2012 Consumer Research FTTH Home Value Findings

TAP INTO THE MOST VALUABLE BROADBAND RESOURCE AVAILABLE













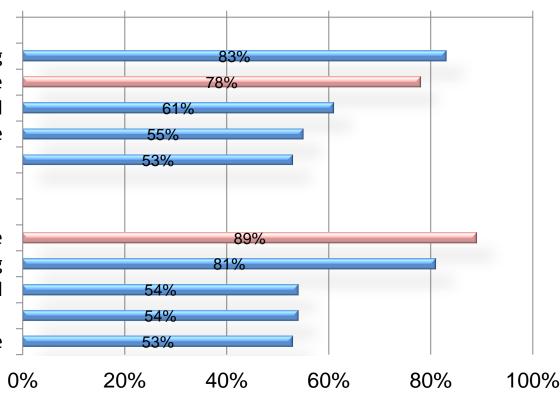
Building Fiber-to-the-Home Communities Together



FTTH is seen as a prime new housing amenity Importance Of Area Amenities If Shopping For New Home

Non FTTH Users:
Green space/ walking, jogging
Internet from a direct fiber optic line
24 hour neighborhood patrol
Fitness center/ Club house
Community pool/ park

Current FTTH Users:
Internet from a direct fiber optic line
Green space/ walking, jogging
24 hour neighborhood patrol
Community pool/ park
Fitness center/ Club house



Percent saying very or somewhat important





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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