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New iGR study forecasts increasing home broadband and Wi-Fi usage in U.S. households

Study details U.S. consumer behavior trends surrounding usage

AUSTIN, Texas, September 19th, 2016 – Today's U.S. consumers expect a world in which they always have high-speed access to anything they want, whether it be music, video, or basic information. Internet and data access while both at home and on-the-go is inextricably woven into the personal, social and business fabric of modern life.

Not surprisingly, home broadband usage in the U.S. is increasing, as U.S. consumers continue to adopt over-the-top video services, as well as engage in social networking, video chatting and other basic web activities on their home Wi-Fi networks. Home broadband usage is important to mobile operators and the mobile industry because it is a precursor to outside-the-home usage: if a user gets accustomed to streaming video and music over an in-home Wi-Fi network, then that user is likely to stream the same content when they step outside the home.

iGR, a market research consultancy focused on the wireless and mobile industry, has recently published a new market study that analyzes U.S. mobile consumer behavior at home and how it affects home broadband usage, most of which is generated on devices connected to home Wi-Fi networks. The study estimates home broadband usage and how that usage is divided between wired Ethernet and Wi-Fi connections, as well as how the usage is split between video and non-video content.

"U.S. consumers are increasingly using applications and services over the Internet connection in their home," said Iain Gillott, president and founder of iGR. "iGR believes that quantifying these consumers' home broadband usage is important for home broadband and mobile providers, as they both aim to provide quality data services."

iGR's new market study, [**U.S. Home Broadband & Wi-Fi Usage Forecast, 2015 – 2020: Increasing Usage in the Home**](#), provides a five-year forecast for the amount of data used over home broadband connections in U.S. households. Additionally, the forecast divides the data usage into that provided by wired Ethernet or Wi-Fi, and it also splits usage between video and non-video content. In addition to the forecast, this market study discusses the home broadband usage behaviors of U.S. consumers and details results from iGR's May 2016 survey of over 1,000 U.S. mobile consumers.

The following key questions are addressed in the new research study:

- How many U.S. households have broadband Internet service? How is this adoption rate related to age and income?
- Which broadband technologies are being used and what connection speeds are being provided to U.S. households?
- How much home broadband is used today by U.S. households, and how will this amount change over the five-year forecast period?
- How does usage compare between four quartiles of households that range from low-usage households to high-usage households?
- How much home broadband is driven by devices connected to a Wi-Fi network in U.S. households?
- How many different Wi-Fi-enabled devices are typically used in a household?
- How much home broadband is driven by video applications and non-video applications?
- What activities do U.S. consumers engage in on their home broadband connection?
- Which over-the-top video and communication services are used by U.S. consumers?

The information in this market study will be valuable for:

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR*'s website at www.igr-inc.com.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its sixteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.