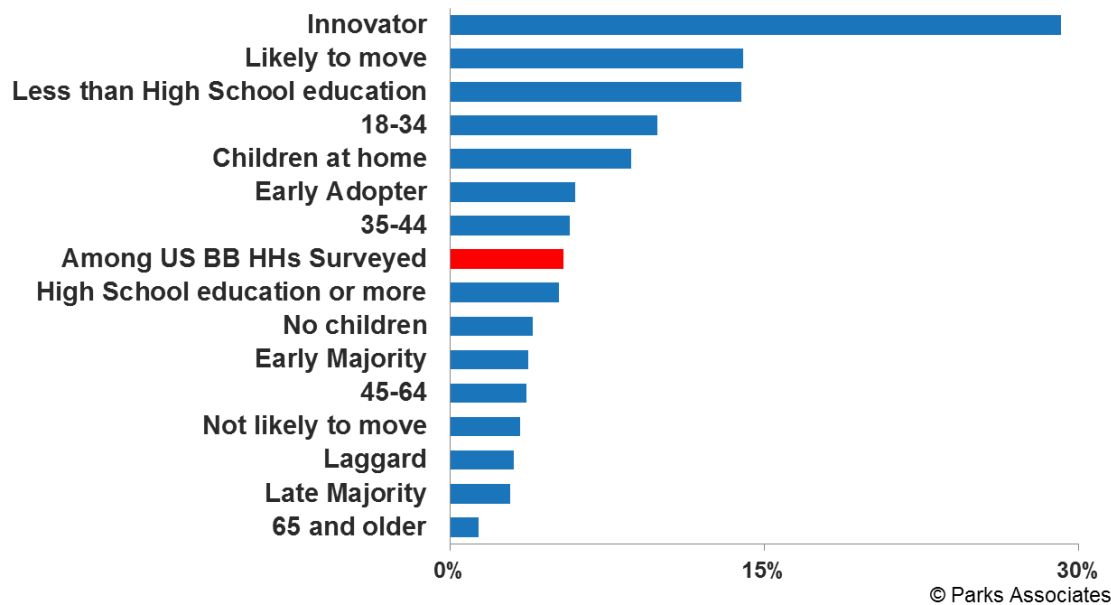


## High Intention of Broadband Cord Cutting by Demographics

US Broadband Households



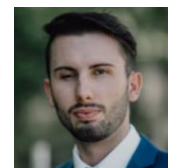
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### SYNOPSIS

While penetration of high-speed, fixed-line broadband has been the cornerstone of operator revenue growth, the emergence of unlimited mobile data services is causing some consumers to reassess their need for fixed-line services. This research addresses the intent among existing broadband subscribers to disconnect their broadband service and go with alternatives instead. It identifies characteristics of potential broadband cord cutters, assesses their connected device ownership, and examines their adoption and use of data-intensive entertainment services.

### ANALYST INSIGHT

“At the nexus of fixed and mobile broadband sits the broadband cord cutter, defined here as a household highly likely to cancel its fixed-broadband service in the next year to migrate to mobile-only service. Broadband providers need to better understand this unique group, who they are, their video and gaming consumption, and what motivates them to consider canceling their fixed service.”

— Steve Nason, *Senior Analyst*, Parks Associates

Number of Slides: 48



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