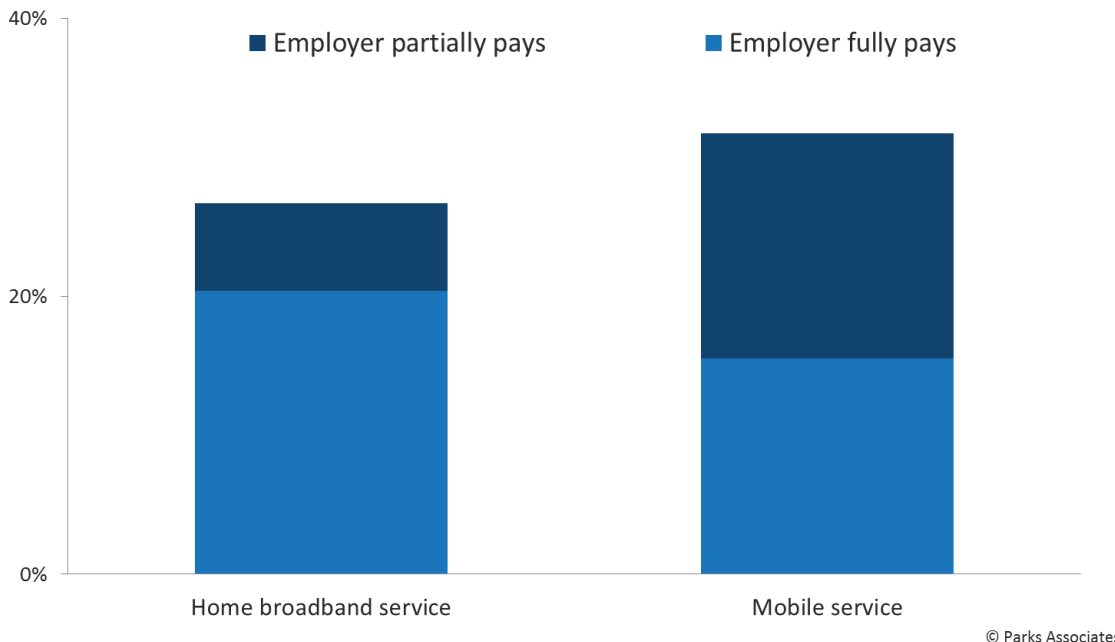


## Prevalence of Employer-Provided Broadband Among Remote Workers



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### SYNOPSIS

The demands on ISPs to deliver exceptional connectivity services to consumers and businesses have never been greater. Changing consumer lifestyle, work, and entertainment patterns in the wake of the COVID-19 crisis have shifted the market for broadband services considerably. This study assesses adoption of services and service bundling, service ARPU, upgrades and downgrades of broadband, and perception of broadband speeds received among US households. It also compares perceptions among various groups of consumers, including those with mobile data services.

### ANALYST INSIGHT

“In 2020, consumers in the United States and across the globe relied on their home broadband connection to an extent never before seen. The internet, already a fixture in consumers’ lives and in business, became essential for completing necessary tasks such as communicating with others, keeping oneself and one’s family entertained, being productive in the workplace, and providing school children with an education.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

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# Adoption and Perception of Broadband

SERVICE:  
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1Q 2021

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# Adoption and Perception of Broadband

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