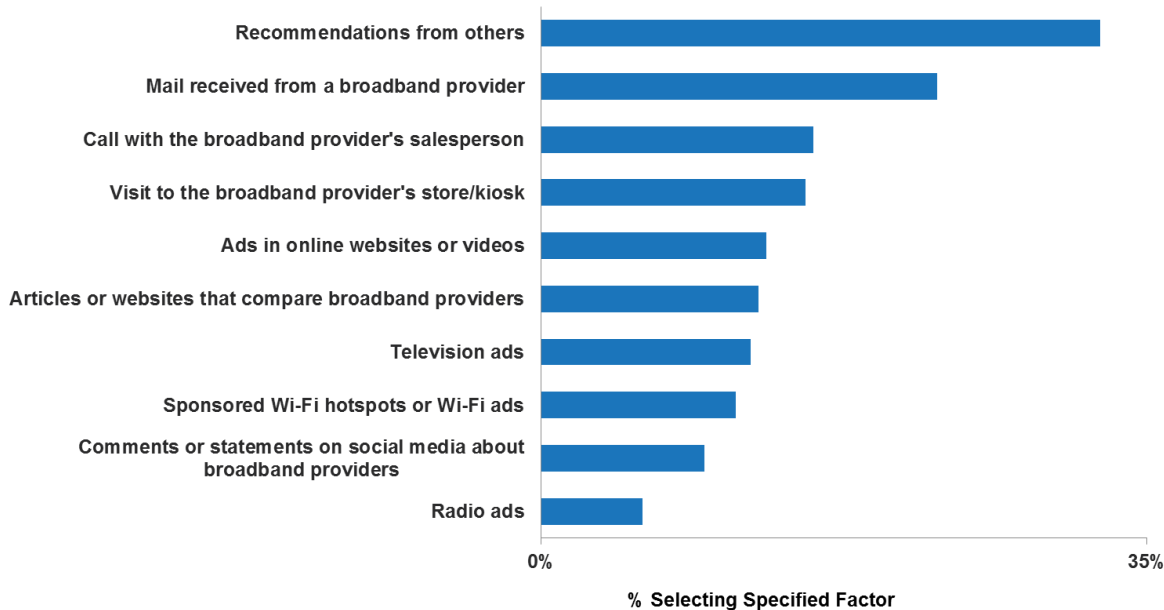


## Factors Influencing Selection of New Broadband Service Provider

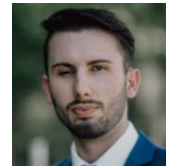
Among U.S. Broadband Households Switching Broadband Service Provider in the Past 12 Months



### Consumer Analytics Team



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### SYNOPSIS

This study examines uptake and perception of broadband services among U.S. 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

“Broadband constitutes the core offering of the majority of service providers. Recent years have brought dramatic changes to the market as providers introduced greater service speeds, bundles, and pricing models in an attempt to address widespread consumer churn.”

— Craig Leslie, *Senior Analyst*, Parks Associates

**Number of Slides: 80**

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**Appendix**

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