

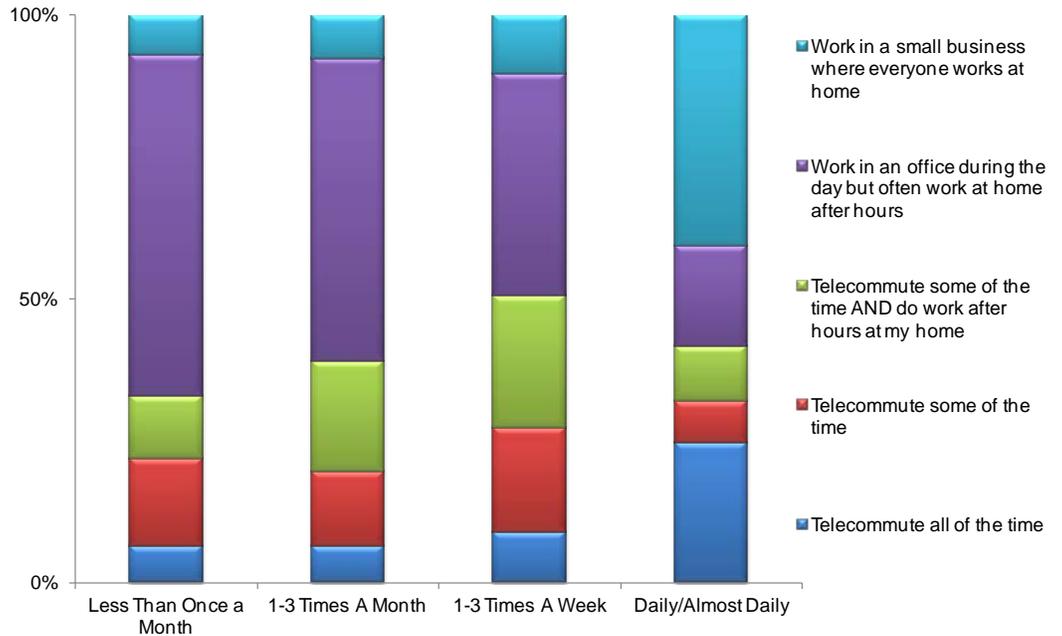
By **John Barrett**, Director, Consumer Analytics, and **Yilan Jiang**, Manager of Consumer Research, Parks Associates

SYNOPSIS

Technical Support for Telecommuters assesses the market for technical support services within the broadband households that have telecommuters.

It provides an overview of telecommuters, their use of IT devices and support services, and the demand for support services in the overlapping, SMB market.

Type of Telecommuting by Frequency
(Among U.S. Telecommuters in Broadband Households)



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ANALYST INSIGHT

“The telecommuter market is really two markets—one that is a subset of the SMB market and another that is comprised of casual telecommuters finishing up work after hours. Of the two markets, the first has the most potential by far.”

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

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Additional Research from Parks Associates

ATTRIBUTES

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