

US Broadband Study: Weak Pricing Power Below 1Gbps, Big Premiums at the Top

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This study examines the offerings of 21 broadband providers across four U.S. cities (Boston, Kansas City, Minneapolis, and Seattle) to assess trends in consumer broadband pricing and availability. The objectives were: (1) to understand the expected cost of home broadband service in the United States and how this varied across different user classes, (2) to evaluate how these trends vary across the country's cities and regions, and (3) to assess the availability of super high-speed plans across providers. Key findings include:

- 500Mbps is increasingly becoming the entry-level speed; however, 1 and 2 Gbps still command a price premium
 - Some differences exist between operators, but similar pricing dynamics were present across all four cities
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