
2016 INTERNET PROVIDER SURVEY



Completed April 25, 2016

PARTICIPATION AND SIGNIFICANCE

Responder acquisition

BT E-Newsletter:	260
Facebook:	109
Front Porch Forum Post:	209

Total Participation

578 Survey Responses



70 more responders than 2015.

	BT	Competition
POPULATION:	11,887*	30,397
SAMPLE SIZE:	436	142
Margin of Error:	± 5.0%	± 9.4%
Confidence Interval:	95%	95%

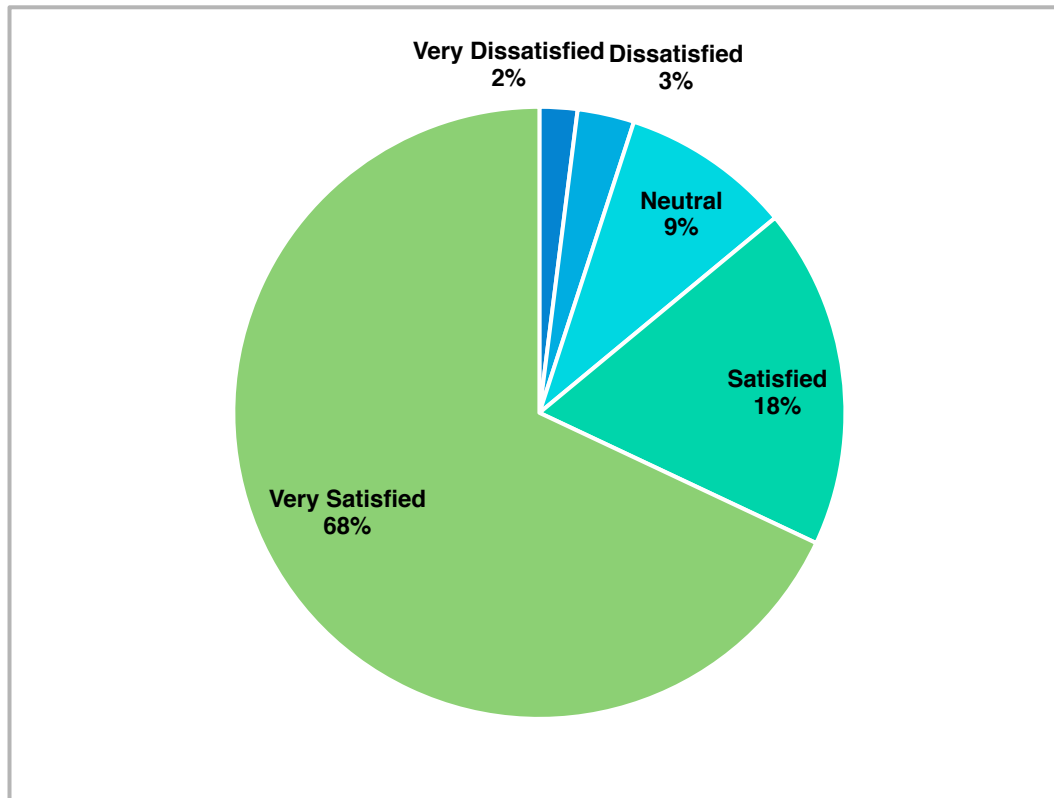
*5,478 HH serviced x 2.17 per HH (per 2013 census)

Survey is statistically significant

OVERALL SATISFACTION

Top two box satisfaction in 86%. While overall satisfaction did increase, the goal of 90% overall satisfaction was not met.

How would you rate your overall experience with BT?

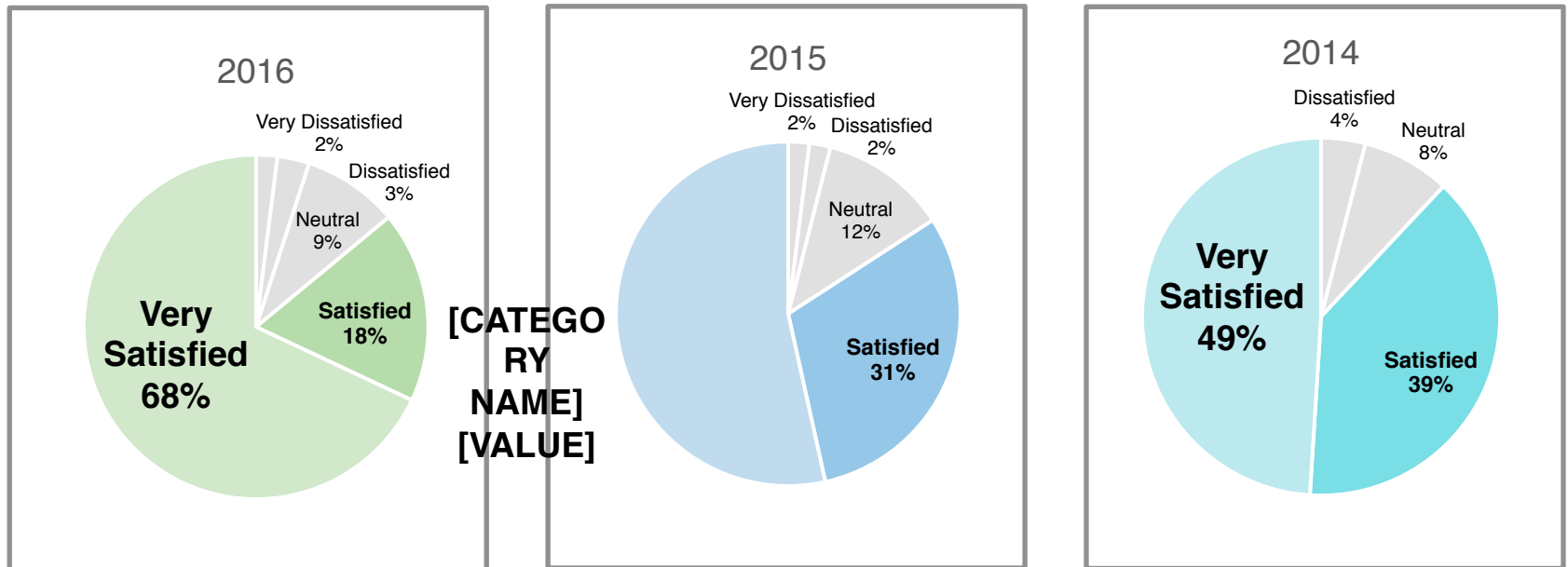


2015 Satisfaction: 85%

OVERALL SATISFACTION YOY

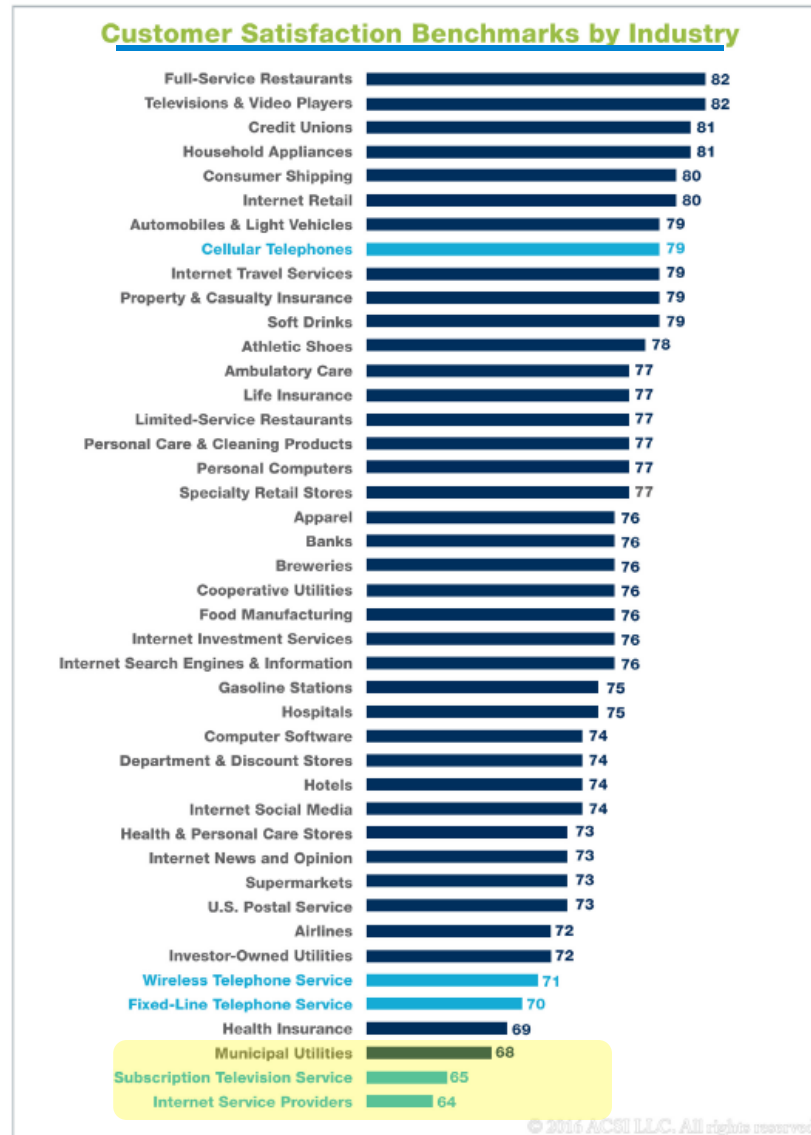
Customers have high satisfaction levels which continue to increase YOY and a trend of customers shifting from satisfied to very satisfied emerges.

How would you rate your overall experience with BT?



ACSI 2016 INDUSTRY SATISFACTION

Though ISP and cable television providers saw small increases in customer satisfaction ratings in 2016, they still provide the least customer satisfaction of any industry in the United States.



ACSI 2016 INDUSTRY SATISFACTION

BT has higher satisfaction rates than any major company in the industry.

ACSI: Internet Service Providers

Company	2015	2016	% Change
Internet Service Providers	63	64	1.6%
Verizon Fios	68	73	7%
Cablevision Systems	61	69	13%
Bright House Networks	63	67	6%
Time Warner Cable	58	66	14%
All Others	65	64	-2%
AT&T U-verse	69	64	-7%
CenturyLink	60	63	5%
Charter Communications	57	63	11%
Cox Communications	58	63	9%
Suddenlink	NM	61	NA
Comcast	56	59	5%
Windstream	NM	59	NA
Mediacom	57	57	0%
Frontier Communications	61	56	-8%

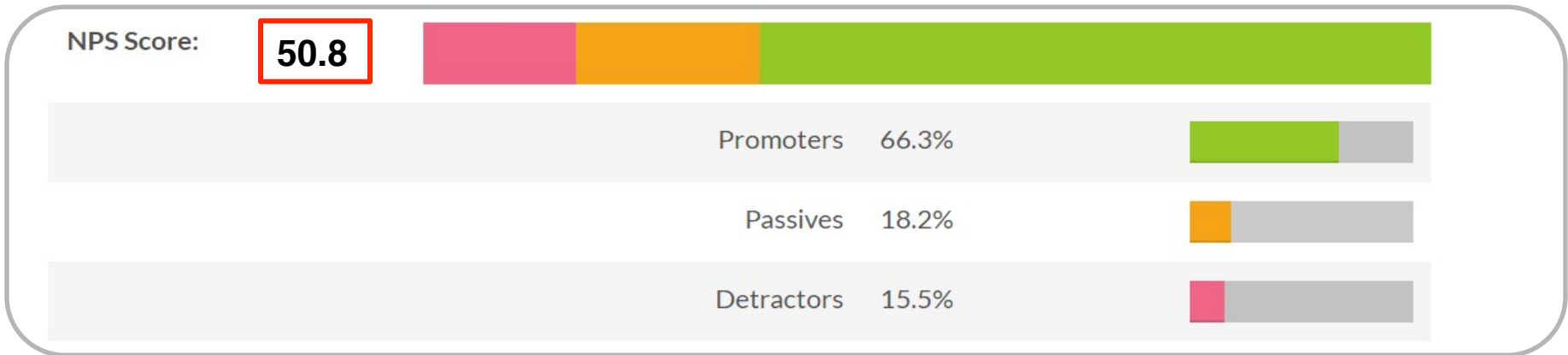
ACSI: Subscription Television Service

Company	2015	2016	% Change
Subscription Television Service	63	65	3.2%
Verizon Fios	71	70	-1%
AT&T U-verse	69	69	0%
DIRECTV (AT&T)	68	68	0%
DISH Network	67	67	0%
Bright House Networks	65	66	2%
Cablevision Systems	67	66	-1%
All Others	66	64	-3%
Comcast	54	62	15%
Suddenlink	57	62	9%
Charter Communications	63	60	-5%
Cox Communications	62	59	-5%
Time Warner Cable	51	59	16%
Mediacom	51	54	6%

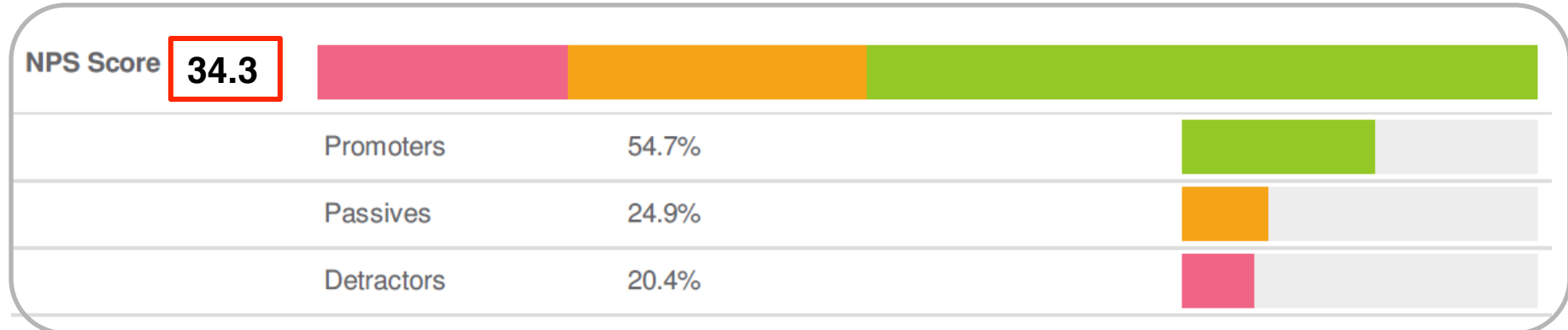
NET PROMOTER SCORE

BT's Net Promoter Score has risen 16 points from 2015 and remains well above average. A national study found only 34% of Americans likely to recommend their ISP to others, as opposed to 66% of Burlington Telecom customers.

2016



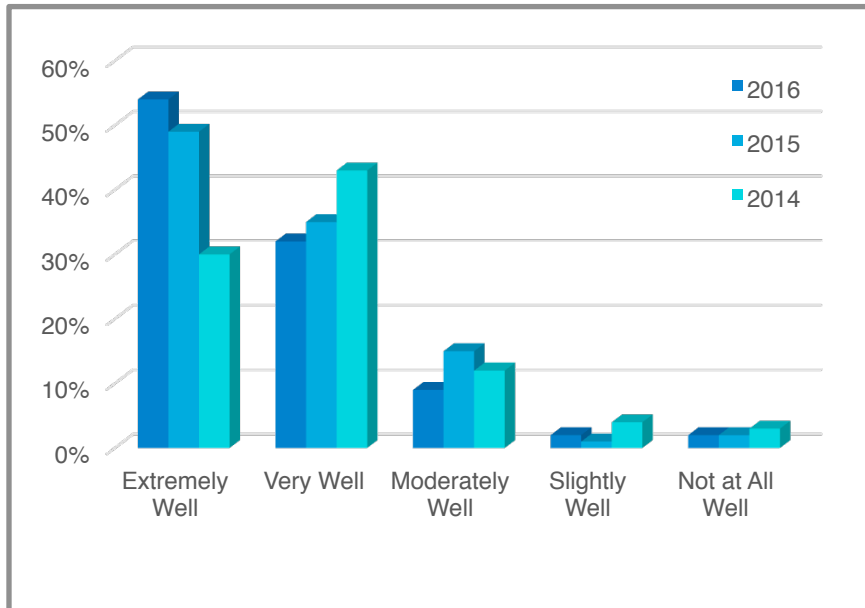
2015



BT CUSTOMER SERVICE

Overall satisfaction with customer service continues to increase.

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?

