

US adults across age groups prefer streaming services to cable TV

Article

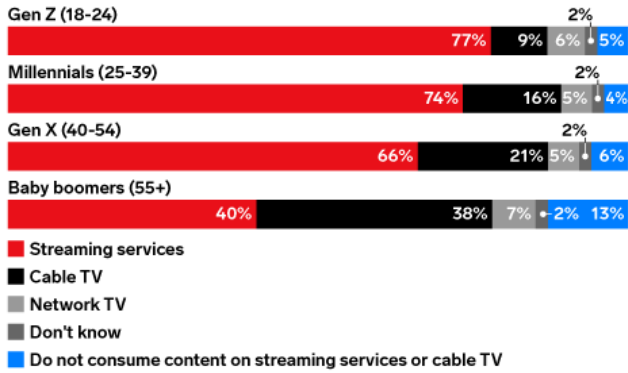
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Baby boomers are the only generation in the US that watches cable TV in significant numbers. Among those ages 55 and older, **38%** spend more time watching content on cable than on any other platform, compared with **21%** of Gen Xers, **16%** of millennials, and just **9%** of Gen Z

adults. Still, even boomers prefer streaming to cable, with **40%** spending most of their video viewing time with those digital services.

On Which Platform Do US Adults Spend the Most Time Consuming Video Content?

% of respondents, by generation, July 2021



Note: numbers may not add up to 100% due to rounding

Source: R.R. Donnelley & Sons Company, "The (Un)Expected Report," Oct 5, 2021

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