

Fiber-to-the-Home Council / RVA LLC

2009 Consumer FTTH and Broadband Survey

Methodology

National survey of more than 600 Fiber to the Home (FTTH) subscribers conducted in April 2009, and a national survey of more than 600 other broadband consumer users conducted in May 2009. Surveys were conducted with randomly selected subscribers. Respondents were asked a series of perceptual questions about their broadband service and asked to test (via www.speakeasy.net/speedtest) and report their actual measured Internet speeds.

Key Findings

Customer Satisfaction

- Satisfaction from FTTH users was higher than for cable modem and DSL users on all Internet issues tested. For example, 67% of FTTH users were very satisfied with their broadband speed compared to 58% of cable modem users and 46% of DSL users. A total of 70% of FTTH users were very satisfied with their Internet service uptime compared to 64% of cable modem users and 55% of DSL users.
- Satisfaction from FTTH users was also higher on all television issues tested. For example, 74% of FTTH users were very satisfied with the quality of HD picture they receive compared to 51% of satellite TV users and 50% of cable TV users.
- Satisfaction with the installation process was about the same for all services, with 64% of FTTH users saying they were very satisfied with service installation compared to 65% of cable modem users and 57% of DSL users.

Internet Speeds

- The median tested download speed from FTTH users was 10.4 mbps. FTTH tested download speed was 51% higher than cable modem users and 593% higher than DSL users.
- The median tested upload speed from FTTH users was 2.4 mbps. FTTH tested upload speed was 380% higher than cable modem users and 500% higher than DSL user upload speeds.

Pricing/Cost

- FTTH users on average said they pay 6% less to their FTTH provider for a similar package of communication services as compared to their previous provider.

Awareness and Interest in FTTH / Home Amenities

- Only 28% of non FTTH broadband users said they were aware of the term “fiber to the home” prior to the survey. But 46% of them said they would switch to 10 Mbps or more symmetrical Internet service (same speed up and down) if available from an FTTH provider at a reasonable price.
- When asked to imagine purchasing a new home and given a list of five real estate development amenities, both current and non FTTH broadband users rated “Very high speed Internet from a direct fiber line” more important than other amenities such as green space/walking trails, 24 hour neighborhood patrol, a community pool, and a fitness center/club house. 69% of non FTTH users and 82% of current FTTH users said “Very high speed Internet” would be an important factor in buying a new home.

The Economy

- In the survey, 49 percent of FTTH users said their service would be the “last thing” they would give up if economic conditions forced them to reduce their household expenditures. Only 11 percent said it would be one of the first things they would give up.