



LRG

Leichtman Research Group

FOR IMMEDIATE RELEASE

92% OF U.S. HOUSEHOLDS GET AN INTERNET SERVICE AT HOME

Broadband Subscribers are Generally Content with Their Service

Durham, NH – December 11, 2023 – New consumer research from Leichtman Research Group, Inc. (LRG) found that 92% of U.S. households get an Internet service at home, compared to 83% in 2018 and 76% in 2008. Broadband accounts for 98% of households with an Internet service at home, and 90% of all households get a broadband Internet service – an increase from 81% in 2018 and 57% in 2008.

The research also found that 60% of broadband subscribers are very satisfied (8-10 on a 1-10 scale) with their Internet service at home, while 5% are not satisfied (1-3). Satisfaction with broadband is as high as in any year in the past decade, and compares to 53% who reported being very satisfied in 2018, and 59% in 2013.

These findings are based on a survey of 1,767 households from throughout the United States and are part of a new LRG study, *Broadband Internet in the U.S. 2023*. This is LRG's twenty-first annual study on this topic.

Other related findings include:

- 70% of broadband subscribers agree (8-10) that their Internet service meets the needs of their household, while 5% disagree (1-3)
- 64% of broadband subscribers rate the quality of the speed of their Internet connection 8-10 (with 10 being excellent), higher than any year in the past decade, including 53% in 2018 and 58% in 2013. Just 3% rate speed 1-3 (with 1 being poor)
- 42% of broadband subscribers do not know the download speed of their service – compared to 59% in 2018

- 22% of broadband subscribers report that their provider is the only one available in their area – compared to 27% in 2021
- 87% of households use at least one laptop or desktop computer, and 96% of this group get an Internet service at home
- Those that do not use a laptop or desktop computer at home account for 64% of all that do not get an Internet service at home

“The percentage of households getting an Internet service at home, including high-speed broadband, reached an all-time high over the past year. This year’s study found that 92% of households get an Internet service at home, an increase from 85% in pre-pandemic 2019,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc.

“Broadband subscribers are generally content with their services, with 60% reporting that they are very satisfied overall, and 70% agreeing that their Internet service meets the needs of their household.”

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. 2023 is based on a survey of 1,767 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 October-November 2023, included a sample of 500 via telephone (including cell phone and landline calls) used to track the presence of Internet services in the home, and an additional sample of 1,267 with an Internet service at home via an online sample. The phone sample has a statistical margin of error of +/- 4.4%. The combined phone and online samples of those with an Internet service at home has a margin of error of +/- 2.4%. The online sample solely used for some questions has a margin of error of +/- 2.8%.

###