

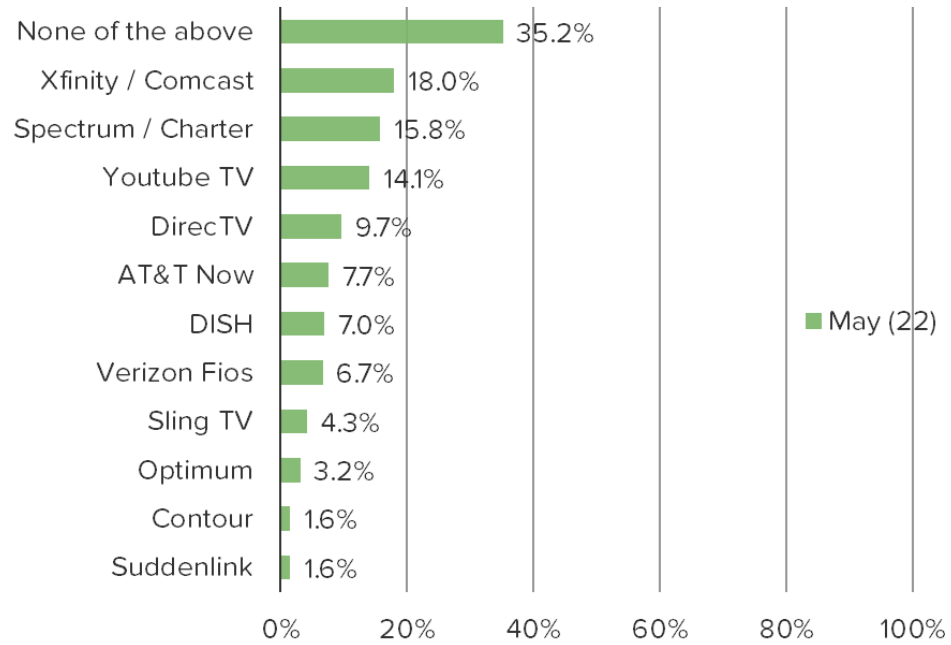
Bespoke Market Intelligence

Cable NPS and Age/Income of Customers

May 2022

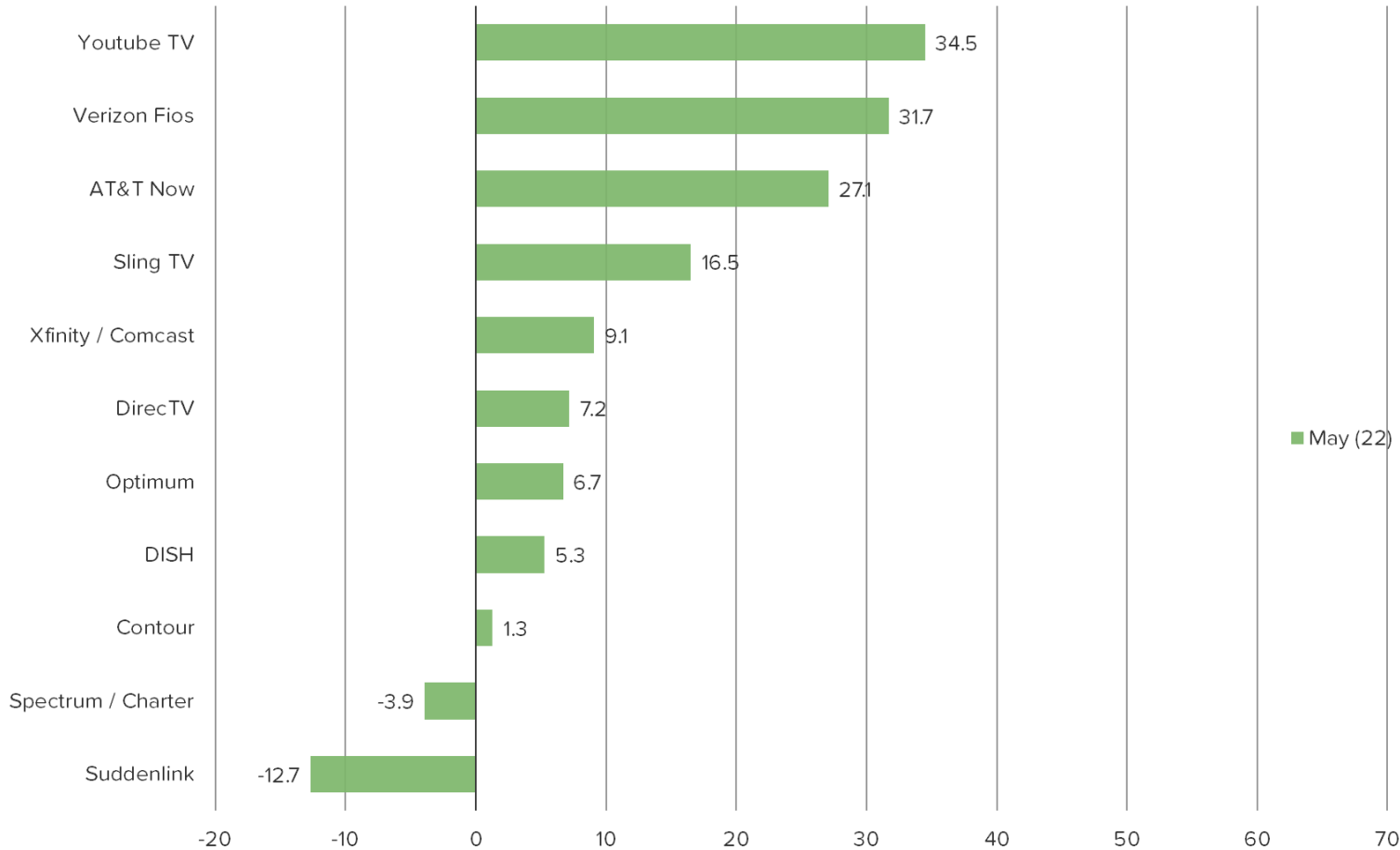
Do you currently use any of the following TV providers? Select ALL that apply

Posed to all respondents. (N=9949)



NPS Scores | How likely would you be to recommend the following to a friend or colleague?

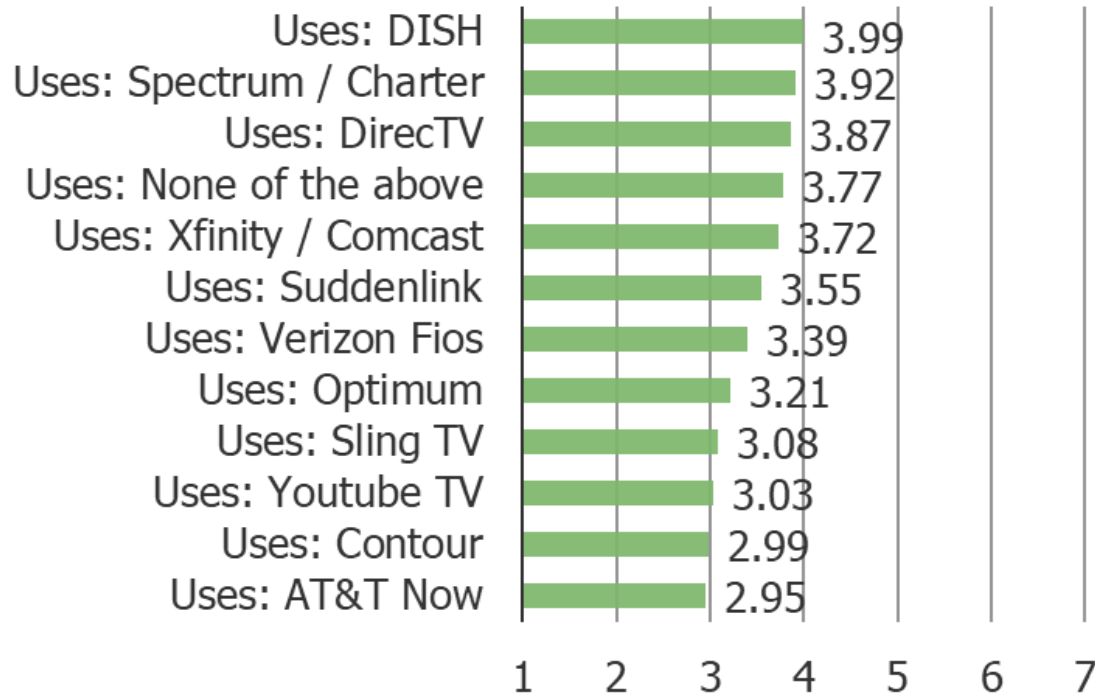
Posed to all respondents who use the below.



| | N= |
|--------------------|------|
| Xfinity / Comcast | 1788 |
| Spectrum / Charter | 1573 |
| Verizon Fios | 671 |
| DISH | 697 |
| AT&T Now | 761 |
| DirecTV | 968 |
| Sling TV | 424 |
| Youtube TV | 1404 |
| Contour | 159 |
| Optimum | 315 |
| Suddenlink | 157 |

Average Age of Users

Posed to all respondents who use the below.



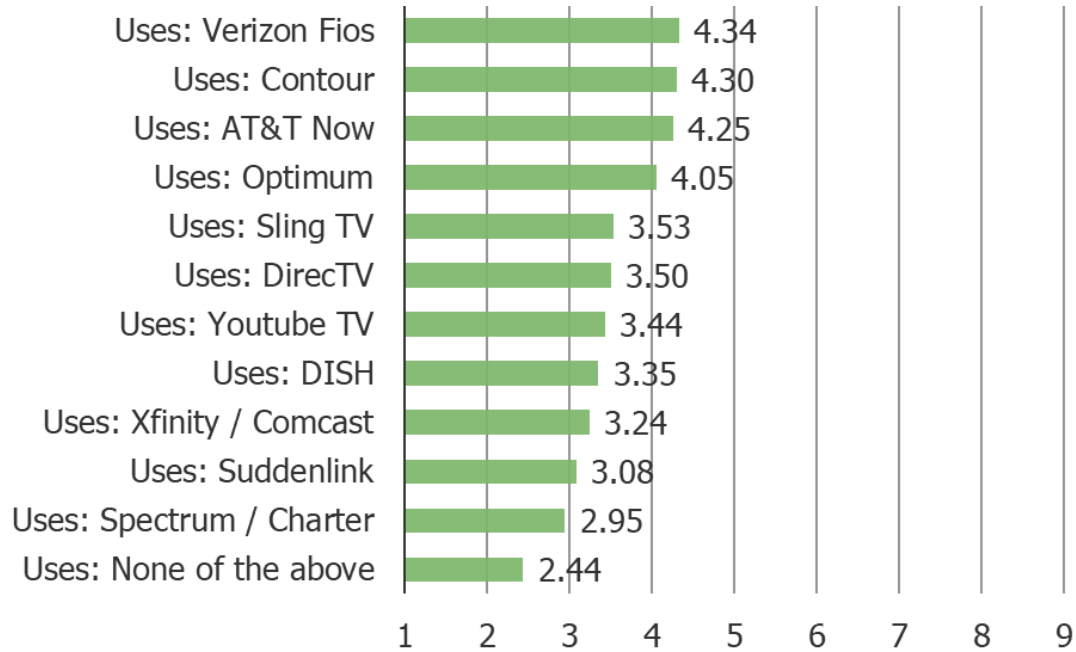
Weighted Average Guide:

- 1 = 18-24
- 2 = 25-34
- 3 = 35-44
- 4 = 45-54
- 5 = 55-64
- 6 = 65-74
- 7 = 75+

| | N= |
|--------------------|------|
| Xfinity / Comcast | 1788 |
| Spectrum / Charter | 1573 |
| Verizon Fios | 671 |
| DISH | 697 |
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| Optimum | 315 |
| Suddenlink | 157 |

Average Income of Users

Posed to all respondents who use the below.



Weighted Average Guide:

- 1 = \$0-\$24k
- 2 = \$25k-\$50k
- 3 = \$50k-\$75k
- 4 = \$75k-\$100k
- 5 = \$100k-\$125k
- 6 = \$125k-\$150k
- 7 = \$150k-\$175k
- 8 = \$175k-\$200k
- 9 = \$200k+

| | N= |
|--------------------|------|
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