

Who watches Roku? Audience demographics and what it means for advertisers

Is Roku's audience mostly young cord-cutters? Older viewers who like Roku's ease of use? Budget-conscious consumers seeking affordable entertainment alternatives? Or premium-content streamers flipping through apps regularly?

Truth is, it's all those groups and more. Roku's audience mirrors the U.S. population across age, income, education, geography, and household composition. In other words, Roku is not a niche platform for one kind of viewer. With a daily reach of over 125 million people in the US, Roku reaches every group an advertiser could hope to engage.

Here's what the audience data shows.

Roku reaches viewers from coast to coast (and in between)

Roku's audience is not clustered in any one geographical area. It stretches across regions, cities, suburbs, and rural communities.

Compare Roku's audience to [U.S. population data](#) from 2026, and you'll find they're strikingly similar. Forty-five percent of Roku's audience lives in the South compared with 38% of the U.S. population, 23% in the Midwest vs. 21%, 16% in the Northeast vs. 17%, and 16% in the West vs. 24%¹.

US Region	Population Share	Roku Viewership Share
South	38%	45%
Midwest	21%	23%
Northeast	17%	16%
West	24%	16%

Likewise, Roku viewing is broadly distributed among urban, suburban and rural populations. Roku's audience is 38% suburban, 36% urban, and 26% rural¹. That spread matters because consumer demand does not live in one setting. CPG, auto, insurance, pharma, retail, restaurant, travel, and financial services brands all need to reach people across different market densities.

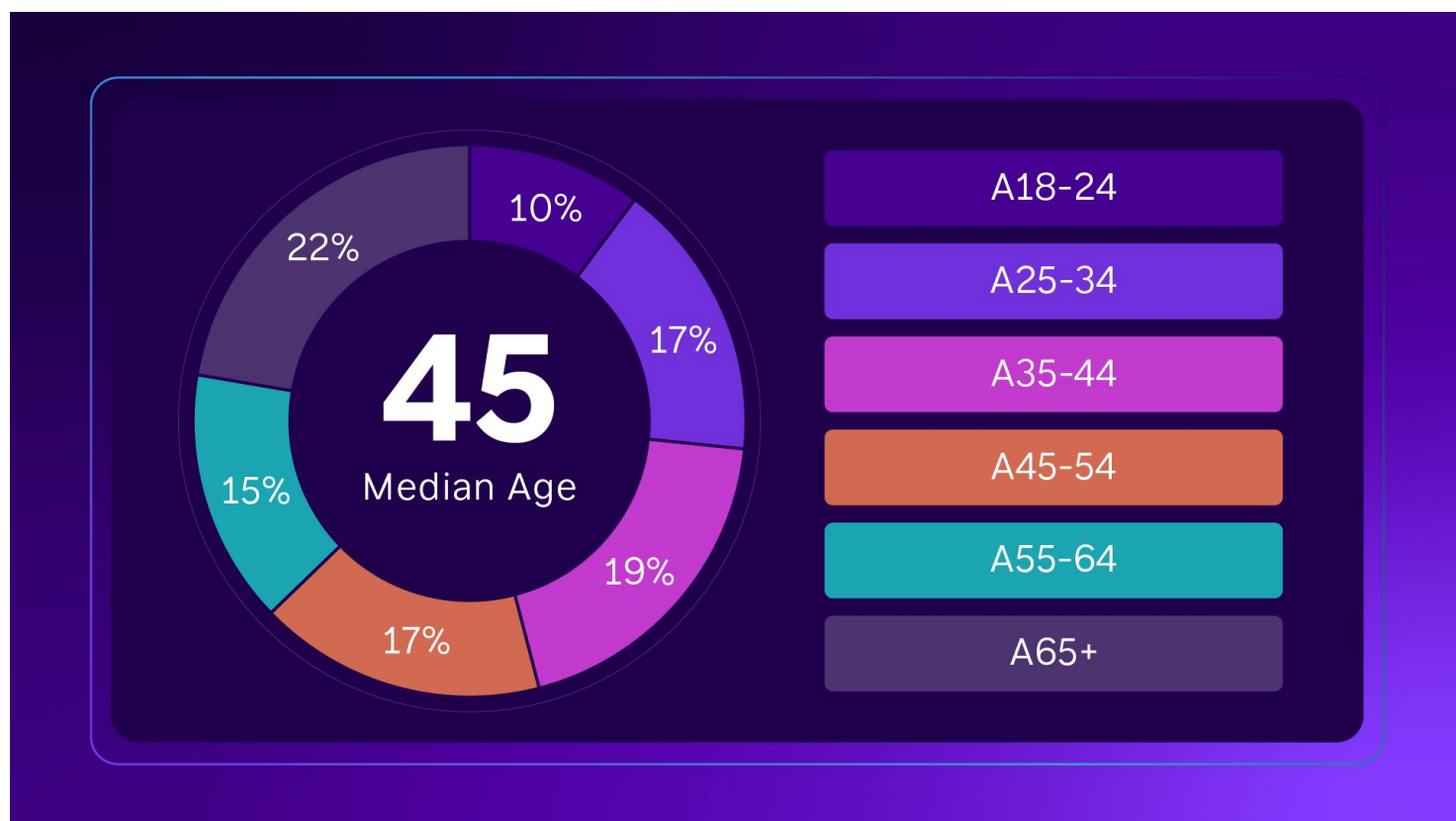
Every age group has a seat on the Roku couch

Roku's adult audience spans every age group. In fact, the median age is 45. That puts the platform squarely in the middle of the adult population, not dramatically skewed toward one life stage or generation.

By contrast, the median age of a network primetime TV viewer in the US is 64 — more than 20 years older².

Roku's broad age distribution gives marketers more room to plan. A DTC brand looking for adults 25–34 can find them on Roku. So can a pharma advertiser looking to reach adults 55+. Meanwhile, a CPG brand focused on families, a financial services brand looking for prime earning years, or an entertainment marketer seeking broad audiences can find their audiences on Roku too.

From Gen Z to Boomers, they're all on Roku.



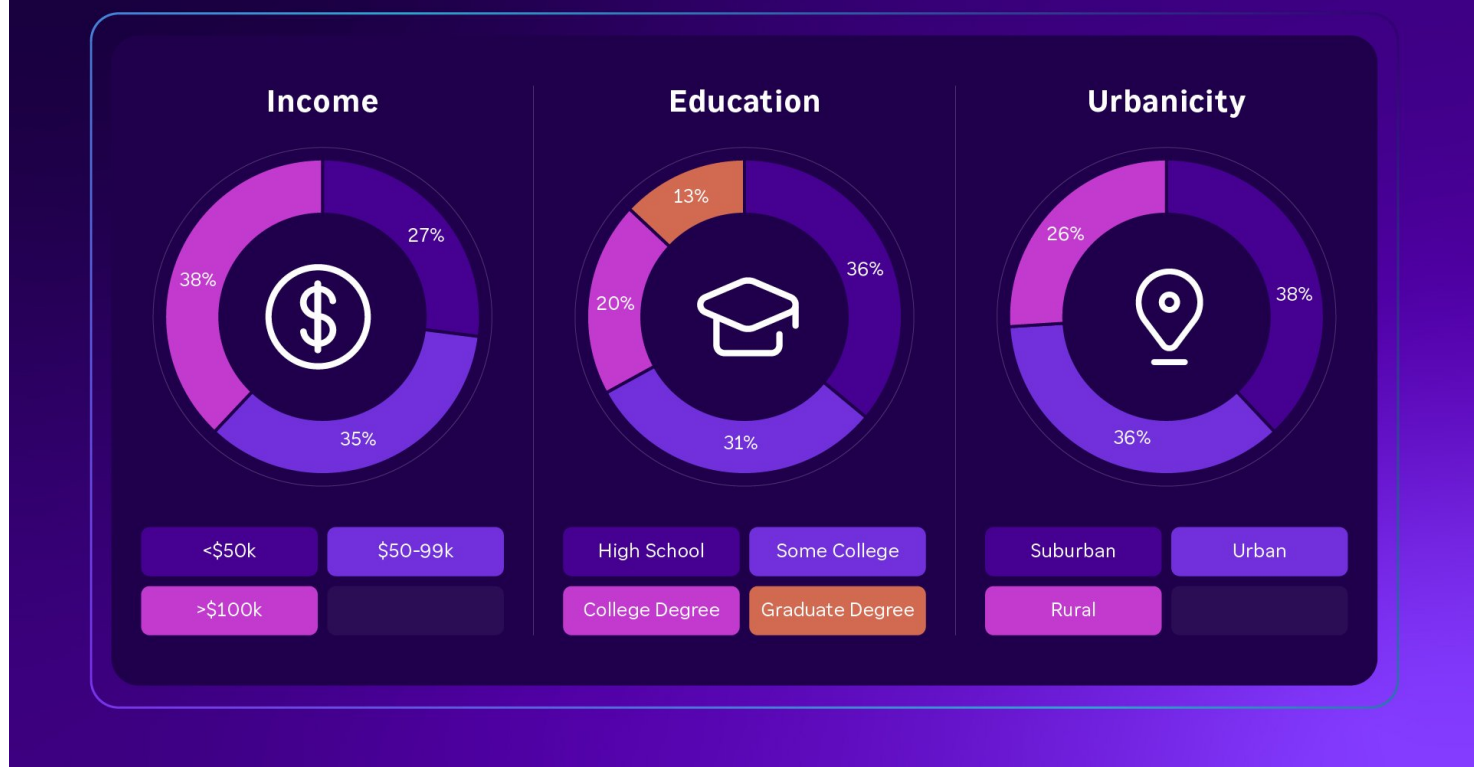
Households of all income and education levels stream on Roku

Roku households span the full consumer economy, from value shoppers to high earners. Income data shows that 27% of Roku households earn under \$50K, 35% earn \$50K–\$99K, and 38% earn \$100K or more — corresponding closely to the split of income level distribution across the US population, according to Census data³. We also know that users across all income levels seek out ad-supported content.

Meanwhile, consumers of all education levels are watching Roku: 36% finished high school or less, 33% graduated college or earned a graduate degree, and 31% finished some college.

That makes Roku a strong fit for marketers of all types. A retailer can reach deal-seekers and premium shoppers. An auto advertiser can speak to households across consideration tiers. A financial services brand can reach high-income consumers or first-time investors.

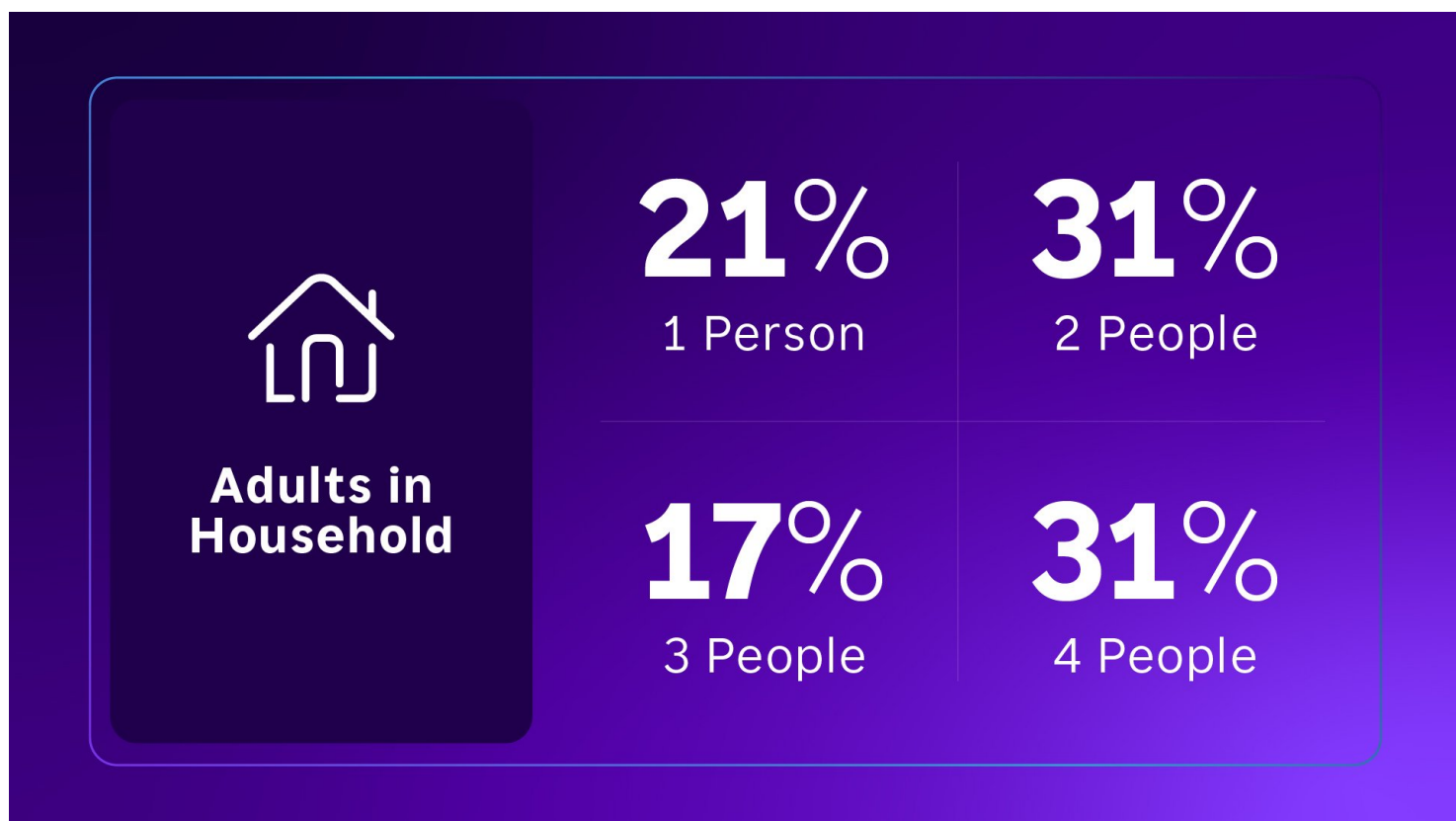
No matter their income level, they're all watching Roku.



Singles, couples, families: Roku reaches all living rooms

Roku reaches every type of household, from solo viewers to large families. In fact, nearly half of Roku households have three or more people.

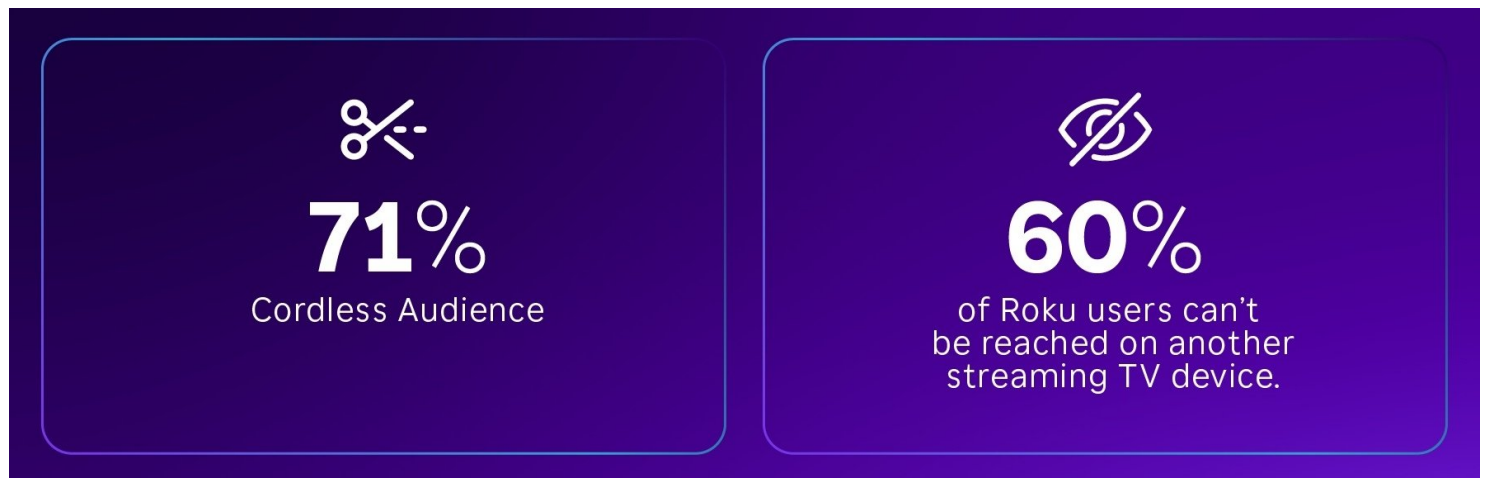
That has real implications for advertisers. A Roku impression may reach a solo viewer deciding what to buy next, a couple researching a financial product, large families or roommates streaming live sports, or a household making shared decisions around meals, travel, entertainment, or shopping.



Roku reaches audiences that advertisers can't always find elsewhere

A large share of Roku's audience is exclusive to our platform. As of 2026, 71% of Roku's audience is cordless, meaning they do not have traditional pay TV. Meanwhile, 60% of Roku viewers cannot be reached on another streaming TV device, meaning advertisers who don't leverage Roku are missing critical audiences¹.

In other words, Roku offers deduplicated reach. It can help brands connect with viewers who may be difficult, inefficient, or impossible to find through other TV environments.



Marketer Takeaway: So who actually watches Roku?

Roku reaches 125 million daily active users in America. The median viewer age is 45, putting the platform squarely in the middle of the adult population. Household incomes span the full consumer economy: 38% of Roku households earn \$100K or more, 35% earn \$50K–\$99K, and 27% earn under \$50K⁴. Roku's audience is regionally distributed across the South, Midwest, Northeast, and West, and across urban, suburban, and rural markets. As of 2026, 71% of Roku viewers don't have traditional pay TV, and 60% can't be reached on any other streaming device.

Almost any way you cut the data, Roku's audience mirrors the U.S. population.

What this means for your media plan

With Roku, advertisers don't have to choose between broad reach and relevant reach. It has millions of viewers that fit into virtually any marketer's target audience.

- **For CPG brands**, Roku offers access at the household level, and wide reach for broad consumer demand.
- **For auto advertisers**, it reaches households across income levels and geographies.
- **For finance brands**, it includes affluent, educated viewers as well as consumers earlier in their financial journeys.
- **For pharma**, it reaches older adults as well as the caregivers, partners, and family members who often influence decisions.
- **For retail and DTC brands**, Roku creates a way to show up in the living room while supporting performance goals across the funnel.

Ready to reach your audience on Roku?

Which of your audiences are watching Roku? We'll help you find them.

Whether your goal is awareness, consideration, conversion, or full-funnel growth, Roku Advertising can help your brand reach viewers across categories on the largest screen in the home.

Explore [Roku's advertising solutions](#) to find the right fit for your audience, your goals, and your next campaign.

Contact us

¹ Roku Internal Data, 2026

² [The Wall Street Journal](#)

3. [United States Facts](#)

4. Demographic data licensed from Experian and matched to Roku audience.

Written by:

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