

# 2012 Consumer Research *FTTH Home Value Findings*

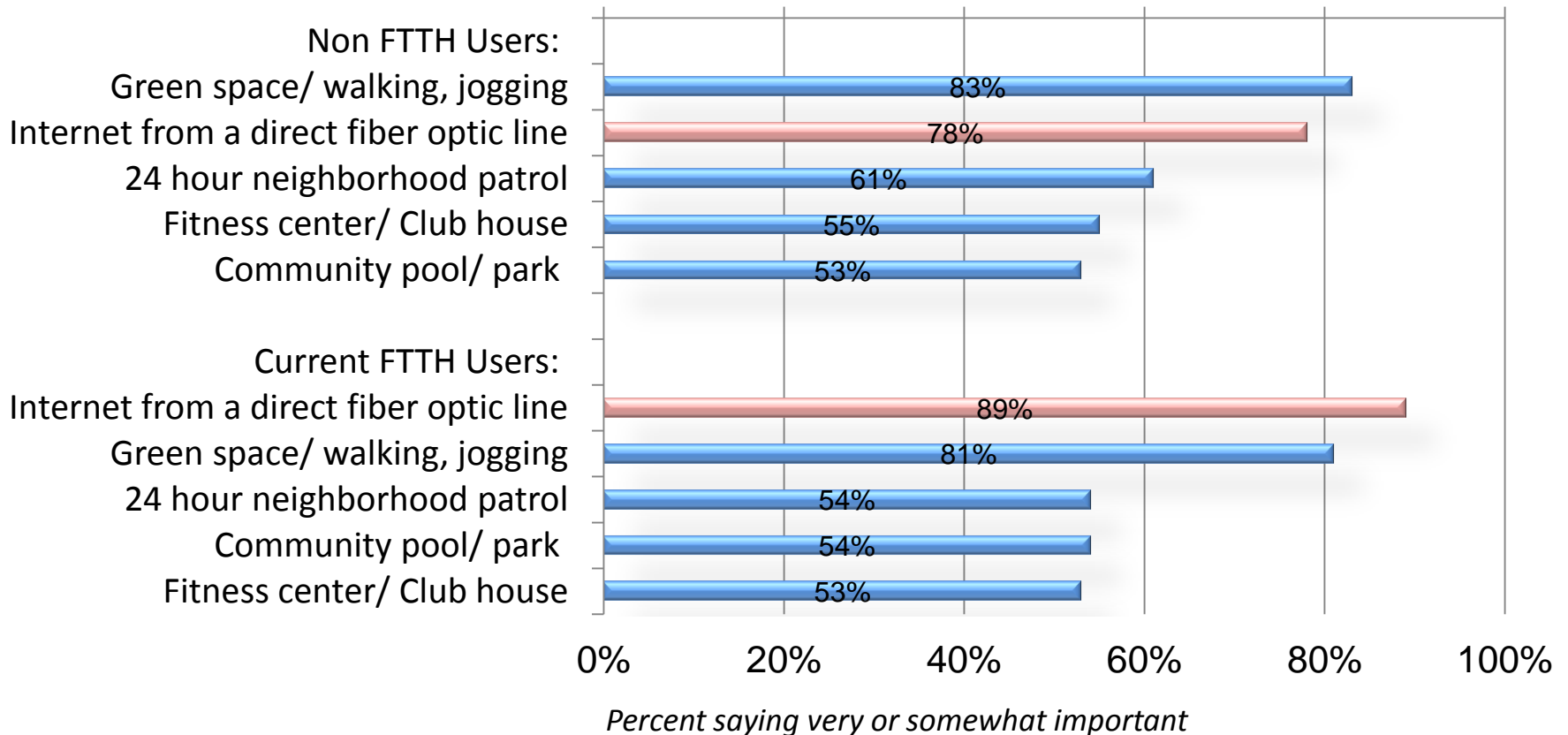
TAP INTO THE MOST VALUABLE BROADBAND RESOURCE AVAILABLE



Building Fiber-to-the-Home  
Communities **Together**

# FTTH is seen as a prime new housing amenity

## *Importance Of Area Amenities If Shopping For New Home*



# FTTH Adds Home Value



- Non FTTH users say if they were considering two \$300K homes of equal interest except for broadband capability, a home that doesn't already have very high speed internet from a direct fiber optic line and advanced inside wiring would have to be discounted an average of \$5,337 more to be considered.
- Current FTTH owners said it would take a \$6,451 discount on average.

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