

**Too Much Hassle to Change: 32% of Cable TV Users Stay Despite Low Satisfaction, J.D. Power Finds**Verizon Fios and YouTube TV Rank Highest in Respective Segments

**TROY, Mich.: 18 Sept. 2025** —Many cable television subscribers remain with their providers due to barriers such as restrictive contracts, limited provider availability by location, and the complexity of switching, which is why subscribers stay despite lower satisfaction levels than live TV streaming, according to the J.D. Power 2025 U.S. Television Service Provider Satisfaction Study,<sup>SM</sup> released today. Specifically, Cable TV customers have a satisfaction score of 531 (on a 1,000-point scale), compared to live TV streamers at 630. Although live TV services show higher satisfaction scores, they also experience greater customer turnover.

“Cable TV providers have longer-standing customer relationships and more tenure than live TV streaming services,” said **Carl Lepper, senior director of technology, media and telecom intelligence at J.D. Power**. “Many customers choose cable because of bundled TV and internet offerings, an option that streaming providers typically don’t offer. In areas with limited internet provider availability, bundling becomes even more common. While live streaming services may offer greater flexibility and higher satisfaction, they also face higher turnover.”

**Study Rankings**

**Verizon Fios TV** ranks highest in the cable/satellite segment with a score of 577. **Spectrum** (536) ranks second and **Xfinity** (533) ranks third.

**YouTube TV** ranks highest in the live TV streaming segment for a third consecutive year, with a score of 649. The segment average is 630.

The J.D. Power U.S. Television Service Provider Satisfaction Study<sup>SM</sup> provides a detailed assessment of customer perceptions of service with their current television provider. The study measures Overall Satisfaction with television service providers based on seven dimensions: value for price paid; consistently delivering high-quality service; level of trust with provider; ease of doing business; people; digital tools; and resolving problems or complaints. To be included in the national cable/satellite TV ranking, brands must be ranked in all four geographic regions. The study is based on responses from 28,561 customers and was fielded from August 2024 through July 2025.

For more information about the U.S. Television Service Provider Satisfaction Study, visit <https://www.jdpower.com/business/tmt/us-residential-television-customer-satisfaction-study>.

See the online press release at: <http://www.jdpower.com/pr-id/2025111>.

**About J.D. Power**

**J.D. Power** is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 55 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe, and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](http://JDPower.com/business). The J.D. Power auto-shopping tool can be found at [JDPower.com](http://JDPower.com).

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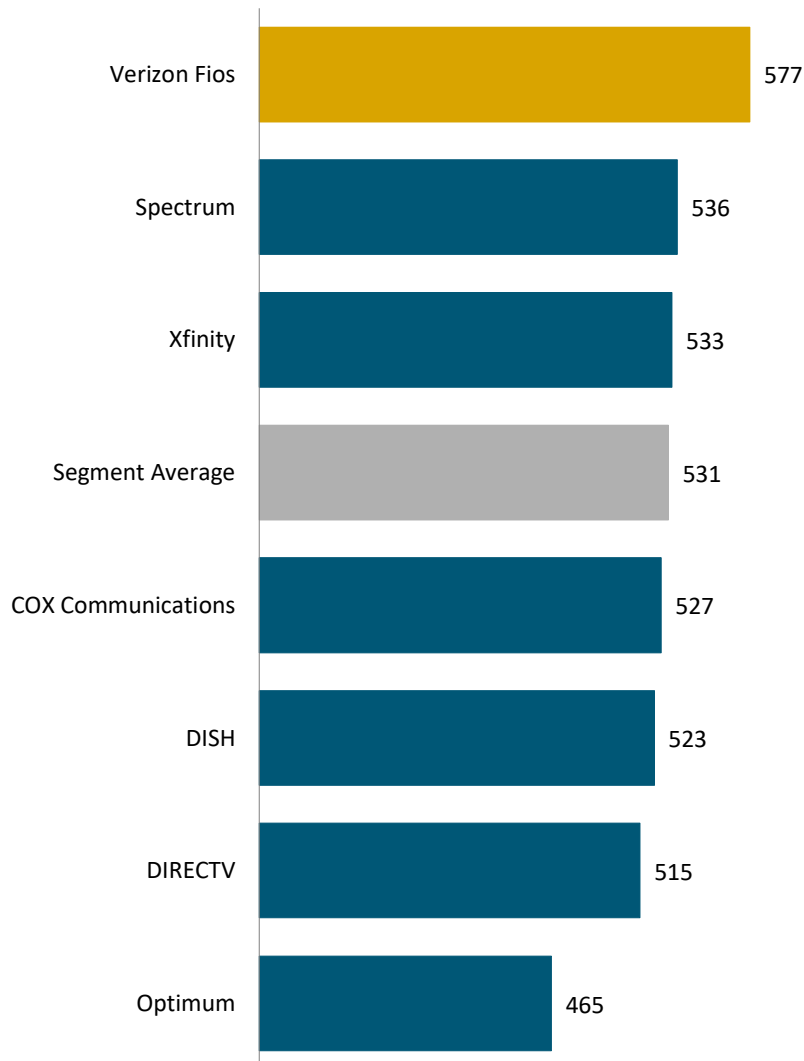
Note: Two charts follow.

# J.D. Power 2025 U.S. Television Service Provider Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Cable/Satellite TV



Source: J.D. Power 2025 U.S. Television Service Provider Satisfaction Study<sup>SM</sup>

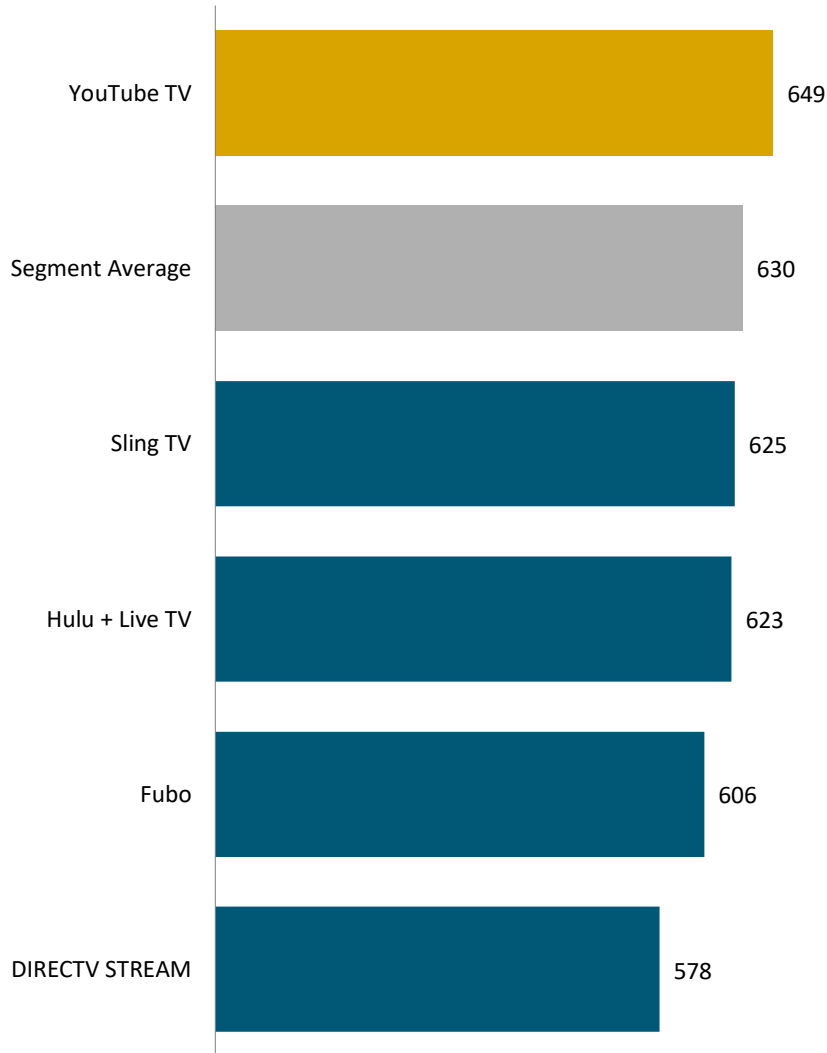
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# J.D. Power 2025 U.S. Television Service Provider Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Live TV Streaming



Source: J.D. Power 2025 U.S. Television Service Provider Satisfaction Study<sup>SM</sup>

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