



Optimum Reveals Key **Insights** from Latest TV Study

Based on over **2,000** participants*

*All data cited in this report was taken from a survey with respondents sourced from a third party on behalf of Optimum between February 26 – March 13, 2025. Over 2,000 U.S. adult TV service decision-makers were surveyed.

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CORE CONSUMER TV HABITS

Two-thirds of Americans say they watch TV all or most of the time.

On average, consumers spend **24 hours** (a full day!) watching TV in a typical week.

Word of mouth is the strongest influence when it comes to choosing TV content. Nearly **40% of consumers** rely on suggestions from family members and friends to decide what to watch.

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The Importance of

BUNDLING & WHOLE HOME CONNECTIVITY

More than half of American households have a combination of traditional TV AND streaming services to satisfy their viewing needs.

Only **one quarter** of American households have streaming services alone.

Of their time spent watching TV, consumers on average spend **6 out of 10 hours** streaming content and **4 out of 10 hours** watching traditional TV.

Almost all consumers typically do something else while watching TV. Eating is the number one behavior, while browsing the phone and internet, texting or talking on the phone, and looking at social media ranked in the top five most common behaviors – **indicating the need for a strong, fast and reliable connectivity experience!**

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TOP STREAMING PREFERENCES

Nearly **three-quarters** of Americans use Amazon Prime and Netflix over any other streaming service.

On average, most consumers use a Smart TV to stream content, while **4 in 10** consumers stream on a mobile phone.

77% of consumers who use both traditional TV and streaming prefer to use a streaming service when watching movies and shows, more than when watching sports or political news.

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SPORTS VIEWING TRENDS

On average, Americans watch about **three different sports**.
The three most watched are football, basketball and baseball.

When deciding what to watch, American sports viewers **prioritize**
watching their favorite team, followed by their favorite sport.

Nearly all American sports viewers typically prefer to watch
games live.

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