Fixed-wireless access consumer satisfaction: consumer survey

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About this report

This report uses the results of our consumer survey to provide an analysis of the adoption and satisfaction of fixed–wireless access (FWA) in Europe, North America, Asia–Pacific and South Africa. The survey was conducted in association with Dynata between July 2023 and August 2023. The survey groups were chosen to be representative of the internet-using population in the above-mentioned regions. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents per country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What is the take-up of FWA in different countries?
- What are the Net Promoter Scores (NPSs) for different technologies?
- How satisfied are consumers with technologies’:
  - prices
  - speeds
  - reliability

WHO SHOULD READ THIS REPORT

- Operator-based strategy executives and marketing managers who are interested in understanding consumer satisfaction.

GEOGRAPHICAL COVERAGE

Western Europe (WE):
- France
- Germany
- Ireland
- Italy
- Norway
- Spain
- Sweden
- UK

North America (NA):
- Canada
- USA

Central and Eastern Europe (CEE):
- Poland
- Turkey

Sub-Saharan Africa (SSA):
- South Africa

Emerging Asia–Pacific (EMAP):
- Malaysia

Developed Asia–Pacific (DVAP):
- Australia
- New Zealand

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