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Leichtman Research Group

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OVER THREE-QUARTERS OF U.S. HOUSEHOLDS GET BROADBAND AT HOME

Internet Services at Home Overall Have Leveled Off

Durham, NH – September 26, 2013 – New consumer research from Leichtman Research Group, Inc. (LRG) found that about 78% of US households get a broadband Internet service at home. Broadband now accounts for 94% of all households with Internet service at home – an increase from 92% last year, 75% in 2008, and 33% in 2004.

Overall, 83% of households get an Internet service at home, and 55% of adults access the Internet on a Smartphone. While the percentage of households getting Internet service at home is similar to last year, those accessing the Internet on a Smartphone increased from 44% last year.

These findings are based on a telephone survey of 1,304 households from throughout the United States and are part of a new LRG study, *Broadband Access & Services in the Home 2013*. This is LRG's eleventh annual study on this topic.

Other related findings include:

- 9% of all households get broadband, but do not subscribe to a multi-channel video service – compared to 8% the past two years
- 64% of broadband subscribers also access the Internet on a Smartphone – compared to 52% last year
- 19% of all not online at home access the Internet on a Smartphone – compared to 12% last year
- 1% of households paid to subscribe to Internet service at home in the past year, do not currently subscribe, and do not plan to subscribe again in the next six months

- Less than 1% of all online households say that broadband is not available in their area – compared to 6% in 2008
- 42% of households with annual incomes <\$30,000 do not use a laptop or desktop computer at home – compared to 8% with incomes >\$30,000
- 1% of all households have an iPad or tablet, but do not use a desktop or laptop computer

“While overall online penetration at home has flattened, broadband has grown by attracting previous narrowband customers, late-adopters of online at home, and movers into new households,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Despite an increasingly limited base of potential new subscribers, and some consumers opting to solely access the Internet on a Smartphone, broadband will continue to grow at a modest pace for the next few 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 & Services in the Home 2013 is based on a telephone survey of 1,304 adults age 18+ (including 150 cell phone calls) from throughout the continental US that was conducted primarily in July 2013. 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 +/- 2.7%.

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