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84% OF U.S. HOUSEHOLDS GET AN INTERNET SERVICE AT HOME

Over Two-Thirds of Households get Internet Service Both at Home and on a Smartphone

Durham, NH – December 13, 2017 – New consumer research from Leichtman Research Group, Inc. (LRG) found that 84% of U.S. households get an Internet service at home, compared to 83% in 2012 and 74% in 2007. Broadband accounts for 98% of households with Internet service at home, and 82% of all households get a broadband Internet service – an increase from 76% in 2012, and 53% in 2007.

In addition, 75% of adults access the Internet on a smartphone, up from 44% in 2012. Overall, 68% of households now get Internet service both at home and on a smartphone, an increase from 59% in 2014, and 42% in 2012.

These findings are based on a telephone survey of 1,203 households from throughout the United States and are part of a new LRG study, *Broadband Internet in the U.S. 2017*. This is LRG's fifteenth annual study on this topic.

Other related findings include:

- 16% of households only get Internet service at home – compared to 41% in 2012
- 42% not online at home access the Internet on a smartphone – representing 7% overall
- 91% of all households access the Internet either at home and/or on a smartphone – compared to 85% in 2012
- 91% with annual household incomes >\$50,000 get broadband at home – compared to 72% with annual household incomes <\$50,000
- 85% of households use at least one laptop or desktop computer – 93% of this group get an Internet service at home

- 63% of those not online at home do not use a laptop or desktop at home

“The percentage of households that have an Internet service at home is similar to what it was five years ago. Yet, increasingly the home Internet service is broadband, and it has also become more common for home Internet service to be paired with Internet service on a smartphone,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Over two-thirds of households now get Internet service at home and on a smartphone.”

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 Internet in the U.S. 2017 is based on a telephone survey of 1,203 adults age 18+ from throughout the continental U.S. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the U.S. The telephone survey (including landline and cell phone calls) was conducted in October-November 2017. The overall sample has a statistical margin of error of +/- 2.8%.

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