66% OF TV HOUSEHOLDS HAVE A LIVE PAY-TV SERVICE

About One-Third of Non-Subscribers Never had a Pay-TV Service

Durham, NH – October 21, 2022 – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 66% of TV households nationwide have some form of pay-TV service. The percentage of TV households that have a live pay-TV service (via cable, satellite, Telco, or Internet-delivered vMVPD) is down from 79% in 2017, 88% in 2012, and 85% in 2007.

Non-subscribers to pay-TV services break into three similar-sized groups based on their prior pay-TV subscription. About 31% of non-subscribers last had a pay-TV service within the past three years, 35% last had a pay-TV service over three years ago, and 34% never had a pay-TV service. Among those that never had a pay-TV service, 52% are ages 18-34, compared to 27% of former pay-TV subscribers.

These findings are based on a survey of 1,850 households from throughout the United States, and are part of a new LRG study, Pay-TV in the U.S. 2022. This is LRG's twentieth annual study on this topic.

Other related findings include:

- 73% of adults ages 45+ have a pay-TV service – compared to 57% of ages 18-44
- 46% of those that moved in the past year do not currently have a pay-TV service – a higher level than in previous years
- 73% of households with three or more TVs have a pay-TV service – compared to 65% with two TVs, and 52% with one TV
- The mean annual household income of pay-TV subscribers is 11% higher than the mean income of non-subscribers
- 13% of pay-TV subscribers are likely to switch from their provider in the next six months – compared to 14% in 2020, and 13% in 2017
“Two-thirds of U.S. TV households now get a live pay-TV service, a significant decrease from 79% five years ago,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “The decline in pay-TV subscribers is not solely a function of those disconnecting services, but is also related to a slowdown in those entering or reentering the category. Overall, about 10.5% of TV households last subscribed to a pay-TV service in the past three years, 12% last subscribed over three years ago, and 11.5% never subscribed.”

**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.

**Pay-TV in the U.S. 2022** is based on a survey of 1,850 adults age 18+ from throughout the 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 survey, conducted in September 2022, included a sample of about 1,235 online and about 615 via telephone (including landline and cell phone calls). The overall sample has a statistical margin of error of +/- 2.3%. The online sample used exclusively for some questions has a statistical margin of error of +/- 2.8%.

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