

National Television Penetration Trends
TOTAL & TV HOUSEHOLDS



Year	Total U.S. HH (000)	TV HH (000)	% HH With TV
2023	128,800	123,800	96.5
2022	127,080	122,400	96.3
2021	125,730	121,000	96.2
2020	125,480	120,600	96.1
2019	124,860	119,700	95.9
2018	123,940	119,600	96.5
2017	123,360	118,400	96.0
2016	122,270	116,400	95.2
2015	121,100	116,400	96.1
2014	120,160	115,800	96.4
2013	119,210	114,200	95.8
2012	118,590	114,700	96.7
2011	117,220	115,900	98.9
2010	116,170	114,900	98.9
2009	115,760	114,500	98.9
2008	114,890	112,800	98.2
2007	113,410	111,400	98.2
2006	112,260	110,200	98.2
2005	111,630	109,600	98.2
2004	110,420	108,400	98.2
2003	108,620	106,700	98.2
2002	107,400	105,500	98.2
2001	104,080	102,200	98.2
2000	102,680	100,800	98.2
1995	97,060	95,400	98.3
1990	93,760	92,100	98.2
1985	86,530	84,900	98.1
1980	77,900	76,300	97.9
1975	70,520	68,500	97.1
1970	61,410	58,500	95.3
1965	56,900	52,700	92.6
1960	52,500	45,750	87.1
1955	47,620	30,700	64.5
1950	43,000	3,880	9.0

Source: The Nielsen Company

Note: 2009 growth is partially due to Nielsen's update of the national penetration estimate for HH by Race & Ethnicity.