

2023 STATE OF THE AMERICA

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.







Percentage of Americans who subscribe:



TV/entertainment streaming



gaming service

meal or food delivery services

music service







savings

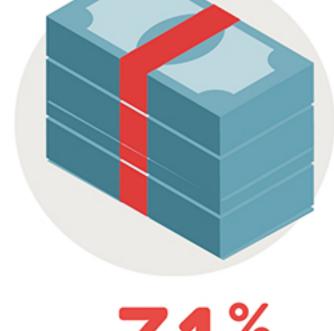




Many homeowners are financially unprepared for emergency home repairs



have had a home repair emergency in the past 12 months



have \$500 or less or nothing set aside for an unexpected repair home heating/cooling emergency in the past 12 months



have no money at all set aside for an unexpected repair



19% water heater trouble



19% blocked/overflowing toilet

America needs skilled

trades professionals

leaking water pipes

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**%



promote careers in the skilled trades to high school students

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

think enough isn't done to

Average salary for an entrylevel electrician is \$53,600, for a plumber is \$50,000 and for an HVAC tech is \$52,000°

HomeServe

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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.