

TAKING THE PLUNGE

Factors Influencing the Selection of a Home Broadband Provider

Presented by Chris McGovern,
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Research Question

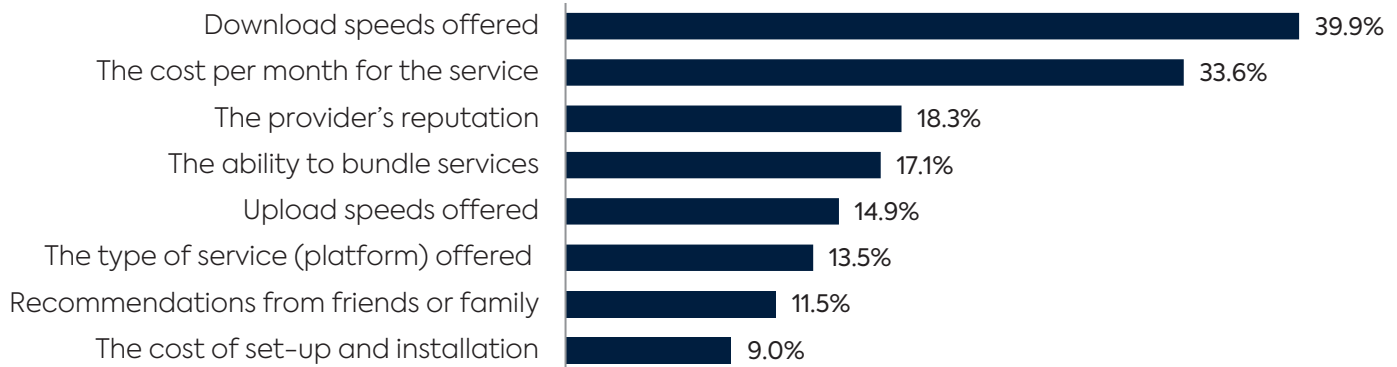
When offered a choice between two or more providers, what determinants influence a household's choice of internet service provider (ISP)?

Methodology

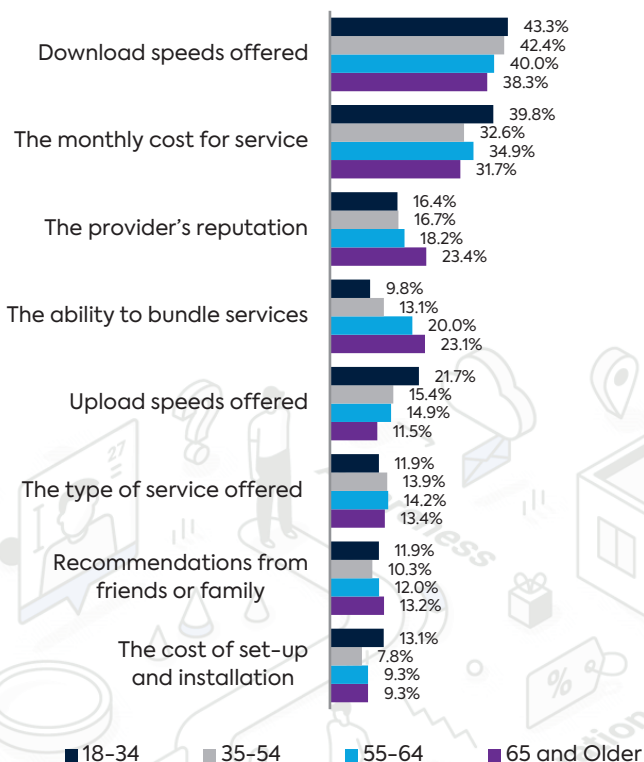
Connected Nation Texas surveyed 4,410 households across multiple rural Texas communities in 2020 who reported that they were aware of at least two choices for home internet service. Respondents could provide more than one response to this question.

Findings

Determinants among All Responding Households



Determinants by Respondent Age



Determinants by Household Income

