

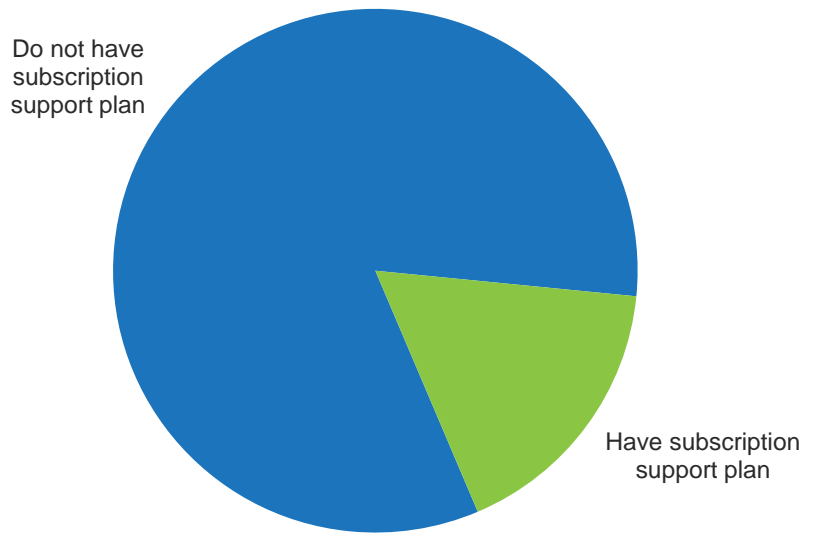
By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, **Patrice Samuels**, *Research Analyst*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

### SYNOPSIS

*Consumer Segmentation: Who is Buying Tech Support Subscriptions?* analyzes the market for subscription technical support services based upon a variety of consumer behavioral attributes in relation to support services. These attributes include frequency of use of services, CE devices owned, difference in frequency of use between smartphones and tablet plans, and length of time subscribing, as well as basic support plan demographics.

### Adoption of Subscription Technical Support Plan

U.S. Broadband Households



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### ANALYST INSIGHT

“Improved hardware is undermining the traditional break-fix value proposition of the support industry. Service providers need to shift their tactics and capitalize on the alternative value-propositions that are appealing to consumers.”

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

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#### About the Research

#### Previous Research

- Winning Business Models from a Consumer Perspective (Q1/14)
- Smart Home Packages (Q4/13)
- Connected Home System: Smart Home Central Controllers and Platforms (Q4/13)
- The New Face of Home Security (Q4/13)
- Expanding the Base: From Security to Smart Home (Q3/13)
- Home Controls Interoperability: Step-by-Step (Q2/13)

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

- Adoption of Subscription Technical Support Plan (Q3/14)
- Support Plan Subscriber Demographics (Q3/14)
- Adoption of Subscription Technical Support Plan by Total Number of Devices Owned (Q3/14)
- Adoption of Subscription Technical Support Plan by Total Number of IT Problems Experienced (Q3/14)
- Comparison of Those Experiencing Technical Problems in Past 12 Months (Q3/14)
- Adoption of Subscription Technical Support Plan and Early Adopters (Q3/14)
- Use of Self-Help Tools by Type of Provider and Use of Subscription Technical Support Plan (Q3/14)
- Use of Extended Warranty/Support Plans for Devices (Q3/14)
- Computer Subscription Technical Support Services (2013 vs. 2014)
- Use of Technical Support Plans for Smartphones (2012 - 2014)
- Average Service Cost of Smartphone Technical Support Plan (2013 vs. 2014)
- Use of Extended Warranty/Support Plans for Tablets (2012 - 2014)
- Reasons for Enrolling in a Subscription Technical Support Plan (Q3/14)
- Reasons for Enrolling in a Subscription Technical Support Plan by Age (Q3/14)
- Length of Time Subscribing to Technical Support Plan (Q3/14)
- Length of Time Subscribing to Smartphone Technical Support Plan (2013 vs. 2014)
- Length of Time Subscribing to Tablet Technical Support Plan (2013 vs. 2014)
- Time Device was Enrolled in Subscription Technical Support Plan (Q3/14)

**Use of Support Plans:**

- Number of Times Using Subscription Technical Support Plan in Past 12 Months (Q3/14)
- Number of Times Using Smartphone Subscription Support Plan (2012 vs. 2014)
- Number of Times Using Tablet Subscription Support Plan (2012 vs. 2014)

**Renewal of Support Plans:**

- Likelihood of Renewing Technical Support Plan (Q3/14)
- Likelihood of Renewing Technical Support Plan by Income and Children at Home (Q3/14)

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- Likelihood of Renewing Technical Support Plan by Number of Times Using Plan in Past 12 Months (Q3/14)
- Reasons for Not Intending to Renew Subscription Technical Support Plan (Q3/14)
- Reasons for Not Intending to Renew Subscription Technical Support Plan by Number of Times Using Plan in Past 12 Months (Q3/14)
- Likelihood of Renewing Subscription Technical Support Plan if Offered Additional Features (Q3/14)

**Additional Research from Parks Associates****ATTRIBUTES**

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