

Broadband Internet Access & Services in the Home

Research Study 2009



Over 85% of households in the U.S. now have a computer at home, and about 75% of these households subscribe to a high-Speed (broadband) Internet service from a cable or telephone Company. In the past year, the top twenty cable and Telco broadband providers added 4.8 million net new subscribers, to bring the combined total number of subscribers to 69.3 million at the end of the first quarter of 2009.

This seventh annual LRG study follows up on prior consumer research to investigate the current online universe with an emphasis on consumers' Internet subscriptions at home, and the factors that are fueling the growth of broadband access and services in the home.

Objectives:

- To measure the adoption of the Internet throughout the US, and further examine demographics where online subscriptions are more prevalent.
- To understand the differences between broadband users and those who have narrowband/dial-up service at home
- To assess how broadband subscribers use the Internet
- To understand what content and services have the greatest appeal for broadband subscribers
- 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 March/April of 2009, LRG fielded a survey questionnaire via telephone interviews with 1,600 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 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?

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