

**U.S. Home Broadband
& Wi-Fi Usage
Forecast, 2016 - 2021:
*More homes, Wi-Fi...
and data***

Market Study
Third Quarter 2017





U.S. Home Broadband & Wi-Fi Usage Forecast, 2016 - 2021: *More homes, Wi-Fi... and data*

Market Study

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Table of Contents

Abstract	1
Executive Summary	3
Home Broadband Forecast	3
Figure A: Forecast of Household BW Usage by Quartile, 2016-2021 (GB/Month/HH)	4
Figure B: Total U.S. HH Home Broadband Data Usage per Month by Quartile, 2016-2021 (PBs)	4
Figure C: Average Wi-Fi Usage as Portion of Average Total Home Broadband Data Usage, 2016-2021	5
Figure D: Average Video Usage as Portion of Average Total Home Broadband Data Usage, 2016-2021	6
Methodology.....	7
U.S. Consumer Home Broadband Usage and Devices.....	8
Home Internet Service	8
Table 1: Internet Service at Home among U.S. Mobile Consumers	8
Figure 1: Internet Service at Home among U.S. Mobile Consumers	9
Table 2: Broadband Usage Among Survey Respondents, 2013 – 2017.....	9
Table 3: Speed of Internet Service at Home among U.S. Mobile Consumers	10
Figure 2: Speed of Internet Service at Home among U.S. mobile consumers.....	10
Home Wi-Fi Network	11
Table 4: Number of Wi-Fi Access Points at Home	11
Figure 3: Number of Wi-Fi Access Points at Home	12
Table 5: Version of Wi-Fi in Home.....	12
Figure 4: Version of Wi-Fi in Home.....	13
Devices Used in the Home	13
Table 6: Devices Used in the Home.....	14
Figure 5: Devices Used in the Home.....	14
Table 7: Types of TV Devices Used	16
Figure 6: Types of TV Devices Used.....	16
Table 8: Internet TV Set-up	17
Figure 7: Internet TV Set-up	17
Table 9: Connected TV Devices Used	18
Figure 8: Connected TV Devices Used	18
Table 10: Number of In-Home Devices	19
Figure 9: Number of In-Home Devices	19
Table 11: Mobile Device Usage in the Home	20
Figure 10: Mobile Device Usage in the Home	21
Table 12: Locations of Automatic Wi-Fi Connection	21
Figure 11: Locations of Automatic Wi-Fi Connection	22
Online Activities at Home	22
Table 13: Online Activities While at Home.....	23

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Figure 12: Online Activities While at Home.....	24
Frequency of Activities	24
Table 14: Frequency of Online Activities While at Home	25
Figure 13: Frequency of Online Activities While at Home.....	26
Types of Connections for Activities	26
Table 15: Type of Connection for Online Activities While at Home	27
Figure 14: Type of Connection for Online Activities While at Home	27
U.S. Consumer Video Usage	28
Frequency.....	28
Table 16: Frequency of Watching Video Content.....	28
Figure 15: Frequency of Watching Video Content	29
Table 17: Frequency for Different Types of Video Content.....	29
Figure 16: Frequency for Different Types of Video Content	30
Table 18: Very Often and Often Frequency for Different Types of Video Content	30
Figure 17: Very Often and Often Frequency for Different Types of Video Content	31
Locations	31
Table 19: Locations for Watching Video Content among U.S. Mobile Consumers	31
Figure 18: Locations for Watching Video Content among U.S. Mobile Consumers	32
Sources.....	32
Table 20: Source for Different Types of Video Content	32
Figure 19: Source for Different Types of Video Content	33
Table 21: Percent of each Type of Video Content Viewed on an Internet App.....	34
Figure 20: Percent of each Type of Video Content Viewed on an Internet App	34
Preferred Method to View Video Content at Home	35
Table 22: Preferred Sources for Video Content	35
Figure 21: Preferred Sources for Video Content	36
The Trend to Disconnect TV Service	37
Mobile Consumers without TV Service.....	37
Table 23: Disconnected Previous TV Service among U.S. Mobile Consumers.....	37
Figure 22: Disconnected Previous TV Service among U.S. Mobile Consumers	38
Table 24: Why Disconnected TV Service	38
Figure 23: Why Disconnected TV Service	39
Table 25: How Watch TV at Home without TV Service among U.S. Mobile Consumers	40
Figure 24: How Watch TV at Home without TV Service among U.S. Mobile Consumers.....	40
Mobile Consumers with TV Service	41
Table 26: Likelihood to Disconnect TV Service among U.S. Mobile Consumers.....	41
Figure 25: Likelihood to Disconnect TV Service among U.S. Mobile Consumers	41
Table 27: Why Might Disconnect TV Service among U.S. Mobile Consumers.....	43
Figure 26: Why Might Disconnect TV Service among U.S. Mobile Consumers	43
U.S. Home Broadband Background Information	44
Number of Household Connections	44
Household Connections by Technology.....	44
Table 28: Distribution of Fixed U.S. Residential Connections by Technology	45
Figure 27: Distribution of Fixed U.S. Residential Connections by Technology	46

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Household Connections by Income	46
Table 29: Distribution of Fixed U.S. Residential Connections by Income Decile	46
Figure 28: Distribution of Fixed U.S. Residential Connections by Income Decile	47
Household Connections by Education	47
Table 30: Distribution of Fixed U.S. Residential Connections by Education Decile	48
Figure 29: Distribution of Fixed U.S. Residential Connections by Education Decile	48
Household Connections by Age.....	48
Table 31: Distribution of Fixed U.S. Residential Connections by Age Decile	49
Figure 30: Distribution of Fixed U.S. Residential Connections by Age Decile	50
Household Connections by Speed	50
Table 32: Distribution of U.S. Fixed Residential Connections by Downstream Speed	50
Figure 31: Distribution of U.S. Fixed Residential Connections by Downstream Speed	51
Figure 32: Distribution of U.S. Fixed Residential Connections by Speed (Percentage)	52
Trend Toward Higher Speeds	52
Figure 33: Actual Download Speed (Mbps) 2011 – 2015	53
<i>i</i>GR Home Broadband Forecast Background Information	54
Data Amounts Associated with Online Activities.....	54
Quartiles	56
<i>i</i>GR Home Broadband Forecast	57
Number of Household Devices.....	57
Table 33: Devices per Household, 2016-2021	58
Figure 34: Devices per Household, 2016-2021	59
Number of Household Connections	60
Table 34: Penetration U.S. Households with Broadband	60
Speed of Broadband Connections	60
Table 35: Actual Peak Download Speeds Compared to Advertised Rates by Provider	61
Table 36: Actual Peak Download Speeds Compared to Advertised Rates by Service Tiers...	63
Speed of Broadband Connections as a Determinant of Quartiles	64
Table 37: FCC Data Rates by <i>i</i> GR Quartiles, 2016	64
Quartile Descriptions	65
Table 38: First Quartile	65
Table 39: Second Quartile	66
Table 40: Third Quartile.....	67
Table 41: Fourth Quartile	67
Forecast Assumptions and Drivers	68
Total Home Broadband Usage Estimate	69
Table 42: Forecast of Household BW Usage by Quartile, 2016-2021.....	70
Figure 35: Forecast of Household BW Usage by Quartile	70
Table 43: Number of U.S. Household Connections per Quartile, 2016-2021.....	71
Figure 36: Number of U.S. Household Connections per Quartile, 2016-2021	71
Table 44: Total U.S. HH Home Broadband Data Usage per Month by Quartile, 2016-2021 (PBs)	72
Figure 37: Total U.S. HH Home Broadband Data Usage per Month by Quartile, 2016-2021 (PBs)	73

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Table 45: Total U.S. HH Home Broadband Data Usage per Month by Quartile, 2016-2021 (Percentage).....	73
Figure 38: Total U.S. HH Home Broadband Data Usage per Month by Quartile, 2016-2021(Percentage).....	74
iGR Home Broadband Wi-Fi Usage Forecast.....	75
Drivers and Assumptions	75
Wi-Fi Usage Forecast	76
Table 46: Wi-Fi as Percent of First Quartile HH’s Total Home Broadband Data Usage, 2016-2021.....	76
Figure 39: Wi-Fi as Portion of First Quartile HH’s Total Home Broadband Data Usage, 2016-2021, (GB/month/HH).....	77
Table 47: Wi-Fi as Percent of Second Quartile HH’s Total Home Broadband Data Usage, 2016-2021	77
Figure 40: Wi-Fi as Portion of Second Quartile HH’s Total Home Broadband Data Usage, 2016-2021, (GB/month/HH).....	78
Table 48: Wi-Fi as Percent of Third Quartile HH’s Total Home Broadband Data Usage, 2016-2021.....	78
Figure 41: Wi-Fi as Portion of Third Quartile HH’s Total Home Broadband Data Usage, 2016-2021, (GB/month/HH).....	79
Table 49: Wi-Fi as Percent of Fourth Quartile HH’s Total Home Broadband Data Usage, 2016-2021	79
Figure 42: Wi-Fi as Portion of Fourth Quartile HH’s Total Home Broadband Data Usage, 2016-2021, (GB/month/HH).....	80
Table 50: Average Wi-Fi Usage as Percent of Average Total Home Broadband Data Usage, 2016-2021	80
Figure 43: Average Wi-Fi Usage as Portion of Average Total Home Broadband Data Usage, 2016-2021	81
iGR Home Broadband Video Usage Forecast.....	82
Drivers and Assumptions	82
Video Usage Forecast	83
Table 51: Video and Non-Video Percent of First Quartile HH Total Home Broadband Data Usage, 2016-2021.....	83
Figure 44: Video and Non-Video Home Broadband Data Usage for First Quartile HH, 2016-2021.....	84
Table 52: Video and Non-Video Percent of Second Quartile HH Total Home Broadband Data Usage, 2016-2021.....	84
Figure 45: Video and Non-Video Home Broadband Data Usage for Second Quartile HH, 2016-2021	85
Table 53: Video and Non-Video Percent of Third Quartile HH Total Home Broadband Data Usage, 2016-2021.....	85
Figure 46: Video and Non-Video Home Broadband Data Usage for Third Quartile HH, 2016-2021.....	86
Table 54: Video and Non-Video Percent of Fourth Quartile HH Total Home Broadband Data Usage, 2016-2021.....	86

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Figure 47: Video and Non-Video Home Broadband Data Usage for Fourth Quartile HH, 2016-2021	87
Table 55: Average Video Usage as Percent of Average Total Home Broadband Data Usage, 2016-2021	87
Figure 48: Average Video Usage as Portion of Average Total Home Broadband Data Usage, 2016-2021	88
Survey Demographics	89
Demographic Profile of U.S. Consumer Respondents	89
Table 56: Respondent Age.....	89
Figure 49: Respondent Age	90
Table 57: Respondent Gender.....	90
Figure 50: Respondent Gender	91
Table 58: Respondent Ethnic Background.....	91
Figure 51: Respondent Ethnic Background	92
Table 59: Respondent Annual Household Income	92
Figure 52: Respondent Annual Household Income	93
Table 60: Respondent Level of Education	93
Figure 53: Respondent Level of Education	94
Table 61: Age of Children in Household	94
Figure 54: Age of Children in Household	95
Table 62: Respondent Region.....	95
Figure 55: Respondent Region	96
Table 63: Respondent Marital Status	96
Figure 56: Respondent Marital Status.....	97
Definitions	98
General	98
Device Types.....	98
Services	99
Network Technology.....	100
About iGR.....	104
Disclaimer	104

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Abstract

Home broadband usage in the U.S. is growing, as U.S. consumers increasingly choose to watch a significant amount of their video content on the Internet using 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.

This market study estimates 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 is also splits usage between video and non-video content. In addition to the five-year forecast, this market study discusses the home broadband usage behaviors of U.S. consumers, using results from *iGR*'s March 2017 survey of over 1,000 U.S. mobile consumers.

Key questions addressed:

- What defines the home broadband usage of U.S. consumers in *iGR*'s survey? Specifically, what type of Internet connection, Wi-Fi, and devices do they use?
- What activities do U.S. consumers engage in on their home broadband connection?
- What are the video usage habits of U.S. consumers?
- How many U.S. households have broadband Internet service? How is this adoption rate related to age, income and education level?
- 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?

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Who should read this report?

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

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