

# HEY BIG SPENDERS!

What characteristics separate heavier TV spenders from other viewers?



Over the past several years, consumers have sought to reduce their expenditures on television through various means – cord cutting or shaving, moving to skinnier vMVPD bundles, switching to lower priced ad-supported SVODs, and “serial churning” in and out of streaming services. But through all of this upheaval in the video marketplace, the proportion of viewers who spend \$100+ per month on TV subscriptions has held stable. In the most recent quarterly summary of the continuously fielded Hub TV Churn Tracker, 30% of consumers reported spending \$100 or more on TV each month.

These heavier spenders are the revenue drivers of the video ecosystem and a vital target for services looking to maintain or grow their customer bases. In this Deeper Look, we will take a closer examination of this important group of consumers to see how they differ from lower spending viewers; who are they demographically, how do they consume TV services, and to what degree they churn in and out of subscriptions.

The viewers who spend more on TV are more likely to have advanced degrees, work full-time and have \$100K+ household incomes. In a bit of a surprise, they are more likely than the lower spenders to be very concerned about the state of the economy.

Although the heavier spenders group skews older than the lower spenders, they are significantly more likely to have kids in their households. The presence of kids is likely another reason for them to spend on TV entertainment.

**Table 1** displays demographic differences between heavy TV spenders and all other viewers

While it is no surprise consumers who spend more on TV would have more subscriptions, one noteworthy observation is how much more likely they are to subscribe to an SVOD other than the “Big 5” of Netflix, Hulu, Disney+, Amazon Prime Video, and Max. They are nearly twice as likely to have a non-Big 5 SVOD than the lower spending consumers.

Not only are they more likely to have an MVPD subscription, they have more than double the

Table 1		Spend <\$100/mo. on TV
Male	52%^	47%
Female	48%	53%^
White	78%^	74%
Hispanic	19%	17%
Black	15%	16%
Age 16-34	30%	38%^
Age 35-74	70%^	62%
Kids in HH	36%^	30%
Employed FT	56%^	48%
Bachelor's Degree+	52%^	42%
HH Income \$100K+	44%^	25%
State of Economy (V. Concerned)	58%^	54%

^Significantly greater at 95% confidence

Source: Hub TV Churn Tracker, 3Q 2024 (Base: U.S. Consumers age 16-74)

subscription rate for vMVPDs, compared with lower spenders. So, although they are bigger spenders, they are also more likely to look for lower priced alternatives if they are available.

**Table 2** displays differences between heavy TV spenders and all other viewers on TV usage

The higher spenders, who are more likely to have a large number of TV subscriptions, do engage in swapping and serial churning, dropping some subscriptions as they add new ones. But overall, compared with lower spenders, they are more likely to add than drop.

In the previous month, high spenders were twice as likely to only add a subscription as they were to only cancel one, and nearly three times as many of them added two or more subscriptions as canceled two or more subscriptions.

Table 2		Spend <\$100/mo. on TV
2+ TV subscriptions	82%^	75%
2+ TV Big 5* SVODs	76%^	67%
6+ TV subscriptions	45%^	27%
3+ TV SVODs outside Big 5	38%^	22%
Watch w/broadcast antenna	32%	35%^
MVPD subscription	61%^	47%
w/premium channel	58%^	45%
vMVPD subscription	38%^	16%
Watch 30+ hrs TV/week	29%^	23%
Among the first to buy tech	22%^	14%

^significantly greater at 95% confidence

\*Netflix, Amazon Prime Video, Hulu, Disney+, Max

Source: Hub TV Churn Tracker, 3Q 2024 (Base: U.S. Consumers age 16-74)

**Table 3** displays differences between heavy TV spenders and all other viewers on adding and canceling TV subscriptions (past 30 days)

The \$100+ per month viewers were more likely than lower spenders to add SVODs outside the Big 5. They were also more likely to add AND cancel a vMVPD.

**Table 4** displays differences between heavy TV spenders and all other viewers on type of TV subscriptions added or canceled\*\* (past 30 days)

Table 3		Spend <\$100/mo. on TV	Table 4		Spend <\$100/mo. on TV
Added only	14%^	10%	ADDED**		
Canceled only	7%	7%	SVOD (other than Big 5*)	60%^	50%
BOTH added and canceled	9%	8%	vMVPD	20%^	11%
Added 2+ *	53%^	43%	CANCELED**		
Canceled 2+ *	48%^	40%	vMVPD	54%^	43%
Freq add/cancel/resubscribe	14%^	10%			

^significantly greater at 95% confidence

\* Netflix, Amazon Prime Video, Hulu, Disney+, Max

Among those who added or canceled

Source: Hub TV Churn Tracker, 3Q 2024 (Base: U.S. Consumers age 16-74)

^significantly greater at 95% confidence

\*\*Among those who added or canceled

Source: Hub TV Churn Tracker, 3Q 2024 (Base: U.S. Consumers age 16-74)

The higher spenders are more likely to add a TV service to watch exclusive movies, and when they cancel, they are more likely than lower spenders to cite a single show they were watching on that service.

The lighter spenders, on the other hand are more likely than higher spenders to cite a service's ad-free tier as a reason for subscribing.

**Table 5** displays differences between heavy TV spenders and all other viewers on reasons for adding a TV service (past 30 days)

Technical issues were also a driver of cancellations for a quarter of the higher spenders, likely related to their high cancellation rate for vMVPDs.

Table 5		Spend <\$100/mo. on TV
Exclusive movies	24%^	17%
Ads-free	8%	12%^

^significantly greater at 95% confidence

Source: Hub TV Churn Tracker, 3Q 2024 (Base: U.S. Consumers age 16-74)

The heavy TV spenders were more likely to subscribe to any ad-free SVOD than lower spenders, especially among the major services such as Max, Netflix, Paramount+, Hulu, and Peacock.

**Table 6** displays differences between heavy TV spenders and all other viewers on the proportion of subscribers to each service who choose an ad-free tier\*

But in what counts as a bit of good news for advertisers trying to reach this upscale cohort, they are just as likely as lower spending viewers to watch at least some TV with ads. They are more likely to watch BOTH with and without ads compared with lower spenders although they are significantly less likely to watch only ad-supported TV.

Table 6		Spend <\$100/mo. on TV
Max	79%^	65%
Netflix	74%^	62%
Paramount+	43%^	29%
Hulu	35%^	24%
Peacock	32%^	20%
Any SVOD w/o ads	69%^	54%

^significantly greater at 95% confidence

\*Among subscribers of each service

Source: Hub TV Churn Tracker, 3Q 2024 (Base: U.S. Consumers age 16-74)

**Table 7** displays differences between heavy TV spenders and all other viewers on ad-free services subscribed\*

Table 7			Spend <\$100/mo. on TV
Watch w/o ads only	15%		13%
Watch both with and w/o ads	56%		42%
Watch with ads only	18%		30%^

^Significantly greater at 95% confidence  
\*Among subscribers of each service

Source: Hub TV Churn Tracker, 3Q 2024 (Base: U.S. Consumers age 16-74)

The viewers who spend \$100K+ per month on TV services are an exceptionally important

segment of the audience. They make up a third of the video marketplace, and nearly half of them subscribe to six or more services.

And although in many ways they profile similar to heavy subscription churners (male, upscale, educated, tech-savvy), they are actually net adders of TV services. Two characteristics setting them apart from the heavier churners is they tend to be older, and to be heavier TV viewers. As heavier viewers, they may be finding more value in their array of subscriptions than lighter TV viewers would.

The other major characteristic distinguishing the heavier spending group from other viewers is their interest in finding exclusive content. To recruit and maintain these subscribers, streaming services will need to prioritize communicating their exclusive content over breadth of library, or lower subscription costs. These upscale viewers are willing to pay a premium for ad-free services, and they will stick with those services which have the specific content they sought out when subscribing.