and discontent within-app recommendations and not knowing what to watch.
- While less common among Boomers, many streaming service users like having something on in the background while doing other things.

Perceptions of streaming services (Strongly agree or somewhat agree)	Total (n=1,446)	 Gen Z (n=316)	 Millennials (n=425)	 Gen X (n=371)	 Boomers (n=334)
The search menus are easy to use	70%	74%	77%	64%	65%
There's always something new to watch	69%	69%	75%	64%	68%
I like binge-watching shows	68%	75%	71%	69%	55%
It is easy to find something to watch	67%	64%	68%	66%	71%
I like having a show / movie / game in the background while I do something else	60%	68%	66%	57%	46%
There are too many shows and movies that I don't watch	56%	56%	55%	57%	55%
I like waiting for a new episode of my favorite show to drop every week	52%	53%	55%	50%	47%
I like to watch the same shows and movies repeatedly	43%	55%	50%	36%	30%
I often give up searching and just rewatch something I've already seen	37%	48%	43%	31%	28%
I'm overwhelmed by the number of in-app recommendations	33%	41%	36%	29%	27%
I never know what to watch	33%	44%	40%	28%	19%
The in-app recommendations I receive are not personalized to my preferences or interests	31%	38%	37%	26%	22%
I can never find the show or movie I want to watch	26%	38%	31%	20%	14%

1 in 5 Gen Z and Millennials report reviewing their subscription on a monthly basis.

- The majority of Gen Z and Millennials review their subscriptions at least once per year, while over half of Gen X and Boomers do so less than once per year or never.

Frequency of subscription review		Total (n=1,587)	Gen Z (n=320)	Millennials (n=435)	Gen X (n=408)	Boomers (n=424)
	Monthly	13%	22%	20%	8%	5%
	Every 2 to 6 months	24%	34%	29%	20%	13%
	Once a year	21%	21%	23%	22%	20%
	At least once per year (net)	58%	77%	73%	50%	38%
	Less than once a year	19%	9%	12%	24%	28%
	Never	23%	14%	15%	26%	34%

Base: Respondents that use at least one service

Q20. Thinking about all of the services you use to watch shows, movies, sports, or news, how often do you review and/or adjust your subscriptions? (please select one)

□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. ○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

When it comes to cancelling streaming services, price increasing is the top reason mentioned, especially by Millennials and Gen Xers.

- The other factors most mentioned include not watching enough to justify the cost, no longer fitting the budget, and not seeing the value in the subscription.
- While noted by a small proportion overall, 1 in 10 Millennials have canceled a streaming service because it didn't provide access to live sports.
- Personal finance reasons, lack of interest in the content library, and subscribing for specific content and cancelling afterwards are reasons for cancelling that skew Gen X and younger.

Reasons for cancelling streaming services	Total (n=1,627)	 Gen Z (n=322)	 Millennials (n=445)	 Gen X (n=419)	 Boomers (n=441)
The price increased	40%	34%	45%	45%	35%
I wasn't watching enough to justify the cost	31%	32%	29%	36%	26%
I no longer saw the value	25%	26%	27%	27%	22%
It no longer fit within my budget, or I had to prioritize other expenses	23%	24%	25%	26%	19%
Personal financial reasons	20%	26%	22%	21%	13%
Only subscribed for a specific show or movie	15%	17%	17%	17%	9%
The content library wasn't interesting anymore	15%	17%	20%	14%	8%
Too many ads	13%	16%	18%	9%	8%
Switched to a different service	12%	10%	14%	14%	8%
Got access through a shared or bundled plan which ended	8%	10%	8%	7%	7%
No access to live sports	5%	5%	9%	5%	2%
No access to live news	4%	6%	4%	3%	3%
Other	2%	1%	2%	2%	2%
Does not apply	22%	9%	13%	25%	38%

Base: All respondents

Q21. Thinking about the streaming services you've canceled in the past, what were the main reasons for canceling? (please select all that apply)

 / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. Result for that subgroup is statistically significantly higher than ALL other subgroups.

Cable TV/Satellite deep dive

Among cable users, there is strong agreement that the service has something for everyone and that the subscription is easy to manage.

- Gen X cable users are the least likely to agree that the service is less expensive than subscribing to multiple streaming services.
- Gen Z cable users are most likely to say that cable does not provide reliable service and that it is confusing to use. However, 51% of Gen Z concur that cable provides as much content as streaming services.

Perceptions of Cable/ Satellite TV (Strongly agree or somewhat agree)					
	Total (n=646)	 Gen Z (n=92)	 Millennials (n=143)	 Gen X (n=166)	 Boomers (n=245)
Has something for everyone in the household	71%	78%	68%	71%	71%
Subscription is easy to manage	66%	61%	67%	70%	64%
Provides all the content I need in one central location	59%	62%	52%	58%	62%
Is easier to use than streaming services	54%	49%	50%	57%	56%
I would prefer to have only cable/satellite TV instead of multiple streaming services	51%	47%	41%	52%	57%
Provides as much content as streaming services	44%	51%	45%	46%	39%
Is less expensive than subscribing to multiple streaming services	41%	55%	45%	28%	42%
Does not offer much variety	27%	43%	31%	26%	20%
Does not provide reliable service	20%	37%	16%	18%	18%
Can be confusing to use	19%	36%	17%	14%	16%

Base: Cable/ Satellite TV users

Q18b. Thinking about Cable / Satellite TV, please indicate how much you agree or disagree with the following statements. (please select one for each) [Strongly disagree, somewhat disagree, neutral, somewhat agree, strongly agree]

□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. ○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

Increased price is the top reason for cancelling cable/satellite TV (especially among Gen X).

- Secondary reasons are also related to cost: better value from streaming services, not watching enough to justify the cost, and personal financial reasons.
- Reasons stated by some of the younger consumers were related to what streaming and other online services have to offer: on-demand, easy to share, TV has too many ads, ability to find everything they want online.

Reasons for cancelling cable or satellite TV					
	Total (n=1,627)	Gen Z (n=322)	Millennials (n=445)	Gen X (n=419)	Boomers (n=441)
The price increased	41%	28%	41%	50%	41%
Streaming services offer better value for the price	18%	17%	20%	22%	13%
I wasn't watching enough to justify the cost	18%	16%	20%	19%	16%
Personal financial reasons	18%	17%	18%	21%	15%
I prefer the flexibility of streaming services	15%	17%	20%	13%	10%
I didn't like being locked into a contract	13%	11%	16%	14%	10%
Too many ads	12%	17%	17%	7%	6%
I can find everything I need online	11%	16%	14%	9%	5%
I like being able to watch content on-demand	11%	15%	14%	9%	6%
I kept cable or satellite TV because it was bundled with my internet provider	8%	4%	7%	9%	11%
I found it easier to share streaming subscriptions with family or friends	8%	14%	10%	5%	3%
I only kept it for live sports or news	6%	9%	7%	5%	3%
Other	2%	<1%	<1%	4%	4%
Does not apply	28%	22%	22%	29%	37%

Base: All respondents

Q22. Thinking about cable / satellite TV that you've canceled in the past, what were the main reasons for canceling? (please select all that apply)

□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. ○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

Younger consumers, especially Gen Z who have not had cable in the recent past are more likely to consider getting cable in the next year.

- About 3 in 10 lapsed Millennial cable users are considering getting cable again in the next 12 months.

Likelihood to get cable/satellite TV in the next 12 months among those who currently do not have the service (Very likely or somewhat likely)

		 Gen Z	 Millennials	 Gen X	 Boomers
Haven't had cable/satellite TV past 12 months	(n=845)	(n=200)	(n=270)	(n=210)	(n=165)
Among those who haven't had cable/satellite TV in the past year	13%	29%	14%	5%	5%
Lapsed cable users	(n=136)	(n=30*)	(n=328)	(n=43*)	(n=31*)
Among those who had cable/satellite TV in the past year	15%	23%	28%	9%	0%

*Small sample size; interpret with caution.

Base: Haven't been subscribed to Cable/ Satellite TV currently OR in the past year

Q22a. In the next 12 months, how likely are you to get Cable/ Satellite TV? (please select one) [Very unlikely, Somewhat unlikely, Unsure, Somewhat likely, Very likely]

Base: Haven't been subscribed to Cable/ Satellite TV currently BUT had Cable/ Satellite TV in the past year

Q22b. You mentioned that you used to have cable or satellite TV. How likely are you to get it back in the next 12 months? (please select one) [Very unlikely, Somewhat unlikely, Unsure, Somewhat likely, Very likely]

□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. ○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

1 in 4 consumers who currently do not have cable say that they would consider getting it if streaming got too expensive or if there is a special discount or promotion.

- The older the consumer, the less likely are they to consider getting cable/satellite TV.
- Younger consumers may be swayed to get cable/satellite TV if there was the added benefit of bundling or getting access to more live content.

Reasons to consider getting cable/satellite TV	Total (n=981)	Gen Z (n=230)	Millennials (n=302)	Gen X (n=253)	Boomers (n=196)
If the cost of streaming services got too expensive	24%	25%	24%	23%	22%
Special discounts or promotions	23%	20%	25%	25%	24%
If cable/satellite provided all the content that I need	16%	20%	16%	15%	13%
If I could bundle it together with my internet and/or phone services	15%	21%	15%	12%	11%
If I could bundle it with streaming services	15%	20%	18%	11%	9%
To access more live sports/news content	14%	19%	18%	8%	9%
To replace streaming services that I currently have	13%	15%	14%	11%	9%
Other	2%	0%	2%	3%	4%
I do not plan on getting cable/satellite TV	41%	26%	34%	50%	57%

Base: Respondents that do not currently have cable/satellite TV

Q22c. For what reasons would you consider getting Cable / Satellite TV? (please select all that apply)

□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level.

○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

Budget

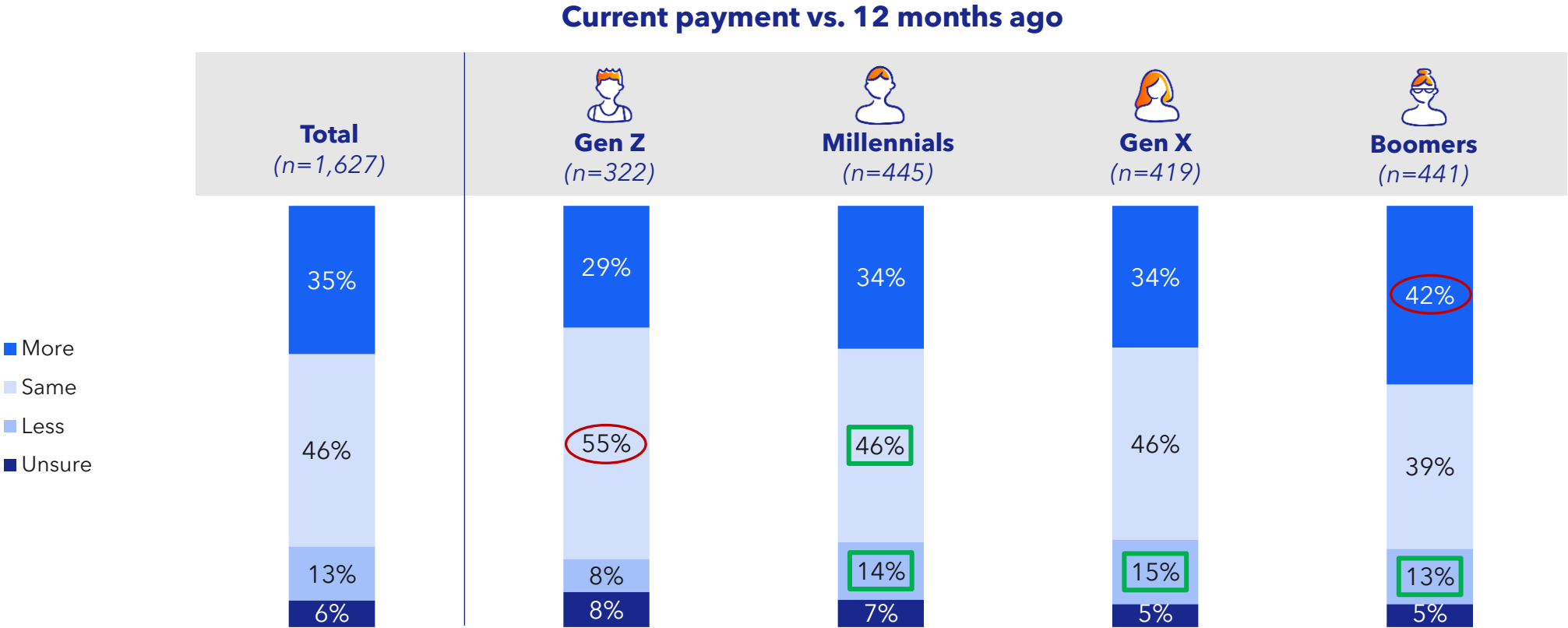
On average, users report paying \$120 per month for cable/satellite TV and \$42 per month for streaming services. This is consistent with amounts reported in 2025.

- Among those with cable/satellite TV, the average monthly spend is highest among Boomers.
- Millennials spend the most on streaming services.

						
Monthly payments for cable or satellite TV		Total	Gen Z	Millennials	Gen X	Boomers
		(n=646)	(n=92)	(n=143)	(n=166)	(n=245)
	\$100 or less	40%	73%	51%	35%	26%
	\$101 to \$150	24%	17%	26%	20%	27%
	\$151 to \$200	20%	9%	15%	22%	25%
	More than \$200	16%	1%	8%	23%	22%
	More than \$75	75%	50%	72%	79%	84%
	Average	\$120	\$80	\$104	\$130	\$137
Monthly payments for streaming services		(n=1,446)	(n=316)	(n=425)	(n=371)	(n=334)
	\$30 or less	45%	44%	36%	47%	56%
	\$31 to \$75	35%	40%	40%	34%	27%
	\$76 or more	19%	16%	24%	19%	17%
	Average	\$42	\$42	\$47	\$41	\$37

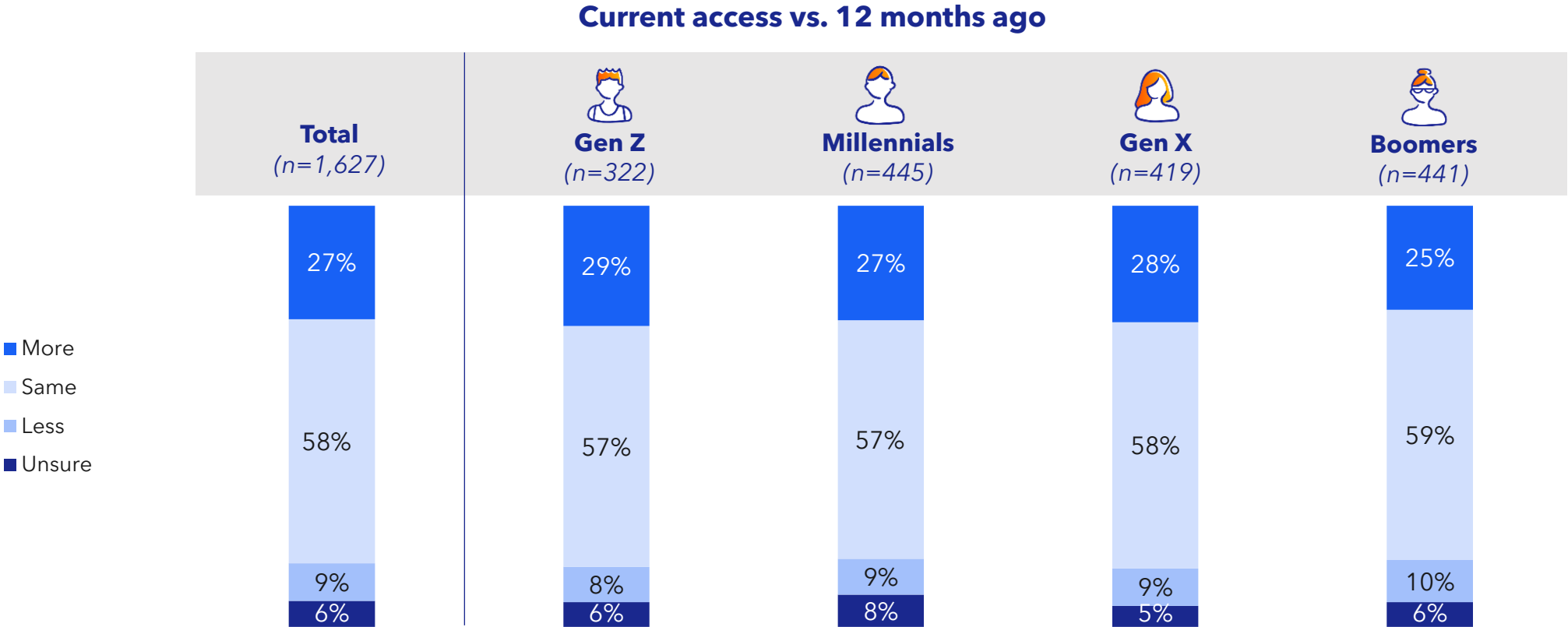
4 in 10 Boomers report that they spend more money to watch shows, movies, sports, or news than they did 12 months ago, which is the highest of all generations.

- Close to half of all consumers report that they spend the same on services today as they did 12 months ago.
- About 1 in 10 reportedly spend less money now to watch shows, movies, sports and the news.



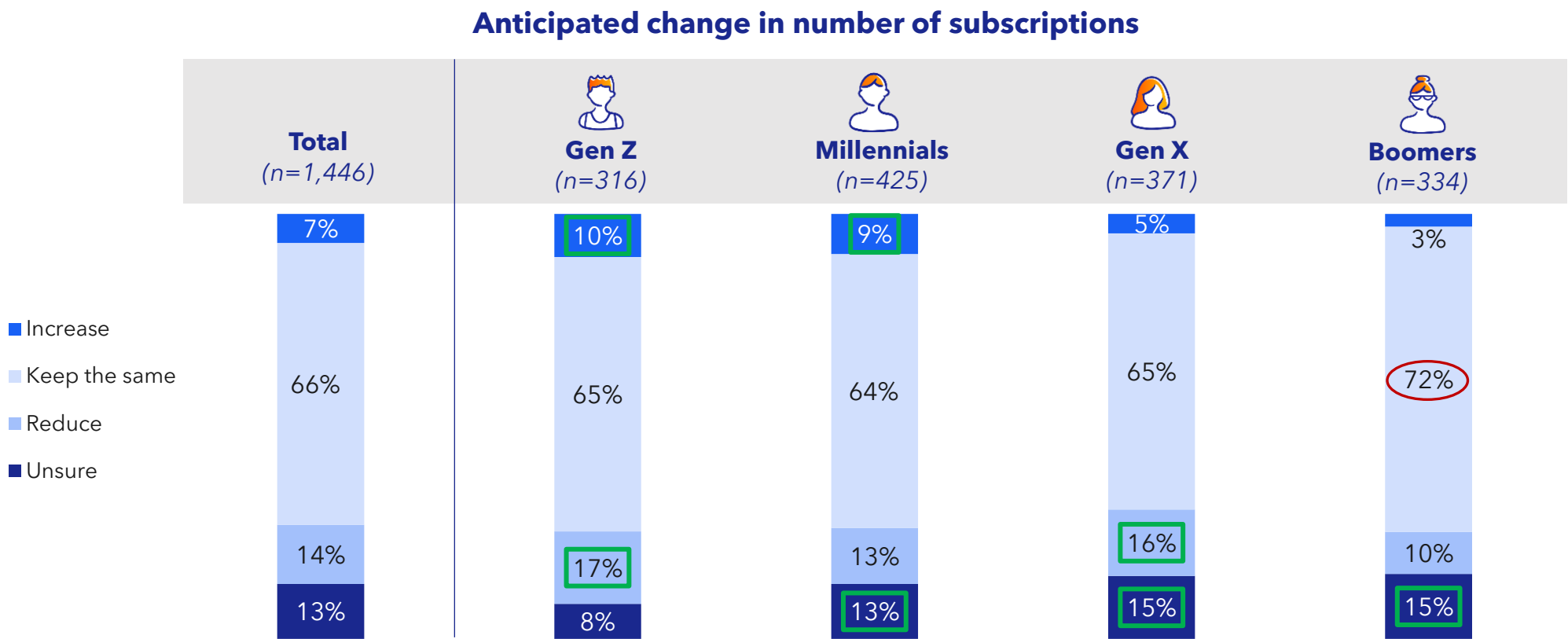
Compared to 12 months ago, more than half of respondents say they currently have the same access to shows, movies, sports, or news.

- About one fourth of all respondents say they have access to more content than they did 12 months ago.



Looking ahead to the next six months, not much change in subscriptions is expected.

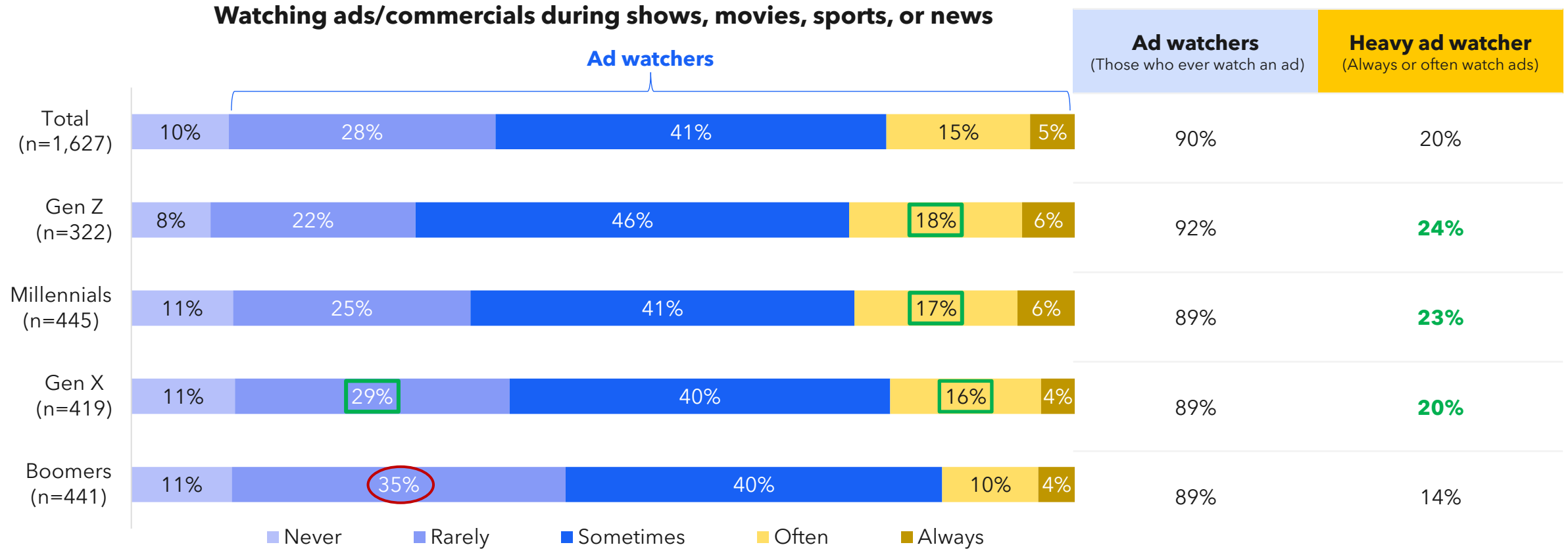
- About 1 in 10 Gen Z and Millennials plan to increase their subscriptions over the next six months.
- Gen Z and Gen X are more likely than Boomers to reduce their number of subscriptions.



Impact of advertising

Overall, 9 in 10 consumers pay attention to ads at some level while watching shows, movies, sports, or news.

- Boomers are least likely to pay attention to ads.



Base: All respondents

Q28a. While watching shows, movies, sports, or news on cable / satellite TV or streaming services, how often do you watch the commercials / ads when they come on? (please select one)

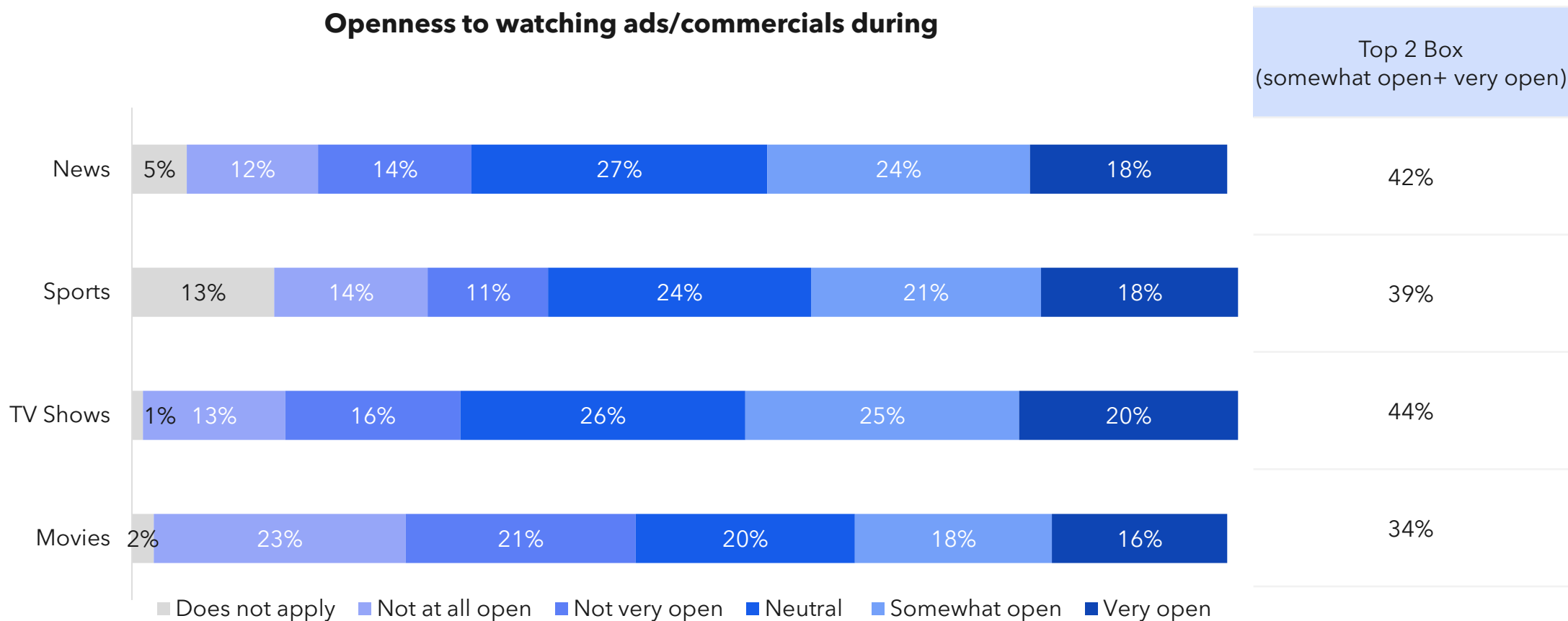
[Never, Rarely, Sometimes, Often, Always]

□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level. ○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

Consumers are generally neutral to open when it comes to watching ads.

- There is less tolerance for ads while watching movies with about 1 in 4 being not at all open.
- Gen Z and Millennials are more open to watching ads during movies and sports than the older generations.

Openness to watching ads/commercials during



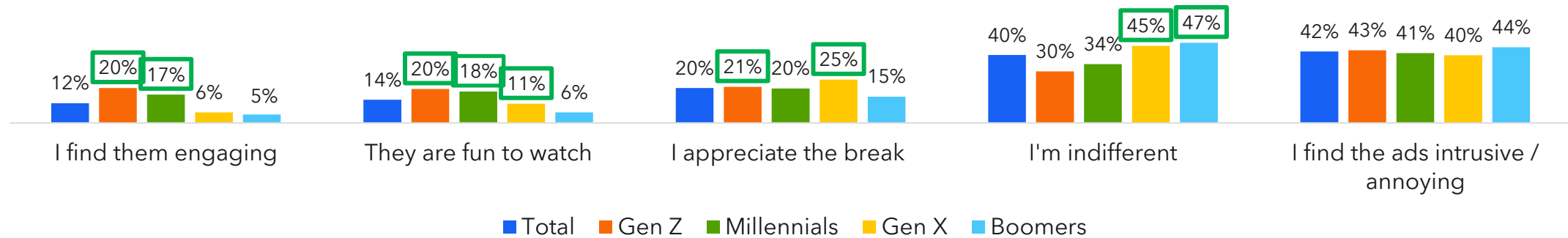
Base: All respondents (n=1,627)

Q28b. Please indicate how open you are to watching commercials / ads during each of these. (please select one for each) [Not at all open, Not very open, Neutral, Somewhat open, Very open, Does not apply]

4 in 10 consumers are indifferent about ads while a similar proportion find them intrusive/annoying.

- Gen Z and Millennials are more likely than the older generation to find the ads engaging or fun.
- Gen X and Boomers are more likely than younger consumers to find the ads intrusive.

Reaction to ads/commercials



Base: All respondents (n=1,627), Gen Z (n=322), Millennials (n=445), Gen X (n=419), Boomers (n=441)

Q28c. Which of the following best describes your reaction when commercials / ads come on? (please select all that apply)

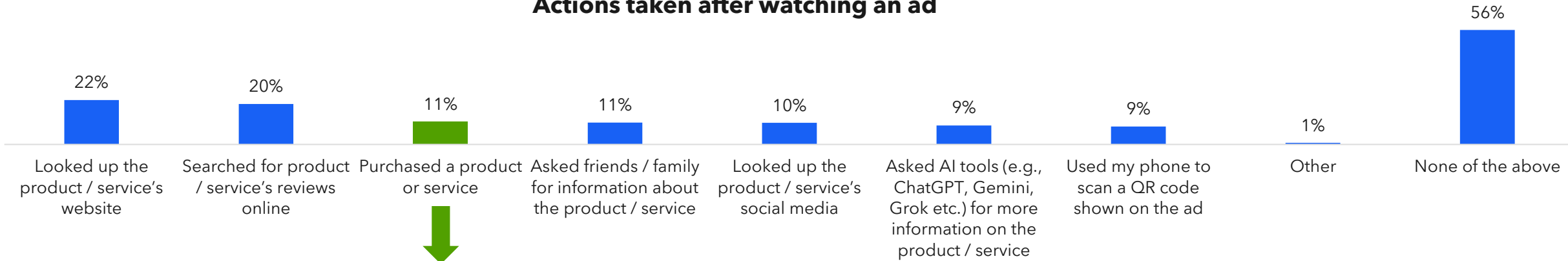
□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level.

○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

Going to the company's website and searching for online reviews were the most common actions taken after seeing an ad; 1 in 10 made a purchase.

- Among those that made a purchase, the main reasons were that it was something they liked or needed.
- 1 in 5 Gen Z went to social media and/or AI for more information.

Actions taken after watching an ad



Factors that influence purchase

Those who purchased based on ad they saw

It was something I liked	50%
It was something I needed	37%
It was something new or different	32%
There was a discount or deal I couldn't pass up	30%
The ad was compelling	30%
It was easy to buy online	29%
I already knew and trusted the brand	28%
I checked reviews and was convinced	27%
It was endorsed by someone (e.g. celebrity) that I like	18%
The ad made me feel like I had to act fast	16%

Base: All respondents (n=1,627)

Q28e. Within the last 3 months, which if any of the following did you do after seeing a commercial / ad for a product or service? (please select all that apply)

Base: Those who made a purchase based on the ads they saw while watching a show, movie sports, or news (n= 179)

Q28f. Thinking about the last time you made a purchase after seeing an ad while watching a show, movie, sports, or news, what motivated you to make that purchase? (please select all that apply)

Appendix

Respondent profile

Overall, the average US consumer uses 7 devices of which using 2 televisions and 1 cellphone is typical.

- Gen Z and Millennials are more likely to use a gaming console and a wearable device when compared to Gen X and Boomers.

Number of devices used (average)		Total (n=1,627)	Gen Z (n=322)	Millennials (n=445)	Gen X (n=419)	Boomers (n=441)
	Television	2.0	1.7	1.9	2.2	2.1
	Cellphone	1.4	1.4	1.4	1.4	1.3
	iPad or tablet	0.8	0.8	0.8	0.8	0.7
	Laptop computer	1.0	1.1	1.1	1.0	0.9
	Desktop computer	0.6	0.6	0.6	0.5	0.6
	Gaming console / device	0.7	1.3	1.1	0.6	0.2
	Wearable devices (smartwatches, Fitbit etc.)	0.5	0.7	0.6	0.4	0.3
Total number of devices		6.9	7.5	7.4	6.9	6.0

Base: All respondents

Q13b. In general, how many of each of the listed devices do you currently use? (please select one for each)

□ / #% Result for that subgroup is statistically significantly higher than at least one other subgroup at 95% confidence level.

○ Result for that subgroup is statistically significantly higher than ALL other subgroups.

Respondent profile by generation band

Demographics	Total	Gen Z (18-29)	Millennials (30-45)	Gen X (46-61)	Boomers (62-77)
	(n=1,627)	(n=322)	(n=445)	(n=419)	(n=441)
Proportion of the total sample	100%	20%	27%	26%	27%
Female	52%	49%	47%	56%	58%
Male	45%	48%	50%	41%	41%
Option not available / Prefer not to answer/ Privacy states	3%	3%	4%	4%	2%
Average household income	\$70,999	\$64,609	\$76,414	\$72,199	\$68,938
Have children under 18 living in household	24%	29%	46%	17%	5%

Base: All respondents

Q2. What is your gender? (please select one)

Q30. Please indicate your household income before taxes for 2025. (please select one)

Q32. Are there any children under 18 living in your household? (please select one)

 Thank you