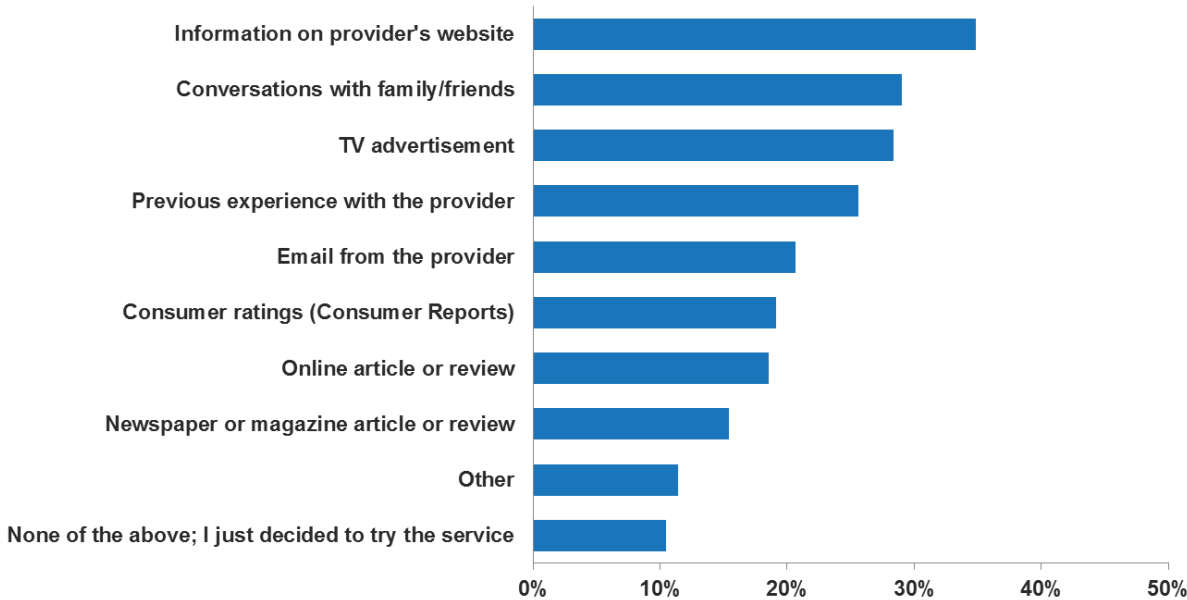


## Considerations of Choosing New Broadband Service Provider

Among US Broadband Households that Switched Broadband Service Provider in the Past 12 Months



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### SYNOPSIS

This study examines uptake and perception of broadband services among US households. It assesses perception of broadband providers, service bundling, adoption of services, upgrades and downgrades of broadband, and perception of broadband speeds received. It also compares perceptions among various groups of consumers, including those with mobile data services.

### ANALYST INSIGHT

“As growth in new broadband subscriptions slows and the need for a strategic understanding of gaps in consumer satisfaction emerges, providers must up the ante on understanding the needs, wants, and gaps in their customers’ services.”

— Steve Nason, *Research Director*, Parks Associates

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