

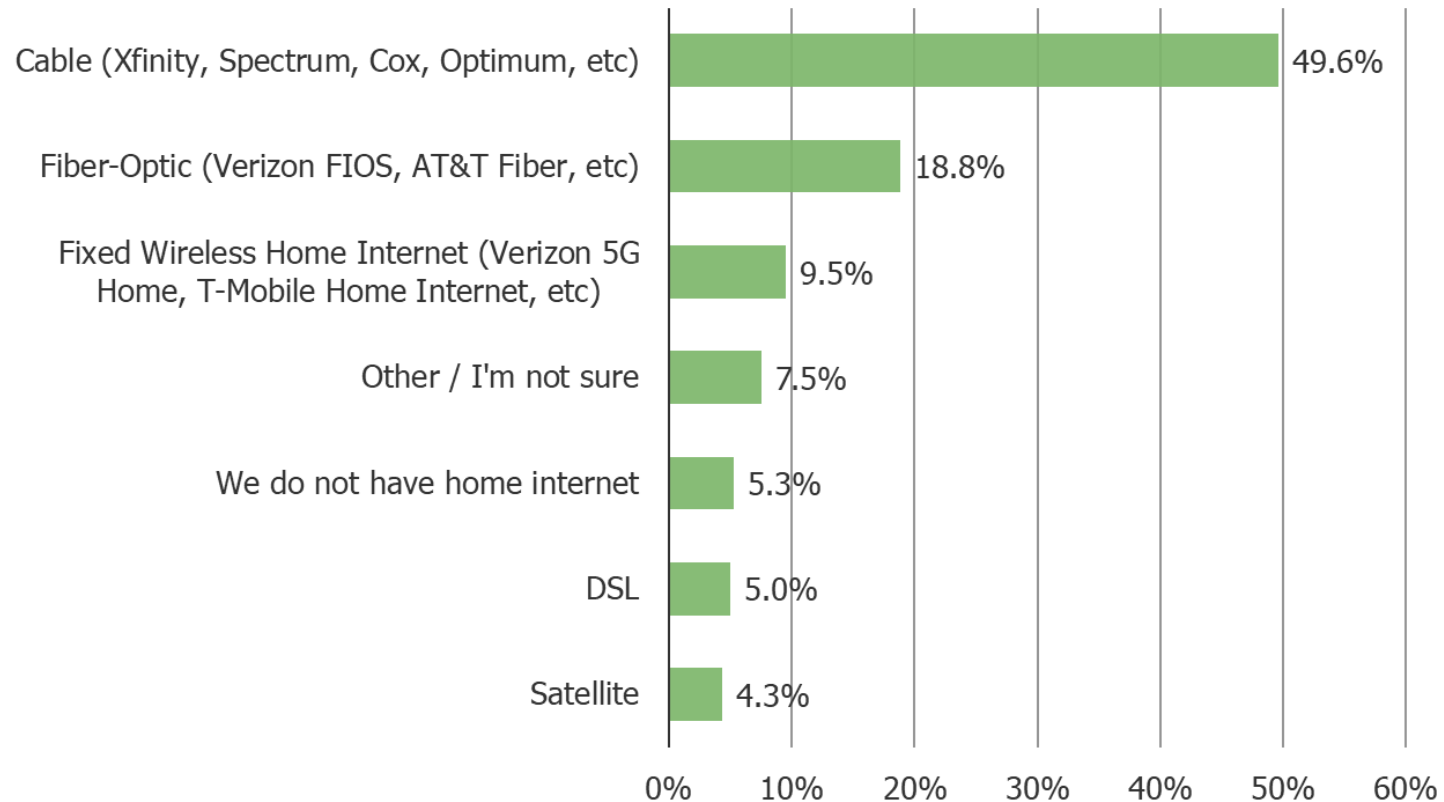
Bespoke Market Intelligence

Internet & Fixed Wireless

September 2022

How does your home currently get internet service?

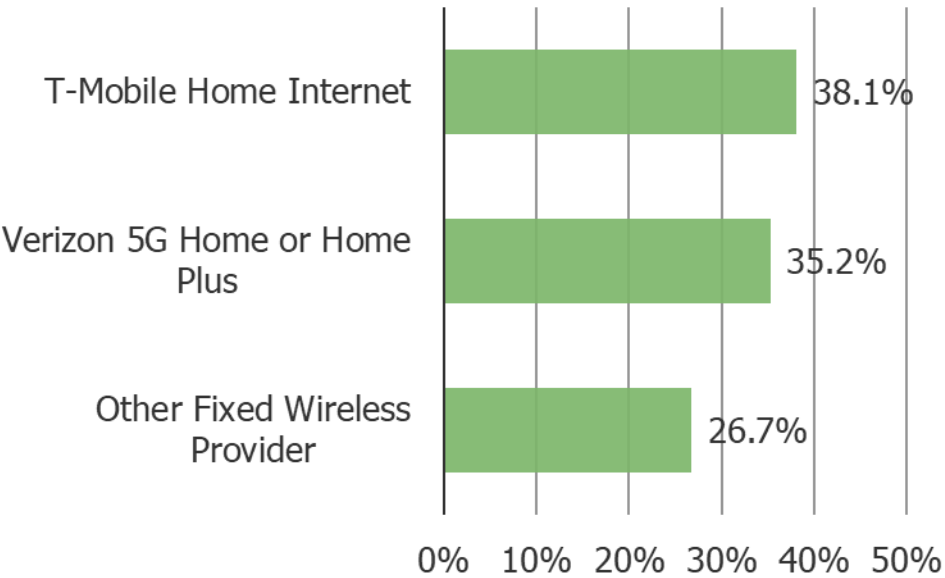
Posed to all respondents. (N=9828)



Fixed wireless home internet uses an antenna or access point on or near your home to deliver internet into your home without the need for wired cable. You mentioned that you currently used fixed wireless home internet, which of the following providers do you use?

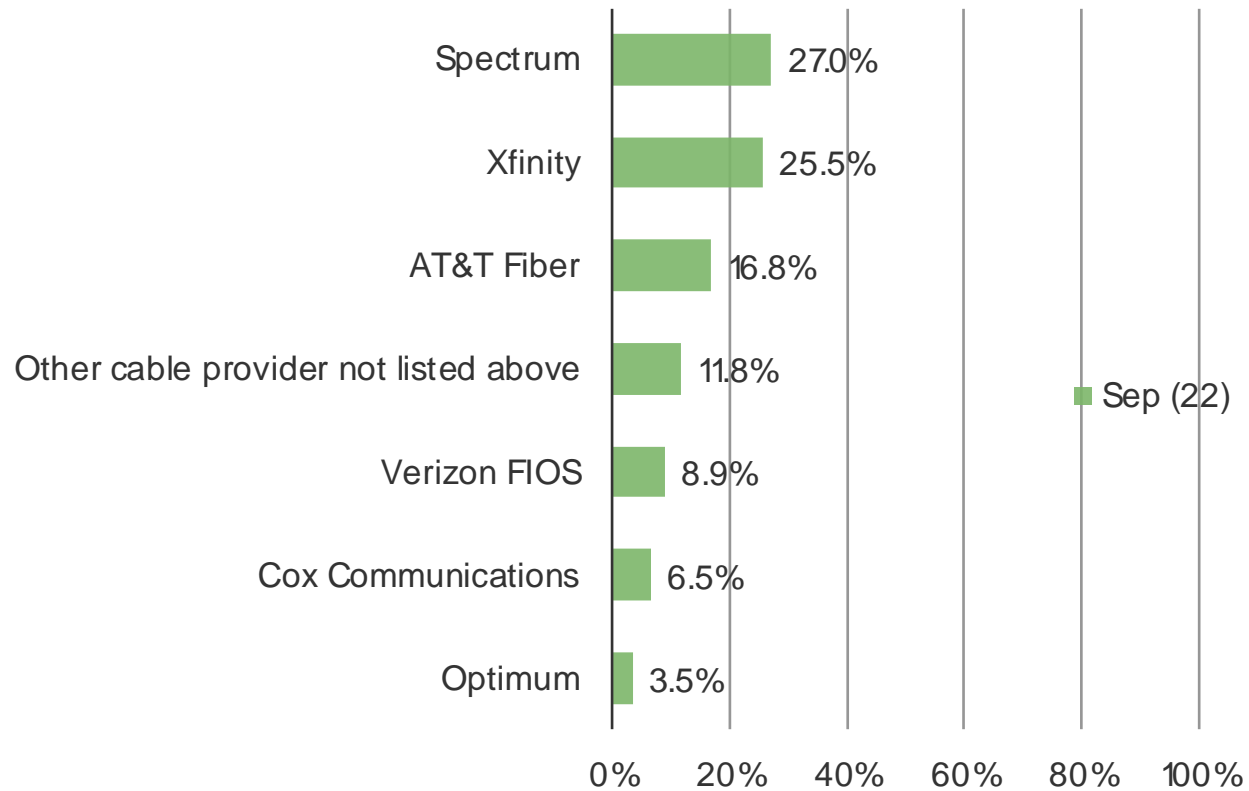
Posed to all respondents who use fixed wireless home internet. (N=1123)

*Respondents were given the option to tell us they were mistaken and do not use fixed wireless home internet. They were excluded from this question and follow-ups related to fixed wireless if they selected that they were mistaken.



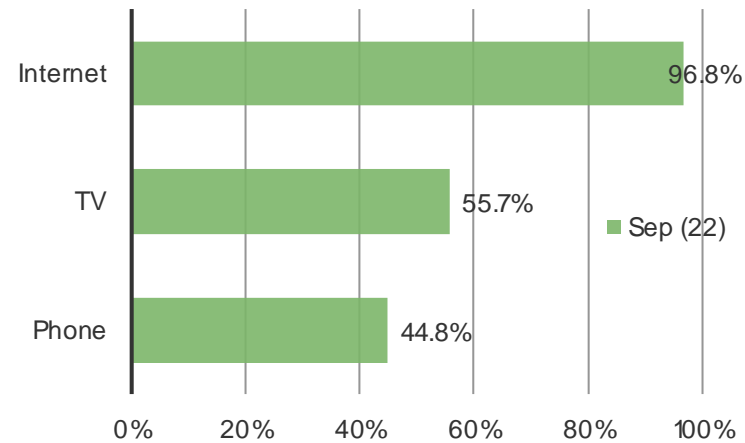
Which cable/fiber-optic provider do you use for internet, phone, and/or TV at home?

Posed to all respondents who use cable/fiber optic providers for internet, phone and/or TV at home. (N=6723)



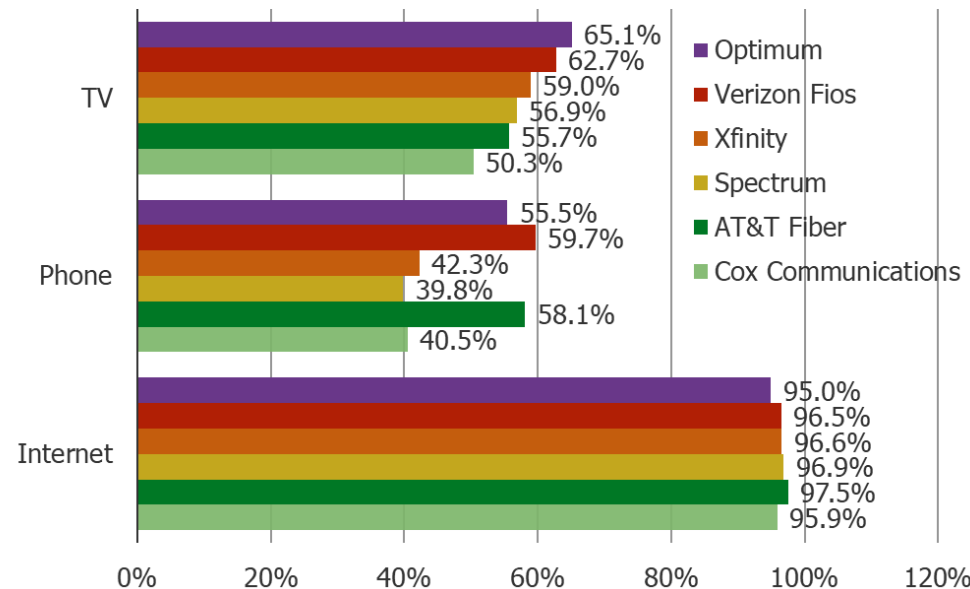
Which of the following services does your household pay a cable / fiber optic provider for? Select all that apply to you

Posed to all respondents who use cable/fiber optic providers for internet, phone and/or TV at home. (N=6723)



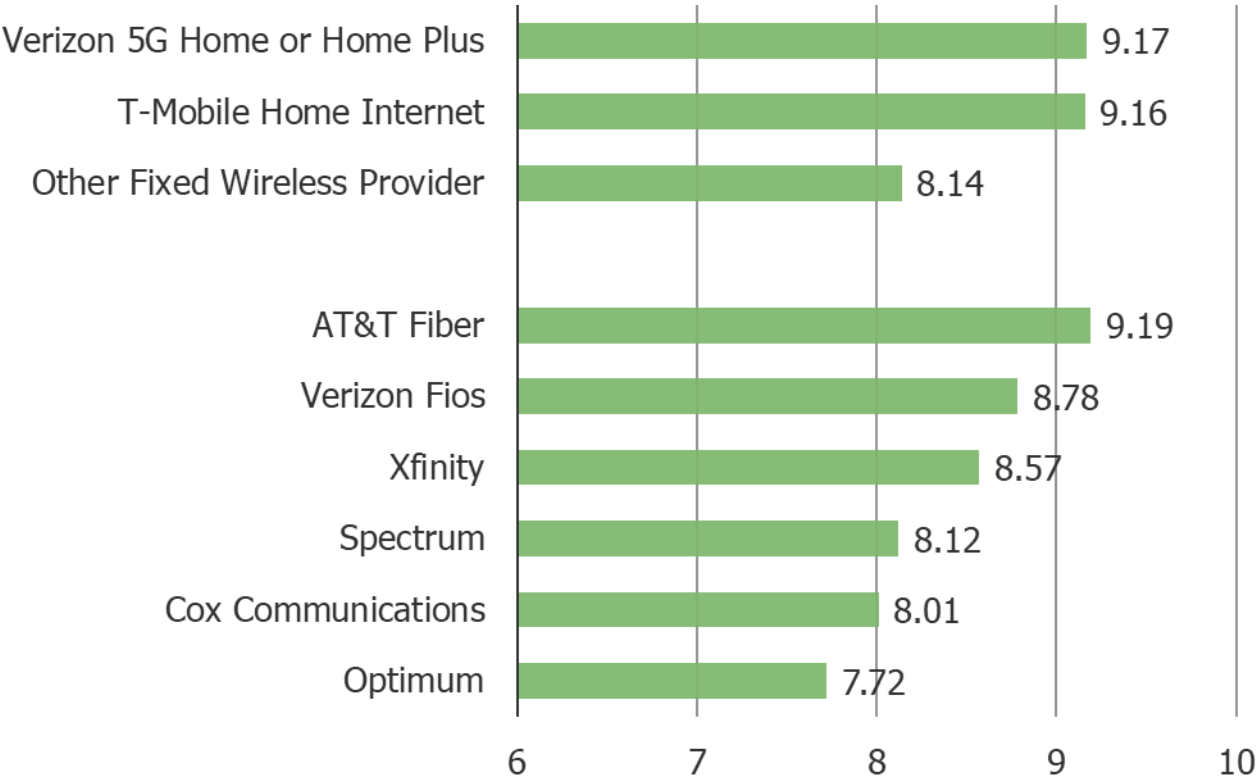
Cross-Tab: By Cable/Telco Provider:

	N Size
Verizon Fios	598
AT&T Fiber	1131
Xfinity	1715
Spectrum	1813
Cox Communications	435
Optimum	238



How satisfied are you with _____ when it comes to the following: Overall

Posed to respondents who said they use each of the following at home for internet.



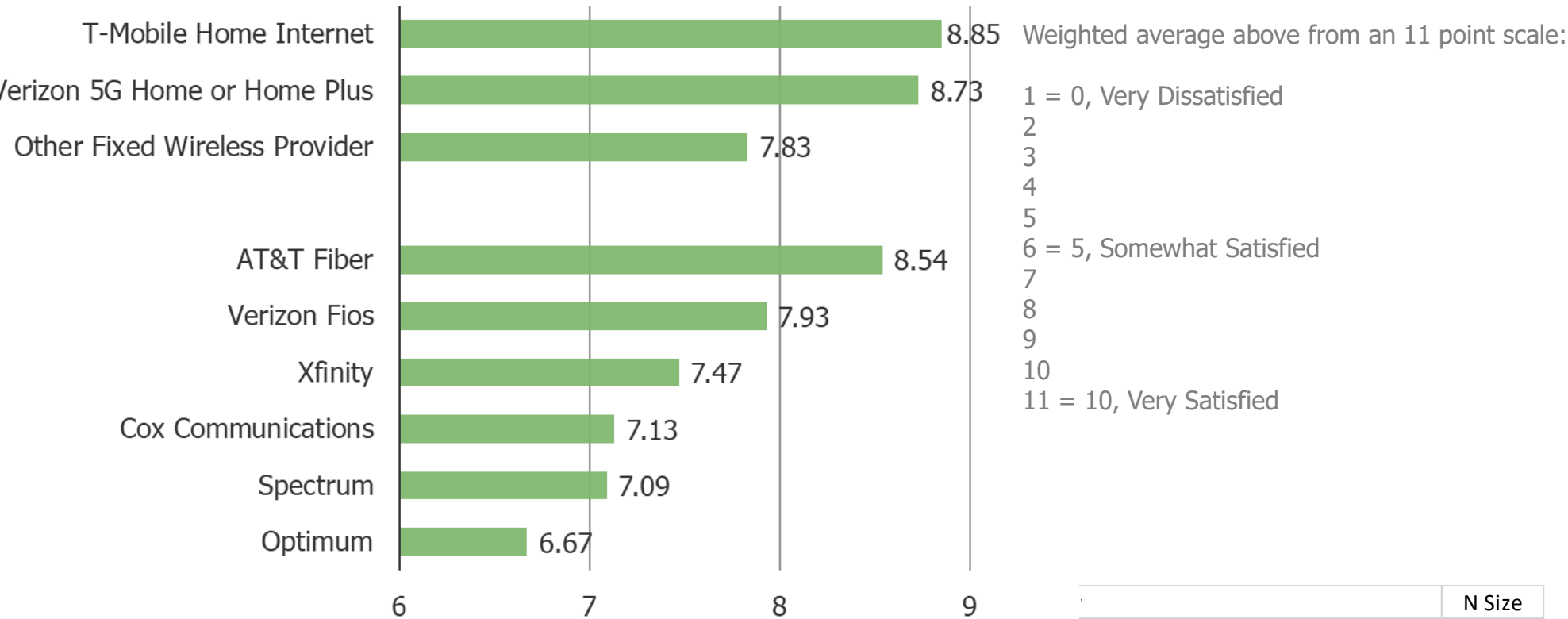
Weighted average above from an 11 point scale:

- 1 = 0, Very Dissatisfied
- 2
- 3
- 4
- 5
- 6 = 5, Somewhat Satisfied
- 7
- 8
- 9
- 10
- 11 = 10, Very Satisfied

	N Size
Verizon Fios	598
AT&T Fiber	1131
Xfinity	1715
Spectrum	1813
Cox Communications	435
Optimum	238
Verizon 5G Home or Home Plus	329
T-Mobile Home Internet	356
Other Fixed Wireless Provider	244

How satisfied are you with _____ when it comes to the following: Price/Value

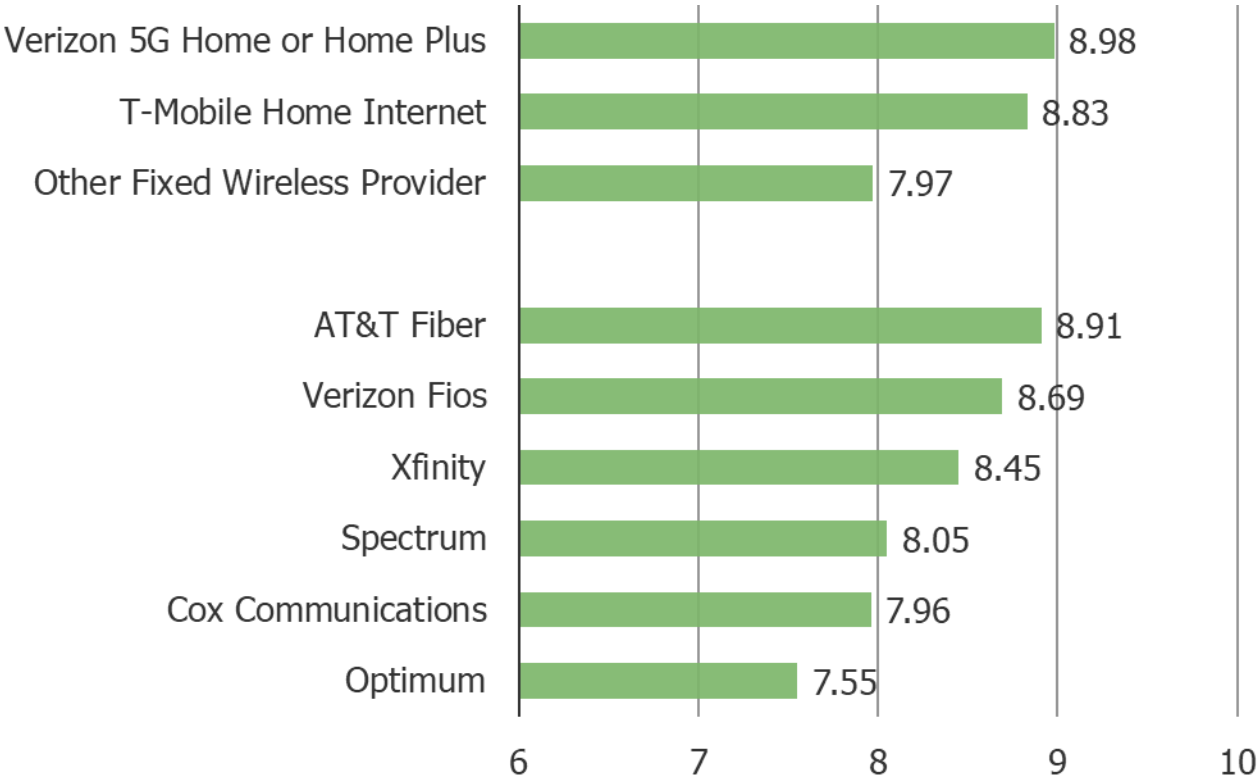
Posed to respondents who said they use each of the following at home for internet.



	N Size
Verizon Fios	598
AT&T Fiber	1131
Xfinity	1715
Spectrum	1813
Cox Communications	435
Optimum	238
Verizon 5G Home or Home Plus	329
T-Mobile Home Internet	356
Other Fixed Wireless Provider	244

How satisfied are you with _____ when it comes to the following: Speed/Performance

Posed to respondents who said they use each of the following at home for internet.



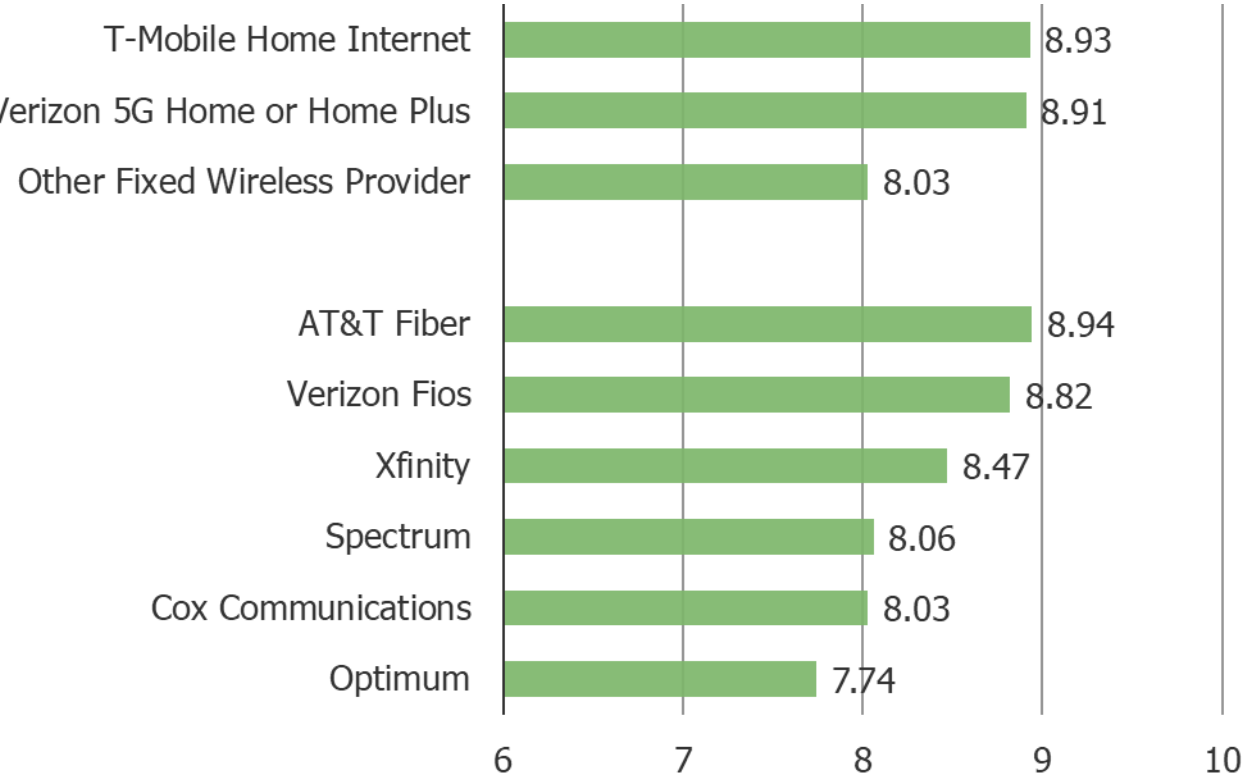
Weighted average above from an 11 point scale:

- 1 = 0, Very Dissatisfied
- 2
- 3
- 4
- 5
- 6 = 5, Somewhat Satisfied
- 7
- 8
- 9
- 10
- 11 = 10, Very Satisfied

	N Size
Verizon Fios	598
AT&T Fiber	1131
Xfinity	1715
Spectrum	1813
Cox Communications	435
Optimum	238
Verizon 5G Home or Home Plus	329
T-Mobile Home Internet	356
Other Fixed Wireless Provider	244

How satisfied are you with _____ when it comes to the following: Reliability

Posed to respondents who said they use each of the following at home for internet.



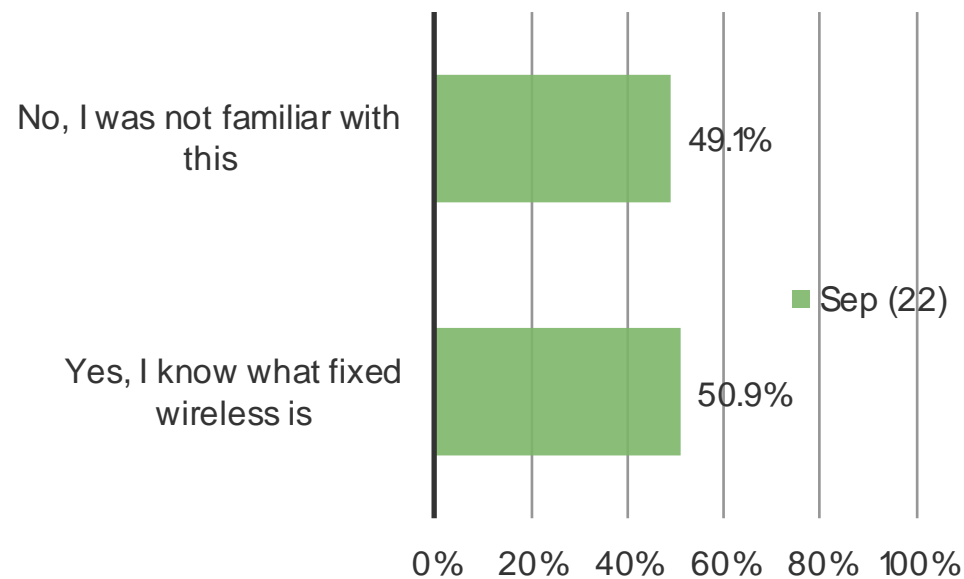
Weighted average above from an 11 point scale:

- 1 = 0, Very Dissatisfied
- 2
- 3
- 4
- 5
- 6 = 5, Somewhat Satisfied
- 7
- 8
- 9
- 10
- 11 = 10, Very Satisfied

	N Size
Verizon Fios	598
AT&T Fiber	1131
Xfinity	1715
Spectrum	1813
Cox Communications	435
Optimum	238
Verizon 5G Home or Home Plus	329
T-Mobile Home Internet	356
Other Fixed Wireless Provider	244

Fixed wireless internet uses a receiver that you have installed on or near your home to wirelessly deliver internet into your home. IE - for use as your home internet service, not your wireless smartphone service. Before taking this survey, were you aware that this type of internet offering was available?

Posed to respondents who do not currently use fixed wireless providers. (N=8709)

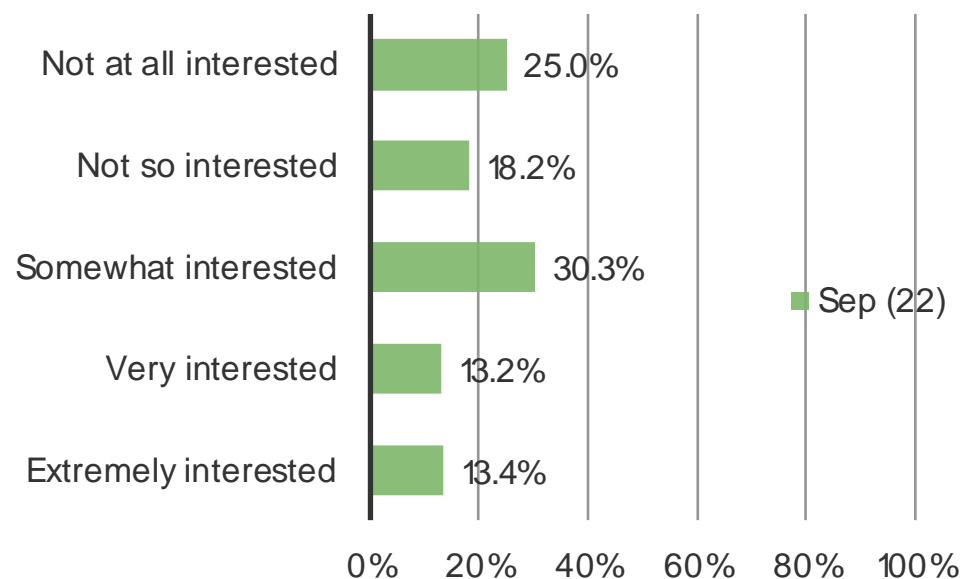


Verizon and T-Mobile have started offering fixed wireless home internet plans in the past year or so. After looking at the following graphic, how interested would you be in signing up for one of those plans?

Posed to respondents who do not currently use fixed wireless providers. (N=8709)

Verizon and T-Mobile 5G Home Internet Plans

	Verizon 5G Home	Verizon 5G Home Plus	T-Mobile Home Internet
Max speeds	85-300Mbps download, 10Mbps upload	300-1,000Mbps download, 50Mbps upload	33-182Mbps download, 6-23Mbps upload
Monthly price (with Auto Pay)	\$50 (\$25 with qualifying Verizon Unlimited mobile plan)	\$70 (\$35 with qualifying Verizon Unlimited mobile plan)	\$50 (\$30 for eligible Magenta MAX mobile customers)
Equipment fee	None	None	None
Data cap	None	None	None
Contract	None	None	None
Price guarantee	2 years	3 years	For as long as you remain a customer



How do you feel these fixed wireless offerings would compare to how you currently get internet in your home?

Posed to respondents who do not currently use fixed wireless providers. (N=8709)

Verizon and T-Mobile 5G Home Internet Plans

	Verizon 5G Home	Verizon 5G Home Plus	T-Mobile Home Internet
Max speeds	85-300Mbps download, 10Mbps upload	300-1,000Mbps download, 50Mbps upload	33-182Mbps download, 6-23Mbps upload
Monthly price (with Auto Pay)	\$50 (\$25 with qualifying Verizon Unlimited mobile plan)	\$70 (\$35 with qualifying Verizon Unlimited mobile plan)	\$50 (\$30 for eligible Magenta MAX mobile customers)
Equipment fee	None	None	None
Data cap	None	None	None
Contract	None	None	None
Price guarantee	2 years	3 years	For as long as you remain a customer

