The broadband market in the United States is not competitive. Most Americans only have 1-2 choices for their internet service. Having lived in 4 different localities throughout the United States, some rural, though mostly urban, my experience with choice among internet providers has always been the same - few choices with unreliable service. We are not in the top 10 when it comes to fastest speed, nor lowest prices for internet service. This is frankly embarrassing considering we are the wealthiest, most capitalist country in the entire world. What we need is a healthier environment for innovation and competition. Net neutrality allows for new and innovative companies to compete with existing providers, giving consumers more choice and creating a system which holds businesses accountable - provide a high quality service at a competitive rate or fail. The FCC needs to listen to the voice of the majority of Americans who champion net neutrality and back off the attempts to repeal.