90% OF U.S. HOUSEHOLDS GET AN INTERNET SERVICE AT HOME
The Majority of Those not Online at Home do not use a Computer

Durham, NH – December 22, 2022 – New consumer research from Leichtman Research Group, Inc. (LRG) found that 90% of U.S. households get an Internet service at home, compared to 84% in 2017, and 74% in 2007. Broadband accounts for 99% of households with an Internet service at home, and 89% of all households get a broadband Internet service – an increase from 82% in 2017, and 53% in 2007.

This study also found that 90% of households use a laptop or desktop computer, an increase from 85% in 2017. Of those that use a laptop or desktop computer at home, 96% have an Internet service at home. Those that do not use a laptop or desktop computer at home account for 58% of all that do not get an Internet service at home.

These findings are based on a survey of 1,910 households from throughout the United States and are part of a new LRG study, Broadband Internet in the U.S. 2022. This is LRG’s twentieth annual study on this topic.

Other related findings include:

- Individuals ages 65+ account for 34% of those that do not get an Internet service at home
- 56% of broadband subscribers are very satisfied (8-10 on a 1-10 scale) with their Internet service at home, while 6% are not satisfied (1-3).
- 44% of broadband subscribers do not know the download speed of their service – compared to 60% in 2017
• 61% reporting Internet speeds of >100 Mbps are very satisfied with their service, compared to 41% with speeds <50 Mbps, and 57% that do not know their speed

• 40% of broadband households get a bundle of services from a single provider – compared to 64% in 2017, and 78% in 2012

• 59% of adults with an Internet service at home watch video online daily – compared to 59% in 2020, 43% in 2017, and 17% in 2012

“The percentage of households getting an Internet service at home, including high-speed broadband, is higher than in any previous year,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Computer usage and knowledge remain the foundation for Internet services in the home. Among those that do not get an Internet service at home, 58% also do not use a computer at home.”

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. 2022 is based on a survey of 1,910 adults age 18+ from throughout the 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 survey, conducted in November 2022, included a sample of 652 via telephone (including landline and cell phone calls) used to track the presence of Internet services in the home, and an additional sample of 1,258 with an Internet service at home via an online sample. The phone sample has a statistical margin of error of +/- 3.8%. The combined phone and online samples of those with an Internet service at home has a margin of error of +/- 2.3%. The online sample solely used for some questions has a margin of error of +/- 2.8%.

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