



E Source Market Research Multi-Client Study for Residential End Users

Broadband over Power Lines: The Voice of the Residential Customer (November 2004)

[Back](#)

Utilities have many unanswered questions regarding broadband over power lines (BPL), including: Which technology platform is best? How will regulators view BPL investments? What efficiencies can BPL bring to other utility business operations?

But perhaps the most important questions revolve around customer acceptance of the technology. Through 1,000 telephone interviews conducted with residential customers in the United States and Canada, this E Source Market Research Multi-Client Study will assess the credibility of a utility as a broadband Internet provider in the eyes of residential customers. We'll evaluate the current market for broadband Internet services in terms of size and expected growth, ascertain how likely the residential market is to be satisfied with utility offerings, and assess residents' likelihood to switch from current Internet providers. We'll also identify target customers and optimum price points for BPL, explore customer preferences and/or concerns about possible utility partnerships with established Internet service providers, and assess their views on BPL technology in general.

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