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New *i*GR study forecasts increasing home broadband and WiFi usage in U.S. households

Study also details the types of data activities of U.S. consumers in their homes

AUSTIN, Texas, March 22nd, 2019 – 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.

*i*GR, 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 much of that usage is on Wi-Fi, as well as how much of the usage is generated by video content.

"U.S. consumers' home data usage continues to increase, as they take advantage of faster home broadband speeds to watch more video content online, play more online games, have video chats more frequently, and engage in other Internet-based activities more regularly," said Iain Gillott, president and founder of *i*GR. "*i*GR 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."

*i*GR's new market study, **U.S. Home Broadband & Wi-Fi Usage Forecast, 2018 – 2023: *Unlimited data on increasingly faster speeds***, 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 is 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 *i*GR's January 2019 survey of over 1,000 U.S. mobile consumers.

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

- What defines the home broadband usage of U.S. consumers in *i*GR'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?

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 *iG*R's website at www.*iG*R-inc.com**.**

About *iG*R

*iG*R 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, *iG*R is now in its nineteenth year of operation. *iG*R 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.

*iG*R researches a range of wireless and mobile products and technologies, including: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload.

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