

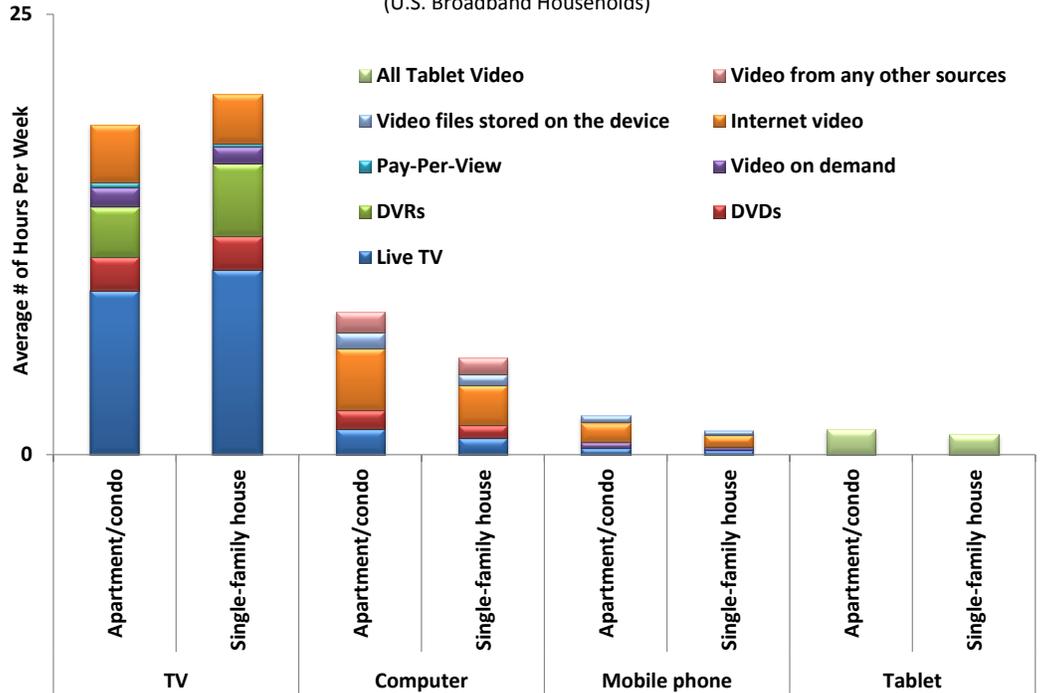
By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, and **David Mitchel**, Research Analyst, **Parks Associates**

**SYNOPSIS**

*Profiles of Subscribers in Multifamily Residences* analyzes video consumption and purchasing habits among consumers living in apartments and condominiums. It profiles the use of entertainment services and CE devices by these consumers, including a deep-dive analysis on pay TV and how cord-cutting/shaving behavior among those living in apartments/condos differs from consumers living in detached houses. It also compares and contrasts video consumption patterns among those living in apartments/condos and identifies which consumer segments are more likely to live in multifamily residences.

**Video Consumption by Sources by Housing Type**

(U.S. Broadband Households)



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**ANALYST INSIGHT**

“The market for video services in multifamily residences is distinct not only because service providers must work in conjunction with property managers but also because the consumers themselves have distinct characteristics and habits.”

— **John Barrett**, Director, Consumer Analytics, **Parks Associates**

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**Profiles of Subscribers in Multifamily Residences**

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**Previous Research**

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- 360 View: Entertainment Services in U.S. Broadband Households (Q1/14)
- Streaming CE and Content Purchasing Habits (Q1/14)
- TV Everywhere 2.0: The Next Steps in Multiscreen (Q1/14)
- OTT Video Buyers: Subscriptions & Transactions (Q4/13)
- Consumer Segmentation: Selling Premium TV Services (Q4/13)
- TV Everywhere Use & Authentication (Q3/13)
- TV Viewing Habits and the Challenge of Young Nonsubscribers (Q2/13)
- Video-on-Demand: The Road to Revenues (Q2/13)

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**Additional Research from Parks Associates**

ATTRIBUTES

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