

# Exponential Increase in Cord Cutting Inquiries at NoCable.org

*NoCable.org site visitation has increased exponentially in the third quarter to over 1.25 million page views by 393,139 individuals as of September, 2016*

PITTSBURGH, PENNSYLVANIA, UNITED STATES, October 19, 2016 /EINPresswire.com/ -- Some sources are saying that cable cord cutting is slowing but that's not the case at NoCable.org where there has been an exponential increase in site visitation in the last six months.



Our purpose at NoCable.org is to give cord-cutters the information they need when they are ready to ditch their high cable bills, all in one easy-to-use place, to change what was a tedious process.

*Chris Cagle*

Millennials may have led the way on cable TV [cord-cutting](#) but they are not the only ones doing it, according to Chris Cagle, owner at NoCable.org . Statistics vary but the consistent theme is that cord-cutting is on the rise and that trend will continue for the next three to four years.

According to Nielsen, 38% of people between 21 and 34 said they planned to cancel their cable or satellite subscription in

2016 compared with 15% of baby boomers, age 50 to 64.

Deloitte Global predicts that the number of US subscribers who completely [cut the cord](#) from a cable, satellite, or phone company, is likely to be just over 1 percent in 2016, perhaps 1.5 percent in 2017, and around 2 percent in 2018.

Deloitte Global also predicts the number of [antenna-only homes](#) (or antenna plus Internet TV) to increase by less than one million in 2016, to about 13.5 million homes, and to about 18 million homes by 2020.

More than 1.1 million households cut the cord last year, with about the same number expected to get off the cable bandwagon this year, according to market research firm Convergence Consulting.

While the rates of cord-cutting increase differed depending on the source, not a single one surveyed by NoCable.org disputed the general trend.

Some Americans remain unaware of the fact that many of the channels they like to watch are available for no monthly charge with the installation of a digital antenna that allows for over-the-air (OTA) TV viewing. For some, this may require a roof-mounted antenna, but the more than 80 percent who live in or near urban areas can go with an indoor version which can be situated near a window or exterior wall.

Apparently, this is a service that is filling a void as the inquiries at NoCable.org have increased exponentially in the last 6 months to over 1.25 million page views by 393,139 individuals as of September 2016.

NoCable.org provides full information on digital antenna choices for both rural and urban TV watchers who are considering cord-cutting options.

Chris Cagle  
NoCable.org  
412-996-8086  
email us here

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