

Broadband Internet Access & Services in the Home 2011

Research Study



Over 80% of households in the U.S. now subscribe to an Internet service at home, and about 85% of these households subscribe to a high-speed (broadband) Internet service from a cable or telephone company. In the past year, the top nineteen cable and Telco broadband providers added 3.3 million net new subscribers, to bring the combined total number of subscribers to 76.6 million at the end of the first quarter of 2011.

This ninth annual LRG study follows up on prior consumer research to investigate the current online universe with an emphasis on broadband access and services in the home.

Objectives:

- To measure and track the adoption of computers and Internet services throughout the US, and examine demographic differences
- To understand the differences between cable and Telco broadband subscribers
- To assess how broadband subscribers use the Internet
- To understand what content and services have the greatest appeal
- To measure how consumers rate their current Internet Service Provider
- To better understand the “next wave” of broadband consumers, who they are and what will motivate them to get broadband
- To understand the relationships between online users and TV viewing
- To better understand the role that the economy and “bundled” services play

Methodology & Coverage Areas

In April/May of 2011, LRG fielded a survey questionnaire via telephone interviews with 1,500 adults aged 18+ throughout the United States.

The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the U.S.

Questions/issues that the survey addresses include:

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

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