

## **2007 Home Network Management & Support Services Survey**

Out of a total of 808 broadband respondents, almost three-quarters have a router, while 13% have a residential gateway. This panel represents a high percentage of male participants (83% male respondents for this survey), and many are early adopters; however, this still represents a high ratio of home network users in the broadband subscribing US population. Most of the respondents were located in the New England/Middle Atlantic, East North/South Central, and Pacific regions of the US, and classified themselves as living in suburban areas. In addition, of those who indicated their annual household income, the greatest percentage were in the \$100K to \$150K bracket (24%), followed by 21% in the \$75K-\$100K bracket. Regarding age group, 43% were in the 50-64 bracket, while 41% were in the 35-49 bracket, of those 94% who indicated their age.

Almost a third of the respondents used three computers at home, including any work laptops that they regularly bring home to use.

Over 80% of these respondents have either heard of home networking management and setup software, or use such software with their home network.

Almost all of the respondents who have a home network do not currently subscribe to and pay for any home networking support services. This makes sense, since these respondents are mostly male and early adopters, and therefore have an average greater level of experience with home networks than the average US consumer. For those respondents without a home network, but who are planning to set one up in the next year, one-third are interested in paying someone to install and maintain a home network for them.

Those few who currently subscribe to such services, the majority signed up for those services when their had their home network installed for the first time. Regarding how much those who do subscribe to such services, most pay a monthly fee as opposed to paying for such services on a per-call basis, or getting those services for free. Most subscribers receive only over-the-telephone assistance. Over two-thirds of those subscribers are either very or completely satisfied with the services they are receiving.

Of those respondents with a home network who are interesting in obtaining and paying for home networking support services, almost two-thirds believe they will obtain them within the next year and when they do so most believe they will likely subscribe to both telephone and in-home support.