

FTTH Trial Households – Summary of Quantitative Data

Methodology: 66 valid email addresses were used in this survey, to reach 62 unique households. 55 responded, for an 83% response rate. All percentages shown are based on number of responses to each question, not on total respondents, to account for non-responses to a question.

Results: Overall, the trial was deemed a great success. Technical support, speed, reliability and installation were rated in the top 10%. It was unfortunate that Television was not offered as a full service, but the 21% of the trial who did use it gave it high marks. The Gap analysis of those satisfied with FTTH relative to those dissatisfied with their previous provider shows FTTH providing much greater consumer satisfaction.

Highlights:

- ❑ 100% have used the FTTH Internet; 21% test video; and 42% local phone service.
- ❑ 91% own their residence, 7% rent, lease or other arrangement; 89% are between 25 and 65 years old.
- ❑ There are an average of 2 adults 18+ in the household, and about a third have at least one child under 18 years who use the FTTH service.
- ❑ The 52 respondents answering the question of number of computers connected have approximately 3 computers connected to FTTH Internet.
- ❑ 70% have a home computer network; 43% use a VPN to connect to their office network.

Satisfaction scores with FTTH Internet, ranked on a scale of 1-5, with 5 being highest:

Satisfaction with FTTH service installation: 4.8

Satisfaction with connection reliability: 4.7

Satisfaction with connection speed: 4.5

Satisfaction with technical support: 4.5

Satisfaction with customer service: 4.6

Satisfaction with Internet access pricing: 4.0

69% of respondents said that the FTTH ‘trial service’ exceeded their expectations.

90% said that the FTTH ‘trial service’ met or exceeded expectations.

50% said that their prior Internet service did not meet expectations.

30% had dial-up as their primary service prior to the trial; 40% still have dial-up service.

40% had DSL prior; 23% still have it.

25% had cable modem service prior; 11% still have it.

All had prior Internet service; 26% now have no other Internet service besides FTTH.

92% said that they would probably or definitely continue FTTH Internet independent of other services at the current fee, with 83% saying 'definitely' they would.

For other possible services that should be offered:

FTTH television service: 89% probably or definitely yes; 64% definitely yes.

FTTH home security service: 71% probably or definitely yes; 27% definitely yes.

FTTH phone service: 80% probably or definitely yes; 38% definitely yes.