

# Quantified Consumer: Adoption and Perception of Broadband

<https://marketpublishers.com/r/Q8263E32ECCBEN.html>

Date: January 2021

Pages: 0

Price: US\$ 12,000.00 (Single User License)

ID: Q8263E32ECCBEN

## 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.

## Contents

- Executive Summary
- Industry Insight
- Total Market: Remote Working and Remote Schooling Among US Broadband Households
- Prevalence of Employer-Provided Broadband Among Remote Workers
- Mobile-Only Households & Broadband Cord-Cutting
- Reasons for Cancelling Home Broadband Service
- Adoption of Standalone Home Services Among US BB HHs
- Home Broadband Service Adoption & Service ARPU
- Adoption of Value-Added Services from Internet Provider
- US Broadband Adoption and Satisfaction Trends
- Overall Broadband Adoption in US Households
- Mobile-Only vs. Fixed Broadband in US Households
- Broadband Internet Access at Home
- Fixed Broadband Service Provider Market Share
- Net Promoter Score: Broadband Service Provider
- Service Provider Net Promoter Score
- Self-Reported Download Speed of Home Broadband
- Likelihood of Upgrading Broadband Service to 1+ Gbps
- Use of Wi-Fi Networking
- Impact of COVID-19 on Broadband Customers
- COVID-19 Impact on Employment Status
- Affects of COVID-19 on Education in Fall 2020
- Changes in Internet Use Since COVID-19 Crisis Began
- Reason for Increase in Internet Usage
- Services Used During COVID-19 Crisis
- High Agreement on Home Internet and Mobile Service Home Usage
- Prevalence of Employer-Provided Internet Among Remote Workers
- Home Broadband Speeds: Employer Subsidized vs Unsubsidized
- Service Changes: Churn, Upgrades, and Future Intentions
- Changes to Broadband Service in Past 12 Months
- Upgrade in Broadband Service – Q3/2020
- Reasons For Upgrading Internet Service During COVID-19
- Reason for Switching Broadband Service Providers
- Considerations When Switching Providers
- High Intention to Make Changes to Broadband Services
- New Threats: Mobile-only, Cord-Cutting, and Fixed Wireless

Mobile-Only Households in the United States  
Home Broadband Cord Cutters vs Broadband Cord Nevers  
Reasons for Home Broadband Cord Cutting  
Last Time Home Internet Service was Subscribed To  
Reasons for Intending to Cancel Home Broadband Service  
Provider Attitudes by Top 5 Internet Service Providers  
Likelihood of Retaining Churners by Incentives  
Appeal of 5G Fixed Wireless Internet  
Preferred Purchase Channel for 5G Mobile Internet Router  
Home Service Bundling and Adoption of New Service Types  
Home Broadband Service Adoption & Service ARPU  
Adoption of Standalone vs. Bundled Services  
Adoption of Home Service Packages  
Home Service ARPU (2010 - 2020)  
ARPU of Home Bundled Services  
Monthly Cost of Home Bundled Service  
Adoption of Value-Added Services from Internet Provider  
Routers: Purchasing Trends and Feature Interest  
Home Network Router Purchase Channel  
Reasons of Purchasing Home Network Router via Retail Channels  
High Interest in Router Features  
Payment Preference for Router Features  
High Satisfaction with Networking Devices by Purchase Channel  
Technical Issues Experienced with Wi-Fi Network at Home  
Appendix

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