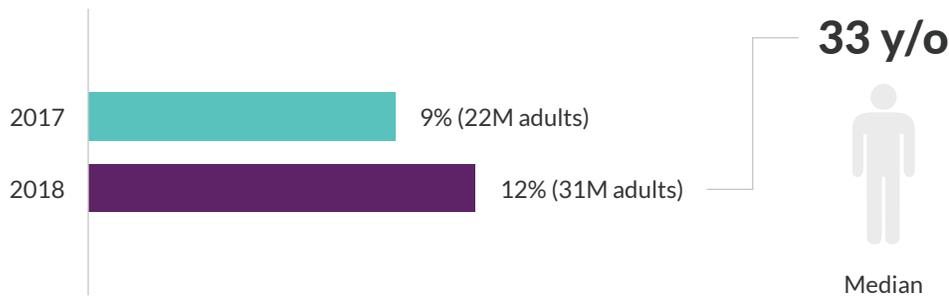


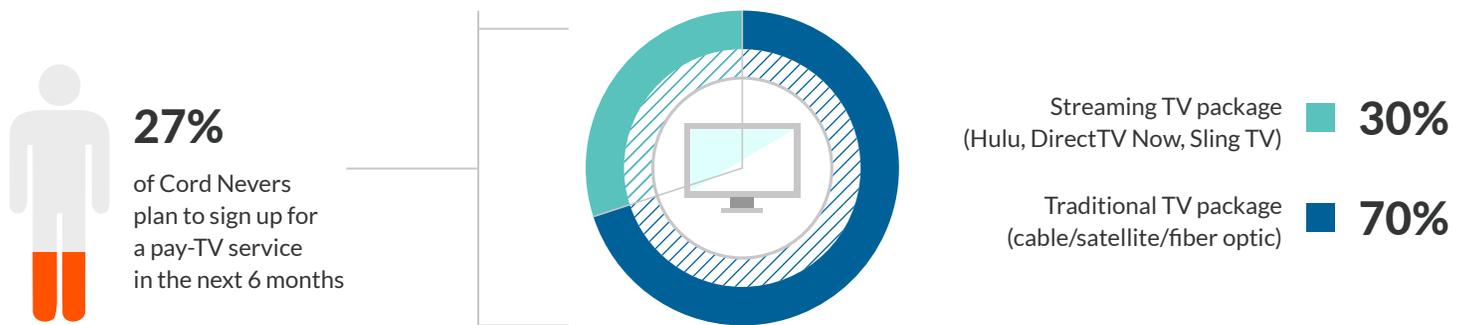
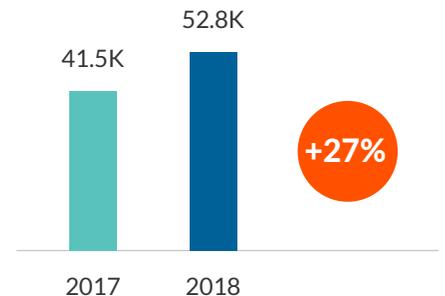
Cord Nevers come into their own

In the latest Cord Evolution insights from MRI-Simmons, the ranks of Cord Nevers – adults who have never paid for traditional TV service – are up to 12% of the US population from 9% in 2017. This group’s financial resources are also expanding, and they show a surprising interest in acquiring more “TVideo” services. But will cable and satellite providers be their first stop when it comes to new subscriptions?

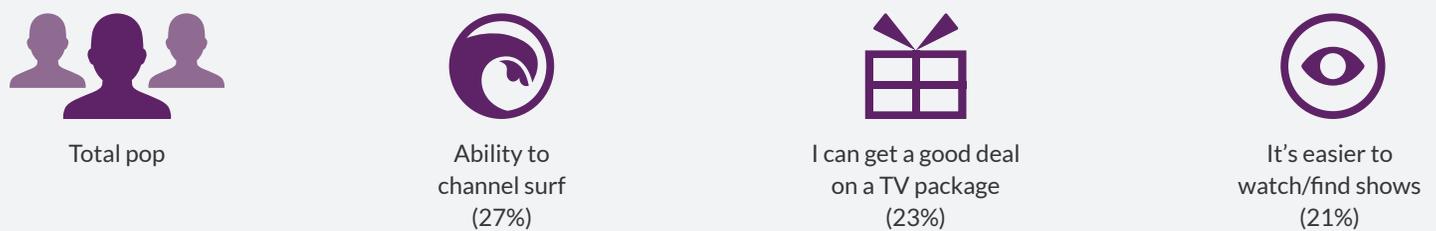
Cord Nevers based on the US population



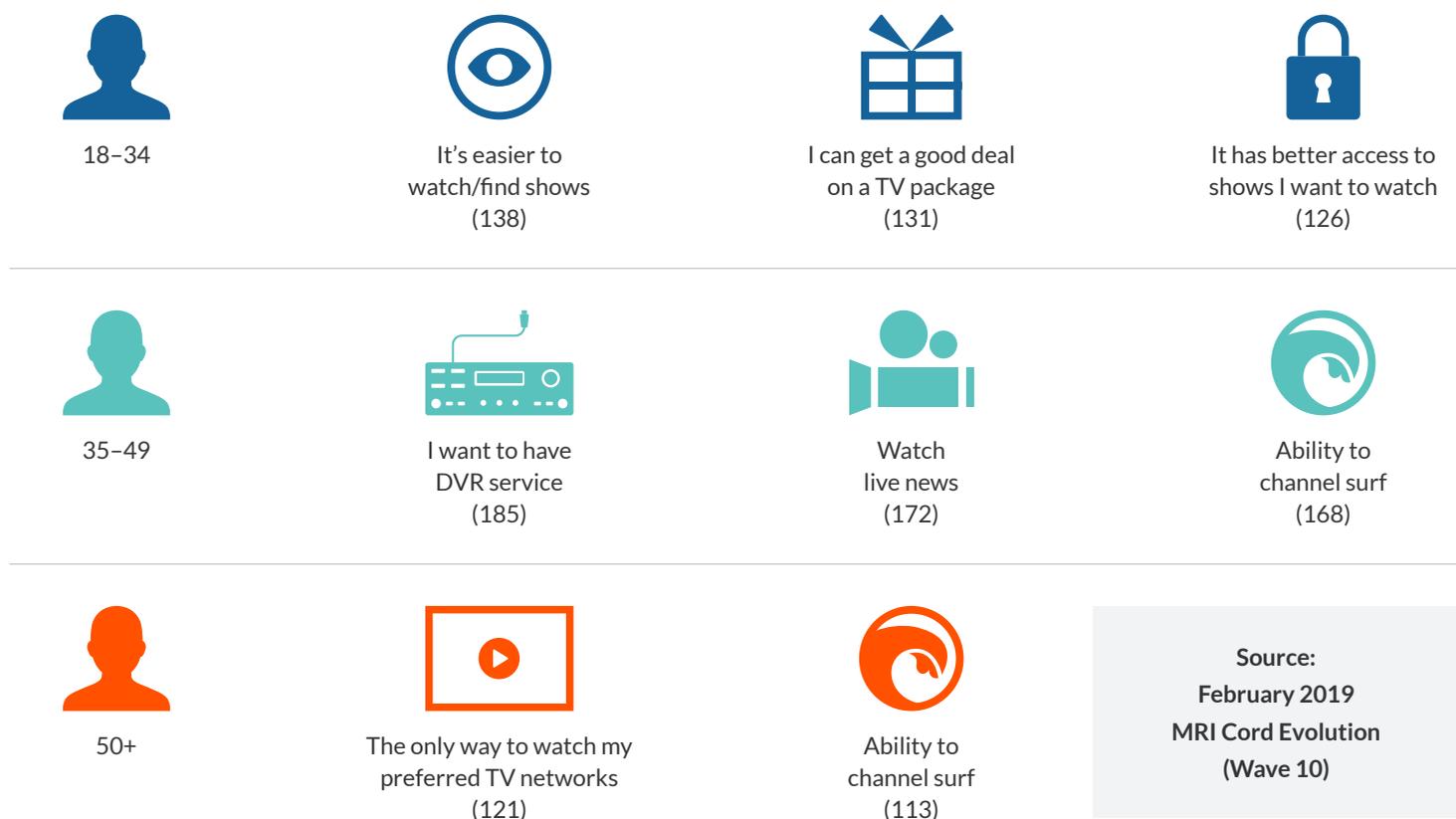
Household income



Top reasons for planning to get pay-TV service (total pop)



Top over-indexing reasons for planning to get pay-TV service (by age)



Source:
February 2019
MRI Cord Evolution
(Wave 10)