

SYNOPSIS

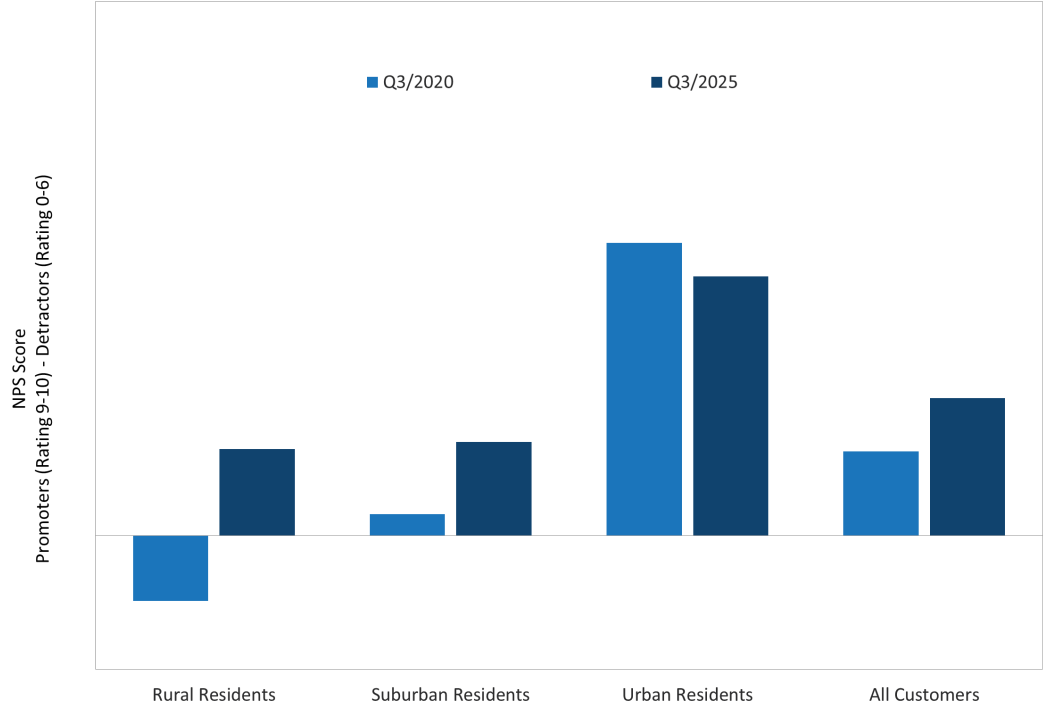
This study explores the broadband market from the perspective of rural and small-town households. With a focus on rural consumers' connectivity experiences, priorities, and pain points, the research identifies how smaller ISPs can deepen customer relationships through service bundling, local engagement, and innovative value-added services.

Rural broadband providers operate in markets defined by limited infrastructure, unique challenges, and strong community ties. This report highlights what rural consumers value most—reliability, affordability, and trust—and pinpoints the service features, bundles, and convergence opportunities that resonate most strongly outside major metro areas. The study provides actionable insights to help Tier 2 and Tier 3 providers compete through differentiation rather than scale—by integrating smart home, mobile, safety, and entertainment services that meet the distinctive needs of rural America.

Number of Slides: 63

AUTHORS

Home Internet Net Promoter Scores: 2020 vs. 2025



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Key questions addressed:

1. What defines the rural broadband experience today?
2. What are the primary drivers of satisfaction and dissatisfaction among rural customers?
3. How do rural consumers make decisions about switching, staying, and spending?
4. What role do bundles and value-added services play in rural markets?
5. How can Tier 2 and Tier 3 providers compete effectively?

“With connectivity gaps closing, success in rural markets will depend on delivering a consistently reliable, high-quality experience. Providers that prioritize simplicity, performance, and trust will be best positioned to retain and grow their customer base.”

— Kristen Hanich, Director, Research, Parks Associates

Industry Analyst

Kristen Hanich, Director, Research, Parks Associates

Consumer Analytics Team

Yilan Jiang, Senior Director of Consumer Analytics

Sharon Jiang, Consumer Insights Manager

Yuting Mu, Consumer Insights, Analyst I

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The Rural Broadband Opportunity: Delivering Value Beyond Connectivity

2026

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ATTRIBUTES

Parks Associates
2301 West Plano Parkway
Suite 210
Plano, TX 75075

972.490.1113 phone
parksassociates.com
sales@parksassociates.com

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