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# Cutting the Cord and the Bill

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# What is Cord Cutting?

Cord Cutting is the practice of dropping your cable subscription for an online streaming service such as Netflix or Amazon Prime

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font.The Amazon Prime logo, featuring the word "amazon" in black lowercase letters with a curved orange arrow underneath it, followed by the word "Prime" in a blue, italicized, sans-serif font.

# Introduction

The trend of online streaming is continuing to skyrocket

Online streaming is more mobile and more convenient

Cable customers still do enjoy the diversity factor of cable but the pros of cable are slowly dwindling down

Developed research questions to look into cord cutting more deeply

Implemented our research questions into survey questions and surveyed people about how they felt on cable vs  
online streaming

Analyzed the results to find evidence to put towards our research

# Significance of Study

Through our research, we are hoping to find evidence of a potential paradigm shift from cable television programming to multiple internet based programming platforms. This study can be very important for the parties involved (including cable companies, streaming companies, and consumers) as it should provide information on the satisfaction of the services which would lead to improvement in cable and streaming as they are competing. This would also lead to better user experience for cable as they could use this study to improve so they are viable enough to compete with streaming.

“Cable giants” like Comcast have reported customer base losses for the 11th consecutive quarter and other big television stations such as HBO, CBS, Nickelodeon, and SlingTV are giving cable a run for its money as well, announcing recently that they will be offering live streaming of their programming content on the internet with a small monthly fee

# Research Questions

1. Who are the people that are ditching cable? Who pays for it?
1. Is there evidence that Cord Cutting is a popular trend in the Tallahassee population?
1. What are the major alternatives to a cable subscription?

# Data Collection Methods

After looking into all of the options, we decided to use the survey method when collecting our data. We thought it was the fastest, and most accurate way to find data. We could ask a big population the same questions and get fast, reliable answers. The consistency of our questions helps make the data more accurate and exact. We made the survey both on paper and online self-administered so people could do it on their own time in hopes to complete the research process in a reasonable manner. After making our survey we had to find the population, we decided on Tallahassee, not just Florida State, because we wanted a variety of types of people surveying. We focused on three different areas to give out the survey, on campus, local grocery stores, and the Internet. Using this survey helped our group develop the data that we needed to complete our research.

# Research Instruments

For the purposes of our research, we decided that a survey format would be the best way to gather data

- can be distributed easily on a mass scale

- allows for simple data quantification

- increases the speed of data processing and analyzation

# Research Instrument Distribution

Our survey is distributed in two forms:

Online:

through the University's qualtrics page, sent out through FSU email and Facebook

Paper:

distributed in person to the participants by HCB



# Population and Sampling

We had to be reasonable in choosing our population

cannot restrict results to a small, non-representative population

cannot reasonably distribute the survey to everyone in the county, state, or nation

target population: **residents of Tallahassee**

various age groups, socioeconomic statuses

Deciding on a sampling method was a bit more difficult...

# Sampling

Cannot truly gather results with random sampling

not enough resources, budget, research tools

Decided on **purposive sampling** for our in-person surveys

conducting research on subjects that are representative of their age groups and social statuses

Chose to distribute the online survey and allow the sampling to be on a **voluntary** basis

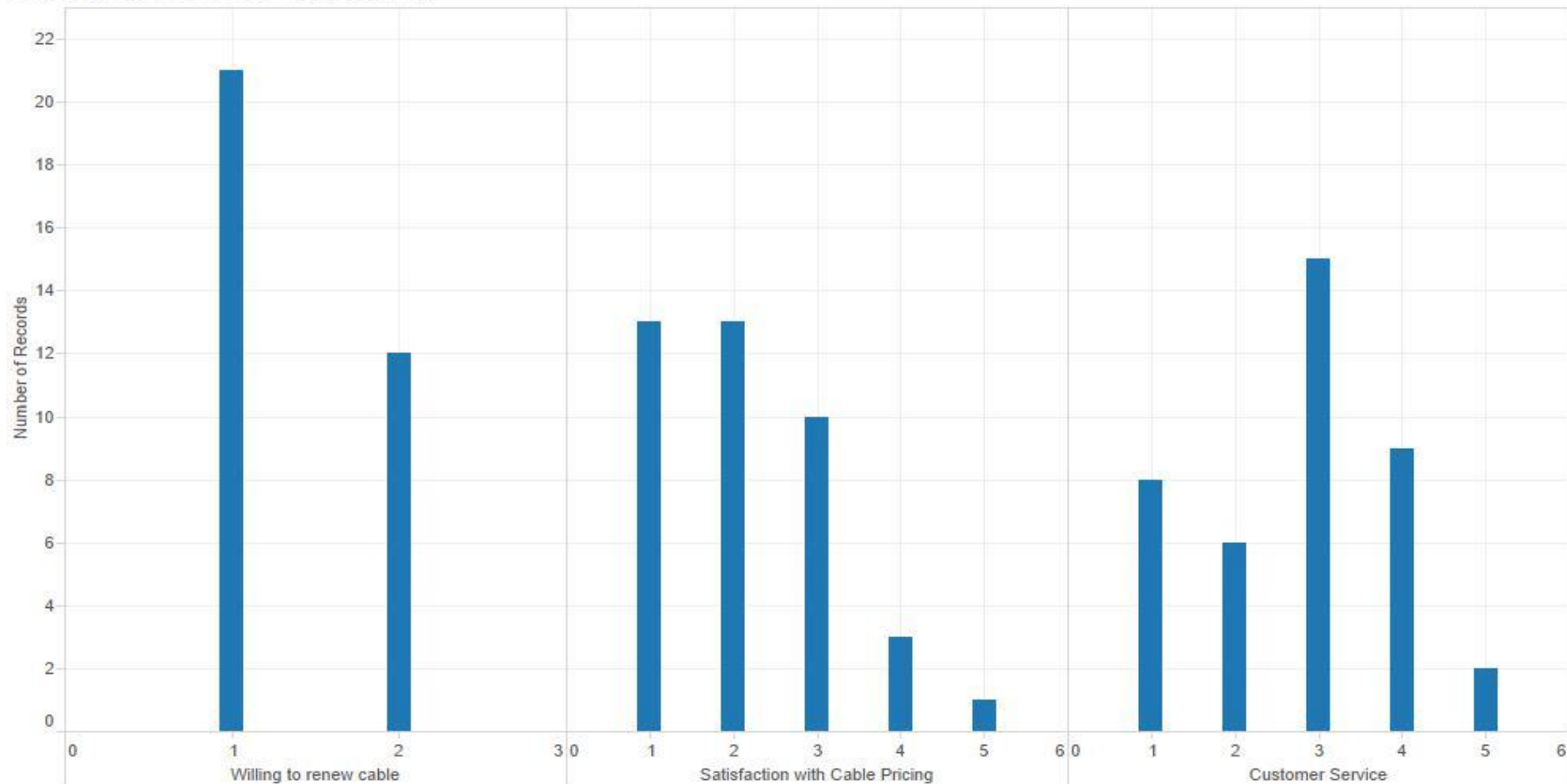
enables the participants to complete the survey on their own time

saves us time, and allows us to distribute the survey on a bigger scale

# Results

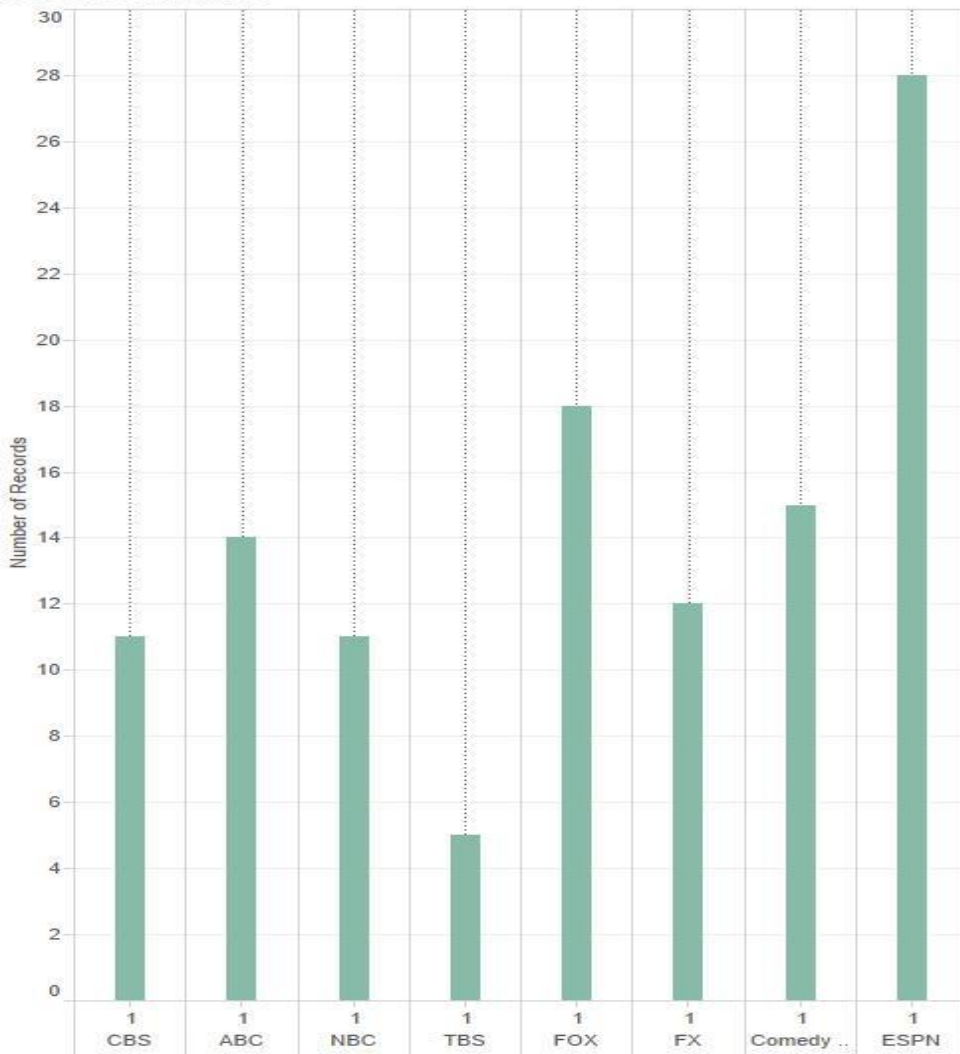
- Ranged from 17 year olds to 25 year olds with a majority being 20-22 years old
- Cord Cutting is not a very popular trend in Tallahassee
- The most watched channel was ESPN

## So people hate cable but will renew

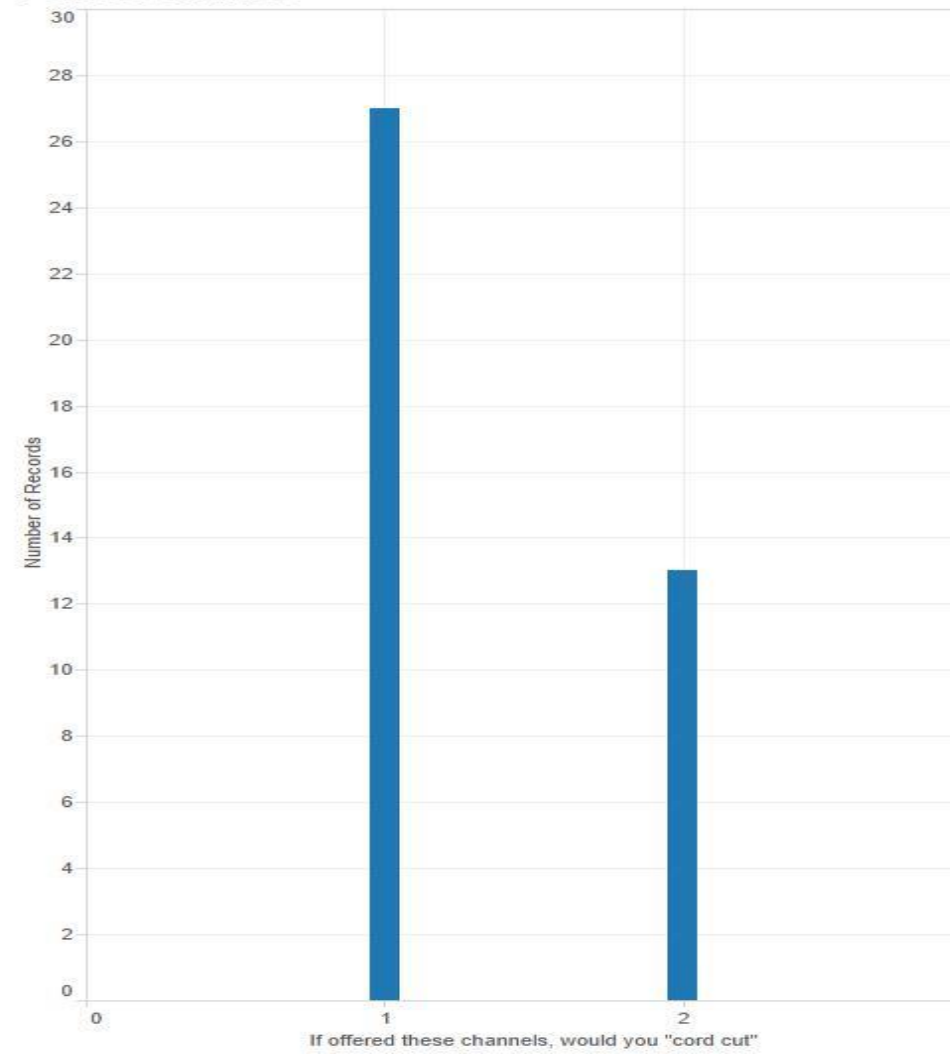


The plots of sum of Number of Records for Willing to renew cable, Satisfaction with Cable Pricing and Customer Service.

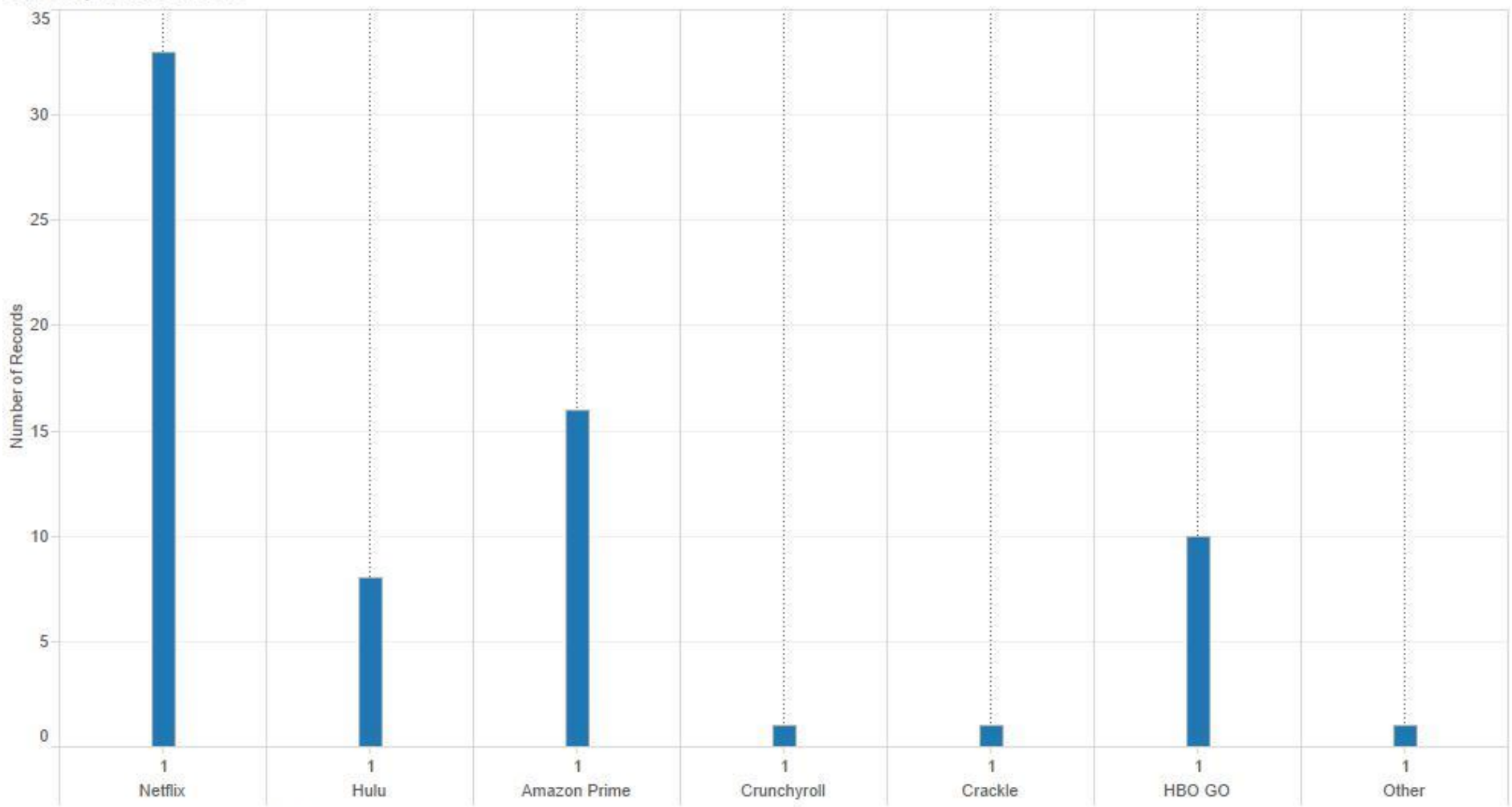
Favorite Channels



If offered channels



Subscription services



The plots of Number of Records for Netflix, Hulu, Amazon Prime, Crunchyroll, Crackle, HBO GO and Other. Details are shown for Number of Records.

# Analysis

The only thing holding people back from cord cutting is the exclusive channels on cable

A majority of people who don't pay for cable(included with apartment) are willing to pay for it

Netflix is the most popular subscription service

# Interpretation

Cord Cutting is something that is still fairly new which explains why there was very little information in the library databases, and that almost half of those that took the survey are unaware of cord cutting.

If certain channels were offered by streaming services, 68% of survey takers would drop their cable subscriptions.



# Limitations

There were multiple factors limiting our research capabilities

## Budget

limited to a \$25 budget for paper, pens, clipboards, and candy for incentives

## Time

4 month deadline

## Resources

did not have the census information for Tallahassee needed for random sampling

research tools were provided by the school

# Future Studying

## Future Studying

We would obtain more accurate results if we were to conduct research using some form of random sampling

We would give ourselves more time to gather data so we would be able to take our time in the planning and data gathering stages of research

We would include an open-ended question about why the participant has the services they do; could provide insight as to why the trend is or is not occurring and why people choose the services that they do

# Conclusion

More and more people are cancelling their cable subscriptions to switch to streaming services. One thing that keeps many people from cutting cable entirely is the specific shows or channels they enjoy. If streaming services were to show more of these shows that everyone watches it would cause many more people to drop the cable subscription. Though the information was limited, there was a lot of good data collected which is showing a trend where college students are likely to forget about cable and subscribe to services like Netflix or Hulu.

# Reflection

One challenge we face was the lack of scholarly articles due to our topic being a fairly new issue

We were limited by our data collection methods because we could not do certain ones like observation

Finding a time and day when the group could all meet and were available was tough

The best teamwork happens when we meet face to face