

# 2022 BROADBAND PRICING INDEX: Broadband Prices Drop While Value Increases

Despite overall price inflation that has occurred in the U.S. marketplace over the past year, the latest **Broadband Pricing Index (BPI) report** reveals continued significant price reductions for both the most popular and highest-speed broadband internet service.

## KEY FINDINGS:

### Broadband Pricing Ran Counter to Significant Overall Inflation in the Past Year

- The price of providers' most popular broadband speed tier (BPI-Consumer Choice) dropped by **14.7%** from 2021-2022
- Providers' fastest speed tier option (Real BPI-Speed) dropped in price by 11.6% from 2021-2022
- In contrast, the cost of overall goods and services rose by 8% from 2021-2022

### Historical Analysis Shows Real Broadband Prices Have Been Cut in Half from Seven Years Ago

- Real BPI-Consumer Choice tier prices dropped by **44.6%** from 2015-2022
- Real BPI-Speed tier prices dropped by 52.7% from 2015-2022

### The Consumer Value of Broadband Service Has Never Been Higher

- Providers have increased the speeds of their broadband offerings and dropped prices for that service. Overall customer value shows a dramatic improvement over the past seven years.
- The real cost per megabit of both the most popular and fastest service offerings have dropped by around **75%** since 2015.

Download speeds for the most popular tier have increased

**127.7%**  
Since 2015.

**BPI-Consumer Choice** compares providers' most popular speed tier of broadband service in a given year to its most comparable 2022 service.

**BPI-Speed** compares providers' fastest speed tier option in a given year to the comparable plan in 2022.

**Real BPI** is price adjusted for inflation.

Table 1: NOMINAL U.S. BROADBAND PRICE YEAR-OVER-YEAR COMPARISON

BPI-CONSUMER CHOICE	
PRICE 2021	CHANGE
\$48.42	<b>-5.1%</b>
PRICE 2022	
<b>\$45.97</b>	

Table 2: REAL U.S. BROADBAND PRICES YEAR-OVER-YEAR COMPARISON\* (adjusted for inflation)

BPI-CONSUMER CHOICE	
PRICE 2021	CHANGE
\$42.59	<b>-14.7%</b>
PRICE 2022	
<b>\$36.33</b>	

BPI-SPEED	
PRICE 2021	CHANGE
\$74.80	<b>-1.7%</b>
PRICE 2022	
<b>\$73.55</b>	

BPI-SPEED	
PRICE 2021	CHANGE
\$65.78	<b>-11.6%</b>
PRICE 2022	
<b>\$58.12</b>	

\* Measured in constant 2015 dollars to allow for even comparisons throughout the report.

Table 4: NOMINAL U.S. BROADBAND PRICES

BPI-CONSUMER CHOICE	
PRICE 2015	CHANGE
\$65.62	<b>-29.9%</b>
PRICE 2022	
<b>\$45.97</b>	

Table 5: REAL U.S. BROADBAND PRICES (adjusted for inflation)

BPI-CONSUMER CHOICE	
PRICE 2015	CHANGE
\$65.62	<b>-44.6%</b>
PRICE 2022	
<b>\$36.33</b>	

BPI-SPEED	
PRICE 2015	CHANGE
\$122.94	<b>-40.2%</b>
PRICE 2022	
<b>\$73.55</b>	

BPI-SPEED	
PRICE 2015	CHANGE
\$122.94	<b>-52.7%</b>
PRICE 2022	
<b>\$58.12</b>	