



Contact:

Sue Rodman

Phone: 404/784-5650

Sue@mPRressionsPR.com

Or

Lynn Moss

VP-Customer Communications

Phone: 404/260-2200

Marketing@Allconnect.com

“Hassle Factor” Beats Out Savings When Changing Home Services

New survey finds cutting back on spending a lower priority

ATLANTA, July 30, 2010 – A new national consumer survey by Allconnect finds that overcoming bureaucratic hassles may outweigh the allure of saving money (even during tough economic times) when it comes to switching home services such as cable or satellite television. Some services were also high on the list to be cut if income and savings took a significant hit.

According to the results, 68% of people surveyed said that even in a time when the news is focused on a sluggish economy and home budgets may be shrinking, when it comes to their cable or satellite television provider they would need to save \$20 or more per month (\$240 per year), in order to be motivated to switch to a new provider. Only 15% were satisfied saving between \$10 and \$15 dollars each month, which amounts to almost \$200 dollars in a year.

“Clearly, consumers are hesitant to make changes - finding a new plan that gives them significant savings is complicated to do on their own. Gathering and analyzing all the information is a huge challenge,” said Scott Klinger, Allconnect EVP-Marketing & eCommerce. “That’s why we built Allconnect. We help them compare all of their options quickly, give them a ‘best price’ guarantee, and then make the switch easier. Allconnect cuts through the hassle factor.”

Allconnect (www.allconnect.com) offers consumers a number of home services categories – including [TV](#), [Internet](#), and [phone](#) - where they can search for savings at their specific home address and make fast, efficient changes.

The survey also found that savings were a lower priority in entertainment purchases. “Cocooning” at home with a pay per view (PPV) movie or cable television show in order to save money was not a popular substitute for a night out on the town: only 30% said they were spending more on PPV or cable services in place of going out.

When asked to pick one home service they would eliminate to save money:

- 35% would abandon their cable or satellite television service.
- 23% would eliminate Internet and phone services.
- 19% would give up their home security service.

About Allconnect

Allconnect is the leading provider for connecting consumers with household services including [satellite TV](#), [cable TV](#), [Internet](#), [phone](#), [home security systems](#), and [natural gas](#) and [electric](#) utilities. The company offers a convenient, simple, and objective one-stop source for comparing options and pricing, whether consumers are transferring or establishing household services during a move or simply wanting to ensure they are on the best plan for their budget. This service is offered at no charge, online or by phone. Founded in 1998, Allconnect has assisted millions of people through its partnerships with many leading utility companies and a variety of service providers across the U.S. Allconnect employs more than 500 associates and is headquartered in Atlanta, Georgia, with offices in St. George, Utah; Danville, Virginia; and Mexico. For more information, visit www.Allconnect.com or follow us on [Twitter](#) and [Facebook](#).

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