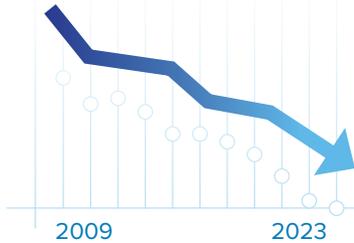


## Wi-Fi and Affordability: Expanding Access While Lowering Costs for Consumers

HOME BROADBAND PRICES FELL 19%



From remote work and video calls to online gaming and smart home devices, Americans' daily lives run on Wi-Fi. As our internet use has evolved over the past two decades, the number of WiFi-connected devices in our homes and the amount of data these devices transmit have skyrocketed – all running through home broadband plans whose prices actually **decreased** by 19% between 2009 and 2023, according to the FCC.



**Wi-Fi is essential for modern life.** Here's how it remains the most affordable and widely available way for Americans to stay connected:



### Wi-Fi Offloads Mobile Traffic, Cutting Reliance on Expensive Data Plans

- Wi-Fi allows smartphones and other devices to connect through home, work, and public broadband networks instead of cellular networks — reducing demand for expensive mobile data.
- Even while away from home, smartphone users are spending nearly 90% of their screen time connected via Wi-Fi.



### Wi-Fi Powers Mobile Competition, Driving Down Monthly Bills

- Wi-Fi helps to power lower-cost competitors to the three dominant cellular carriers, saving families up to **\$1,000** per year on mobile bills.



### One Broadband Subscription Powers an Entire Household with Many Devices

- A single home broadband subscription can serve the entire household via Wi-Fi. The typical household pays **about \$75 per month** for home internet — roughly 1% of household income, well below the FCC's 2% affordability benchmark.
- The average household uses more than 20 internet-connected devices, from laptops and tablets to smart TVs and appliances. Wi-Fi lets each of these devices connect at no incremental cost — compared to cellular plans that charge customers extra each month for each additional device connecting to the carriers' network.
- Wi-Fi gives consumers and small businesses the ability to stay connected in every room of a house — even when 5G or fixed wireless can't reach.



### Wi-Fi Connects Schools, Libraries, and Communities Affordably

- Wi-Fi extends affordable connectivity beyond the home — into classrooms, libraries, workplaces, and public spaces.
  - 98% of public libraries offer free Wi-Fi to their communities.
  - Schools rely on Wi-Fi to connect students and educators to online curriculum and learning platforms across entire campuses.
- Wi-Fi also reduces schools' and libraries' infrastructure costs.
  - Wireless networks can be deployed throughout school buildings without extensive Ethernet cabling — reducing installation complexity and cutting costs by up to 50%.