



Almost Half of Americans 55+ Don't Know Their Internet Speeds and About a Quarter of Those are Dissatisfied with Their Speeds

Survey Also Revealed That Only One-Fourth of Americans Know The Internet Speeds They Need

FORT MILL, S.C. — Allconnect.com, a leading broadband marketplace, announces the results of a new survey that reveals a gap in internet knowledge among several key groups, and some dissatisfaction among those same groups as well. Older Americans made up one of the largest percentages of people who didn't know their internet speed, but were unsatisfied with what they had.

"Our report revealed several key groups of the American public didn't know the speeds they were getting, simply because they were satisfied with their speed and didn't question it. However, not everyone felt that satisfaction. These same groups saw a decent percentage of people who were unsatisfied with the speeds they receive. The group with the largest unsatisfied customers were older Americans, who didn't know the speeds they were getting, but felt unhappy with what they had," said Robin Layton, editor at Allconnect.com.

The survey, conducted on Allconnect's behalf by YouGov, revealed that females (with 47% unaware of their speed, vs. 25% of males), older Americans (45% of those 55+, vs. 34% of 35-54 year olds and 26% of 18-34 year olds) and those in lower-income households (36% of those with a household income under \$40,000, vs. 30% of those in households earning \$80,000 or more) were less likely to know their internet speed compared with males and households earning at least \$80K. These groups were more likely to signal dissatisfaction with the speeds they received than their counterparts and less likely to know the speeds they need for their online activities (86% female vs. 62% male; 85% of those 55+ vs. 72% 35-54 and 56% 18-34; 76% of those with household incomes under \$40,000 and 72% of those earning \$40,000-under \$80,000 vs. 64% of those earning \$80,000 or more).

Additional findings include:

- 36% of Americans don't know the internet speed they get to their house
 - Only 19% of those who did not know their speeds, however, seemed dissatisfied with their service
- 45% of people aged 55+ do not know their internet speed and this group has the largest percentage of dissatisfaction around speeds, with 23% being unhappy with the speeds they receive (vs. 17% of those 35-54 and 18% of those 18-34).
- Despite 47% of females reporting they didn't know their internet speed, only 21% are dissatisfied with their service.
- 36% of those in low-income households (making under \$40K) don't know their internet speed and:
 - Only 20% of this group displays dissatisfaction about the speeds they receive.
 - Of households making \$80K or more, the percentage unaware of their internet speed shrinks to only 30%, and this group tends to be more satisfied than low-income households (with 74% indicating satisfaction, vs. 64% of those in households earning under \$40,000)
 - 73% of Americans don't know how much internet speed they need
 - 83% of women say they don't know how much internet they need versus only 62% of men
 - 95% of women who don't know their speeds don't know what they need
 - 74% of women aged 18-34 don't know what they need versus only 40% of men in the same age range
 - 85% of those aged 55+ do not know how much internet they need
 - 90% of women age 55+ don't know what they need, 80% of men the same age
 - 76% of those in low-income households do not know how much internet speed they need
- Those who report having internet speeds ≤50 Mbps are less satisfied than other groups

"Internet speed and satisfaction are closely tied together. Many times most people only care if their internet service is reliable, not the specific speeds. These groups that do not know their speeds and are unsatisfied, however, are more vulnerable. Knowledge around internet speeds received and needed allows people to make informed purchasing decisions and get visibility into the reliability of the providers they have chosen," Layton adds.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1214 adults. Fieldwork was undertaken between 14th - 17th May 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

The full report and methodology can be found here:

<https://www.allconnect.com/blog/internet-knowledge-disparity>

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