



provoked

insights

Utility & Streaming Services

June, 2020



Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>



Overview



Overall Satisfaction

Overall satisfaction is low for utility companies. They are most happy with their internet and electricity company. Only half are satisfied with their streaming and cable provider.



Internet

However, a fifth of people state that their internet expectations were not met the last few months. Rural Americans have the most trouble with their internet provider, with only 50% reporting satisfaction.



Streaming Service

There is some regional difference in how streaming service is perceived in the United States. The Northeast were most pleased with their streaming provider, and the West was least satisfied.

Satisfaction With Utilities

They are most happy with their internet and electricity company. Only half are satisfied with their streaming and cable provider.

Top 3 of 7–
Very Satisfied/Satisfied

Internet provider



Electricity company



Streaming provider



Telecom company



Cable provider



Internet Provider by Area

Rural Americans are much less satisfied with their internet provider than those who live urban and suburban areas.



Top 3/7– Very Satisfied/Satisfied



65%

Urban



62%

Suburban



50%

Rural

Internet Expectations

Nearly four-fifths of Americans state that their home internet speed has met their expectations.



Internet has met expectations

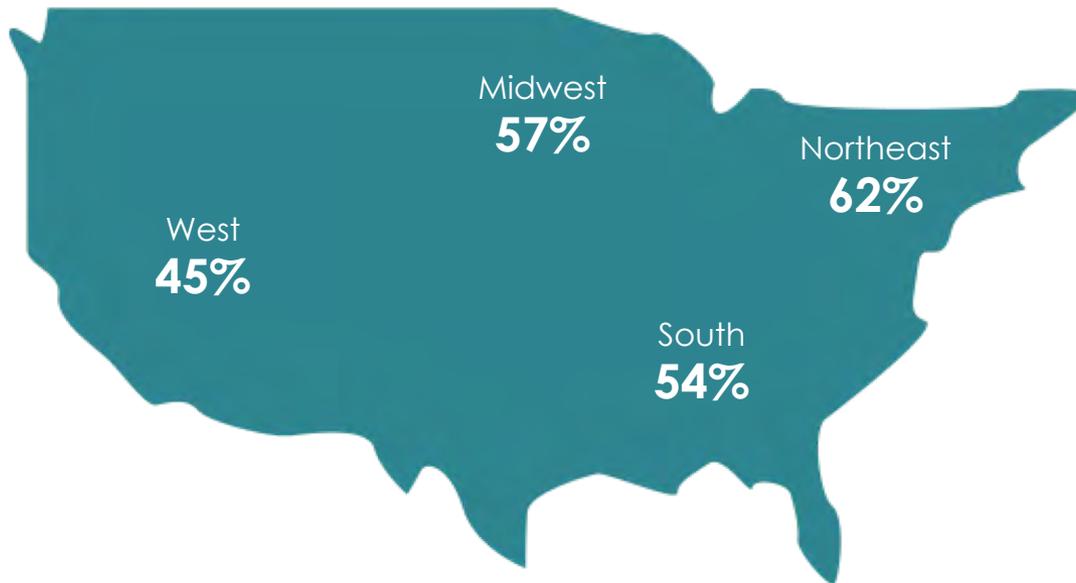
79%

agree that their home internet speed has met their expectations

Satisfaction With Streaming Provider by Region

Americans living in the West are not as satisfied with their streaming provider than the rest of the United States. Americans in the Northeast are the most satisfied with their streaming provider.

Top 3/7– Very Satisfied/Satisfied



Get in Touch

For further information on this data click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future