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Leichtman Research Group

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BROADBAND SUBSCRIBERS ARE GENERALLY SATISFIED

Relatively Few Broadband Subscribers are Seeking Faster Internet Access

Durham, NH – June 25, 2008 – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 70% of US broadband high-speed Internet subscribers are very satisfied with their current Internet service at home (rating satisfaction 8-10 on a 10-point scale). Comparatively, 45% of dial-up/narrowband subscribers are very satisfied with their Internet service.

LRG's research also found that:

- 72% of cable broadband subscribers, and 62% of Telco broadband subscribers, rate the quality of the speed of their Internet connection as 8-10 on a 10-point scale
- 24% of broadband subscribers are very interested in receiving faster Internet access at home than they currently receive
- 11% of broadband subscribers would very likely pay an additional \$10 per month to double their Internet speed

These findings are based on a telephone survey of 1,601 households from throughout the United States and are part of a new LRG study, *Broadband Access & Service in the Home 2008*. This is LRG's sixth annual study of this topic.

Other related findings include:

- At the time of the survey, 57% of US households subscribed to a broadband service – compared to 20% four years earlier
- Broadband now represents over three-quarters of all online at home – compared to under one-third in 2004

- Overall, 6% of all Internet subscribers say that broadband is not available in their area

“While the base of high-speed Internet subscribers in the US has rapidly increased over the past few years, broadband subscribers typically remain very satisfied with their service and are not interested in paying for even faster Internet access,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Although the pace of annual net broadband additions is beginning to wane, LRG forecasts the total number of broadband subscribers will still increase by 33.5 million over the next five years.”

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 2008 is based on a telephone survey of 1,601 adults age 18+ from throughout the continental US that was conducted in March-April 2008. 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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