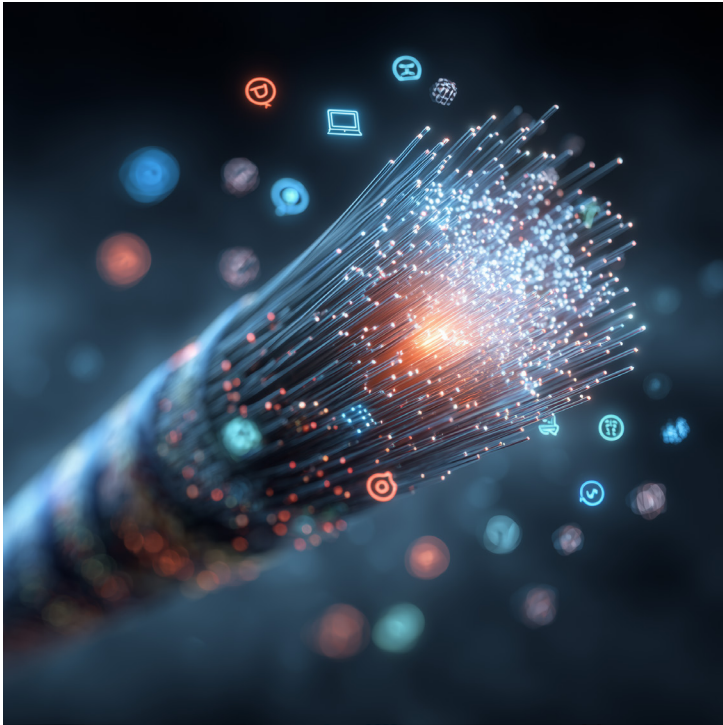




Survey findings from more than 300 U.S. internet users reveal a strong opportunity for fiber-to-the-home (FTTH) providers to educate and convert consumers who are open to switching but don't yet fully understand what fiber is or why it's better. **Here are the key themes our survey uncovered:**



## 1. The category has high inertia, but respondents revealed a readiness to switch.

More than half of respondents (**53.8%**) have never changed internet providers since moving into their current homes, underscoring the natural inertia in the category. Yet beneath that stability lies clear potential: Nearly **70%** of consumers say they are at least somewhat open to considering a different internet provider. Nineteen percent are “definitely open” to switching, and another **6%** are “actively looking” for a new provider.

**This means one in four households could realistically be motivated to change if presented with a compelling case built on service quality, speed and reliability rather than price alone.**

## 2. Research uncovered users have a limited understanding of fiber internet.

While fiber networks continue expanding nationwide, consumer awareness and comprehension remain low.

- **25.5%** of respondents have never heard of fiber internet.
- **45%** have heard of it but “don't really understand or know what the benefits are.”
- **29%** report having a good understanding of what fiber is and what advantages it offers.

Further knowledge gaps are evident in a lack of understanding of the benefits of fiber internet.

- **53%** recognize fiber is faster than other types of internet.
- **45%** know it's more durable and less affected by weather.
- **43%** understand it is more reliable.

## 3. Research showed consumers seek proof, not gimmicks.



When asked what kind of messaging would most capture their attention from a new provider, respondents prioritized trust and evidence:

- **28%** said they look for reputable proof highlighting superior performance.
- **19%** rely on customer reviews.
- **12%** prefer scientific or expert validation.
- **11%** said low price alone would drive attention.

*This data suggests consumers are not purely cost driven; they are value driven. Providers that communicate transparency and verifiable quality stand to earn credibility and consideration.*

#### **4. There is information about fiber that consumers still need.**

Before deciding whether fiber is right for their household, high percentages of respondents said they need to know:



- how fast fiber is compared to other options (68%)
- how reliable fiber is versus competitors (57%)

*The message is clear: the market wants education and validation. Consumers are seeking confidence before commitment.*

### **Where GKV can help.**

It is clear many respondents want better internet, but few truly understand what “better” means regarding fiber. That’s where GKV comes in.

We can help fiber providers cut through the noise and clearly communicate what sets them apart, translating speed, reliability and consistency into benefits people will actually understand and care about.

With challenger-brand thinking and proof-based storytelling, GKV can help fiber providers position themselves as the trusted, next-generation alternative to cable and wireless incumbents, turning consumer curiosity into consumer demand.

