

## Where Americans Stand on Broadband

As millions of Americans shifted to working, learning, and receiving medical care at home over the last year because of the COVID-19 pandemic, the necessity of a reliable, affordable broadband internet connection has become starkly clear—especially for the most

vulnerable consumers. Consumer Reports conducted a nationally representative survey of more than 2,500 US adults to learn more about broadband access, competitive choices, and affordability of this increasingly important service.

### ACCESS

# 23%

of Americans say their household does not access the internet via broadband (fixed wired connection) internet, and instead rely on DSL or wireless service to connect, or don't have internet access

# 25%

of Americans *who don't have broadband* (fixed wired connection), stated it's because broadband is not available where they live

# 58%

of Americans with broadband in their household only have one or two choices of broadband (fixed wired connection) internet providers where they live

### MUNICIPAL/COMMUNITY BROADBAND

# 75%

of Americans feel that municipal or community broadband should be allowed because it would ensure that broadband access is treated like other vital infrastructure such as highways, bridges, water systems, and electrical grids, allowing all Americans to have equal access to it.

### COST

# 32%

of Americans *who don't have broadband* (fixed wired connection), stated it was because broadband costs too much

# 43%

of Americans with broadband in their household are dissatisfied with the price they pay (i.e., value for the money) for their internet service

# 24%

of Americans with broadband in their household find it difficult to afford their monthly internet bill

