



Challenges of the Evolving Home Network

A service provider opportunity for customer experience management.

44%

of homes have 4 or more Internet-connected devices. A year ago it was 32%



78%

routinely use high bandwidth apps such as video, webcams, and gaming



67%

prefer a flat fee for Internet use. 7% prefer usage-based.

- 30% understand Internet consumption terms such as GB (Gigabytes)



54%

switched or considered switching due to outage problems

38%

contacted their ISP due to a slow connection

- 50% of the time the problem went away on its own

42%

don't know their downstream speed. 53% don't know their upstream speed

52%

believe their Internet provider delivers the speed they purchased

16%

experience an Internet outage at least once a week

43%

experience an Internet outage at least once a month



23%

scheduled a technician visit due to slow connection

- 53% of the time the problem went away on its own