

**U.S. Home Broadband
& Wi-Fi Usage
Forecast, 2018 - 2023:
*Unlimited data on
increasingly faster
speeds***

Market Study
First Quarter 2019





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Published First Quarter 2019

Version 1.0

Report Number: 02Q2019-12

iGR

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Abstract

Home broadband usage in the U.S. has increased continuously over the last decade as U.S. consumers have expanded their typical activities on the Internet and now engage in social networking, video chatting and video streaming services on a variety of devices on their home Wi-Fi networks.

This market study estimates the amount of data used over home broadband connections in U.S. households from 2018 to 2023. 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 January 2019 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 have subscription rates to cable TV services and home Internet services changed over the last two years?
- 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 many different Wi-Fi-enabled devices are typically used in a household?
- How much home broadband is driven by devices connected to a Wi-Fi network in U.S. households?
- 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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