



# LRG

Leichtman Research Group

**FOR IMMEDIATE RELEASE**

## **83% OF U.S. HOUSEHOLDS GET AN INTERNET SERVICE AT HOME**

*60% not Online at Home do not use a Laptop or Desktop Computer at Home*

---

**Durham, NH – December 14, 2016** – New consumer research from Leichtman Research Group, Inc. (LRG) found that 83% of US households get an Internet service at home, compared to 82% in 2010 and 69% in 2006. Broadband accounts for 97% of households with Internet service at home, and 81% of all households get a broadband Internet service – an increase from 74% in 2010, and 42% in 2006.

Those who do not get an Internet service at home tend to be older (36% of ages 65+ are not online at home), and lower income (40% with annual household incomes <\$30,000 are not online at home). Yet, possibly the most common characteristic of those not online at home is that 60% do not use a laptop or desktop computer at home.

Consistent with the profile of those not online at home, the most common reason for not getting an Internet service at home is a lack of need (cited by 50%). This reason far exceeds those who mention cost (17%), availability (8%), or access to the Internet on a smartphone (8%) as a reason not to subscribe to an Internet service at home.

These findings are based on a telephone survey of 1,208 households from throughout the United States and are part of a new LRG study, *Broadband Access & Services in the Home 2016*. This is LRG's fourteenth annual study on this topic.

Other related findings include:

- 86% of households use at least one laptop or desktop computer – 92% of this group get an Internet service at home
- About 5% of all households have an iPad or tablet, but do not use a laptop or desktop computer – up from 1% in 2013

- Overall, 66% get both an Internet service at home and on a smartphone – up from 42% in 2012
- 6% overall access the Internet on a smartphone, but do not get an Internet service at home – compared to 2% in 2012
- 41% with an Internet service at home watch online video daily – compared to 17% in 2011, and 5% in 2006
- 90% with annual household incomes >\$50,000 get broadband at home – compared to 71% with annual household incomes <\$50,000

“While higher-income households are most likely to subscribe to a broadband service, disparities in computer ownership and computer literacy remain at the root of the broadband divide in the US,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “A lack of need is still the most common reason for not getting an Internet service at home, rather than cost or the ability to get the Internet on a smartphone.”

**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](http://www.LeichtmanResearch.com).

*Broadband Access & Services in the Home 2016* is based on a telephone survey of 1,208 adults age 18+ from throughout the continental US. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the US. The telephone survey (including landline and cell phone calls) was conducted in October-November 2016. The overall sample has a statistical margin of error of +/- 2.8%.

###