



Synopsis

Households on the Move provides an in-depth understanding of how moving impacts purchasing decisions for consumer electronics and subscriptions to communication and entertainment services. The project features data and analysis from a survey of over 3,000 U.S. households.

Publish Date: JAN 2007

A Primary Research Multiclient Study

A unique quantification of digital lifestyle purchases by households that have moved or are planning to move

Fifteen million households move every year. The U.S. Census Bureau can tell us who is moving, why, and where but not what digital systems and services these households on the move purchase.

Survey Design

A survey of 3,000 U.S. Internet users, employing a stratified random sample to ensure statistical significance.

Strategic Issues Examined

- The impact of residence changes on churn for video and Internet services
- Churn patterns, i.e., whether HHs upgrade or downgrade as a result of churning, adopting/dropping value added services such as DVRs, VOD, premium channels, migration from dial-up to broadband service
- HHs that switch from one service provider to a competitor
- Comparison of churn patterns and VAS adoption between the major video service providers
- The role of movers in the market for electronics purchases

Key Findings

Twenty-five percent of all Internet and video service subscribers have moved in the past 18 months. A similar number expect to move over the next 12 months.

Only 6% of all video service subscribers voluntarily (i.e., without moving) changed service providers in the past 18 months. Among Internet subscribers, 16% voluntarily churned.

Less than 5% of all video service subscribers plan to voluntarily churn over the next 12 months. Just 3% of broadband subscribers plan to voluntarily churn.

Among Internet subscribers that have moved in the past 18 months, only 67% had Internet service at their previous residence. Among those expecting to move within the next 12 months, only 71% intend to subscribe to Internet access at their new residence.

Five to ten percent of all households that anticipate moving over the next 12 months expect to have an HD or multiroom DVR with their next video service.

For 45% of all households on the move, a telco was the first provider they called to arrange services for their new home.

Forty-two percent of households planning to move are high intenders for a bundled service package.

DishNetwork has the highest penetration (19%) of multiroom DVRs among all of the major video service providers. Charter Cable has the lowest (1%).

Over one-third of all high intenders for an LCD TV anticipate moving within the next 12 months.

Deliverables

Service Providers – U.S. Households

Raw Data Survey Results

Format: SPSS

Executive Summary

Format: Word/PDF

Overview of Survey Results, including The Bottom Line and Resource Book

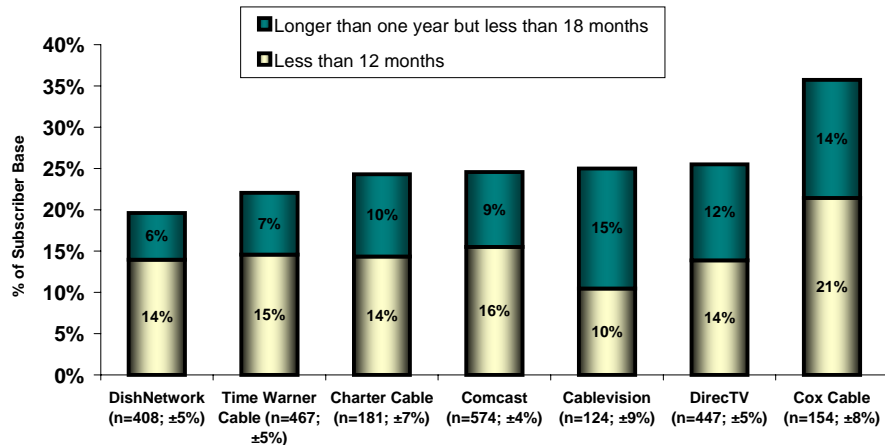
Format: PowerPoint

Banner Tabs

Format: Excel

Fee: \$15,000 USD

HHs on the Move by Video Service Provider (Q4/06)



Source: *Households on the Move*
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Executive Summary

The Executive Summary is a concise, executive-level summary of the current state of the market, its evolutionary path, and the implications for companies doing business in this space.

The Executive Summary is a PDF derived from a Word format.

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The Bottom Line

The Bottom Line is a presentation of top-level findings, including the current state of the market, its evolutionary path, and the implications for companies doing business in this space.

The Bottom Line is in PowerPoint format.

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Resource Book	
<p>A Parks Associates' Resource Book contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.</p> <p>The Resource Book is in PowerPoint format.</p>	<p>Table of Contents</p> <p>Highlights of Initial Findings</p> <p>Notes on Methodology</p> <ul style="list-style-type: none"> Consumer Data Definitions Charts & Statistical Information <p>Section A: Screening & Profiling Questions</p> <ul style="list-style-type: none"> Role in Decision-Making Computer Ownership Internet Access <p>Section B: Household Changes</p> <ul style="list-style-type: none"> Screening and Adoption Highlights Type of Residence Household Ownership Home Value Time Spent Living in Current Home Home System Adoption Existing Home Systems Previous Home Ownership Previous Home Value Move Intention Next Residence: Own vs. Rent Value of Next Residence <p>Section C: Services</p> <ul style="list-style-type: none"> Service Highlights—Moving Households Service Highlights—Overall Churn Service Highlights—General Trends Availability of Cable TV Service Service Subscription Premium Video Service Subscription DVR Adoption Premium TV Channel Subscription Video Service Provider Features for Video Service Features for Internet Service Land-line Telephone Service Provider



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Households on the Move
Acquiring Digital Systems and Services

**Home
Systems**



**PARKS
ASSOCIATES**
**CLIENT
SERVICE**

Attributes	
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