

Study Of MDU Owners And Second Home Owners

April 28, 2018

BroadbandCommunities
BUILDING A FIBER-CONNECTED WORLD **MAGAZINE**

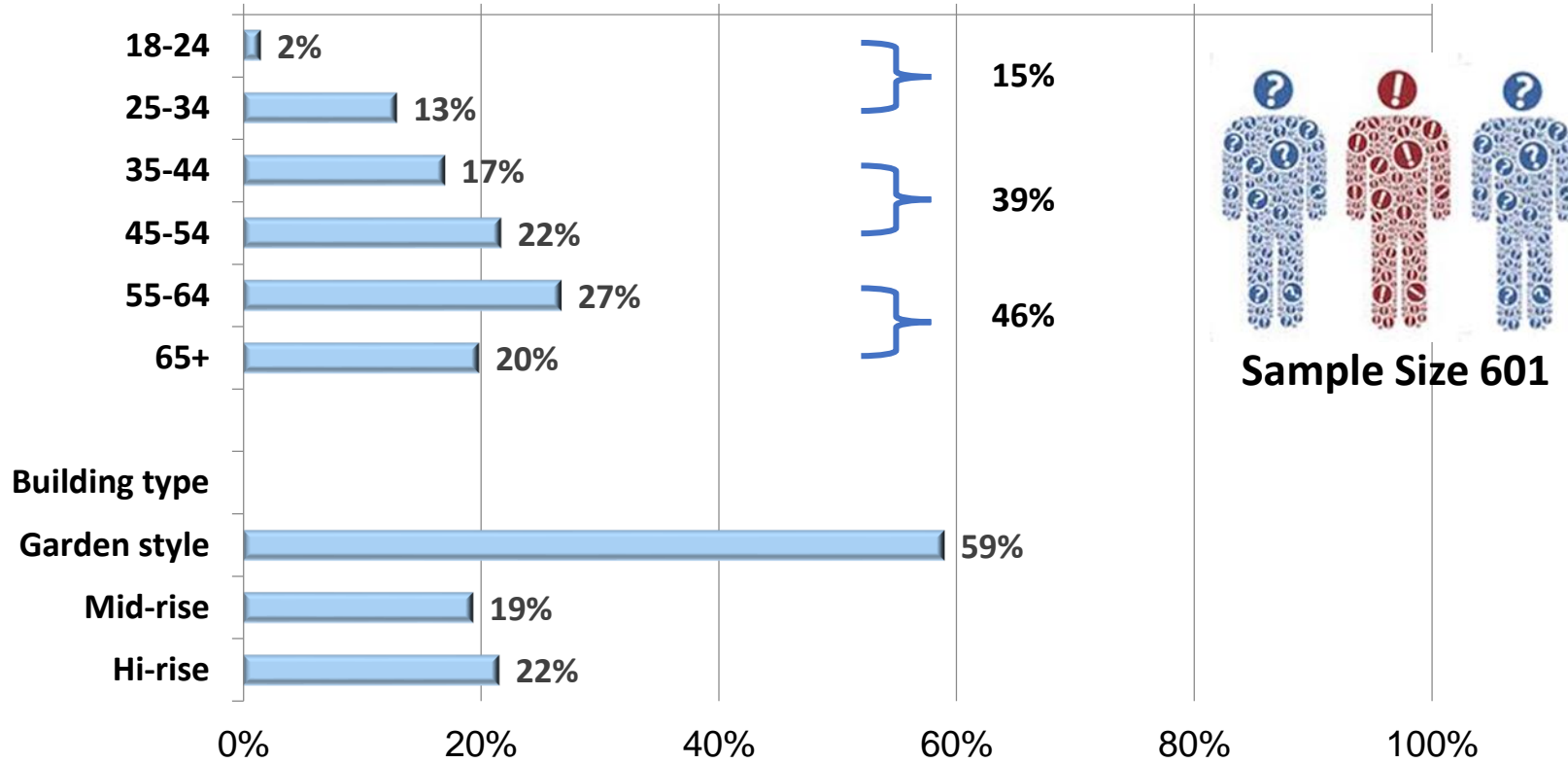

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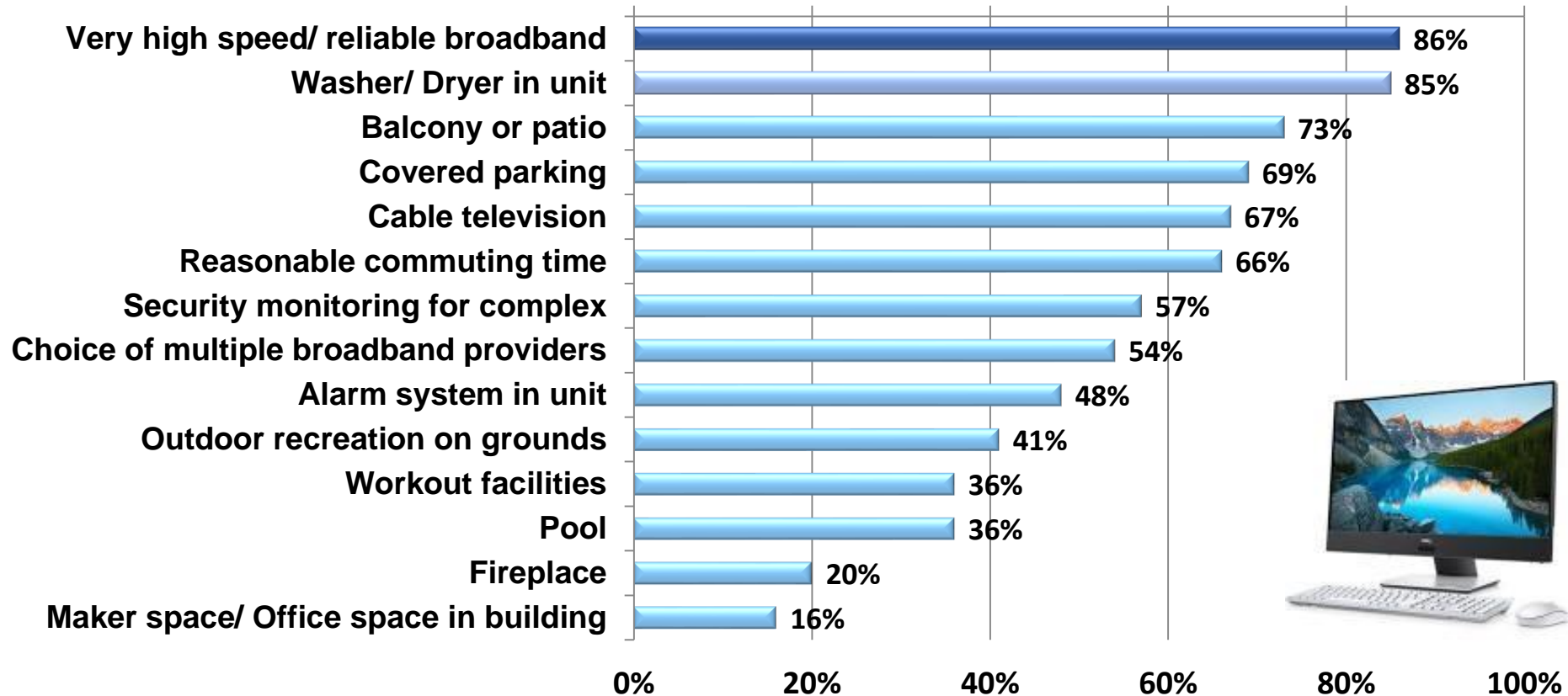
Study Of MDU Owners

Demographics Of MDU Owners

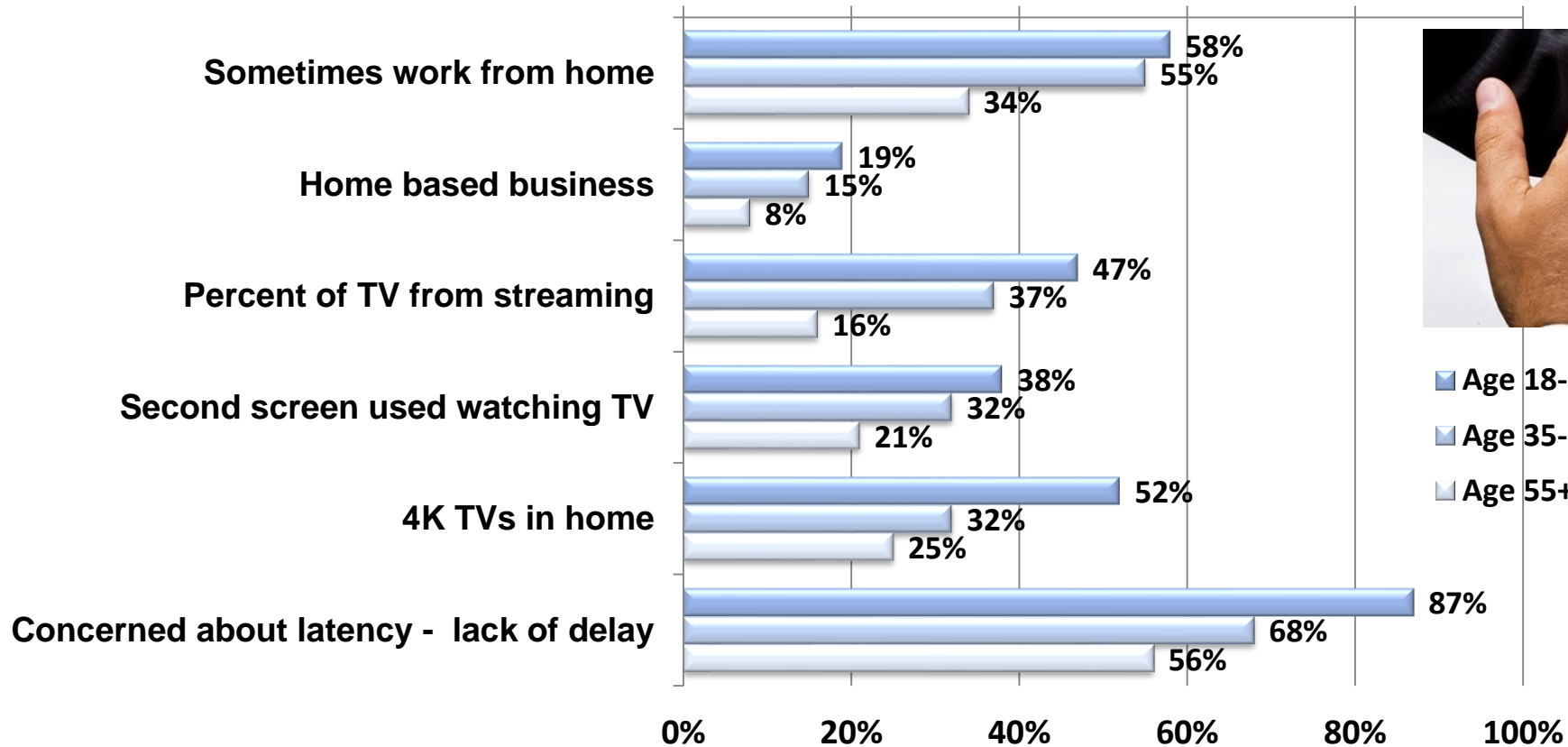


Great Broadband Is the Most Important Amenity For MDU Owners

Amenity Somewhat Or Very Important



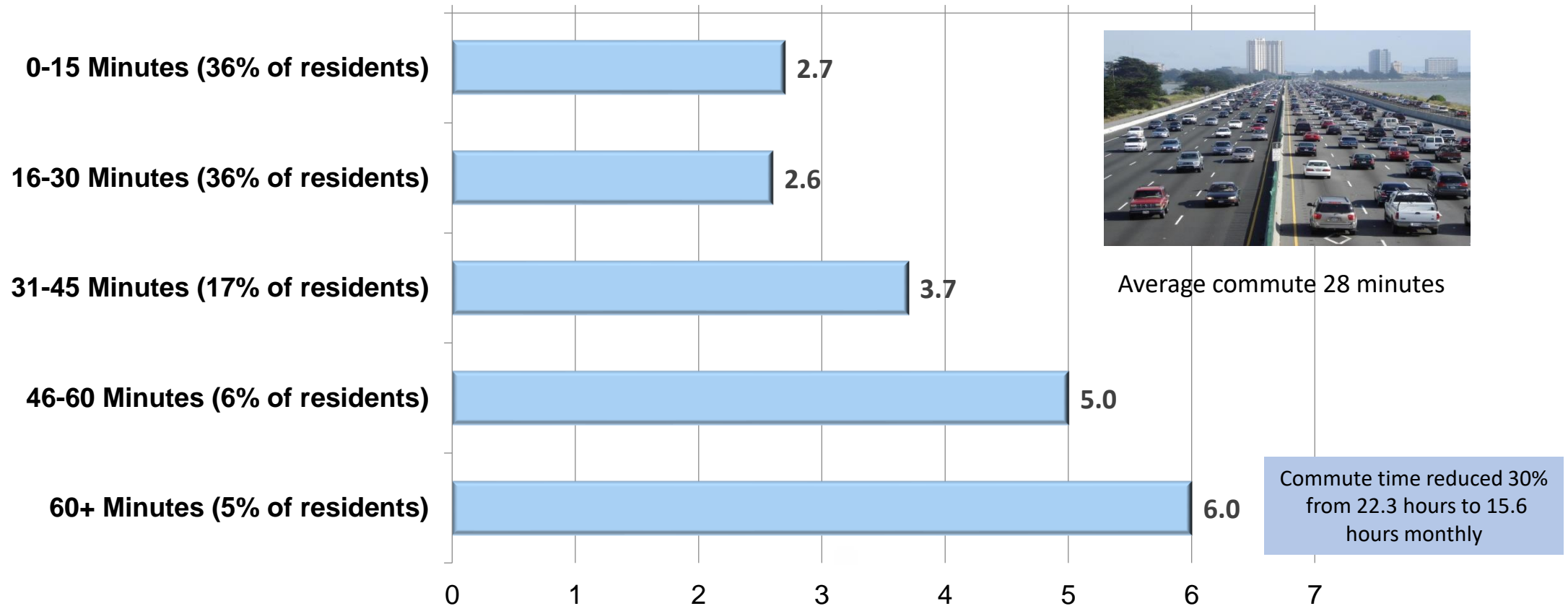
Why Broadband Is Important To MDU Owners



- Age 18-34: 6 hrs daily online at home
- Age 35-54: 5.1 hrs daily online at home
- Age 55+: 4.5 hrs daily online at home

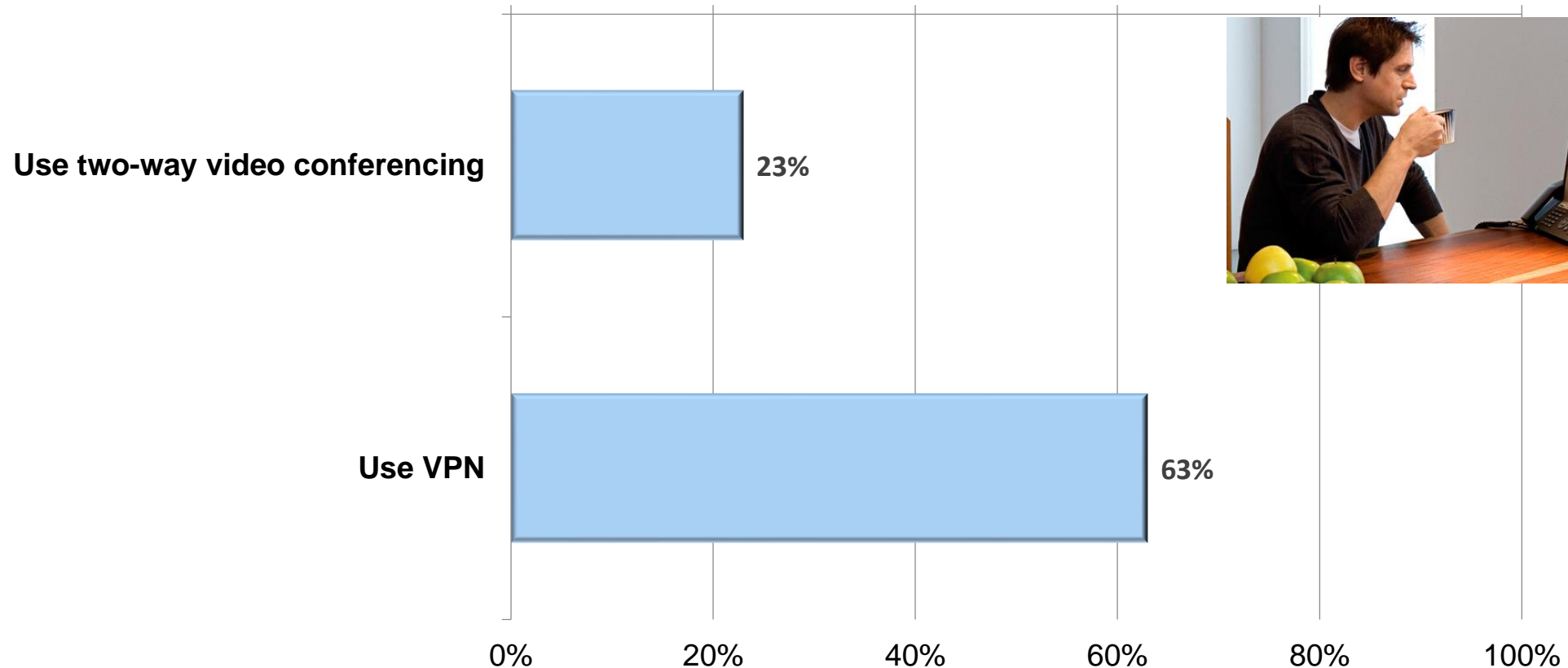
Broadband Assisted Work From Home Helps Mitigate Commute Time For MDU Owners

Monthly Days Worked From Home Versus Commute Distance



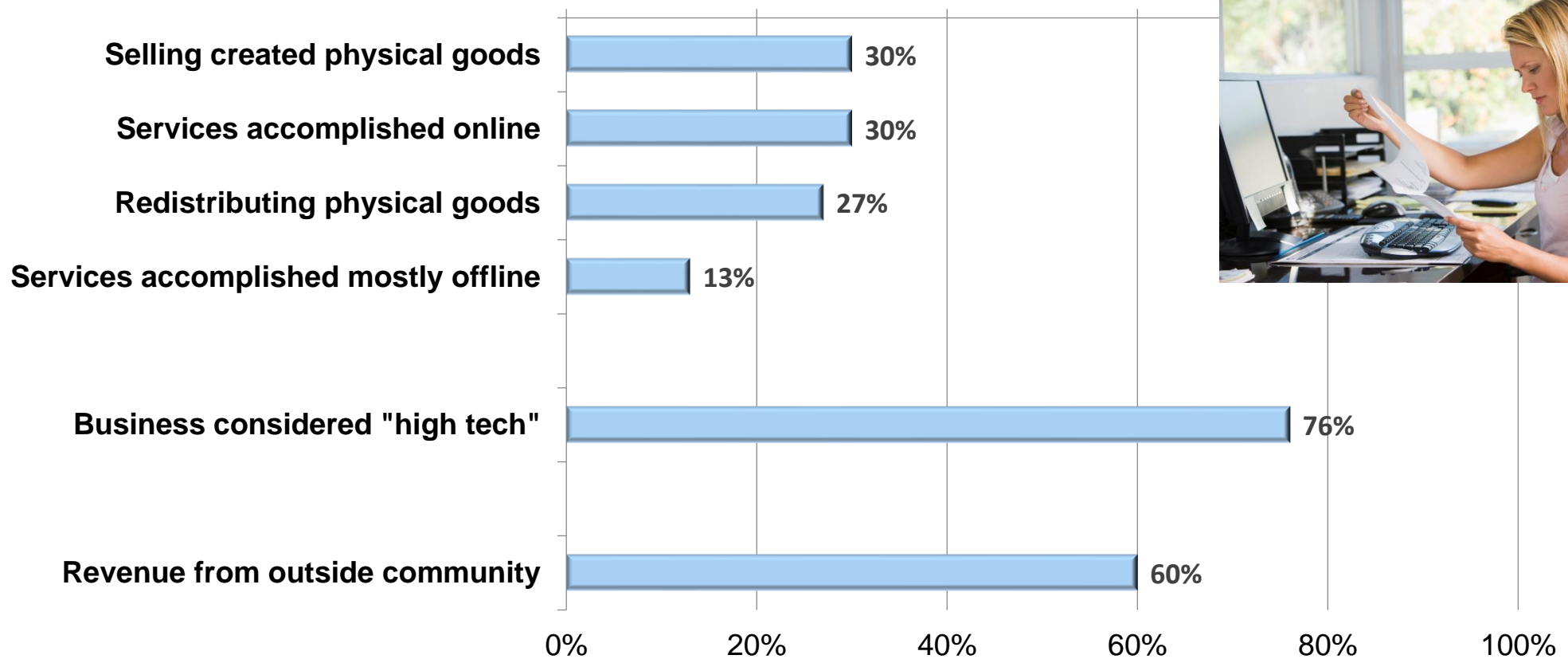
Broadband Helps Facilitate Advanced Tools For Work From Home

Use Of Tools Among MDU Owners Working From Home



Broadband Helps Facilitate Wide Ranging Home Businesses

Business Characteristics Among MDU Owners



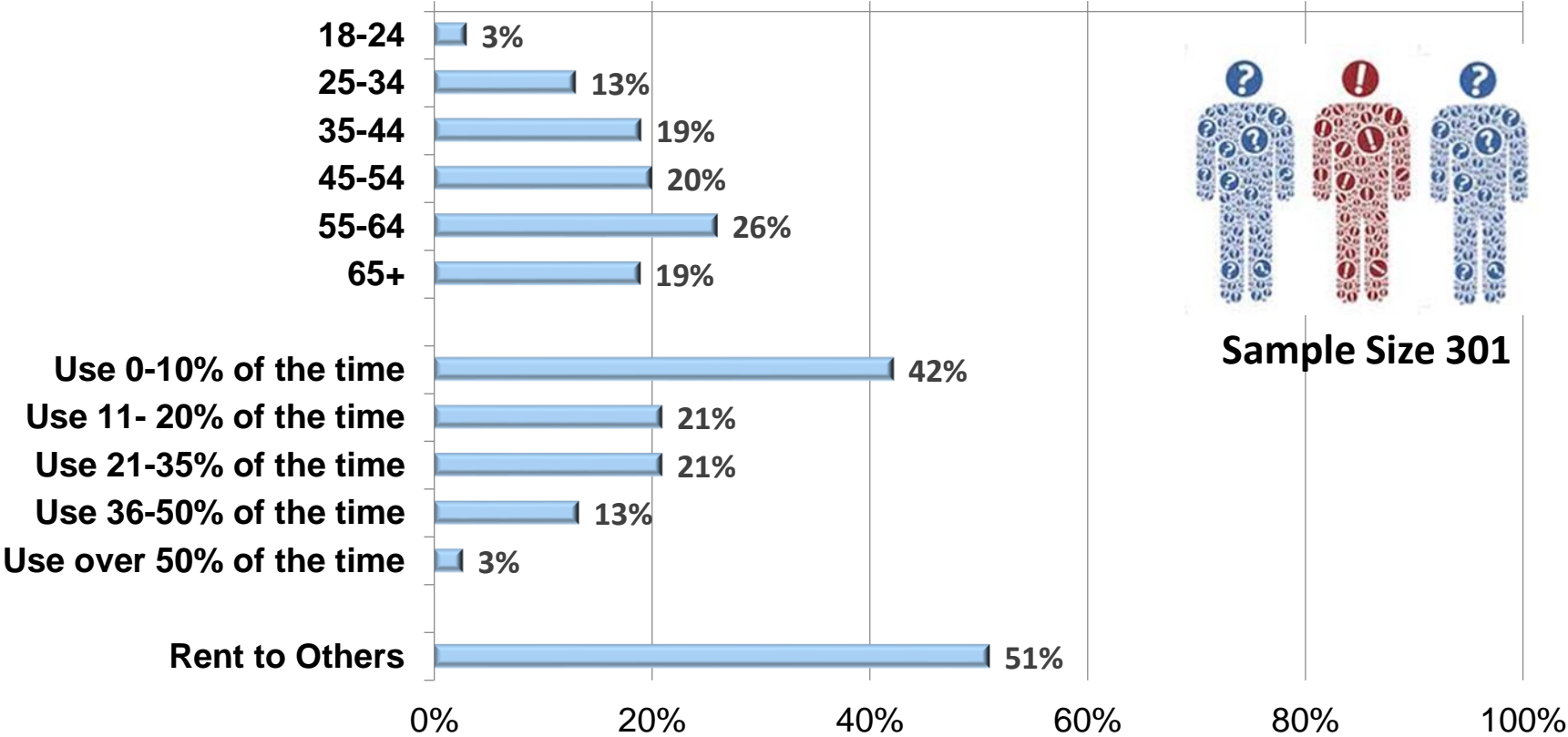
Cable Wins In Penetration. Fiber Wins In Performance.

Broadband Use And Performance Among MDU Owners

	Penetration	Download speed	Upload speed	Reboots monthly	Service calls annually	Very satisfied
Cable	57%	83	19	2	1.8	36%
DSL/FTTN	20%	32	13	1.9	1.7	39%
Fiber	18%	99	31	1.1	1	54%

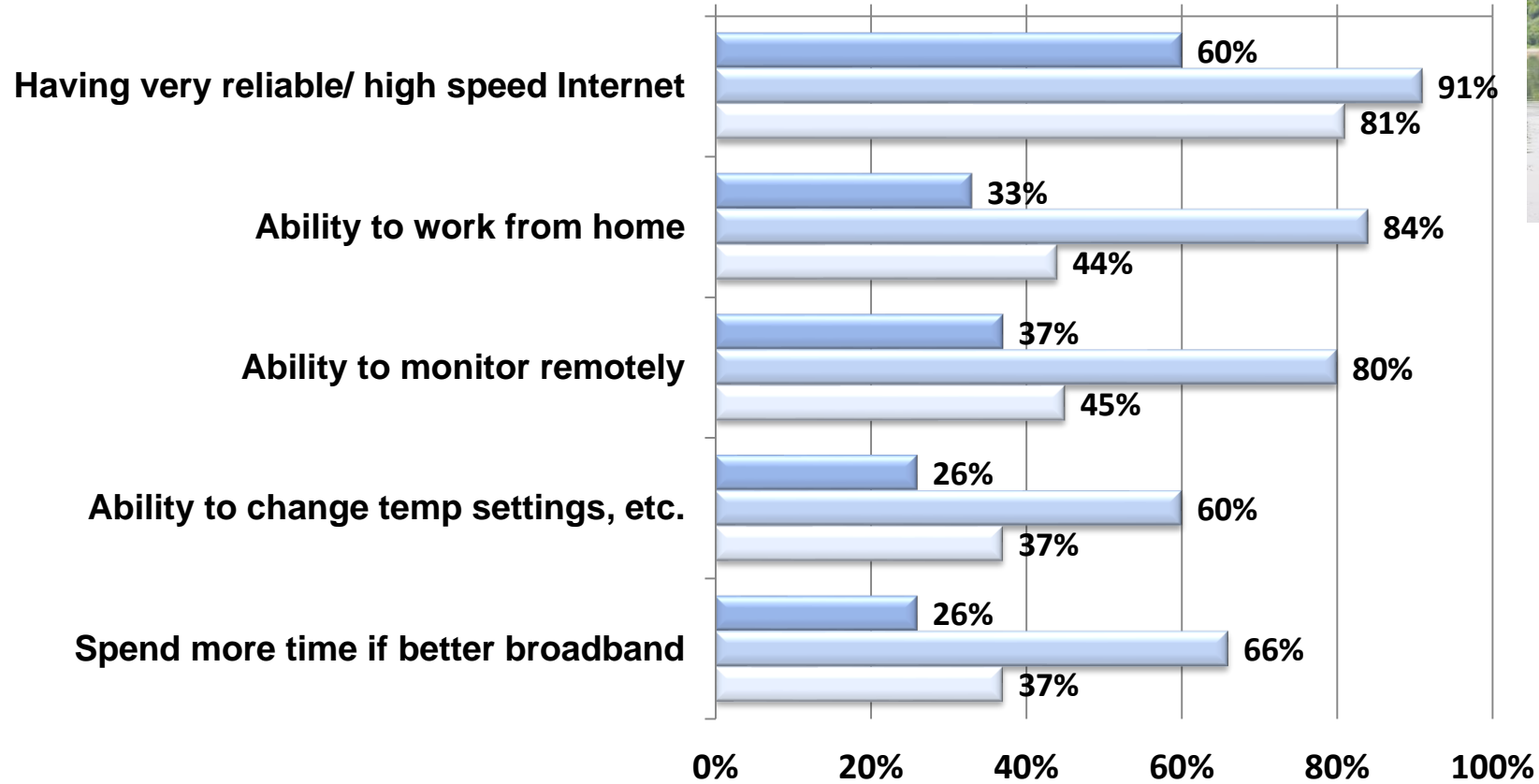
Study Of Second Home Owners

Demographics Of Second Home Owners



Many Occasional Second Home Owners Want To Disconnect Many Frequent Second Home Owners Want To Connect

Factors Important Among Segments



- Under 21% 2nd home use
- Age 18-45, 21%+ 2nd home use
- Age Over 45, 21%+ 2nd home use

(The desire to disconnect among occasional second home owners is strongest in age 34-54: Only 42% in this category believe broadband is important to a second home.)

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