Consumer Insights Dashboard

Home Services Dashboard
Q3 2023

Tracking penetration, spending, and satisfaction for home service providers

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The Home Services

Dashboard visualizes the

most important metrics

Edit

informing the strategic

decision making of companies

providing communications

services to the home.

Consumer Insights Dashboard

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.

Parks Associates surveys 10,000 - 8,000 U.S internet households every quarter, with additional surveys completed throughout the year.

The survey results represent demographics for all US internet households, 91% of all US households.

Home Services Consumer Insights Dashboard: Contents

Executive Summary

Industry Benchmarks
- Internet Adoption in US Households
- Home Service Subscription
- Adoption of Standalone vs. Bundled Services
- Adoption of Home Service Packages
- Adoption of Mobile and Internet Bundles
- ARPU of Total Home Services
- ARPU of Standalone Home Service
- ARPU of Bundled Home Service
- ARPU of Most Common Home Service Packages

Home Service Provider NPS
- Net Promoter Score by Sector – Trending (2019-2023)
- Net Promoter Score of Home Service Providers
- Net Promoter Score of Home Internet Providers' Services
- Net Promoter Score of Home Phone Providers' Services
- Net Promoter Score of Mobile Providers' Services
- Net Promoter Score of Traditional Pay-TV Providers' Services
- Net Promoter Score of Professional Security System Monitoring Providers

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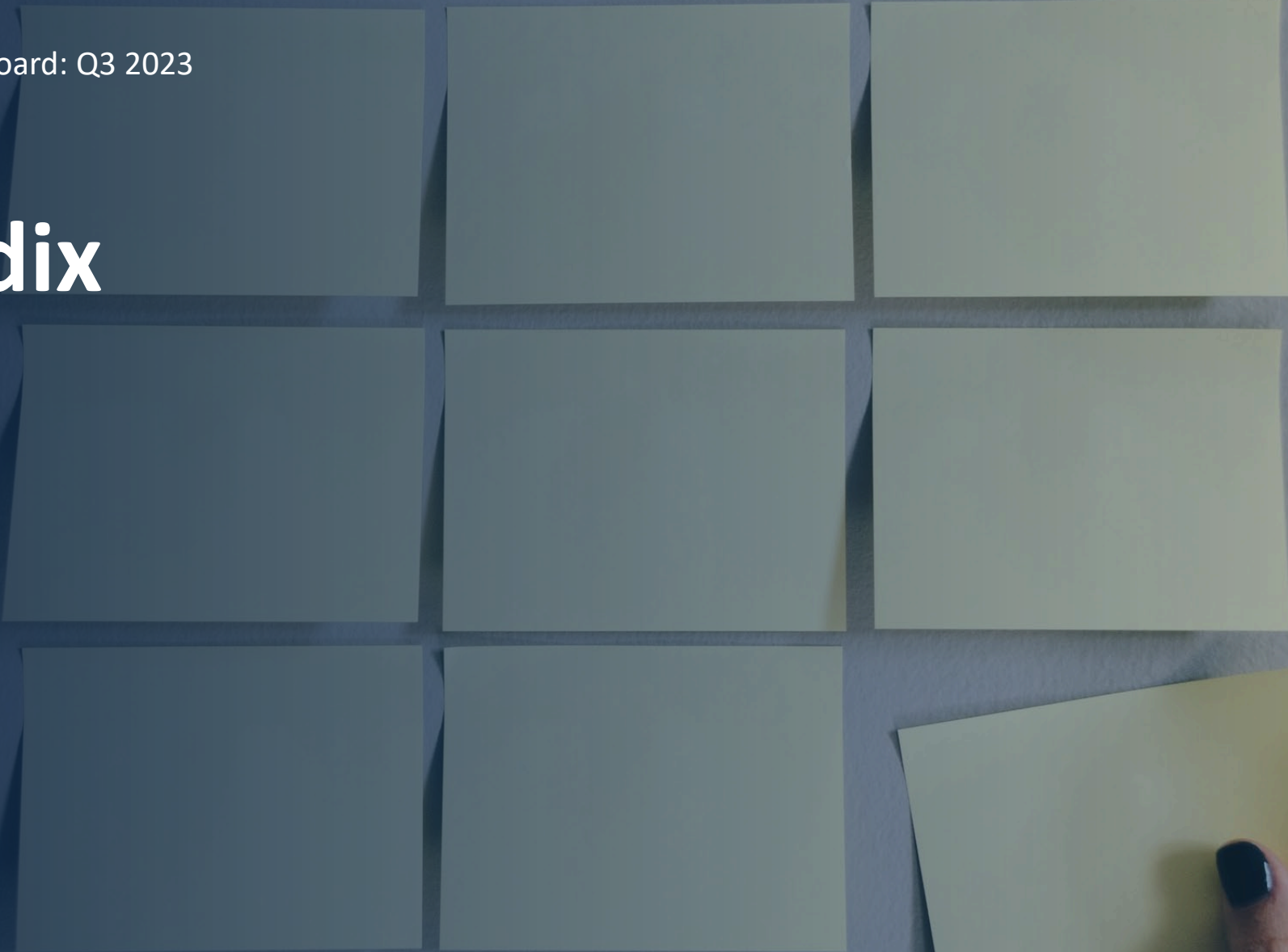- Residential Fiber and Fixed Wireless Trends: AT&T, Verizon, T-Mobile

Appendix
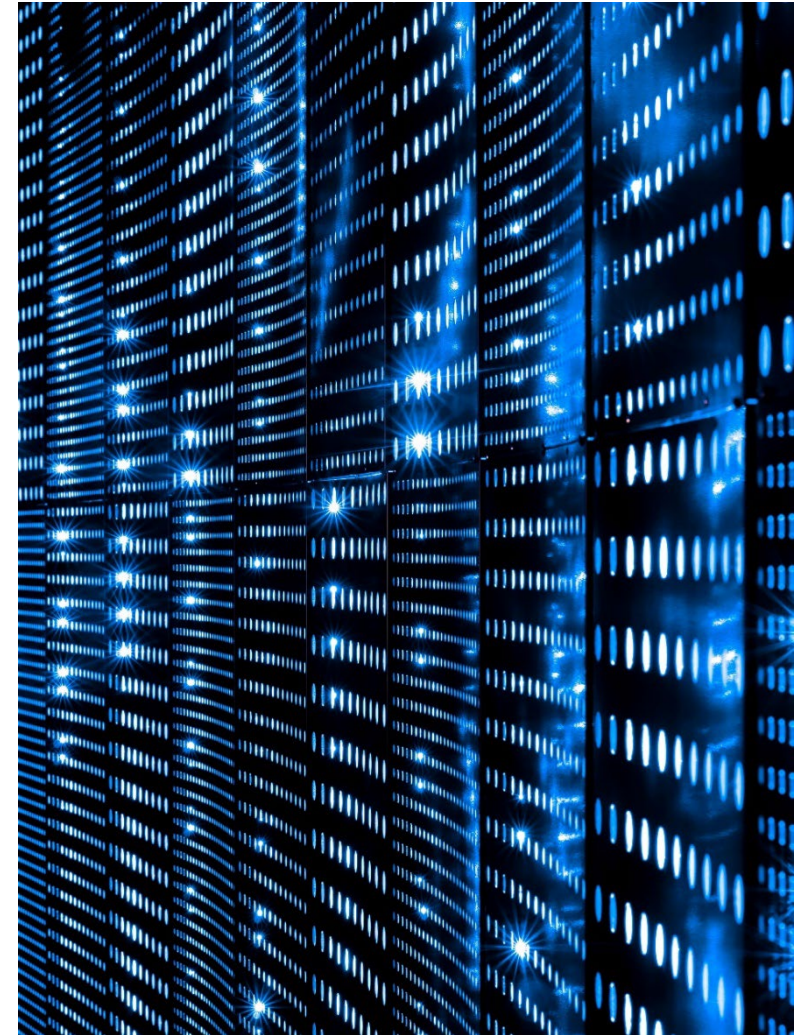
Appendix

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Defining Heads of Internet Households

All survey respondents are heads-of-household age 18 and older

- *A head of household* has equal or greater decision-making responsibility for purchasing technology products/services.

All survey respondents have internet service at home

- *Internet households (Internet HHs)* have internet service in their home, delivered to a fixed location or to mobile devices. Internet HHs may use multiple methods of accessing the internet at home.

- *Home internet households* have home internet service to a fixed point in their home such as a router or gateway through one of the following:

  a) Fiber optic cable, or fiber internet
  b) Coaxial cable, or "cable" high speed internet
  c) DSL, aka "Digital Subscriber Line"
  d) Satellite internet
  e) Fixed wireless internet or 5G wireless home internet service

- *Mobile internet households* have internet service to a mobile device that they use at home through one of the following:

  a) Cellphone or smartphone with a mobile data plan
  b) Tablet with a mobile data plan
  c) Laptop with a mobile data plan
  d) Mobile hotspot device, aka a "MiFi" device

- *Mobile-only internet households* use at least one type of mobile internet service in their home but have no fixed home internet service.

- Parks Associates estimates that as of year-end 2022, 92% of all US households have internet in their home.
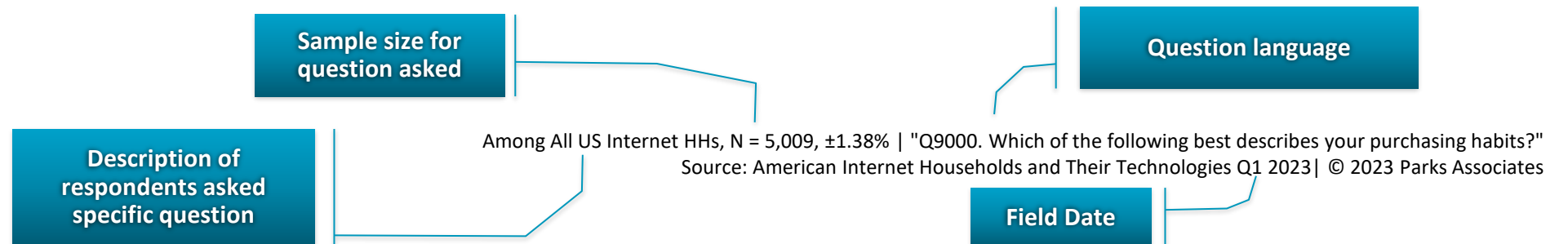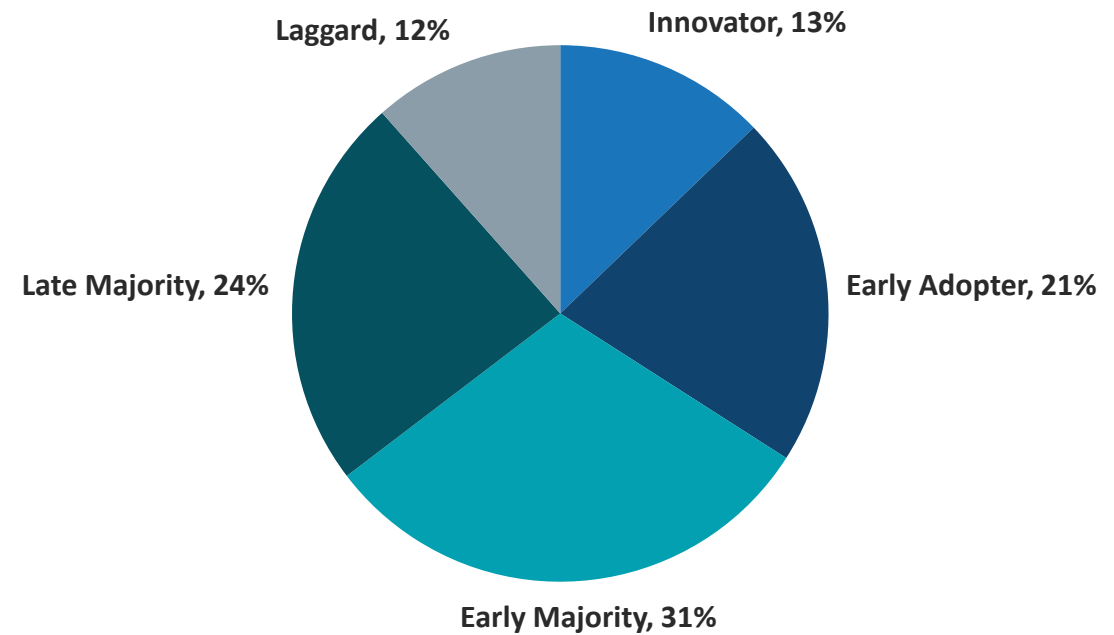
Reading Parks Associates Charts

Question wording—with some modification for sizing.

Field date—the period during which consumers responded.

Survey sample size—the number of respondents.

Margin of error—the statistical range within which a response from the actual population would fall 95% of the time. For example, a survey result of 37% with a margin of error of plus or minus 0.98%, means that 95% of the time, the true adoption level within the represented population (in this case all US Internet households) will be within the range of 36% to 38%.

Technology Adoption Segment

Pie chart segments:
- Laggard, 12%
- Innovator, 13%
- Early Adopter, 21%
- Late Majority, 24%
- Early Majority, 31%

Sample size for question asked

Question language

Description of respondents asked specific question

Among All US Internet HHs, N = 5,009, ±1.38% | "Q9000. Which of the following best describes your purchasing habits?"
Source: American Internet Households and Their Technologies Q1 2023| © 2023 Parks Associates

Field Date

Additional Research from Parks Associates

The Parks Associates Consumer Analytics Team produces multiple **Quantified Consumer, Consumer Insight Dashboard,** and **Market Assessment** deliverables each quarter, leveraging consumer data from our quarterly 8,000 - 10,000 US internet household surveys, on all topics relevant to the connected home ecosystem.

Smart Home Products and Services

Consumer Insights Dashboard: Smart Home – Bi-annual

Insurance Opportunities in the Smart Home 4Q 2023

Privacy and Data Protection for Connected Devices 4Q 2023

Smart Home Buyer Journey 2Q 2023

Smart Lighting Market Assessment, 2Q 2023

Smart Apartments: Connectivity and Services in MDUs 1Q 2023

Smart Appliances Market Assessment 4Q 2022

Smart Garage Door Openers Market Assessment 4Q 2022

Broadband Services

Consumer Insights Dashboard: Home Services – Quarterly

Broadband: New Demands and Bundling Opportunities

Home Networking Market Assessment 2Q 2022

Health and Wellness

Telehealth and Remote Patient Monitoring 4Q 2022

Senior Living – Technology for Safety and Independence 4Q 2022

Smart Watch Market Assessment 4Q 2021

Smart Energy Management

Smart Thermostat Market Assessment 3Q 2023

Energy Management And Services in the Home 1Q 2023

Electric Vehicles and the Smart Home Q3 2022

Residential Security

Consumer Insights Dashboard: Residential Security – Bi-annual

Home Security User Experience: Pro vs. DIY, 1Q 2023

Security Monitoring: Business Models, Pricing, Attrition 1Q 2023

Alerts and Alarms: Consumer Perceptions of Security Event Management 4Q 2021

Entertainment Content, Devices, and Services

Consumer Insights Dashboard: Video Services– Bi-annual

Consumer Electronics Dashboard, Semi-Annual

Video Service: Shifting Demand Q3 2023

T-Commerce, Buying through the TV, 3Q 2023

Immersive Entertainment: AR, VR, Metaverse 1Q 2023

Podcasting – an Exploding Market Q1 2023

Brand Loyalists – Connected CE Devices and Platforms Q1 2023

Personal Audio Market Assessment 1Q 2023

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We Want to Hear from You!

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The Consumer Analytics team provides quantitative market intelligence that guides strategic business decisions. We explain market trends, predict how consumers will react to innovations, and recommend strategies for thriving in a changing business environment. We also welcome any direct comments to the author of the report or to Jennifer Kent, VP, Research, at Jennifer.kent@parksassociates.com.

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