

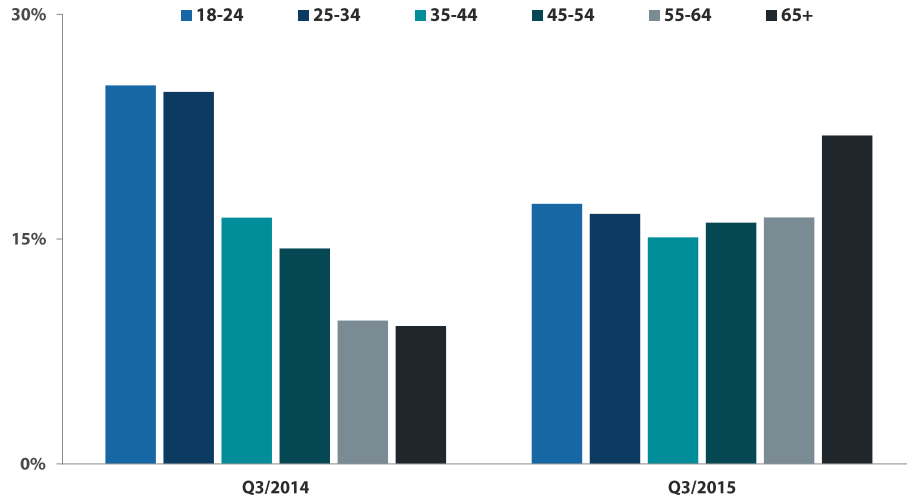
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SYNOPSIS

This **360 View Update** examines the use of technical support services among current subscribers. It also studies adoption and renewal rates of premium support services among broadband households as well as factors that create and sustain engagement with these services.

Age Distribution among Technical Support Subscribers

U.S. Broadband Households with a Tech Support Subscription



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ANALYST INSIGHT

“The demographic profile of the technical support buyers is changing. Consumers 65 years and older are now the highest adopters and users of technical support services. Older consumers are now embracing technology. They are the fastest-growing group on some social media sites, including Facebook. While digital natives know their way around their technologies, the older demographic presents a strong opportunity for support providers to create programs that help them to get comfortable and confident when using technology.”

— **Patrice Samuels**, *Research Analyst*, **Parks Associates**

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About the Research

Previous Research

- The Demand for Device & Network Security (Q3/15)
- IT and Support Services for Small Businesses (Q2/15)
- Supporting the Smart Home (Q2/15)
- 360 View: Supporting the Connected Consumer (Q1/15)
- Tech Support: Meeting IoT Demands (Q1/15)

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- Tech Support: International Market Opportunities (Q4/14)

Key Findings**Industry Insight****Recommendations****Adoption of Support Subscriptions:**

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- Features Increasing Subscription Service Renewal by Gender (Q3/15)
- Intention to Renew Subscription Technical Support Plan if Offered a Service that Informs about the New and Most Advanced Features of Similar Devices by Children at Home (Q3/15)
- Features Increasing Subscription Service Renewal by Length of Timing Subscribing to Technical Plan (Q3/15)

Additional Research from Parks Associates

ATTRIBUTES

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