2025 BROADBAND PRICING INDEX

Lower Bills, Faster Speeds: Family Budgets Get a Boost as Broadband Prices Decline

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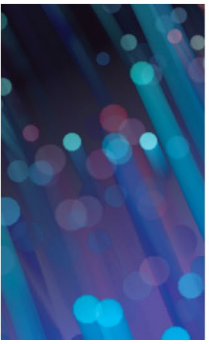

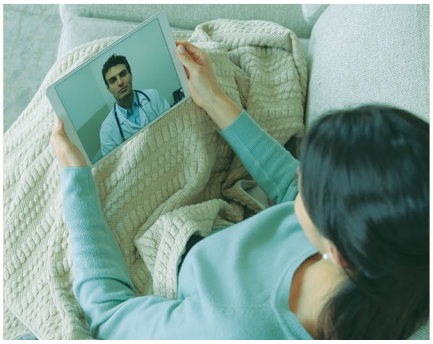

KEY FINDINGS

Real Prices for Most Popular Broadband Services Drop 8.7% in 2025

Real Prices for Faster Gigabit Service Down 6.2%

Since 2015: Broadband Prices ↓43%, Overall Consumer Prices ↑35.8%

Faster Speeds + Price Drops = Soaring Consumer Value Amid Near-Record Broadband Investment, Intense Competition

USTELECOM
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EXECUTIVE SUMMARY

In a period where every dollar counts for most Americans, consumer broadband services are delivering another year of declining prices and faster speeds.

This sixth edition of USTelecom's Broadband Pricing Index (BPI) shows U.S. broadband services have continued a long-running trend of pairing faster speeds with lower bills. These price declines stand in sharp contrast to overall U.S. inflation (CPI-U), which stood at 2.4% from March 2024 to March 2025.

The continued progress of broadband affordability and quality over the past year adds to a 10-year record of soaring consumer value. Indeed, broadband prices for today's most popular services (100-940 Mbps) have **declined** by 43.1% over the past 10 years, while the cost of overall consumer goods and services has **risen** by 35.8%.

As network investment and fiber deployment continue at near-record levels—$89.6 billion last year alone—U.S. consumers have the powerful dual advantage of some of the world's most advanced and increasingly affordable high-speed connections. This connectivity is foundational so that more Americans can participate in our modern digital economy—from accessing medical specialists, remote work and educational opportunities to realizing the promise of AI and quantum networks.

When the USTelecom Broadband Pricing Index launched in 2020, it tracked pricing for broadband tiers that aligned with the FCC's then broadband benchmark of 25/3 Mbps. Today, thanks to the forward march of technology and investment, a majority of U.S. households (55.9%) now choose plans between 100 Mbps and 940 Mbps (BPI-Speed) and more than a quarter (27%) opt for even faster service at the 1 Gbps tier (BPI-Gigabit).[1]

The fact that near-record private capital investment continues to flow, while many consumers experience lower bills and faster service, is a powerful demonstration of the intensely competitive broadband marketplace.[2] This bodes well for consumer purchasing power, more widespread adoption of affordable broadband-and America's continued leadership of the global information economy at the dawn of the AI era.

BPI-Speed: Tracks pricing for the most popular consumer services—between 100 and 940 Mbps. As of June 2024, 55.9% of U.S. consumers chose plans in this range.

BPI-Gigabit: Tracks pricing for faster services between 940 Mbps and 1 Gbps. As of June 2024, 27% of U.S. consumers selected gigabit speeds.

REAL PRICES FOR MOST POPULAR BROADBAND SERVICES DOWN 8.7% YEAR OVER YEAR

Real broadband prices continued to move lower over the past year, with declines across both the most popular plans and the fastest offerings. From 2024 to 2025, adjusted for inflation:

- The price of providers' most popular services (100–940 Mbps) fell **8.7%.**
- Prices for gigabit-speed plans declined **6.2%**.

BPI-SPEED (100–940 MBPS)

NOMINAL		REAL *(Inflation-adjusted)*	
PRICE 2024 $72.58	CHANGE **-3.6%**	PRICE 2024 $49.25	CHANGE **-8.7%**
PRICE 2025 **$69.98**		PRICE 2025 **$44.95**	

BPI-GIGABIT (940 MBPS–1 GBPS)

NOMINAL		REAL *(Inflation-adjusted)*	
PRICE 2024 $98.68	CHANGE **-1.4%**	PRICE 2024 $71.54	CHANGE **-6.2%**
PRICE 2025 **$97.27**		PRICE 2025 **$67.13**	

SINCE 2015, REAL BROADBAND PRICES DOWN 63.4%

Broadband's long-term affordability trend is even more pronounced. Since 2015, prices for today's most popular broadband services (BPI-Speed) have fallen 63.4%. And since 2017, when the FCC first tracked providers in this study offering gigabit services, prices for that faster tier have declined 46.5%.[3]

BPI-SPEED

NOMINAL		REAL *(Inflation-adjusted)*	
PRICE 2015 $122.94	CHANGE **-43.1%**	PRICE 2015 $122.94	CHANGE **-63.4%**
PRICE 2025 **$69.98**		PRICE 2025 **$44.95**	

BPI-GIGABIT

NOMINAL		REAL *(Inflation-adjusted)*	
PRICE 2017 $125.53	CHANGE **-22.5%**	PRICE 2017 $125.53	CHANGE **-46.5%**
PRICE 2025 **$97.27**		PRICE 2025 **$67.13**	

AVERAGE BROADBAND SPEEDS CONTINUE TO RISE (2015–2025)

Broadband performance has risen sharply even as real prices continue to fall. For BPI-Speed services, average download speeds have doubled since 2015, and upload speeds have increased more than 80%.

BPI-SPEED ACCELERATION				
WEIGHTED MBPS DOWNLOAD SPEED			WEIGHTED MBPS UPLOAD SPEED	
2015	141	CHANGE 100.4%	2015	51	CHANGE 86.3%
2025	283		2025	95	

FASTER SPEEDS STRENGTHEN CONSUMER PURCHASING POWER

Faster speeds, combined with sustained price declines, have driven major gains in affordability and consumer purchasing power. Indeed, the real price per megabit for today's most popular broadband services has dropped by more than 80% since 2015—allowing households today to pay substantially less for service that delivers far greater capability.

REAL PRICE PER MEGABIT

BPI-SPEED IN REAL 2015 DOLLARS			BPI-GIGABIT IN REAL 2017 DOLLARS		
PRICE PER MBPS			PRICE PER MBPS		
PRICE 2015	$0.87	CHANGE -81.8%	PRICE 2017	$0.13	CHANGE -46.5%
PRICE 2025	$0.16		PRICE 2025	$0.07	

BROADBAND PRICE DECLINES OFFER RESPITE AMID RISING HOUSEHOLD EXPENSES

Broadband Prices Fell Year Over Year as Most Household Costs Increased (2024–2025)

From March 2024 to March 2025, most essential household expenses increased—including car insurance, rent, college tuition and fees, and food and beverages—contributing to a 2.4% rise in overall inflation (CPI-U). Meanwhile, broadband prices moved in the opposite direction. BPI-Speed declined 3.6% in nominal terms, and BPI-Gigabit fell 1.4%. These year-over-year reductions make broadband one of the few essential services offering real relief to households facing continued inflationary pressure.

BROADBAND V. OTHER ESSENTIAL HOUSEHOLD EXPENSES (2024-2025)

	MARCH 2024	MARCH 2024	YOY PRICE CHANGE
OVERALL CPI-U	$310.36	$318.85	**2.4%**
CAR INSURANCE	$827.85	$890.85	**7.6%**
RENT	$413.88	$430.48	**4%**
COLLEGE TUITION & FEES	$927.50	$949.05	**2.3%**
FOOD & BEVERAGE	$325.89	$334.92	**2.9%**
BPI-SPEED *(Nominal)*	**$72.48**	**$69.98**	**-3.6%**
BPI-GIGABIT *(Nominal)*	**$98.68**	**$97.27**	**-1.4%**

BROADBAND PRICES HAVE DIVERGED SHARPLY OVER THE PAST DECADE FROM RISING KEY HOUSEHOLD COSTS (2015–2025)

Over the past 10 years, essential goods and services have steadily become more expensive. Between 2015 and 2025, the CPI-U rose 35.8%.[4] In stark contrast, prices for today's most popular consumer broadband services (BPI-Speed) declined 43.1% in nominal terms—and more than 60% when adjusted for inflation. This long-term divergence underscores how broadband has become significantly more affordable even as many other household expenses continue to rise.

These trends underscore a central finding: broadband remains one of the few major consumer services that consistently delivers greater value for less money over time.

BROADBAND VS. OTHER ESSENTIAL HOUSEHOLD EXPENSES (2015–2025)

	MARCH 2015	MARCH 2025	PRICE CHANGE
OVERALL CPI-U	$236.12	$318.85	**35.8%**
CAR INSURANCE	$455.37	$890.85	**95.6%**
RENT	$283.13	$430.48	**35.04%**
COLLEGE TUITION & FEES	$775.43	$949.05	**22.4%**
FOOD & BEVERAGE	$245.69	$334.92	**36.3%**
BPI-SPEED *(Nominal)*	**$122.94**	**$69.98**	**-43.1%**

GIGABIT PRICES HAVE ALSO PROVEN INFLATION-RESISTANT (2017–2025)

The same long-term affordability trend holds for gigabit service pricing over time. Since 2017—when the FCC first began consistently tracking peer company gigabit service—the cost of overall consumer goods and services has risen 31%. Gigabit broadband prices, however, have declined by 22.5% in nominal terms over that same period, with even larger reductions in real terms. As a result, gigabit-level service has become more affordable for more households even as the costs of other essential goods and services continue to rise.

BPI-GIGABIT VS. OTHER ESSENTIAL HOUSEHOLD EXPENSES (2017–2025)

	MARCH 2017	MARCH 2025	PRICE CHANGE
OVERALL CPI-U	$243.41	$318.85	**31.0%**
CAR INSURANCE	$517.62	$890.85	**72.1%**
RENT	$307.45	$430.48	**40.0%**
COLLEGE TUITION & FEES	$814.02	$949.05	**16.6%**
FOOD & BEVERAGE	$248.97	$334.92	**34.5%**
BPI-GIGABIT ***(Nominal)***	**$125.53**	**$97.27**	**-22.5%**

METHODOLOGY

BPI-SPEED

BPI-Speed uses FCC and other public data to assess recent trends in U.S. residential fixed broadband pricing for services ranging from 100 Mbps to 940 Mbps.[5] This index compares prices over two time intervals: (1) year over year; and (2) from a 2015 baseline[6] to 2025.

This research analyzes residential broadband prices across three wired technologies (cable, DSL, and FTTH) from 2015 to 2025. Using the FCC's Urban Rate survey,[7] the 14 largest U.S. wireline broadband providers were selected to benchmark comparable offerings over time. They include the top seven cable and top seven telecom companies by subscriber count and account for over 90% of all terrestrial broadband services sold in the U.S.:

- Cable: Altice,[8] Cable One, Charter, Comcast, Cox, Mediacom and WOW
- Telecom: AT&T, Consolidated, Frontier, Lumen, TDS, Verizon and Windstream

The next step in constructing the BPI-Speed is to establish proper weights for each provider. These are calculated by applying the broadband subscriber market share in 2015 and 2025 for each provider in the given technology (cable, FTTH and DSL). These weights are averaged over the two time periods, then multiplied by the price for that specific offering in that year, and the resulting sum becomes each company's contribution to the overall index from 2015 to 2025. These weights represent a carrier's aggregate market share and not market share at a particular service speed.

The BPI-Speed compares each company's fastest 2015 service to its most comparable 2025 service with download speeds between 100 Mbps and 940 Mbps.

Since broadband speeds vary by provider and improve over time, BPI-Speed uses the 2025 service offering most comparable to each company's 2015 highest speed service.

EXAMPLE: One company's fastest service in 2015 was 100 Mbps down/5 Mbps up at a price of $114.99 per month. In 2025, that provider offered faster services. The closest benchmark to that 2015 service found in the 2025 FCC survey is 300 Mbps down/10 Mbps up at a price of $84.99. Download speeds tripled and upload speeds doubled. The nominal consumer price tag dropped in nominal terms by 26.1% and by 52.5% when adjusted for inflation.

This exercise is repeated for each company by technology and the results are weighted by the average of each provider's market share in both years and then aggregated into the "overall weighted price."

BPI-GIGABIT

This new index tracks how prices have evolved over the past eight years. The year 2017 has been chosen as the base year because it is the first year that some Peer Providers registered gigabit plans in the FCC's Urban Rate Survey. Peer Providers are the 14 companies representing 90% of fixed broadband subscribers of service.

The BPI-Gigabit criteria selected are:

1. Symmetrical speeds from 940 Mbps down and 880 Mbps up to 1 Gigabit down and up.
2. Unlimited usage.
3. FCC Urban Rate Survey data.

From 2017 to 2025, many more providers registered gigabit offerings according to these criteria. In 2017, there were 12 offerings that met the criteria. By 2025, the field grew dramatically to 1,303. Unlike the BPI-Speed approach, gigabit offerings are unweighted by the number of subscribers. Every offering in the FCC's survey that meets the criteria is included, regardless of the size of the provider and no matter how many times a provider occurs in the same or different jurisdictions.

Information Sources

Publicly available current and past prices of broadband by technology are found in the FCC's annual survey of urban rates. The FCC's Urban Rate Survey collects pricing information by provider for stand-alone residential broadband services as well as by download/upload speed and by technology. This FCC data is a reasonable proxy for nationwide broadband pricing because it is the benchmark utilized for fixed voice and broadband services for the federal universal service program.

The contribution of each company to the overall price of broadband was derived from two primary inputs: (1) the FCC's 2015 and 2025 rate surveys, and (2) the average number of broadband subscribers by provider and technology for 2015 and 2025. Subscriber counts are initially sourced from the Leichtman Research Group. Adjustments have been made to 2015 and 2025 subscribers using SEC, investor relations and FCC sources to reconcile for updates, mergers, spin-offs and technology segmentation.

About the Author

Arthur Menko, the founder of Telcodata and Business Planning, Inc., has been providing telecom and broadband research and consulting services since 1984. He has extensive industry background in the economic, regulatory, infrastructure, reliability and competitive market research areas. In recent years he has concentrated in fixed broadband deployment and adoption analytics and policy research matters.

ENDNOTES

1 Internet Access Services as of 05/16/25, Federal Communications Commission, June 2024; available at: https://docs.fcc.gov/public/attachments/DOC-411463A1.pdf

2 Broadband Capex Report, USTelecom, October 21, 2025; available at: https://ustelecom.org/research/2024-broadband-capex-report/

3 2017 has been chosen as the base year for this study because it is the first year that some Peer Providers registered gigabit plans in the FCC's Urban Rate Survey.

4 All BPI price-related calculations in this report are adjusted for inflation using the Consumer Price Index (CPI-U), a barometer of overall urban U.S. inflation.

5 Specifically, as in the past, this report develops two metrics for examining broadband pricing by making use of the FCC's 2025 Urban Rate Survey. This data set contains 13,011 plan observations and is statistically constructed to represent an accurate profile of a mix of U.S. broadband prices at various speeds/technologies and fixed providers (small and large) throughout the entire country. The FCC's Urban Rate Survey considers only residential fixed broadband prices, while the Bureau of Labor and Statistics considers bundled services and their related voice and television offerings. All years refer to the year the data was reported.

6 When the first BPI was published in 2020, we did a five-year look back to 2015 to see how broadband pricing and service had evolved over that span. We continue to use 2015 as our benchmark to chart BPI-Speed and the industry's progress.

7 Urban Rate Survey Data & Resources, Federal Communications Commission, 2025; available at: https://www.fcc.gov/economics-analytics/industry-analysis-division/urban-rate-survey-data-resources

8 Altice has been split into its two pre-merger organizations, CSC (Cablevision) and Suddenlink, since the FCC rate survey identifies them separately.