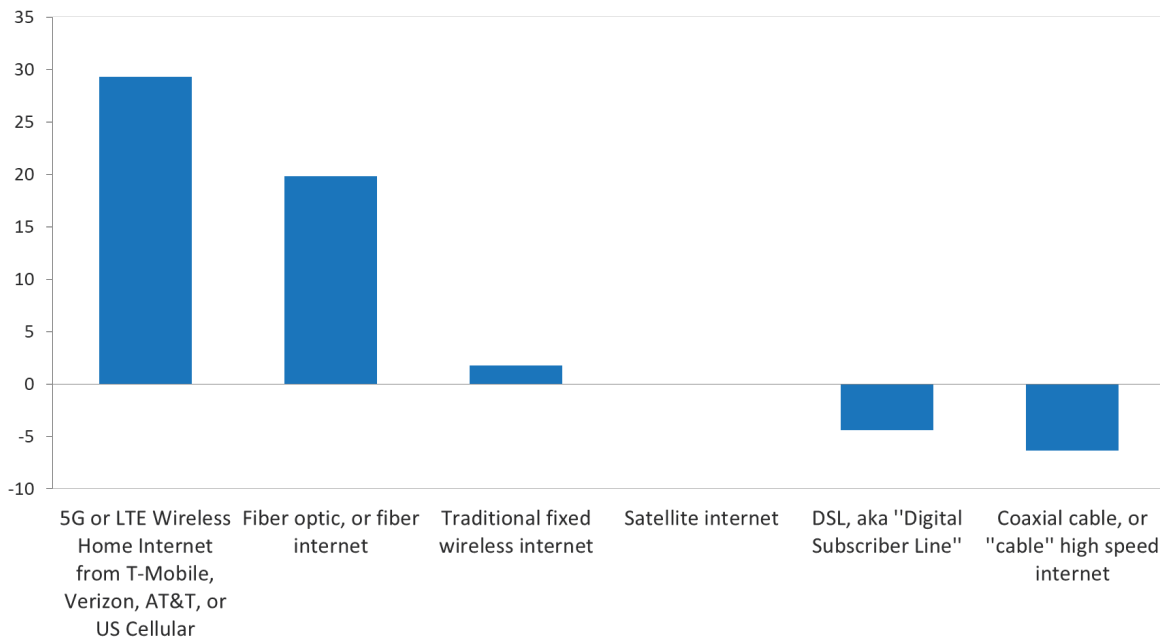


## Net Promoter Score (NPS) of Home Internet Service by Internet Access Methods

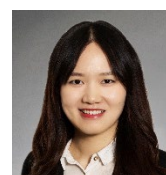


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## SYNOPSIS

Competition in the home broadband market is evolving. Many internet service providers are turning to fiber as their next-generation last mile solution of choice, enabling gigabit speeds and greater service reliability. At the same time, 5G and LTE fixed wireless services have taken a substantial share of the US residential market since first emerging in 2021, both connecting the unconnected and taking share from DSL and legacy satellite subscribers. Value-added services are a key area of differentiation for ISPs, allowing them to better attract and retain subscribers while generating new revenues.

## ANALYST INSIGHT

“Competitive pressure in residential broadband is continuing to grow as access to affordable ultra high-speed internet plans increases nationwide. Customers are growing increasingly dissatisfied with existing plans.”

—Kristen Hanich, *Director of Research*, Parks Associates

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## **Appendix**



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SERVICE:  
BROADBAND AND  
MOBILITY

4Q 2023

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