



Contact iGR

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New iGR white paper discusses home broadband cord cutting trend

The free white paper includes recent iGR survey results

AUSTIN, Texas, August 6th, 2019 – Thirty years ago, the idea of not having a landline telephone at home was preposterous, but over time cellular technology improved and the result was that consumers started disconnecting their landline telephones to rely solely on their cell phones. Next, as over-the-top video subscription services (such as Netflix and Hulu) became more popular and offered more content choices, some consumers saw less value in their cable/satellite TV package and disconnected the service. Now, a pattern to disconnect home broadband service is emerging.

iGR, a market research consultancy focused on the wireless and mobile industry, has written a white paper that analyzes this trend. According to iGR's recent surveys, approximately 24 percent of consumers in the U.S. currently do not have a wired broadband connection at home. Instead, they use their 4G LTE smartphones or devices, rely on public Wi-Fi or use the Wi-Fi available from their apartment building.

"The decline in home broadband subscribers is not simply because people are not signing up when they first get out of college or get an apartment," said Iain Gillott, president and founder of iGR. "Much of the loss is because people are not seeing value in the home broadband service and are disconnecting."

iGR's new white paper, **Home Broadband Cord Cutting: Is it being replaced with LTE and 5G?**, discusses the adoption levels of home broadband service in the U.S. over the last several years. The paper also discusses trends surrounding the disconnection of the service, including the reasons for doing so. Results from recent iGR surveys of U.S. mobile consumers are included.

The following key questions are addressed in the new white paper:

- What is the current adoption rate of home Internet service in the U.S. and how has it changed over the last two years?
- What demographic variables are related to the adoption of home Internet service?
- Why do some U.S. mobile consumers not have a home Internet service?
- How does the use of unlimited LTE cellular service impact home Internet adoption rates?

- For those consumers without home broadband, what percent have had home broadband previously?
- Why do U.S. consumers typically disconnect their home Internet service?
- How likely are U.S. consumers to disconnect their home Internet service in the near future?
- How might 5G fixed wireless service impact the home broadband disconnect trend?

The new white paper can be [downloaded](#) at no charge directly from *iGR*'s website. Alternatively, [email](#) Iain Gillott for additional details.

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 nineteenth 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: 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.