HomeServe

2023

STATE OF THE AMERICAN HOME

Americans love the convenience of subscription services

They are available for almost anything—from media streaming and clothing to more niche offerings like flowers and beauty products.

49% love subscription convenience

42% love the cost savings

Percentage of Americans who subscribe:

89% TV/entertainment streaming

24% gaming service

17% meal or food delivery services

51% music service

19% online news & books

12% pet supply/pet treat subscription

Many homeowners are financially unprepared for emergency home repairs

70% have had a home repair emergency in the past 12 months

31% have $500 or less or nothing set aside for an unexpected repair

14% have no money at all set aside for an unexpected repair

- **28%** home heating/cooling emergency in the past 12 months
- **19%** water heater trouble
- **19%** blocked/overflowing toilet
- **18%** leaking water pipes

America needs skilled trades professionals

Try as we might, we can't always DIY our home repairs. But with the massive skilled trades gap—more people are retiring from the profession than entering it—homeowners may come up short when looking for a pro to fix their problems.

57% think enough isn't done to promote careers in the skilled trades to high school students

17% guessed starting salaries for a skilled tradesperson to be between $25k-$35k

Average salary for an entry-level electrician is $53,600, for a plumber is $50,000 and for an HVAC tech is $52,000*

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This survey was conducted on July 10, 2023, by HomeServe, using SurveyMonkey Audience.

HomeServe's survey received 2,300 responses from adults in the U.S. age 18 and older, of which 1,796 were homeowners. The sample of respondents was balanced by gender and region. For more on the SurveyMonkey Audience panel, please visit: https://www.surveymonkey.com/market-research/data-quality.

*Source: ServiceTitan.com. Salary varies state by state.