

# ACSI® Telecommunications Study 2024

June 4, 2024



American Customer Satisfaction Index



## Fiber Internet Preferred When Available; Streaming Services Post Record ACSI High as More Consumers Cut the Cord

Although fiber internet is only available to roughly half of the United States, it continues to dominate wherever it is offered due to its superior performance. Since the fiber rollout is slow and concentrated in urban areas, 5G is emerging as an alternative for those looking for higher performance. AT&T is the industry leader for fiber, excelling across much of the customer experience, while both T-Mobile and Verizon 5G home internet score well above other non-fiber services. An area where all internet service providers seem to fall short is call center satisfaction—the lowest-rated aspect of the customer experience. Improving customer service via call centers may be key to boosting the relatively low ISP industry score.

Streaming services are winning the TV battle as more consumers continue to cut the cord. Video streaming satisfaction rises 3% to an all-time ACSI high of 79 in 2024. While customer experience scores are generally higher across the board for streaming services compared to subscription TV, programming—and especially the original programming that streaming offers—is a key differentiator. The only programming area where subscription TV dominates is sports programming. In addition, it appears that consumers are getting used to life without cable TV as the satisfaction of those who no longer or never had subscription TV service has increased substantially. Despite the rosy outlook for streaming, cost concerns do seem to be forming on the horizon as ad-supported services show a rise in satisfaction.

ACSI results are based on surveys conducted over a 12-month period ending in March 2024. ACSI scores are reported on a 0 to 100 scale.

### VIDEO STREAMING SERVICE

79 ▲ +3%

### INTERNET SERVICE PROVIDERS

71 ▲ +4%

### SUBSCRIPTION TV SERVICE

70 ▲ +1%

# Key Takeaways

## INTERNET SERVICE PROVIDERS

- Customer satisfaction with internet service providers surges 4% year over year to a score of 71, with results varying by internet type. Fiber internet (76) proves far superior to non-fiber internet (68).
- Among fiber providers, AT&T again tops the list at 80, while several fiber ISPs land within 3 to 4 points of the leader.
- The non-fiber segment is led by 5G providers T-Mobile and Verizon, who significantly outpace the other non-fiber providers for satisfaction.
- Call center satisfaction lags significantly for both fiber and non-fiber providers, falling substantially below the other customer experience metrics.

## SUBSCRIPTION TV SERVICE

- Despite losing subscribers for the 13th consecutive year, customer satisfaction for the industry remains relatively steady from last year.
- Verizon Fios is the leader among subscription TV services with an ACSI score of 75.
- Sports programming is a strength for subscription TV services compared to video streaming services.

## VIDEO STREAMING SERVICE

- Video streaming customer satisfaction rises 3% from 2023 to an all-time high score of 79 in 2024.
- Although the occurrence of complaints declines in 2024, complaint handling worsens this year, down 6% to 68.
- Amazon Prime Video (82) is the highest-rated video streaming service, moving into sole possession of first place.

# Study Findings

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) include customer satisfaction benchmarks for three telecommunications industries: internet service providers (fiber and non-fiber), subscription TV service, and video streaming service. Fiber ISPs operate on 100% fiber-optic networks and non-fiber ISPs include those offering cable, DSL, or 5G wireless connections. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored individually to each measured industry.

## INTERNET SERVICE PROVIDERS

Despite remaining near the bottom of approximately 40 industries in the Index, internet service providers overall improve customer satisfaction 4% from last year. This gain is fueled by increases for both fiber and non-fiber providers. While both fiber and non-fiber customers generally have the same rate of complaints (22% for fiber customers and 25% for non-fiber customers), fiber customers are significantly more satisfied with the way their complaint was handled than non-fiber customers.

### AMERICAN CUSTOMER SATISFACTION INDEX:

#### INTERNET SERVICE PROVIDERS

0-100 Scale

INDUSTRY	2023 ACSI	2024 ACSI	% CHANGE
Internet Service Providers	68	71	4%

Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

## Fiber Internet Service Providers

Most fiber ISP brands maintain or improve customer satisfaction compared to a year ago. The exception to this trend is CenturyLink Fiber, which drops 3% year over year. AT&T maintains its leadership position among fiber providers, and also achieves number-one ratings across several customer experience benchmarks. Among the customer experience benchmarks, call center satisfaction is the lowest-rated area for nearly every ISP.

### AMERICAN CUSTOMER SATISFACTION INDEX: FIBER INTERNET SERVICE PROVIDERS

0-100 Scale

COMPANY	2023 ACSI	2024 ACSI	% CHANGE
<b>Fiber Internet Service Providers</b>	<b>75</b>	<b>76</b>	<b>1%</b>
AT&T Fiber	80	80	0%
All Others	75	77	3%
Verizon Fios	75	77	3%
CenturyLink Fiber (Lumen Technologies)	78	76	-3%
Frontier Fiber	74	76	3%
Google Fiber	76	76	0%
Xfinity Fiber (Comcast)	73	75	3%
Kinetic Fiber by Windstream	NM	72	NA
Optimum Fiber (Altice USA)	NM	66	NA

NM = Not Measured  
NA = Not Available

Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

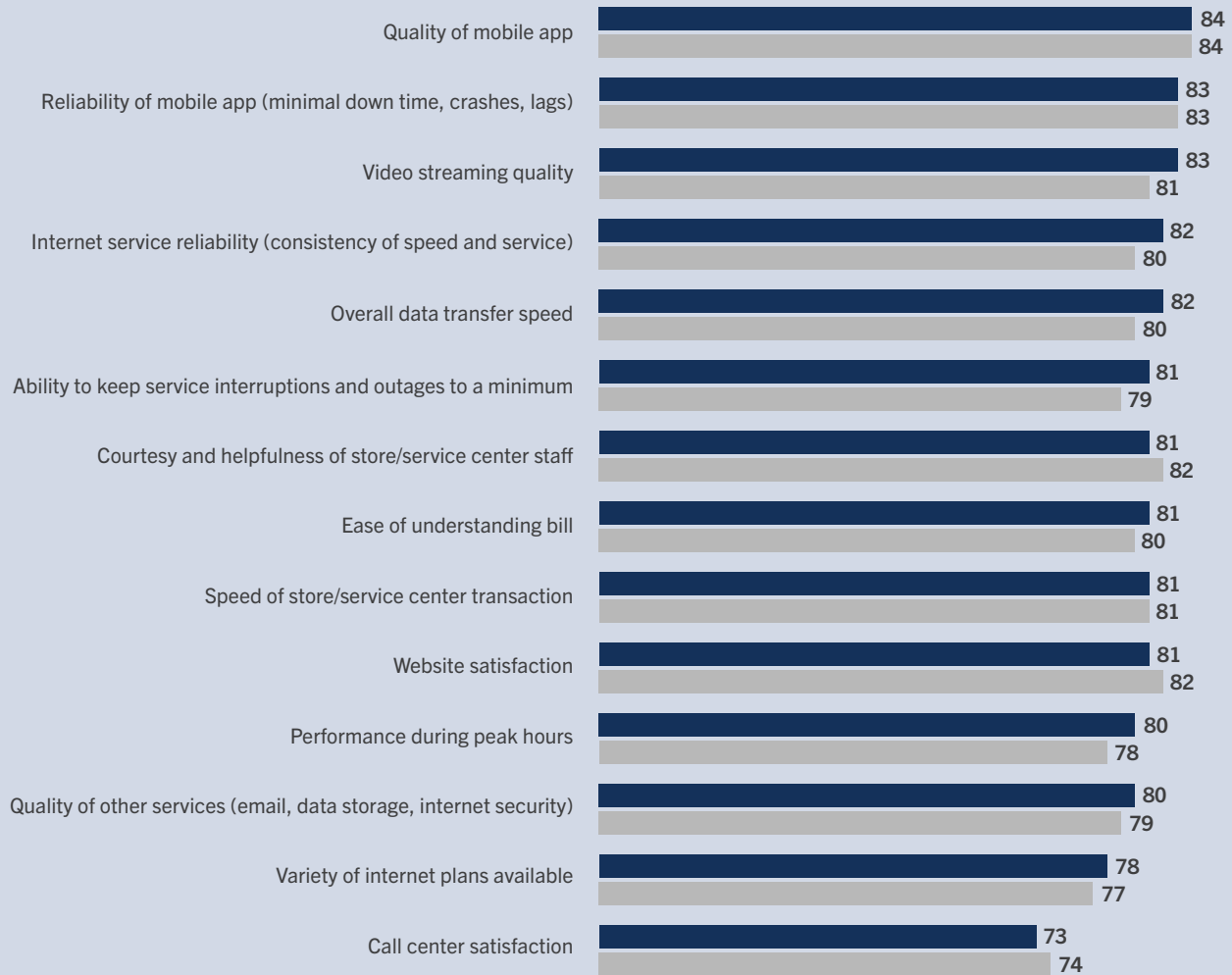
AMERICAN CUSTOMER SATISFACTION INDEX:

## FIBER INTERNET SERVICE PROVIDERS

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2024 2023



Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

## Non-fiber Internet Service Providers

Although fiber is now available to just under half of the United States, most internet subscribers still use a non-fiber connection. Overall, customer satisfaction with the non-fiber segment is up 3%, with mixed results among individual providers. The two 5G providers, T-Mobile and Verizon, lead the segment with scores that are in line with many fiber providers. Optimum sees one of the largest increases in customer satisfaction so far this year, gaining 9% in 2024.

As with the fiber segment, call centers constitute the worst part of the customer experience for non-fiber users.

AMERICAN CUSTOMER SATISFACTION INDEX:

### NON-FIBER INTERNET SERVICE PROVIDERS

0-100 Scale

COMPANY	2023 ACSI	2024 ACSI	% CHANGE
<b>Non-fiber Internet Service Providers</b>	<b>66</b>	<b>68</b>	<b>3%</b>
T-Mobile 5G Home Internet	73	76	4%
Verizon 5G Home Internet	NM	74	NA
AT&T Internet	72	69	-4%
Cox	64	68	6%
Spectrum (Charter Communications)	64	68	6%
Xfinity (Comcast)	68	67	-1%
All Others	66	65	-2%
Optimum (Altice USA)	58	63	9%
CenturyLink (Lumen Technologies)	62	62	0%
Xtream (Mediacom)	65	61	-6%
Frontier Communications	61	59	-3%
Kinetic by Windstream	70	56	-20%

NM = Not Measured  
NA = Not Available

Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

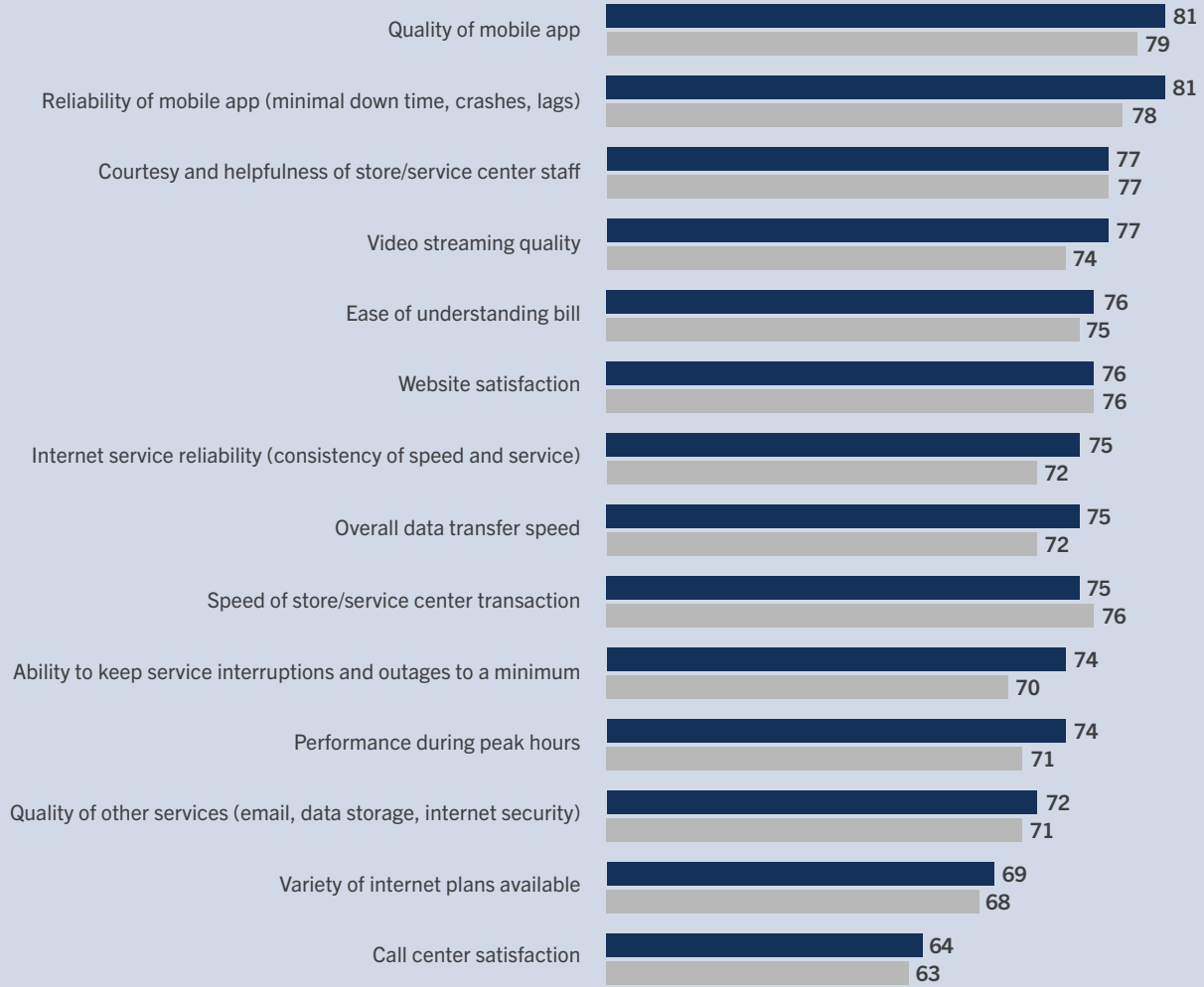
AMERICAN CUSTOMER SATISFACTION INDEX:

## NON-FIBER INTERNET SERVICE PROVIDERS

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2024 2023



Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

## SUBSCRIPTION TV SERVICE

Subscription TV continues to lose viewers. From a high of 105 million subscribers in 2010, there are now roughly 65 million subscribers in the United States. These remaining subscribers tend to skew older and are still generally satisfied with their service. As a result, the industry's ACSI score remains relatively static despite the loss of subscribers. Nevertheless, subscription TV now ranks at the bottom of the Index.

Verizon Fios again leads all subscription TV services with an ACSI score of 75 although Cox, Optimum, and Xfinity all see substantial increases from last year.

AMERICAN CUSTOMER SATISFACTION INDEX:

### SUBSCRIPTION TV SERVICE

0-100 Scale

COMPANY	2023 ACSI	2024 ACSI	% CHANGE
<b>Subscription TV Service</b>	<b>69</b>	<b>70</b>	<b>1%</b>
Verizon Fios	74	75	1%
Frontier Communications	72	71	-1%
Cox	66	69	5%
Xfinity (Comcast)	67	69	3%
All Others	65	68	5%
DIRECTV	67	68	1%
Dish Network (EchoStar)	68	68	0%
Xtream (Mediacom)	66	67	2%
Spectrum (Charter Communications)	65	66	2%
Optimum (Altice USA)	60	62	3%

Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

Overall, the subscription TV industry improves across most aspects of the subscriber experience compared to a year ago. The range of sports programming is a strength for the industry relative to video streaming services. The one area that clearly lags behind other aspects of the customer experience is satisfaction with call centers.

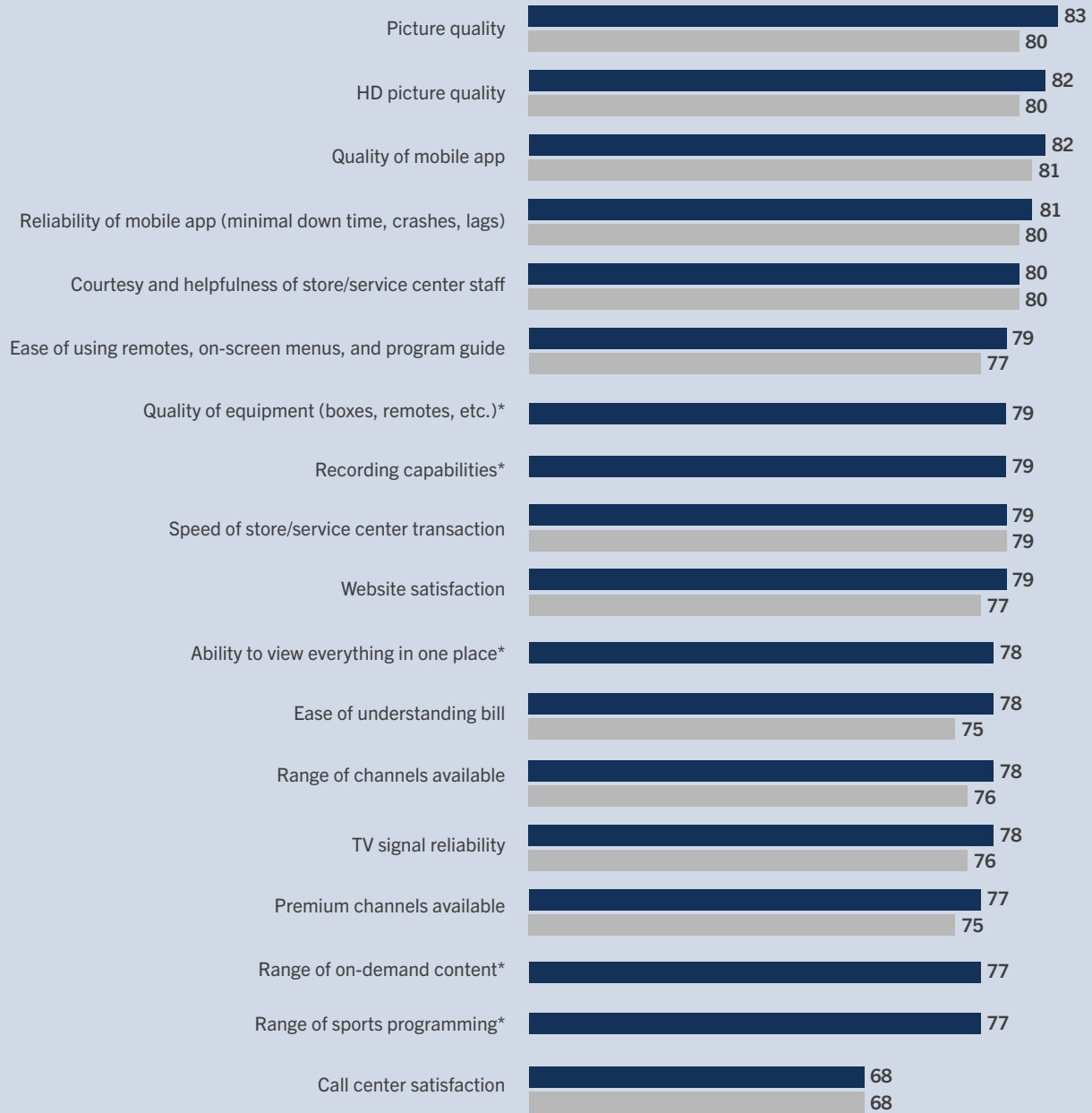
AMERICAN CUSTOMER SATISFACTION INDEX:

**SUBSCRIPTION TV SERVICE**

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2024 2023



\*Not measured in 2023.

Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.



## VIDEO STREAMING SERVICE

Most video streaming services improve their customer satisfaction scores from 2023, with Amazon Prime Video holding on to its leadership position with the top ACSI score of 82. The 7% increase for the free ad-supported service Crackle signals that cost may start playing a larger role in the marketplace as customers may be hitting a tipping point for streaming costs and are now looking for alternatives to pricey services.

### AMERICAN CUSTOMER SATISFACTION INDEX: VIDEO STREAMING SERVICE

0-100 Scale

COMPANY	2023 ACSI	2024 ACSI	% CHANGE
<b>Video Streaming Service</b>	<b>77</b>	<b>79</b>	<b>3%</b>
Amazon Prime Video	80	82	3%
Peacock (Comcast)	79	80	1%
YouTube Premium (Google)	78	80	3%
Apple TV+	76	79	4%
Hulu (Walt Disney)	78	79	1%
Netflix	78	79	1%
Sling TV (Dish Network)	76	79	4%
Max	77	78	1%
Paramount+	78	78	0%
Disney+	76	77	1%
Hulu + Live TV (Walt Disney)	80	77	-4%
All Others	75	76	1%
YouTube TV (Google)	76	76	0%
Crackle	70	75	7%
ESPN+ (Walt Disney)	72	75	4%
DIRECTV STREAM	72	72	0%

Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

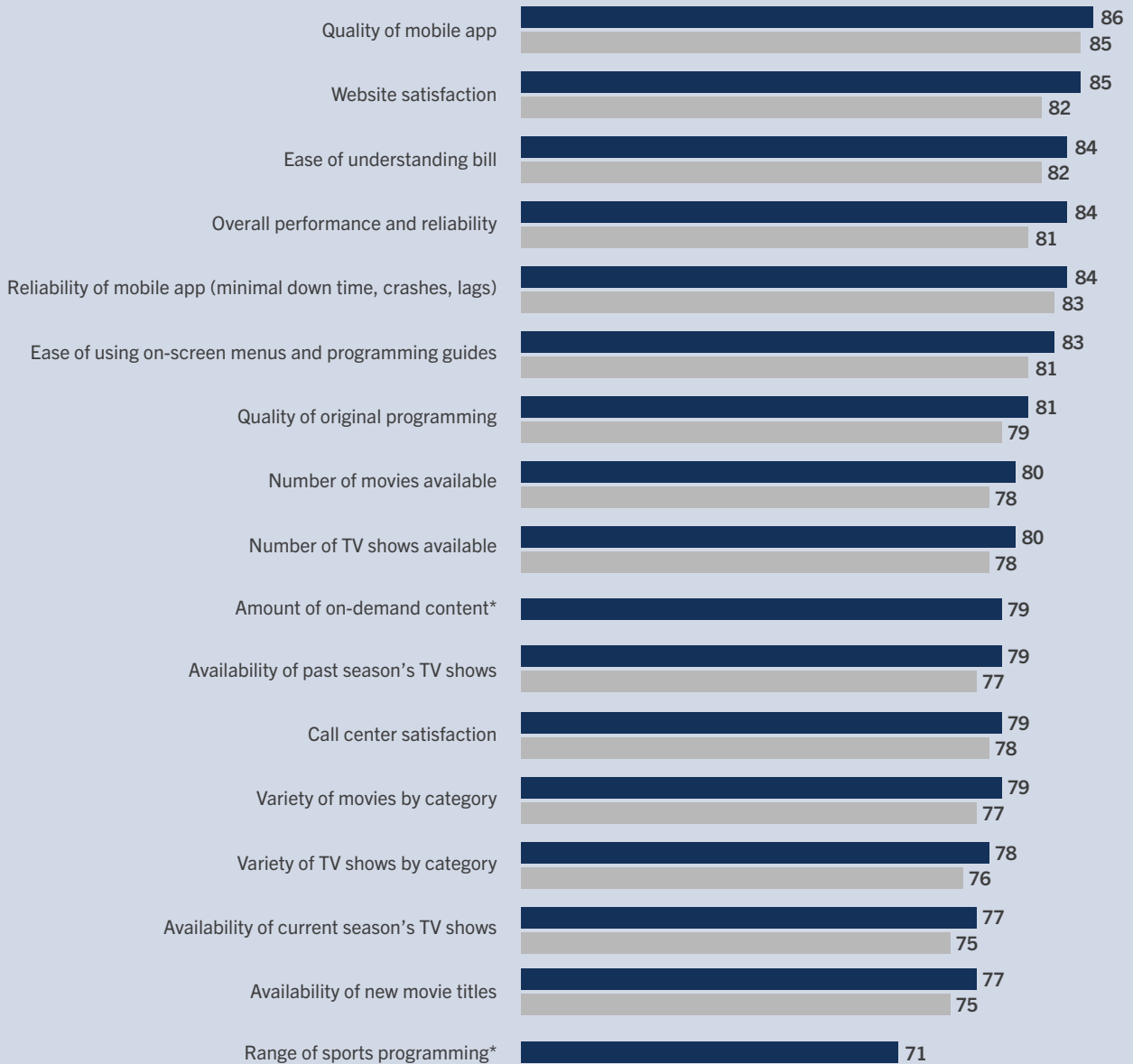
AMERICAN CUSTOMER SATISFACTION INDEX:

**VIDEO STREAMING SERVICE**

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2024 2023



\*Not measured in 2023.

Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

## Video Streaming by Device Type

One of the strengths of video streaming is that content can be consumed across multiple devices. Most respondents report using either a smart TV (for stationary viewing) or a smartphone (for mobile viewing). User satisfaction does not vary much across devices.

### AMERICAN CUSTOMER SATISFACTION INDEX: VIDEO STREAMING BY DEVICE TYPE

0-100 Scale

DEVICE TYPE	2024 ACSI	% OF RESPONDENTS*
Desktop/Laptop	80	22%
Tablet	80	20%
Smartphone	80	39%
Smart TV	80	60%
Smart TV Box	78	9%
Streaming Device	80	17%
Gaming Console	80	9%

\*Respondents are allowed to select multiple answers for streaming device type.

Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

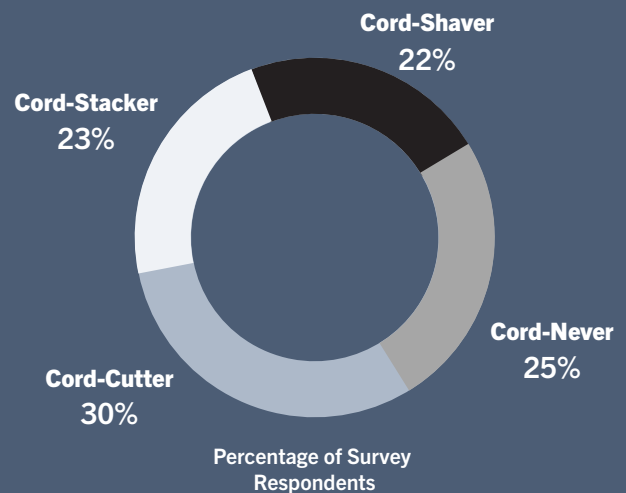
## Video Streaming and Subscription TV Customer Segments

For the video streaming and subscription TV industries, the ACSI provides satisfaction results for four customer segments: cord-stacker, cord-shaver, cord-cutter, and cord-never. The percentage of people in each category is roughly stable from last year, but the satisfaction scores for cord-cutters and cord-nevers show the most improvement. This indicates that streaming without subscription TV is approaching the same level of satisfaction as those consumers who have both types of service.

### AMERICAN CUSTOMER SATISFACTION INDEX: VIDEO STREAMING AND SUBSCRIPTION TV SERVICES ACSI by Customer Segment 2024

0-100 Scale

<b>Cord-Stacker</b> Has both streaming and subscription TV, and did not reduce TV spending level	81
<b>Cord-Shaver</b> Has both streaming and subscription TV, but did reduce TV spending level	79
<b>Cord-Cutter</b> Has streaming only, but previously had subscription TV	79
<b>Cord-Never</b> Has streaming only, and never had subscription TV	77

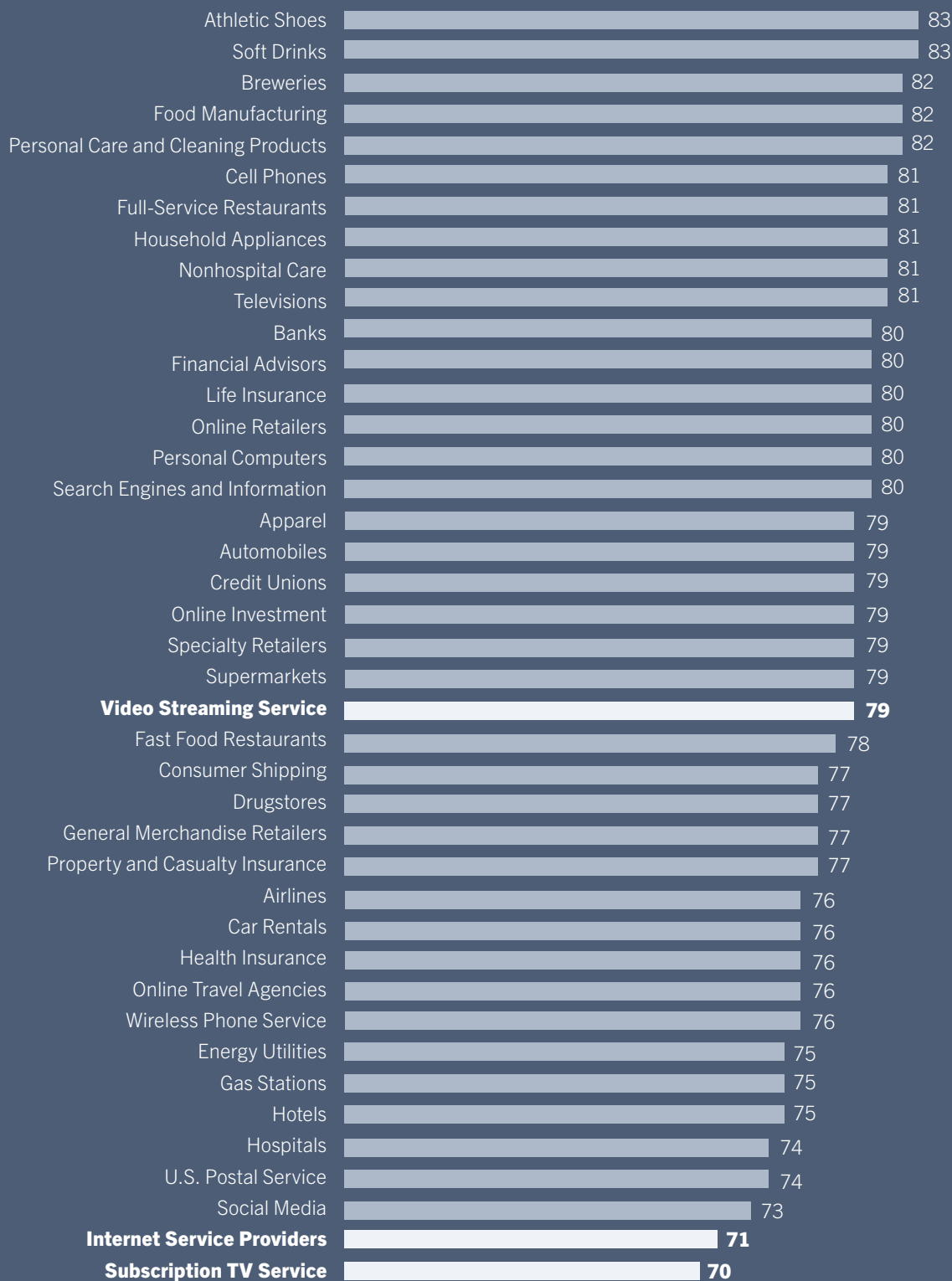


Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

## Customer Satisfaction Benchmarks by Industry

0-100 Scale



Source: ACSI Telecommunications Study 2024. © 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

## Methodology

The ACSI Telecommunications Study 2024 is based on interviews with 25,468 customers, chosen at random and contacted via email between April 2023 and March 2024. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in each industry.

ACSI survey data are used as inputs to the Index’s cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

## About ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from roughly 200,000 responses annually as inputs to an econometric model for analyzing customer satisfaction with approximately 400 companies in about 40 industries and 10 economic sectors, including various services of federal and local government agencies. ACSI results are released throughout the year, with all measures reported on a scale of 0 to 100.

ACSI data have proven to be strongly related to several essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up markets as well as down markets. At the macro level, customer satisfaction has been shown to be predictive of both consumer spending and GDP growth.

## Contact Information

For more information regarding this study; the internet service provider, subscription TV service, and video streaming service industries; and how the ACSI can help your company harness the power of customer satisfaction to improve your bottom line, visit [www.theacsi.org](http://www.theacsi.org) or contact:

ACSI LLC | 3916 Rancho Drive | Ann Arbor, MI 48108  
Phone: (734) 913-0788 | E-mail: [info@theacsi.org](mailto:info@theacsi.org)

---

*ACSI and its logo are Registered Marks of American Customer Satisfaction Index LLC.*

*No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI LLC.*

