

Quantified Consumer: Adoption and Perception of Broadband

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Abstracts

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.

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