



New Survey Data Finds Broadband Choice Drives Apartment Rental Decisions

Recent survey of Starry subscribers reveals that internet service provider choice and availability is fast becoming a driving factor in rental decisions

Boston, MA, (May 30, 2019) - [Starry, Inc.](#), a wireless technology company pioneering the deployment of next generation, high-capacity, fixed wireless broadband today released the results of a new subscriber survey, which found that consumers are increasingly factoring internet service provider choice and availability as a key criteria for deciding where to live. Five out of 10 individuals surveyed said they consider what internet options are available when considering where to live and more than 77% of respondents said they would be more likely to rent an apartment where internet service is included as an amenity. In addition, more than 59% of people surveyed would move to a building simply because Starry Internet service is available.

“We all know that internet access is critical to everyday life. Based on this new data, we now know that consumers are increasingly considering broadband options to make apartment rental and purchase decisions,” said Starry Chief Operating Officer, Alex Moule-Berteaux. “This data illustrates how important it is to have broadband choice and the value it adds to multi-family housing in sales, leasing and retention. More and more people are cutting the cord and going to internet-only service. Being locked into one internet provider is a relic of the past and so many building owners we partner with are offering broadband choice to their residents and using it to differentiate themselves in the marketplace.”

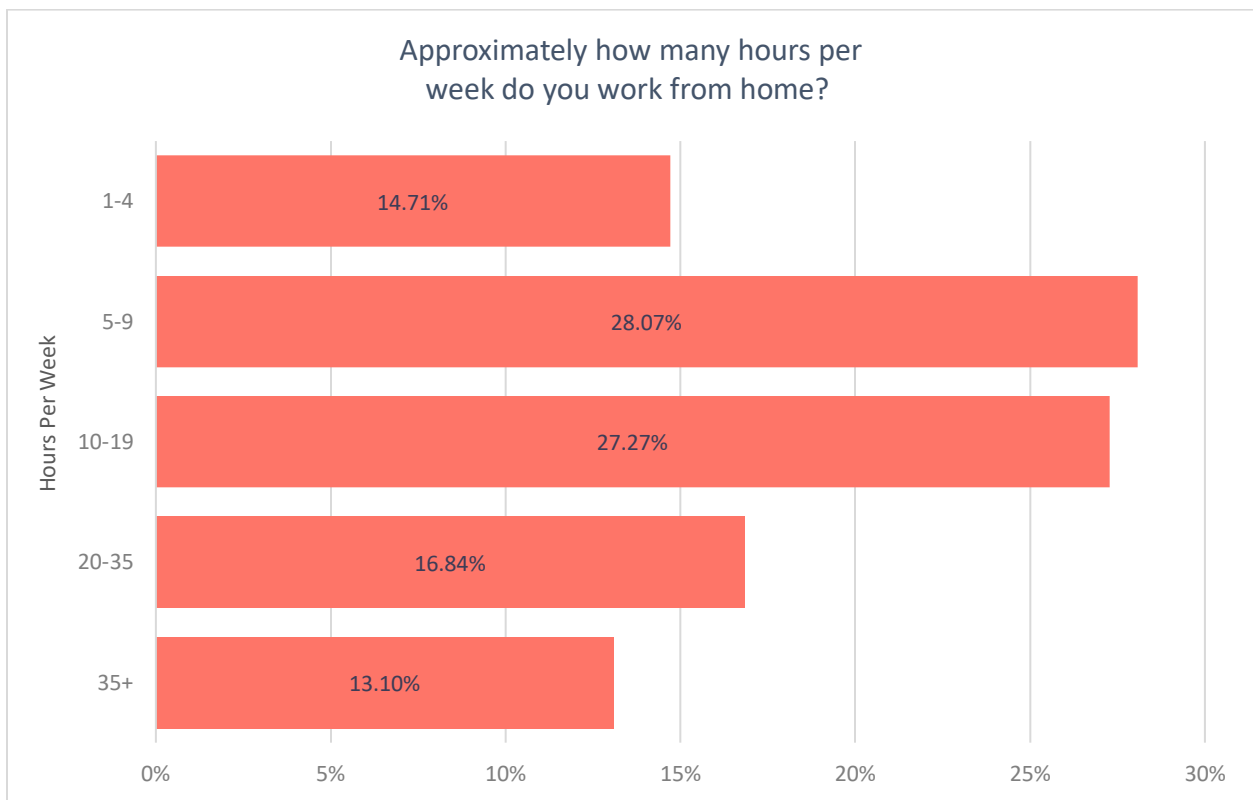
Starry’s survey data is comprised of responses from 616 subscribers living in multifamily residential buildings (MDUs) in Boston, New York, Los Angeles, Washington DC, and Denver. The survey, conducted in March 2019, asked subscribers a range of questions, including why they switched from their current internet provider, how important internet provider choice was in deciding where to live, how they use their home internet and what internet-related issues concern them the most. The survey revealed a heavy reliance on over-the-top (OTT) video products and a subscriber base that increasingly relies on home connectivity for work, with 62% of respondents saying they relied on their home internet connection for work purposes. The survey results also show that 44% of respondents work between 10-35 hours per week from home and nearly 30% work at least five hours per week from home.

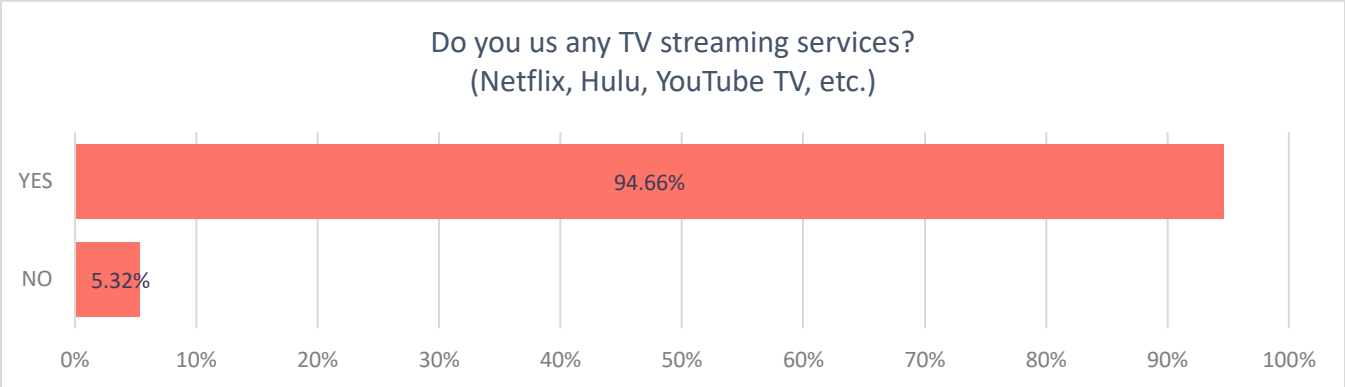
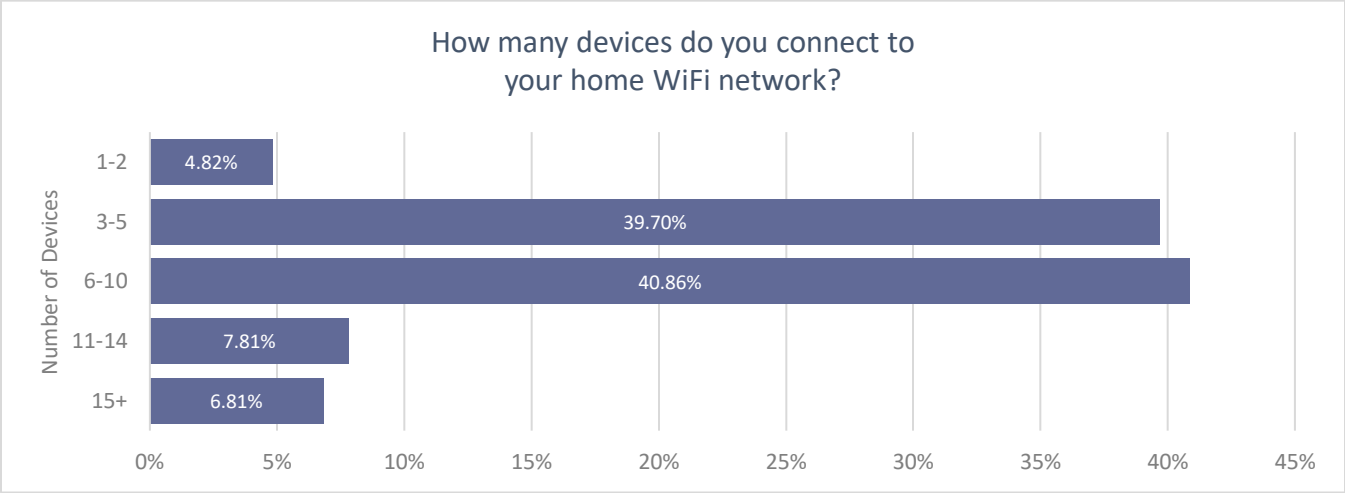
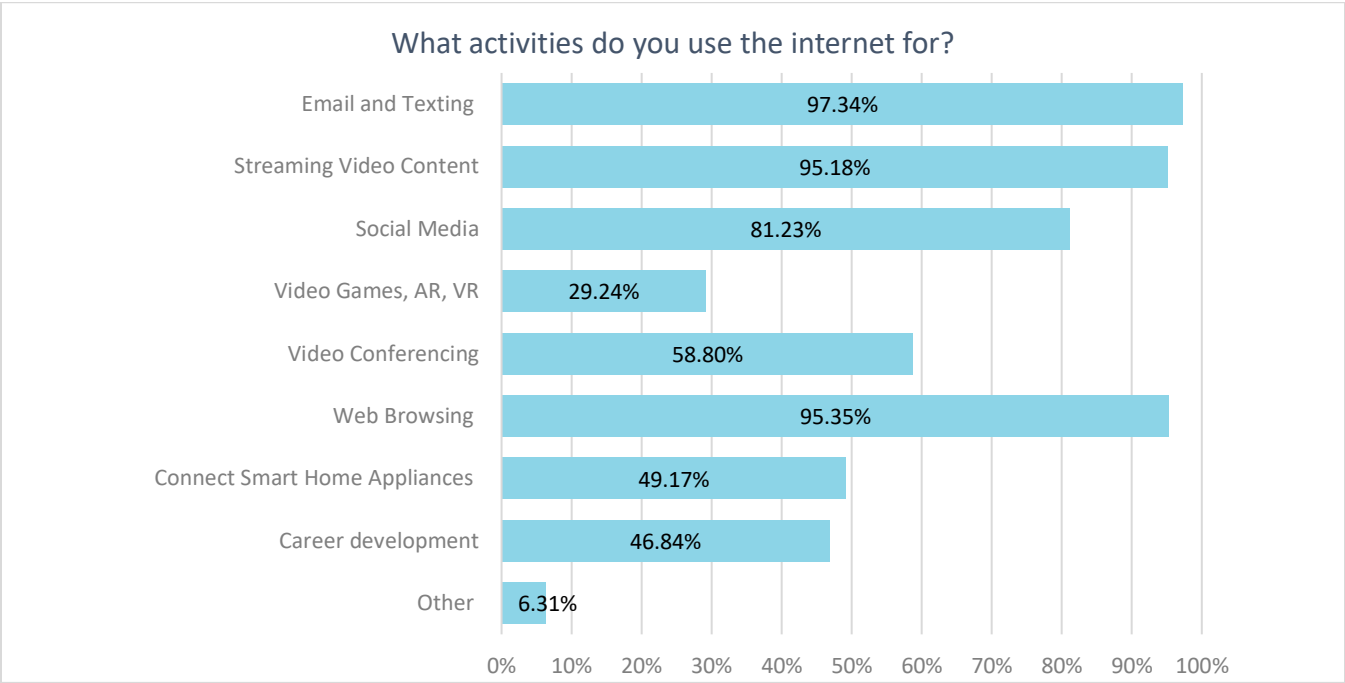
According to BTIG research, more than 1.1 million people “cut the cord” in Q1 of 2019, meaning they chose to purchase broadband-only services, not bundled with television or phone services.¹ Cord-cutting drives massive consumption of data as consumers stream more OTT video and utilize other cloud-based applications, and because of that consumption trend, consumers are demanding better broadband options.

¹ Cord cutting tops records in Q1 as skinny bundle gets fatter price tag: <https://variety.com/2019/digital/news/cord-cutting-q1-record-1203204444/>

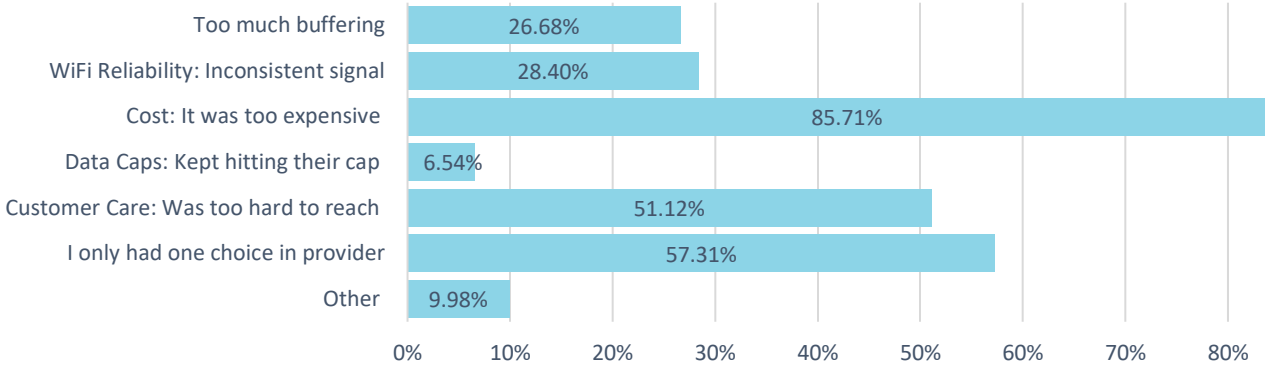
Today, Starry’s subscribers on average consume more than 350 GB of data per month, with the top 5% of users consuming more than 750 GB and the top 1% using more than 1.3 TB per month. Starry’s no-data caps approach means that consumers who have “cut the cord” don’t have to worry about data overages and extra charges if they reach a certain amount of data usage, unlike with incumbent providers, most of whom have a 1 TB data cap.

In the United States, the lack of competition among internet service providers has translated into high costs for broadband-only connections to the home, and consumers are craving alternative options. 86% of survey respondents revealed that the biggest challenge they had with their previous internet service provider was predictably high costs for service and 57% disliked the fact that their building previously had only one choice in internet providers. Below are the detailed survey results:

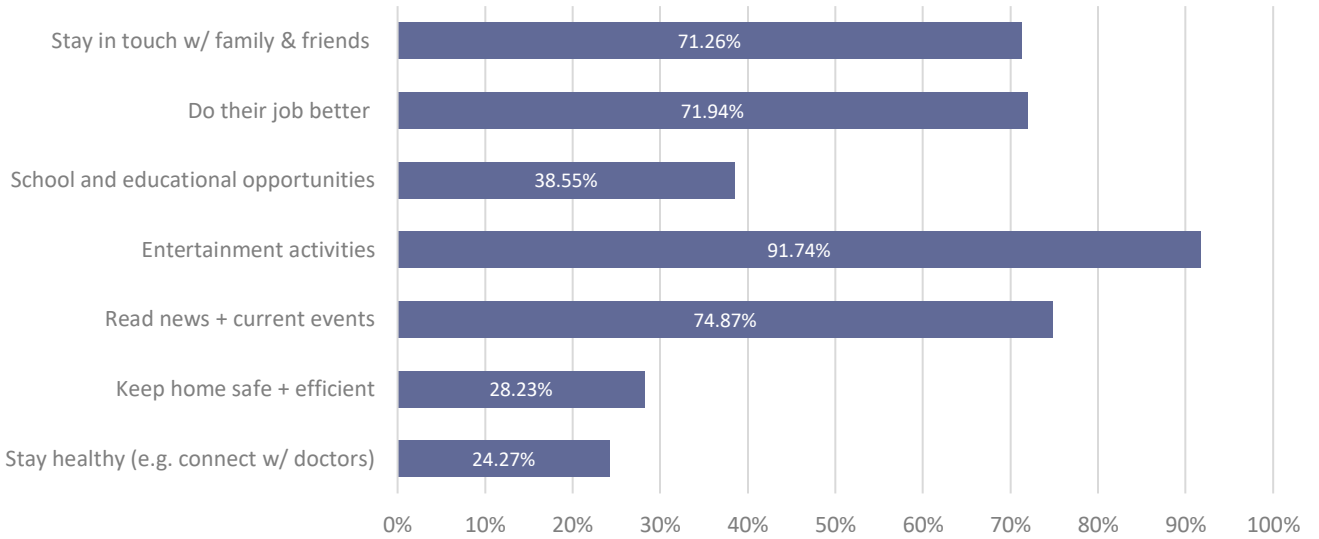




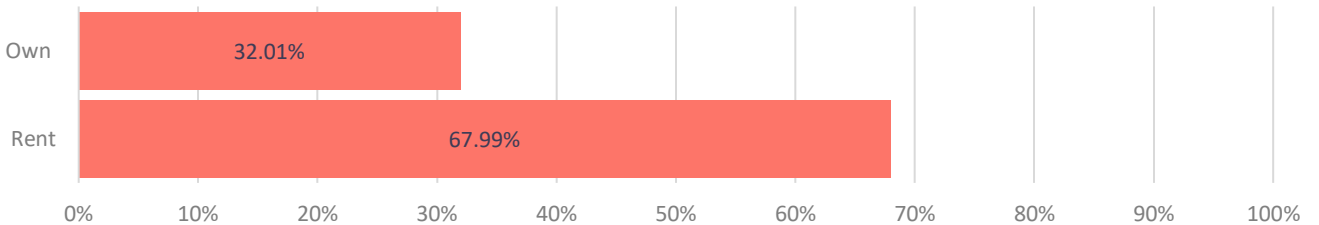
Before switching to Starry, what were your biggest challenges with your prior internet provider?

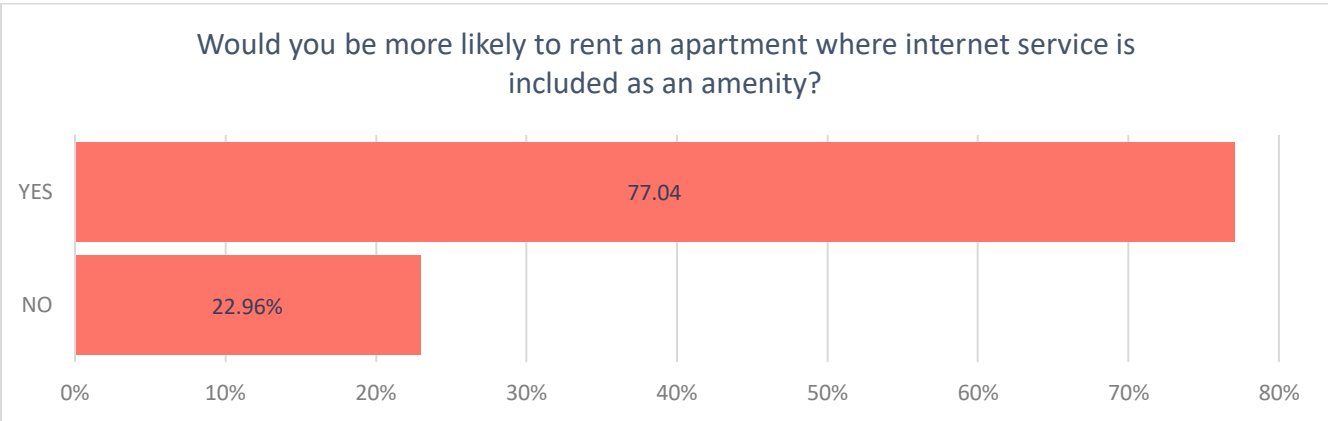
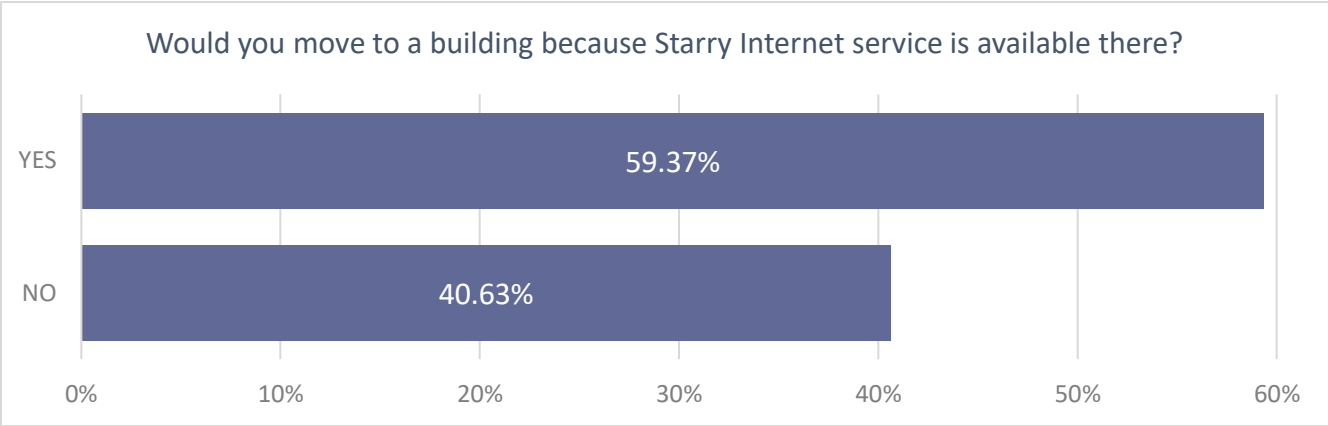
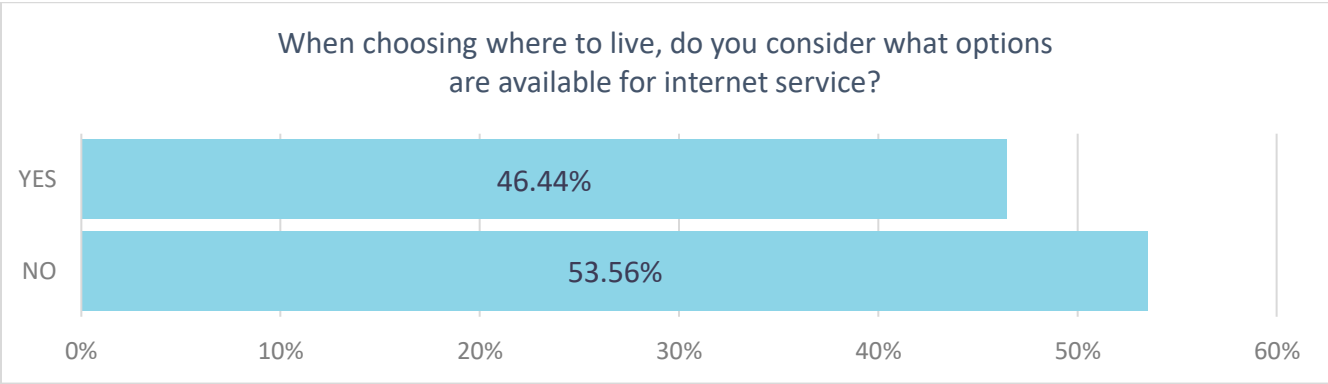


What does your internet connection help you do better?



Do you rent or own your home?





Additional Background on Starry

With its Boston beta launch in 2016, Starry was the first company to commercially deploy pre-standard 5G, point-to-multipoint fixed wireless technology to deliver gigabit-capable broadband to the home. Starry was also one of the first internet service providers to codify in its terms of service, its unwavering commitment to an [open and neutral internet](#). Starry is also deeply committed to its users' [privacy](#).

Starry's entire technology stack was developed in-house, from its network-node (Starry Beam), to the at-premise transceiver (Starry Point) and in-home WiFi hub (Starry Station). Starry currently offers consumers a simple, no-long-term contract, no-data caps, no-hidden fees plan of \$50 per month for 200 mbps, inclusive of installation, 24/7 customer care and all equipment.

In addition to Boston, Los Angeles, Washington, DC, New York City and Denver, Starry will also expand its service to 17 additional markets over the next year including: Chicago, Cleveland, Houston, Dallas, Seattle, Detroit, Atlanta, Indianapolis, San Francisco, Philadelphia, Miami, Memphis, Phoenix, Minneapolis, Manchester, NH, Portland, OR, and Sioux Falls, SD.

In August 2018, Starry launched Starry Connect with its [first partner](#), the Boston Housing Authority, providing free common area WiFi access to senior and disabled BHA residents in a housing community in the North End of Boston. Starry Connect partners with cities, states and owners of public and affordable housing to offer simple, easy-to-understand and use internet service plans for residents in typically underserved communities.

Starry is headquartered in Boston with offices in New York City, Los Angeles, DC and Denver. To join our team and help build a better internet, visit: starry.com.

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