



Streaming **Stress**

A 2020 report analyzing entertainment and television consumption during the COVID-19 pandemic

Overview

To cut or not to cut? To find out, Antennas Direct polled 1,200 Americans (age 18+) who watch television for at least 1-2 hours per week.

Antennas Direct, leader and pioneer in the cord-cutting category, is dedicated to consistently understanding the changing needs of consumers in the industry. With U.S. consumers asked to shelter in place due to COVID-19, media had an anticipated boom in viewership, with Nielsen finding that major U.S. crises which force consumers to stay at home can lead to an increase in TV usage by at least 60 percent.

However, when it came to the battle between streaming vs. cable, Antennas Direct wanted to understand how Americans were choosing their entertainment and how many still felt tied to a cable subscription. Did the launch of services like Quibi and Disney+ make consumers more intrigued or stressed out about cutting the cord? How many people struggle to pay for TV, because they simply aren't aware of more affordable options?

With a history of continued research that has direct perspective from consumers, Antennas Direct sought to uncover how dependency on television and entertainment may have changed during COVID-19 and how potential gaps in access to breaking news and entertainment may influence consumer behavior going forward.

26%

Wish they had cable to watch local news or network programs during the pandemic

35%

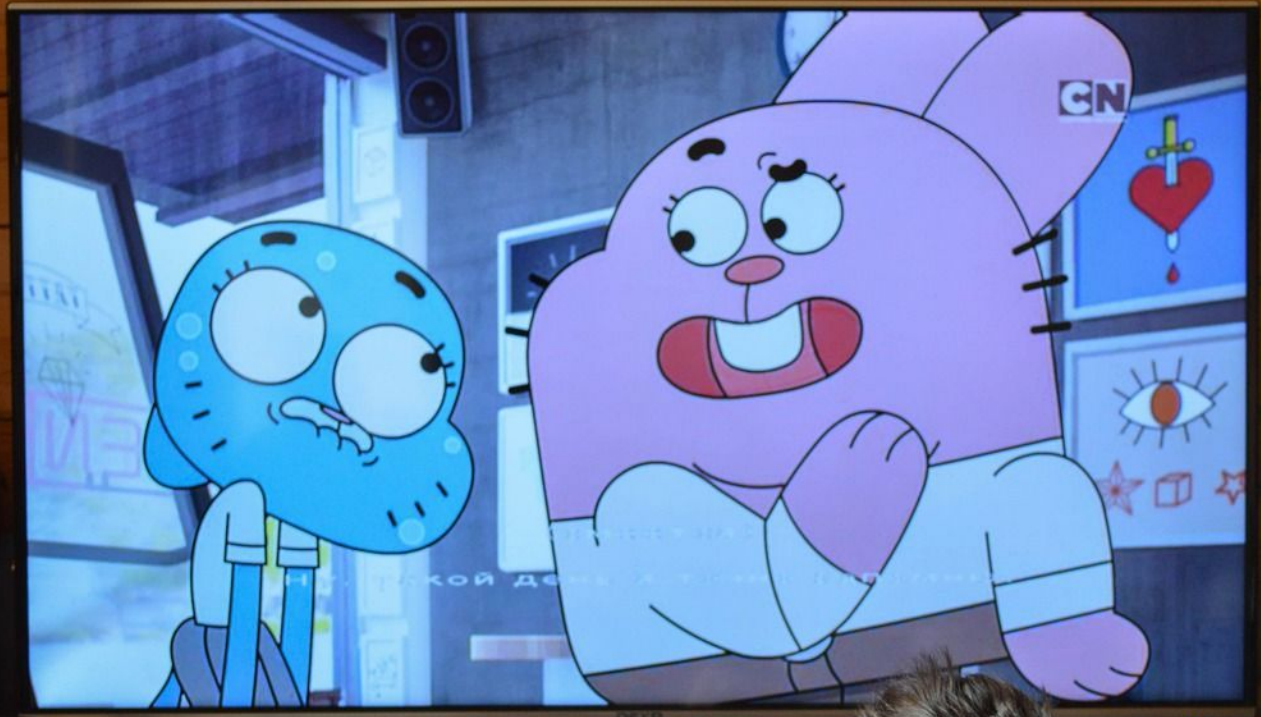
Believe they need 5 streaming services to access the same amount of content cable packages offer

39%

Would need to cut their TV services if they lost household income

Throughout this report, we'll answer:

How did COVID-19 impact media consumption?	3
What's holding consumers back from ditching cable?	15
What is cable worth beyond the subscription fee?	33



Entertainment Consumption During COVID-19

TV in the Age of COVID-19

53%

More than half of Americans say cable or streaming programming provided a temporary escape during the COVID-19 pandemic.

The Value of TV Grew During the Pandemic

Outside of fulfilling general entertainment needs, TV subscribers used cable and streaming to stay informed and navigate their day-to-day during the pandemic. To ease the challenges of working remotely, one in five (19%) admit they used TV to babysit their children while they worked.

The pandemic also caused an increase in new subscriptions for streaming services, with one in three (35%) signing up for a new streaming platform during COVID-19, including one in four (27%) who previously subscribed solely to cable.

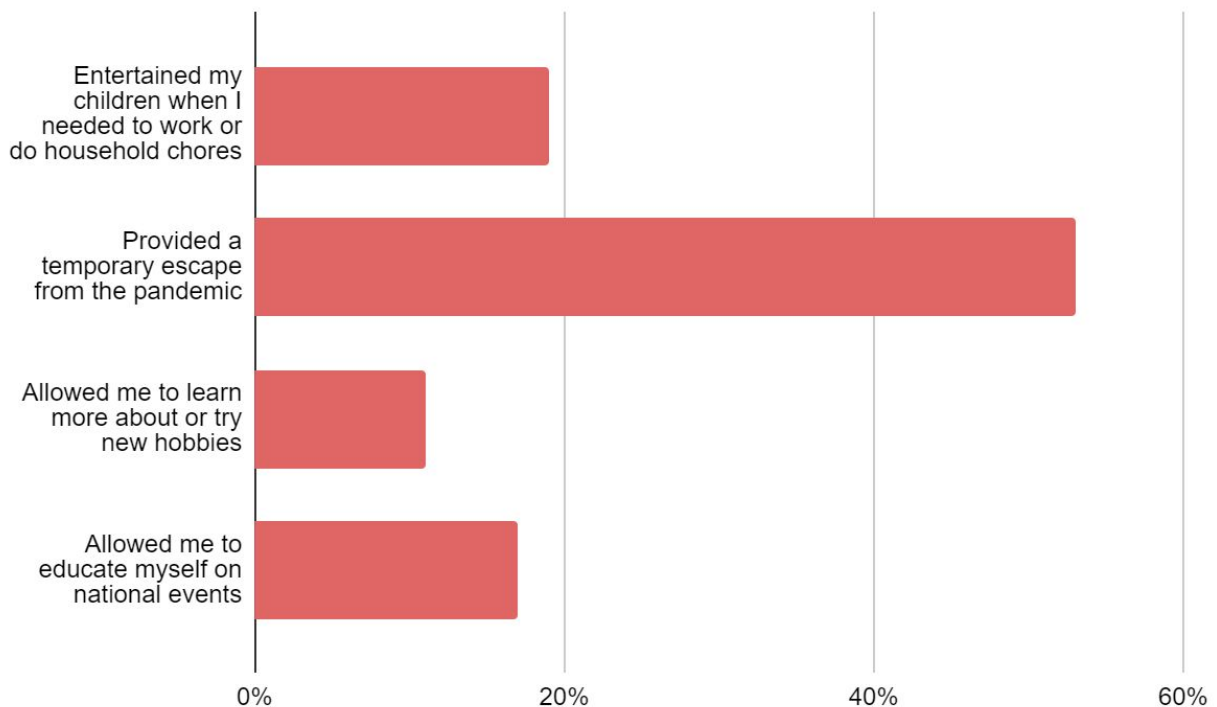
Cable also saw subscriptions increase, but to a smaller degree. While one in three (36%) wished they had a cable subscription during the pandemic, just one in ten (10%) actually signed up for cable service.

The Need for News

During the pandemic, TV was also a source of real-time information and news updates. When it came to where consumers went to get their news, the majority still looked to cable. In fact, consumers were twice as likely to look to cable news (35%) than to streaming news (16%) to stay informed.

GENERAL FINDINGS

Question 1: In which of the following ways did cable or streaming programming help you get through the COVID-19 pandemic?

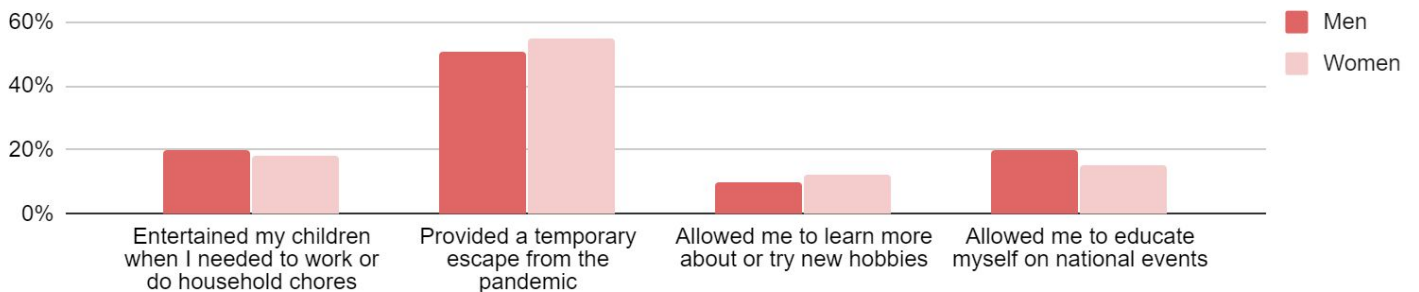


TV Provided an Escape and Entertained Children During COVID-19

- Over half of consumers (53%) say cable or streaming programming provided a temporary escape from the pandemic.
- One in five (19%) note cable or streaming content entertained their children when they needed to work or do household chores.

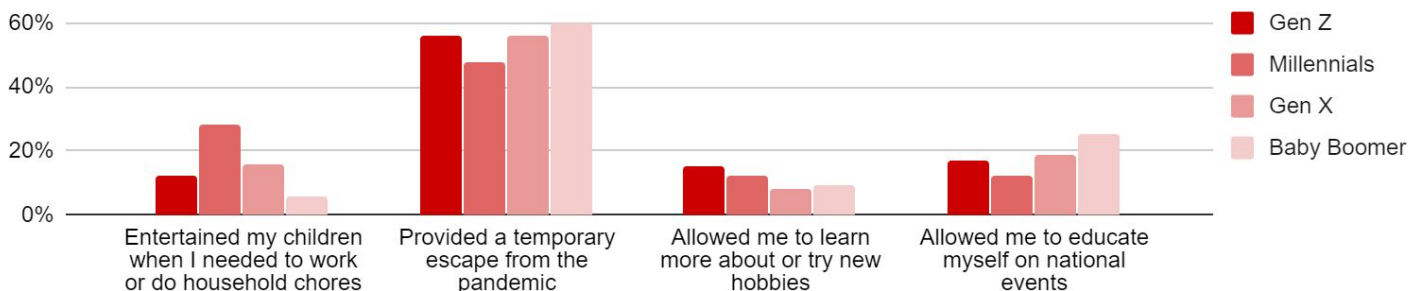
FINDINGS BY DEMOGRAPHIC

Question 1: In which of the following ways did cable or streaming programming help you get through the COVID-19 pandemic?



TV Programming Helped Men Entertain Their Children and Get Informed

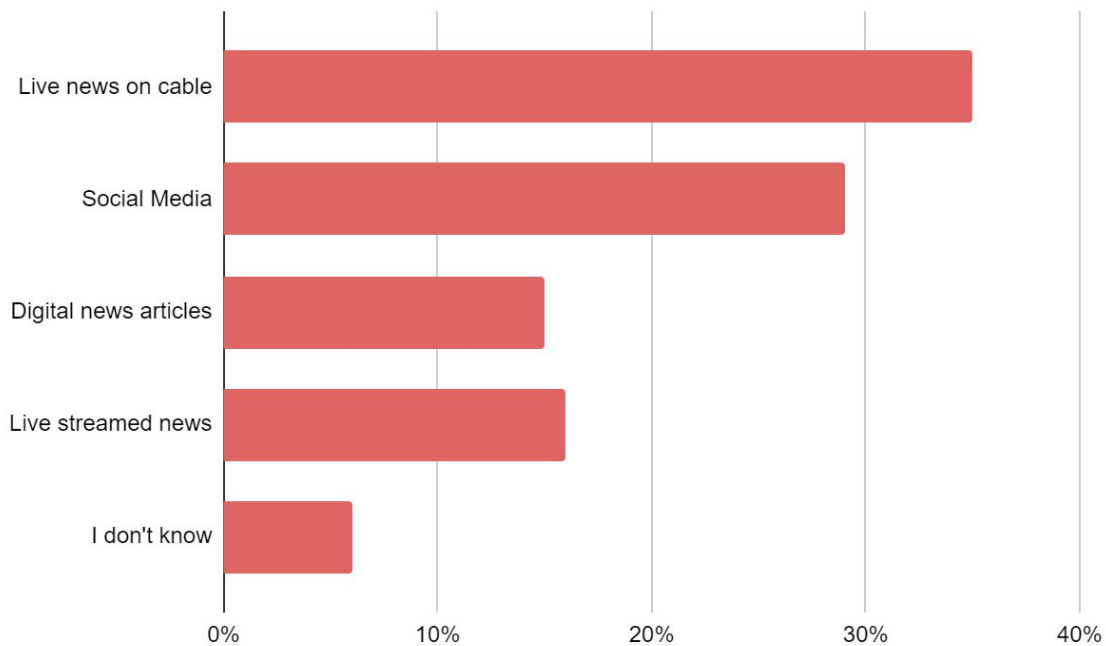
- One in five men note TV programming allowed them to educate themselves on national events (20%), leading women (18%).
- Men were more likely (20%) than women to say TV programming helped to entertain their children while they worked (18%).



Baby Boomers Were Most Likely to Look to TV to Stay Informed

- One in four Boomers (25%) note streaming or cable programming helped them become more educated on national events, leading Millennials (12%) and Gen Zers (17%).
- Millennials were least likely (48%) to find streaming and cable programming provided an escape during COVID-19, compared to Gen Z (56%) and Boomers (60%).

Question 2: What have you relied on the most for news updates related to the COVID-19 pandemic?

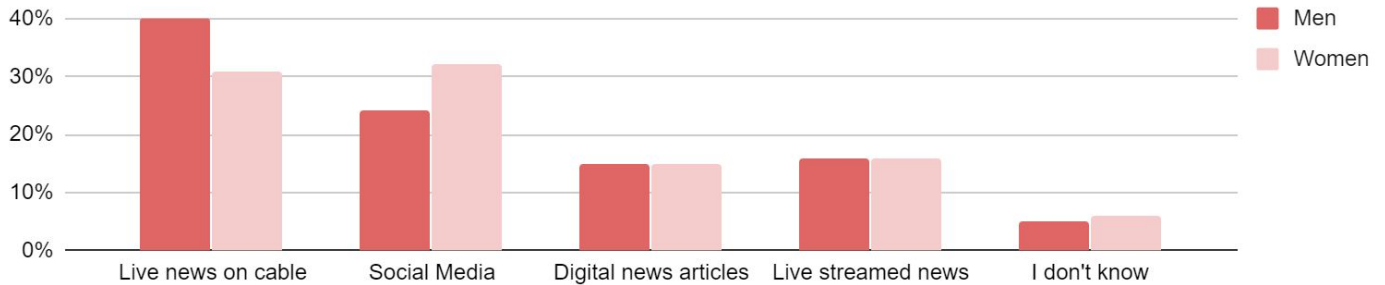


Cable News and Social Media Were the Top Resources for COVID-19 Updates

- One in three (35%) relied on their cable subscription for news updates the most, while another one in four (29%) relied on social media the most.
- Just one in six relied primarily on digital news articles (15%) or live streamed news (16%) for COVID-19 updates.

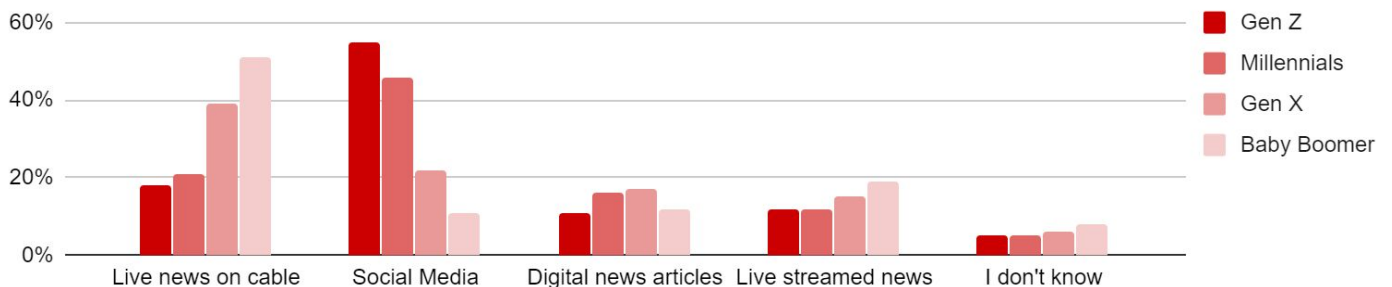
FINDINGS BY DEMOGRAPHIC

Question 2: What have you relied on the most for news updates related to the COVID-19 pandemic?



Men Relied on Cable News the Most

- Two in five men (40%) relied on live cable news for updates on COVID-19, leading women (31%).
- One in three women (32%) relied on social media for news updates compared to just one in four men (24%).

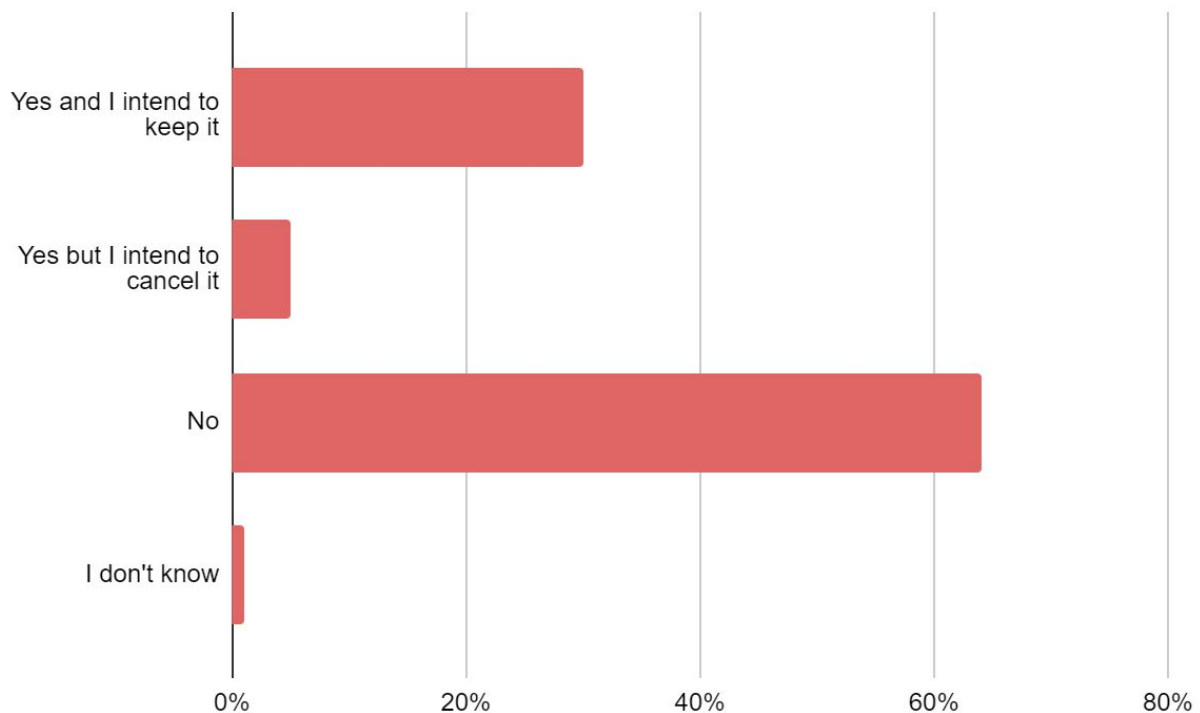


Boomers Depended on Cable; Gen Z and Millennials on Social Media

- Half of Baby Boomers (51%) relied on cable for COVID-19 updates, leading Gen X (39%), and making them twice as likely as Millennials (21%) or Gen Zers (18%).
- Over half of Gen Zers (55%) looked to social media, leading Millennials (46%).
- Just one in five Gen Xers (22%) and one in ten (11%) Baby Boomers relied on social media for COVID-19 updates.

GENERAL FINDINGS

Question 3: During COVID-19, did you sign up for a live TV streaming subscription?

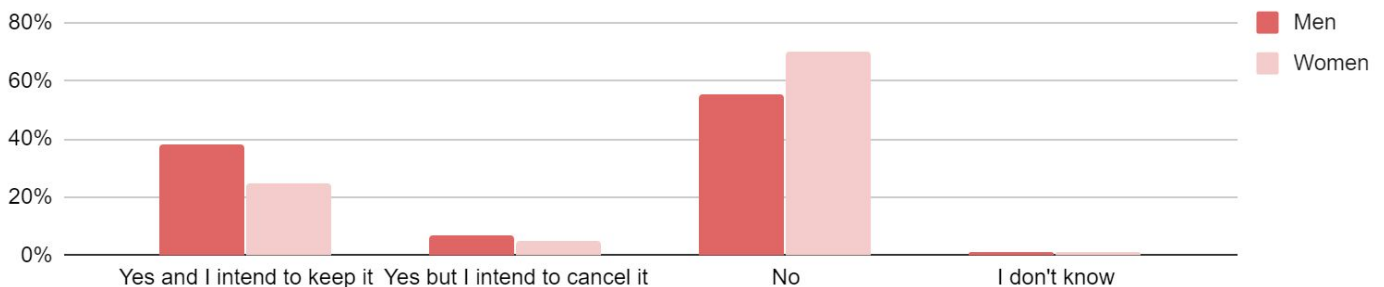


Many Subscribed to Live Streaming During COVID-19 and Will Keep the Service

- One in three consumers (35%) signed up for a live streaming subscription during the COVID-19 pandemic and the majority (30%) intend to keep the service.

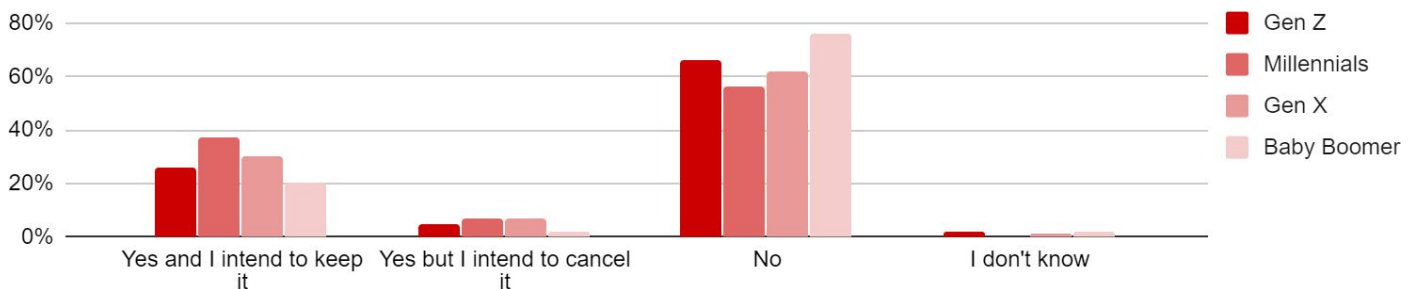
FINDINGS BY DEMOGRAPHIC

Question 3: During COVID-19, did you sign up for a live TV streaming subscription?



Men Made Up a Larger Part of New Subscribers During COVID-19

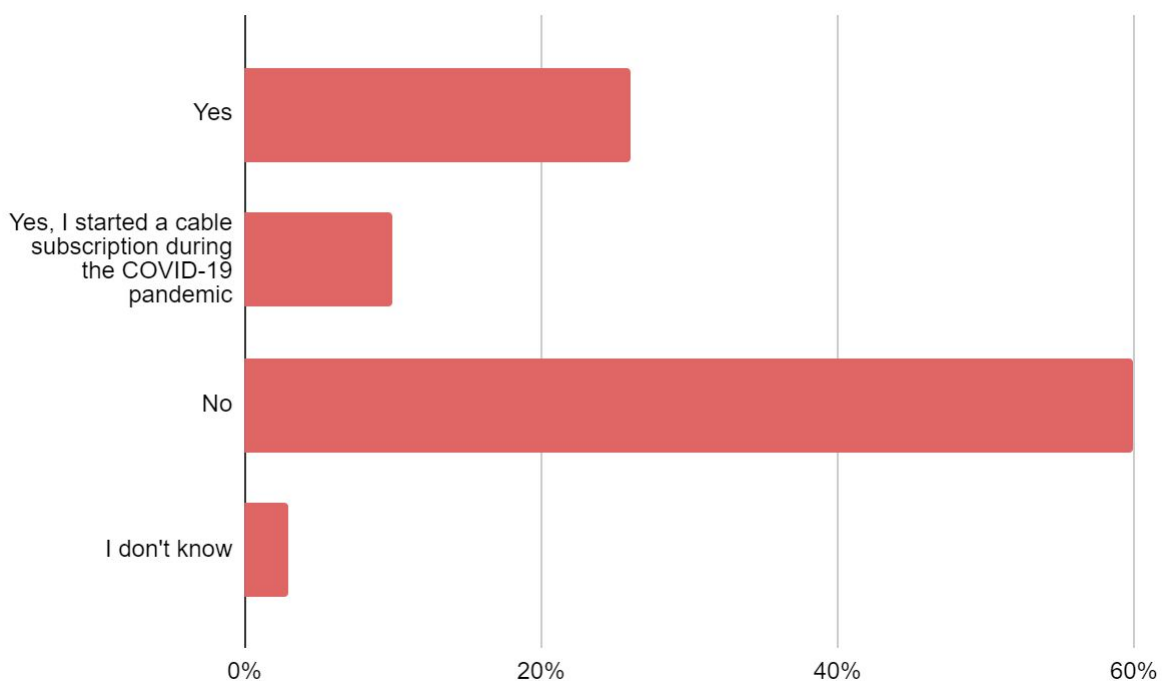
- Nearly half of men (45%) signed up for a live TV subscription during the pandemic, while less than one in three women (30%) did the same.
- Men were more likely to keep the subscription (38%) than women (25%).



Millennials Also Subscribed to New Services the Most

- Two in five (44%) Millennials signed up for a new live streaming subscription during COVID-19, leading Gen Xers (37%), Gen Zers (31%) and Baby Boomers (22%).
- Millennials were also the most likely to sign-up for a new service and keep it (37%), while Baby Boomers were the least likely (20%) to do the same.

Question 4: During the COVID-19 pandemic, did you ever find yourself wishing you had a cable subscription (e.g. to watch local news, network programs, etc.)?

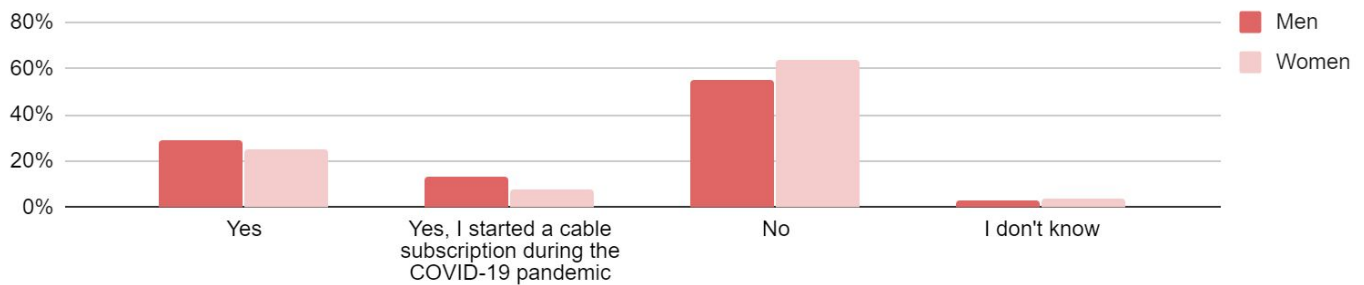


Consumers Regretted Not Having Cable During COVID-19

- More than one in three (36%) wished they had a cable subscription during the pandemic.
- One in ten (10%) regretted not having cable and therefore chose to start a new cable subscription during the pandemic.

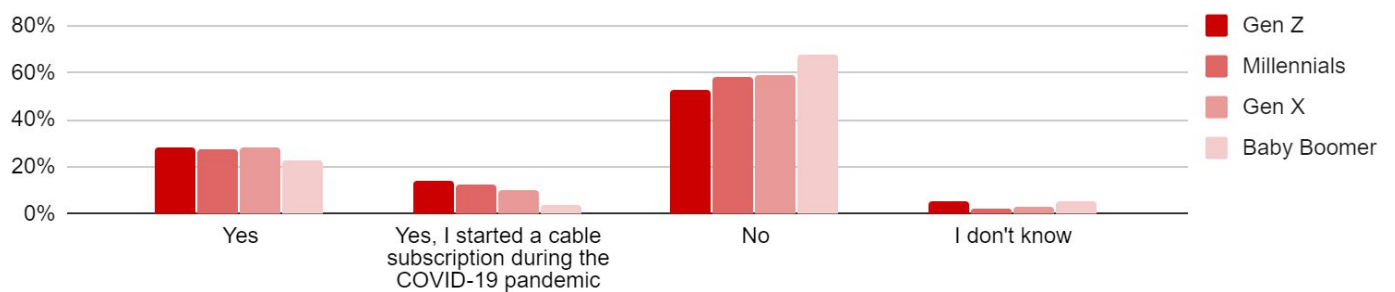
FINDINGS BY SUBSCRIPTION

Question 4: During the COVID-19 pandemic, did you ever find yourself wishing you had a cable subscription (e.g. to watch local news, network programs, etc.)?



Women Were Less Likely to Pine for Cable During the Pandemic

- Just one in three women (33%) wished they had cable during COVID-19, while two in five men (42%) did.
- Women were also less likely (8%) to start a new cable subscription during COVID-19 than men (13%).

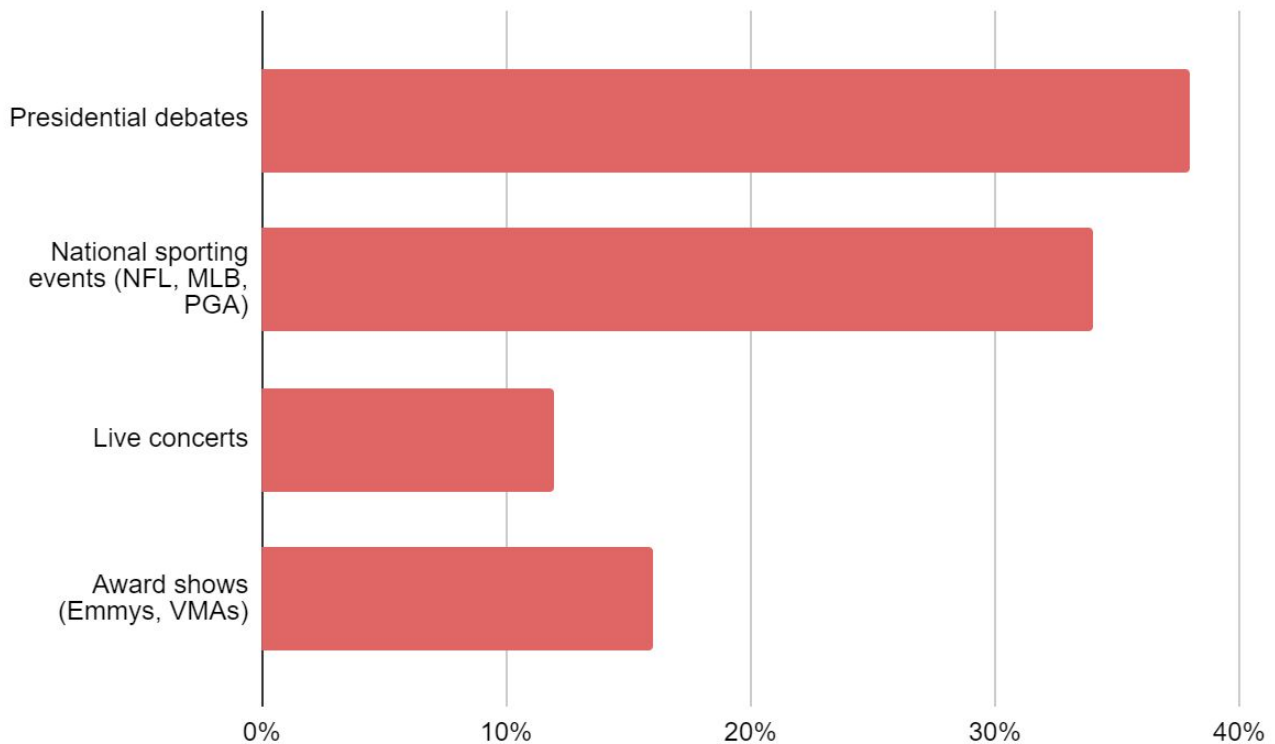


Gen Zers Were Most Likely to Wish They Had Cable During the Pandemic

- Two in five (42%) Gen Zers wished they had a cable subscription and one in seven (14%) even started a new cable subscription during COVID-19.
- Two in five Millennials (39%) and Gen Xers (38%) wished they had cable, but just one in eight (12%) Millennials and one in ten (10%) Gen Xers signed up for a new service.
- Just one in four Baby Boomers (27%) wished they had cable.

GENERAL FINDINGS

Question 5: Do you plan to watch any of the following in the next six months?

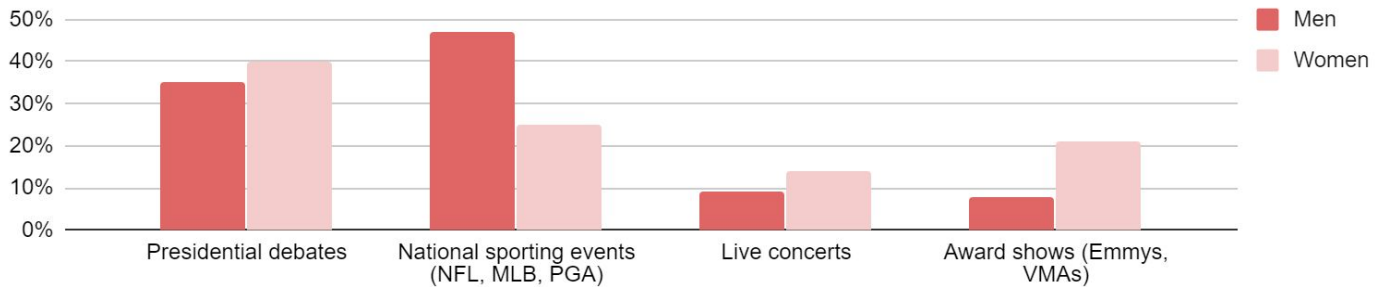


Presidential Debates Will be the Most-Watched Televised Event

- Two in five (38%) plan to watch the presidential debates over the next six months, followed by national sporting events (34%).
- Just one in six (16%) plan to watch award shows and one in eight (12%) plan to watch televised or streamed concerts (12%).

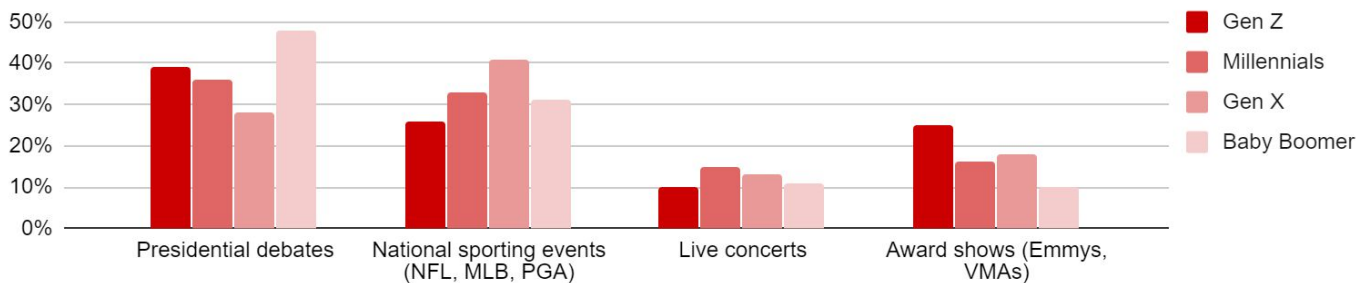
FINDINGS BY SUBSCRIPTION

Question 5: Do you plan to watch any of the following in the next six months?



Women Will Tune in for Debates, Men for Sports

- Two in five women (40%) plan to watch presidential debates, but just one in three (35%) men will do the same.
- Men are twice as likely (47%) as women (25%) to watch national sporting events in the next six months.



Baby Boomers Will Lead Presidential Debate Viewership

- Nearly half (48%) of Boomers plan to watch the presidential debates, compared to one in three (36%) Millennials, two in five (39%) Gen Zers and one in four Gen Xers (28%).
- One in four Gen Zers (25%) will tune into live award shows, leading Millennials (16%), Gen Xers (18%) and making them twice as likely as Boomers (10%).
- Two in five Gen Xers (41%) plan to watch sports, while just one in three Boomers (31%) and Millennials (33%), and one in four Gen Zers (26%) plan to do the same.



To Cut or Not to Cut?

The Great Debate: Cable or Streaming?

27%

cite a lack of access to local or national news programs as their biggest concern around canceling cable.

Price & Access Concerns Fuel Attachments to Cable

As more streaming options appear, concerns related to price and access are driving users to hold onto cable. While access to news is a major concern, one in four (29%) cite a lack of access to TV programming as their primary concern with cutting cable and one in five (22%) cite a lack of access to live TV network events.

In fact, one in three (35%) consumers believe that they would have to subscribe to up to five streaming services to be able to access the same amount of content their cable package provides them. It's no surprise then that the number of new streaming services available would not drive one in four (29%) to cut cable.

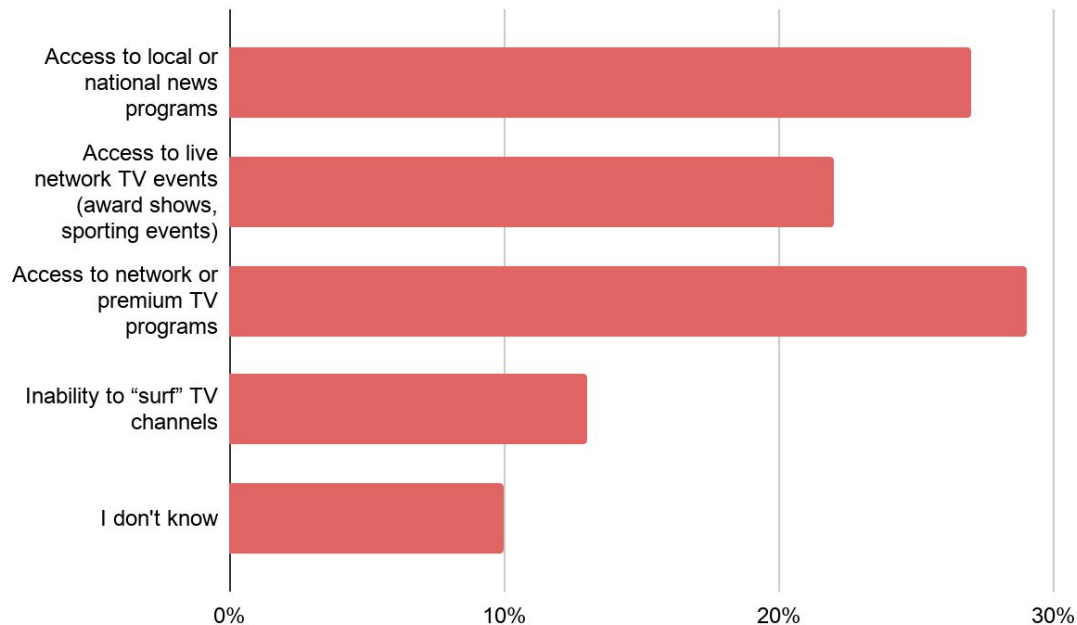
Cord Cutting is Halted by Fear of the Unknown

Streaming stress is also caused by assumptions and misconceptions around cord cutting. With one in four keeping cable to access news, it's understandable that nearly half (42%) believe that cable subscribers are more likely to be informed on current events compared to cord cutters. This comes from a lack of understanding that major broadcast networks can be accessed for free, without cable. In fact, a quarter (25%) of consumers were unaware that they could access broadcast networks using an antenna.

Other cable subscribers may choose not to cut the cord because they don't feel they have the needed tech skills. In fact, half (48%) believe cord cutters need to be more "tech-savvy" than cable subscribers and one in five (22%) feel more confident filing their taxes than setting up a new streaming tool.

GENERAL FINDINGS

Question 1: If you were to cancel your cable subscription, what would your primary concern be going forward?

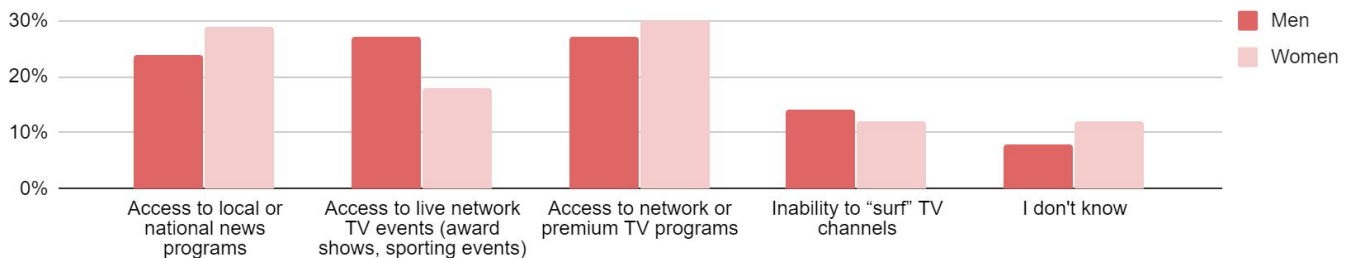


Access to Network TV is the Biggest Concern for Prospective Cordcutters

- One in four (29%) say access to network or premium TV programs is their primary concern with cutting cable, followed by access to local or national news programs (27%).
- One in five (22%) identified having access to live network TV events (e.g. award shows, sporting events) as their biggest concern with cord cutting.

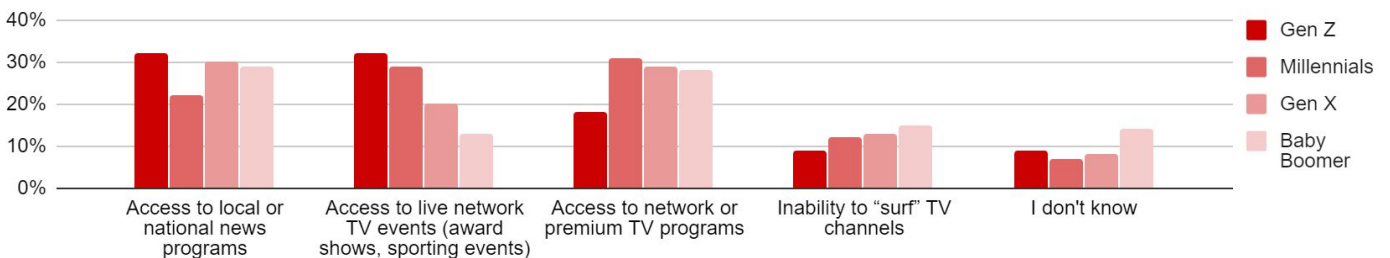
FINDINGS BY DEMOGRAPHIC

Question 1: If you were to cancel your cable subscription, what would your primary concern be going forward?



Access to Live TV Events Is Less of a Concern for Women

- Less than one in five women (18%) express concern about accessing live network TV events if they cut cable, compared to one in four men (27%).
- Women are more likely (29%) than men (24%) to be concerned about access to news programming if they cut cable.

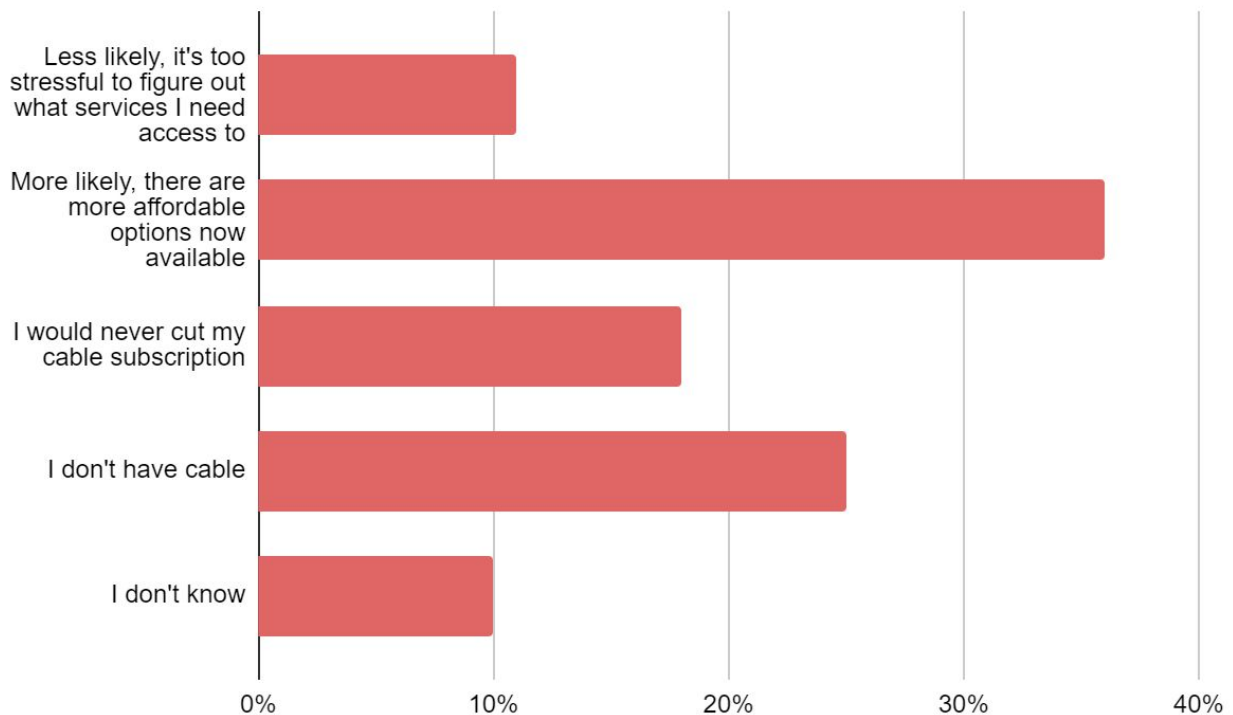


Gen Z and Millennials Fear Cutting the Cord Could Limit Access to Live TV

- One in three Gen Zers (32%) and one in four Millennials (29%) say having access to live network TV events is their biggest concern, compared to just one in five Gen Xers (20%) and one in nine (13%) Boomers.
- Baby Boomers (29%) and Gen Xers (29%) are most concerned about accessing local or national news.
- One in three Gen Zers (32%) are also concerned about access to news, while just one in five Millennials (22%) agree.

GENERAL FINDINGS

Question 2: Does the amount of streaming services that have come to market in the past six months make you more or less likely to cut cable?

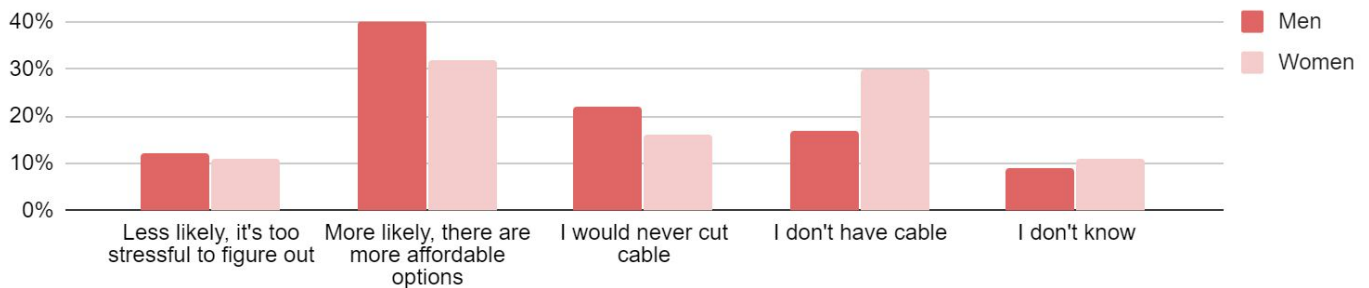


New Streaming Services Are Driving More Consumers to Cut the Cord

- One in three (36%) say the number of streaming services that have come to market makes them more likely to cut cable because there are more affordable options now available.
- One in five (18%) would never cut their cable subscription regardless of how many new streaming options become available.

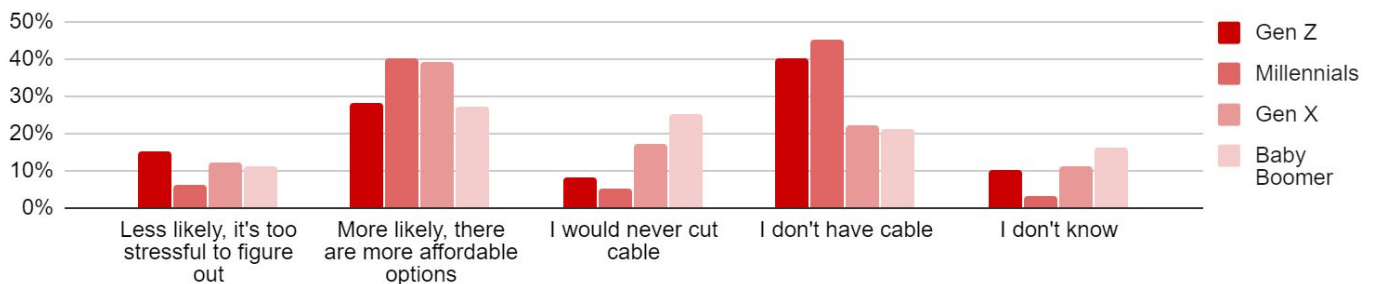
FINDINGS BY DEMOGRAPHIC

Question 2: Does the amount of streaming services that have come to market in the past six months make you more or less likely to cut cable?



More Streaming Options Could Push Men to Cut Cable

- Two in five men (40%) say the rise in streaming options has made them more likely to cut the cord, while one in three women (32%) agree.
- Men, however, are also more likely (22%) than women (16%) to say they would never cut their cable subscription.

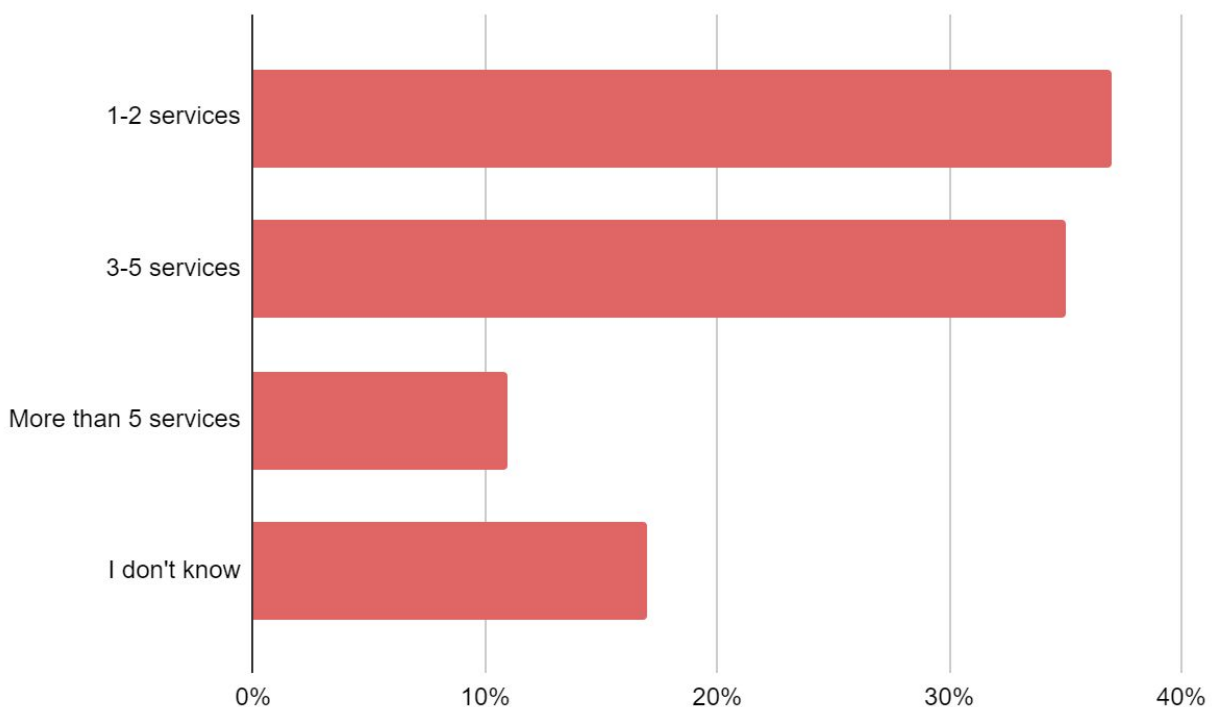


Millennials are Most Likely to Cut the Cord Due to New Streaming Options

- Two in five (40%) Millennials and Gen Xers (39%) say the amount of streaming services that have come to market has made them more likely to cut the cord, compared to one in four (27%) Boomers and Gen Zers (28%).
- One in four (25%) Boomers say that they'd never cut their cable subscription, leading Gen Xers (17%) and making them three times more likely than Gen Zers (8%) and five times more likely than Millennials (5%).

GENERAL FINDINGS

Question 3: How many streaming services do you feel you would need to subscribe to in order to access the same amount of content your cable package offers?

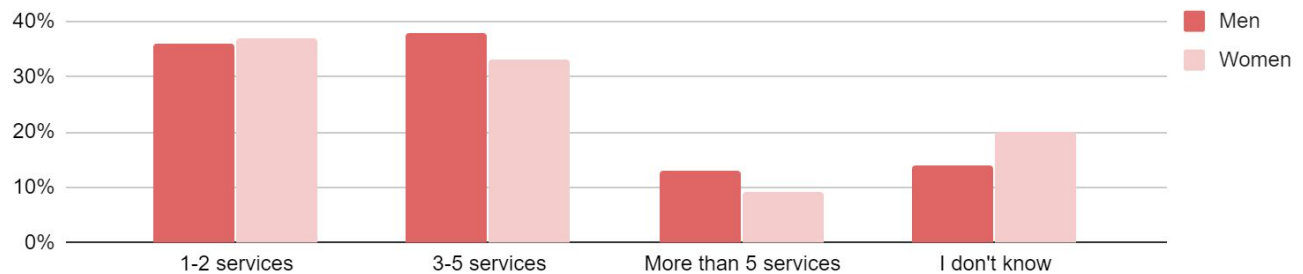


One Streaming Service Isn't Enough To Make Up for Cable Offerings

- One in three (35%) consumers think they would need to subscribe to up to 5 streaming services in order to access the same amount of content their cable package offers.
- One in ten (11%) think they would need more than five streaming services to have a similar offering to cable.

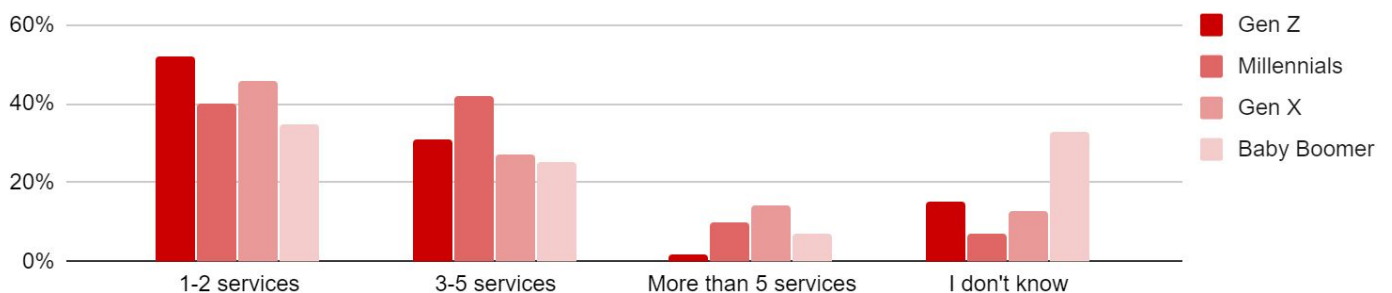
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Question 3: How many streaming services do you feel you would need to subscribe to in order to access the same amount of content your cable package offers?



Men Need More to Cut the Cord

- Two in five men (38%) think they'd need to subscribe to up to five streaming services to access the same amount of content they have with cable, compared to just one in three (33%) women.
- Men are also more likely (13%) than women (9%) to believe they need more than five services to compare to cable.

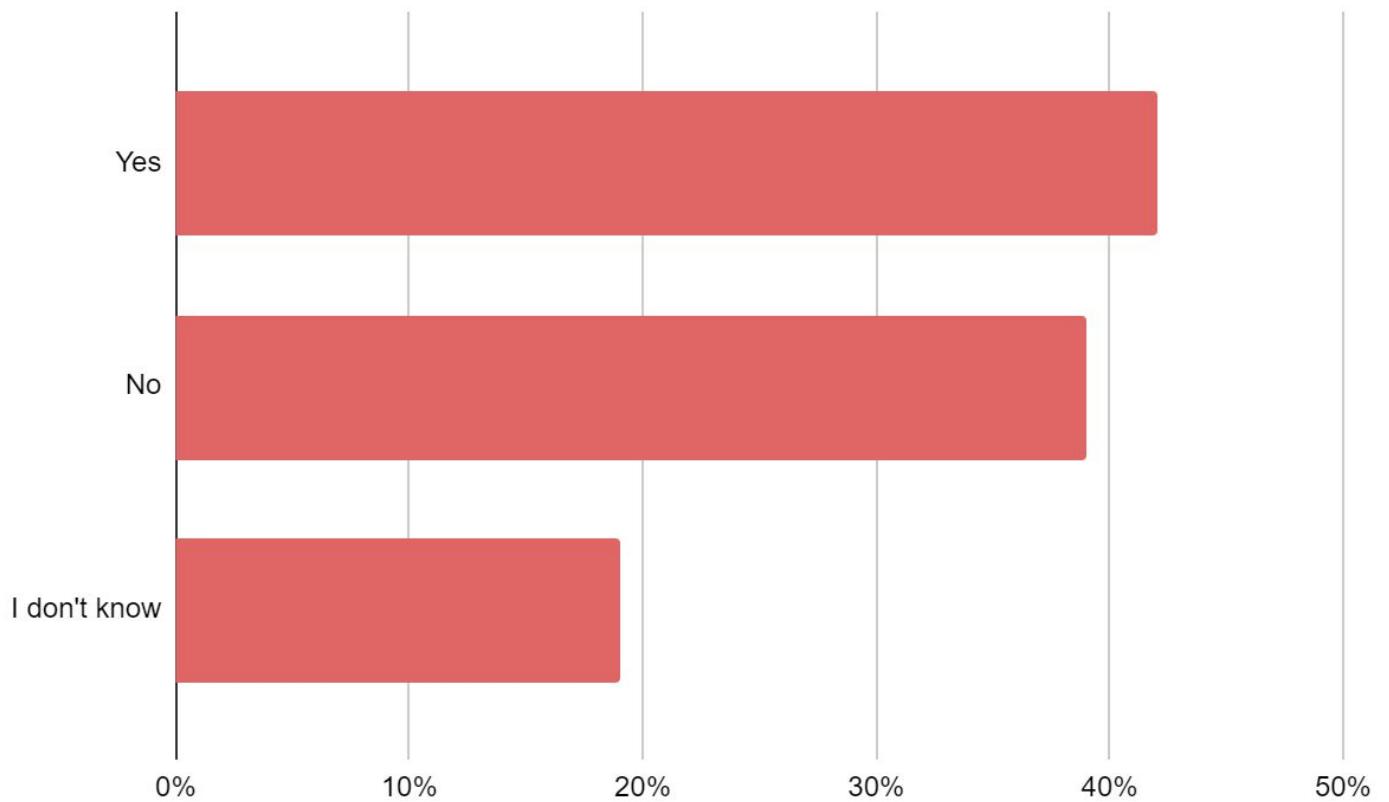


Millennials Need Multiple Streaming Subscriptions To Cut the Cord

- Two in five Millennials (42%) think they would need to subscribe to up to 5 streaming services to access the same amount of content cable offers, while just one in three Gen Zers (31%) and one in four Baby Boomers (25%) and Gen Xers (27%) agree.
- Half (52%) of Gen Zers say they only need to subscribe to 1-2 streaming services, leading Gen Xers (46%), Millennials (40%) and Boomers (35%).

GENERAL FINDINGS

Question 4: Do you believe cable subscribers are more likely to be informed on current events, versus those who have cut the cord?

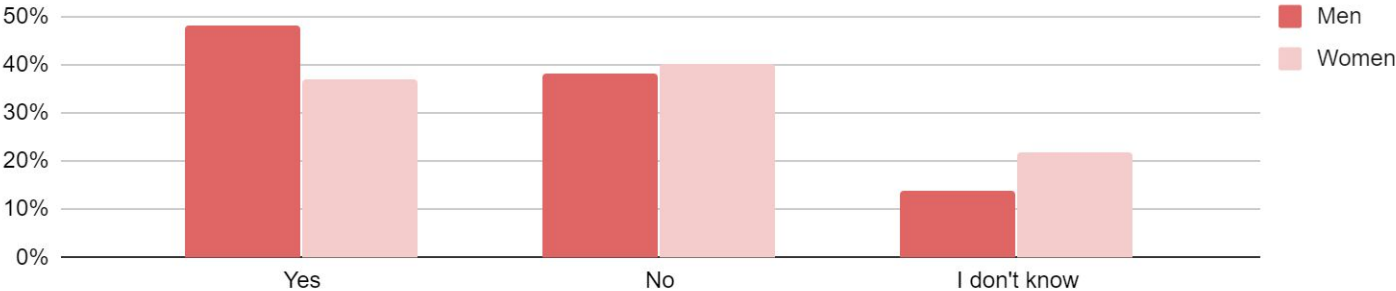


Cable Subscribers Are Seen As More “In the Know”

- Two in five (42%) believe cable subscribers are more likely to be informed on current events than cord cutters.

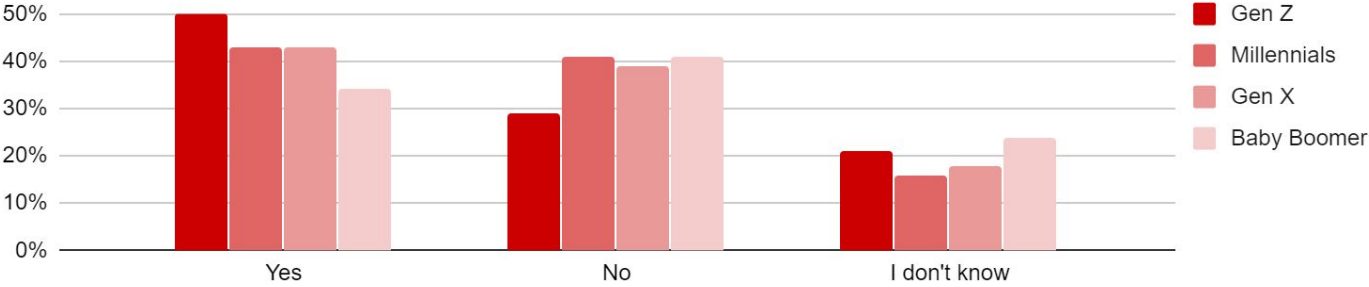
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Women Don't Assume Cable Subscribers Are Up on Current Events

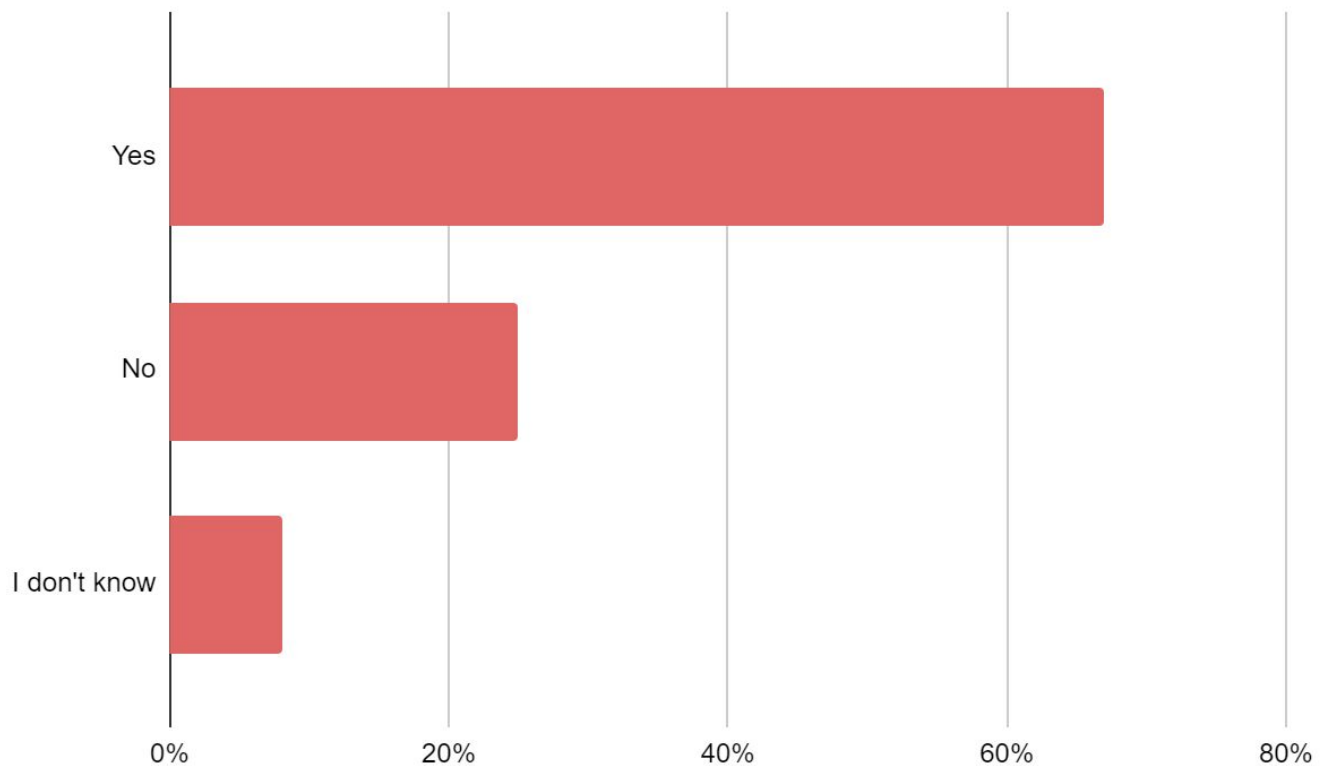
- One in three women (37%) believe that cable subscribers are more informed, compared to half of men (48%).



Gen Z Believes Cable Access Makes You More Informed

- Half of Gen Zers (50%) believe that cable subscribers are more informed, while just one in three Baby Boomers (34%) and two in five (43%) Millennials and Gen Xers (43%) agree.

Question 5: Do you know you can access major broadcast networks for free (through the use of an antenna)?

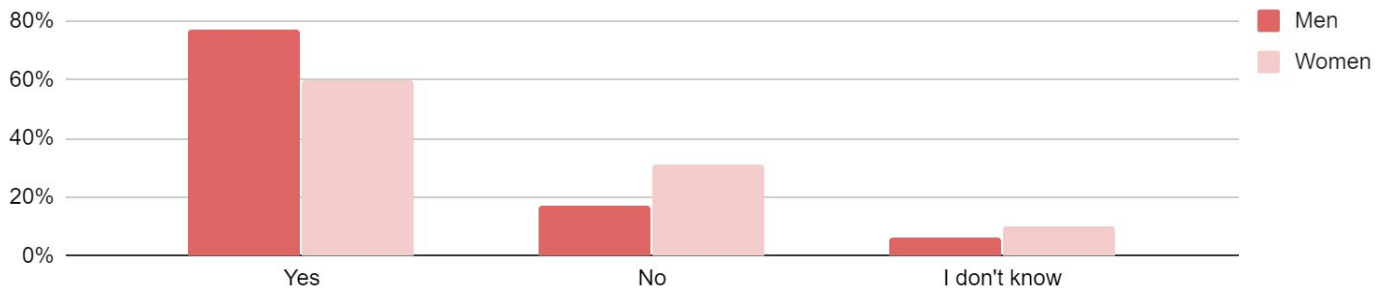


Too Many Consumers Are Missing Out On “Free TV”

- One in four (25%) admit they didn't know they could access major broadcast networks for free through the use of an antenna.

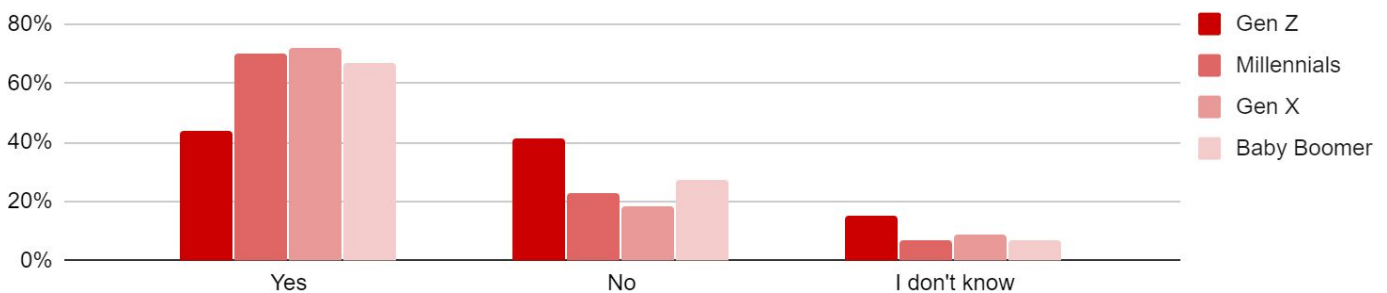
FINDINGS BY DEMOGRAPHIC

Question 5: Do you know you can access major broadcast networks for free (through the use of an antenna)?



More Women Tend to be “In the Dark” About Free TV

- One in three women (31%) admitted they didn't know they could access major broadcast networks with an antenna, while just one in six men (17%) say the same.

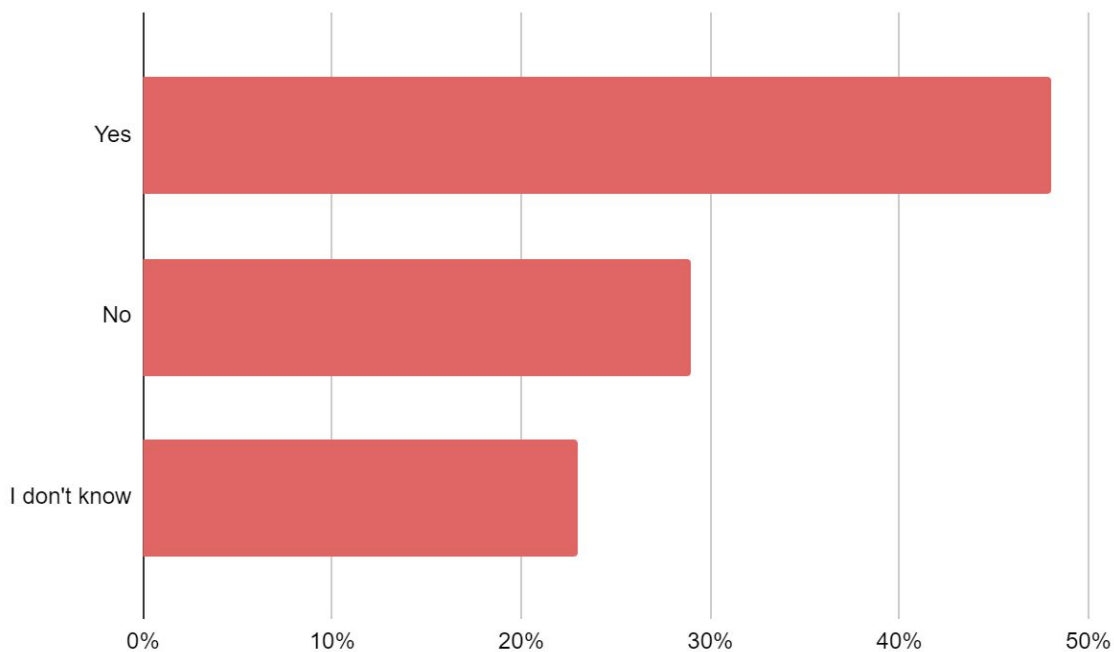


Gen Z is Unaware They Can Access Broadcast for Free

- Two in five Gen Zers (41%) were unaware that you can access broadcast networks for free, while Millennials (23%) and Boomers (27%) were almost half as likely to be in the dark .
- Just one in six Gen Zers (18%) were unaware they could access broadcast networks with an antenna.

GENERAL FINDINGS

Question 6: Do you believe cord cutters need to be more “tech-savvy” than traditional cable subscribers?

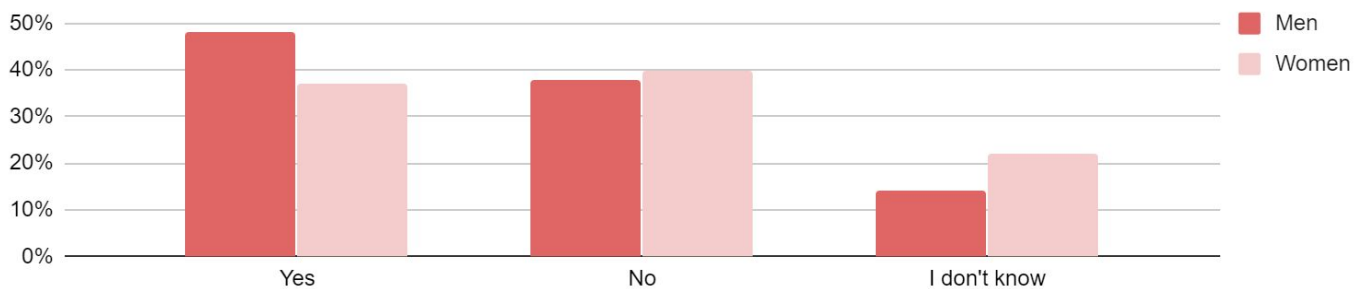


Cord Cutting is Seen as Difficult for the Tech-Novice

- Half (48%) believe cords cutters need to be more “tech-savvy” than traditional cable subscribers.

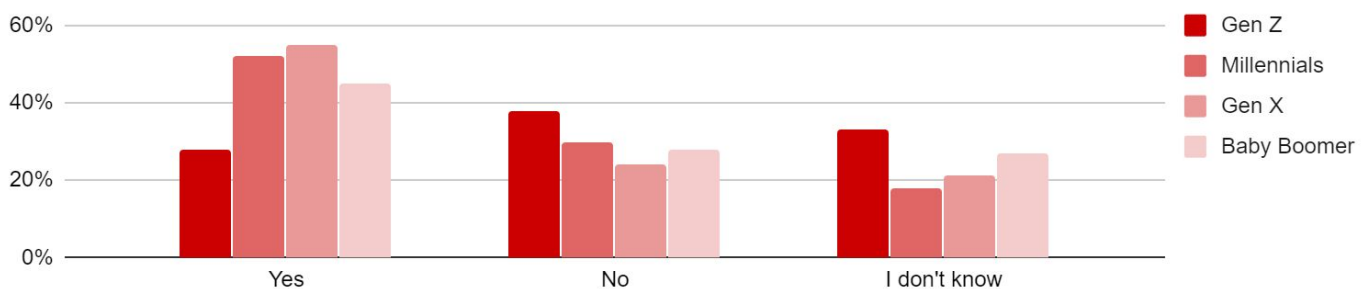
FINDINGS BY DEMOGRAPHIC

Question 6: Do you believe cord cutters need to be more “tech-savvy” than traditional cable subscribers?



Women Don't Believe Cord Cutters Need Tech Skills

- Just two in five women (42%) believe cord cutters need to be more “tech-savvy”, compared to almost three in five (56%) men.

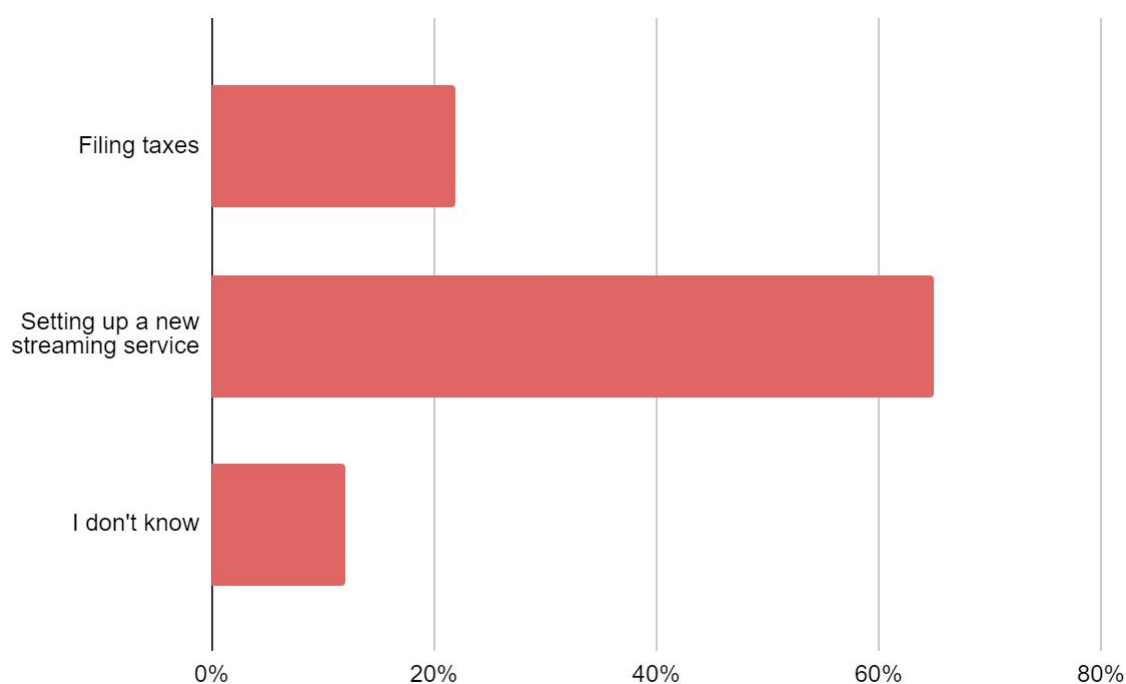


Gen Zers Don't Think You Need Tech Skills To Cancel Cable

- Just one in four (28%) believe you need to be “tech-savvy” to be a cord cutter, while half of Millennials (52%) and Gen Xers (55%), and just over two in five Boomers (45%) feel you need to be “tech-savvy” to watch TV without cable.

GENERAL FINDINGS

Question 7: Which are you more confident you could complete with minimal instructions: filing your taxes or setting up a digital antenna or media streaming device (Roku, Google Chromecast, Amazon Firestick)?

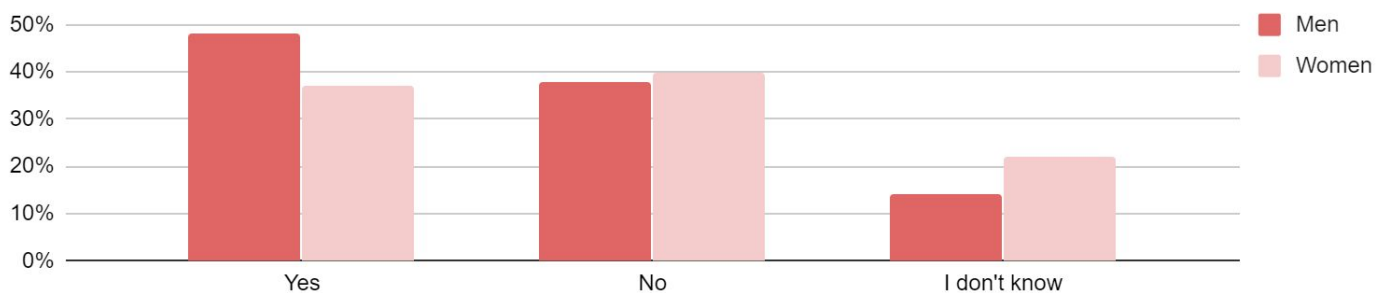


For Some, Taxes Are Less Intimidating Than Streaming Devices

- One in five (22%) would feel more confident filing their taxes versus setting up a new streaming device or antenna with minimal instruction.

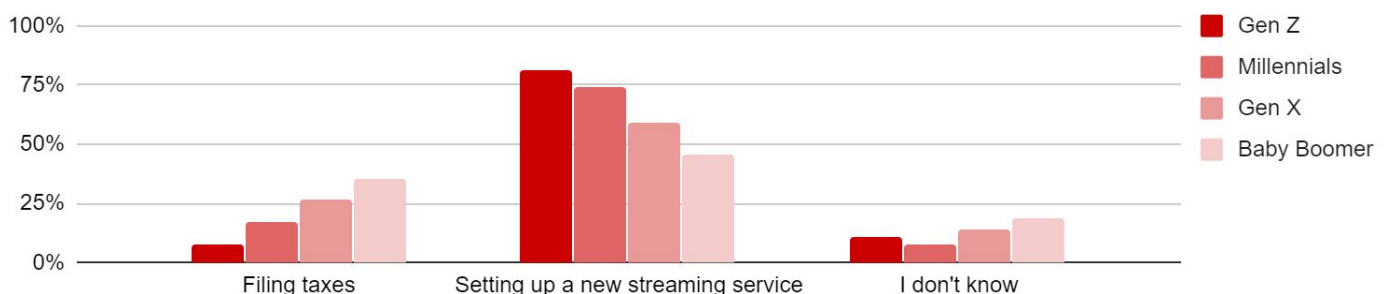
FINDINGS BY DEMOGRAPHIC

Question 7: Which are you more confident you could complete with minimal instructions: filing your taxes or setting up a digital antenna or media streaming device (Roku, Google Chromecast, Amazon Firestick)?



Men are Slightly More Confident About Setting Up a Streaming Device

- Men are slightly more likely (68%) than women (63%) to feel more comfortable setting up a streaming device than filing their taxes.

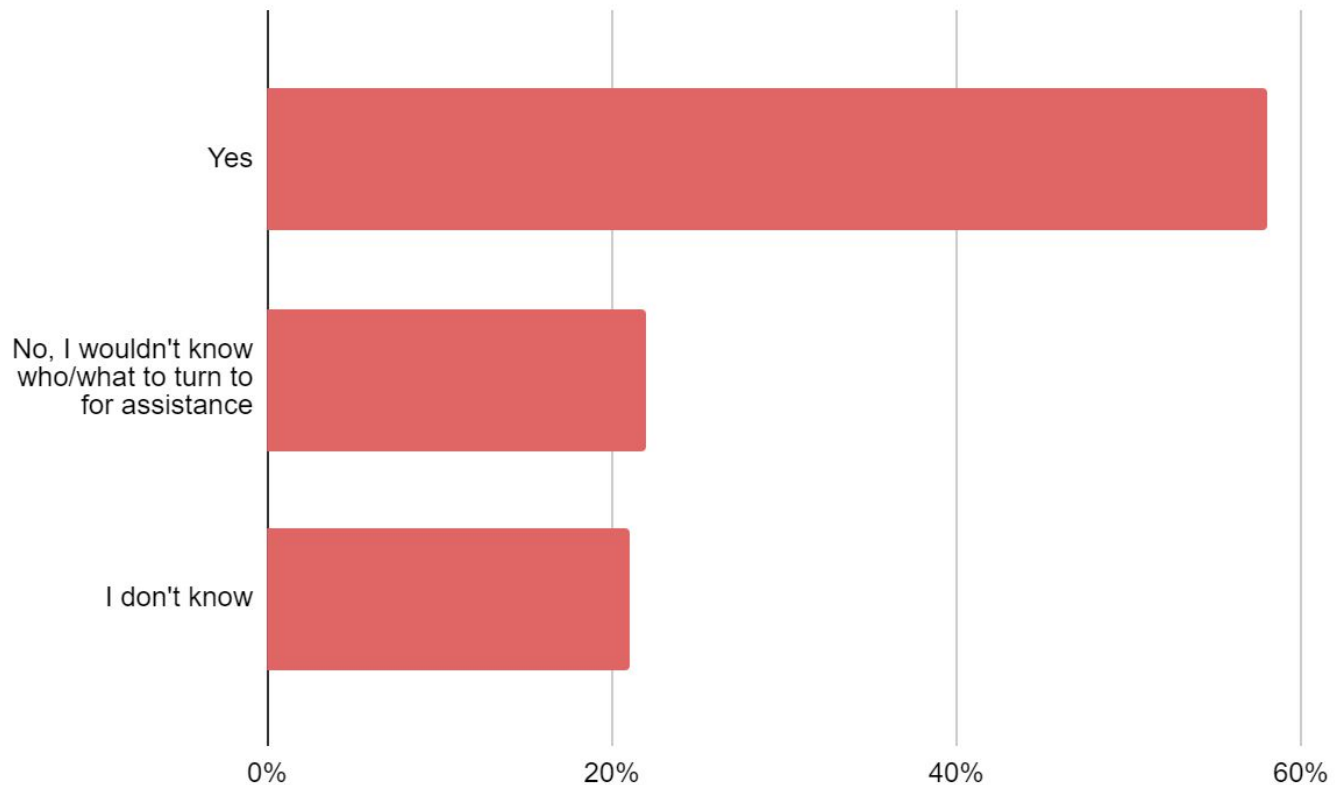


Many Boomers Are More Comfortable Filing Their Taxes

- One in three Boomers (35%) would feel more confident filing their taxes than setting up a streaming device, leading Gen Xers (27%) and making them twice as likely as Millennials (17%) and four times as likely as Gen Zers (8%) to feel this way.
- Four in five Gen Zers (81%) would feel more comfortable setting up a streaming device, leading Millennials (74%).

GENERAL FINDINGS

Question 8: Do you think there are enough resources available to guide prospective cord-cutters?

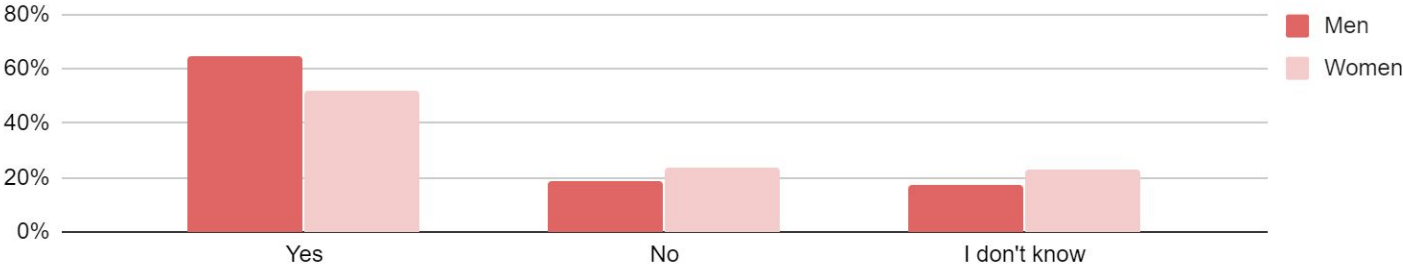


There Isn't Enough Help Available for Prospective Cord Cutters

- One in five (22%) don't believe there are enough resources available to guide prospective cord cutters and wouldn't know who/what to turn to for assistance.

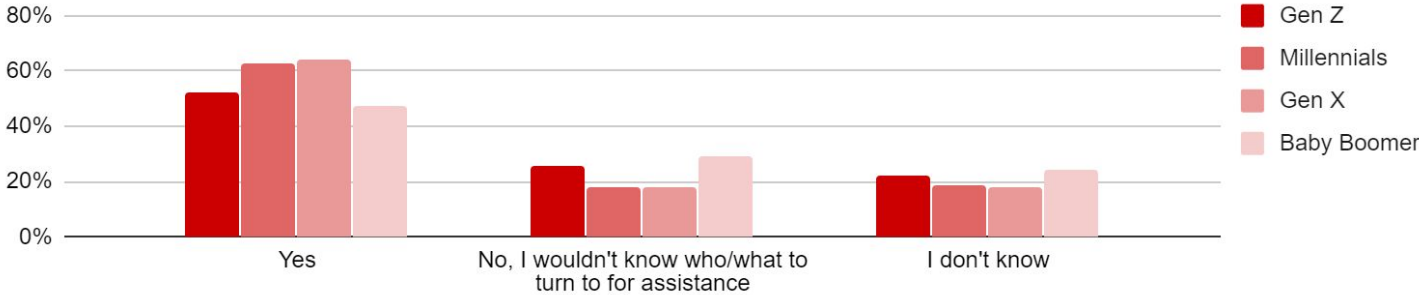
FINDINGS BY SUBSCRIPTION

Question 8: Do you think there are enough resources available to guide prospective cord-cutters?



Women Want More Cord Cutting Resources

- One in four women (24%) felt there was a need for more resources on cord cutting, versus one in five men (19%).



Baby Boomers Are Unsure Where to Look for Cord Cutting Help

- Almost one in three Boomers (29%) say they wouldn't know who or what to turn to for help with cord cutting.
- One in four Gen Zers (26%) also believe there aren't enough resources available, compared to just one in six (18%) Millennials and Gen Xers (18%).

A close-up photograph of a person's hands counting stacks of US dollar bills. The person is wearing a dark blue t-shirt. The bills are fanned out, and the focus is on the texture and color of the paper money. The background is blurred, showing a wooden surface.

The **True Cost** of **Cable**:
What is it **Worth**?

What Is Cable Worth?

64%

Say the cost they spend on cable was worth it in order to have reliable access to live TV during the COVID-19 pandemic.

Justifying the Cost of Cable

Despite costly fees and a surge in affordable alternatives, nearly one in four Americans (23%) still have a cable subscription and another one in four (27%) still subscribe to cable in addition to a streaming service.

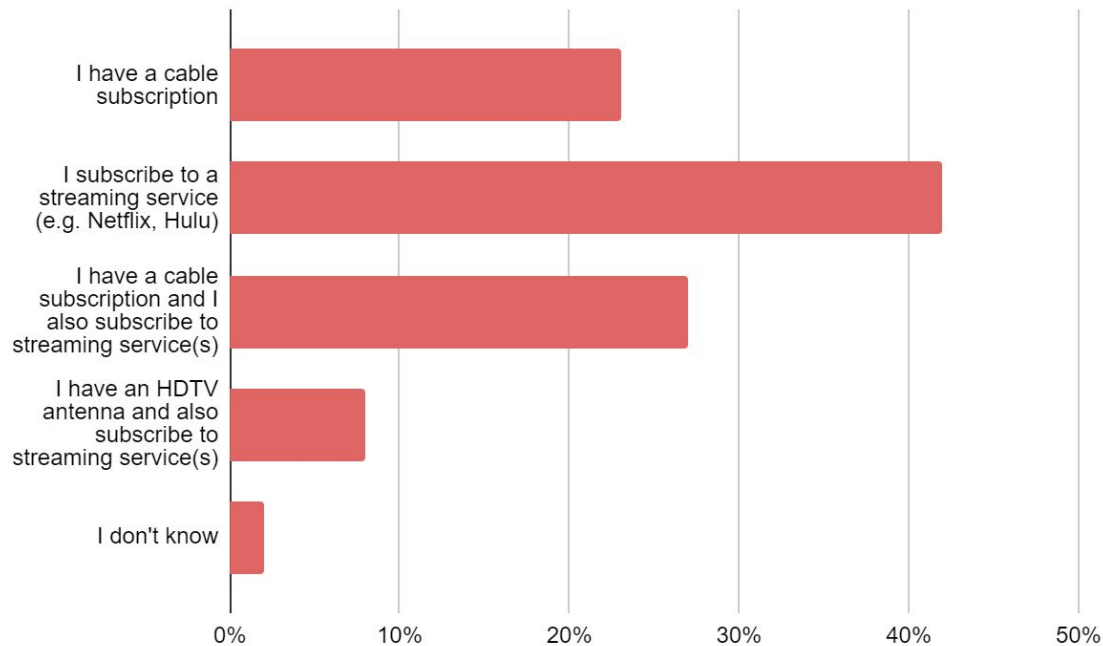
However, cost matters to Americans. When it comes to choosing a television provider, half (50%) cite price as the major deciding factor. This is likely why two in five (44%) have signed up for a free trial of a streaming service and canceled it to avoid being charged. Half (49%) of those who did cancel did so because they didn't feel it was worth the money.

TV is a Luxury

Even when cable or streaming services are worth their cost, they can come with the type of price tag that makes it a luxury for most households. In fact, for two in five (39%) consumers, a loss of income would limit their ability to afford a streaming or cable subscription. One in three (31%) who did a free trial of a service and then canceled did so because they couldn't afford the fee.

However, consumers felt they were able to justify the cost of cable during the pandemic, with two in three (64%) saying that their cable subscription fee was worth it to have reliable access to live TV.

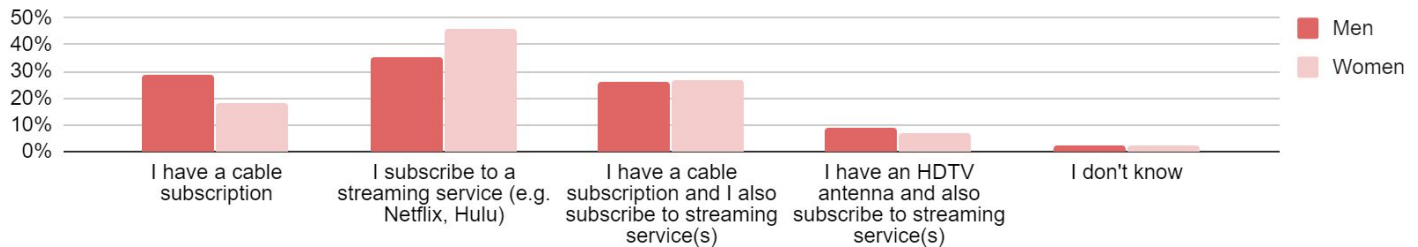
Question 1: How do you currently watch TV?



Despite the Streaming Surge, Many Hang Onto Cable

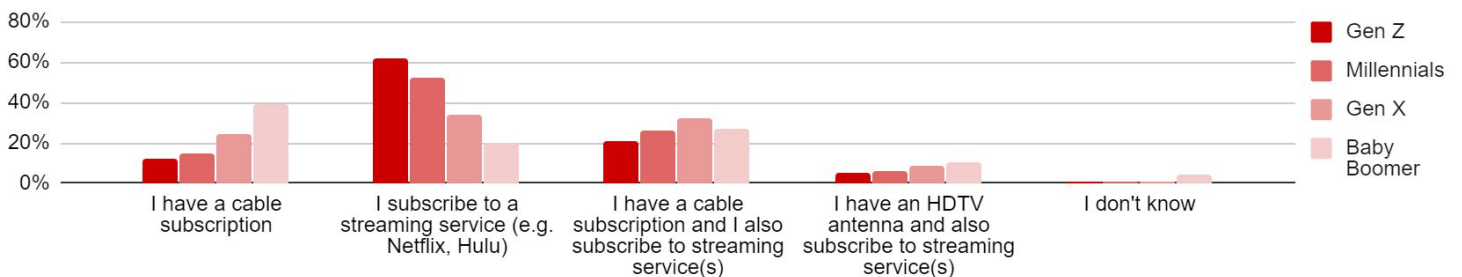
- Half subscribe to cable (50%), with one in four (27%) subscribing to cable in addition to a streaming service.
- Two in five (42%) just subscribe to streaming services, while one in ten (8%) use a digital antenna in addition to a streaming service.

Question 1: How do you currently watch TV?



Men Tend to Be Cable Subscribers, While Women Go for Streaming

- Men are more likely (29%) than women (18%) to subscribe to cable.
- Meanwhile, women are more likely (46%) to subscribe solely to a streaming service than men (35%).

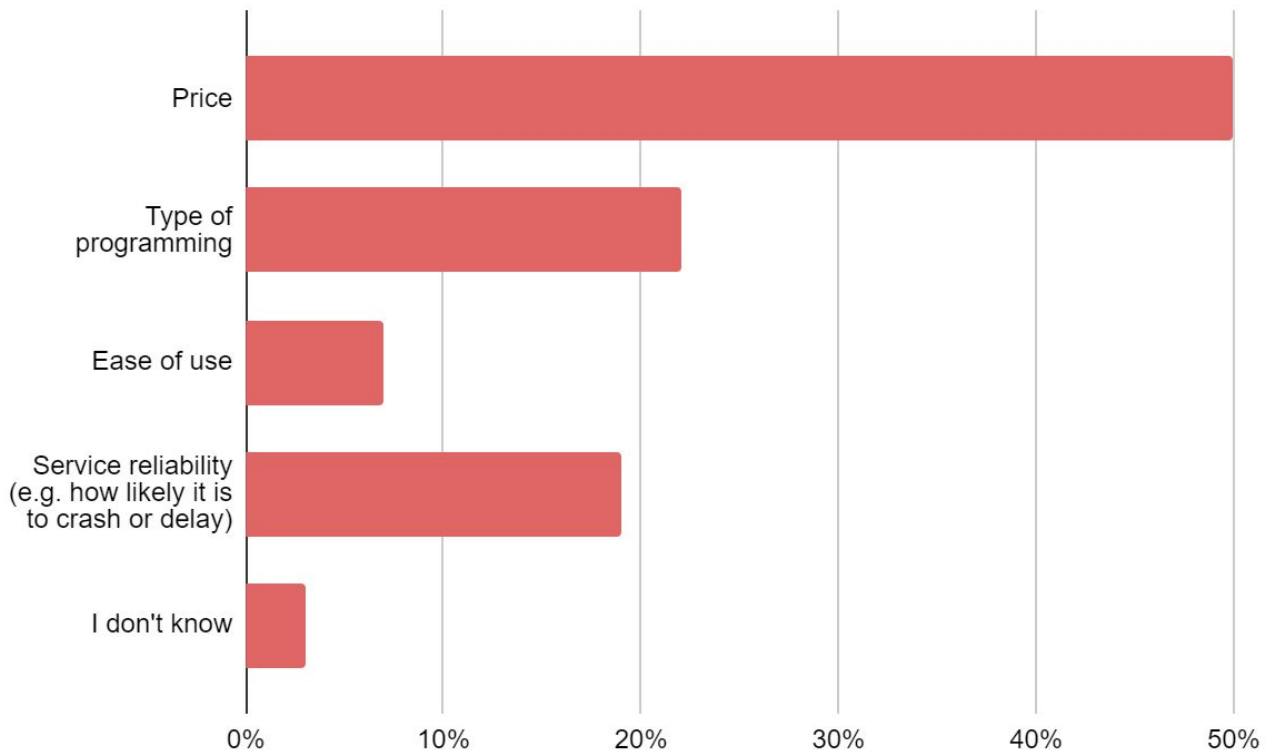


Not All Boomers Just Depend on Cable

- Half of Boomers (47%) subscribe to streaming services, with one in five (27%) subscribing to both cable and streaming services.
- Two in three (66%) Gen Xers also subscribe to streaming services, with one in three (32%) subscribing to both streaming and cable.
- Gen Zers were the most likely to subscribe to streaming services (83%), with one in five (21%) having a subscription to both cable and streaming channels.

GENERAL FINDINGS

Question 2: Of the following, what is the most important factor you consider when choosing your television provider?

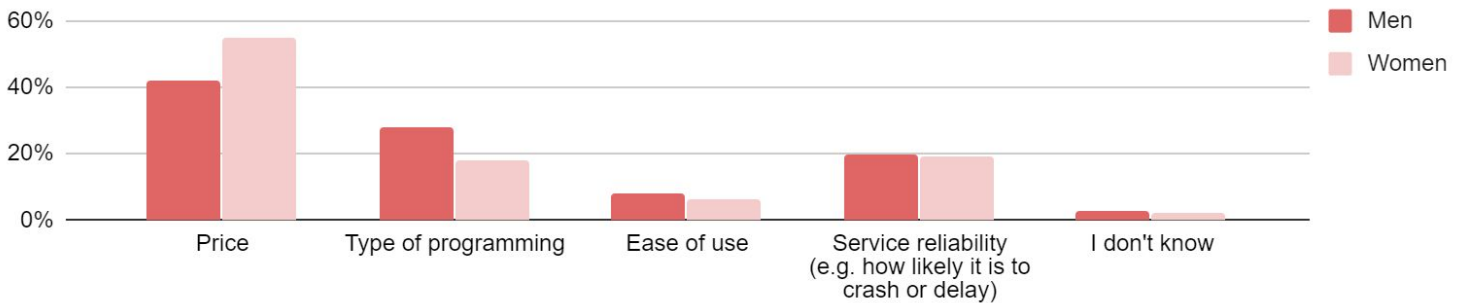


Price is Paramount When Picking a Service

- Half of consumers (50%) identify price as the primary factor they consider when choosing a television provider, followed by the type of programming available (22%).
- One in four (19%) note service reliability as the primary factor when choosing a service.

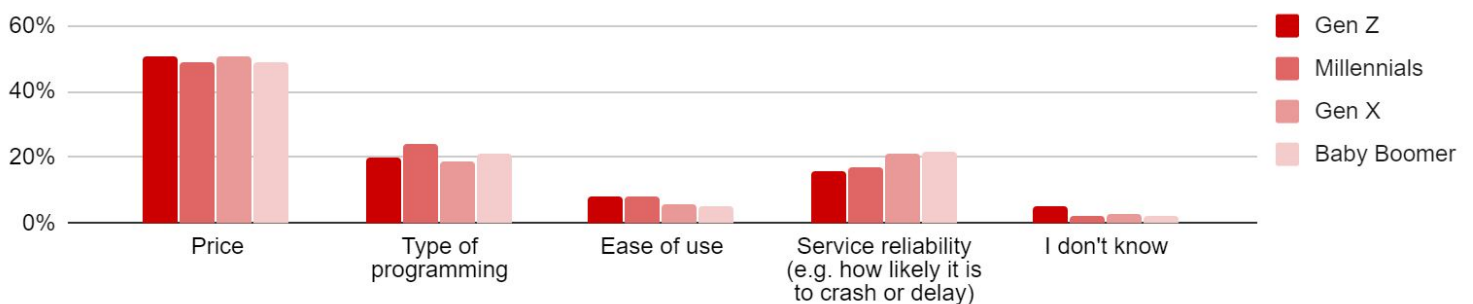
FINDINGS BY DEMOGRAPHIC

Question 2: Of the following, what is the most important factor you consider when choosing your television provider?



Women Care More About Price, Men About Programming

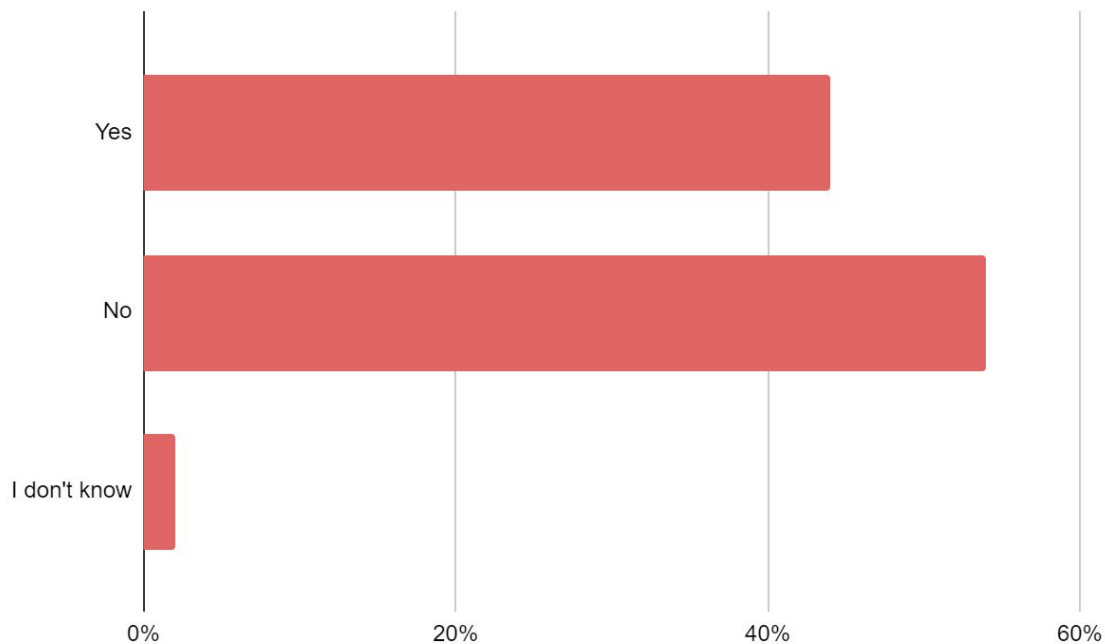
- Half of women (55%) see price as the most important factor when choosing a TV provider, while just two in five men (42%) agree.
- Men are more likely (28%) to consider the type of programming available as the most important factor than women (18%).



Generations Can All Agree, Price Matters

- Half of Gen Zers (51%) Millennials (49%), Gen Xers (51%) and Boomers (49%) cite price as the primary deciding factor.
- Boomers (22%) and Gen Xers (21%) are the most likely to factor in service reliability, leading Gen Zers (16%) and Millennials (17%).

Question 3: Have you ever participated in a free streaming service trial and canceled to avoid payment?

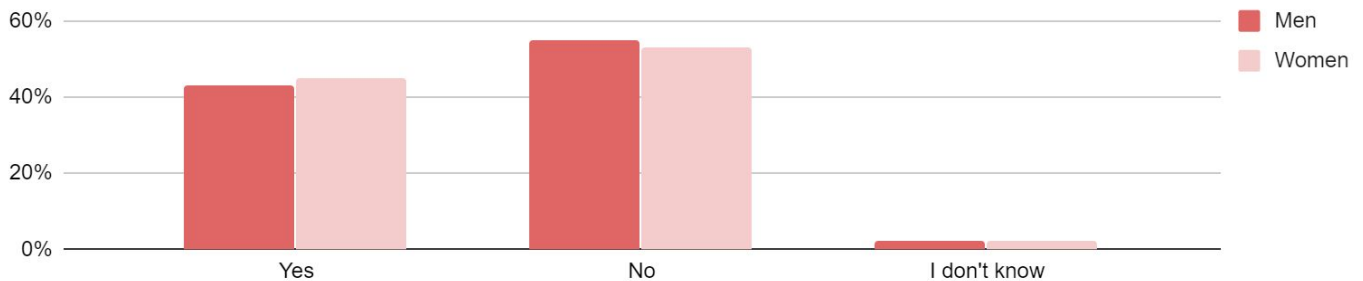


Consumers Like to Test the Waters on Streaming But Aren't Sold

- Nearly half (44%) have participated in a free streaming service trial and canceled to avoid payment.

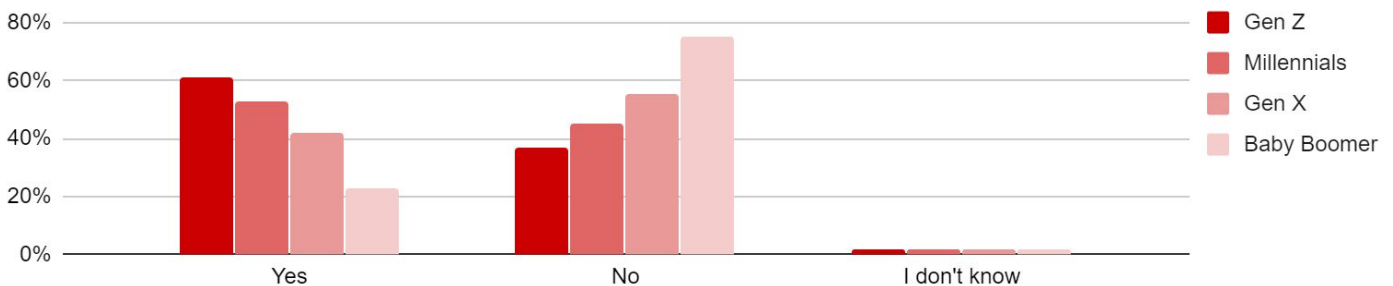
FINDINGS BY DEMOGRAPHIC

Question 3: Have you ever participated in a free streaming service trial and canceled to avoid payment?



Canceling After a Free Trial is a Habit Both Genders Participate In

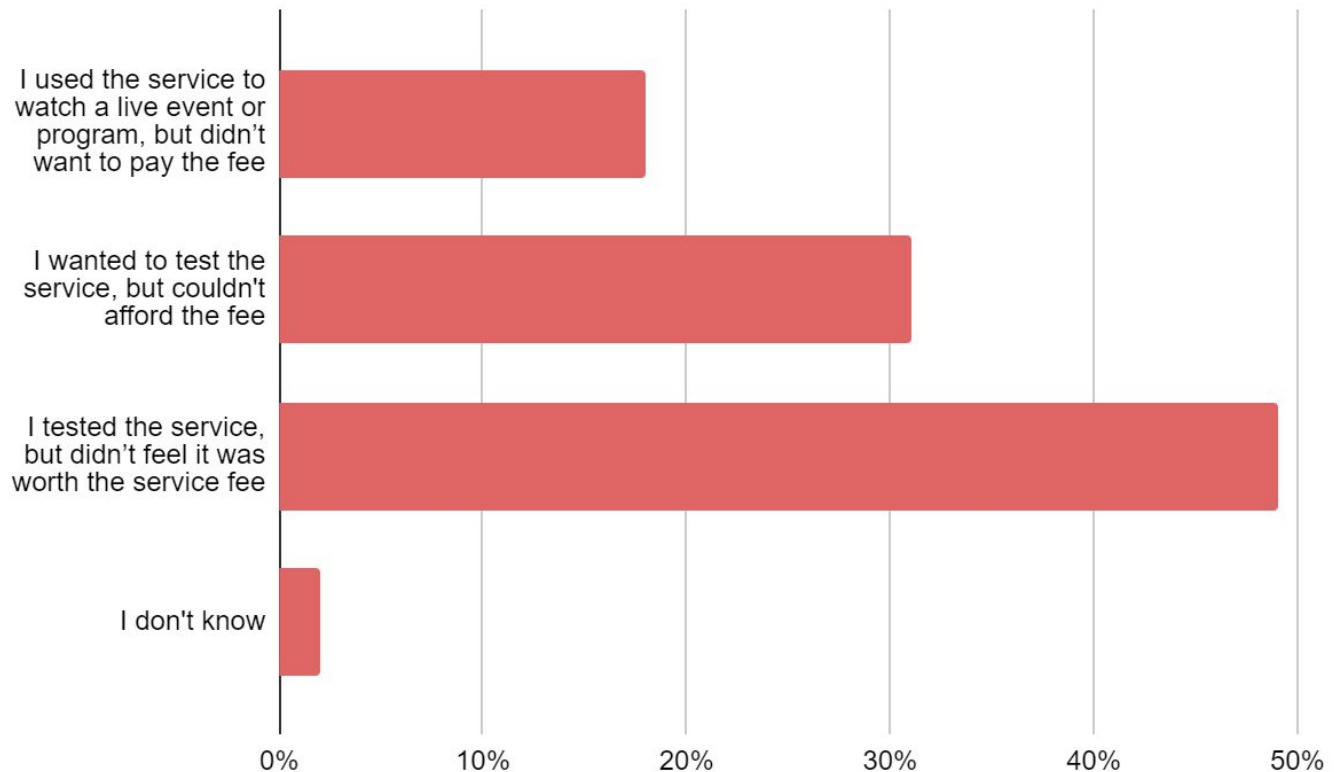
- Men are slightly less likely (43%) than women (45%) to cancel a free trial to avoid payment.



When It Comes to Canceling, Gen Zers Are the Biggest Culprits

- Two in three (61%) Gen Zers have participated in a free streaming service trial and canceled to avoid payment, leading Millennials (53%) and Gen Xers (42%), and making them more than twice as likely as Baby Boomers (23%) to do so.

FOLLOW UP - Question 3: What was the primary reason you chose not to keep the service?

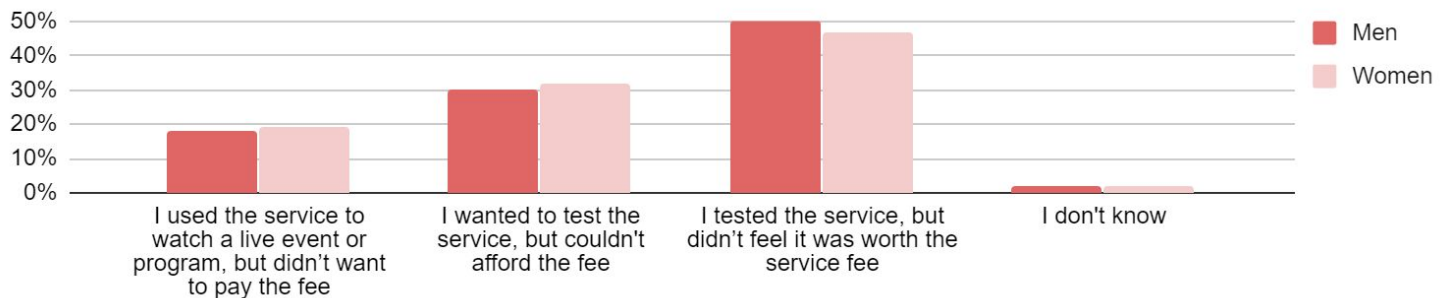


Consumers Cancel Streaming Trials Due to Price

- Half (49%) of all consumers who've participated in a free streaming service trial canceled because they didn't feel it was worth the fee.
- One in three (31%) wanted to test the service, but couldn't afford the fee.
- One in five (18%) used the service to watch a live event and didn't want to pay the fee.

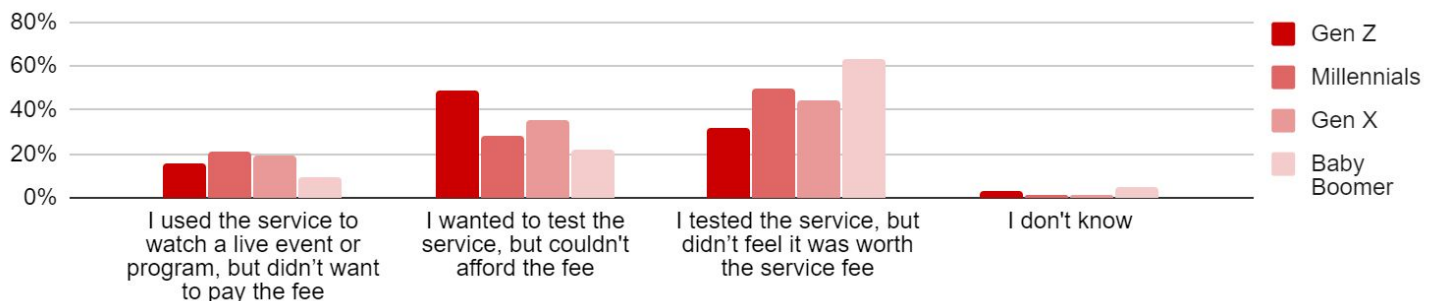
FINDINGS BY DEMOGRAPHIC

FOLLOW UP - Question 3: What was the primary reason you chose not to keep the service?



Men and Women Both Have Cost Concerns

- One in three men (30%) and women (32%) cancelled a streaming service after a free trial because they couldn't afford the fee and half of men (50%) and women (47%) cancelled because it wasn't worth the fee.

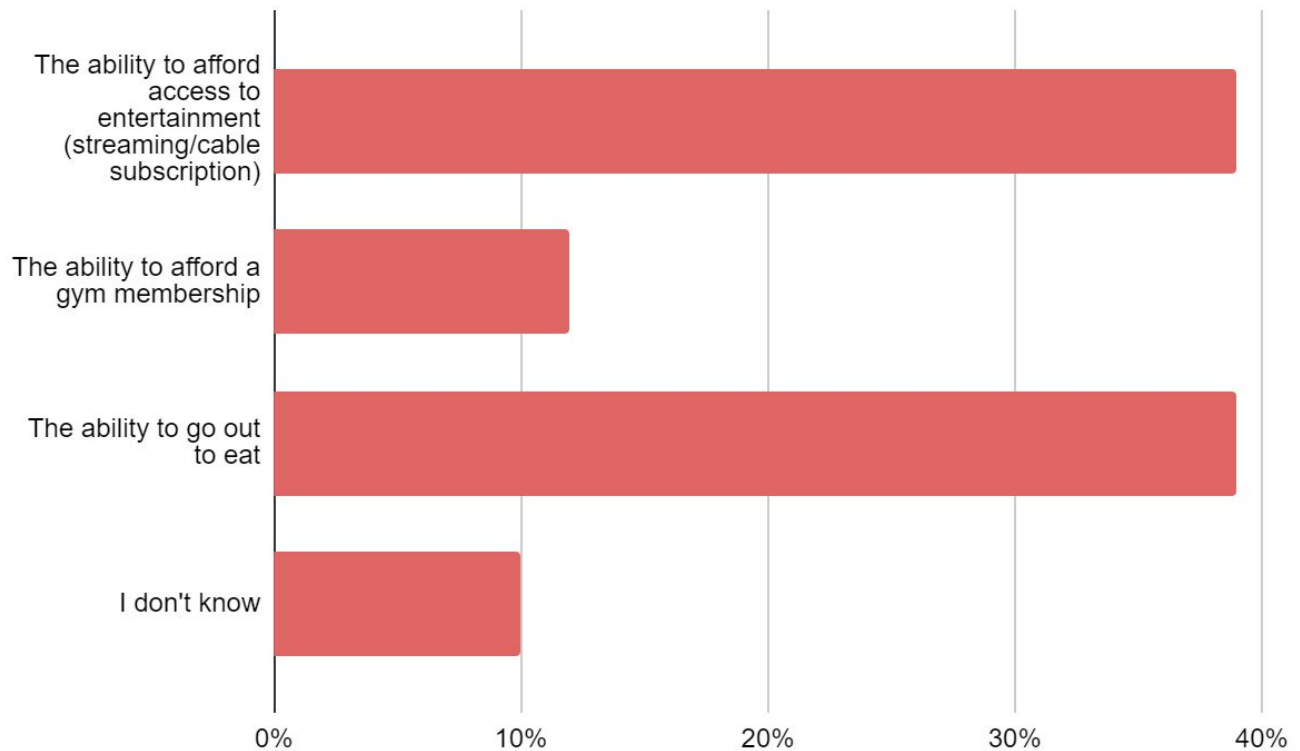


Gen Zers Are the Most Likely to Cancel Due to Cost

- Half (49%) of Gen Zers who canceled a streaming service did so because they couldn't afford the fee, while one in three (32%) didn't think the service was worth the cost.
- One in three Gen Xers (35%) also canceled because they couldn't afford the fee, leading Millennials (28%) and Baby Boomers (22%).
- Half (50%) of Millennials and nearly two in three (63%) Boomers say that they cancelled because the service wasn't worth the fee.

GENERAL FINDINGS

Question 4: Which of the following personal luxuries would be most impacted by a loss of income for yourself or your family?

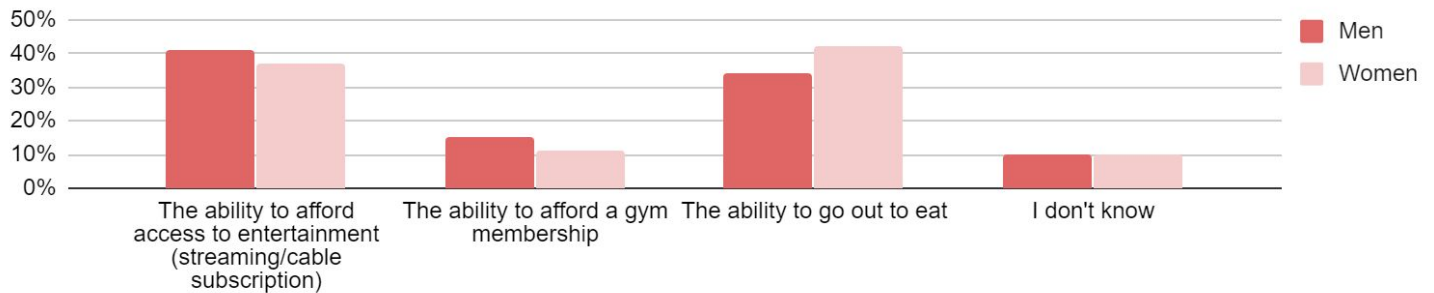


Access to Entertainment is Not a Guaranteed Luxury

- Two in five (39%) say the ability to afford access to entertainment via a streaming or cable subscription would be impacted if they were to experience a loss of income.

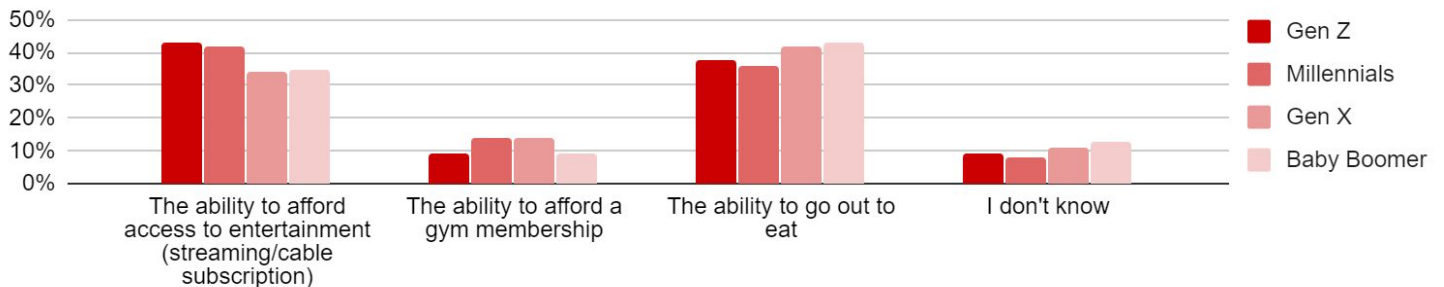
FINDINGS BY SUBSCRIPTION

Question 4: Which of the following personal luxuries would be most impacted by a loss of income for yourself or your family?



Men See a Loss of Pay Impacting Entertainment the Most

- Two in five (41%) men say access to entertainment would be most impacted, whereas two in five (42%) women identify going out to eat as the personal luxury that would be most impacted by a loss of income.

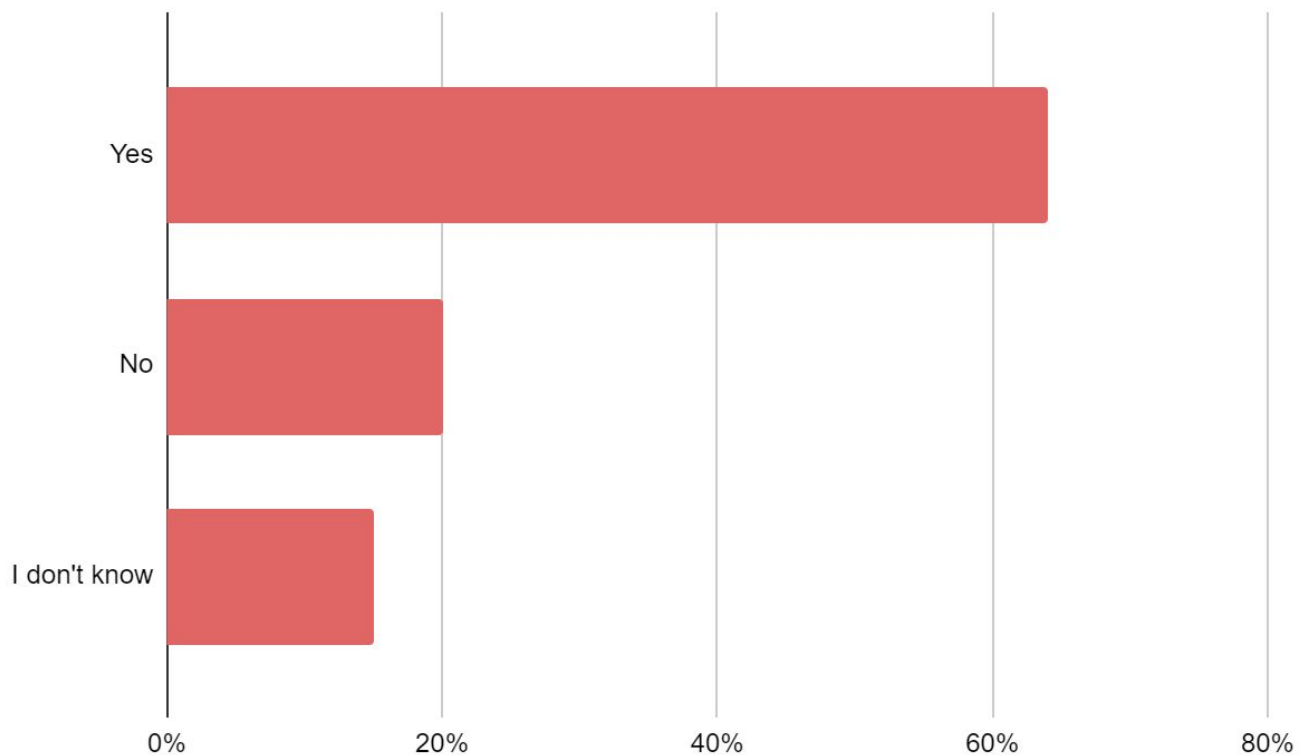


Gen Zers and Millennials Are Most Likely to Struggle to Afford TV Services

- More than two in five (43%) Gen Zers and Millennials (42%) say a loss of income would impact their ability to afford entertainment the most, compared to one in three (35%) Boomers and Gen Xers (34%).
- Alternatively, more than two in five (43%) Boomers and Gen Xers (42%) say the ability to go out to eat would be most impacted by a loss of income, compared to one in three (36%) Millennials and two in five (38%) Gen Zers who say the same.

GENERAL FINDINGS

Question 5: Do you believe having reliable access to live television during this crisis justifies the cost you spend for your cable subscription?

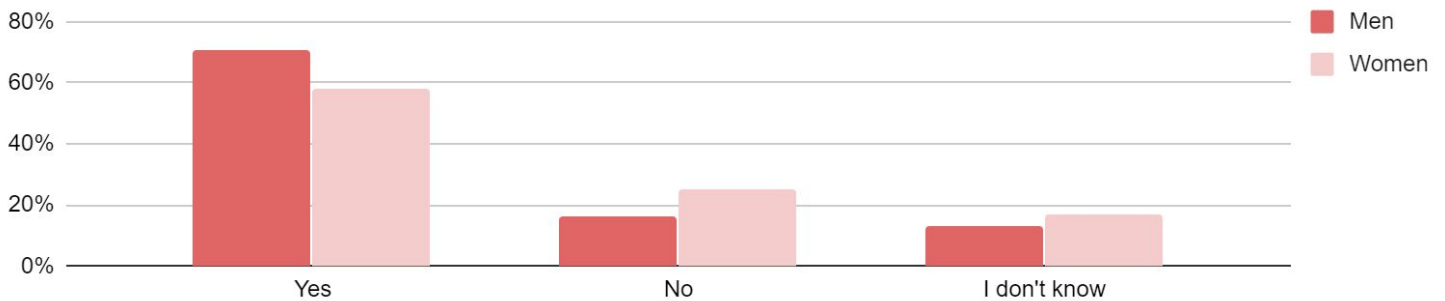


Reliable Access to Live Cable TV Was Worth the Cost During COVID-19

- Two in three (64%) consumers believe having reliable access to live cable TV during the pandemic justified the cost.

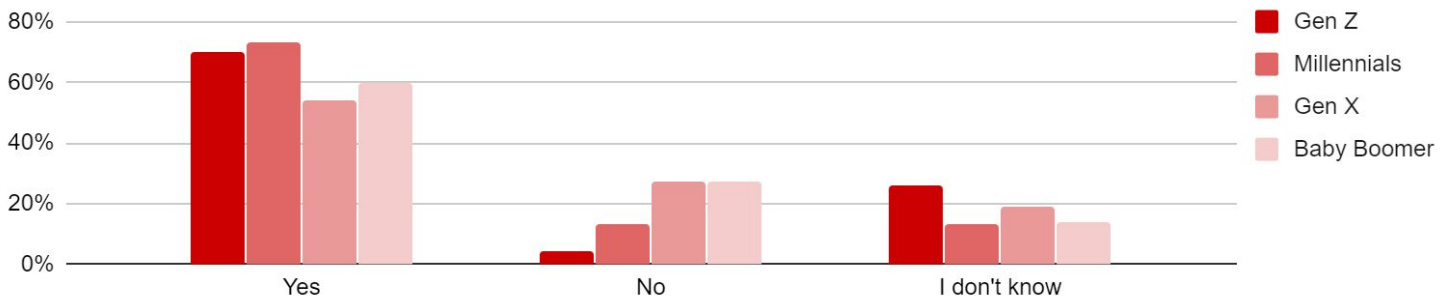
FINDINGS BY DEMOGRAPHIC

Question 5: Do you believe having reliable access to live television during this crisis justifies the cost you spend for your cable subscription?



Men Believe Cable Was Worth It During the Pandemic

- Three in four men (71%) believe the cost they spend on cable was justified by having reliable access to live TV, compared to two in three women (58%).



Millennials, Gen Zers Recognized the Value of Cable TV the Most

- Three in four (70%) Gen Zers and Millennials (73%) say having reliable access to live TV during the crisis justified the cost they spent on cable, compared to two in three (60%) Boomers and half of Gen Xers (54%) who said the same.

CONCLUSIONS & RECOMMENDATIONS

Ties to cable are reinforced by streaming misconceptions. It's up to us to change that.

Cable subscribers have been overpaying for content for years. Our research has shown that too many people lack confidence that alternative - and more affordable - options to cable will provide the same reliable access to news and entertainment. We know cutting the cord can actually often provide the most dependable reception of the content people rely on, and we have long held the belief that it is up to us to educate and put an end to the cord-cutting fears and misconceptions which still exist amongst American consumers.

The COVID-19 pandemic made this undertaking even more critical, because, as our research found, Americans' ties to cable were strengthened during the crisis as routine access to news and information trumped high monthly fees. Our report shows the financial burden of costly cable bills is weighing heavily on the average consumer, with many admitting it would be the first personal luxury to go in case of a loss of income. Access to news and entertainment shouldn't be perceived as a luxury for Americans, but rather a basic right.

LIVE TV SHOULD ALWAYS BE FREE

The reality is, over-the-air TV provides dependable and free programming including national and local news and major networks such as ABC, NBC, FOX and more. As TV antenna manufacturers, it's important to us that the ability to watch TV should not be a financial burden. Most of what consumers watch, they can watch for free. With recent developments in streaming platforms and services, the rest can be completed on an as-needed basis, saving hundreds of dollars.

Our research found that so many consumers underestimate the simplicity of cord-cutting and are hanging onto their cable subscriptions because they don't believe they're 'tech-savvy' enough. This is a problem. We aim to remedy this by guiding the education process through mediums like installation instructions, tools like our transmitter locator, and resources like our cord-cutting guide, which help customers select antenna and streaming options based on how, where, and what they choose to watch on TV.

Our mission has always been to provide equal access to news and entertainment for every consumer, regardless of their financial status. Understanding the reasons why so many Americans are still overspending is central to furthering our efforts to finally change the narrative around TV entertainment consumption.

A close-up photograph of a person's hands holding a black remote control. The person is wearing a dark blue or black long-sleeved shirt. In the foreground, there is a white bowl filled with popcorn. The background is slightly blurred, showing more popcorn and the person's face. The overall lighting is soft and warm.

THANK YOU

For more information about this survey and Antennas Direct, please visit www.antennasdirect.com.

To receive more insight or executive commentary on these survey findings, please contact Antennas Direct at AntennasDirect@SHIFTcomm.com.