

BESPOKE SURVEYS

Cable, Internet, Broadband Volume 8

1000+ Respondents Per Quarter

WHAT IS THE MAIN REASON YOU CURRENTLY STAY WITH YOUR CABLE OR BROADBAND PROVIDER?

Posed to all respondents who use the below.

1) Main reasons people say they stay (quantified table)

% of comments mentioning each reason (multi-label)

Reason theme	Comcast	Spectrum	AT&T	Verizon	Cox	Altice
Quality (general "good/great/satisfied")	22.4%	20.5%	18.4%	20.2%	17.9%	8.3%
Price / affordability	16.1%	12.8%	16.7%	16.7%	10.3%	12.5%
Reliability / consistent service	15.6%	6.1%	9.7%	6.1%	12.8%	12.5%
Only option / no alternatives	7.8%	15.5%	1.4%	0.0%	0.0%	0.0%
Speed / performance	6.8%	5.1%	4.2%	7.0%	5.1%	0.0%
Convenience / ease	3.9%	2.6%	4.9%	8.8%	2.6%	8.3%
Contract / switching friction	5.4%	2.6%	2.1%	4.4%	2.6%	8.3%
Familiarity / habit	3.9%	0.0%	4.2%	0.9%	0.0%	0.0%
Bundled TV + Internet / package	2.0%	1.9%	6.2%	6.1%	2.6%	4.2%
Customer service / support	1.5%	0.0%	0.7%	2.6%	0.0%	0.0%

WHAT IS THE MAIN REASON YOU CURRENTLY STAY WITH YOUR CABLE OR BROADBAND PROVIDER?

Posed to all respondents who use the below.

2) Insights (what stands out by provider)

Comcast (Xfinity)

- "Stay" reasons are led by **general satisfaction + price + reliability** (most balanced of the large providers).
- Notably has a measurable "**only option**" pocket (7.8%) — but it's not dominant.

Spectrum

- "**Only option / no alternatives**" is the standout (15.5%) — the highest across all providers.
- Reliability mentions are relatively low vs Comcast/AT&T/Cox, suggesting the "stickiness" story is more structural than performance-led.

AT&T

- Strong mix of **price-driven** and **general satisfaction** reasons.
- Highest "**bundle/package**" mentions (6.2%) → more users explicitly tying the relationship to a package context.

Verizon (Fios)

- "Stay" reasoning skews toward **price + general satisfaction**, but also shows the strongest **convenience/ease** footprint (8.8%).
- Verizon also leads on **speed/performance** mentions among large providers (7.0%), but speed is still a secondary theme vs price/satisfaction.

Cox (small base, directional)

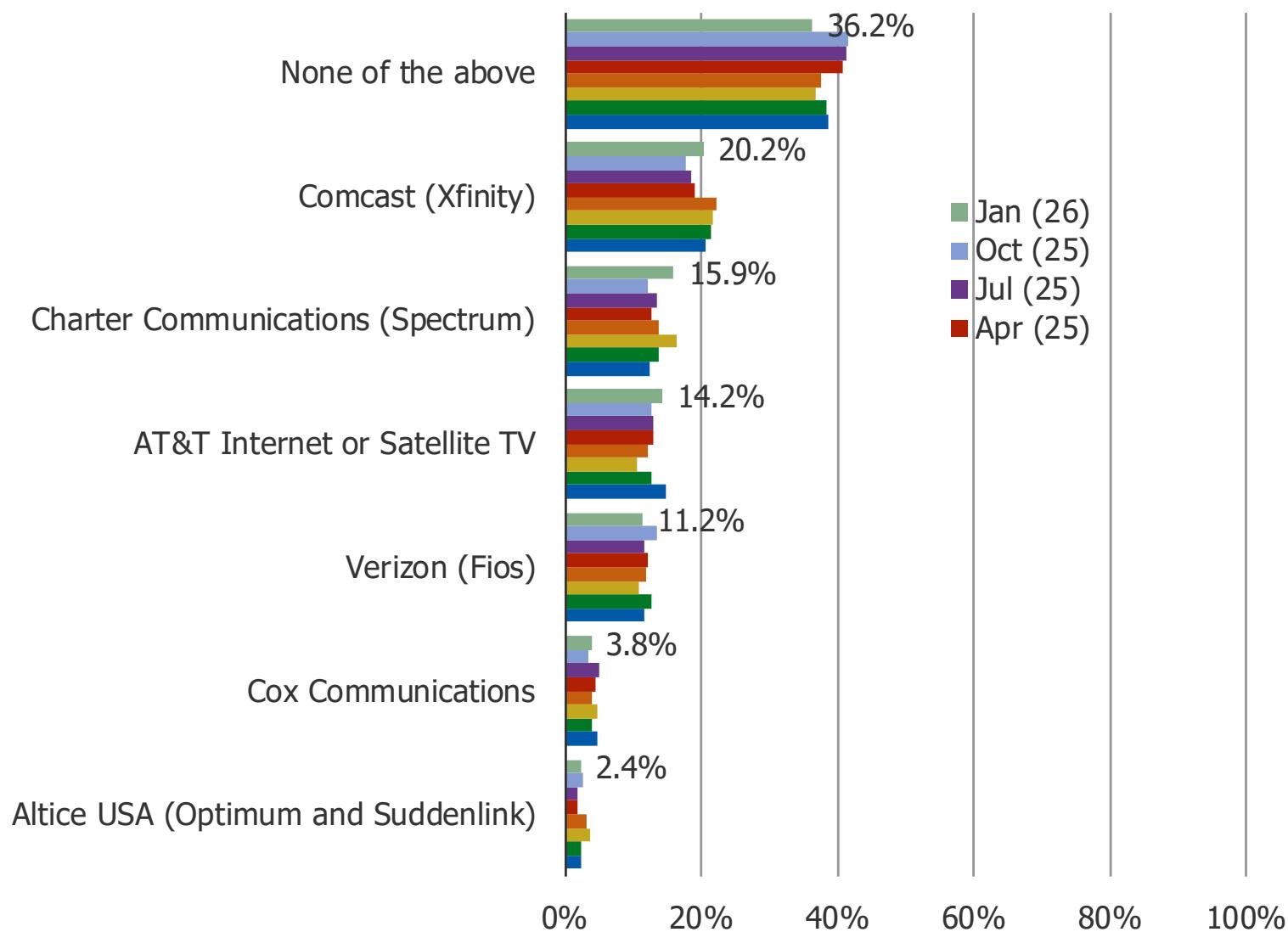
- Skews heavily toward **satisfaction + reliability**.
- Pricing is mentioned, but less frequently than the top tier.

Altice (very small base, directional)

- "Stay" reasons are split between **price/reliability**, but also shows relatively high **convenience** and **switching friction** language (both 8.3%).
- Lower "**general satisfaction**" than others.

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 (top table cumulative across waves, bottom table trending over time).

% of users selecting each category (by provider)

User base sizes (N):

- Comcast (Xfinity): 2,840 users
- Charter (Spectrum): 1,985 users
- AT&T Internet or Satellite TV: 2,006 users
- Verizon (Fios): 1,818 users
- Cox Communications: 654 users
- Altice USA (Optimum / Suddenlink): 370 users

% of users by category

Category	Comcast (Xfinity)	Charter (Spectrum)	AT&T	Verizon (Fios)	Cox	Altice
Broadband / Internet	76.3%	79.8%	70.7%	66.7%	77.7%	75.7%
Cable or Satellite TV	59.8%	58.9%	42.2%	37.2%	48.2%	64.3%
Other	7.5%	10.1%	6.6%	23.0%	6.7%	7.8%

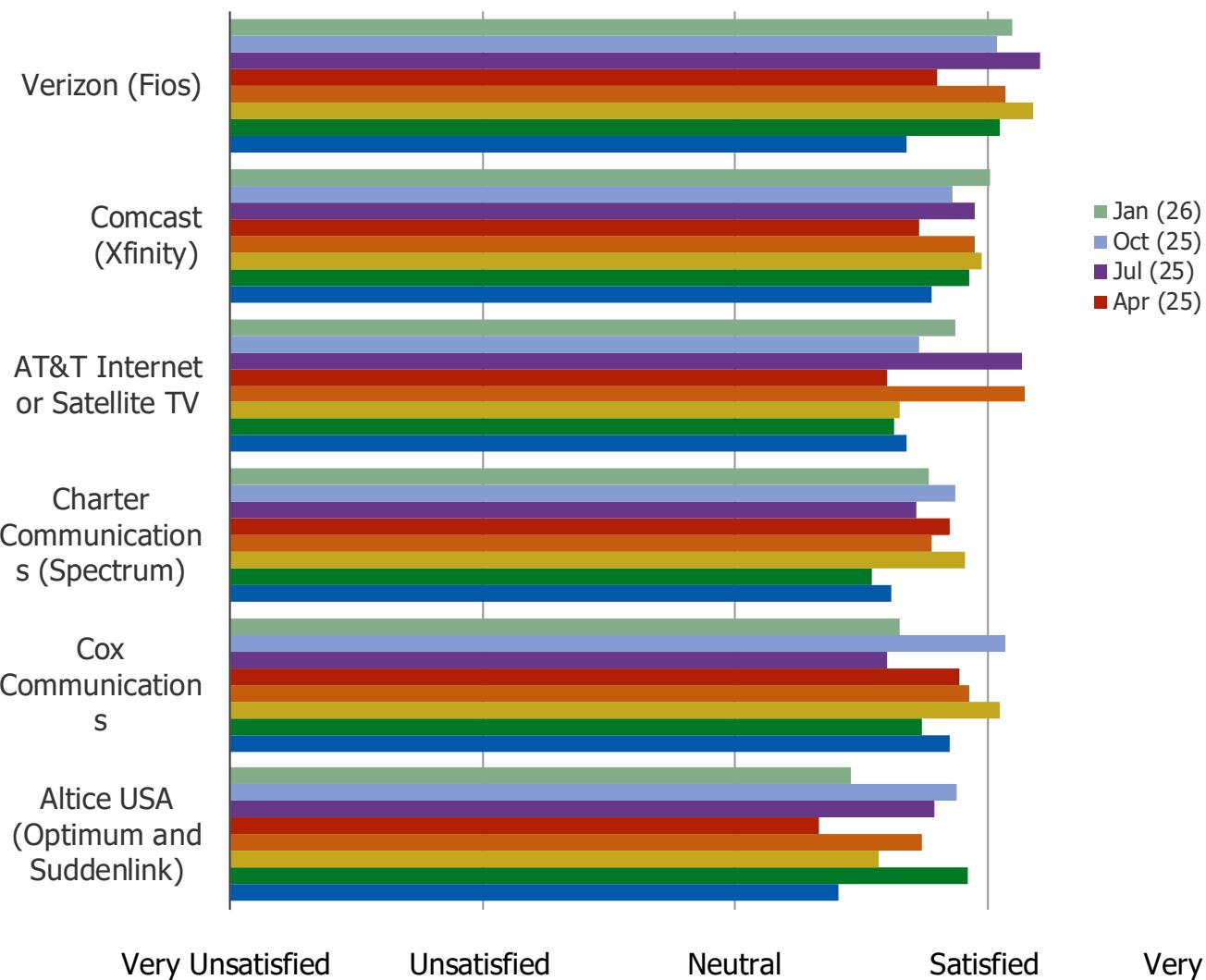
Trend in "% of users selecting each category" over time (2018Q4 → 2026Q1)

Provider	Category	Trend	Slope (pp / quarter)	R ²	p-value	Takeaway
Charter (Spectrum)	Broadband / Internet	↓	-0.94	0.63	0.008	Meaningful decline
Charter (Spectrum)	Other	↓	-0.71	0.54	0.024	Declining "other" use-case
Verizon (Fios)	Broadband / Internet	↑	+0.99	0.45	0.031	Becoming more "internet-only"
Verizon (Fios)	Other	↓	-1.36	0.55	0.022	"Other" shrinking over time
Comcast (Xfinity)	Broadband / Internet	↓	-0.49	0.39	0.079	Directional decline
Cox Communications	Cable or Satellite TV	↓	-1.05	0.26	0.132	Not significant
Cox Communications	Broadband / Internet	↑	+0.89	0.12	0.214	Not significant
AT&T	Cable or Satellite TV	↓	-0.45	0.06	0.196	Not significant
Altice (Optimum/Suddenlink)	Broadband / Internet	↑	+0.68	0.03	0.203	Not significant
Altice (Optimum/Suddenlink)	Cable or Satellite TV	↓	-1.11	0.13	0.252	Not significant

Quick read: the only *statistically clean* trend lines are Spectrum broadband declining, and Verizon becoming more broadband-defined (with "Other" declining).

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

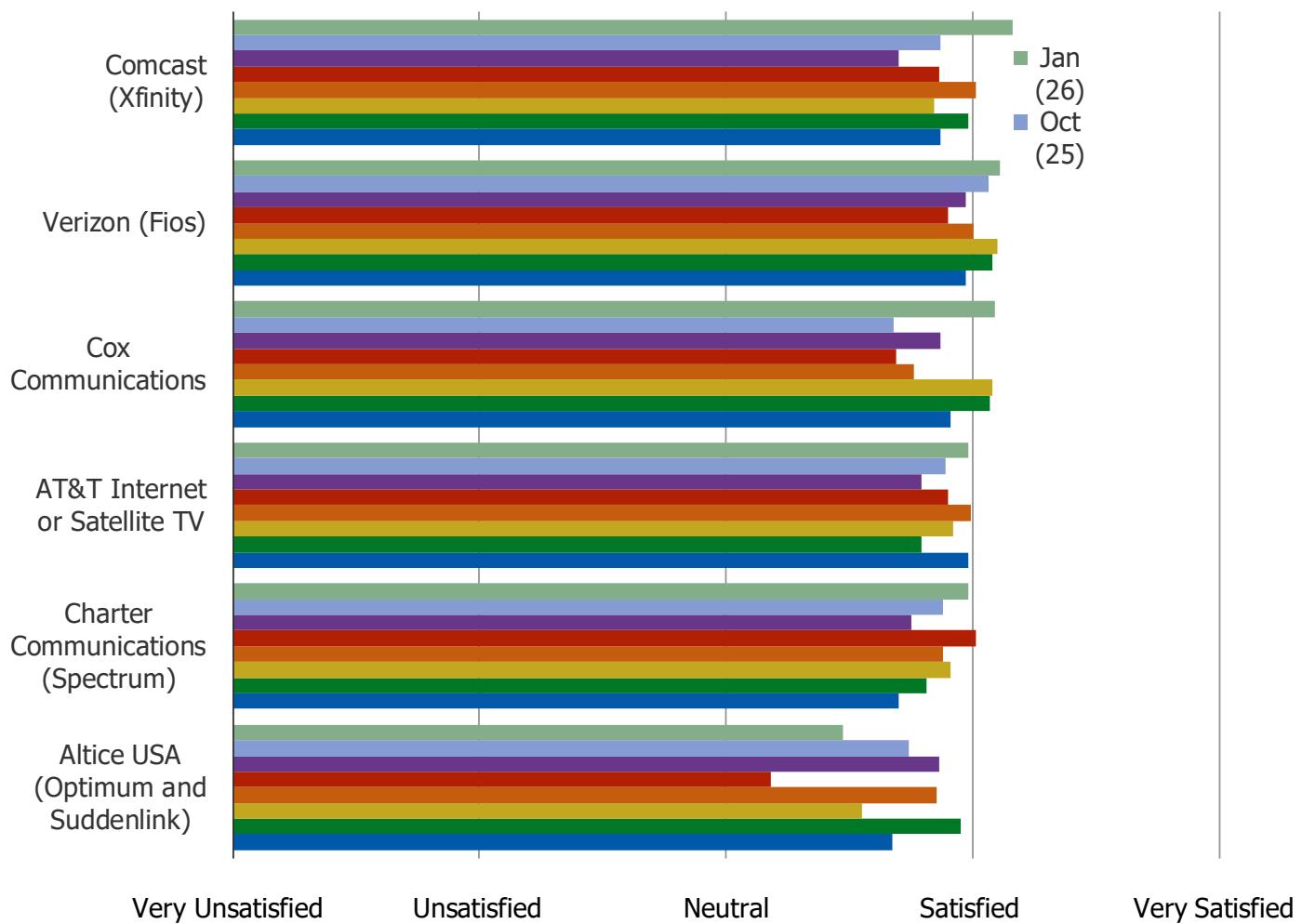
Posed to all respondents who have an account with the below.



	N=
Comcast (Xfinity)	121
Charter Communications (Spectrum)	102
AT&T Internet or Satellite TV	55
Verizon (Fios)	40
Cox Communications	17
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)	153
Charter Communications (Spectrum)	125
AT&T Internet or Satellite TV	108
Verizon (Fios)	85
Cox Communications	34
Altice USA (Optimum and Suddenlink)	19

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.

1) Cumulative results (all history combined)

% of users selecting each action

User base sizes (N):

- Comcast (Xfinity): 1,696
- Spectrum: 1,166
- AT&T: 842
- Verizon Fios: 676
- Cox: 315
- Altice: 238

% of users by action

Action	Comcast (Xfinity)	Spectrum	AT&T	Verizon Fios	Cox	Altice
Remain a subscriber	82.1%	81.8%	75.7%	83.4%	75.9%	76.9%
Switch to another provider	9.0%	9.2%	16.2%	11.2%	12.1%	11.3%
Cancel cable/satellite + switch to streaming	8.8%	9.0%	8.2%	5.3%	12.1%	11.8%

2) Trending over time (2018Q4 → 2026Q1)

What changed over time?

Answer: almost nothing.

Across providers + actions, there are no clean statistically significant trends (all p-values are > ~0.10).

So the mix of:

- Remain
- Switch provider
- Cancel cable → streaming

has been stable over the full history.

3) Takeaways

- Remain is consistently ~76–83% across providers (stable).
- AT&T stands out for the highest "switch provider" intent (16.2% cumulative).
- The "cancel cable → streaming" behavior is generally single digit to low double digit (roughly 5–12%, depending on provider), and does not show a consistent uptrend across time in this dataset.

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.

1) Cumulative results (all history combined)

% of users selecting each action

Action	Comcast (Xfinity) (N=2,164)	Spectrum (N=1,582)	AT&T (N=1,414)	Verizon Fios (N=1,208)	Cox (N=506)	Altice (N=278)
Remain a subscriber	80.0%	84.2%	79.5%	84.9%	80.0%	75.5%
Switch to another internet/broadband provider	15.2%	13.4%	16.2%	10.7%	15.2%	19.1%
Cancel and just use wireless internet instead	4.7%	2.4%	4.3%	4.5%	4.7%	5.4%

Quick read: Altice has the weakest "remain" rate and the highest "switch" rate; Verizon/Spectrum are the strongest "remain" profiles.

2) Trending over time (2018Q4 → 2026Q1)

I tested each provider/action for a linear trend across quarters and looked at slope (pp/qtr), R², p-value.

Trend result summary (what's *actually* changing)

Bottom line: there are NO statistically meaningful trends over time for any provider/action in this dataset. All p-values are > 0.10, and most trend fits have low explanatory power.

So the "remain vs switch vs wireless-cancel" mix has been **remarkably stable across the entire history**.

3) Takeaways

- Churn intent structure is stable over time: the "remain vs switch vs wireless-cancel" split does *not* show strong directional movement across the full history.
- Switching to another provider is consistently the #2 outcome for all providers, generally in the ~11-19% range depending on company.
- Wireless-only cancellation remains low (generally ~2-5%) across providers and history — not growing into a major behavior in this dataset.
- Altice is the outlier with the lowest "remain" and highest "switch," while Verizon/Spectrum look strongest on retention intent.

If you want, I can also produce a "start period vs end period" snapshot (first 4 quarters vs most recent 4 quarters) to show the *net change* in plain percentage point terms, even if it's not statistically significant.