



# Don't ask an analyst, **AskTheo**

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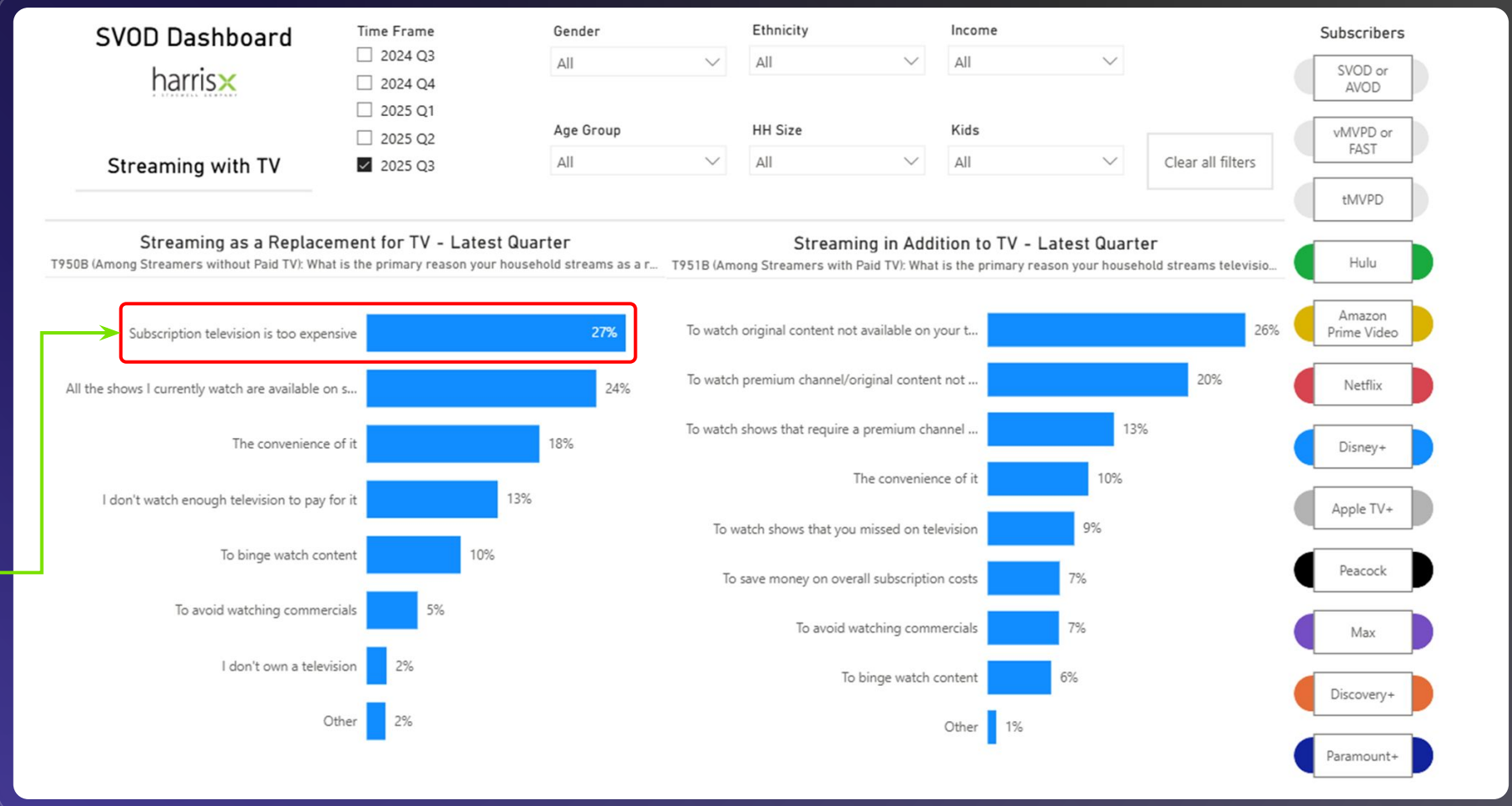
Brian Vezuli, COO at HarrisX  
CTAM Think, November 2025

# HarrisX Streaming Dashboard

(Total Communications Survey)

## Streaming + TV Service

Are these cord cutters actually saving money by streaming?  
Let's see their streaming subscriptions.

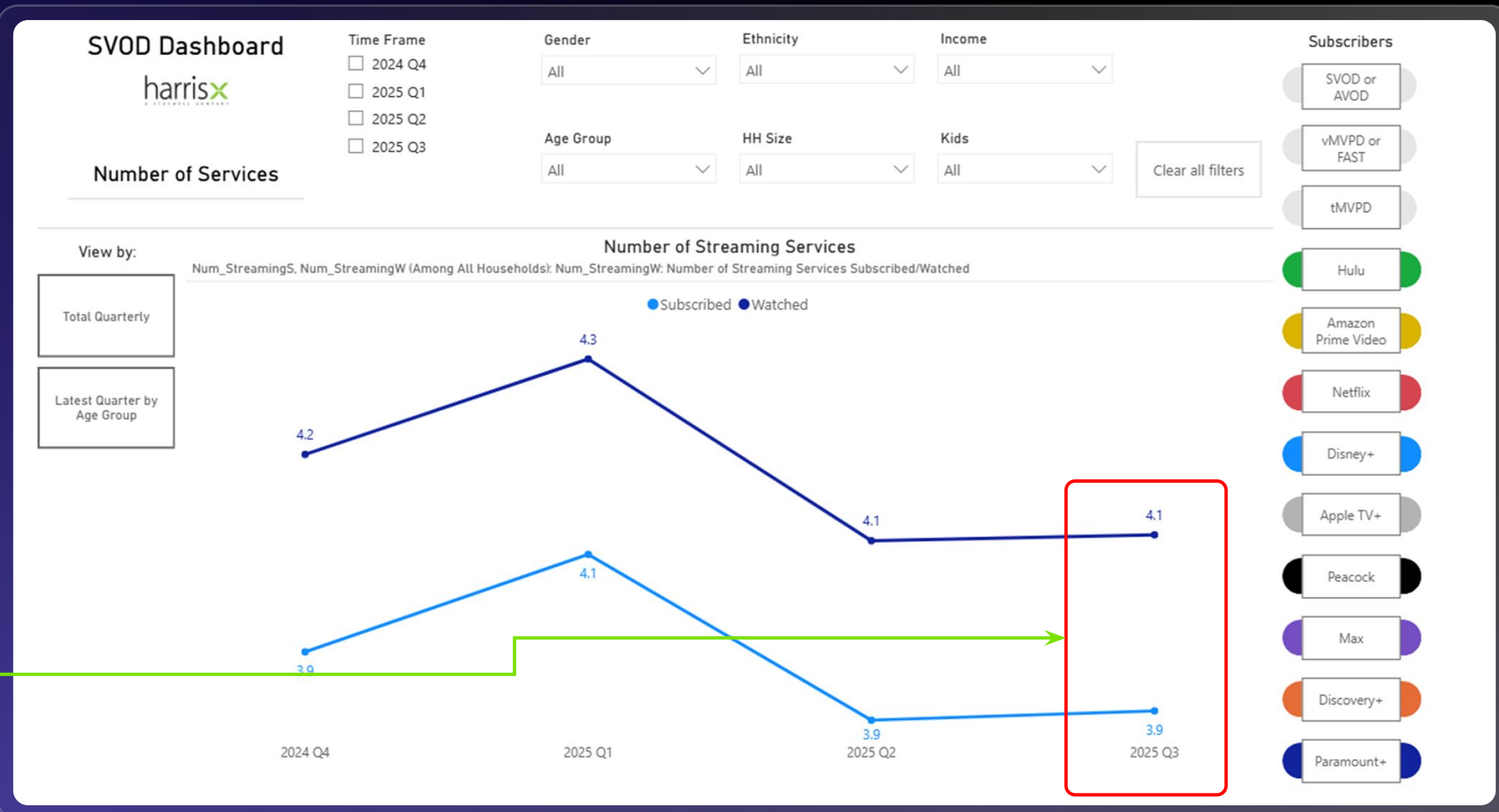


# HarrisX Streaming Dashboard

(Total Communications Survey)

## Average Number of Streaming Services (watch or subscribe)

This is the overall average—how many streaming services do money-conscious cord cutters subscribe to?



You could wait for an analyst ...

...or you could find out right now with **AskTheo**.

Let's  
**AskTheo**.





New ChatHistoryShare

Average number of streaming subscriptions for people who replaced tv with streaming, show by reason. I need q3 2025 data.

T:

{...}

Ask a question...

World ModeGenerate ReportBase Mode

Microphone icon

Send icon

SQL Script

Currently, there's no editable SQL available



# AskTheo output is delivered ready to use, with editable SQL for maximal transparency and control

New ChatHistoryShare

Average number of streaming subscriptions for people who replaced tv with streaming, show by reason. I need q3 2025 data.

T

Summary table ready for csv exportDownload CSV

reason	weighted_avg_num_subscriptions	sample_size	Margin of Error (±)
All the shows I currently watch are available on streaming services	4.52	270	5.96
Other	3.94	26	19.22
The convenience of it	3.86	202	6.9
Subscription television is too expensive	3.85	336	5.35
To binge watch content	3.50	112	9.26
To avoid watching commercials	3.38	58	12.87
I do not watch enough television to pay for it	3.03	141	8.25
I do not own a television	1.73	20	21.91

Sample size ≥ 100

Sample size between 30-99

Cells in red font indicate groups with sample sizes below the minimum threshold of n=30, which may limit statistical reliability. The results for those groups should be interpreted with caution.

Margin of Error (±): Maximum margin of error at 95% confidence level.

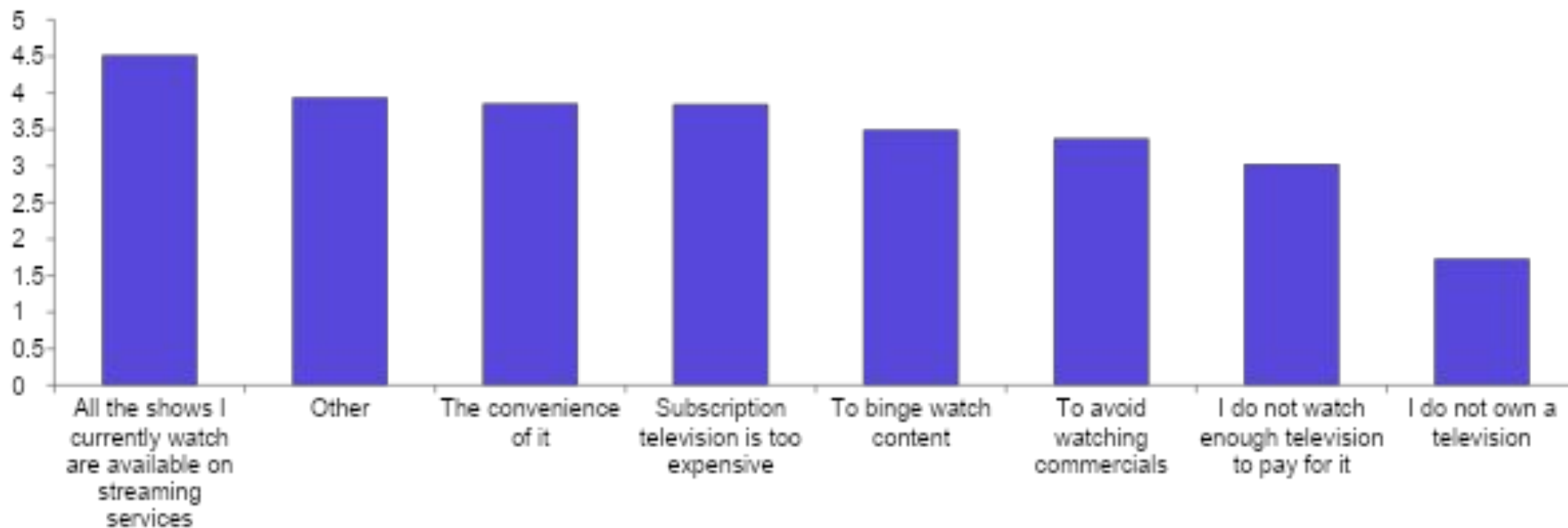
SQL Script

Editable SQL script for power users

```
WITH base AS (  
  SELECT *  
  FROM public.tcs_streaming  
  WHERE full_question = 'T9508: What is the primary reason your household streams as a replacement for paid cable, satellite, or fiber-optic television service?'  
  AND TO_CHAR(quarter, 'YYYY-Q') = '2025-3'  
)  
SELECT  
  reason.response AS reason,  
  ROUND(  
    (  
      SELECT SUM(subs.percent2 * subs.weight) /  
      SUM(subs.weight)  
      FROM public.tcs_streaming subs  
      WHERE subs.full_question = 'Num_Streaming5: Number of Streaming Services Subscribed'  
      AND subs.uuid IN (  
        SELECT uuid  
        FROM base  
        WHERE response = reason.response  
        AND percent2 = 1  
      )  
    )::NUMERIC, 2  
  ) AS weighted_avg_num_subscriptions,  
  COUNT(*) AS sample_size  
FROM  
  public.tcs_streaming reason  
WHERE  
  reason.full_question = 'T9508: What is the primary reason your household streams as a replacement for paid cable, satellite, or fiber-optic television service?'  
  AND TO_CHAR(reason.quarter, 'YYYY-Q') = '2025-3'  
  AND reason.percent2 = 1  
GROUP BY  
  reason.response  
ORDER BY  
  weighted_avg_num_subscriptions DESC;
```

# Charts export as fully editable embedded PowerPoint objects

**Average Number of Streaming Subscriptions by Reason (Q3 2025)**



Base: All the shows I currently watch are available on streaming services (n=270), I do not own a television (n=20), I do not watch enough television to pay for it (n=141), Other (n=26), Subscription television is too expensive (n=336), The convenience of it (n=202), To avoid watching commercials (n=58), To binge watch content (n=112)

T950B: What is the primary reason your household streams as a replacement for paid cable, satellite, or fiber-optic television service?


Num\_StreamingS: Number of Streaming Services Subscribed

T950B: What is the primary reason your household streams as a replacement for paid cable, satellite, or fiber-optic television service?

# AskTheo's text summary of query output gives you context and quick highlights

## Text summary of query output with key insights

T:

 Copy

### Summary of Data

The data presents the average number of streaming subscriptions among people who replaced traditional TV with streaming, broken down by their primary reason for making the switch in Q3 2025. The sample sizes for each reason vary, with the largest group citing the expense of subscription television and the smallest group being those who do not own a television.

### Key insights

- People who switched to streaming because "all the shows I currently watch are available on streaming services" have the highest average number of subscriptions (4.52), suggesting a strong engagement with multiple platforms.
- Those who do not own a television have the lowest average number of subscriptions (1.73), indicating less reliance on streaming services overall.



# What makes **AskTheo** stand out from the other AI assistants?



Onboarding your AskTheo instance isn't just a data load: It's a **full-service concierge** experience

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HarrisX's data science and insights teams will work with you to understand your data, what types of questions you prioritize, and how you ask them, so that **AskTheo is fully trained and able to respond the way you expect every time**

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AskTheo is designed to **make all your data instantly accessible**—whether it's complex calculations or historical trends—so that you can stop hunting down spreadsheets and slide decks

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Experience the HarrisX difference: **Attentive technical and analytical support** as your data and research needs evolve



**Thanks!**

**Now it's your turn to **AskTheo**: Schedule a demo.**

**Brian Vezuli**

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