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# 2015 INTERNET PROVIDER SURVEY

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Survey Completed April 17, 2015

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# PARTICIPATION AND SIGNIFICANCE

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## Responder acquisition

BT E-Newsletter:	220
Facebook:	43
Front Porch Forum Ad:	57
Front Porch Forum Post:	189
Twitter:	37

## Total Participation

546 Clicks
508 Surveys started
474 Surveys Completed



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### BT

POPULATION:

10,071\*

SAMPLE SIZE:

366

Margin of Error:

± 5.0%

Confidence Interval:

95%

### Competition

32,213

108

± 9.4%

95%

\*4,641 HH serviced x 2.17 per HH (per 2013 census)

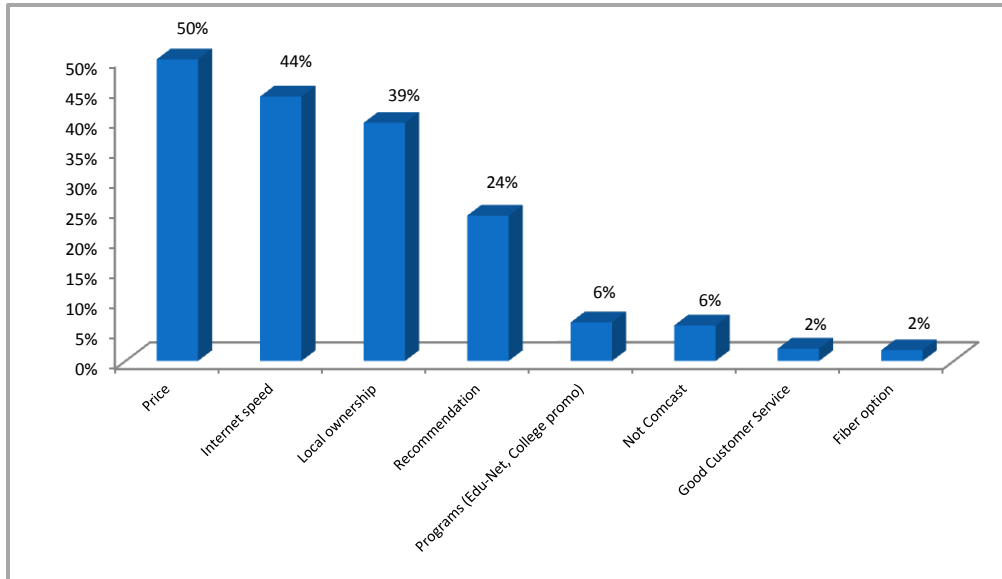
**Survey is statistically significant**

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# ADOPTION AND SATISFACTION

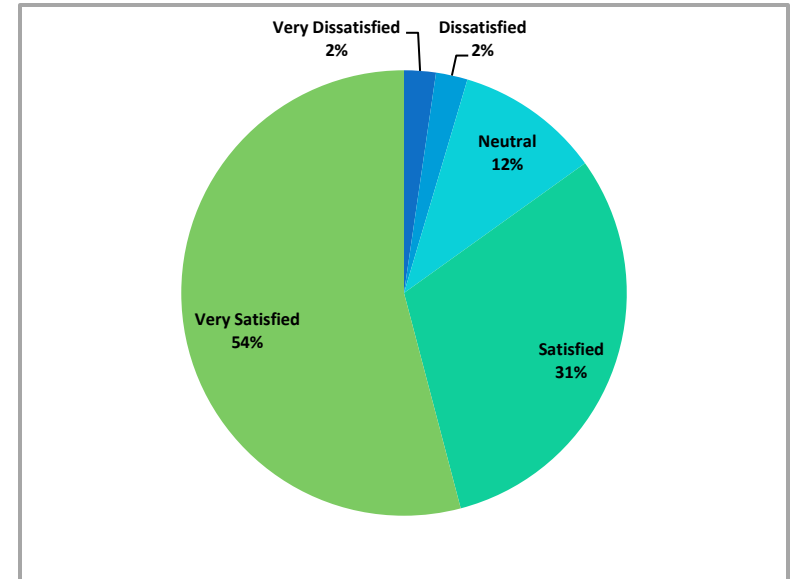
Price, Internet speeds and local ownership drive BT adoption.  
Once adopted, customers have high satisfaction levels

Why did you choose BT?



Price, Internet speed and recommendations were more important in 2015. Local ownership became less important.

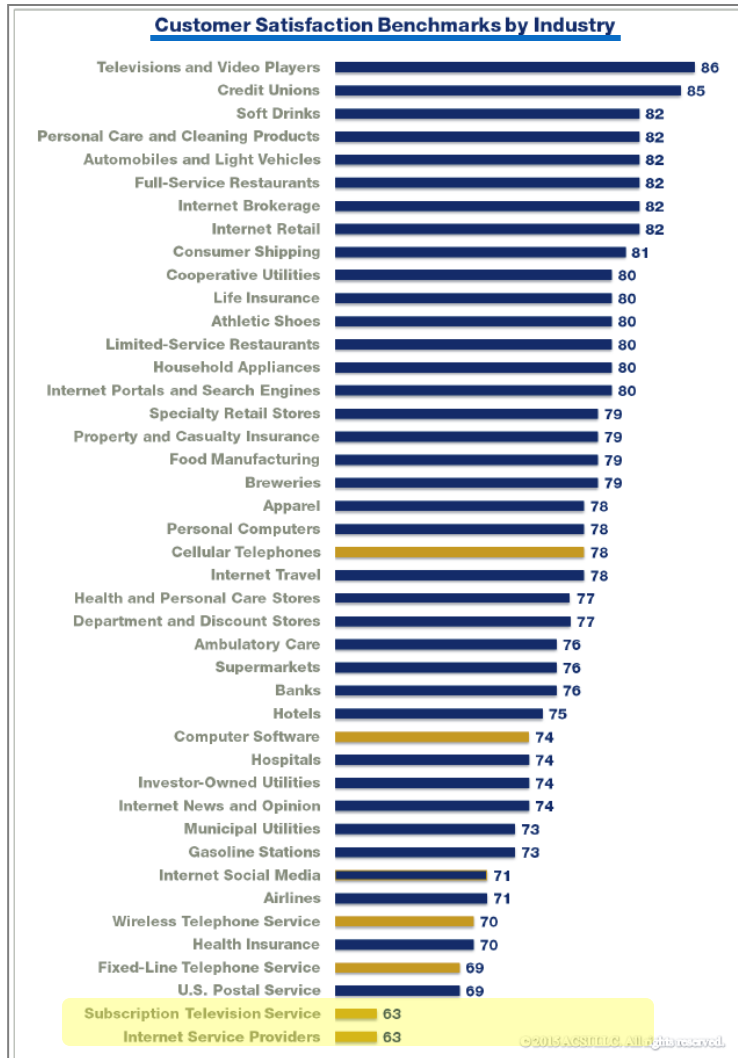
How would you rate your overall experience with BT?



Top two box satisfaction is 85%, a very slight drop from 88% in 2014

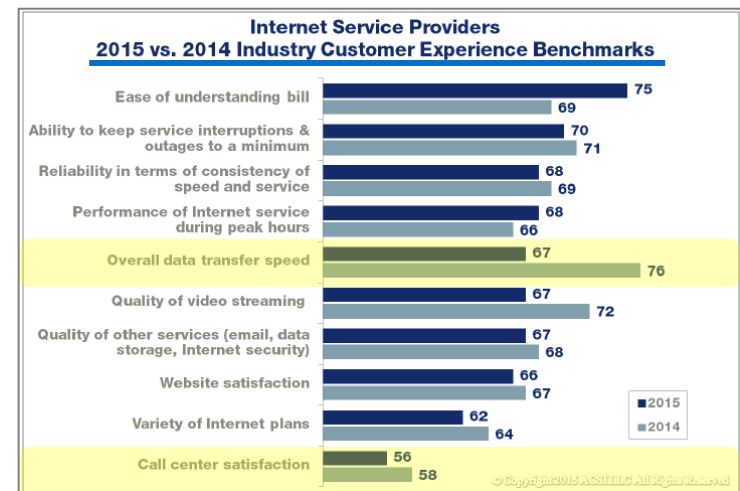
# ACSI 2015 INDUSTRY SATISFACTION

ISP and cable television providers provide the least customer satisfaction of any industry in the United States. BT has higher satisfaction rates than any major company in the industry.



**Internet Service Providers ACSI Scores**

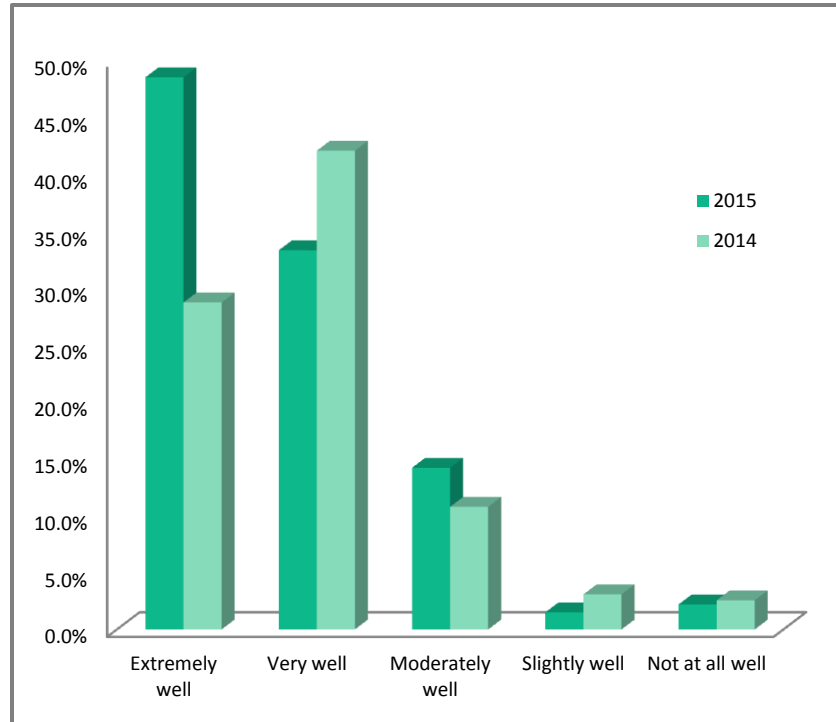
Company	2014	2015	% Change
<b>Internet Service Providers</b>	<b>63</b>	<b>63</b>	<b>0.0%</b>
AT&T (U-verse)	65	69	6%
Verizon Communications (FiOS)	71	68	-4%
All Others	65	65	0%
Bright House Networks	NM	63	NA
Cablevision Systems	NM	61	NA
Frontier Communications	NM	61	NA
CenturyLink	65	60	-8%
Cox Communications	64	58	-9%
Time Warner Cable	54	58	7%
Charter Communications	61	57	-7%
Mediacom Communications	NM	57	NA
Comcast	57	56	-2%



# BT CUSTOMER SERVICE

Customer service contact numbers are steady. Customers feel even better served than in 2014, maintaining very high satisfaction rates with Customer Service.

How well do the customer service representatives at our company answer your questions?



Overall, are you satisfied with the customer service you received, dissatisfied with our customer service, or neither satisfied nor dissatisfied?

