During the pandemic, the cable industry provided a bridge to the unconnected.
| Almost 40% of cable connects were new (or first-time) subscribers.

Cable fulfilled new pandemic-related needs.
Those who recently switched their broadband service or were new subscribers with cable companies cited doing so for faster speeds for streaming during COVID (53%).
| Of those who switched to cable, 66% opted for a higher value package.
| Reasons Why Cable Subs Upgraded Home Internet Service:
  • Create more bandwidth for multiple devices (41%);
  • Work from home (34%); and
  • Educate K-12 children from home (22%)

Cable Customers are More Likely to Remain After COVID.
| About six out of ten (57%) of all new broadband connects said they would keep the service after COVID, with about eight out of ten (79%) of cable connects saying they would stay.

Understanding cable broadband customers' post-pandemic needs and lifestyles, specifically among urban Millennials is key to retaining and attracting new connects.
| Recent broadband subscribers are likely to be younger millennials (58%) with children (26%), living in an urban setting (59%) with half (50%) as higher income earners of $100K+.
| Cable attracted Working Young Mothers, but the most industry connects were contributed by Urban Millennial Fathers.