

**J.D. Power Reports:  
Customer Satisfaction Is High among Internet Customers Who Upgrade to Premium Speed Offerings  
To Boost Performance**

Verizon Ranks Highest in Customer Satisfaction in the East, West and South Regions, while WOW! (Wide Open West) Ranks Highest in the North Central Region

**WESTLAKE VILLAGE, Calif.: 26 September 2013** — When customers upgrade their basic Internet service as their need for bandwidth increases, levels of both overall satisfaction and customer loyalty increase, according to the J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup> released today.

## KEY FINDINGS

- Overall customer satisfaction among Internet service customers is 683 on a 1,000-point scale.
- Customer satisfaction increases to 712 among customers who upgrade to premium speed package— 41 points higher than among those who have not upgraded their Internet service (671).
- More than one-third (38%) of customers indicate upgrading to premium speed service packages.
- Performance and reliability is by far the most critical factor in driving overall satisfaction and meeting customer expectations.
- Customers who upgraded to premium speed packages make nearly twice as many positive recommendations to friends/family of their provider during the past year (23% vs. 14%).
- The average monthly bill for premium speed packages is \$48, compared with \$43 for basic Internet.

“As streaming video grows in popularity, supporting customer demand for bandwidth and download speeds presents many challenges for the industry,” said Kirk Parsons, senior director of telecommunications at J.D. Power. “Meeting these challenges increases customer satisfaction. Providing value-based bandwidth and download speed offerings are key for industry growth.”

The 2013 U.S. Residential Internet Service Provider Satisfaction Study is based on responses from 25,749 customers nationwide who evaluated their high-speed Internet service provider. The study was fielded in four waves: November 2012, January 2013, April 2013 and July 2013. Now in its 16th year, the study measures customer satisfaction with high-speed Internet service based on five factors: performance and reliability; cost of service; billing; communication; and customer service.

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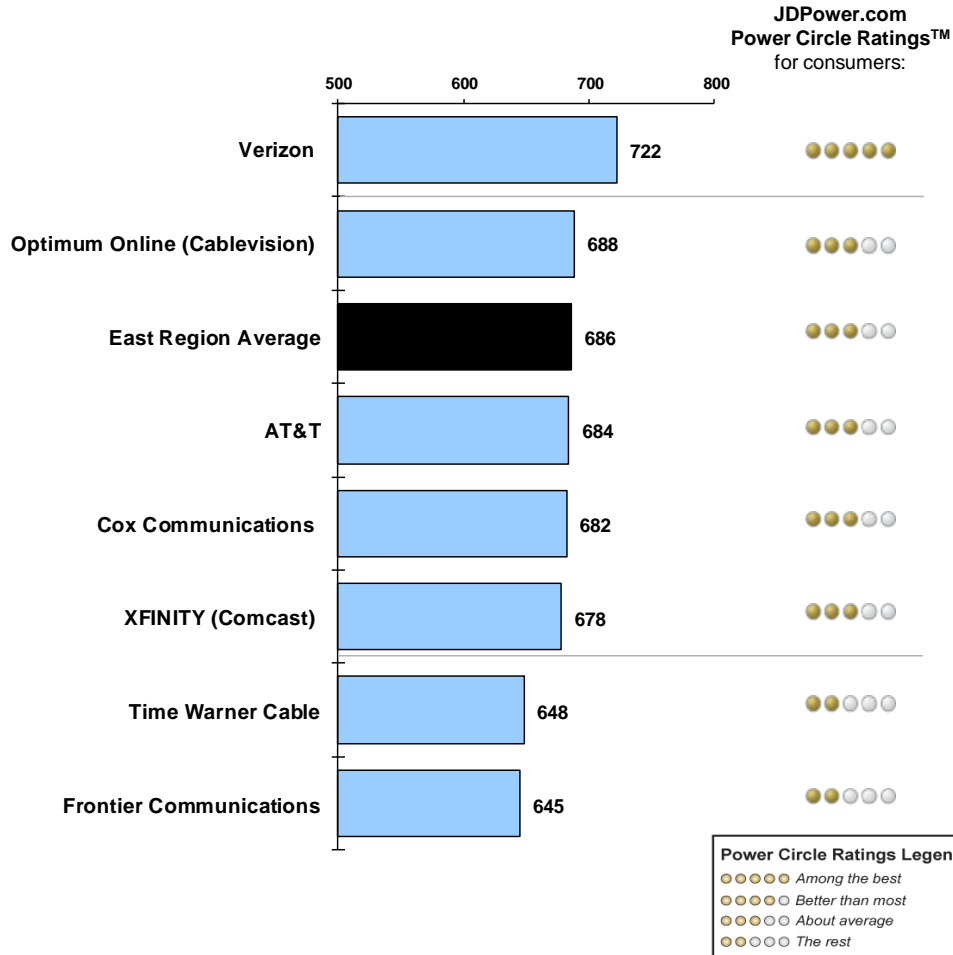
Note: Four charts follow.

# J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking

### *East Region*

(Based on a 1,000-point scale)



Source: J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

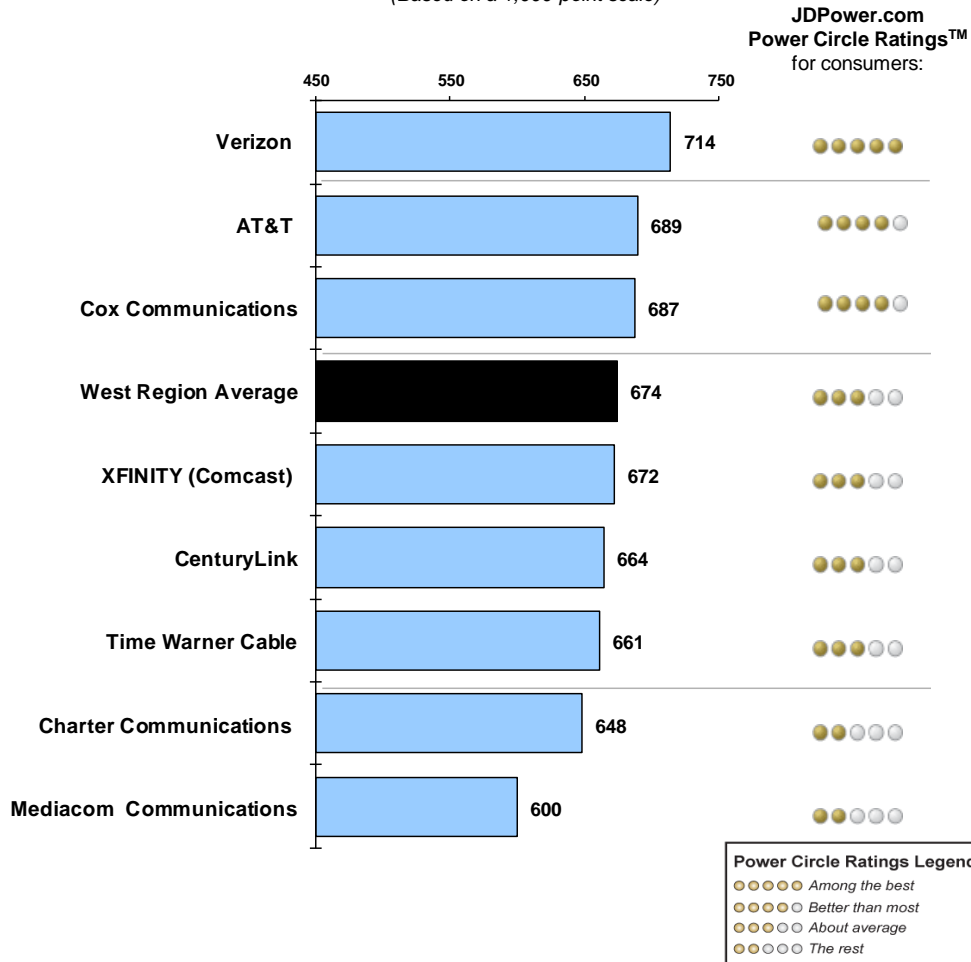
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# J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking

### *West Region*

(Based on a 1,000-point scale)



Source: J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

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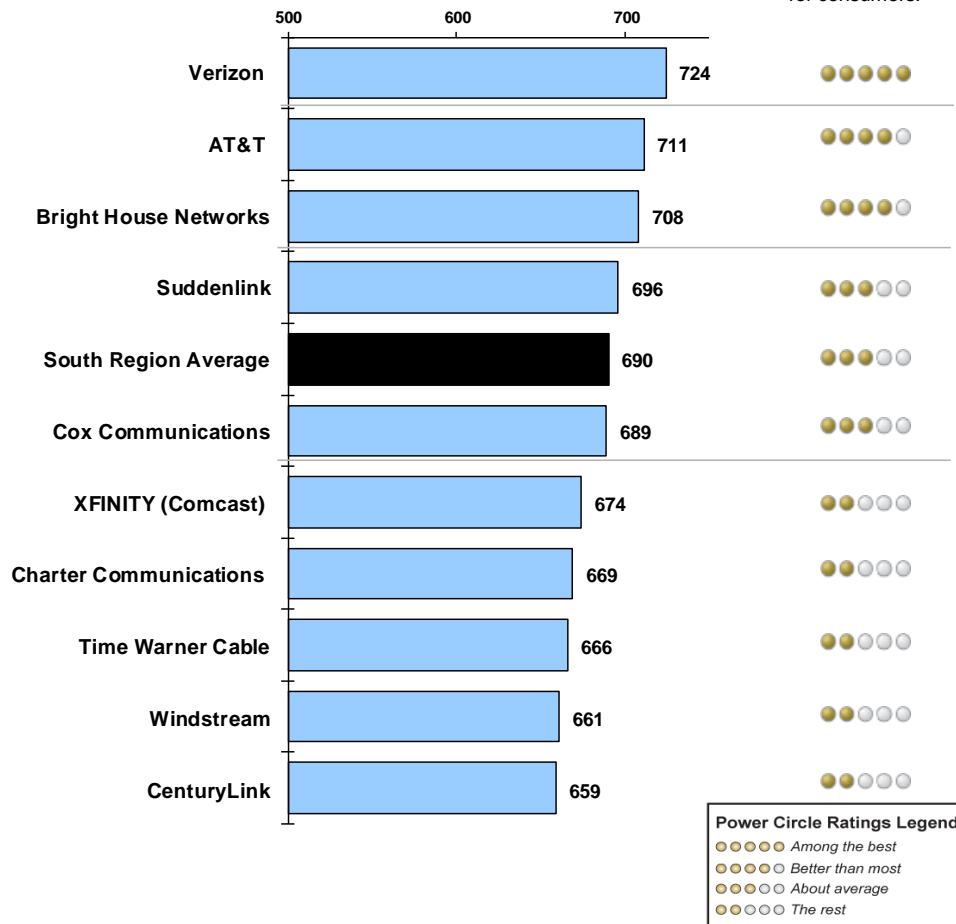
# J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking

### South Region

(Based on a 1,000-point scale)

JDPower.com  
Power Circle Ratings<sup>TM</sup>  
for consumers:



Source: J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

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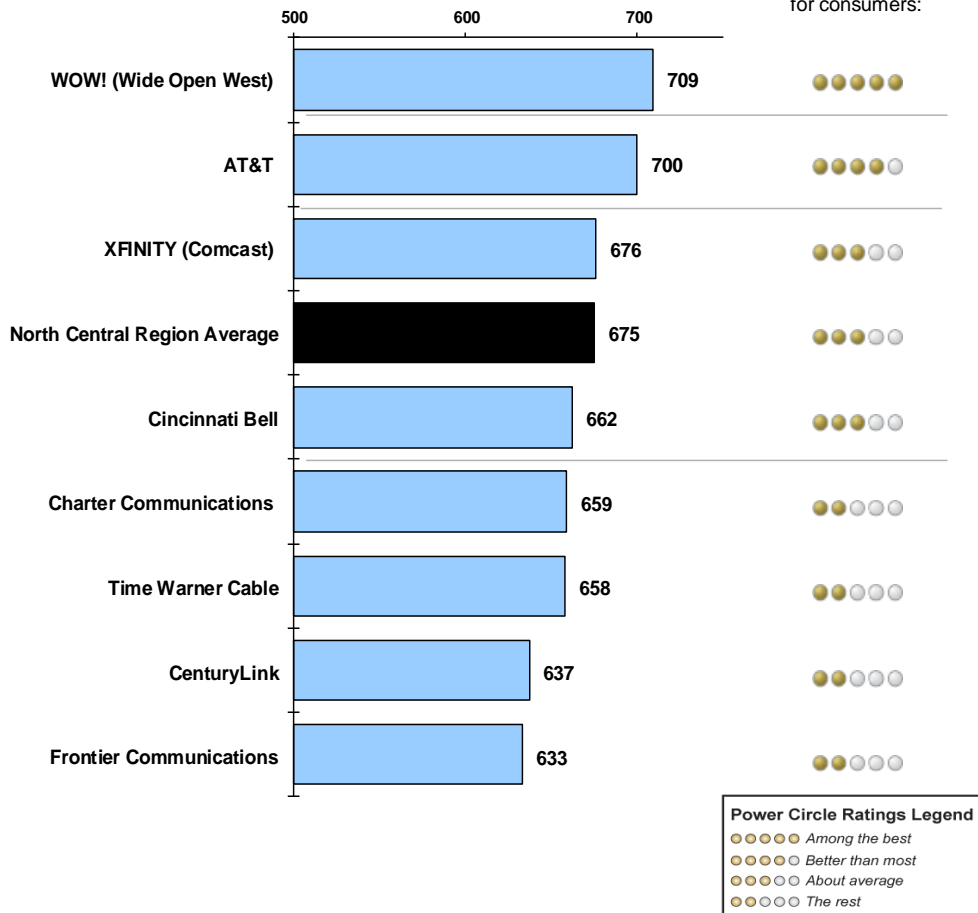
# J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking

### *North Central Region*

*(Based on a 1,000-point scale)*

**JDPower.com  
Power Circle Ratings<sup>TM</sup>  
for consumers:**



Source: J.D. Power 2013 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

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