

**CABLE TV, STREAMING, AND SPORTS****Audience:** 1,000+ US Consumers Balanced To Census**CHECK BREAKDOWN: CABLE TV AND SPORTS****TREND CHECKS****SPORTS WATCHERS ARE MORE LIKELY TO BE CABLE SUBS**

Respondents who watch sports often during normal times are considerably more likely to be cable TV subscribers and spend more per month on Cable TV. Younger respondents, who are most likely to be streaming video users already, are among the least likely age cohort wise to watch sports.

**LESS SPORTS = MORE STREAMING, LESS CABLE CONSUMPTION**

Among sports watchers, the lack of sports has caused a net increase in consumption of streaming video overall and for both Netflix and Disney+ individually. It has caused a net decrease in cable TV consumption among sports watchers.

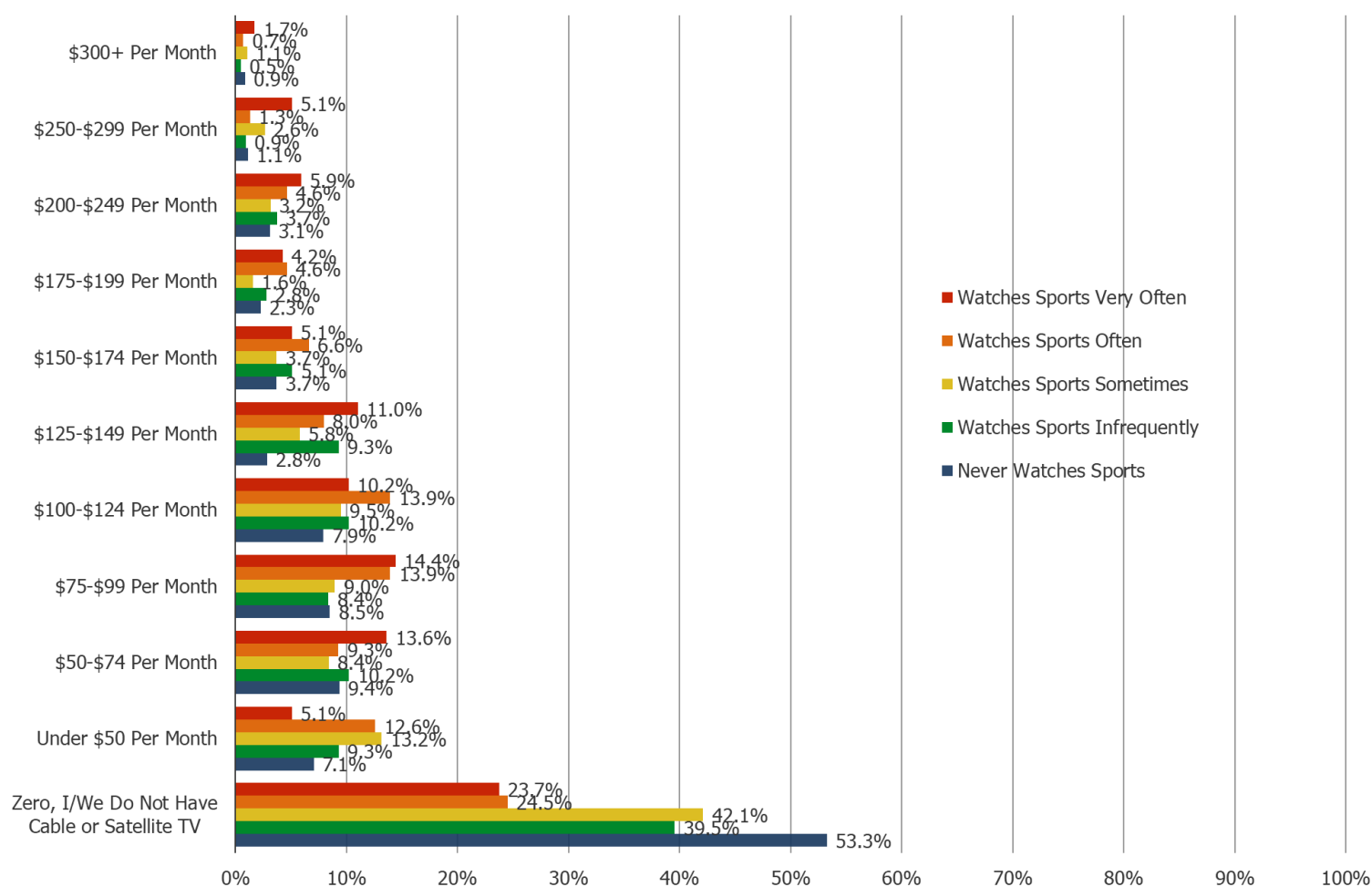
**PUNTING FOOTBALL INCREASES CORD CUTTING CONSIDERATIONS**

If sports get cancelled this Fall, especially College Football and NFL football, it will cause an increase in the percentage of respondents who maybe/definitely will cancel cable TV. The more often respondents watch sports, the more likely they would be to consider cancelling. Additionally, respondents in the South Central / South Atlantic would be more likely to contemplate cancelling than respondents from other regions.

## Streaming Wars

## APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE TV PER MONTH?

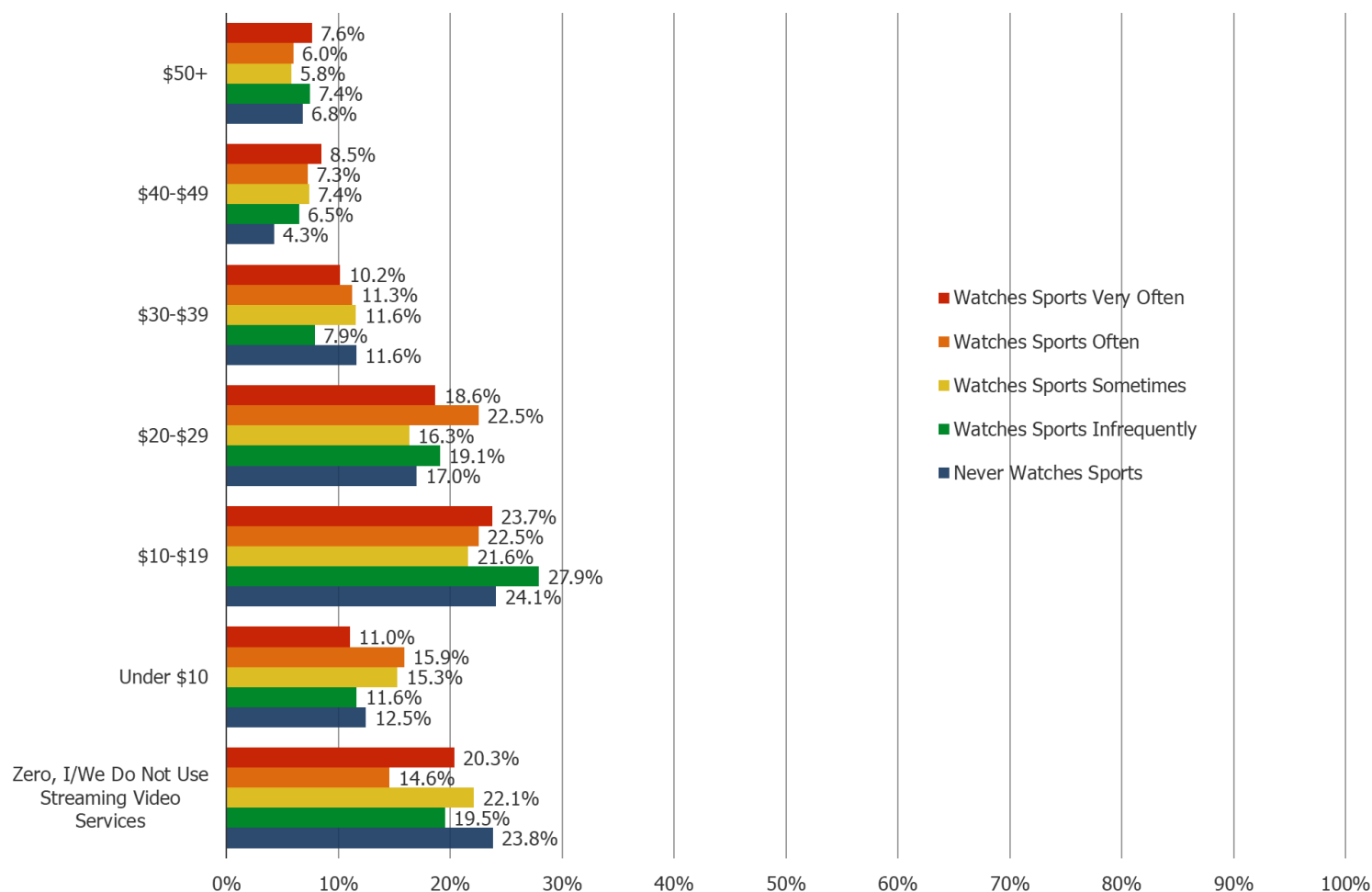
Posed to all respondents, cross-tabbed by how often they watch sports in normal times.



## Streaming Wars

APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

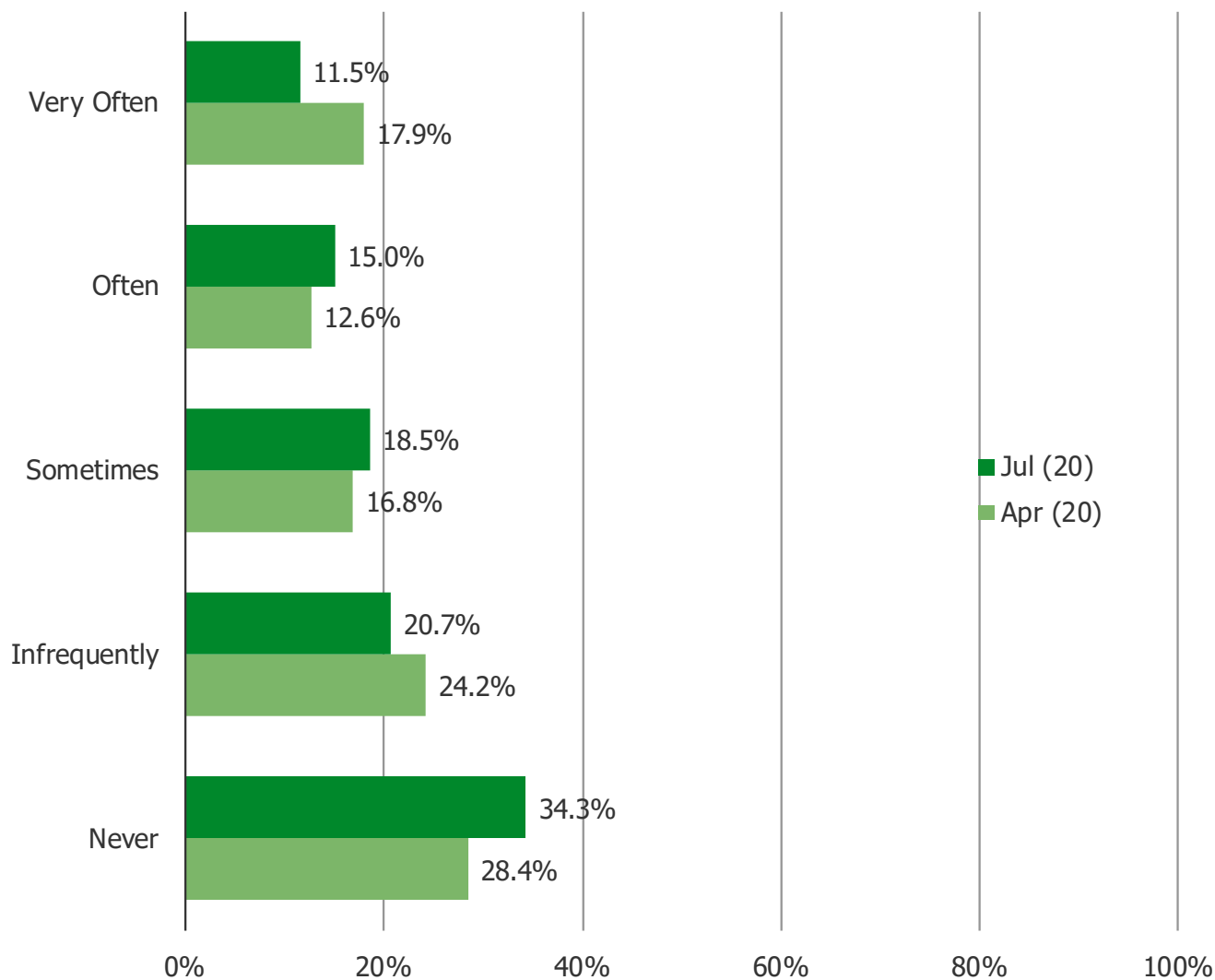
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## Streaming Wars

DURING NORMAL TIMES HOW OFTEN DO YOU WATCH SPORTS?

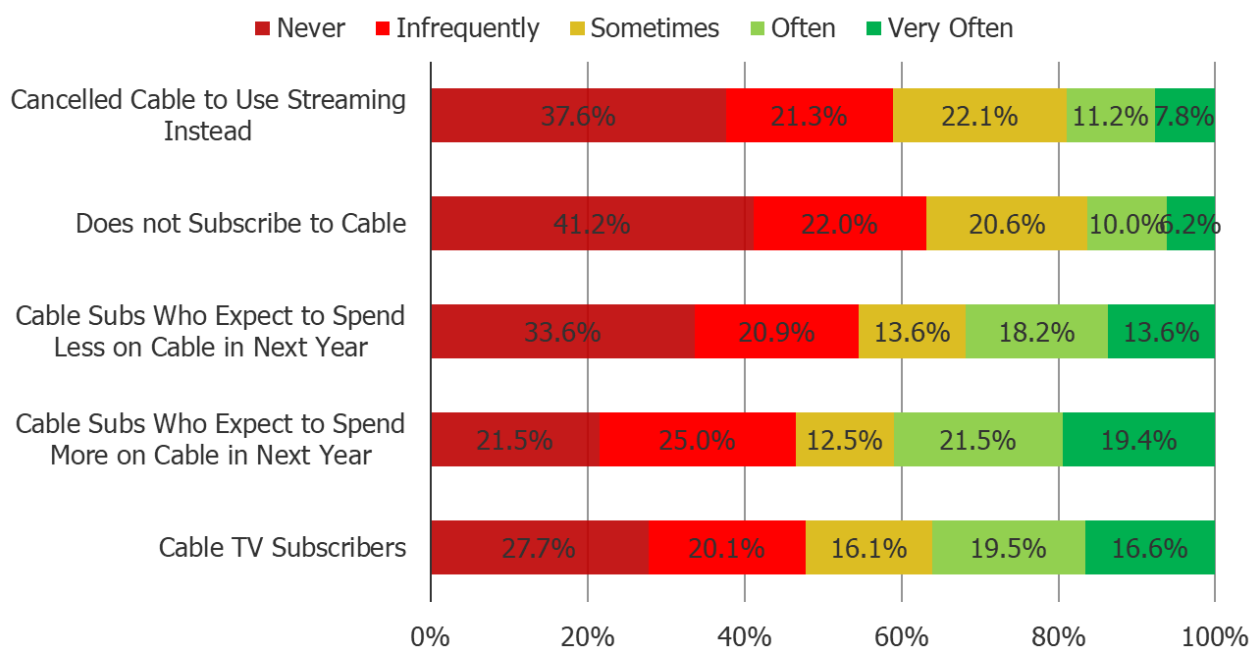
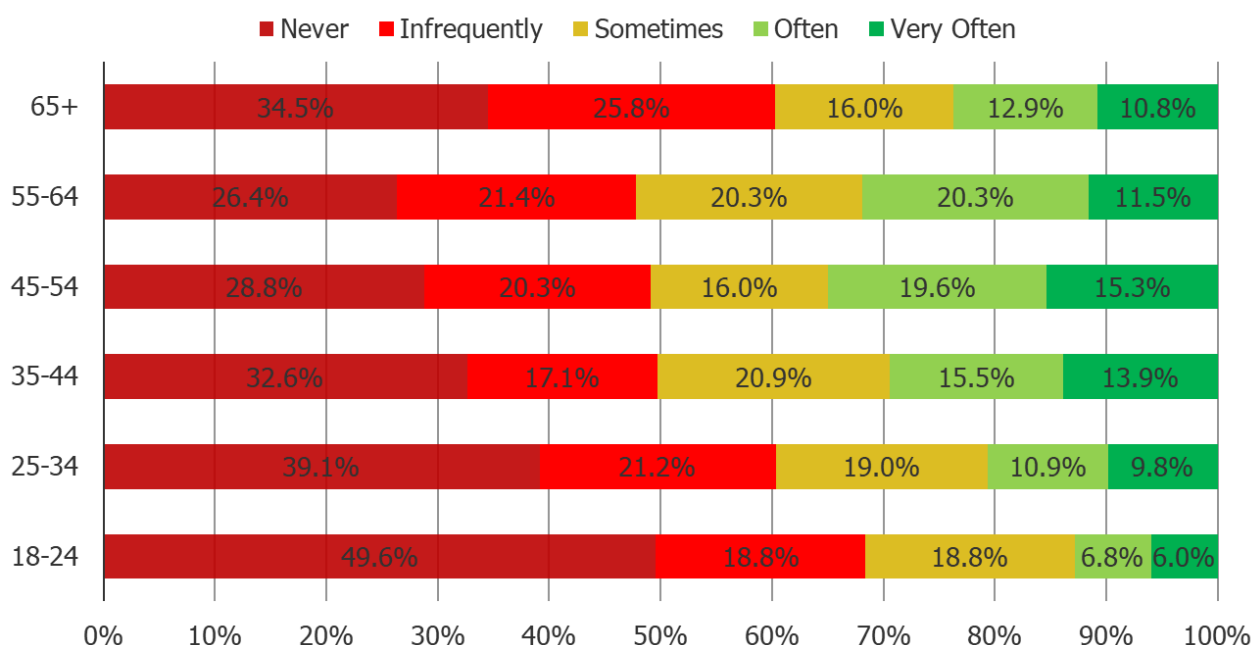
Posed to all respondents.



## Streaming Wars

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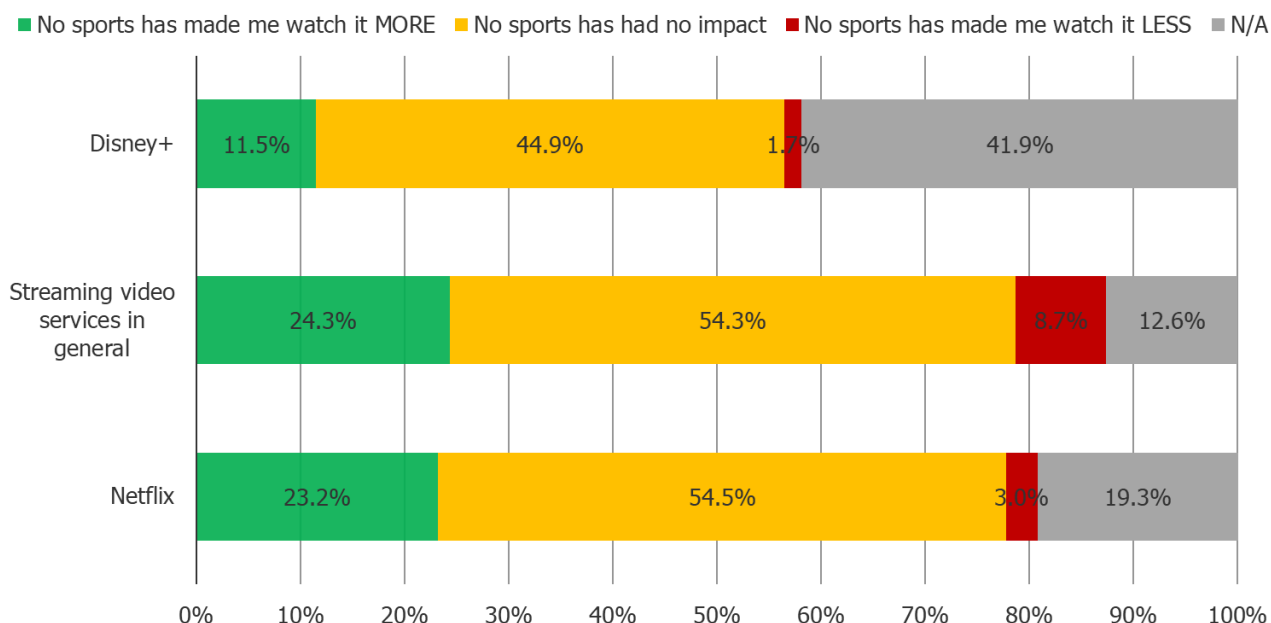
Posed to all respondents, cross-tabbed by age and their relationship with cable TV.



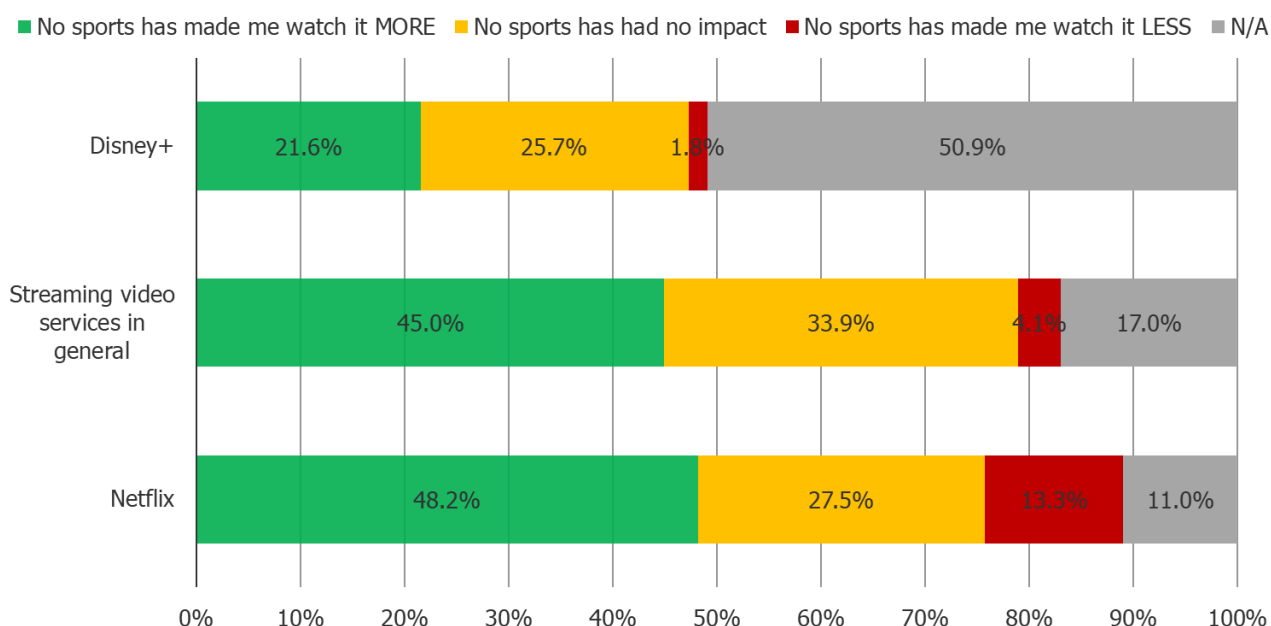
## Streaming Wars

IN YOUR ESTIMATION, HAS THE LACK OF SPORTS ON TV HAD ANY DIRECT IMPACT ON HOW OFTEN YOU WATCH THE FOLLOWING?

Posed to respondents who watch sports more than never in normal times.



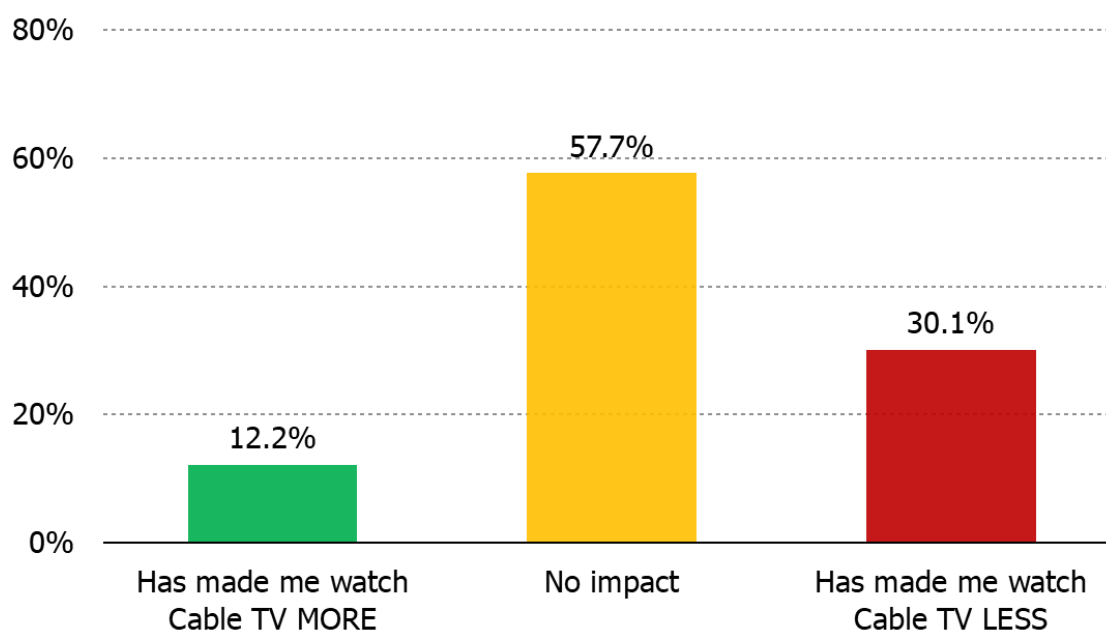
Posed to respondents who watch sports “often or very often” in normal times.



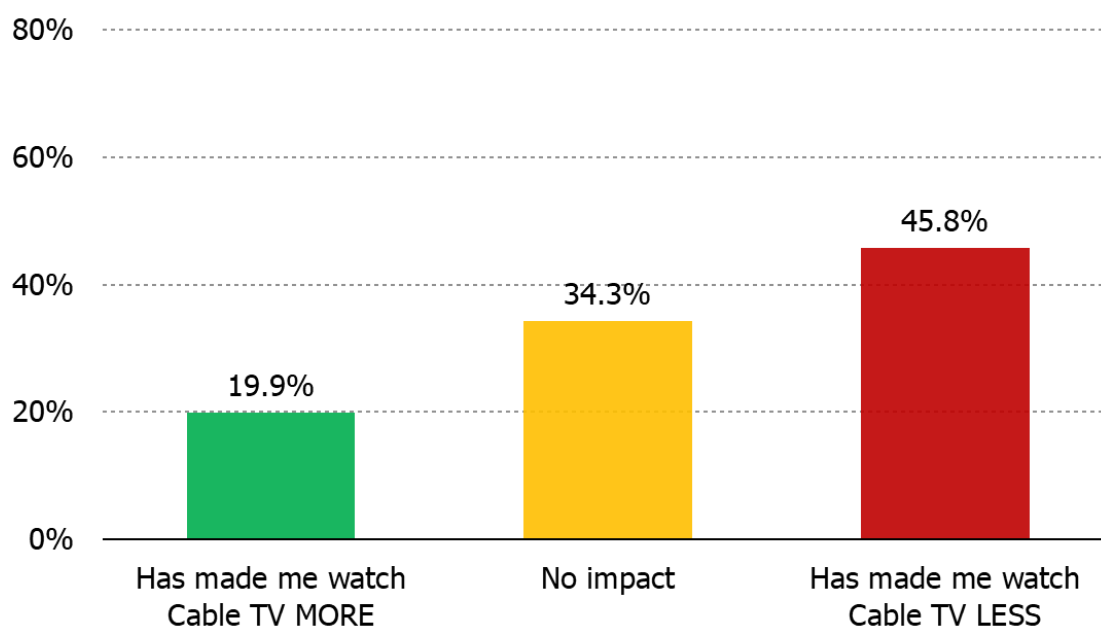
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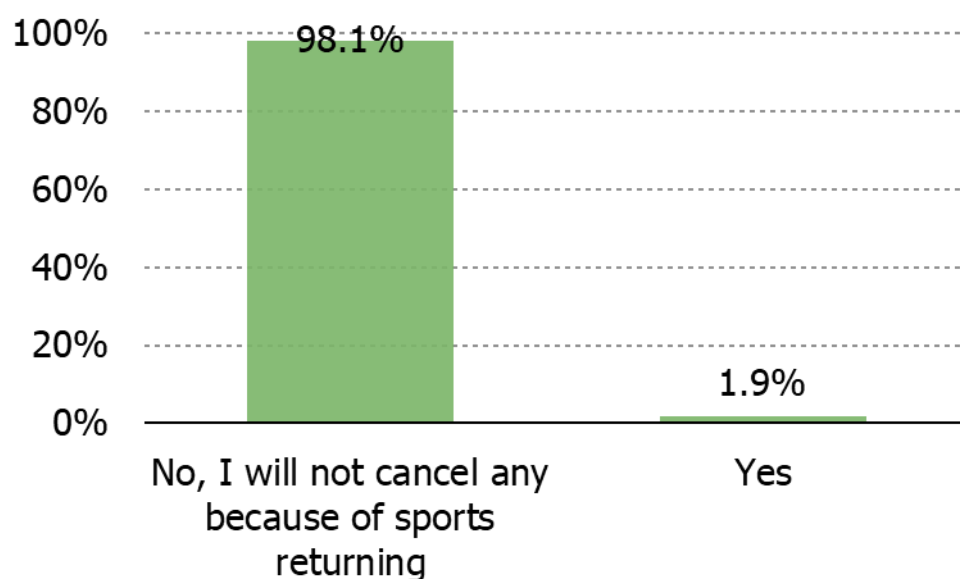
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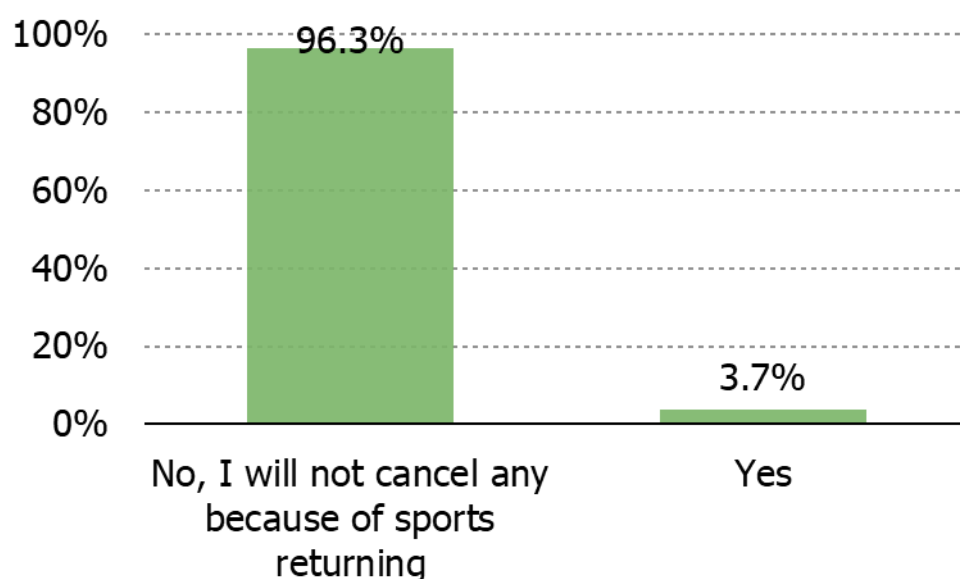
## Streaming Wars

AFTER SPORTS RETURN, WILL YOU CANCEL ANY STREAMING VIDEO SERVICES THAT YOU ARE CURRENTLY SUBSCRIBED TO?

Posed to respondents who watch sports more than never in normal times.



Posed to respondents who watch sports "often or very often" in normal times.

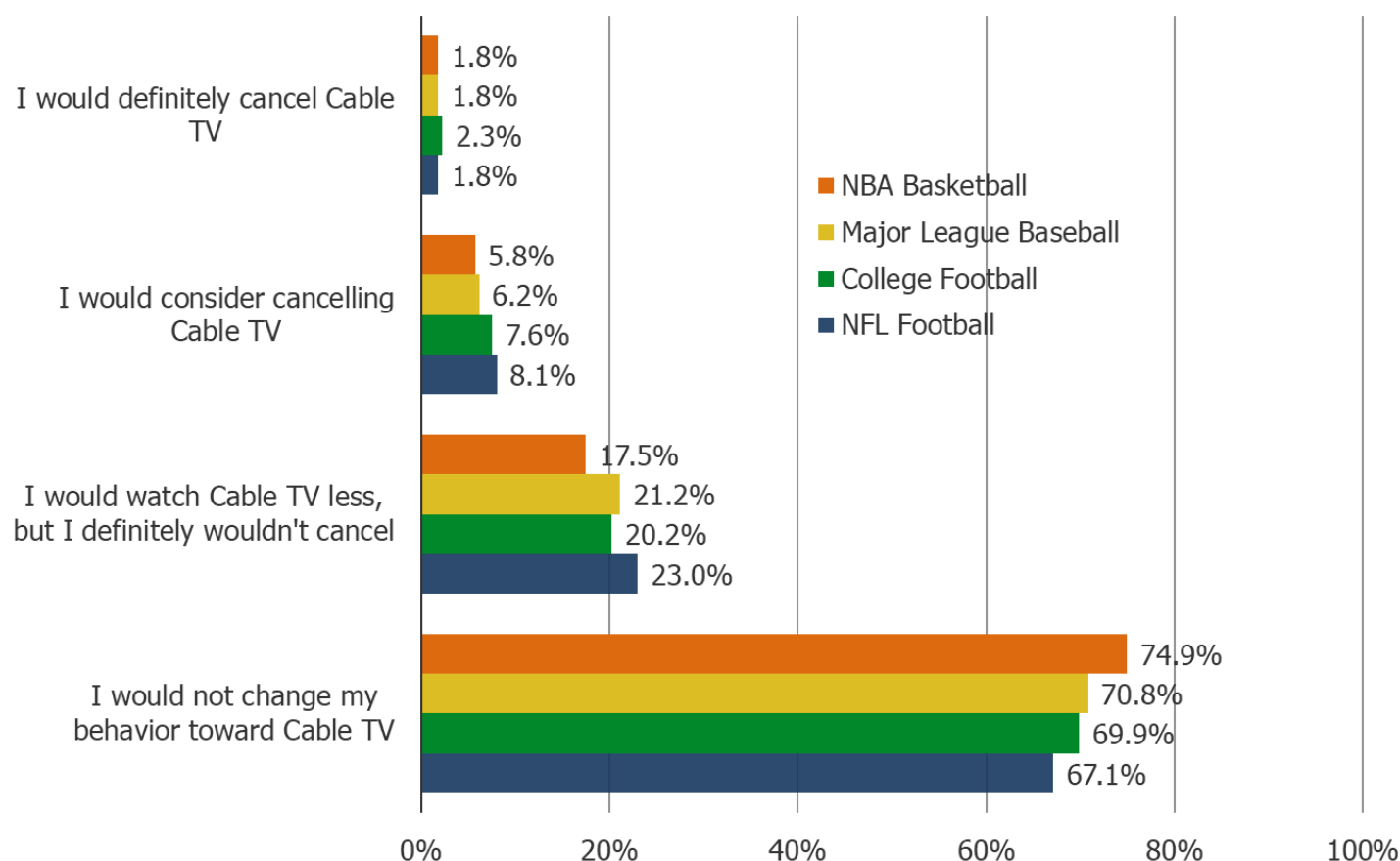




## Streaming Wars

WHICH BEST DESCRIBES HOW YOU WOULD RESPOND IF THE FOLLOWING SPORTS SEASONS WERE TO GET CANCELLED IN 2020?

Posed to cable TV subscribers who watch sports more than never in normal times.

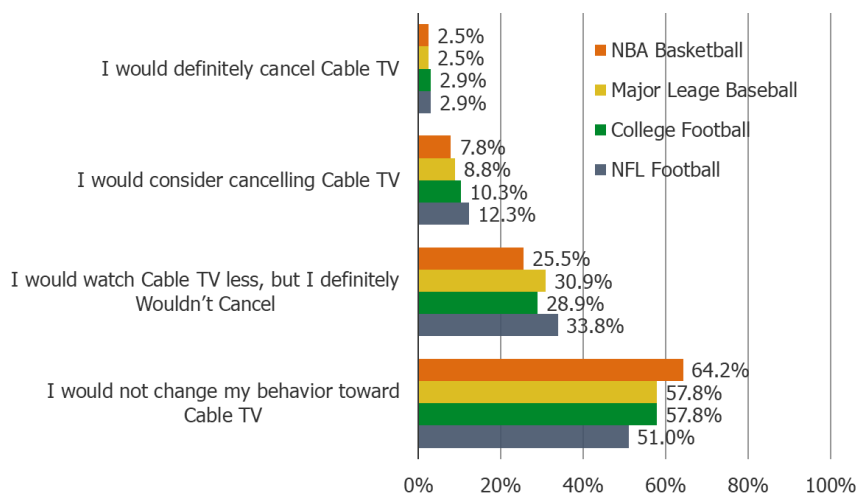


## Streaming Wars

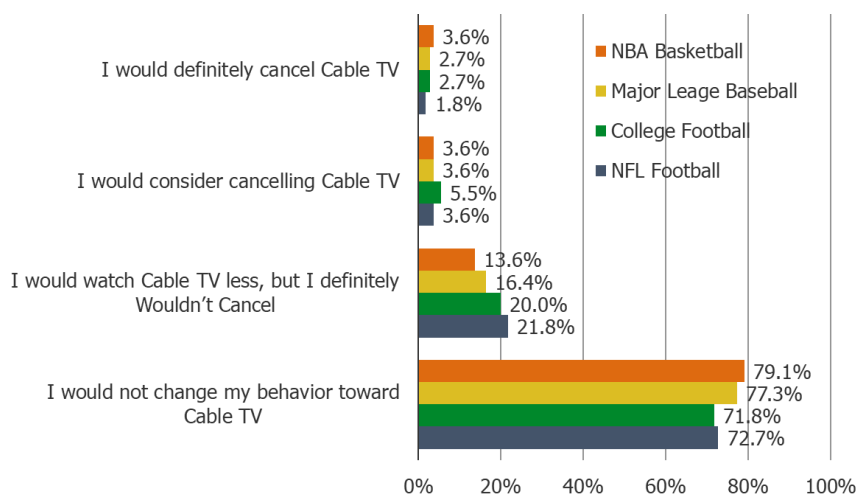
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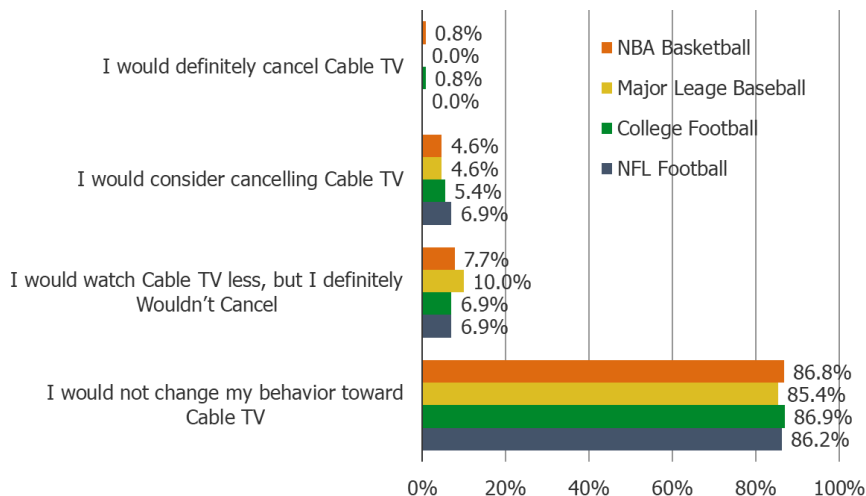
## Watches Sports Often



## Watches Sports Sometimes



## Watches Sports Infrequently

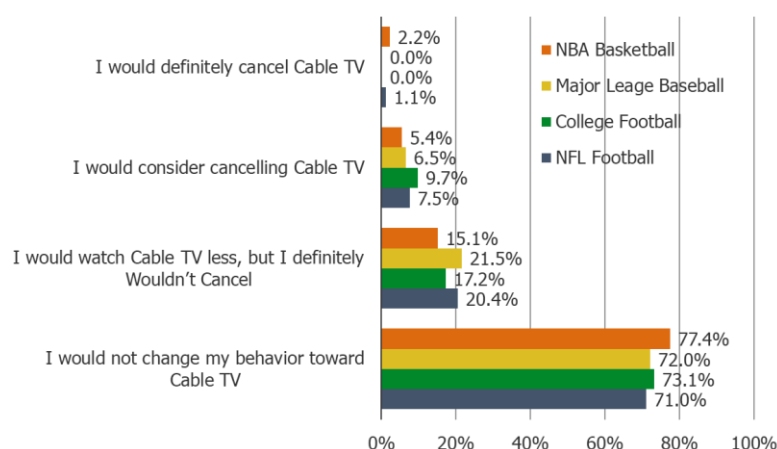


## Streaming Wars

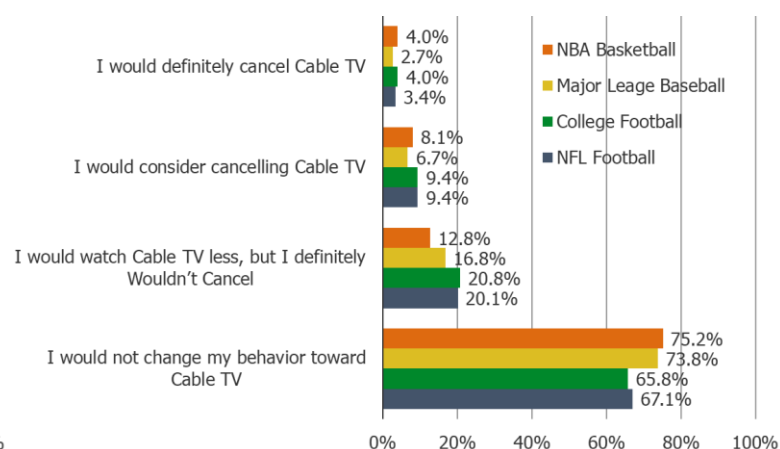
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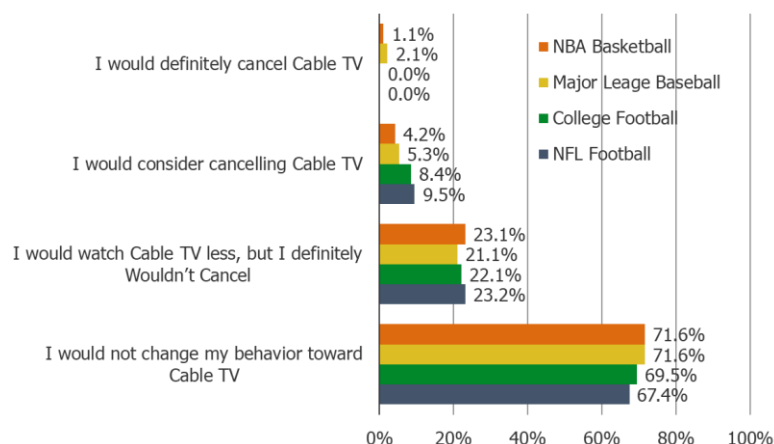
## Mountain/Pacific



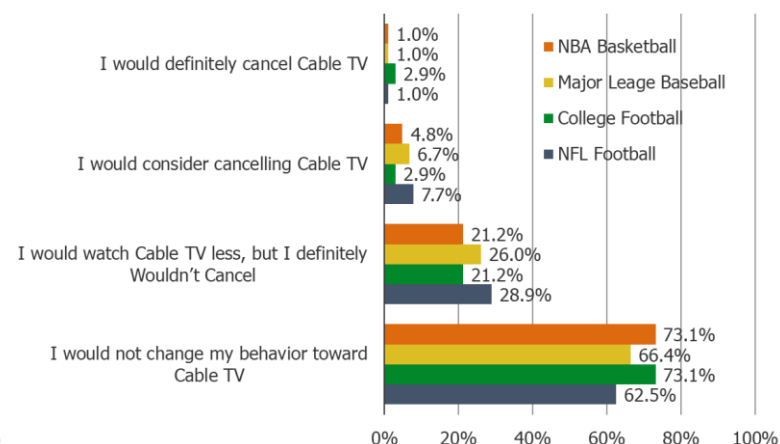
## South Central / South Atlantic



## East/West North Central



## New England/Middle Atlantic



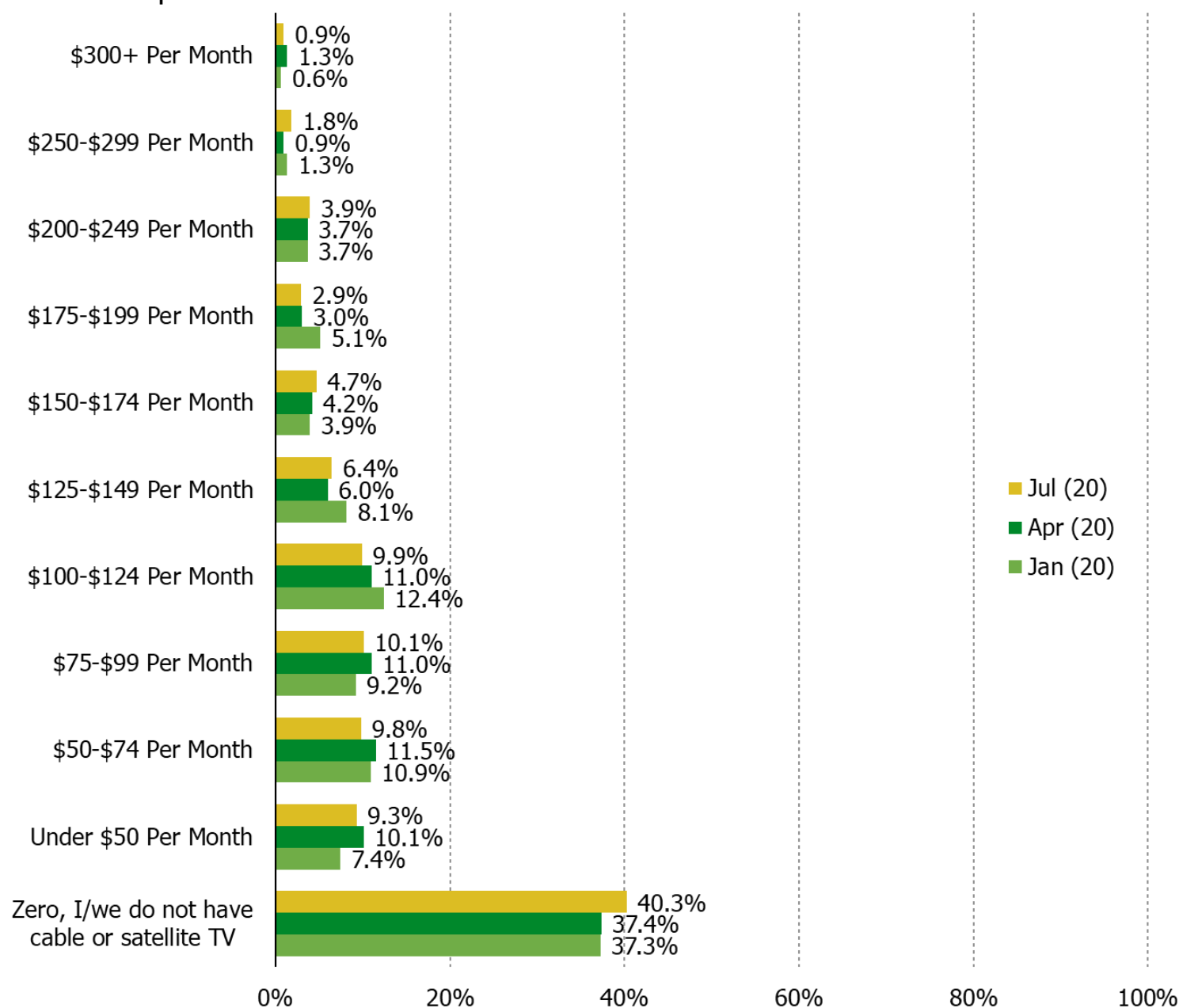
Streaming Wars

SPEND ON CONTENT

## Streaming Wars

## APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE/SATELLITE TV SERVICES PER MONTH?

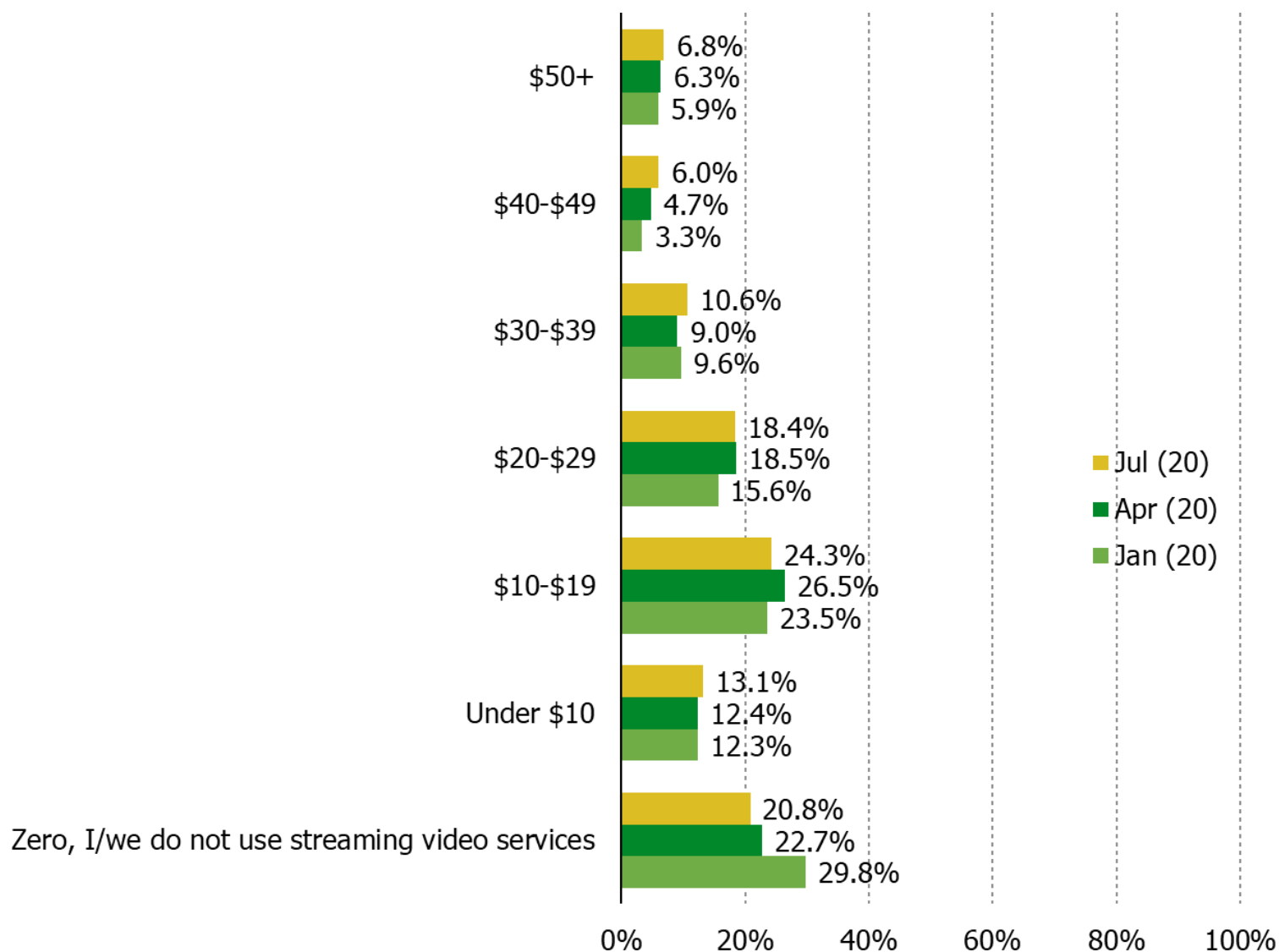
Posed to respondents who watch video content at home.



## Streaming Wars

APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

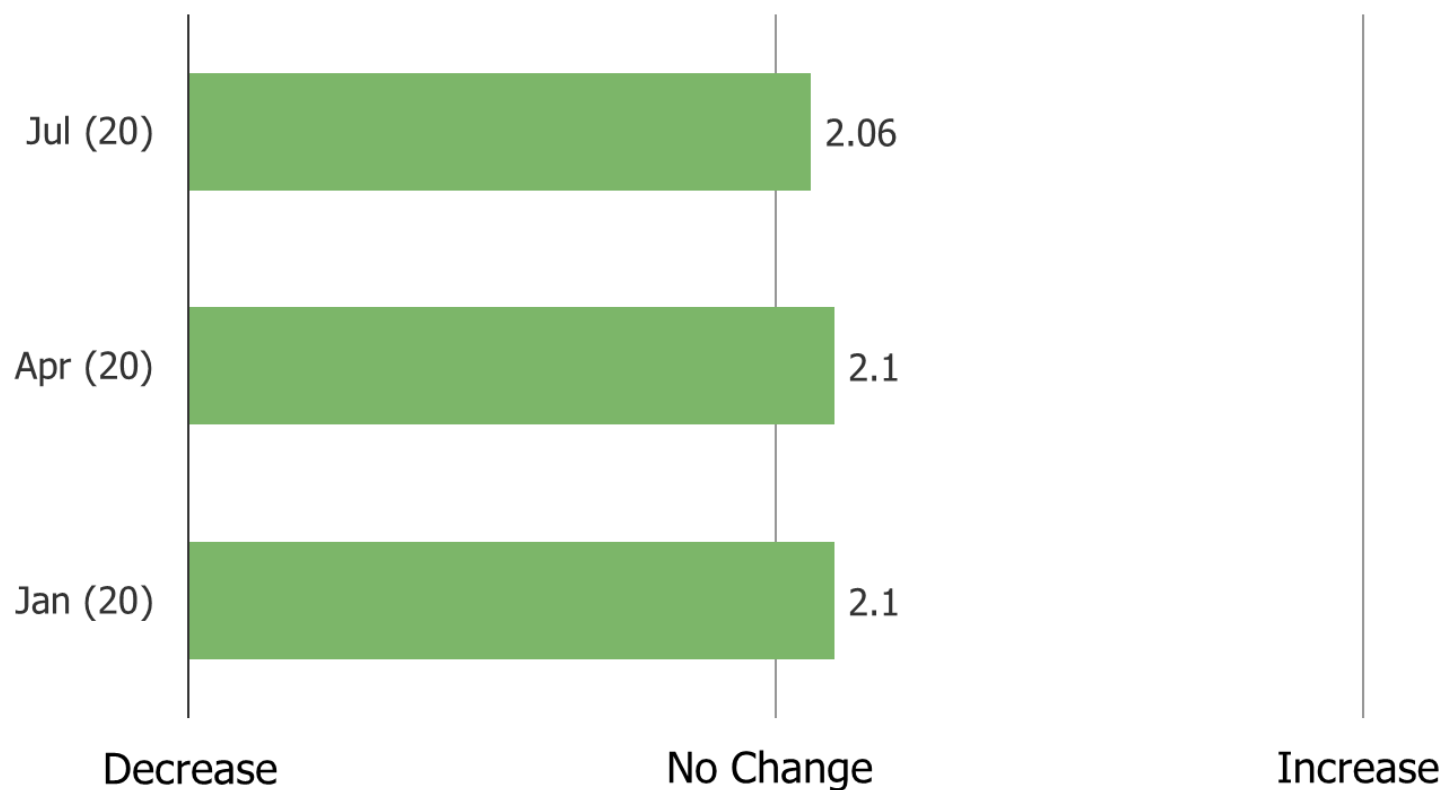
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## Streaming Wars

IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR CABLE TV TO CHANGE IN ANY WAY?

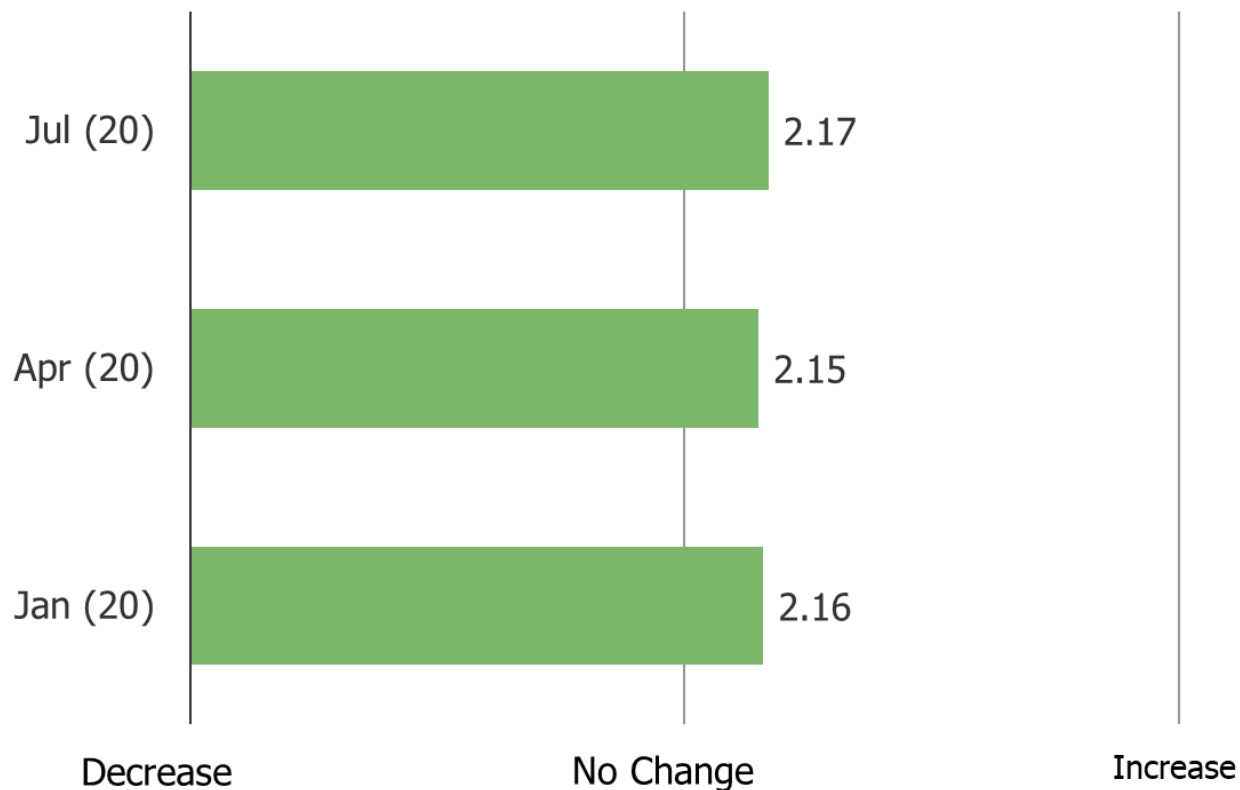
This question was posed to respondents who use cable TV.



## Streaming Wars

IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR STREAMING VIDEO TO CHANGE IN ANY WAY?

This question was posed to respondents who use streaming video.





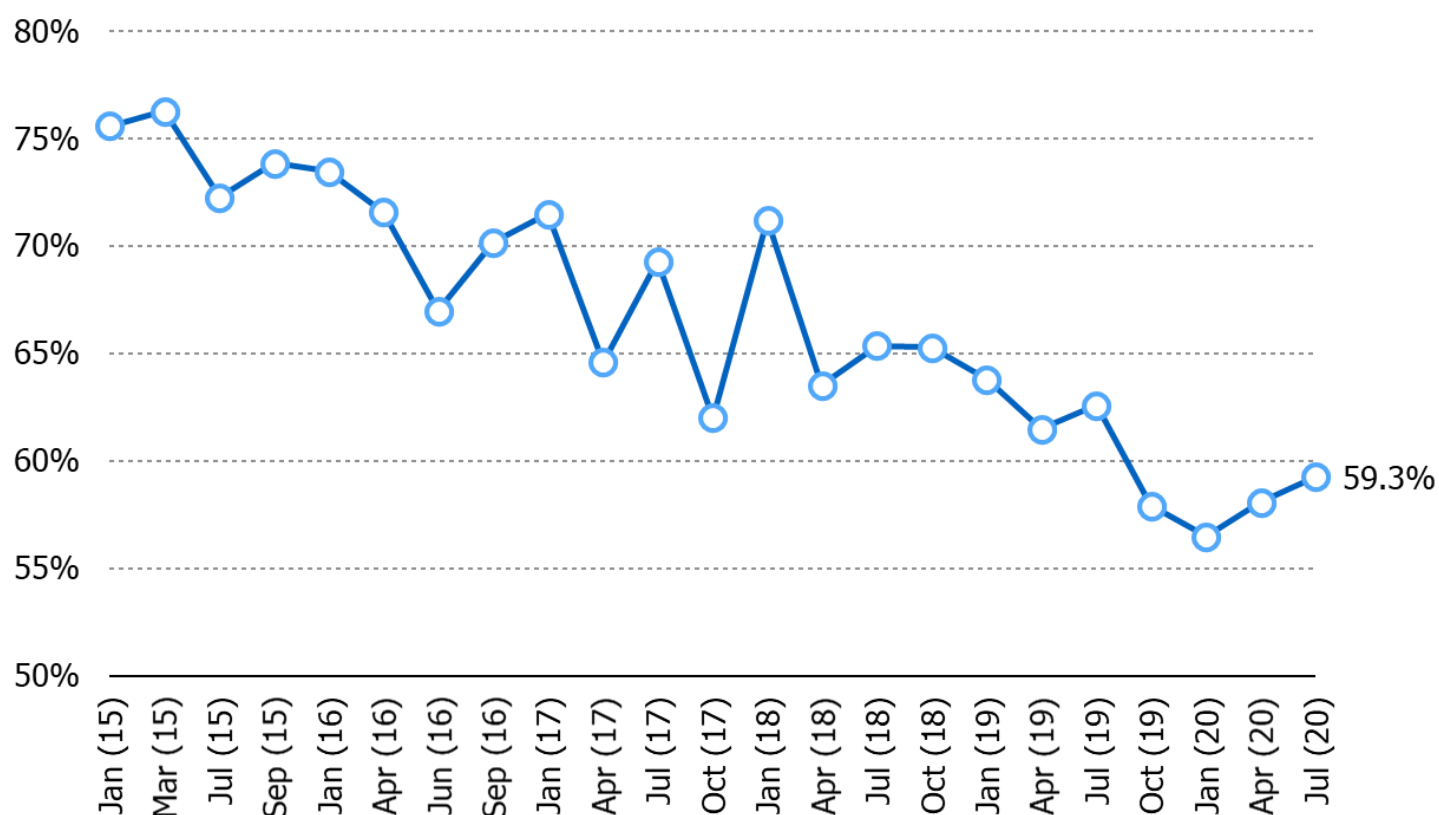
## Streaming Wars

# CORD CUTTING AND PREMIUM CHANNELS

## Streaming Wars

## DO YOU CURRENTLY SUBSCRIBE TO CABLE, SATELLITE, OR TELCO TV?

This question was posed to respondents who watch video on demand via cable, satellite, or streaming services at home.



## Streaming Wars

CORD CUTTERS: HAVE YOU TERMINATED YOUR CABLE/SATELLITE/TELCO TV SUBSCRIPTION TO USE INTERNET STREAMING SERVICES INSTEAD?

This question was posed to respondents who watch movies and/or TV shows at home.

