

Bespoke Survey Research

July 2024

Cable, Internet, Broadband

Volume 2 | Quarterly Survey

1,000+ US Consumers Balanced To Census

Tickers Covered: T, CMCSA, VZ.

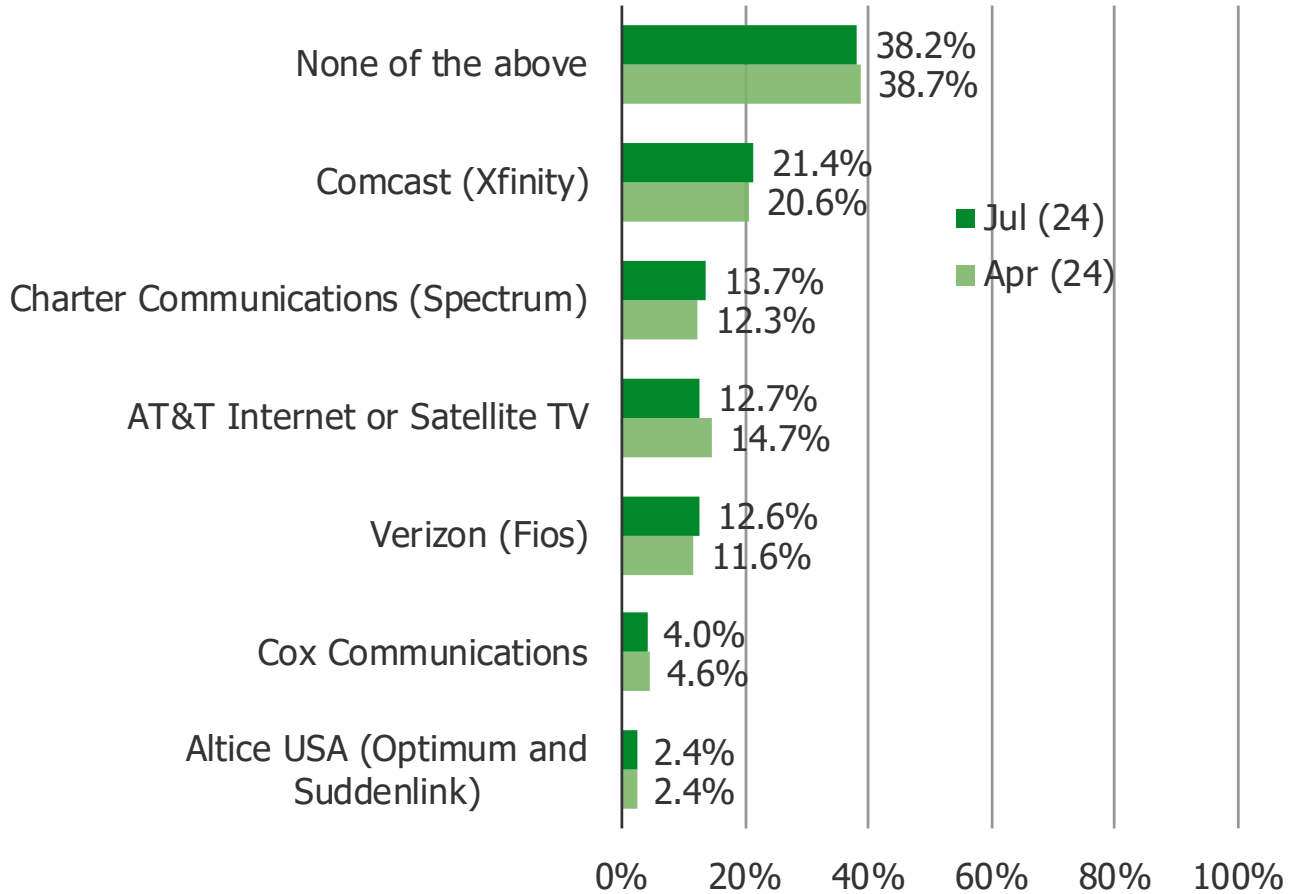
Key Takeaways:

- ❑ Verizon, Comcast, and Altice USA have the highest levels of consumer satisfaction when it comes to cable/satellite TV service providers we ask about.
- ❑ Most account holders expect to remain subscribers of the provider they currently use for cable/satellite TV.
- ❑ Verizon, Cox Communications, and Comcast have the highest levels of consumer satisfaction when it comes to broadband/internet service providers. Feedback on this front worsened slightly for AT&T this quarter.

CABLE, BROADBAND, INTERNET

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

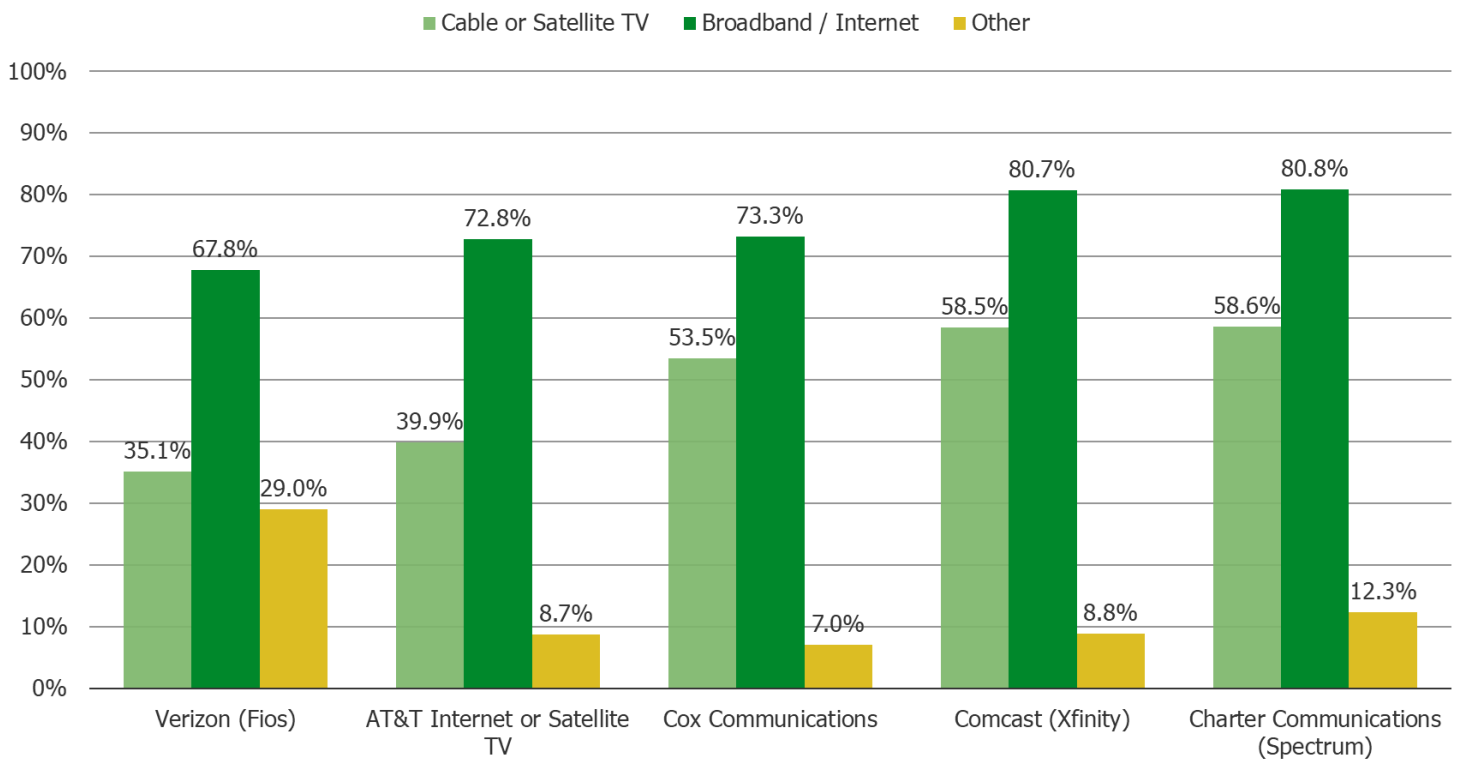
Posed to all respondents.



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

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

July and April 2024 Combined (To Achieve Larger N Sizes)

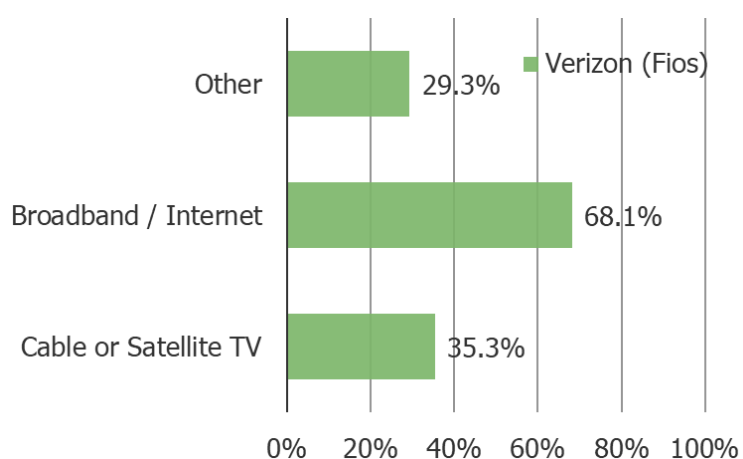
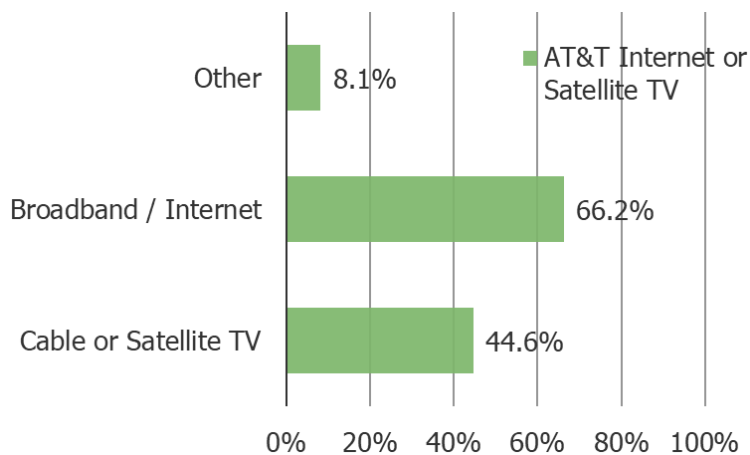
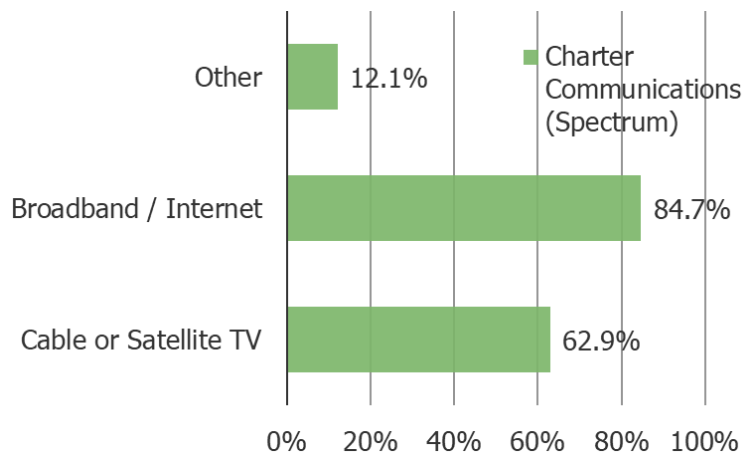
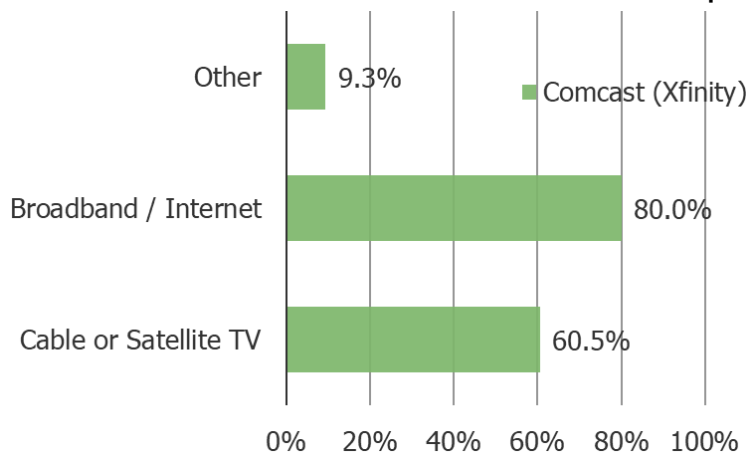


| | N = |
|-----------------------------------|-----|
| Verizon (Fios) | 419 |
| AT&T Internet or Satellite TV | 261 |
| Cox Communications | 276 |
| Comcast (Xfinity) | 245 |
| Charter Communications (Spectrum) | 86 |

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

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

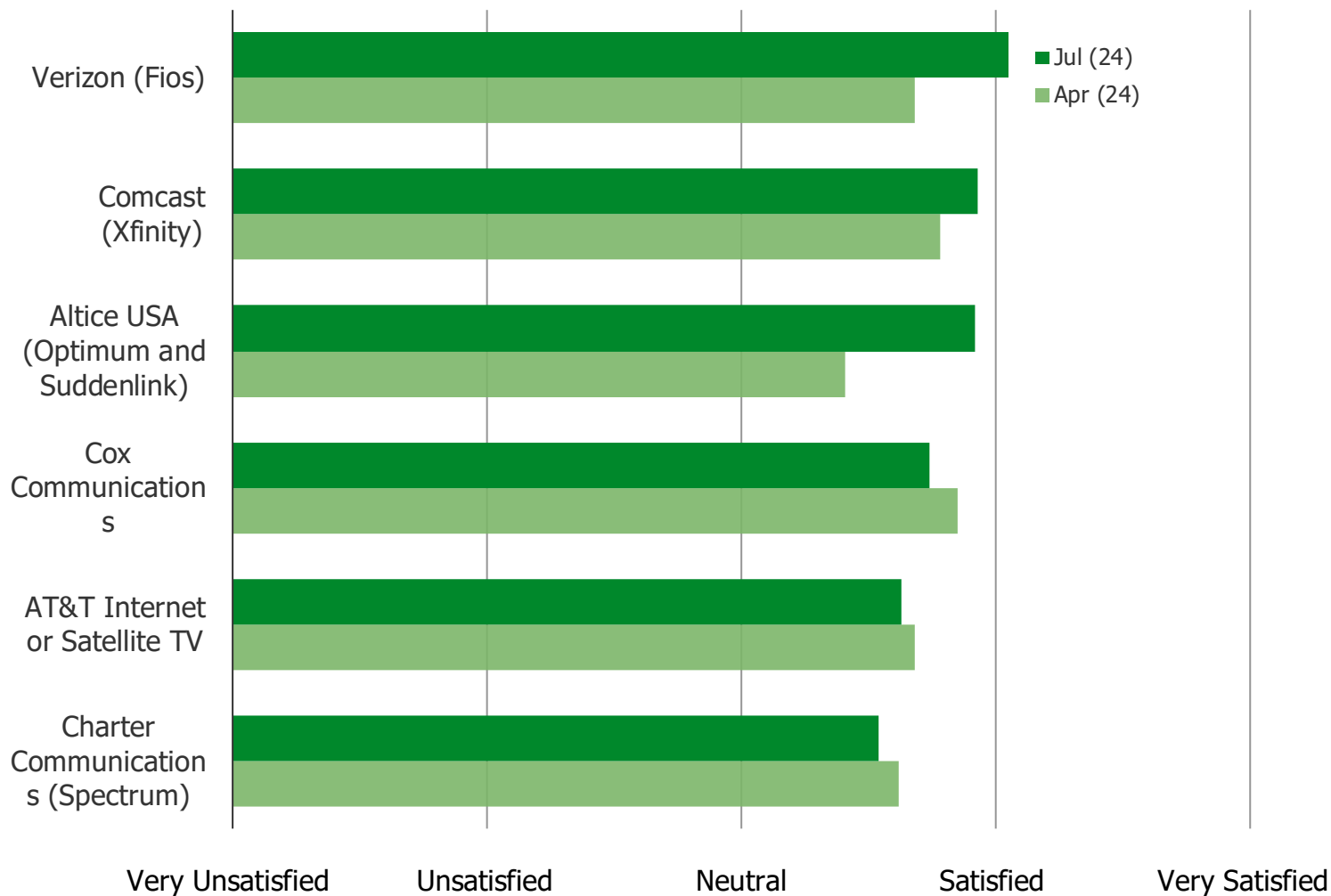
April 2024



| | 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?

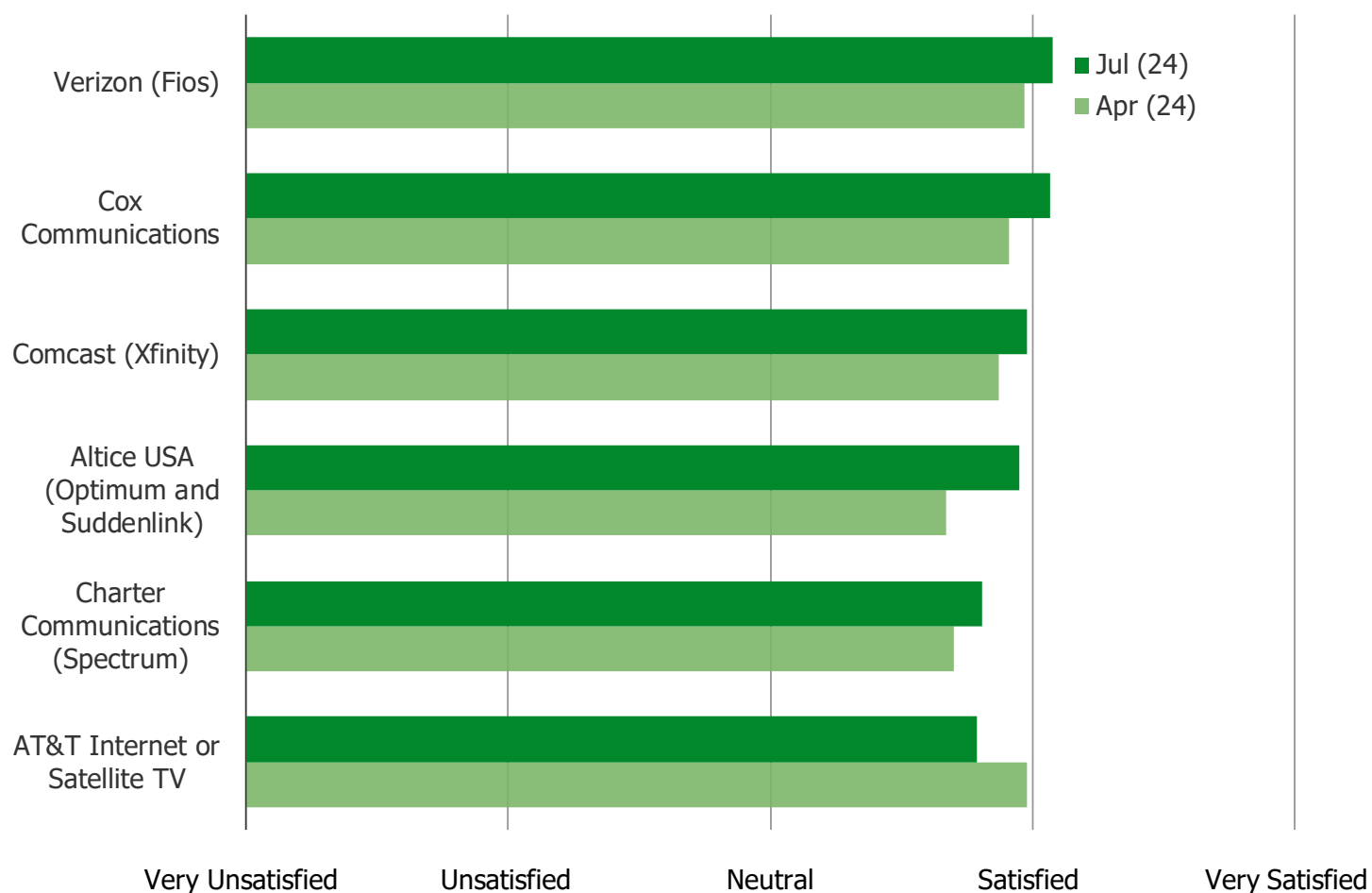
Posed to all respondents who have an account with the below.



| | N= |
|-------------------------------------|-----|
| Comcast (Xfinity) | 120 |
| Charter Communications (Spectrum) | 74 |
| AT&T Internet or Satellite TV | 43 |
| Verizon (Fios) | 42 |
| Cox Communications | 19 |
| Altice USA (Optimum and Suddenlink) | 13 |

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.

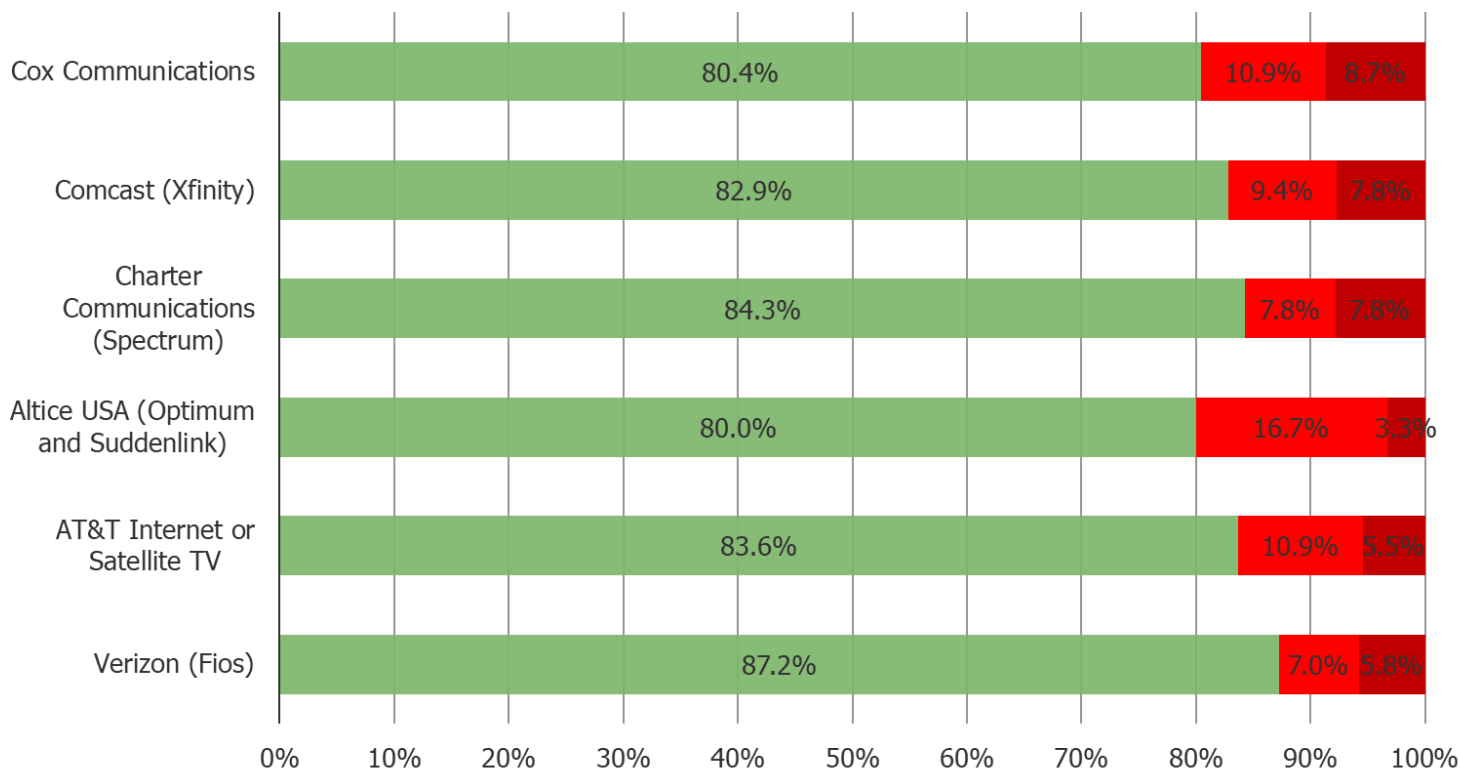


| | N= |
|-------------------------------------|-----|
| Comcast (Xfinity) | 173 |
| Charter Communications (Spectrum) | 105 |
| AT&T Internet or Satellite TV | 101 |
| Verizon (Fios) | 83 |
| Cox Communications | 29 |
| Altice USA (Optimum and Suddenlink) | 20 |

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.

■ Remain a subscriber ■ Switch to another provider ■ Cancel cable or satellite TV and switch to streaming instead

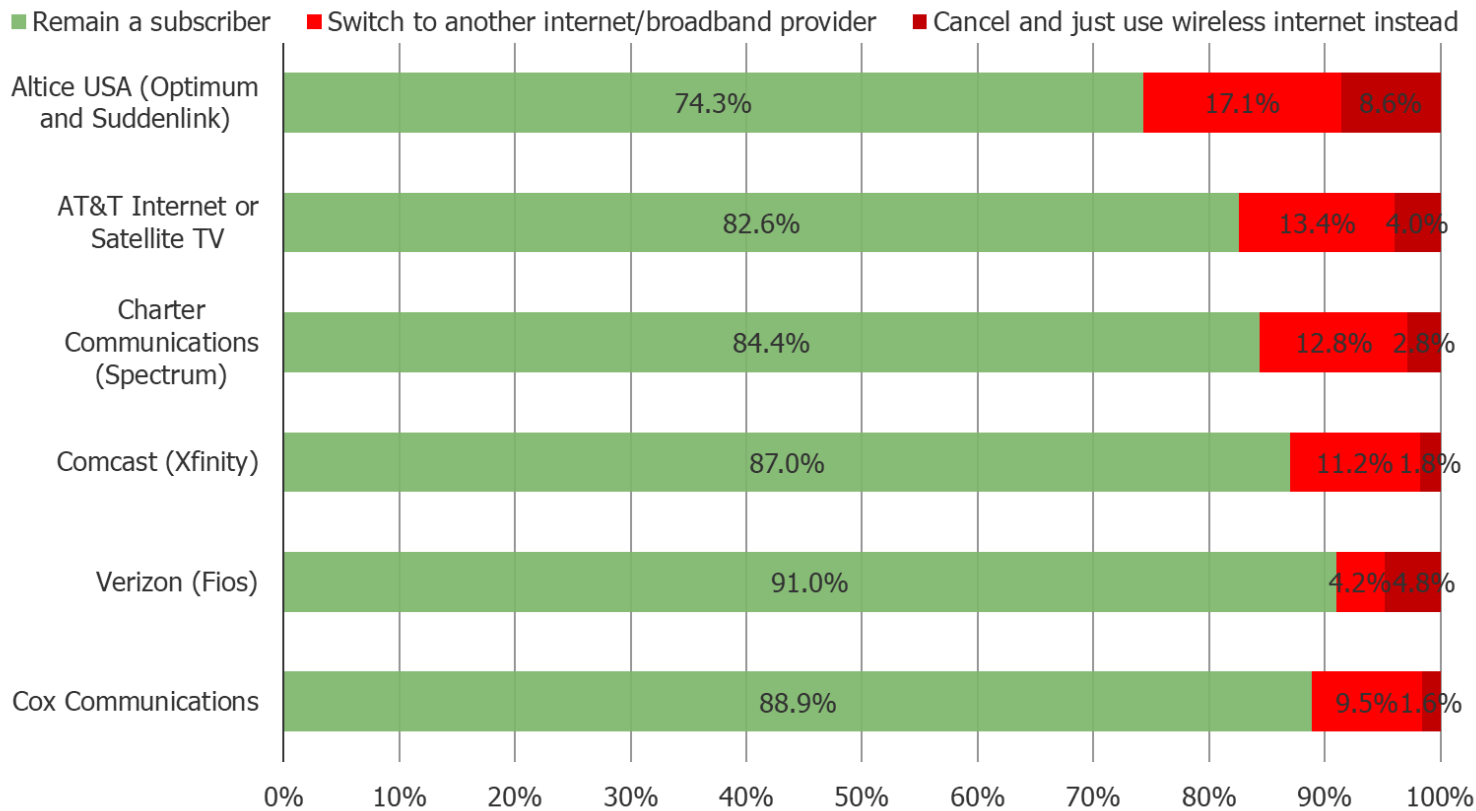


| | N = |
|-------------------------------------|-----|
| Verizon (Fios) | 86 |
| AT&T Internet or Satellite TV | 110 |
| Altice USA (Optimum and Suddenlink) | 30 |
| Charter Communications (Spectrum) | 153 |
| Comcast (Xfinity) | 245 |
| Cox Communications | 46 |

Combining this wave and last wave to achieve larger N sizes.

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.



| | N = |
|-------------------------------------|-----|
| Comcast (Xfinity) | 338 |
| Charter Communications (Spectrum) | 211 |
| AT&T Internet or Satellite TV | 201 |
| Verizon (Fios) | 166 |
| Cox Communications | 63 |
| Altice USA (Optimum and Suddenlink) | 35 |

Combining this wave and last wave to achieve larger N sizes.