# 94% of Americans believe they are overpaying for their broadband service.

A nationwide BroadbandExpert.com survey of broadband users found that while the majority are satisfied with their current service providers, almost all believe they are overpaying for the service.

Below are some interesting factoids from the consumer survey.

*8 in 10 consumers believe they are overpaying for broadband by 50% more than they should for the same or equal service.*

## Why Don't More Shoppers Comparison Shop for Broadband Services?
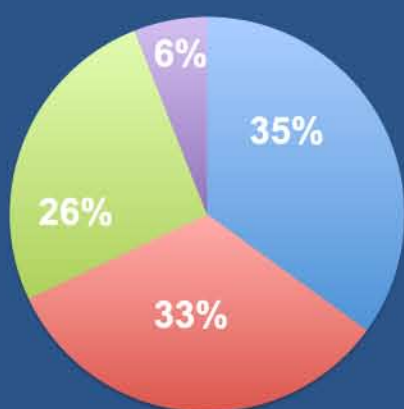
- 35% — Discouraged by the complexity of comparing prices and plans
- 33% — Don't know where to start
- 26% — Only one internet provider available in the area.
- 6% — No Answer

## What Factors Influence the Consumer Shopping Process?

*We asked participants which issues/factors concern them when shopping for broadband service*
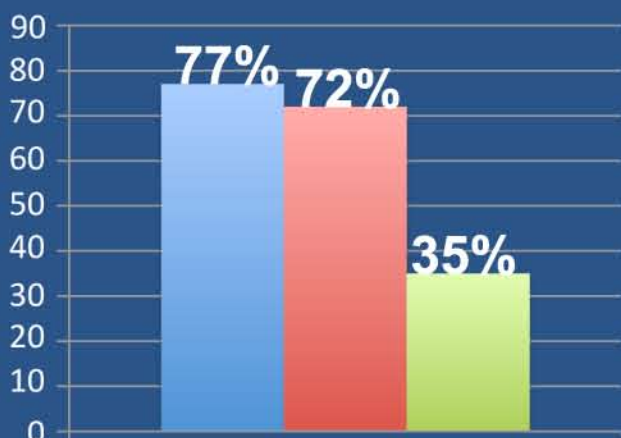
- 77% — Apples-to-Apples comparison of prices and plans
- 72% — Find broadband service provides in my area
- 35% — Independent consumer reviews

**% OF PARTICIPANTS WHO PLACED IT AMONG THEIR TOP 3 CONCERNS**

## Are you satisfied with your current Broadband Service (Connectivity, Download speeds, Availability)?
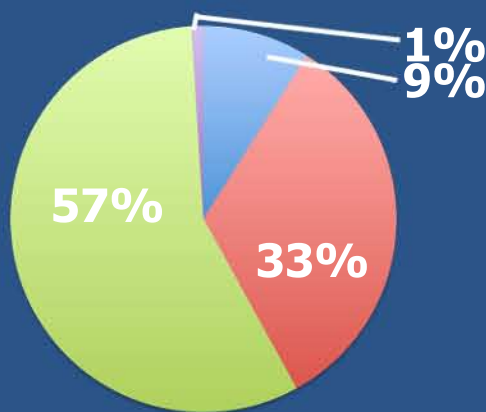
- 1% — Highly Dissatisfied
- 9% — Not Satisfied
- 57% — Somewhat Satisfied
- 33% — Highly Satisfied

## SHOPPING FOR BROADBAND, THE CONSUMER'S APPROACH

*4 in 10 shoppers conduct their online shopping research process online through search engines.*

**Experts Recommend: 1hr of research per $100 spent on a item or service**

| Research Actions for Broadband Shopping | Hours Spent |
|---|---|
| Speak with friends about their providers | 1 Hr |
| Review current plan and provider bills and website | 1 Hr |
| Read reviews on several websites, including their own provider | 2 Hr |
| Comparison price on various websites and/or speaking with phone reps | 2 Hr |

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