

## TOPLINE & METHODOLOGY

### Half of American TV viewers watch 10 or more hours of TV during the week

#### Baby Boomers watch 10 or more hours weekly over 3x more often than Gen Zers

**Washington, DC, July 28, 2021** – A new Ipsos poll finds that, among TV viewers, about half say they watch 10 or more hours of TV per week, and over two in five say they have binge-watched TV in the past three months. Over half of Americans use streaming services to watch TV, while a little over a third use cable. Among the generations, Baby Boomers watch the most TV weekly. Baby Boomers were also the happiest generation, with over ninety percent reporting they feel happy at least once per week.

#### Detailed Findings

1. Among the generations, Baby Boomers watch the most TV weekly.
  - Among all Americans who watch television, 2 in 5 (39%) report watching more than 10 hours weekly, while another 9% report watching 10 hours
  - 59% of Baby Boomers watch more than 10 hours a week, compared to only 1 in 6 Gen Z (17%) and a quarter of Millennials (26%).
2. Over half of Americans use streaming services to watch TV, while a third use Cable TV.
  - 54% of Americans use streaming services on a TV and one third of Americans (36%) using streaming services on a personal device, such as a phone or laptop.
  - Streaming service use on a personal device is highest among Gen Z and Millennials (52% and 46%), compared to only 21% of Baby Boomers.
  - 1 in 5 Millennials (19%) and a quarter of Gen Z (25%) use cable TV, compared to nearly half of all Baby Boomers (49%).
3. About 2 in 5 Americans say they have binge-watched over 2 hours of TV in one sitting in the past three months.
  - Binge-watching habits were similar across the generations. About 2 in 5 of Gen Z (44%), Gen X (42%), and Baby Boomers (46%), have binge-watched TV, while a slightly larger share of Millennials have done so (52%).
  - About three in ten Americans report sharing a streaming serving account with someone else (29%). Gen Z and Millennials are the most likely to share a streaming service account (42% and 40%).
4. Baby Boomers are the happiest among the generations.
  - Nearly all Baby Boomers report feeling happy at least once per week during the past month (94%). 89% of Gen Z and 87% of Millennials reported the same.
  - At least once a week during the past month, 3 in 5 Americans report feeling like they belonged to a social group or community (58%) and 67% feel they had something important to contribute to society.



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These are the findings of an Ipsos poll conducted between July 23-25, 2021. For this study, a sample of 1,022 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.4 percentage points for all respondents.

### Ipsos Poll

Conducted by Ipsos using KnowledgePanel®  
A survey of the American general population (ages 18+)

Interview dates: July 23 – July 25, 2021

Number of interviews: 1022

Number of Gen Z interviews: 102

Number of Millennial interviews: 214

Number of Gen X interviews: 261

Number of Baby Boomer interviews: 445

Margin of error: +/- 3.4 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

### Annotated Questionnaire:

1. Which of the following do you use to watch TV (including both shows and movies)? Please select all that apply.

	Total (N=1022)	Gen Z (N=102)	Millennial (N=214)	Gen X (N=261)	Baby Boomer (N=445)
Streaming services (e.g Netflix, Hulu, Prime Video, etc) on a TV	54%	50%	65%	59%	46%
Streaming services (e.g Netflix, Hulu, Prime Video, etc) on a phone, laptop, tablet, or PC	36%	52%	46%	41%	21%
Cable TV	35%	25%	19%	32%	49%
Live streaming services (e.g Hulu Live, Youtube TV, etc) on a TV	20%	16%	23%	24%	16%
Live streaming services (e.g Hulu Live, Youtube TV, etc) on a laptop, tablet, or PC	14%	14%	17%	17%	11%
Satellite TV	13%	9%	7%	9%	21%
Other	6%	3%	6%	5%	7%
I don't watch TV	6%	13%	8%	6%	3%
Skipped	1%	-	2%	1%	-

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2. [Q1 ≠ I don't watch TV] On average, how many hours of TV (including TV shows or movies) have you watched per week in the past month?

	<b>Total (N=966)</b>	<b>Gen Z (N=90)</b>	<b>Millennial (N=198)</b>	<b>Gen X (N=245)</b>	<b>Baby Boomer (N=433)</b>
1 hour	4%	1%	7%	4%	2%
2 hours	6%	12%	11%	4%	2%
3 hours	6%	8%	8%	7%	4%
4 hours	7%	12%	7%	8%	4%
5 hours	7%	14%	8%	6%	6%
6 hours	6%	2%	7%	7%	5%
7 hours	4%	5%	3%	5%	4%
8 hours	5%	6%	6%	5%	4%
9 hours	2%	2%	1%	3%	1%
10 hours	9%	10%	9%	13%	7%
More than 10 hours	39%	17%	26%	31%	59%
I don't know	5%	12%	5%	5%	3%
Skipped	1%	-	1%	2%	-

3. In the last 3 months, have you...

### Total Yes Summary

	<b>Total</b>	<b>Gen Z</b>	<b>Millennial</b>	<b>Gen X</b>	<b>Baby Boomer</b>
Binge-watched multiple tv shows (i.e watched TV for more than 2 hours) in a single sitting	46%	44%	52%	42%	46%
Shared an account for a streaming service with someone else	29%	42%	40%	28%	18%
Watched half or more of a season of a TV show in a single sitting	27%	32%	30%	31%	21%
Subscribed to a new streaming service to watch a specific TV show	14%	12%	19%	18%	8%
Ended a cable subscription and switched to only watching streaming services	7%	5%	8%	9%	5%
Used the shuffle play option on Netflix	4%	6%	5%	8%	1%

- a. Watched half or more of a season of a TV show in a single sitting

	<b>Total</b>	<b>Gen Z</b>	<b>Millennial</b>	<b>Gen X</b>	<b>Baby Boomer</b>
Yes	27%	32%	30%	31%	21%
No	72%	67%	69%	67%	79%
Skipped	1%	1%	1%	2%	*

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b. Subscribed to a new streaming service to watch a specific TV show

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes	14%	12%	19%	18%	8%
No	85%	88%	79%	79%	91%
Skipped	1%	*	2%	3%	*

c. Ended a cable subscription and switched to only watching streaming services

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes	7%	5%	8%	9%	5%
No	93%	95%	91%	89%	94%
Skipped	1%	-	1%	2%	1%

d. Binge-watched multiple tv shows (i.e watched TV for more than 2 hours) in a single sitting

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes	46%	44%	52%	42%	46%
No	53%	56%	47%	56%	54%
Skipped	1%	-	1%	2%	*

e. Shared an account for a streaming service with someone else

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes	29%	42%	40%	28%	18%
No	70%	57%	58%	70%	82%
Skipped	1%	1%	1%	2%	*

f. Used the shuffle play option on Netflix

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes	4%	6%	5%	8%	1%
No	95%	94%	94%	91%	98%
Skipped	1%	-	1%	2%	1%

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### 4. During the PAST MONTH, how often did you feel...?

#### Total Once a Week or More Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Good at managing the responsibilities of your daily life	91%	88%	86%	89%	95%
Happy	90%	89%	87%	88%	94%
Interested in life	90%	90%	84%	88%	94%
That your life has a sense of direction or meaning to it	83%	80%	77%	82%	88%
That you had something important to contribute to society	67%	66%	65%	63%	70%
That you belonged to a community (like a social group, or your neighborhood)	58%	52%	56%	59%	61%

#### a. Happy

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Never	2%	4%	3%	1%	1%
Once or Twice	7%	7%	9%	9%	5%
About once a week	6%	7%	9%	6%	4%
About 2 or 3 times a week	15%	17%	19%	14%	11%
Almost every day	39%	44%	32%	39%	40%
Every day	31%	21%	28%	29%	38%
Skipped	1%	-	1%	3%	1%
<i>Once a week or more (net)</i>	<i>90%</i>	<i>89%</i>	<i>87%</i>	<i>88%</i>	<i>94%</i>
<i>Less than once a week (net)</i>	<i>9%</i>	<i>11%</i>	<i>12%</i>	<i>10%</i>	<i>6%</i>

#### b. Interested in life

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Never	3%	3%	5%	3%	1%
Once or Twice	6%	5%	9%	6%	4%
About once a week	6%	13%	5%	4%	4%
About 2 or 3 times a week	11%	15%	15%	13%	5%
Almost every day	27%	30%	29%	25%	25%
Every day	47%	32%	35%	46%	59%
Skipped	2%	1%	2%	3%	1%
<i>Once a week or more (net)</i>	<i>90%</i>	<i>90%</i>	<i>84%</i>	<i>88%</i>	<i>94%</i>
<i>Less than once a week (net)</i>	<i>9%</i>	<i>9%</i>	<i>14%</i>	<i>9%</i>	<i>5%</i>

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c. That you had something important to contribute to society

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Never	17%	17%	19%	17%	15%
Once or Twice	15%	16%	14%	18%	14%
About once a week	10%	17%	9%	7%	9%
About 2 or 3 times a week	14%	11%	18%	17%	11%
Almost every day	21%	23%	17%	17%	25%
Every day	22%	14%	21%	23%	25%
Skipped	2%	1%	2%	3%	2%
<i>Once a week or more (net)</i>	<i>67%</i>	<i>66%</i>	<i>65%</i>	<i>63%</i>	<i>70%</i>
<i>Less than once a week (net)</i>	<i>32%</i>	<i>33%</i>	<i>33%</i>	<i>34%</i>	<i>28%</i>

d. That you belonged to a community (like a social group, or your neighborhood)

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Never	26%	23%	26%	23%	29%
Once or Twice	14%	25%	14%	15%	9%
About once a week	8%	8%	13%	10%	5%
About 2 or 3 times a week	11%	9%	10%	13%	11%
Almost every day	19%	24%	15%	17%	20%
Every day	20%	10%	19%	19%	25%
Skipped	2%	-	4%	3%	1%
<i>Once a week or more (net)</i>	<i>58%</i>	<i>52%</i>	<i>56%</i>	<i>59%</i>	<i>61%</i>
<i>Less than once a week (net)</i>	<i>40%</i>	<i>48%</i>	<i>41%</i>	<i>38%</i>	<i>39%</i>

e. Good at managing the responsibilities of your daily life

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Never	3%	5%	4%	3%	1%
Once or Twice	6%	8%	9%	5%	3%
About once a week	4%	9%	8%	4%	1%
About 2 or 3 times a week	13%	13%	16%	17%	8%
Almost every day	31%	37%	31%	29%	30%
Every day	43%	29%	30%	39%	56%
Skipped	1%	-	1%	3%	*
<i>Once a week or more (net)</i>	<i>91%</i>	<i>88%</i>	<i>86%</i>	<i>89%</i>	<i>95%</i>
<i>Less than once a week (net)</i>	<i>9%</i>	<i>12%</i>	<i>13%</i>	<i>8%</i>	<i>5%</i>

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f. That your life has a sense of direction or meaning to it

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Never	7%	7%	10%	8%	5%
Once or Twice	9%	13%	10%	8%	7%
About once a week	7%	8%	10%	5%	5%
About 2 or 3 times a week	11%	15%	13%	13%	6%
Almost every day	32%	38%	25%	31%	34%
Every day	34%	20%	30%	33%	42%
Skipped	2%	-	2%	3%	1%
<i>Once a week or more (net)</i>	<i>83%</i>	<i>80%</i>	<i>77%</i>	<i>82%</i>	<i>88%</i>
<i>Less than once a week (net)</i>	<i>16%</i>	<i>20%</i>	<i>20%</i>	<i>15%</i>	<i>11%</i>

5. To what extent do you agree or disagree with the following?

### Total Agree Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
The American economy is rigged to advantage the rich and powerful	62%	63%	68%	56%	62%
People are generally trustworthy	46%	43%	35%	44%	54%
These days I feel like a stranger in my own country	41%	39%	37%	41%	45%
Society is making progress toward becoming a better place for everyone	21%	39%	22%	18%	16%

a. People are generally trustworthy

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	6%	6%	5%	9%	4%
Somewhat agree	40%	37%	31%	36%	50%
Neither agree nor disagree	26%	30%	29%	25%	25%
Somewhat disagree	18%	17%	23%	18%	16%
Strongly disagree	9%	10%	11%	10%	5%
Skipped	1%	-	2%	3%	-
<i>Agree (net)</i>	<i>46%</i>	<i>43%</i>	<i>35%</i>	<i>44%</i>	<i>54%</i>
<i>Disagree (net)</i>	<i>27%</i>	<i>28%</i>	<i>34%</i>	<i>28%</i>	<i>21%</i>

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### b. Society is making progress toward becoming a better place for everyone

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	3%	4%	3%	5%	1%
Somewhat agree	18%	35%	19%	13%	15%
Neither agree nor disagree	32%	28%	35%	33%	32%
Somewhat disagree	28%	27%	23%	27%	32%
Strongly disagree	18%	6%	19%	20%	20%
Skipped	1%	-	2%	3%	*
<i>Agree (net)</i>	21%	39%	22%	18%	16%
<i>Disagree (net)</i>	46%	33%	41%	47%	52%

### c. These days I feel like a stranger in my own country

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	11%	9%	8%	12%	14%
Somewhat agree	30%	30%	30%	29%	31%
Neither agree nor disagree	27%	23%	27%	31%	26%
Somewhat disagree	18%	21%	21%	14%	17%
Strongly disagree	13%	17%	13%	12%	13%
Skipped	1%	-	2%	3%	-
<i>Agree (net)</i>	41%	39%	37%	41%	45%
<i>Disagree (net)</i>	31%	38%	35%	25%	29%

### d. The American economy is rigged to advantage the rich and powerful

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	29%	30%	38%	25%	26%
Somewhat agree	33%	33%	30%	31%	36%
Neither agree nor disagree	22%	26%	18%	27%	19%
Somewhat disagree	9%	5%	9%	8%	11%
Strongly disagree	7%	7%	5%	7%	8%
Skipped	1%	-	2%	3%	1%
<i>Agree (net)</i>	62%	63%	68%	56%	62%
<i>Disagree (net)</i>	16%	11%	13%	15%	19%





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### About the Study

This Ipsos poll was conducted July 23 – 25, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,022 general population adults age 18 or older. The sample includes 102 Gen Zers, 214 Millennials, 261 Gen Xers, and 445 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.22. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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