The Need for Speed: Broadband and Data Consumption

Description: 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.

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