

Synopsis

Parks Associates' latest multiclient project, *Broadband Networked Households*, provides primary research of more than 3,300 U.S. broadband households.

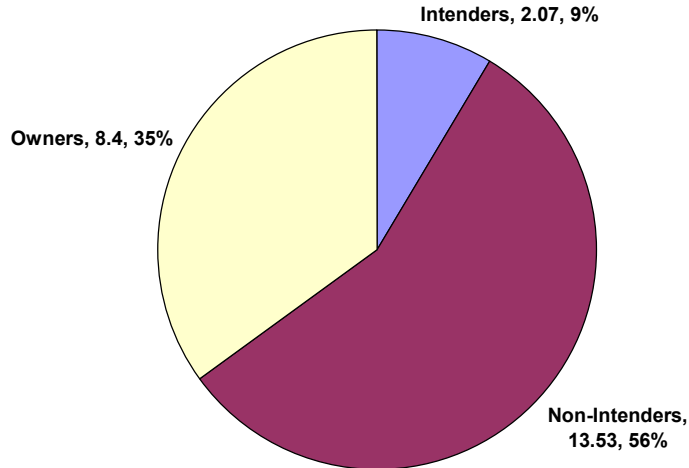
The project investigates the characteristics and motivations of households with both a broadband connection and a home network. It also provides timely, first-hand data and analysis on the consumer segment which constitutes the next wave of new service and device adopters.

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Broadband Households and Home Networks

Broadband Households by Home Network Status

(millions of U.S. households)



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"While home networks have found their way into more than one-third of U.S. broadband households, less than 10% of broadband households are currently interested in purchasing a home network in the next 12 months," said Michael Greeson, vice president of research and strategy. "Consequently, vendors must shift from 'pull' strategies - dominant in markets fed by widespread consumer familiarity and need - to 'push' strategies - efforts premised upon enhancing category awareness and familiarity and less upon product differentiation."

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