

Bespoke Survey Research

April 2024

Cable, Internet, Broadband

Volume 1 | Quarterly Survey

1,000+ US Consumers Balanced To Census

Tickers Covered: T, CMCSA, VZ, CHTR.

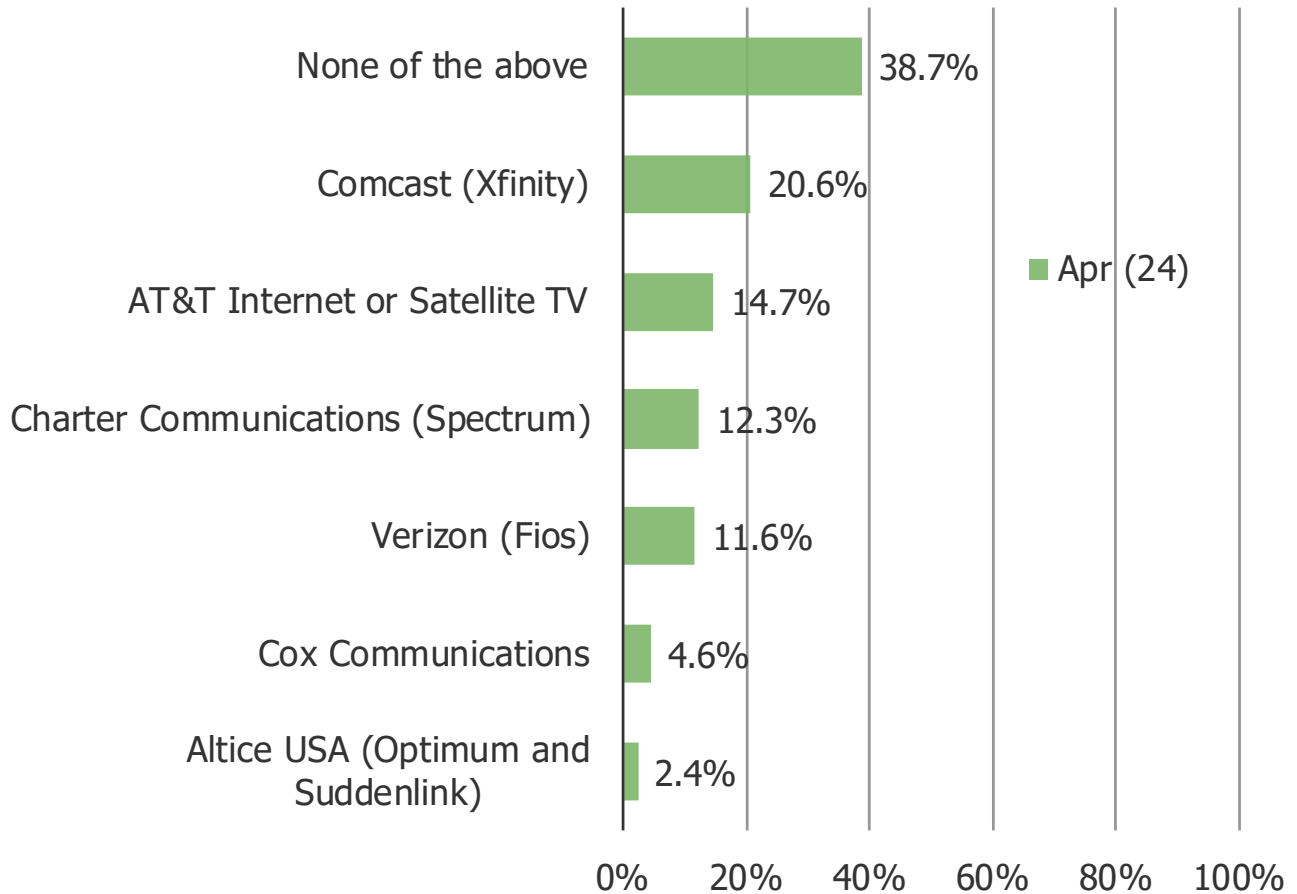
Key Takeaways:

- Cox Communications, Comcast, and Verizon have the highest levels of consumer satisfaction when it comes to cable/satellite TV service providers.
- Most account holders expect to remain subscribers of the provider they currently use for cable/satellite TV.
- AT&T, Verizon, and Cox Communications have the highest levels of consumer satisfaction when it comes to broadband/internet service providers.
- Most account holders expect to remain subscribers of the provider they currently use for broadband/internet.

CABLE, BROADBAND, INTERNET

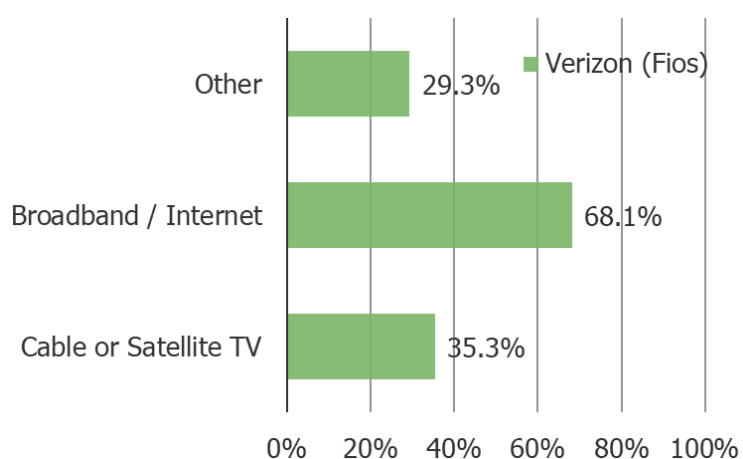
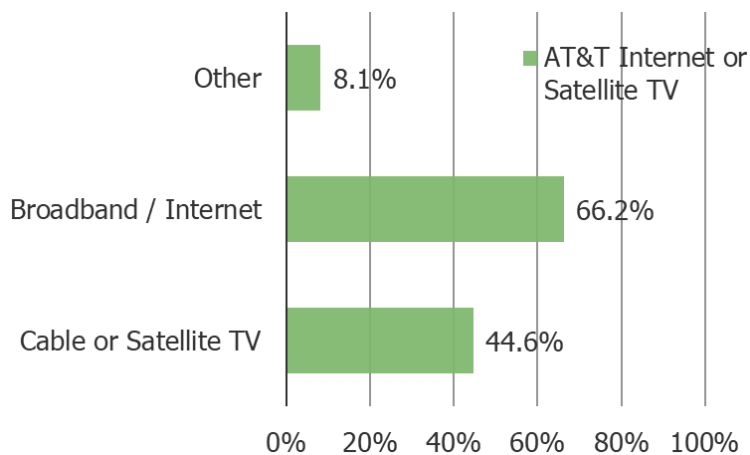
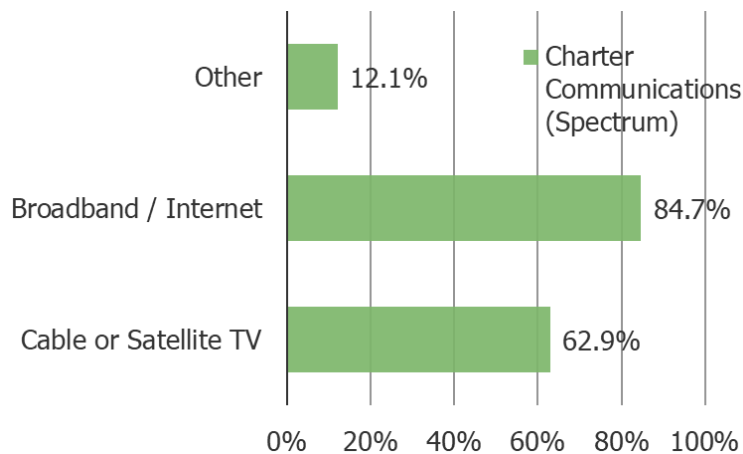
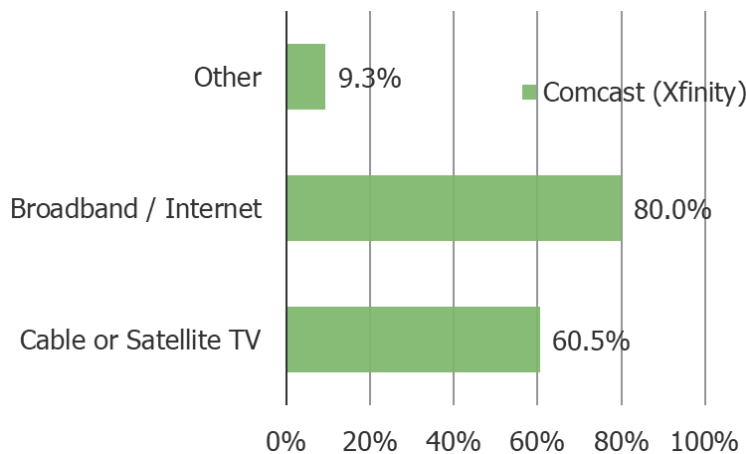
DO YOU HAVE AN ACCOUNT AT HOME WITH ANY OF THE FOLLOWING PROVIDERS? SELECT ALL THAT APPLY

Posed to all respondents.



WHAT DO YOU USE THIS COMPANY FOR? SELECT ALL THAT APPLY

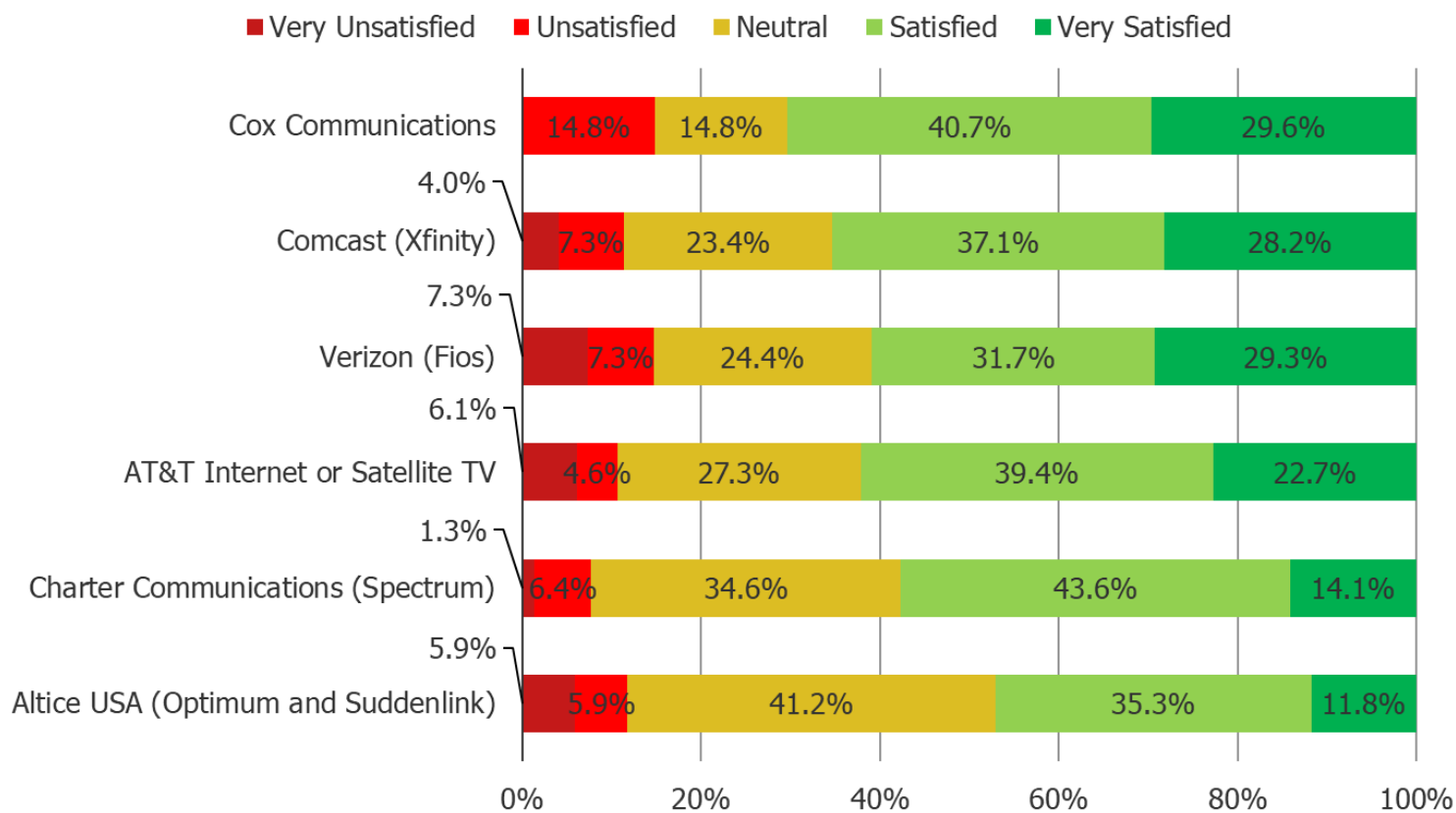
Posed to all respondents who have an account with the below.



	N =
Comcast (Xfinity)	205
Charter Communications (Spectrum)	124
AT&T Internet or Satellite TV	148
Verizon (Fios)	116

HOW SATISFIED ARE YOU WITH THE CABLE OR SATELLITE TV SERVICE THAT YOU RECEIVE FROM THE FOLLOWING?

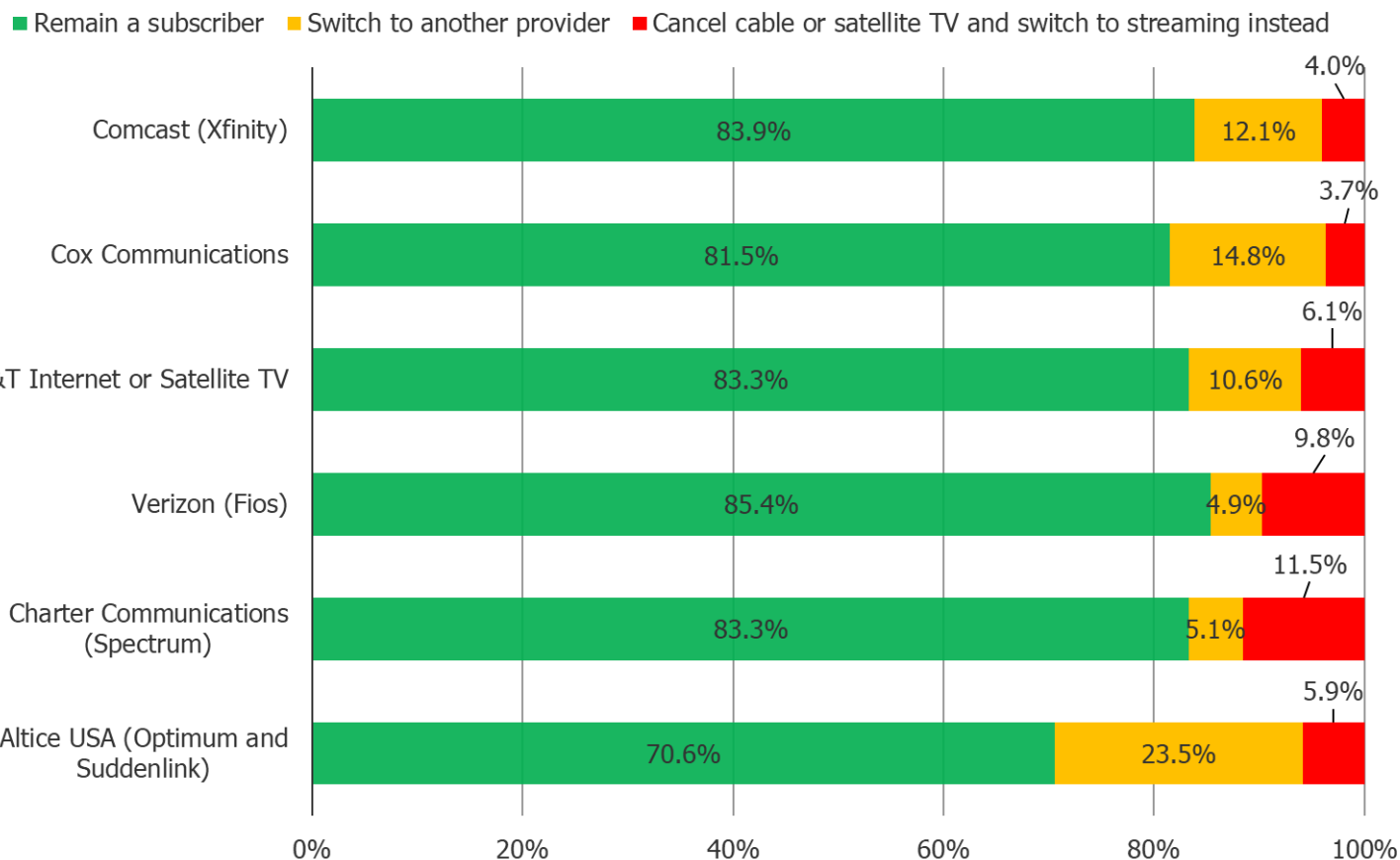
Posed to all respondents who have an account with the below.



	N =
Altice USA (Optimum and Suddenlink)	17
Charter Communications (Spectrum)	78
AT&T Internet or Satellite TV	66
Verizon (Fios)	41
Comcast (Xfinity)	124
Cox Communications	27

REGARDING YOUR CABLE OR SATELLITE TV SUBSCRIPTION WITH THE FOLLOWING, WHICH ARE YOU MOST LIKELY TO DO IN THE NEXT YEAR?

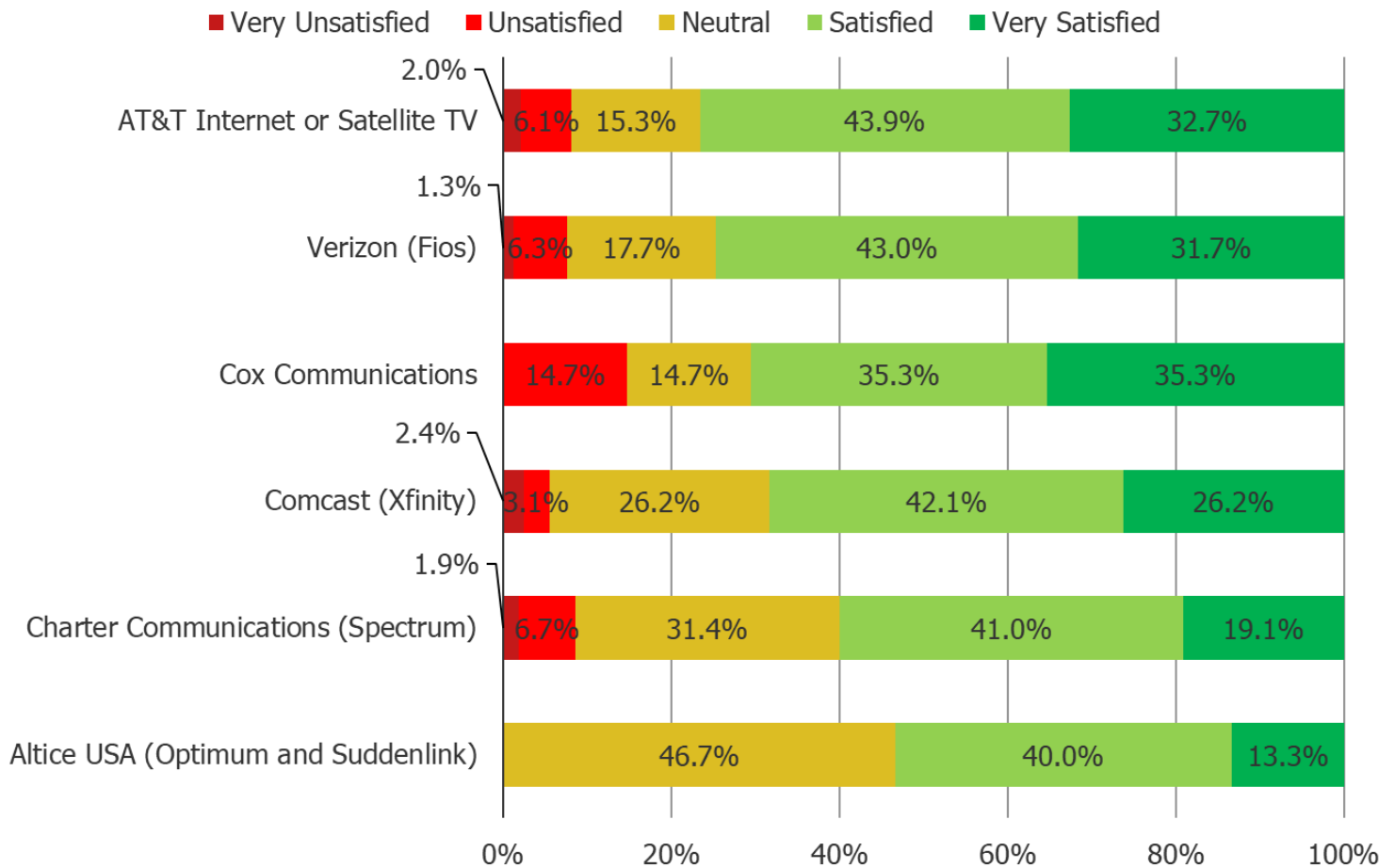
Posed to all respondents who have an account with the below.



	N=
Comcast (Xfinity)	124
Charter Communications (Spectrum)	77
AT&T Internet or Satellite TV	66
Verizon (Fios)	41
Cox Communications	27
Altice USA (Optimum and Suddenlink)	17

HOW SATISFIED ARE YOU WITH THE BROADBAND / INTERNET SERVICE THAT YOU RECEIVE FROM THE FOLLOWING?

Posed to all respondents who have an account with the below.

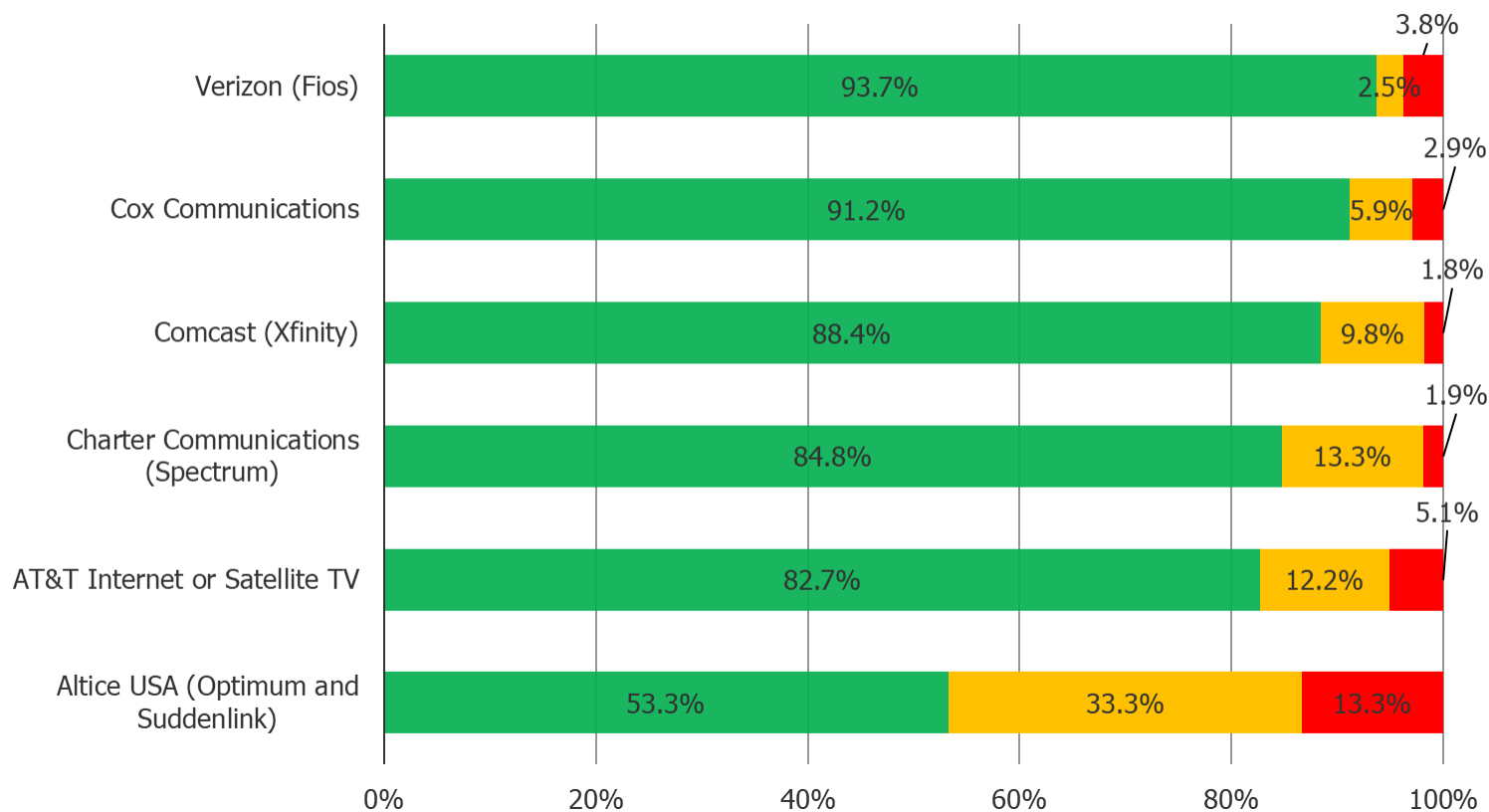


	N=
Comcast (Xfinity)	164
Charter Communications (Spectrum)	103
AT&T Internet or Satellite TV	97
Verizon (Fios)	79
Cox Communications	34
Altice USA (Optimum and Suddenlink)	15

REGARDING YOUR BROADBAND / INTERNET SUBSCRIPTION WITH THE FOLLOWING, WHICH ARE YOU MOST LIKELY TO DO IN THE NEXT YEAR?

Posed to all respondents who have an account with the below.

■ Remain a subscriber ■ Switch to another internet/broadband provider ■ Cancel and just use wireless internet instead



	N=
Comcast (Xfinity)	164
Charter Communications (Spectrum)	103
AT&T Internet or Satellite TV	97
Verizon (Fios)	79
Cox Communications	34
Altice USA (Optimum and Suddenlink)	15