

Home ISPs & Bundled Services - US - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and ISPs
- Shifts in the type of home internet and bundled services consumers have for their household
- Home internet service satisfaction levels and the factors driving satisfaction
- Consumer attitudes toward home internet service

Home broadband services are a \$100 billion market in the US, and it is estimated that around eight in 10 households have home broadband internet access. While many consumers have long viewed home internet service as a necessity, COVID-19 has elevated its importance after nearly a year of staying at home, working and going to school remotely and connecting with friends and family through video chat. As consumers turned more attention to digital activities, streaming entertainment use has surged and more consumers are cutting paid TV packages in an effort to save money, lowering revenues for ISPs that bundle large TV packages with their home internet services.



“Home internet is among the most important services for US consumers, and access to high-speed reliable home internet has been put front and center due to the COVID-19 pandemic in 2020. Internet access is considered such a necessity there are calls to classify broadband access as a utility.”

- Buddy Lo, Senior Technology and Consumer Electronics Analyst

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