

## Executive Summary

The information for this report is the result of a survey conducted February of 2007 with In-Stat's Technology Adoption Panel (TAP). The purpose of the survey was to see what attributes respondents look for when selecting a wireless broadband data provider, their interest in bundling wireless broadband with their existing home broadband service, and their preference for different wireless broadband services.

Some of the key survey findings are as follows:

- 65.5% of all respondents have experience with Wireless broadband services.
- Top two attributes when selecting a wireless broadband provider were availability and reliability.
- Over 50% of respondents would change their current home broadband provider for one that bundles wireless with a home broadband service.
- Over half of respondents would pay an extra monthly fee for the bundled service.
- In a head-to-head comparison respondents indicated a significant preference for WiMAX over cellular data and Wi-Fi services.
- Respondents' interest in cellular data dramatically decreased when presented with pricing.
- WiMAX had the highest level of interest, even when pricing was included in the description.

Figure 1 shows respondents' initial interest in wireless broadband services before they were given information about pricing or usage limitations. The underlying technology for each service was not explicitly listed in the description. Instead each service was described based on its attributes. WiMAX service description comes from publicly-made statements by Sprint executives about what the company expects to offer. Service descriptions were also based on accessing the Internet via a laptop, and not from a cell phone or other ultra-mobile device.

### HIGHLIGHTS

- 65.5% of all respondents have experience with Wireless broadband services
- Over 50% of respondents would change their current home broadband provider for one that bundles wireless with a home broadband service
- In a head-to-head comparison, strictly for wireless data, respondents indicated a significant preference for WiMAX over cellular data and Wi-Fi services

Figure 1. Respondents' Interest in WiMAX, Cellular Data, and Wi-Fi Services, without Pricing or Usage Information

