

**U.S. Mobile
Consumers: *Who
needs TV & Internet?***

Market Study
Fourth Quarter 2020





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Abstract

Not every mobile consumer in the U.S. has a cable/satellite TV service or a home Internet service. Those without a TV service often rely on their home Internet or mobile service. Similarly, those without a home Internet service are likely to depend on their mobile service. In this market study *iGR* looks at the trends surrounding those without these two home telecom services.

This market study looks at U.S. mobile consumers' current usage of cable/satellite TV services and home Internet services and focuses on those that have disconnected the services or are likely to disconnect in the future. The results presented are based on *iGR*'s October 2020 survey of over 1,000 U.S. mobile consumers, as well as previous surveys. Results are further analyzed according to many demographic variables.

Key questions addressed:

- What percentage of U.S. mobile consumers have a cable/satellite TV service? How has this percentage changed over the last two years?
- Who is most likely to have a cable/satellite TV service?
- How likely will additional cable/satellite TV subscribers disconnect their TV service?
- Did those mobile consumers without a cable/satellite TV service have the service previously?
- How do mobile consumers without a cable/satellite TV service generally watch TV content at home?
- What percentage of U.S. mobile consumers have a home Internet service? How has this percentage changed over the last two years?
- Who is most likely to have a home Internet service?
- How do mobile consumers without a home Internet service generally access the Internet?
- Did those mobile consumers without a home Internet service have the service previously? When did they disconnect and from which provider?

Who should read this report?

- Mobile operators
- Mobile infrastructure vendors

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- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

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