



# LRG

Leichtman Research Group

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## **OVER TWO-THIRDS OF US HOUSEHOLDS SUBSCRIBE TO BROADBAND**

*Economic Divide Extends Beyond Broadband*

**Durham, NH – June 10, 2009** – New consumer research from Leichtman Research Group, Inc. (LRG) finds that over two-thirds of US households now subscribe to a broadband high-speed Internet service. This is an increase from one-fifth of households five years ago.

As has been true since the introduction of broadband services little more than a decade ago, higher-income households remain most likely to subscribe to a broadband service – but online subscriptions in general, and computer ownership, also tend to increase with household income.

LRG's research found that:

- 89% of all households with annual incomes over \$75,000 subscribe to a broadband service – compared to 70% of households with incomes of \$30,000-\$75,000, and 37% of households with incomes under \$30,000
- 38% of households with annual incomes under \$30,000 do not have a computer at home, and only half of households in this income group subscribe to any type of Internet service at home

| Annual Household Income | Have a Computer | Internet at Home | Subscribe to Broadband |
|-------------------------|-----------------|------------------|------------------------|
| Under \$30,000          | 62%             | 50%              | 37%                    |
| \$30,000-\$75,000       | 87%             | 81%              | 70%                    |
| Over \$75,000           | 97%             | 94%              | 89%                    |

These findings are based on a telephone survey of 1,600 households from throughout the United States and are part of a new LRG study, *Broadband Access & Service in the Home 2009*. This is LRG's seventh annual study of this topic.

Other related findings include:

- 67% of broadband subscribers are very satisfied (8-10) with their service – while just 4% are not satisfied (1-3)
- 29% of broadband subscribers are very interested (8-10) in receiving faster Internet access at home – while 37% are not interested (1-3)
- Overall, 3% of Internet subscribers say that broadband is not available in their area

“As the future of broadband in the US is being addressed, it is clear that with over three-quarters of all households with a computer choosing to subscribe to a high-speed Internet service – the evolution of broadband in the US has been highly successful,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “The challenges of bringing broadband to all economic segments of the population go well beyond broadband itself, requiring recognition of the fact that lower income households are still less likely than others to be online and to own computers.”

**About Leichtman Research Group, Inc.**

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on broadband, media and entertainment industries. LRG combines on-going surveys and analysis with years of hands-on industry experience to provide companies with a richer understanding of the potential impact and adoption of new products and services. For more information about LRG, please call (603) 397-5400 or visit [www.LeichtmanResearch.com](http://www.LeichtmanResearch.com).

*Broadband Access & Service in the Home 2009* is based on a telephone survey of 1,600 adults age 18+ from throughout the continental US that was conducted in March-April 2009. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the US. The overall sample has a statistical margin of error of +/- 2.5%.

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