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Leichtman Research Group

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

78% with Broadband at Home also Access the Internet on a Smartphone

Durham, NH – December 3, 2015 – New consumer research from Leichtman Research Group, Inc. (LRG) found that 81% of US households get a broadband Internet service at home, an increase from 26% in 2005. Broadband now accounts for 97% of all households with Internet service at home – an increase from 91% in 2010, and 40% in 2005.

Overall, 84% of households get an Internet service at home, and 69% of adults access the Internet on a smartphone. While the percentage of households getting an Internet service at home is similar to three years ago, those accessing the Internet on a smartphone increased from 44% in 2012.

These findings are based on a telephone survey of 1,223 households from throughout the United States and are part of a new LRG study, *Broadband Access & Services in the Home 2015*. This is LRG's thirteenth annual study on this topic.

Other related findings include:

- 78% with broadband at home also access the Internet on a smartphone – compared to 52% in 2012
- 31% not online at home access the Internet on a smartphone – compared to 12% in 2012
- The mean time spent online at home per day among broadband subscribers is 2.9 hours – up from 2.4 hours per day in 2010
- 13% of households get a broadband Internet service, but do not subscribe to a pay-TV service, while 68% of households get both broadband and pay-TV services
- 32% of households with annual incomes <\$30,000 do not use a laptop or desktop computer at home – compared to 4% with incomes >\$50,000

- About 3.5% of all households have an iPad or tablet, but do not use a laptop or desktop computer – up from 1% in 2013

“Nationwide, about four of every five households now subscribe to a high-speed broadband Internet service, a significant increase from about one in four households having broadband a decade ago,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “As the subscriber base has expanded, and broadband users are spending more time online at home, smartphones are also making Internet access more ubiquitous. Overall, 63% of adults now get a broadband service at home and also access the Internet on a smartphone – compared to 40% in 2012.”

About Leichtman Research Group, Inc.

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on the broadband, media and entertainment industries. LRG combines ongoing consumer research studies with industry tracking and analysis, to provide companies with a richer understanding of current market conditions, and the adoption and impact 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 2015 is based on a telephone survey of 1,223 adults age 18+ (including 220 cell phone calls) from throughout the continental US that was primarily conducted in October, 2015. 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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