



# ENTRY-LEVEL BROADBAND PRICING DROPPED IN 2021

Competition in the broadband marketplace is driving prices down and speeds up for consumers across the spectrum—findings that mirror overall [Broadband Pricing Index](#) trends for the highest-speed and most popular service tiers.

AMID WASHINGTON'S POLICY DEBATE around broadband affordability, USTelecom analyzed not only the pricing trends of the highest speed and most popular tiers of broadband service, but now entry-level broadband offerings.

## WHAT DOES THE DATA SHOW?

- The U.S. broadband marketplace is working for consumers, as reflected in **price declines of 22.9% from 2015-2021** and **9.1% in the past year** alone.
- Adjusted for inflation, these entry-level price cuts translate into real consumer savings of 31.2% over the six-year period and 10.8% from 2020-2021.

## WHAT ABOUT IN DOLLARS AND CENTS?

- **Entry-level broadband prices declined from \$45.58 in 2015 to \$31.35 in 2021.**
- Alongside these dramatic price drops, entry-level customers also are receiving markedly faster service. From 2015 to 2021, **download speeds for entry-level services increased by 161.9%, including a staggering 94.2% leap in the past year alone.**

The consistent trendline—lower prices, faster service even at a time of increased usage—across multiple tiers of service offers a powerful indicator that a competitive U.S. broadband marketplace is working efficiently and effectively to deliver affordable, high-quality broadband service to all consumers.

Entry-level broadband prices declined

**9.1%**

in the past year.

## ENTRY LEVEL BROADBAND TIER PRICE CHANGE 2015-2021

NOMINAL DOLLARS		REAL DOLLARS	
2015 \$45.58	CHANGE <b>-22.9%</b>	2015 \$45.58	CHANGE <b>-31.2%</b>
2021 \$35.13		2021 \$31.35	
MBPS DOWNLOAD		REAL PRICE PER MBPS DOWNLOAD	
2015 22.3	CHANGE <b>161.9%</b>	2015 \$2.04	CHANGE <b>-73.7%</b>
2021 58.4		2021 \$0.54	

## ENTRY LEVEL BROADBAND TIER PRICE CHANGE 2020-2021

NOMINAL DOLLARS		REAL DOLLARS	
2020 \$38.65	CHANGE <b>-9.1%</b>	2020 \$35.14	CHANGE <b>-10.8%</b>
2021 \$35.13		2021 \$31.35	
MBPS DOWNLOAD		REAL PRICE PER MBPS DOWNLOAD	
2020 30.1	CHANGE <b>94.2%</b>	2020 \$1.17	CHANGE <b>-54.1%</b>
2021 58.4		2021 \$0.54	