

**U.S. Home Broadband  
& Wi-Fi Usage  
Forecast, 2019 - 2024:  
*More time at home,  
more data at home***

Market Study  
Second Quarter 2020





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# **U.S. Home Broadband & Wi-Fi Usage Forecast, 2019 - 2024: *More time at home, more data at home***

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## Market Study

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*iGR*

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## Abstract

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

In 2020, the industry saw an even greater increase in home broadband usage, as many students and workers in the U.S. were forced to stay at home during the COVID-19 pandemic.

This market study estimates the amount of data used over home broadband connections in U.S. households from 2019 to 2024. It incorporates the expected impact of the COVID-19 stay-at-home mandates on home broadband usage in 2020 and future years, according to *iGR's* assumptions about when and how the U.S. will return to 'normal.'

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* May 2020 survey of over 1,500 U.S. mobile consumers.

Key questions addressed:

- What are the home broadband usage characteristics 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?

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- How has home broadband usage in U.S. households been impacted by the COVID-19 pandemic in 2020? How much will it affect later years of the forecast.
- 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?

#### 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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