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 measure how consumers rate their current Internet Service Provider.
- To measure and track the adoption of iPads and tablets, as well as smartphones – to assess the impact these devices have on broadband in the home.
- To better understand the relationship between broadband and TV services, and the role that "bundled" services play.

Methodology & Coverage Areas

In September of 2014, LRG fielded a survey questionnaire via telephone interviews with 1,261 adults aged 18+ (including 190 cell phone calls) from 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 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 do various consumers use most often?
- What types of online content and services do consumers want?
- How do current consumer opinions compare to the past?

Nationwide, nearly four of every five households subscribe to a high-speed (broadband) Internet service at home – an increase from 20% of households with broadband a decade ago. In addition, 63% of adults now access the Internet from a smartphone – up from 44% two years ago.

This twelfth annual LRG study on the broadband industry tracks findings from previous years, and investigates the current online universe, with an emphasis on broadband access and services in the home.

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