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Leichtman Research Group

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NEARLY 80% OF U.S. HOUSEHOLDS GET BROADBAND AT HOME

More Time is Being Spent Online at Home Than in Previous Years

Durham, NH – October 24, 2014 – New consumer research from Leichtman Research Group, Inc. (LRG) found that 79% of US households get a broadband Internet service at home, an increase from 20% in 2004. Broadband now accounts for 95% of all households with Internet service at home – an increase from 94% last year, 89% in 2009, and 33% in 2004.

The mean reported time spent online at home per day is 2.8 hours among all individuals online at home – up from 2.2 hours per day in 2009. Among those online, ages 18-34 spend, on average, 3.3 hours per day online at home, compared to 2.8 hours per day among those ages 35-54, and 2.1 hours per day among ages 55 and above. For the first time ever in this study, the 18-34 age group overall reports spending more time per day online at home than time spent watching TV.

These findings are based on a telephone survey of 1,261 households from throughout the United States and are part of a new LRG study, *Broadband Internet Access & Services in the Home 2014*. This is LRG's twelfth annual study on this topic.

Other related findings include:

- 84% of households get an Internet service at home – similar to recent years
- 63% of adults access the Internet on a smartphone – up from 44% in 2012.
- 59% get Internet service at home and on a smartphone – up from 42% in 2012
- 24% of all not online at home access the Internet on a smartphone – compared to 19% last year, and 12% in 2012

- 2% 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
- 41% of households with annual incomes <\$30,000 do not use a laptop or desktop computer at home – compared to 9% with incomes >\$30,000
- 2% of all households have an iPad or tablet, but do not use a desktop or laptop computer

“The percentage of US households with a computer, and the percentage of households that get an online service at home, has leveled off over the past few years, while broadband continues to grow at a modest pace,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Along with more people accessing a broadband Internet service at home than ever before, more time is also being spent online 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 ongoing consumer surveys, with industry tracking and analysis, to provide companies with a richer understanding of current market conditions, and 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 Internet Access & Services in the Home 2014 is based on a telephone survey of 1,261 adults age 18+ (including 190 cell phone calls) from throughout the continental US that was conducted in September 2014. 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 +/- 2.8%.

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