

# Broadband Internet Access & Services in the Home

## Research Study 2008



Over three-quarters of households in the U.S. now subscribe to an Internet service provider and high-speed (broadband) Internet accounts for 75% of all online subscribers at home. In the past year, the top broadband providers added nearly 7.8 million net new subscribers, bringing the combined total number of broadband subscribers to over 64 million at the end of the first quarter of 2008.

This sixth annual LRG study follows up on prior consumer research to investigate the current online universe with an emphasis on consumers' use of online services, and the factors that will continue to fuel the growth of broadband access and services in the home.

### Objectives:

- To understand the differences between those who currently have broadband at home against those who do not
- To assess how broadband subscribers use the Internet differently from narrowband subscribers
- To understand what content and services have the greatest appeal for narrowband and broadband subscribers
- To better understand the "next wave" of broadband consumers, who they are and what will motivate them to get broadband
- To measure how consumers rate their current Internet Service Provider

### Methodology & Coverage Areas

In the first quarter of 2008, LRG fielded a survey questionnaire via telephone interviews with 1,601 randomly selected households.

The sample provides a proportional distribution of current broadband and narrowband subscribers, as well as households not currently online.

Questions/issues that the survey addresses include:

- What are the different characteristics of broadband and narrowband subscribers?
- Why have consumers chosen their current ISP?
- Why might they switch service providers?
- What types of online content to various consumers use most often?
- What types of online content and services do consumers want?
- How do current consumer opinions compare to the past?

For more information on this and our other research programs, visit us on the web at [www.LeichtmanResearch.com](http://www.LeichtmanResearch.com) or contact us at (603) 397-5400 or via email at [Info@LeichtmanResearch.com](mailto:Info@LeichtmanResearch.com).



**LRG**  
Leichtman Research Group