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U.S. BROADBAND SUBSCRIBERS ARE SATISFIED WITH THEIR SERVICE

Speed and Availability are not Major Concerns Nationwide

Durham, NH – June 22, 2010 – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 71% of US broadband Internet subscribers are very satisfied with their current Internet service at home (rating satisfaction 8-10 on a 10-point scale), while just 3% are not satisfied (rating satisfaction 1-3).

In addition, while 77% of broadband subscribers do not know the download speed of their Internet service at home, they are generally pleased with the speed of their Internet connection. Overall, 66% of broadband subscribers rate the speed of their connection 8-10, and 6% rate it 1-3.

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 2010*. This is LRG's eighth annual study of this topic.

Other related findings include:

- At the time of the survey, over 70% of US households subscribed to a broadband service – compared to 20% in 2004
- 26% of broadband subscribers are very interested in receiving faster Internet access at home than they currently receive (rating interest 8-10 on a 10-point scale), while 44% are not very interested (rating interest 1-3)
- 17% of broadband subscribers say that there is not another high-speed Internet provider in their area. In urban and suburban areas, 11% of broadband subscribers say that there is not another high-speed Internet provider in their area – compared to 34% of subscribers in rural areas

- Of all Internet subscribers, 3% say that broadband is not available in their area. In rural areas, 8% of online households say that broadband is not available in their area – compared to 1% in urban and suburban areas
- Overall, 1.4% of all households are interested in getting broadband, but say that it is not available in their area
- Less than 1% of all households are interested in getting broadband, but cite cost as a reason for not currently subscribing to broadband.

“In just the past six years about half all US households have begun subscribing to a broadband Internet service,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “During this period of rapid growth, consumers have remained very satisfied with their broadband service at home.”

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.

Broadband Access & Service in the Home 2010 is based on a telephone survey of 1,600 adults age 18+ from throughout the continental US that was conducted in March-April 2010. The random sample of respondents was distributed 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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