

SYNOPSIS

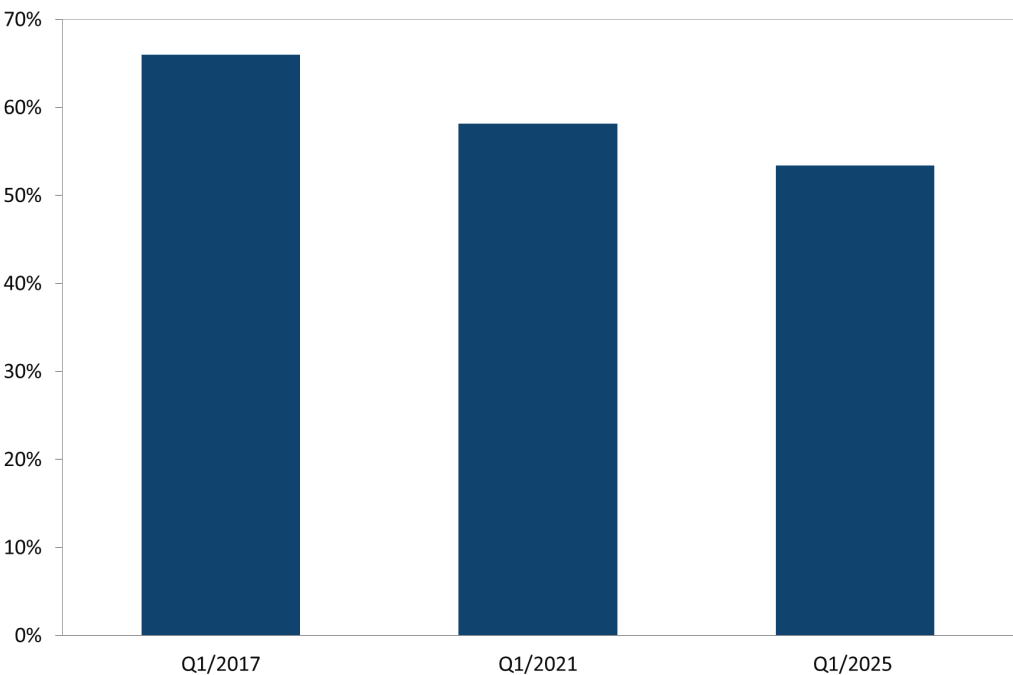
The **Home Services Dashboard** visualizes the most important metrics informing the strategic decision making of companies providing communications services to the home.

Consumer Insights Dashboards present survey-based consumer research that tracks the movement of foundational market metrics, such as product or service adoption, household spending intentions, churn, and key tracking metrics on leading industry players.

Number of Slides: 47

AUTHORS

Adoption of Traditional Bundled Home Internet Service



© Parks Associates

“Tariff announcements have created economic uncertainty for both consumers and companies, with many remaining in a wait-and-see mode.”

— Kristen Hanich, Research Director, Parks Associates

Industry Analyst

Kristen Hanich, Research Director

Consumer Analytics Team

Yilan Jiang, Senior Director of Consumer Analytics

Sharon Jiang, Consumer Insights Analyst II

Yuting Mu, Consumer Insights, Analyst I

CONTENTS

Pay-TV Service Definitions and Categorization

Executive Summary

- Traditional Home Internet Bundling
- Value-Added Service Bundling
- Home Internet & Mobile Service Bundling
- Net Promoter Scores by Sector

Industry Benchmarks

- Internet Adoption in US Households
- Adoption of Traditional Bundled Home Internet Service
- Home Service Subscription, YoY
- Home Service Subscription, QoQ
- Adoption of Broadband Value-Added Service Packages
- Adoption of Traditional Home Service Packages - QoQ
- Adoption of Traditional Home Service Packages - YoY
- Adoption of Mobile and Internet Bundles - YoY
- Total Home Service ARPU, YoY – Bundled and Standalone Services
- Standalone Home Service ARPU, YoY
- Bundled Home Service ARPU, YoY
- Bundled Service ARPU, by Number of Services in Bundle, YoY
- ARPU of Most Common Home Service Packages, QoQ
- ARPU of Most Common Home Services and Bundles, YoY

Home Service Provider NPS

- Net Promoter Scores by Sector – Trending (2023-2025)
- Home Internet Provider Net Promoter Score Among VAS Recipients
- Net Promoter Score of Service Providers – Q1 2025
- Net Promoter Score of Home Internet Providers – Q1 2025
- Net Promoter Score of Top Home Internet Service Providers: Trending
- Net Promoter Score of Home Phone Providers' Services – Q1 2025
- Net Promoter Score of Top Home Phone Service Providers: Trending
- Net Promoter Score of Mobile Providers' Services – Q1 2025
- Net Promoter Score of Top Mobile Service Providers: Trending
- Net Promoter Score of Traditional Pay-TV Providers' Services – Q1 2025
- Net Promoter Score of Top Traditional Pay-TV Service Providers: Trending
- Net Promoter Score of Home Security Service Providers – Q1 2025
- NPS of Top Security System Service Providers, Trending

Broadband Close-Up

- Market Share of Top Ten Residential Home Internet Providers
- Residential Fiber & Fixed Wireless Trends: AT&T, Verizon, T-Mobile

Appendix

ATTRIBUTES

Parks Associates
2301 West Plano Parkway
Suite 210
Plano, TX 75075

972.490.1113 phone
parksassociates.com
sales@parksassociates.com

Published by Parks Associates
© 2025 Parks Associates
Plano, Texas 75075

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.