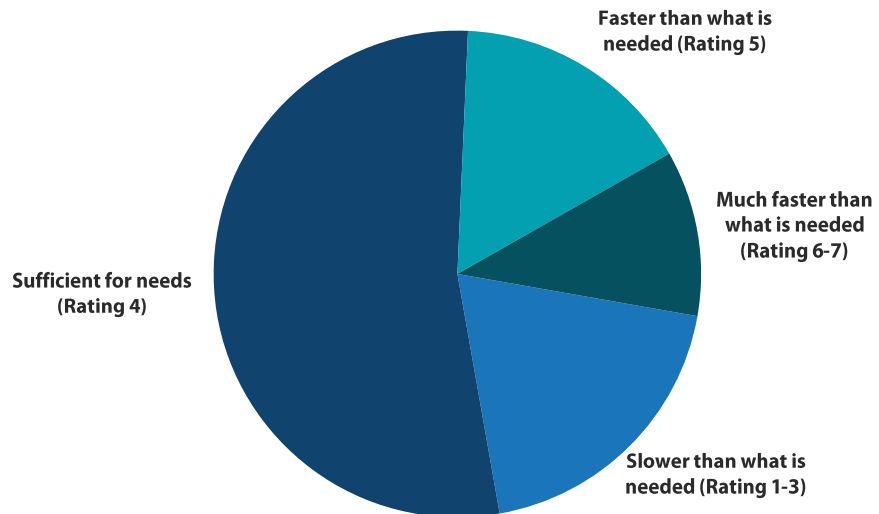


By **Brett Sappington**, *Director of Research*, **Yilan Jiang**, *Manager, Consumer Research*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

SYNOPSIS

The Need for Speed: Broadband and Data Consumption examines broadband services received by U.S. households, perception of broadband speed, and the impact of speed on churn and switching. The study covers reported speed, perception of speed, changes in the past 12 months, and planned changes over the next 12 months. It breaks out these areas by operator, age/demographics, digital media use, device ownership, and other factors in order to assess uptake of very high speed broadband services.

Perception of Broadband Service Speed U.S. Broadband Households



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ANALYST INSIGHT

“Now that operators are offering and promoting broadband speeds of 100 Mbps or more, many wonder how this move to ever-higher speeds will impact consumer perception of broadband services and overall churn. Some perceive that their broadband speed is faster than needed, but they still upgrade. Others see their speed as too slow, but they do not change. Several factors affect consumer perception of their broadband speed and their interest in upgrading, downgrading, or switching providers..”

— **Brett Sappington**, *Director of Research*, **Parks Associates**

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Previous Research

- 360 View: Entertainment Services in U.S. Broadband Households (Q3/15)
- Segmentation: VOD & OTT Usage (Q2/15)
- The Super Buyer: Characteristics of High ARPU Customers (Q4/14)

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- Modern Broadband: Maximizing Retention and Revenues (Q4/14)
- Consumer Segmentation: OTT Video Buyers (Q4/14)
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Additional Research from Parks Associates

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